Educational Administration: Theory and Practice
2024, 30(4), 10930 - 10941
ISSN: 2148-2403
https://kuey.net/ **Research Article**

Entrepreneurial Intention Among the Youth Farmers to Enter the Kashmiri Saffron Industry

Asifat Shafi[1]*, Parvez Ahmad Mir.[2], Imran Ul Amin[3]

[1]*PhD Scholar (DMS), Islamic University of Science and Technology., Email: Asifatshafi43@gmail.com, Asifat.shafi@islamicuniversity.edu.in
[2]Director, CIED, Islamic University of Science and Technology, Awantipora, Kashmir J&K- India- 192122, Email: mirparvez7@gmail.com
[3]Assistant professor, Islamic University of Science & Technology, Awantipora, Kashmir J&K- India- 192122,
Email: Imran.amin@islamicuniversity.edu.in

***Corresponding Author:** Asifat Shafi
*PhD Scholar (DMS), Islamic University of Science and Technology., Email: Asifatshafi43@gmail.com

Citation: Asifat Shafi et al. (2024), Entrepreneurial Intention Among the Youth Farmers to Enter the Kashmiri Saffron Industry, *Educational Administration: Theory and Practice*, 30(4) 10930 - 10941
Doi: 10.53555/kuey.v30i4.8858

ARTICLE INFO

ABSTRACT

The present paper endeavours to understand the phenomenon of entrepreneurial intention among young farmers in Kashmiri saffron sector through the application of the behavioural model; theory of planned behaviour's two variables attitude towards behaviour and subjective norm and an individual variable propensity to take risk. Data sample of 220 second generation saffron farmers was collected. After data screening process, descriptive statistics and inferential statistics were used to examine the data. Results of hypotheses testing revealed that all the factors under study has positive impact entrepreneurial intention where subjective norm was found slightly higher than that of attitude towards behaviour and propensity to take risk. The results of this study will help in understanding the phenomenon of entrepreneurial intention among second generation farmers in Kashmiri saffron sector.

Keywords: Entrepreneurship, Entrepreneurial intention, Kashmiri Saffron, young farmers.

Introduction:

Entrepreneurship is defined as the discovery, evaluation, and use of chances to introduce new goods, practises, services, techniques, markets, processes, and materials (Sabuhilaki, 2016). Entrepreneurship is defined as the use of energy to initiate and create a business (Rahmanian et al., 2012). Entrepreneurship refers to the dynamic process of producing income, opportunities, and addressing individual needs (Obayelu et al., 2019). Entrepreneurship activities may be found in practically every part of the world since it has been identified as a determinant or crucial component of economic growth and development (Rudhumbu et al., 2016). Entrepreneurship has emerged as a vital career path in both developing and developed countries (Banjoko et al., 2020). The provision of entrepreneurial skills and financial chances to jobless people, will limit their engagement in unnecessary activity while also opening up commercial prospects and economic growth for the people (McDaniel et al., 2021). Unemployment among youth may cause a wide variety of societal evils, and jobless people especially youths are vulnerable to a lack of skills, decreased self-esteem, marginalisation, destitution, and human resource waste (Agu, 2018). The development of entrepreneurial skills would aid in the lowering of the high percentage of unemployment (Bakry et al., 2019) and aid in the national
Entrepreneurship development among youths in various sectors like agricultural has piqued the interest of academics and policymakers (Tariq et al., 2020). Agripreneurs are viewed as the new boosters of growth and development, and they play an important role in developing nations (Afolabi, 2015). Agri-entrepreneurship has the capacity to address the current challenges of insufficient farm mechanisation and low agricultural productivity (Xiaosan, et al.,2021). This entrepreneurial approach not only has the potential to improve individuals' living standards, but it also contributes to wealth creation for both entrepreneurs and the larger farming community (Muhammad et al., 2020) Furthermore, it contributes significantly to global food security, specifically in the under developed and developing countries (Van et al., 2017). On the other hand, lack of

entrepreneurial skill set and resources lead to downfall of many sector (Gill, 2017; Majeed, 2018) including the Kashmiri saffron sector (Ganaie and Singh, 2019).
Saffron production has fallen over years, as farmers are demotivated because of the low earnings (Yasmin and Nehvi 2013). For this there are many reasons and some of them are farmers lack knowledge on land preparation, corm planting, fertiliser, pesticide, and fungicide use, and saffron harvesting, separation, and post-harvesting processes (Iqbal et al., 2012). The yield and production in Kashmir are lower than in other areas such as Italy, Iran, and Spain (Mir, 2018). There are several entrepreneurship opportunities in Kashmir, but Kashmiri youth have acquired a mindset of being employees rather than employers. From the input stage to the output stage, each step of the Kashmiri saffron supply chain management comprises of at least one business opportunity (Shafi and Mir 2022).
Considering the saffron sector as an entrepreneurial opportunity in Kashmir can help to revitalise the Kashmiri saffron industry and boost the economic strength of the state. Various social, environmental, and cultural factors are driving these farmers to seek new sources of income, and many have begun new income-generating business activities on existing farms. Contract farming is a business opportunity that can benefit both farmers and entrepreneurs in terms of economic development. Furthermore, perceived valuation of financial risk management has a positive impact on small business owners' beliefs and, as a result, the performance of their businesses (Gill et al., 2018). Establishment of processing and packaging enterprises will greatly aid in the creation of a good brand image and value in the national and international markets (Shafi and Mir, 2022). Effective marketing of Kashmiri saffron is important and can be accomplished by shortening the distribution channel, increasing e-marketing, and expanding distribution and promotion at the global level as a well-developed brand. All of these measures will boost the efficiency of the Kashmiri saffron sector.

Literature background:

In recent years, entrepreneurship has been recognised as an attractive approach for solving the issue of unemployment (Ramar, 2023). Entrepreneurship provides a significant avenue for youth to achieve financial and economic independence through innovation, creativity and the pursuit of new business opportunities (Ajzen, 1991). Individuals with access to entrepreneurial opportunities, have confidence in their abilities, cultivate personal relationships or networks with established entrepreneurs, and invest as business angels in others' businesses are more likely to become entrepreneurs. Despite entrepreneurship's demonstrated ability to promote job creation, foster development of human resources, and improve consumer well-being, research has revealed that only a small percentage of people pursue entrepreneurial endeavours (Khan & Magd, 2022). There is substantial potential for agricultural entrepreneurship to drive economic development by creating job opportunities directly and indirectly (Mujuru, 2014; Rajaei et al., 2011).
Entrepreneurship is widely recognised as a critical component in addressing the challenges and rapid shift that have emerged in the past few decades in agriculture and the food industry (Gellynck et al., 2015). This importance is heightened by the need for agricultural and food enterprises to adapt to challenges such as changing food safety trends, changing consumer preferences, and advances in biotechnology and sustainability (Dias et al., 2019; Lans et al., 2020).
Agricultural entrepreneurship has grown significantly in the Kashmir region (Baba et al., 2014), especially in sectors like dairy, cattle feed, and floriculture. Saffron cultivation, on the other hand, is primarily perceived as a farming activity, with youth viewing it as a simple buying and selling venture rather than a full-fledged business opportunity (Shafi and Mir, 2022).
Saffron farming is quite expensive since it takes 150,000 saffron flowers to create 1 kilogramme of saffron, and the entire production is done manually (Heidarbeigi et al., 2015). Saffron is tainted by the addition of liquids such as honey, glycerine, and oil, as well as dried animal fibres (Rios et al., 1996). Moreover the main challenges including lack of a suitable saffron product in the global market, no suitable packaging of saffron, traditional saffron cultivation and processing, insufficient promotional and marketing for the global market, lower yield for saffron growers, a lack of information in the international market about saffron adulteration, price fluctuation in the international market, a lack of effective export training, and insufficient government policies and regulations (Pezeshkirad and Feali, 2010). The Kashmiri saffron business is also concerned about poor marketing. Because Kashmiri saffron marketing is concentrated in the hands of a few dealers, farmers cannot directly sell their crop because they cannot store, grade, and pack the product on an individual basis. Kashmiri saffron sector is labours job (Sharma, et al., 2022).
Kashmir has a high unemployment rate, which primarily affects its rural youth population. Notably, the agriculture sector in Kashmir, specifically saffron cultivation, is experiencing a lack of entrepreneurial intent among its young population (Shafi and Mir, 2022). Individual competence is closely linked to the concept of entrepreneurial intent, which denotes an individual's willingness to embark on entrepreneurial endeavours.
In the context of saffron sector, young Kashmiris' attitudes are crucial in shaping their intentions. Unfortunately, saffron cultivation is frequently viewed negatively by Kashmiri youth, owing to societal pressures and personal experiences that have cultivated an unfavourable perception of the saffron farming business (Shafi and Mir, 2022). According to researchers, increased private investment and the cultivation of entrepreneurial intent can greatly benefit the agriculture sector's sustainable growth and commercialization (Alizadeh et al., 2017).

Entrepreneurial intention, an important component of individual competency, can be defined as an individual's first step before setting up of a business, that includes activities related to business creation, production, and initial sales (Omidi et al., 2016). Behavioural intentions, as defined by social psychologists, provide robust models that have significant predictive value for a wide range of behaviours, as well as a theoretical framework for understanding the underlying processes that drive intentional behaviour.

The intention is essentially an acknowledgment of a representational relationship, as defined in the theory of planned behaviour planned behavior (TBP), between cognitive and conative behaviour of persons' preparedness to do a specific a ct. TBP may be used as a foundation for analysing entrepreneurial aspirations. According to (van, et al. 2008), in order to explore the intents of entrepreneurs in depth, TPB is necessary, where the intention is seen as a product of attitudes, perceived behaviour control, and subjectif norms. (Ajzen 1991) addresses three motivational factors that influence behaviour: behavioural control (perception of the ease or difficulty in realising one's interest in becoming an entrepreneur); attitude in relation to behaviour (degree to which a positive or negative personal evaluation of the fact of being an entrepreneur is presented): and the impression of societal norms (which assesses the perceived social pressure to engage in or refrain from engaging in entrepreneurial behaviour we have used a psychological trait in this study that is propensity to take risk, which is defined as an individual's proclivity to become involved in a risky event, and entrepreneurship is one of those risky events. Individuals with a high risk-taking proclivity had a stronger desire to engage in entrepreneurship, according to empirical findings (Hmieleski and Corbett, 2006).

As a result, the current study was designed to examine entrepreneurial intention among the second-generation farmers of Kashmiri saffron sector.

Research gap:

Entrepreneurial intentions among young farmers are vital for the revival of the Kashmiri saffron industry, which could as well serve as a catalyst for the economic growth of the region (Shafi and Mir, 2022). As researchers and policymakers seek practical strategies to encourage youth entrepreneurial behaviour, it is vital to identify the socioeconomic determinants influencing these intentions. While previous research has extensively examined the Kashmiri saffron economics (Sharma et al., 2012; Hamid et al., 2017), production (Nehvi et al., 2006; Ali and Hakim, 2017; Menia et al., 2018), and post-GI tag benefits (Saqib, 2015), a significant research gap exists regarding the entrepreneurial intentions of young farmers in this context.

Despite extensive research on entrepreneurial intentions in a variety of sectors, including agriculture (Ridha and Wahyu, 2017; Novanda et al., 2020), students (Barba et al., 2022), and the general youth population (Walker et al., 2020) a dedicated investigation into the entrepreneurial intentions of young farmers in this field remains conspicuously absent. This study employs the Theory of Planned Behaviour, a framework widely used by previous researchers (Krueger and Carsrud, 1993; Van et al., 2008; Kautonen et al., 2015; Valencia et al., 2020) to fill this gap. Some qualitative interviews were held with a sample from targeted population. Researcher fount that the population under study has a raw understanding of perceived behavioural control and has a good understanding of what propensity to take risk means. Therefore, instead of using perceived behavioural control, this study focuses on propensity to take risk as a determinant of entrepreneurial intentions.

Research model:

Intentions successfully predict behaviour, and attitudes successfully predict intentions, according to meta-analyses (Kim & Hunter, 1993). Researchers have identified a model for entrepreneurship, particularly for the employment of young, using socio cognitive models and theories (Sharma & Madan, 2014). Intention is required for entrepreneurship and certain behaviours after the startup phase (Linan, 2005). The current study is based on a common behavioural model, the theory of planned behaviour's TPB; (Ajzen, 1991), two variables attitude towards behaviour and subjective norm and a psychological variable named propensity to take risk.

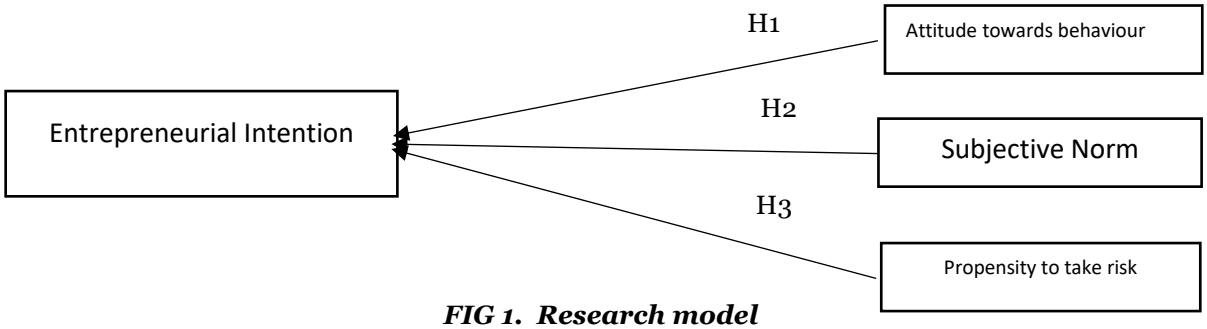

FIG 1. Research model

This variable attitude toward behaviour, according to (Zampetakis et al., 2013 and Devi et al., 2015), is a significantly determinant in a young entrepreneur's inclination to enter the agriculture industry. Within the

TPB, the attitude toward the behaviour is defined as the individual's assessment of the conduct in issue (Ajzen 1991). Scholars have essentially approached entrepreneurial attitudes in two ways. To begin, entrepreneurial attitude refers to a person's feelings, thoughts, and cognition toward entrepreneurship. This factor affects an individual's perspective about setting up a business. Attitude affects the intention to undertake an entrepreneurial venture (Veciana et al., 2005). Individual's attitudes towards specific habits or actions, such as entrepreneurship, are manifested by their attitudes (Al-Jubari, 2019). These attitudes can be positive or negative, and they have a significant impact on a person's level of involvement in agro-entrepreneurship (Miriti, 2020). Young Africans have a favourable attitude towards agro-entrepreneurship, with a strong desire to pursue it as a viable career option (Zakaria et al., 2014). A positive attitude among people is found to be an important factor in increasing their desire to engage in entrepreneurship (Ambad et al., 2016). Empirical research has consistently shown that a individual's attitude towards entrepreneurship has the greatest influence on their desire to become an entrepreneur (Al-Jubari, 2019; Ambad et al., 2016; Hamiruzzaman et al., 2020). As a result, the following hypothesis is proposed in this study:

H1; there is a significant impact of attitude towards behaviour on entrepreneurial intention of second-generation farmers of Kashmiri saffron sector

Subjective norms are an individual's personal perceptions of how their immediate social circle, which includes parents, relatives, and neighbours, will react to their participation or non-participation in a particular behaviour, such as entrepreneurship (Al-Jubari, 2019). The subjective norm refers to perceived societal pressures that guide individuals towards more socially acceptable behaviours (Kim-Soon et al., 2016). People's proclivity to conform to certain behaviours is heavily influenced by social pressure. Students' confidence in pursuing entrepreneurship tends to increase when they receive strong support from their family and relatives (Ambad et al., 2016). As a result, students may actively seek guidance and encouragement from those in their social sphere, and these influences may have an impact on their entrepreneurial participation decisions (Al-Jubari, 2019). There will be more social support of entrepreneurs, and a higher and stronger entrepreneurial intention will develop. This increases the possibility that individual will intend to create a new business (Al-Harrasi, et al., 2014). The general public's acceptance of agriculture as a socially acceptable norm reflects the increasing popularity of agro-entrepreneurship among young people (Morris et al., 2017). According to empirical research, the subjective norm has a significant and positive influence on the intentions of young entrepreneurs (Al-Jubari, 2019; Ridha et al., 2017). As a result of the preceding discussion, the following hypothesis is developed:

H2; there is a significant impact of subjective norm on entrepreneurial intention of second-generation farmers of Kashmiri saffron sector

In our study we have also used a psychological factor, propensity to take risk as factor to determine the entrepreneurial intention of the young farmers.

Propensity to Accept the Risk was described by (van and Verheul 2004) alludes to "acceptation of risk while engaging in an activity and thus connected to the likelihood of success of any activity being less than 100 percent". Risk, as defined by (Al-Mamary and Alshallaqi, 2022), is the individual's perception of the likelihood of systemic failure, potential loss, or any unfavourable natural event that may occur during an activity or work experience. The tendency to take risks influences one's attitude towards the intention to engage in entrepreneurship significantly (Raghuvanshi, et al., 2017). As a result, many people may be hesitant to pursue entrepreneurship success, owing to the inherent risks associated with operating in the entrepreneurial sector of the economy [Al-Mamary and Alshallaqi, 2022]. According to (Al-Mamary and Alshallaqi, 2022), there is a strong link between risk-taking and the desire to become an entrepreneur. A successful entrepreneur must navigate the uncertainties and risks inherent in the business environment. They are known for their ability to think creatively and take calculated risks when introducing new products or services to the market (Hmieleski, and Corbett, 2006). Entrepreneurs are frequently driven to take calculated risks in order to maximise profits. As a result, individuals with a higher risk-taking proclivity have a better chance of achieving success in entrepreneurship (Tu, et al., 2021). According to (Al-Nashmi, 2017), entrepreneurs are more likely to embrace risk and operate in situations characterised by ambiguity. Several studies, including (Al-Mamary and Alshallaqi, 2022), have found that risk-taking has a positive effect on entrepreneurial intent. According to Al-Nashmi, 2017, the potential to become an entrepreneur, willingness to take risks, and desire to start a business all play a role in shaping entrepreneurial intention. Individuals with a high-risk tolerance are generally more motivated to pursue entrepreneurship, whereas those with a low risk proclivity are frequently less motivated (Hamdan, 2013). Given these arguments, it is reasonable to propose:

H3; there is a significant impact of propensity to take risk on entrepreneurial intention of second-generation farmers of Kashmiri saffron sector

Methodology:

The current study is an exploratory study on entrepreneurial intention of young farmers of Kashmiri saffron sector in March-June 2023. The area under study is district Pulwama and Badgam of Kashmir valley as it's the only state producing saffron in India and ranks 3rd world wide (Rather et al., 2022) and besides this more 30000 families are directly associated with the cultivation of saffron in these two districts (Shafi and Mir,

2022). The desire to analyse entrepreneurship characteristics and factors affecting the intentions becomes the primary reason of this study.

The study employs a structured questionnaire as a research tool to elicit diverse responses from second-generation farmers of Kashmiri saffron sector. Structured Questionnaires was distributed among the household in the area under study. Based on previous literature, Structured Questionnaire has been modified to fit in the requirement of the study from (Linán and Chen 2009; Mwiya, 2014; and Kolvereid, 1996). The first part structured questionnaire consists of 5 demographic variables, evaluated on a dichotomous scale and the second part consists of 14 statements, evaluated on a 5-point Likert scale ranging from 1 "strongly disagree" to 5 "strongly agree" was adopted for the study.

Data was collected using random sample method form a sample of 220 second-generation saffron farmers. 182 responses were observed complete and 38 response were dropped for the reason of having incomplete information. The structured questionnaire was first tested for reliability in a pilot study. In the beginning, 60 responses were gathered and tested for internal consistency; a value of > 0.70 confirmed but some of the item did not get loaded on the factor therefore we omitted and reliability was ascertained for future data collection.

Results and Analysis:

Descriptive analysis of respondents:

Survey profile of this research ranged in age from 15 to 40 years. Respondents in the age group of 21 and 25 had a higher proportion of 39.2 percent than that of others. The proportion of male respondents is 52.5 percent, while female respondents are 47.5 percent. On the basis of nativity, majority of respondents were from rural areas and accounted for 94.5 percent, this criterion implies that rural respondents prevail in the research region since the majority of respondents were from rural areas. The number of married respondents is around 32.7 percent, but the proportion of single respondents is about 65.4 percent. The income of respondents was also considered, and it was shown that low-income respondents with a percentage of 47.5 dominated the higher income group with a percentage of 3.3 because the major number of respondents belonged to the student category.

Measurement, reliability, and validity tests

We used IBM SPSS Statistics 22.0 with varimax rotation to perform a principal component analysis to extract statistically significant factors based on correlation. Cronbach's alpha is 0.734, and the Kaiser-Meyer-Olkin (KMO) level of sampling adequacy is 0.735, both of which are higher than the 0.70 threshold proposed by (Demo et al., 2012; Hair et al., 1998 and Hair et al., 2006). Furthermore, (Demo et al., 2012 and Nunnally 1978) show that loadings between 0.60 and 0.70 are good, but loadings above 0.70 are excellent.

Table I. convergent validity results of scale items

Constructs	Items code	Factor Loadings	Cronbach's alpha
Attitude towards Behaviour	AB1	0.691	0.909
	AB2	0.737	
	AB3	0.760	
Subjective Norms	SN1	0.779	0.981
	SN2	0.805	
	SN3	0.752	
	SN4	0.757	
Prosperity Task Risk	PTR1	0.762	0.792
	PTR2	0.859	
	PTR3	0.785	
Entrepreneurial Intentions	EI1	0.852	0.796
	EI2	0.861	
	EI3	0.850	
	EI4	0.761	

The first-order CFA was performed using AMOS 20.0, and the indices show good model fitness. Table 2 shows the EFA and CFA loadings, as well as the Cronbach's alpha, composite reliability, and average variance extracted (AVE) values. The chi-square minimum (CMIN)/degree of freedom (dF) value is 1184.864/612 = 1.936, which is within the acceptable range of 3:1 (Bagozzi & Yi, 1988). This model fits well, with a root mean square error of approximation (RMSEA) of 0.048 which is <0.08 and SRMR (Standardized root mean square residual) of 0.0422 (Byrne, 2013; Bentler & Bonett, 1980). It also has additional parameters of maximum fit confirmation (implicit fit measures, as measured by (Hair et al., 2010, and Bagozzi and Yi, 1988), such as comparative fit index (CFI) = 0.938, Tucker Lewis index (TLI) = 0.932.

Structural model

Three indices (factor loadings, AVE, and CR) were considered to access convergent validity as shown in Table II (Fornell and Larcker, 1981; Hair et al., 2006) recommended a factor loading threshold of 0.50, an AVE of 0.50, and a composite reliability (CR) of 0.70 for each construct. According to the findings, the proposed model had adequate reliability and validity. Discriminant validity could be demonstrated when the AVE of each construct exceeded its squared correlation estimate (Hair et al., 2006; Fornell & Larcker, 1981) which further validates the model.

Table II. Convergent and discriminant validity

	CR	**AVE**	ATB	SN	PTR	EI
ATB	0.912	0.521	0.745			
SN	0.921	0.532	0.521	0.824		
PTR	0.978	0.666	0.587	0.53	0.751	
EI	0.892	0.540	0561	0.523	0.475	0.729

Hypothesis testing

The path analysis was used to test the relationship between independent and dependent variables, as proposed by the conceptual model.

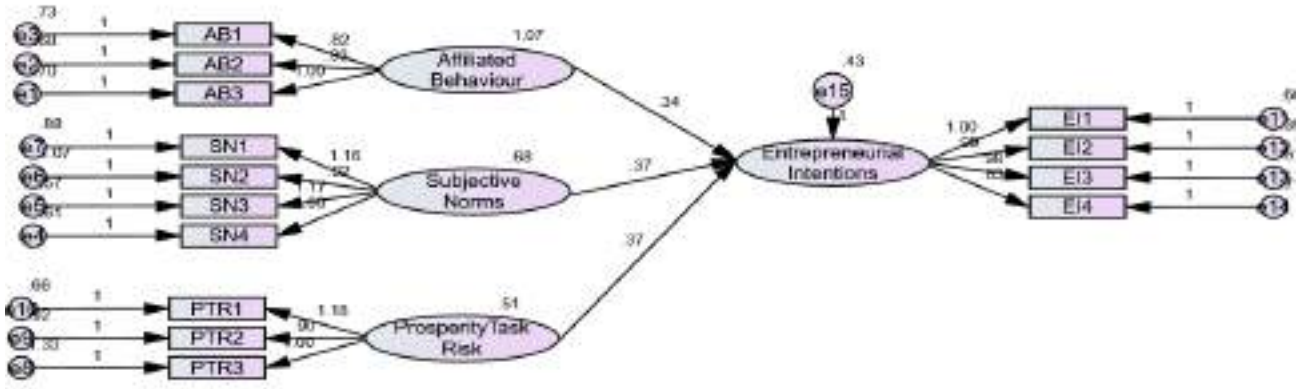

fig. II: Standardized loading factor diagram

The results obtained using AMOS 20.0 show an acceptable model fit for the structural model with a value of Chi-square (CMIN/dF; 170.250/101 = 1.686), fit index baseline comparisons (TLI = 0.932, CFI = 0. 938); parsimony-adjusted measures (RMSEA = 0.056, SRMR= 0.0422).

Table III. Results of Hypothesis

Path	Estimate	S.E.	C.R.	P	Hypothesis
EI <--- ATB	.335	.051	6.516	***	H1 supported
EI <--- SN	.370	.063	5.878	***	H2 supported
EI <--- PTR	.369	.086	4.312	***	H3 supported

Acceptance of attitude towards behaviour (ATB) has a significant impact on final intention (EI), according to the results of the relationship between constructs, as shown in Table III (= 0.335; p 0.01). Similarly, the subjective norm (SN) has a significant impact on the entrepreneurial intention (EI) (= 0.370; p 0.01). Furthermore, propensity to take risk plays a dominant role and has a significant impact entrepreneurial intention (EI) (= 0.369; p 0.01). Hypotheses H1, H2, and H3 are proven based on the test results.

DISCUSSION:

The majority of the studies are in agreement with this study. According to (Zampetakis et al., 2013 and Devi et al., 2015; Al-Mamary, et al., 2020), the variable attitude towards behaviour influences a young entrepreneur's intention to enter the agricultural sector. Similarly, (Adebayo and Kavoos, 2016) proposed that African youth entrepreneurship has a positive attitude that is active and ready to take risks and stand alone. Similarly, (Mahmoud, 2014) proposed that attitude is the most influential factor influencing entrepreneurship intentions among Nigerian students at Utara Malaysia University. The attitude factor influences the intentions of young entrepreneurs in the Chinese agricultural sector (Devi, et al., 2015).

As demonstrate by (Shiri et al., 2017) that the second factor by stating that subjective norm affected young entrepreneurs with an agricultural educational background. A similar study conducted in Indonesia by (Arisandi, 2016) found that subjective norm factors influence the entrepreneurial intentions of Bogor Agricultural University (IPB) Graduate students in the agricultural sector. Entrepreneurial intention was found to be positively correlated with extraversion, openness, and support from those in one's immediate surroundings, all of which are components of the subjective norm factor (Ismail et al., 2009).

In the way of creating a new venture, entrepreneurs generally take risk and fear failure. In case the venture turns out to be successful, entrepreneurs get a feeling of achievement, independence and gain wealth. Propensity to take risk has positive impact among the young entrepreneur's inclination to enter the agriculture industry (Lone, & Baba, 2023). Despite the fact that risk taking ability is consider as a factor of EI (Crane, 2014). Many studies have suggested that small entrepreneurs have negative attitude towards risk taking ability and do not consider themselves as risk takers (Davidson, 1989; Baron, 1998) nor they consider themselves different from other groups in risk taking ability tests (Brockhaus, 1980). Many studies have depicted that the reason behind the negative attitude of many persons towards their risk-taking ability is because of their low knowledge related to the fact of what it takes to be an entrepreneur (Dinis et al, 2013).

Conclusion:

According to the findings of this cross-sectional study, young farmers exhibit high levels of entrepreneurial qualities such as attitude towards behaviour, subjective norm and propensity to take risk. First, it has been discovered that personal attitude has a moderate impact on young farmers intention to become entrepreneurs. As a result, the greater the young farmers ' attitude towards entrepreneurship, the more is the entrepreneurial intention. In this study, personal attitude refers to young farmers perceptions of the benefits, satisfaction, and attractiveness of entrepreneurship. This study's findings are similar to those of (Sa'adin, Ahmad, 2021) study in Malaysia. Perceived relational support is found to have an important effect on the desire to start a business. In other words, the greater their support from families, friends, relatives, and the people around them, the higher their entrepreneurial intention. According to the literature, the role of friends, family, peers and role models is important in influencing decisions to become an entrepreneur (Nanda and Sorensen, 2006; Yurtkoru et al., 2014; Zapkau et al., 2015). The young farmers, propensity to take risk was found to have a major effect on entrepreneurial intention. As a result, if young generation has a believe it is easier to become an entrepreneur, it will motivate them to do so. This discovery is similar to that of (Popescu, et al.,2016). The study's main contribution is empirical evidence of the factors influencing young farmers' intentions to become entrepreneurs in Kashmiri saffron sector. This is because, in the future, the second-generation farmers or the young farmers will be a significant source of nascent entrepreneurship in the sector.

Recommendation:

This study's recommendations are based on the most likely causes of moderate entrepreneur intention in the Kashmiri saffron industry and its downfall in terms of value and quantity (Mir, 2018). This study demonstrates that second generation farmers of Kashmir saffron sector have entrepreneurial ambitions, but that there is a need to attract their intentions. Main target of entrepreneur's intention growth is internal of the young farmers. As a result, their own motivation, work ambitiousness and risk-taking abilities should be kept high but keep in mind the external factors have shown a higher impact on the entrepreneurial intention of the young farmers than attitude towards behaviour and risk-taking propensity therefore the involvement of the company team, family, parent, friend, and business consultant (supervisor) is critical in determining the objective. Increasing consultant seminars and relying on consultants to aid young farmer. There is a need to develop a system that can work for the said cause. An incentive-based business consultant who work hours to get higher in line with the increasing of entrepreneurship's intention in kashmiri saffron sector should be employed.

Furthermore, this also be done by publishing and broadcasting interviews with successful entrepreneurs, the media may play a significant role in promoting entrepreneurship. Also, the government must play a critical role in encouraging student entrepreneurship by enacting rules that provide students easy access to the initial cash needed to begin and manage their businesses. As a result, governments should hold commercial and microfinance banks accountable for extending loans to freshly young farmers. Moreover, governments should build the legal framework so that new firms may be provided greater and more protection. Because of the well-known importance of entrepreneurship in society, it is further advocated that entrepreneurship be taught to all

students to some extent. In this regard, colleges and higher education institutions should listen to students and other stakeholders when developing curricula in the future.

Limitations of this Study:

There are few limitations to consider when evaluating the findings of this study. The model used in this study only incorporated a subset of behavioural characteristics and a single psychological variable. Other characteristics, including as psychological and contextual factors, may be utilised to assess their influence on young farmers entrepreneurial inclinations. Second, the structure of this study is cross-sectional. Moreover, a longitudinal research is essential since intentions might change over time. As a result, a longitudinal research should be a viable choice for determining the real effects of relevant elements over time.

Reference

1. Adebayo, G. S., & Kavoos, M. (2016). The present attitude of African youth towards entrepreneurship. *International Journal of Small Business and Entrepreneurship Research*, *4*(1), 21-38.
2. Afolabi, A. (2015). The effect of entrepreneurship on economy growth and development in Nigeria. *The Effect of Entrepreneurship on Economy Growth and Development in Nigeria*, *3*(2), 1-17.
3. Agu, M. (2018). Infrastructural development and growth of micro, small and medium scale enterprises (MSME). In *Infrastructural development and growth of micro, small and medium scale enterprises (MSME): Agu, Monica*.
4. Ajzen I., (2002), "Perceived Behavioral Control, Self-Efficacy, Locus of Control, and the Theory of Planned Behavior", Journal of Applied Social Psychology, vol.32, p.1-20.
5. Ajzen, I. (1991). The theory of planned behavior. *Organizational behavior and human decision processes*, *50*(2), 179
6. Al-Harrasi, A. S., Al-Zadjali, E. B., & Al-Salti, Z. S. (2014). Factors impacting entrepreneurial intention: A literature review. *International Journal of Economics and Management Engineering*, *8*(8), 2487-2490.
7. Ali, A., & Hakim, I. A. (2017). An overview of the production practices and trade mechanism of saffron in Kashmir Valley (India): Issues and challenges. *Pac. Bus. Rev. Int*, *10*, 97-106.
8. Alizadeh, A. H., Thanopoulou, H., & Yip, T. L. (2017). Investors' behavior and dynamics of ship prices: A heterogeneous agent model. *Transportation Research Part E: Logistics and Transportation Review*, *106*, 98-114.
9. Al-Jubari, I. (2019). College students' entrepreneurial intention: Testing an integrated model of SDT and TPB. *Sage Open*, *9*(2), 2158244019853467.
10. Al-Mamary, Y. H., & Alshallaqi, M. (2022). Impact of autonomy, innovativeness, risk-taking, proactiveness, and competitive aggressiveness on students' intention to start a new venture. *Journal of Innovation & Knowledge*, *7*(4), 100239.
11. Al-Nashmi, M. M. (2017). The impact of entrepreneurial characteristics on the intention of administrative sciences students–university of science and technology–to start new ventures. *The Arab Journal For Quality Assurance in Higher Education*, *10*(31), 103-119.
12. Ambad, S. N. A., & Damit, D. H. D. A. (2016). Determinants of entrepreneurial intention among undergraduate students in Malaysia. *Procedia economics and finance*, *37*, 108-114.
13. Arisandi, (2016.)"Intensi Berwirausaha Mahasiswa Pascasarjana Institut Pertanian Bogor Pada Bidang Agribisnis (Studi Kasus Pada Mahasiswa Program Magister Sps-Ipb)", (Pascasarjana), Institut Pertanian Bogor, Bogor,
14. Baba, S. H., Wani, M. H., Zargar, B. A., & Malik, H. A. (2014). Imperatives for Sustenance of Agricultural Economy in the Mountains: A Prototype from Jammu & Kashmir §. *Agricultural Economics Research Review*, *27*(2), 243-257.
15. Bağış, M., Kryeziu, L., Kurutkan, M. N., Krasniqi, B. A., Hernik, J., Karagüzel, E. S., ... & Ateş, Ç. (2023). Youth entrepreneurial intentions: a cross-cultural comparison. *Journal of Enterprising Communities: People and Places in the Global Economy*, *17*(4), 769-792.
16. Bagozzi, R. P., & Yi, Y. (1988). On the evaluation of structural equation models. *Journal of the academy of marketing science*, *16*, 74-94.
17. Bakry, D., Khalifa, R., & Dabab, M. (2019, August). The effectiveness of entrepreneurship programs to reduce unemployment in developing countries: The case of Saudi Arabia. In *2019 Portland International Conference on Management of Engineering and Technology (PICMET)* (pp. 1-8). IEEE.
18. Banjoko, I. K., Ifabiyi, J. O., Ahmed, S. A., Lawal, S. W., Isiaka, M. A., & Awarun, O. (2020). Entrepreneurial information needs of agricultural students of tertiary institutions in Ilorin metropolis, Kwara state, Nigeria. *Journal of Research in Forestry, Wildlife and Environment*, *12*(1), 8-14.
19. Barba-Sánchez, V., Mitre-Aranda, M., & del Brío-González, J. (2022). The entrepreneurial intention of university students: An environmental perspective. *European Research on Management and Business Economics*, *28*(2), 100184.
20. Baron, R. A. (1998). Cognitive mechanisms in entrepreneurship: Why and when enterpreneurs think differently than other people. *Journal of Business venturing*, *13*(4), 275-294.

21. Brockhaus Sr, R. H. (1980). Risk taking propensity of entrepreneurs. *Academy of management Journal*, *23*(3), 509-520.
22. Crane, F. G. (2014). Measuring and enhancing dispositional optimism and entrepreneurial intent in the entrepreneurial classroom: An Bahamian study. *Journal of the Academy of Business Education*, *15*, 94.
23. Davidsson, P. (1995). Determinants of entrepreneurial intentions. In *RENT XI Workshop*.
24. Demo, G., Neiva, E. R., Nunes, I., & Rozzett, K. (2012). Human resources management policies and practices scale (HRMPPS): Exploratory and confirmatory factor analysis. *BAR-Brazilian Administration Review*, *9*, 395-420.
25. Devi, M. A., Latha, T., & Sulochana, C. H. (2015, April). Iterative thresh holding based image segmentation using 2D improved Otsu algorithm. In *2015 Global Conference on Communication Technologies (GCCT)* (pp. 145-149). IEEE.
26. Dias, C. S., Rodrigues, R. G., & Ferreira, J. J. (2019). What's new in the research on agricultural entrepreneurship?. *Journal of rural studies*, *65*, 99-115.
27. Dinis, A., do Paco, A., Ferreira, J., Raposo, M., & Gouveia Rodrigues, R. (2013). Psychological characteristics and entrepreneurial intentions among secondary students. *Education+ Training*, *55*(8/9), 763-780.
28. Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of marketing research*, *18*(1), 39-50.
29. Ganaie, D. B., & Singh, Y. (2019). Cultivation practices and waning production of saffron in Jammu & Kashmir. *Agri Res & Tech*, *20*(3), 148-153.
30. Gellynck, X., Cárdenas, J., Pieniak, Z., & Verbeke, W. (2015). Association between innovative entrepreneurial orientation, absorptive capacity, and farm business performance. *Agribusiness*, *31*(1), 91-106.
31. Gill, A., Dana, L. P., & Obradovich, J. D. (2018). Financial risk management and financial performance of new small business ventures: evidence from Indian survey data. *Journal for International Business and Entrepreneurship Development*, *11*(2), 75-95.
32. Gill, R. ASSESSMENT TO REVIVE CRAFT OF CARPET MAKING AMONG WEAVERS OF SELECT BORDER VILLAGES OF PUNJAB. *Asia Pacific Journal of Research ISSN (Print)*, *2320*, 5504.
33. Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). Advanced diagnostics for multiple regression: A supplement to multivariate data analysis. *Advanced Diagnostics for Multiple Regression: A Supplement to Multivariate Data Analysis*.
34. Hair, J. F., Anderson, R. E., Tatham, R. L., & Black, W. C. (1987). Multivariate data analysis with readings. *New York: McMillan*.
35. Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., & Tatham, R. L. (2006). Structural equation modeling: An introduction. *Multivariate data analysis. 6th Edition. New Jersey: Pearson Prentice Hall*, 752-753.
36. Hamdan, H. (2013). Model Inkubator Bisnis Untuk Menumbuhkan Kompetensi Kewirausahaan. *Jurnal Penelitian Pendidikan*, *13*(1).
37. Hamid, N., Kachroo, J., Bhat, A., & Peer, Q. J. A. (2017). An economic analysis of marketing and price spread of saffron in J&K State. *Journal of Pharmacognosy and Phytochemistry*, *6*(5), 1231-1239.
38. Heidarbeigi, K., Mohtasebi, S. S., Foroughirad, A., Ghasemi-Varnamkhasti, M., Rafiee, S., & Rezaei, K. (2015). Detection of adulteration in saffron samples using electronic nose. *International Journal of Food Properties*, *18*(7), 1391-1401.
39. Hmieleski, K. M., & Corbett, A. C. (2006). Proclivity for improvisation as a predictor of entrepreneurial intentions. *Journal of small business management*, *44*(1), 45-63.
40. Iqbal, A. M., Samad, S. S., Nehvi, F. A., John, A. A., Arshid, A., Lone, A. A., ... & Sethi, J. (2012). Demography of saffron villages of Kashmir. *Medicinal Plants-International Journal of Phytomedicines and Related Industries*, *4*(4), 183-188.
41. Islam, M. N., Furuoka, F., & Idris, A. (2020). Employee championing behavior in the context of organizational change: a proposed framework for the business organizations in Bangladesh. *Journal of Asia Business Studies*.
42. Ismail, M., Khalid, S. A., Othman, M., Jusoff, H. K., Rahman, N. A., Kassim, K. M., & Zain, R. S. (2009). Entrepreneurial intention among Malaysian undergraduates. *International Journal of business and Management*, *4*(10), 54-60.
43. Kautonen, T., Van Gelderen, M., & Fink, M. (2015). Robustness of the theory of planned behavior in predicting entrepreneurial intentions and actions. *Entrepreneurship theory and practice*, *39*(3), 655-674.
44. Khan, S., & Magd, H. (2022). Identifying the Barriers and Drivers to Agriculture Entrepreneurship in India. In *Driving Factors for Venture Creation and Success in Agricultural Entrepreneurship* (pp. 261-272).
45. Kim, M. S., & Hunter, J. E. (1993). Relationships among attitudes, behavioral intentions, and behavior: A meta-analysis of past research, part 2. *Communication research*, *20*(3), 331-364.
46. Kim-Soon, N. G. A. R. A., Ahmad, A. R., & Ibrahim, N. N. (2016). Theory of planned behavior: undergraduates' entrepreneurial motivation and entrepreneurship career intention at a public university. *Journal of Entrepreneurship: Research & Practice*, *2016*, 1-14.

47. Koh, H. C. (1996). Testing hypotheses of entrepreneurial characteristics: A study of Hong Kong MBA students. *Journal of managerial Psychology*.
48. Kolvereid, L. (1996). Organizational employment versus self-employment: Reasons for career choice intentions. *Entrepreneurship theory and practice*, *20*(3), 23-31.
49. Kolvereid, L. (1996). Prediction of employment status choice intentions. *Entrepreneurship Theory and practice*, *21*(1), 47-58.
50. Krueger, N. F., & Carsrud, A. L. (1993). Entrepreneurial intentions: Applying the theory of planned behaviour. *Entrepreneurship & regional development*, *5*(4), 315-330.
51. Lans, T., Seuneke, P., & Klerkx, L. (2020). Agricultural entrepreneurship. *Encyclopedia of creativity, invention, innovation and entrepreneurship*, 43-49.
52. Liñán, F. (2005). Development and validation of an Entrepreneurial Intention Questionnaire (EIQ). In *15th Internationalizing Entrepreneurship Education and Training Conference (2005), p 1-14*.
53. Liñán, F., & Chen, Y. W. (2009). 'Development and cross-cultural application of a specific instrument to measure Entrepreneurial intentions', Entrepreneurship: Theory and Practice, 75(1), 593–617.
54. Lone, A. H., & Baba, I. R. (2023). Entrepreneurial intentions of progressive farmers: the influence of innovativeness, risk-taking and proactiveness. *Journal of Agribusiness in Developing and Emerging Economies*.
55. Mahmoud, M. A. (2014). *Attitudes, subjective norms and perceived behavioural control on entrepreneurial intention of Nigerian postgraduates in UUM* (Doctoral dissertation, Universiti Utara Malaysia).
56. Majeed, I. (2018). Carpet handicraft industry in Kashmir: An overview. *International Journal of Research and Analytical Reviews*, *5*(4), 976-989.
57. McDaniel, M., Sutter, C., Webb, J. W., Elgar, F. J., Parker, K. F., & Nwachu, J. (2021). Breaking the cycle of crime: Promoting the positive social spillover potential of entrepreneurship. *Journal of Business Venturing Insights*, *16*, e00249.
58. Menia, M., Iqbal, S., Zahida, R., Tahir, S., Kanth, R. H., Saad, A. A., & Hussian, A. (2018). Production technology of saffron for enhancing productivity. *Journal of Pharmacognosy and Phytochemistry*, *7*(1), 1033-1039.
59. Miriti, G. M. (2021). EXPLORATION OF ENTREPRENEURIAL INTENTIONS AMONG UNIVERSITY STUDENTS IN KENYA. *Journal of Environmental Sustainability Advancement Research*, *7*.
60. Morris, W., Henley, A., & Dowell, D. (2017). Farm diversification, entrepreneurship and technology adoption: Analysis of upland farmers in Wales. *Journal of rural studies*, *53*, 132-143.
61. Muhammad Muneeb, F., Karbassi Yazdi, A., Wanke, P., Yiyin, C., & Chughtai, M. (2020). Critical success factors for sustainable entrepreneurship in Pakistani Telecommunications industry: a hybrid grey systems theory/best-worst method approach. *Management Decision*, *58*(11), 2565-2591.).
62. Mujuru, J. T. (2014). Entrepreneurial agriculture for human development: a case study of Dotito Irrigation Scheme, Mt Darwin. *International Journal of Humanities and Social Science*, *4*(4), 121-131.
63. Mwiya, B. M. K. (2014). The impact of entrepreneurship education on the relationships between institutional and individual factors and entrepreneurial intention of university graduates: Evidence from Zambia.
64. Nanda, R., & Sørensen, J. B. (2008). *Peer effects and entrepreneurship*. Boston: Harvard Business School.
65. Nehvi, F. A., Wani, S. A., Dar, S. A., Makhdoomi, M. I., Allie, B. A., & Mir, Z. A. (2006, October). New emerging trends on production technology of saffron. In *II International Symposium on Saffron Biology and Technology 739* (pp. 375-381).
66. Novanda, R. R., Khaliqi, M., Jamil, A. S., & Bakhtiar, A. (2020, February). Factors affects agricultural entrepreneurial intention of agribusiness students. In *IOP Conference Series: Earth and Environmental Science* (Vol. 454, No. 1, p. 012038). IOP Publishing.
67. Nunnally, J. C. (1978). An overview of psychological measurement. *Clinical diagnosis of mental disorders: A handbook*, 97-146.
68. Obayelu, A. E., Olaniyi, A., & Ogbe, A. (2019). Effect of Agripreneurship on Employment and Income Generation in Cattle Fattening Business in Nigeria. *Rural Sustainability Research*, *41*(336), 16-21.
69. Omidi Najafabadi, M., Zamani, M., & Mirdamadi, M. (2016). Designing a model for entrepreneurial intentions of agricultural students. *Journal of Education for Business*, *91*(6), 338-346.
70. Pezeshkirad, G. R., & Feali, S. (2010). Challenges and practical guidance for saffron's processing, marketing and export: application of Delphi technique. *Agricultural Economics*, *4*(1), 137-157.
71. Popescu, C. C., Bostan, I., Robu, I. B., Maxim, A., & Diaconu, L. (2016). An analysis of the determinants of entrepreneurial intentions among students: a Romanian case study. *Sustainability*, *8*(8), 771.
72. Raghuvanshi, J., Agrawal, R., & Ghosh, P. K. (2017). Analysis of barriers to women entrepreneurship: The DEMATEL approach. *The Journal of Entrepreneurship*, *26*(2), 220-238.
73. Rahmanian Koushkaki, M., Chizari, M., & Abbasi, E. (2012). Barriers of entrepreneurship education courses delivering in agricultural applied scientific education centers (AASECs); case of Fars province, Iran. *International Journal of Agricultural Science and Research*, *3*(1), 51-61
74. Raja, N., Muzaffar, S., Wani, N. U. I., & Rashid, U. (2018). National saffron mission in Kashmir: An impact analysis. *Journal of Pharmacognosy and Phytochemistry*, *7*(4), 3457-3464.

75. Rajaei, Y., Yaghoubi, J., & Donyaei, H. (2011). Assessing effective factors in development of entrepreneurship in agricultural cooperatives of Zanjan province. *Procedia-Social and Behavioral Sciences*, *15*, 1521-1525.
76. Ramar, N. 2023 Agricultural Entrepreneurship: Problems in India. *Shanlax International Journal of Management*, *11*(1), 38-42.)
77. Rather, A. M., Rashid, S., Sultan, R., Nawchoo, I. A., Wani, I. A., & Kamili, A. N. (2022). Hurdles and Clarifications for the Cultivation of Saffron in Jammu and Kashmir. *Journal of Agriculture and Food Research*, *10*, 100344.
78. Ridder, A. (2008). *The influence of percieved social norms on entrepreneurial intentions* (Master's thesis, University of Twente).
79. Ridha, R. N., & Wahyu, B. P. (2017). Entrepreneurship intention in agricultural sector of young generation in Indonesia. *Asia pacific journal of innovation and entrepreneurship*, *11*(1), 76-89.
80. Rios, J. L., Recio, M. C., Giner, R. M., & Manez, S. (1996). An update review of saffron and its active constituents. *Phytotherapy Research*, *10*(3), 189-193.
81. Rudhumbu, N., Svotwa, D., Munyanyiwa, T., & Mutsau, M. (2016). Attitudes of students towards entrepreneurship education at two selected higher education institutions in Botswana: A critical analysis and reflection. *Academic Journal of Interdisciplinary Studies*, *5*(2), 83.
82. Sa'adin, I., & Ahmad, N. N. (2021). Entrepreneurial intention among graduates of UiTM Perak Branch.
83. Sabuhilaki, B. (2016). Social factors affecting entrepreneurship and youth employment. *International Journal of Humanities and Cultural Studies*, *3*(1), 13-20.
84. Saqib, N. (2015). Geographic indication as a branding tool for saffron. *International Journal of Management and Social Science Research Review*, *1*, 18-27.
85. Shafi, A., & Mir, P. A. (2022). Revival of Kashmiri saffron industry: an exploratory study. *Journal for International Business and Entrepreneurship Development*, *14*(2), 243-260.
86. Sharma, A., Singh, J., Hussain, M., Tyagi, D. B., & Singh, N. P. (2012). Economics of saffron (Kesar) cultivation in Jammu and Kashmir. *Environment and Ecology*, *30*(3C), 1070-1075.
87. Sharma, L., & Madan, P. (2014). Effect of individual factors on youth entrepreneurship–a study of Uttarakhand state, India. *Journal of Global Entrepreneurship Research*, *4*, 1-17.
88. Sharma, N., Bhat, A., Sharma, M., Gupta, V., Singh, A. K., Dwivedi, S., & Sharma, S. (2022). 2.10 Economic Analysis of Production and Marketing of Saffron. *Sustainable Agricultural Innovations for Resilient Agri-Food Systems*, *5*(10.00), 129.
89. Shiri, N., Shinnar, R. S., Mirakzadeh, A. A., & Zarafshani, K. (2017). Cultural values and entrepreneurial intentions among agriculture students in Iran. *International Entrepreneurship and Management Journal*, *13*, 1157-1179.
90. Tariq, S., Malik, R., Shah, T. H., Aishi, I., Islam, M. A., & Rather, T. A. (2022). Determining socioeconomic drivers of entrepreneurship development among SKUAST-K agricultural students in Kashmir.
91. Tu, B., Bhowmik, R., Hasan, M. K., Asheq, A. A., Rahaman, M. A., & Chen, X. (2021). Graduate students' behavioral intention towards social entrepreneurship: Role of social vision, innovativeness, social proactiveness, and risk taking. *Sustainability*, *13*(11), 6386.
92. Tun Hamiruzzaman, T. H., Ahmad, N., & Ayob, N. A. (2020). Entrepreneurial intentions among undergraduate students in Universiti Teknologi MARA (UiTM). *Journal of Administrative Science*, *17*(1), 125-139.
93. Valencia-Arias, A., & Restrepo, L. A. M. (2020). Entrepreneurial intentions among engineering students: Applying a theory of planned behavior perspective. *Periodica Polytechnica Social and Management Sciences*, *28*(1), 59-69.
94. Van den Broeck, G., Swinnen, J., & Maertens, M. (2017). Global value chains, large-scale farming, and poverty: Long-term effects in Senegal. *Food policy*, *66*, 97-107.
95. Van der Kuip, I., & Verheul, I. (2004). Early development of entrepreneurial qualities: the role of initial education. *International Journal of Entrepreneurship Education*, *2*(2), 203-226.
96. Van Gelderen, M., Brand, M., Van Praag, M., Bodewes, W., Poutsma, E., & Van Gils, A. (2008). Explaining entrepreneurial intentions by means of the theory of planned behaviour. *Career development international*, *13*(6), 538-559.
97. Veciana, J. M., Aponte, M., & Urbano, D. (2005). University students' attitudes towards entrepreneurship: A two countries comparison. *The international entrepreneurship and management journal*, *1*, 165-182.
98. Walker, B. R., Jackson, C. J., & Sovereign, G. (2020). Disinhibition predicts both psychopathy and entrepreneurial intentions. *Journal of Business Venturing Insights*, *14*, e00208.
99. Yasmin, S., & Nehvi, F. A. (2013). Saffron as a valuable spice: A comprehensive review. *African Journal of Agricultural Research*, *8*(3), 234-242.
100. Yurtkoru, E. S., Kuşcu, Z. K., & Doğanay, A. (2014). Exploring the antecedents of entrepreneurial intention on Turkish university students. *Procedia-Social and Behavioral Sciences*, *150*, 841-850.
101. *Zakaria, H., Adam, H. and Abujaja, A.M. (2014), "Assessment of agricultural students of university for development studies intention to take up self-employment in agribusiness", International Journal of Information Technology and Business Management, Vol. 21 No. 1, pp. 53-67.*

102. Zampetakis, L. A., Anagnosti, A., & Rozakis, S. (2013, September). Understanding entrepreneurial intentions of students in agriculture and related sciences. In *EAAE 2014 Congress–Agri-Food and Rural Innovations for Healthier Societies, Ljubljana*.
103. Zapkau, F. B., Schwens, C., Steinmetz, H., & Kabst, R. (2015). Disentangling the effect of prior entrepreneurial exposure on entrepreneurial intention. *Journal of Business Research*, *68*(3), 639-653.

Annexure:

Latent variables and questions	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
X1. Attitude toward the behaviour:					
1. Being a saffron entrepreneur would give me great satisfaction. (Satisfaction)	1	2	3	4	5
2. Being a saffron entrepreneur implies more advantages than disadvantages to me. (Advantages)	1	2	3	4	5
3. A career as a saffron entrepreneur is totally attractive to me. (Attraction).	1	2	3	4	5
4. If I had the opportunity and resources, I would like start a new venture in Kashmiri saffron sector. (Opportunity)	1	2	3	4	5
X2. Subjective norm:					
1. My friends would approve a decision to start a business in Kashmiri saffron sector. (Friends desire for Self-Employment)	1	2	3	4	5
2. My immediate family would approve the decision to start a business in Kashmiri saffron sector. (Family desire for Self-Employment)	1	2	3	4	5
3. Confidence of the family can help in starting a new business in Kashmiri saffron sector. (Family confidence)	1	2	3	4	5
4. The support of friends can trigger a new business venture in the supply chain of Kashmiri saffron sector. (Friends support)	1	2	3	4	5
X3. Propensity to take risk:					
1. I like trying new things	1	2	3	4	5
2. When I am about to do something, I really dislike the idea that I do not know what is going to happen	1	2	3	4	5
3. I have taken a risk in the last six months	1	2	3	4	5
y. Entrepreneurial intention:					
1. I am ready to do anything to be an entrepreneur. (Readiness)	1	2	3	4	5
2. I will be able to achieve all of my entrepreneurial goals that I have set for myself. (Professional Goal)	1	2	3	4	5
3. I will make every effort to start and run my own business. (Effort)	1	2	3	4	5
4. I am determined to set up a firm in the future. (Determination)	1	2	3	4	5