Internship or Start-up?  
----The Investigation of College Students' Online Start-up Motivation

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Abstract: The low threshold and high failure rate of undergraduates' online start-up are inseparable from the university's entrepreneurial dynamic secrets. It is found from the survey of college students' online entrepreneurial motivation that the high failure rate of online entrepreneurship is related to the attitude of college students to online start-up. Most students are not aimed at making money, but improving their abilities. Although this is in line with the status quo of university students, it also inevitably causes a high failure rate.

1. Introduction
With the booming of knowledge economy and the sudden development of science and technology, scientific and technological progress and knowledge innovation have become the decisive factors of national economic growth. College students' start-up instead of employment has become a hot topic in the media. Whether in government, business community, or academia, they are paying more and more attention to the phenomena of university students' start-up and start-up theory. Under the increasingly bad employment situation, college students' start-up cannot be said to be a good agent to ease employment pressure, especially in today when network technology and network communication are increasingly flourishing. There is no doubt that online start-up for college students has opened up a new way for employment. For college students, the development of the Internet brings them a lot of available resources, as well as a wide space for their development. Compared with the traditional model of start-up, the online start-up field has a lower threshold, less operating costs and less risk. It is also flexible, coupled with the fact that college students have a high level of knowledge, they have the ability to integrate into the Internet, and it is possible to realize their own business online. However, the low threshold and low risk of college students' online start-up theory face a high failure rate. This strong contrast has a close relationship with the start-up motivation of college students. Therefore, it is of great practical value to clarify the online start-up motivation of college students for strengthening guidance and improving the success rate of college students' start-up.

2. Questionnaire investigation
A total of 600 questionnaires were sent out, and 567 valid questionnaires were collected, the effective recovery rate of the questionnaires was 94.5%. Questionnaires from freshmen account for 26%, sophomore students account for 25%, junior students account for 28%, and senior students account for 21%. Humanities majors account for 38%, science and engineering majors account for 62%. SPSS statistical software has been used for analysis. Sample distribution: 10 students, of which 4 students have online trading experience on the campus network, and 6 students have online trading experience on Taobao, Ebay or Paipai. The other five persons include: 1 campus network manager, 3 teachers and
1 parent.

3. Analysis of questionnaire results
From the overall situation of the survey, nearly half of the students directly or indirectly involved in online trading behavior, most of the students are in a wait-and-see state of online start-up. Of the 567 people surveyed, 133 had not visited any trading websites, which accounts for 23.5% of the total number, there are 76.5% students said they had visited Taobao, Ebay or trading websites of campus BBS.

3.1 Analysis of College students' willingness to start-up online

![College Students' willingness to Start-up Online](image1)

Fig.1 college student's willingness to start-up

Among them, those who clearly indicated that "they have no intention at all" were only 9.7%. More than 90% of the students were in a wait-and-see state. This shows that in recent years, enterprising education and good entrepreneurial opportunities have made many college students sprout the ideal of start-up, but whether or not to really carry out entrepreneurial activities is restricted by the external environment and their own conditions. In the table 3-1, 3/4 students selected "depending on the situation" and "uncertain for now", showing that 32.8% of college students are still cautious about starting a business, and they are not sure, and 42.9% of them will try only if their conditions permit. Clearly, their choices are rational, and they recognize the entrepreneurial risks of inadequate conditions.

3.2 Start-up purpose of university students
In the investigation of the purpose of online start-up, the choice of college students' view of start-up, in turn, is that 55.9% for “personal development and self-improvement”, 28.7% for “accumulating experience”, 9.9% for “starting one's own business”, and 5.5% for “making money” (Table 3-2). This shows that most students do not make money as the primary goal of start-up, but pay more attention to gain experience and achieve self-development through entrepreneurial practice. From this point of view, we can see that contemporary college students have reached a higher level of understanding of start-up.

![Online Start-up Purpose of University Students](image2)

Fig.2 online start-up purpose of university students
3.3 Impact of personal quality on online start-up motivation

People's traits are composed of many factors: risk-taking ability, loving adventure, feeling cause of internal is more important than external, independent and self-confident, leadership trait, decisive, always be proactive, innovativeness, time property, full of energy, courage to face difficulties, lack of online start-up experience, lack of social experience, high maturity, etc.. After descriptive analysis of the factors of individual traits, college students generally show high risk acceptance traits. College students' acceptance of loving adventure and proactive traits is also generally high, which indicates that most students still think that they are quite pushy and energetic, which may also be a positive attitude required for start-up activities. The mean value of independent and self-confidence was 3.71, and that of courage to face difficulties was 3.76. In interviews, many college students also said they had to do everything on their own.

It is clear to college students that money doesn’t grow on trees. The most reliable, most practical way is to start from the work that you can do first, to overcome many difficulties and to succeed. There is no fear no matter how dangerous, how much pain you suffer. The quality of leadership is generally high (mean value is 3.40), which shows the majority of the sample students have a more proactive view of the world, it is believed that the fate of the world is more controlled and grasped by themselves. Such a world outlook may make students more active in their start-up activities. The mean value of innovativeness and time property is respectively 3.58 and 3.69. This data shows that students' innovative thinking is very active, which also shows that college students are very fashionable, follow the trend of the times. The score of lacking of online start-up experience and lacking of social experience is relatively high, mainly because they are busy learning, not too much time and experience. Maturity (for 3.23) is a little low, although college students are adults, but in dealing with the problem only rely on the application of more book knowledge, independent thinking is not complete, not mature enough. From the Table 3-3, we can see that the scores of personal characteristics are generally high, indicating that many students are very confident.

3.4 Impact of start-up environment on college students' start-up motivation

As can be seen from Table 3-4, the mean value of the impact indicators of successful online
entrepreneurs is high, with a score of 3.38, indicating that many students are eager to be successful
online entrepreneurs and have a strong desire to learn and practice and encourage and spur their
continuous efforts through the success of online entrepreneurial deeds. Schools have related policies to
support students' start-up, the existence of university science and technology parks, and a relaxed
campus culture of start-up is also relatively high (the mean value is: 3.45, 3.08 and 3.21), indicating
that many students hope to get the relevant support from the school, and hope to be in a relaxed
atmosphere of campus entrepreneurial culture. From a macro point of view, the cultural atmosphere is
more conducive to start-up, and the state also has an encouraging attitude towards start-up activities
(the government has relevant policies, loan support scored 3.34), as can be seen from recent state
policies related to start-up. The severe mean value of the current employment form is also very high
(the mean value is 4.10), indicating that students generally think that the present employment situation
is more severe, coupled with the impact of the financial crisis, and nowadays the demands of job
market are higher on the individual. Under the influence of the baby boom, college graduates will
continue to proliferate in recent years. In this case, the fierce competition for employment will persist,
but this may be the forced motivation for individuals to choose to start a business. In addition, most
students think that the experience of friends often encourages their own start-up more than their
parents and other relatives, and when they need help, they often consider getting support from their
friends first. Of course, a closer relationship with friend's values is also a possible factor, and the
impact of starting a business with a friend on the score cannot be ruled out. Finally, the encouragement
degree of family start-up to their own start-up is high (the mean value is 3.23), which indicates that
under the guidance of the macro environment, the family, as a micro-economy, is also beginning to
form entrepreneurial values. Under the influence of this kind of values, students will inevitably be
encouraged to engage in start-up activities.

4. Conclusions

It can be seen from the questionnaire survey that most college students regard online start-up as an
internship to gain experience and improve their ability, and only 5.5% of them take making money as
their goal. This is one of the important reasons why college students seem to be enthusiastic about
starting a business online, but the success rate is low. At the same time, the main task of college
students is learning, yet internet entrepreneurship by part-time needs more time and energy, which is
hard for college students. The majority of parents share this view which further strengthens the
majority of students only taking online start-up as an internship motivation. Although college students
have some limitations, such as lack of experience, limited time and energy, shortage of funds and so
on, but whether it is the passive start-up caused by the increasing pressure of employment, the support
of family start-up resources to college students or the keen grasp of college students' own
characteristics make some college students become a member of the army of online start-up. Therefore,
whether it is internship or start-up, it is a correct attitude for college students to be able to calmly
observe and make judgments in combination with your own reality.

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