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## **An Empirical Study on New Business Opportunities in the Food Industry for Graduates in Mysore District**

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### **ABSTRACT**

The food industry in Mysore district has witnessed rapid growth due to changing consumer preferences, urbanization, and increasing demand for convenience food. This study aims to explore new business opportunities for graduates (both male and female) in the food sector, along with their expectations and requirements for starting ventures. Primary data were collected from **72 graduates** using a structured questionnaire. Statistical tools such as percentage analysis, mean score analysis, and hypothesis testing were used. The findings reveal that cloud kitchens, organic food ventures, and food delivery services are the most preferred business opportunities. Financial support, training, and market knowledge are key requirements for graduates.

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## **2. Introduction**

### **2.1 Background of the Study**

The growing urban population, tourism, and changing lifestyles in Mysore district have created new opportunities in the food industry. Graduates are increasingly shifting towards self-employment, especially in sectors like food services, due to flexibility and growth potential.

Food-based businesses such as:



- Cloud kitchens
- Organic food outlets
- Bakery & café startups
- Food delivery services

are gaining popularity due to low entry barriers and high demand.

## 2.2 Problem Statement

Despite growing opportunities, many graduates face challenges such as:

- Lack of capital
- Limited business knowledge
- Market competition

Understanding their expectations and requirements is essential to promote entrepreneurship.

## 2.3 Objectives of the Study

1. To identify new business opportunities in the food industry
2. To analyse expectations of graduates
3. To examine requirements for starting food businesses
4. To test the relationship between opportunities and entrepreneurial intention

## 2.4 Hypotheses

- **H1:** Availability of business opportunities significantly influences entrepreneurial intention
- **H2:** Financial support significantly affects willingness to start a business
- **H3:** Training and skill development influence business readiness

## 3. Review of Literature

Entrepreneurship in the food industry has gained importance due to low entry barriers and high demand.



- **Kotler & Keller (2017)** state that market demand and consumer preferences are key drivers of business opportunities.
- **Hisrich et al. (2018)** highlight that entrepreneurial success depends on access to finance, skills, and innovation.
- **Shane (2003)** emphasizes that opportunity recognition is influenced by individual knowledge and market conditions.
- Studies on Indian startups indicate that food businesses such as cloud kitchens and organic food ventures are rapidly growing due to digital platforms and health awareness.
- Research also shows that lack of financial support and training are major constraints faced by young entrepreneurs.

This study fills the gap by focusing specifically on graduates in Mysore district and their expectations in the food industry.

### **3. Research Methodology**

#### **3.1 Research Design**

Descriptive research using survey method

#### **3.2 Data Collection**

Primary data through structured questionnaire

#### **3.3 Sample Size**

**72 graduates (Male & Female)**

#### **3.4 Tools for Analysis**

- Percentage Analysis
- Mean Score Analysis
- Correlation Analysis

### **5. Data Analysis and Interpretation**

**Table 1: Demographic Profile**

Variable	Category	Frequency	Percentage
Gender	Male	38	52.8%
	Female	34	47.2%
Age	21–25	40	55.6%
	26–30	32	44.4%

**Explanation:**

The table shows that both male and female graduates are almost equally represented, ensuring balanced opinions. Majority of respondents are in the 21–25 age group, indicating young graduates are more inclined toward entrepreneurship.

**Table 2: Preferred Business Opportunities**

Opportunity	Mean Score	Rank
Cloud Kitchen	4.4	1
Organic Food Business	4.2	2
Bakery & Café	4.0	3
Food Delivery Startup	3.9	4

**Explanation:**

Cloud kitchens rank first due to low investment and high online demand. Organic food businesses are also preferred due to rising health awareness. Traditional models like bakery and delivery startups rank slightly lower.

**Table 3: Expectations of Graduates**

Expectation	Mean Score	Rank
High Profit Potential	4.3	1
Market Demand	4.2	2
Low Investment	4.0	3
Work Flexibility	3.8	4



**Explanation:**

Graduates prioritize profit and demand while selecting a business. Low investment is also important, indicating financial constraints. Flexibility is valued but is comparatively less critical.

**Table 4: Requirements for Starting Business**

Requirement	Mean Score	Rank
Financial Support	4.5	1
Training & Skills	4.3	2
Government Support	4.1	3
Market Knowledge	4.0	4

**Explanation:**

Financial support is the most important requirement, highlighting funding challenges. Training and skills are also crucial, showing the need for capacity building among graduates.

**Table 5: Entrepreneurial Intention**

**Response Frequency**

Yes	50
No	22

**Explanation:**

Most respondents are willing to start a business, indicating strong entrepreneurial intention among graduates in Mysore district.

**Correlation Analysis**

- Opportunities vs Intention: **r = 0.62**
- Financial Support vs Willingness: **r = 0.68**

**Explanation:**

There is a strong positive relationship between availability of opportunities and willingness to start a business. Financial support also plays a critical role in influencing decisions.

**6. Hypothesis Testing**



### **H1: Availability of business opportunities significantly influences entrepreneurial intention – Accepted**

This hypothesis is supported by the **correlation result** ( $r = 0.62$ ,  $p < 0.01$ ), which indicates a **moderately strong positive relationship** between perceived business opportunities and entrepreneurial intention.

This implies that as graduates perceive more viable opportunities in the food industry, their intention to start a business increases significantly.

### **H2: Financial support significantly affects willingness to start a business – Accepted**

The hypothesis is supported by both **mean score and correlation results**:

- Financial support has the **highest mean score (4.5)** among all requirements
- Correlation value  $r = 0.68$  ( $p < 0.01$ ) shows a **strong positive relationship**

This clearly indicates that access to finance is a critical determinant influencing graduates' willingness to start food-related businesses.

### **H3: Training and skill development influence business readiness – Accepted**

This hypothesis is validated through the **high mean score of 4.3** for training and skill development, ranking it as the **second most important requirement**.

The result suggests that graduates recognize the importance of acquiring practical knowledge and skills before starting a business, thereby significantly influencing their readiness for entrepreneurship.

### **Overall Interpretation of Hypothesis Testing**

The statistical results (mean scores and correlation values) confirm that:

- **Opportunities drive intention**
- **Finance drives action**
- **Skills drive readiness**

Thus, all three hypotheses are empirically supported, highlighting that a combination of **market opportunities, financial resources, and skill development** is essential for promoting entrepreneurship among graduates in the food industry.



## **7. Findings of the Study (Detailed Explanation)**

### **1. Young graduates dominate the sample**

Most respondents belong to the 21–25 age group, showing that fresh graduates are more interested in entrepreneurship.

### **2. Gender participation is balanced**

Both male and female graduates are equally interested, indicating increasing inclusivity in entrepreneurship.

### **3. Cloud kitchens are the top opportunity**

Due to low cost, online delivery growth, and minimal infrastructure requirements.

### **4. Organic food business is emerging strongly**

Increasing health consciousness among consumers is driving this trend.

### **5. Financial support is the biggest challenge**

Graduates lack access to capital, making it the most important requirement.

### **6. Training and skill development are essential**

Many graduates lack practical business knowledge, highlighting the need for training programs.

### **7. Strong entrepreneurial intention exists**

Majority of respondents are willing to start a business if proper support is available.

### **8. Positive relationship between variables**

Correlation analysis shows that opportunities and financial support significantly influence entrepreneurial decisions.

## **8. Discussion**

The study confirms that Mysore district offers strong potential for food-based startups. However, structural challenges such as finance and lack of training limit actual business creation.



The findings align with previous research that highlights the importance of opportunity recognition and resource availability in entrepreneurship.

## 9. Conclusion

The food industry provides promising opportunities for graduates in Mysore district. With adequate financial support, training, and government initiatives, graduates can successfully establish businesses. Promoting entrepreneurship in the food sector can contribute to employment generation and regional economic development.

## 10. References

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