

ATTITUDE OF COLLEGE STUDENTS TOWARDS ENTREPRENEURSHIP-

A study with special reference to Perinthalmanna Taluk

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Abstract

Entrepreneur plays a vital role in the economic development of a country. The economic progress of a country mainly depends upon the development of business activities in a nation. The economic resources alone will not produce much development in a country. There should be a dynamic entrepreneur with vision, initiative and drive to make changes in the economic field.

There is a rapid increase in trend among youth to become an entrepreneur. It is because of the shortage of job opportunities and they are not interested to work under other people. College students pay more attention to start an enterprise their own. This study is conducted to know the attitude and interest of college students to become an entrepreneur in future, with special references to Perinthalmanna taluk. Data were collected from 40 college students using a well-structured questionnaire and analysed using percentages and averages.

From the above study is found that respondents are motivated by personal growth factor, leadership and profit in entrepreneurship.. Most of the respondents are influenced by an entrepreneur. There is a need for conducting entrepreneurship awareness programme among students. Financial support must be provided by the government to new entrepreneurs

Keywords: Entrepreneur, Attitude

INTRODUCTION

An entrepreneur is an individual who create business, bearing most of the risk and enjoying most of the reward. Entrepreneur organises and operates a business concern for the purpose of making profit in the organisation. He is especially a talented person having the qualities of skill, initiative and insight for innovation to achieve high level goals.

Entrepreneur plays a vital role in the economic development of a country. The economic progress of a country mainly depends upon the development of business activities in a nation. The economic resources alone will not produce much development in a country. There should be a dynamic entrepreneur with vision, initiative and drive to make changes in the economic field. India is endowed with plenty of natural resources. The main reason for this under development is lack of sufficient number of dynamic entrepreneurs to utilise the resources effectively.

The purpose of setting up a business is known as 'Entrepreneurship'. The term Entrepreneur is used for an entity that can translate invention or technologies into products and services. In this sense Entrepreneurship describes activities on the part of both established firms and business.

The study aimed at identifying the attitude of college students towards Entrepreneurship. There is a rapid increase in trend among youth to become an entrepreneur. It is because of the shortage of job opportunities and they are not interested to work under other people. College students pay more attention to start an enterprise their own. The ultimate purpose of the study is to identify and understand their attitude towards Entrepreneurship. Whether it is positive or negative. This study is conducted to know the attitude and interest of college students to become an entrepreneur in future, with special references to Perinthalmanna taluk.

STATEMENT OF PROBLEM

Today large number of people, particularly young college students are seeking entrepreneurship has career option. College students are very conscious about their career. But they can didn't get any job only with their degree courses. Increasing number of unemployed youths are getting attracted to entrepreneurship and they are planning to set up their own business concern. Students who are interested in doing business are not able to do

it, because of reasons that are lack of support from family, shortage of capital and lack of guidance and motivation etc. Currently most of the parents want their children to be employed either in government or in a medical field. This study was carried out to find the attitude of college students towards entrepreneurship. Are they interested in business field, what is their attraction to entrepreneurship, what is their attitude towards entrepreneurship and entrepreneurial career, can entrepreneurship can be considered as a career option in today's global scenario. These and many other questions lead to carry out this research work.

OBJECTIVES OF THE STUDY

This study is based on the following objectives.

- To study the attitude of the college students towards entrepreneurship.
- To study the attitude of the college students with special references to their gender.
- To study the factors that motivates the students to choose entrepreneurship as a career.

SIGNIFICANCE OF THE STUDY

In the present competitive scenario, people are intentionally or forced to enter into their own business, mainly college students because they studied, but they didn't get any job with their education. They are skilled and interested to enter a profitable concern. There are many opportunities in front of beginner. Those interested to take risk are rewarded always profit more. By entering into a business venture one can earn more by introducing more innovation ideas, can create a good venture.

RESEARCH METHODOLOGY

Research methodology is the specific procedure or technique used to identify, select, process and analysis in a research paper. The research methodology section allows the reader to critically evaluate a study's overall validity and reliability. It is a plan to conduct research. It includes source of data, area of study, sample size, population, tools for data collection, tools for presentation, tools for analysis and period of the study.

- SOURCE OF DATA

Both primary and secondary sources of data were used for this study.

Primary data: Primary data refers to the first-hand data gathered by researcher himself.

The primary data has been collected by questionnaire.

Secondary data: Secondary data relating to the study were collected from Internet.

- AREA OF STUDY

The area of study was confined to Perinthalmanna taluk.

- SAMPLE SIZE

A sample of 40 college students were taken for the study.

- POPULATION

Samples were collected from college students located in Perinthalmanna taluk.

- TOOLS FOR DATA COLLECTION

Questionnaire was used for collecting primary data.

- TOOLS FOR PRESENTATION

Tables and diagrams were used for presentation of data

- TOOLS FOR ANALYSIS

The statistical tools used for analysing data are Average and Percentages

- PERIOD OF THE STUDY

The study has been conducted for a period of three months starting from January 2022 to March 2022.

LIMITATIONS OF THE STUDY

- ❖ The study was conducted with in the limited time duration.so there is a chance of limited data.
- ❖ Only 50 college students were selected for the purpose.so all the limitation of sampling method will be there.
- ❖ There may be errors due to bias .

LITERATURE REVIEW

Hussain, Hashmi and Gilani (2018) conducted a study to explore the technology education students towards entrepreneurship. The study was descriptive in nature. Sample of study was consisting of 300 students from Department of Technology Education at Institute of Education and Research, University of Punjab, Lahore by using census sampling method. Various techniques i.e.T test, mean and standard deviation were used to analyse the data. The

findings of the study showed that students of Technology education demonstrate positive attitude towards entrepreneurship. Also, no significant difference was found between student's attitude towards entrepreneurship in terms of gender and session. They also suggested that seminars and workshops should be conducted by educational institutions to develop the entrepreneurial skills among students for their career advancement.

Goyal and Vohra (2007) made a comparative analysis between the students of India and China as regard to their attitude towards entrepreneurs and entrepreneurship. Data was collected from 5202 respondents included 2577 from China and 2625 from India. Primary data was collected through a structured questionnaire. The findings of the study show that attitude towards entrepreneurs and entrepreneurship is important determinants for future entrepreneurial activity.

Athulya (2017) carried out a study to evaluate the attitude of commerce students towards entrepreneurship. The Objective of the study were to analyse the factors that influenced intention of students towards entrepreneurship. They selected a sample of 200 students in Calicut city. The study was solely based on primary data which was collected through questionnaire. Simple statistical tools like percentage analysis and chi-square analysis were used to analyse the data. The study founded that there was significant relation between gender and student awareness regarding Government EDP scheme. They also concluded that most of the students are willing to start their own business. But majority of them fear about chance of failure.

Abirami & Kumar (2014) conducted study to examine the entrepreneurial awareness among the college students. The objective of the study was to know the awareness level of students, to analyse sources of finance of entrepreneurship, to analyse the factors influencing students for entrepreneurship. A sample of 400 students from Arts and Science College in Tirupur district collected for the study. Chi-square analysis technique used for analyse the data. The study founded that most of the male students have positive orientation towards entrepreneurship in comparison to female muriaspect of entrepreneurship. Researchers suggest that bank should provide finance to students for starting new businesses, government should provide technical knowledge to female students and colleges may increase entrepreneurial skills of students through lectures, seminars, workshops.

ANALYSIS AND INTERPRETATION

Analysis is the examination and evaluation of the relevant information to select the best course of action among various alternatives. The purpose of the data analysis and interpretation phase is transform the data collected into credible evidence about the development of intervention and its performance.

COURSE OF STUDY PRESENTLY PURSUING

Table 1

AREA OF STUDY CURRENTLY PURSUING

| COURSE OF STUDY | NO. OF RESPONDENTS | PERCENTAGE (%) |
|------------------------|---------------------------|-----------------------|
| B.COM | 20 | 40% |
| M.COM | 0 | 0% |
| B.SC | 5 | 10% |
| M.SC | 2 | 4% |
| BA | 13 | 26% |
| Others | 10 | 20% |
| Total | 50 | 100% |

INTERPRETATION

From the above table it is clear that 40% of respondents are pursuing B.COM course, 26% of respondents are pursuing BA course and least of the respondents are studying M.SC.

AWARENESS ON ENTREPRENEURSHIP

Table 2

AWARENESS ON ENTREPRENEURSHIP

| AWARENESS ON ENTREPRENEURSHIP | NO. OF RESPONDENTS | PERCENTAGE (%) |
|--------------------------------------|---------------------------|-----------------------|
| Yes | 45 | 90% |
| No | 5 | 10% |
| Total | 50 | 100% |

INTERPRETATION

Out of 50 respondents majority of respondents (90%) know what is entrepreneurship, and least of the respondents (10%) do not know what is entrepreneurship.

CREATIVE AND INNOVATIVE IDEAS NEEDED FOR ENTREPRENEURSHIP

Table 3

CREATIVE AND INNOVATIVE IDEAS NEEDED FOR ENTREPRENEURSHIP

| CREATIVE & INNOVATIVE IDEAS | NO. OF RESPONDENTS | PERCENTAGE (%) |
|-----------------------------|--------------------|----------------|
| Yes | 45 | 90% |
| No | 5 | 10% |
| Total | 50 | 100% |

INTERPRETATION

Above table 3 shows that majority of the respondents (90%) feel that innovative and creative ideas are needed for being an entrepreneur, and 10 % of the respondents feel that innovative and creative ideas are not needed for being an entrepreneur.

CONFIDENT OF SKILL AND ABILITIES TO START A BUSINESS

Table 4 shows the respondents perception

Table 4

PERCEPTION OF RESPONDENTS

| CONFIDENT OF SKILL AND ABILITIES | NO. OF RESPONDENTS | PERCENTAGE |
|----------------------------------|--------------------|------------|
| Yes | 36 | 72% |
| No | 14 | 28% |
| Total | 50 | 100% |

INTERPRETATION:

Out of the 50 respondents majority of the respondents (72%) are confident in their skill and abilities to start a business, and least of the respondents are not confident in their skill and abilities to start a business.

ATTITUDE TOWARDS TAKING FINANCIAL RISK

Table 5

ATTITUDE TOWARDS TAKING FINANCIAL RISK

| TAKING FINANCIAL RISK | NO. OF RESPONDENTS | PERCENTAGE (%) |
|-----------------------|--------------------|----------------|
| Yes | 26 | 52% |
| No | 24 | 48% |
| Total | 50 | 100% |

INTERPRETATION

Table 5 shows that 52% of respondents are comfortable with taking financial risk, and 48% of respondents are not comfortable with taking financial risk.

DOING THINGS WITHOUT WORRYING ABOUT WHAT OTHERS WILL THINK

Table 6

WORRY ABOUT THINKING OF OTHERS

| DOING THINGS IN THEIR OWN WAY | NO. OF RESPONDENTS | PERCENTAGE % |
|-------------------------------|--------------------|--------------|
| Yes | 37 | 74% |
| No | 13 | 26% |
| Total | 50 | 100% |

INTERPRETATION

Out of 50 respondents 74 % of respondents are doing things in their own way without worrying what other people think. And 26% of respondents are worrying about others' thinking.

STUDY ON ENTREPRENEURSHIP RELATED SUBJECT

Table 7

STUDYING ENTREPRENEURSHIP RELATED SUBJECT

| STUDYING ENTREPRENEURSHIP RELATED SUBJECT | NO. OF RESPONDENTS | PERCENTAGE % |
|---|--------------------|--------------|
| Yes | 28 | 56% |
| No | 22 | 44% |
| Total | 50 | 100% |

INTERPRETATION

Out of 50 respondents majority (56%) of the respondents are studying/studied entrepreneurship related subject currently or earlier and 44% of respondents are not studying/studied any entrepreneurship related subject currently or earlier.

ATTENDENCE OF RESPONDENTS IN ENTREPRENEURSHIP MOTIVATIONAL PROGRAMMETable 8
PARTICIPATION IN EDP

| ATTENDED ANY ENTREPRENEURSHIP MOTIVATIONAL PROGRAMME | NO. OF RESPONDENTS | PERCENTAGE % |
|---|--------------------|--------------|
| Yes | 33 | 66% |
| No | 17 | 34% |
| Total | 50 | 100% |

INTERPRETATION

As shown in the table, majority of the respondents (66%) have attended entrepreneurship motivational programme in their college or elsewhere and least of the respondents have not attended any entrepreneurship motivational programme in their college or elsewhere.

INFLUENCE OF ENTREPRENEURS

Table 9

INFLUENCE OF ENTREPRENEURS

| INFLUENCED BY ANY ENTREPRENEUR | NO. OF RESPONDENTS | PERCENTAGE % |
|--------------------------------|--------------------|--------------|
| Yes | 34 | 68% |
| No | 16 | 32% |
| Total | 50 | 100% |

INTERPRETATION

Table 9 shows how many respondents have influenced by other entrepreneur. Out of the total respondents, 68% of respondents are influenced by atleast one entrepreneur and 32% of respondents are not influenced by any entrepreneurs.

CAREER PREFERENCE RANKING

Table 10

PREFERENCE ON CAREER

| Career preference | 1 | 2 | 3 | 4 | 5 | 6 |
|-------------------|----|----|----|----|---|----|
| Banking | 4 | 9 | 19 | 5 | 3 | 10 |
| Government job | 29 | 5 | 17 | 5 | 3 | 1 |
| Business | 10 | 15 | 19 | 3 | 2 | 1 |
| IT field | 3 | 13 | 14 | 6 | 3 | 1 |
| Academic | 17 | 9 | 10 | 7 | 5 | 2 |
| Auto mobile | 4 | 6 | 15 | 10 | 2 | 13 |

Table 11

(Weighted sum)

| Career preference | 1 | 2 | 3 | 4 | 5 | 6 | Total | Rank |
|-------------------|----|----|----|----|---|----|-------|------|
| Banking | 24 | 45 | 76 | 15 | 6 | 10 | 176 | 5 |

| | | | | | | | | |
|----------------|-----|----|----|----|----|----|-----|---|
| Government job | 174 | 25 | 28 | 15 | 6 | 1 | 249 | 1 |
| Business | 60 | 75 | 76 | 9 | 4 | 1 | 225 | 2 |
| IT field | 78 | 65 | 56 | 18 | 6 | 1 | 224 | 3 |
| Academic | 102 | 45 | 40 | 21 | 10 | 2 | 220 | 4 |
| Auto mobile | 24 | 30 | 60 | 30 | 4 | 13 | 161 | 6 |

INTERPRETATION

It is clear from the table that most of the respondents prefer Government job as career option. Secondly they prefer business as a career option. Least of the respondents have preferred auto mobile field

MOTIVATIONAL FACTORS

Table 12

MOTIVATIONAL FACTORS

| MOTIVATIONAL FACTORS | NO. OF RESPONDENTS | PERCENTAGE % |
|-----------------------|--------------------|--------------|
| Leadership | 12 | 24% |
| Profit | 11 | 22% |
| Status | 5 | 10% |
| Personal growth | 20 | 40% |
| Government incentives | 0 | 0% |
| Others | 2 | 4% |
| Total | 50 | 100% |

INTERPRETATION

Table 12 shows that most of the respondents (40%) are motivated by personal growth by entrepreneurship, and least of the respondents (4%) are motivated by other factors. No respondents are motivated by Government incentives.

STUDENTS' PERCEPTION TOWARDS ENTREPRENEURSHIP

Table13
PERCEPTION

| N O | STATEMENT | 5 | 4 | 3 | 2 | 1 | WEIGH T | AVERAG E |
|--------|--|--------------|---------------|--------------|--------------|------------|------------|-------------------|
| | | SA | A | N | D | SD | | |
| I | Venturing into entrepreneurship is a risky business | 60 (12*5) | 64 (16*4) | 54 (18*3) | 8 (4*2) | 0 (0*1) | 186 | 3.72 |
| 2 | Entrepreneurship can be considered as a career option in today's globalized world | 90 (18*5) | 100 (25*4) | 21 (7*3) | 0 0 | 0 0 | 211 | 4.22 |
| 3 | It is really difficult to get finance/loan for starting a new venture | 35 (7*5) | 72 (18*4) | 42 (14*3) | 18 (9*2) | 2 (2*1) | 169 | 3.38 |
| 4 | You cannot be a successful entrepreneur if you don't have sound technical knowledge. | 30 (6*5) | 72 (18*4) | 42 (14*3) | 22 (11*2) | 1 (1*1) | 167 | 3.34 |
| TOTAL | | | | | | | 733 | 3.66 (14.66/4) |

INTERPRETATION

The above table shows the classification of respondents on the basis of statement based on entrepreneurship. As per table 13 it can be understood that, the respondents show positive

attitude towards entrepreneurship. (Average of 3.66 (14.66/4) point for overall statement). From this information it is clear that majority of the respondents 'agree' with this statement. Most of the respondents (25) agreed that entrepreneurship as a career option. And they also agreed that entrepreneurship is a risky business. So, it is deemed that, they have good perception towards entrepreneurship.

ENTREPRENEURSHIP DEVELOPMENT CELL

Table 14
SETTING UP OF ED CELL

| ENTREPRENEURSHIP DEVELOPMENT CELL | NO. OF RESPONDENTS | PERCENTAGE % |
|-----------------------------------|--------------------|--------------|
| Yes | 26 | 52% |
| No | 24 | 48% |
| Total | 50 | 100% |

INTERPRETATION

Out of 50 students 52% of respondents' institute has an entrepreneurship development cell/club and 48% of respondent's institute has no entrepreneurship development cell /club.

MAJOR OBSTACLE/PROBLEM

Table 15
MAJOR OBSTACLE/PROBLEM

| OBSTACLE/PROBLEM | NO. OF RESPONDENTS | PERCENTAGEN% |
|------------------------|--------------------|--------------|
| Initial capital | 18 | 36% |
| Lack of Family support | 13 | 26% |
| Competition | 4 | 8% |
| Lack of motivation | 7 | 14% |
| Others | 8 | 16% |
| Total | 50 | 100% |

INTERPRETATION

Out of the 50 respondents 36% of respondents faced problems because of lack of initial capital. 26% of respondents are facing the problem of lack of family support. and least of the respondents (8%) have problem of competition from other firms.

FINDINGS

- Majority of respondents (90%) are aware about entrepreneurship.
- Majority of the respondents' career preferences are Government job and Business
- Most of the respondents (66%) have participated in entrepreneurship development programme.
- Most of the respondents' (52%) institution has an entrepreneurship development cell.
- Most of the students (68%) are influenced by an entrepreneur.
- Majority of the respondents are studying/have studied entrepreneurship related subject currently or earlier.
- Majority of the respondents (74%) do not consider what others will about them.
- Most of the respondents are comfortable with taking financial risk.
- Most of the respondents are confident in their skill and abilities.
- Majority of the respondents are facing the problem of lack of initial capital.
- Most of the respondents agreed that venturing in to business is a risky business.
- Majority of the respondents believe that entrepreneurship can be considered as a career option.
- Most of the respondents are motivated by personal growth on entrepreneurship.

SUGGESTIONS

Based on major findings of the study and the observation of the researcher the following suggestions have been put forward.

- Colleges should conduct seminars and other awareness classes on entrepreneurship.
- Provide a free workshop for the students to work their own.
- It is better to provide proper training to the students to work effectively in the field of entrepreneurship.
- Provide proper knowledge about entrepreneurship to students to attract them to start new business.

- Set up Entrepreneurship Development Club(EDC) in the college for the development of entrepreneurial skill among college students.
- Government should provide more loans/financial incentives to entrepreneurs for starting -up new business.
- Government should conduct awareness programmes to encourage women entrepreneurs.

CONCLUSION

From the above study it is concluded that the purpose of undertaking a business with his own ideas and vision is to make profit by undertaking risk. The study is entitled students attitude towards entrepreneurship. Majority of respondents have positive attitude towards entrepreneurship.

Students are motivated by personal growth factor, leadership and profit in entrepreneurship and entrepreneurship' is not a new term among college students. Most of them have studied entrepreneurship related subject and have attended entrepreneurship motivational programmes. Most of the respondents are influenced atleast by an entrepreneur.

There is a need for entrepreneurship awareness programme among college students. Government should provide financial support to new entrepreneurs .

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