

# A STUDY ON PERCEPTION AND ATTITUDE OF MANAGEMENT STUDENTS TOWARDS START-UPS IN INDORE CITY

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**Abstract :** The aim of this paper is to study the perception of university students' towards entrepreneurial activity. This paper will provide help to younger generation and students to develop a framework for a project seeking to recommend solid entrepreneurial policies. The paper specifically attempts to identify what are the variables influencing the students' perception and how to measure their opinion towards entrepreneurship and what will be the effect of perceptions on attitudes and intentions to start their own businesses. Perception plays a very significant role in the decision to start a new business. With the help of making perception students can develop their opinion and attitude for the business.

## **IndexTerms - Perception, Attitudes, Management students, start-ups**

**I. Introduction** A very important subject is why management students want to select entrepreneurial activities while others search for employment. Researcher found that cut throat competition in public and private sector is the main reason to choose entrepreneurship as a career. Slow growth of industrialization, slow economic growth, and global economic crisis is the main causes of the unemployment. Unemployment of the graduates is a very big issue in many nations. Enterprising will help to students to develop their own business and career. It will help national problem of unemployment. Entrepreneurship plays a significant role in the economic development and standard of living of a society and community. Entrepreneurs are helpful to establish the business entity and invest their own resources. Entrepreneurs are helpful to enhancing quality of life of their workers, clients, and other stakeholders in the society and increasing in the standard of living of people in a community. Entrepreneurs are developing backward areas by developing industrial units in less developed regions.

There is no doubt that entrepreneurship and innovation are central to the creative process in the economy and to promoting growth, increasing productivity, facilitates the transfer of technology, brings dynamism in industries by launching products and services, facilitates a balanced economic development, creates new market and facilitates expansion into international markets, and creating jobs. Flexibility, creativity, originality, cooperation, among other competences had become necessary and management education therefore has an obligation to meet students' expectations with regard to preparation for the economy in which they will operate.

Perception plays an important role in entrepreneurship. The person who is having positive perception towards entrepreneurship will definitely engage in an entrepreneurial work. A person's perception of entrepreneurship will be shaped by different factors like external and internal. Internal factors are those that are within one's control and relate to issues such as personality, experience, expectations and character. The external factors are beyond a person's control and relate to environmental issues such as taxation rates, inflation and recession.

Entrepreneurship development has attracted the academicians and students. This paper is trying to investigate that why students are going for entrepreneurship as a career or what are the factors which influence their perception to start their own business.

**Review of literature:**

**Karim and Venkataiah (2016)** aimed at assessing student's beliefs and attitudes toward new venture creation and the entrepreneur. They also attempted to determine any significant differences in the respondent's attitude when grouped by (a) gender (b) entrepreneurs among relatives and (c) course. Result reveals a positive entrepreneur's image and favourable perception of desirability of new venture creation.

**Sudipa Majumdar, Damodharan Varadarajan, (2013)** showed that male and female students were equally strong in terms of their propensity to become future entrepreneurs. Female respondents showed higher risk - taking behaviour than males, which was contradictory to past research findings that have typically found females to be more conservative in risk - taking than males. The estimation results showed that the propensity of future entrepreneurship does not depend on gender - it depended on factors like creativity, motivation and awareness. This is a very important result since the authors' sample does not follow the expected trend in the existing literature on gender differences and entrepreneurship propensities where a wide gender gap has been found.

**Brijlal (2011)** investigated the perceptions and knowledge of final year university students towards entrepreneurship gaining insights regarding a gender, race and faculty perspectives. Students across all faculties believed that entrepreneurship education is important and less than half of the final year students showed interest in becoming entrepreneurs. More male students than female students indicated interest in starting a business. More African students indicated interest in starting a business compared to other race groups (Coloureds, Whites and Indians). The Economic and Management Science Faculty showed the best results on the knowledge of entrepreneurship. Indian and White students scored the highest in the knowledge of entrepreneurship.

**Veciana, Aponte, Urbano(2005)** they aimed that assessing and comparing the attitudes of university students towards entrepreneurship and enterprise formation in Catalonia and Puerto Rico, using a sample of 837 and 435 students, respectively. Results reveal a positive entrepreneur's image. Both samples have a favourable perception of desirability of new venture creation, although the perception of feasibility is by far not so positive and only a small percentage has the firm intention to create a new company.

**Objectives**

1. To Study the perception and attitude of management students towards start-ups in Indore City.
2. To examine the factors that influences student's intentions of becoming Entrepreneurs.

**Research methodology**

Descriptive research design was used for the research. The samples in this study were UG and PG management students studying in Indore district . Total 150 students were selected for the survey. After removing the incomplete responses the final sample of 130 were taken for analysis. Convenience sampling technique was used to collect the required data from students of Management Studied in Indore. The data was collected by questionnaire method. The questionnaire was in close-ended format to obtain feedback from students regarding their attitude and perception towards Entrepreneurship. There were questions consisting of Demographic factor and perception towards new venture creation intentions and Entrepreneurs image. The data analysis for this study conducted through SPSS 21 software.

**Hypotheses:**

Ho: there is no significance difference in male and female perception for entrepreneurship as profession in Indore city.

**Data analysis and interpretation:**

Demographic Variables

Gender	Female	51.1
	Male	48.9
Education	Graduate	61.1
	Postgraduate	38.9
Parent's own business	Yes	32.2
	No	67.8
Parent's Monthly Income	<10000 per month	8.9
	10000-50000 per month	65.6
	Above Rs. 50000 per month	25.6

Source: primary data

In this research 51.1% students are female and 48.9 % students are male. There are 61.1% students who are graduated and 38.9 % students are post graduated. 32.2% students are having parents own business and 67.8 % belongs to service class. Parent's monthly income is divided into 3 category – 8.9 % are below 10000 per months, 65.6 % are 10000-50000 per months and 25.6 % are above Rs. 50000 per month.

Students' perception towards start-ups in Indore

S.No	Variable	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	It gives freedom to pursue your own vision	43.3	47.8	5.6	2.2	1.1
2	Entrepreneurs are almost always inventors	42.0	38.9	8.7	5.6	4.9
3	It Helps to become a business leader	35.2	38.6	15.8	5.1	5.3
4	It gives more flexibility in personal and family life	31.1	36.7	7.8	17.8	6.7
5	Helpful to give contribution to the community by developing a successful business	47.8	40.0	10.0	1.1	1.1

6	Entrepreneurship is an honourable profession	62.2	11.1	12.2	7.8	6.7
7	It gives better career prospects	75.6	7.8	6.7	5.6	4.4
8	Entrepreneurship is a good way to make lots of money	24.4	56.7	11.1	4.4	3.3
9	Academic institutions should encourage students to consider entrepreneurship	40.0	35.6	14.4	6.7	3.3
10	Helpful to become a business leader	43.3	35.6	1.0	11.1	9.0

Source: primary data

The above table depicts that 43.3 % students' are strongly agree to become a business leader. 75.6 % students have positive perception for their career prospect in start-ups of a new business and 47.8 % thinks that entrepreneurship is helpful to give contribution to the community by developing a successful business; they think that they can become a successful business leader. 56.7 % are agreed that Entrepreneurship is a good way to make lots of money.

Ho: there is no significance difference in male and female perception for entrepreneurship as profession.

H1: there is significance difference in male and female perception for entrepreneurship as profession.

Gender perception for entrepreneurship as profession Cross tabulation

Count

		VAR0001				Total
		Strongly Agree	Agree	Neutral	Disagree	
<b>perception for entrepreneurship as profession</b>	Female	21	22	3	5.1	51.1
	Male	20	22	2.9	4	48.9
Total		41	44	5.9	9.1	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2- sided)
Pearson Chi-Square	.980 <sup>a</sup>	3	.806
Likelihood Ratio	1.366	3	.713
Linear-by-Linear Association	.088	1	.766
N of Valid Cases	90		

a. 4 cells (50.0%) have expected count less than 5. The minimum expected count is .49.

Source: primary data

From the above table it can be interpreted that, out of 150 respondents 48.9% are male and 51.1% are female. If we talk about male respondents majority 20% fall under strongly agree. 22% male are agree 2.9% male are neutral 4% male are disagree. Out of female respondents 21% fall strongly agree. 22% female are agree.3% female are neutral .5.1% female are disagree regarding students perception entrepreneurship as profession.

From the above table it can be identify that, the Pearson chi-square value is 0.980 and p-value is greater than .05, ( $p = 0.806$ ). So we can accept the null hypothesis  $H_0(a)$ , and say that There is no significant difference between male and female respondent's opinions towards entrepreneurship as profession.

### Findings

1. It is found that 43.3 % students are strongly agreed and 47.8 % are agree while 2.2 are disagree to pursue their own vision.
2. There are 42 % students says that Entrepreneurs are almost always inventors while 5.6 % are disagree.
3. There are 38.6 % students agree that it helps to become a business leader while 5.3 % are strongly disagree and 5.1 % are only disagree.
4. 31.1 % students viewed that entrepreneurs gives more flexibility in personal and family life while 17.8 % students are disagree.
5. There are 47.8 % students strongly agree that entrepreneurs are helpful to give contribution to the community by developing a successful business, 40 % are agree while only 1.1 % are strongly disagree.
6. 62.2 % students are strongly agree that Entrepreneurship is an honourable profession while 12.2 % are neutral and 6.7 % are strongly disagree.
7. 75.6% students are strongly agree that Entrepreneurship gives better career prospects, 7.8 % are agree and 4.4 % are strongly disagree.
8. There are 56.7 % students are agree that entrepreneurship is a good way to make lots of money while 11.1 % are neutral and 3.3 % are strongly disagree.
9. There are 40 % students who are strongly agree that academic institutions encourage students to consider entrepreneurship 35.6 % Are agree and 3.3 % are strongly disagree.
10. 43.3 students are strongly agree that entrepreneurship is helpful to become a business leader, 35.6 % are agree while 9 % is strongly disagree.

### Limitations of the study:

1. The study is restricted to 90 students from management institutes in Indore city.
2. Only one district Indore is taken into consideration.

### Suggestion:

1. Management institutions should encourage and motivate their students more and more to start their own business.

2. Government should help management students by providing loan facility as they required some initial amount for loan as a security.
3. Institutions should provide entrepreneurship education that from where they can access the sources of finance.
4. Workshops and conferences should be organised on the entrepreneurial development in colleges.
5. Different schemes should be introduced by government which provides many benefits to the students.
6. Seminars and lectures method will be helpful to the students to become more able to identify business opportunity.
7. Institution should provide technical support to their students where they needed.
8. Government should focus on some promotional programme like entrepreneurial culture among young people

**Conclusion:** The purpose of this study is to identify the perception of management students towards start-ups in Indore. The results of this research revealed that majority of students from management programs are highly interested in the start-ups of a new business rather than a job because they think that entrepreneurship is an honourable profession, they are almost always investors. They can become a business leader. Students have better ideas about their career prospects. It is a good way to make lots of money and provide better job opportunity for the society. Majority of the students agrees that they can give contributions to the community by developing a successful business. The positive perception of the students can show that they are ready to take any kind of challenges and risk.

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