



Entrepreneurial Awareness And Attitude Among Post Graduate College Students In Selected Government Colleges In Mandya District

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Abstract

Entrepreneurship is an important engine of growth in the economy. It is essential to assess entrepreneurial awareness and attitude of students to achieve the economic growth through the participation of creative work force. Accordingly the study investigated the attitude of post graduate students in creation of new business their family and also close friends attitude toward entrepreneurship since, students and especially university students form a significant portion of potential entrepreneurs with this connection this study mainly aims to assess the level of entrepreneurial awareness/attitude among the students and entrepreneurship environment provided by the government colleges. The present study has been collected from primary data was collected on the basis of structured questionnaire, the sample size for study was only 100 post graduate students selected from government college. The current focused on analysis of data based on normality test applied for parametric tests such as, mean, standard deviation, correlation and regression analysis etc. Lastly these study results majority respondents strongly agree that students are fully aware and they have positive behavioral, cognitive and affective attitude about startup ventures education provided by the selected government college in Mandya District.

Key Words: Entrepreneurship, Student Attitude, Cognitive, Correlation Matrix etc.

Introduction:

Entrepreneurship is a dynamic activity which helps the entrepreneur to bring changes in the process of production, innovation in production, new usage of materials, creator of market etc. It is a mental attitude to foresee risk and uncertainty with a view to achieve certain strong motive. It also means doing something in a new and effective manner. In the context of positioning the youth entrepreneurship to the public policy space, the established influence of primary social reference group to the entrepreneurial intent might be less interesting than studies, analysing the institutional and other general preconditions for entrepreneurial development. Entrepreneurship refers to all those activities which are to be carried out by a person to establish and to run the business enterprises in accordance with the changing social, political and economic environments.

The students are getting acquainted with the skills and knowledge needed to start your own company is at the moment the most recognized form of entrepreneurship education. Students are for instance taught about financial administration, market analyses, marketing, networking and how to write their own (fictional) business plan and entrepreneurship is still not accepted as a logical career choice after graduation. According to the *Bosma Wennekers (2002)* report that although 75% of the Indian adult population indicates that the fear of failure would not prevent them from setting up a business, respect from society for those involved in new firm start-ups is significantly lower in the India, compared to other the other EU countries

Entrepreneurial attitudes play a vital role in the life of a successful entrepreneur. As they build their new ventures, they are bound to overcome hurdles, solve problems, and complete the assignments. Students are focus is on the talents, capacities or characteristics of students, among which showing initiative, creativity, perseverance, independence, goal setting, opportunity recognition, and risk taking are vital. Whether all these characteristics can be learned through education, nevertheless educational institutions can promote the characteristics associated with successful entrepreneurship. In this way educational institutions are trying to develop an entrepreneurial culture, an atmosphere promoting entrepreneurial attitudes and skills, which stimulates innovation and creativeness. University student's attitude toward entrepreneurship should be improved in order to achieve the development strategy of any country because now a day's unemployment issue is highly related with graduate students from different private and government colleges and universities etc.

Review of Literature:

Literature for this review was identified by searching the online databases and published newspapers. The two sets of literature were then compared disagreements on the inclusion or exclusion of literature were resolved through discussion. The review applied a systematic and rigorous search strategy to retrieve relevant articles according to the research objectives. This research summarizes scientific foundations, identifies literature gaps, and suggests some evidence for future research directions as follows:

(*Abirami, 2014*), conducted a study on awareness level of the college students to become an entrepreneur after completing their studies. The researcher has also highlighted some aspects that needs some attention to the student provided suggestions for further improvement to the students to become an entrepreneur.

(*Buba Musa, 2015*), examines the differences of attitude towards entrepreneurship education among students of some selected universities in north eastern Nigeria. Students are holding strong positive attitude towards entrepreneurship education. The findings revealed that there is no significant difference of attitude between male and female students towards entrepreneurship education.

(*Norman Rudhumbu, 2016*), examine a study on attitudes of undergraduate fourth year students towards entrepreneurship education. This study showed that challenges that may affect students' interest in entrepreneurship education and entrepreneurship as a career include difficulty in accessing funding, lack of technical support at start-up, and inadequate business opportunities in Botswana.

(*Tariq Hussain, 2018*), explore a study on attitude of technology education students towards entrepreneurship. The results reveal that the students of technology education demonstrate positive attitude towards entrepreneurship. It is concluded that there is no significant difference in students' attitude towards entrepreneurship in terms of gender and session.

(*Abdelraheem, 2019*), explores a study on students at Princess Sumaya University for Technology have significant differences as to their attitudes towards entrepreneurship based on demographic characteristics in addition to a high level of awareness towards entrepreneurship.

(*Adarsh, 2022*), opinioned that clear depiction of high interest and intention towards entrepreneurship by graduated youth but there exists certain factors that inhibits them such as lack of funding, lack of business skill, fear of future financial security etc.

RESEARCH METHODOLOGY:

- a) **Primary Data:** The primary data was collected on the basis of issuing questionnaire for Post Graduate College Students. The total sample size is 100 Post graduate college students selected from 50 students from Mandya University and another 50 students from Government College for Women (Autonomous) in Mandya District.
- b) **Secondary Data:** Secondary data was gathered from different sources such as, Internet, website, Professional Magazines, refereed journals related chosen topic.
- c) **Normality Test:** *A significant test means the sample distribution is not shaped like a normal curve ($p < 0.05$). The sample size is small $N = 1$, therefore to test the normality of data used Shapiro-Wilks W test ($P=0.533$). Therefore the data is normally distributed we applied parametric test mentioned, mean, standard deviation, chi square Test, one sample T-test, correlation and regression analysis etc.*

OBJECTIVES OF THE STUDY

1. To examine demographic profile of the post graduate college students in selected Government Colleges in Mandya District.
2. To assess the level of entrepreneurial awareness among the post graduate college students in selected Government Colleges.
3. To analyze the entrepreneurship environment provided by the government colleges in Mandya District.
4. To measure the entrepreneurial attitude among the post graduate college Students in selected Government Colleges in Mandya District.

PROPOSED HYPOTHESIS:

- **H0:** There is no significant difference between demographic profiles of Post Graduate College Students.
H1: There is a significant difference between demographic profiles of Post Graduate College Students.
- **H0:** There is no significant difference between level of entrepreneurial awareness among the Post Graduate College Students.
H2: There is a significant difference between level of entrepreneurial awareness among the Post Graduate College Students.
- **H0:** There is no significant difference between entrepreneurship environments provided by the Government Colleges.
H3: There is a significant difference between entrepreneurship environments provided by the Government Colleges.
- **H0:** There is no significant difference between entrepreneurial attitudes among the Post Graduate College Students.
H4: There is a significant difference between entrepreneurial attitudes among the Post Graduate College Students

Analysis and Interpretation

1. Demographic profile of the Post Graduate College Students in Selected Government Colleges in Mandya District:

Table No.1 depicts that demographic profile of the Post Graduate College Students in Selected Government Colleges in Mandya District. The overall respondents numbering, 100 students out of that 60 respondents are belongs to male category and 40respondents are belongs female category respectively. In the context of age pattern, majority of the respondents numbering, 40 and 30students belongs to age group of between 20-22 years and around 20 years respectively. Further, class studying for the students, majority of the students numbering, 70 respondents are belongs to II years students. Lastly in the context of residential area of the respondents, numbering 50 and 30 students they are staying in urban and semi-urban areas respectively.

Table No.1 Shows Demographic Profile of the Respondents

<i>Variables</i>	<i>Cronbach's Alpha</i>	<i>Classification</i>	<i>Frequency</i>
Gender	0.0221	Male	60
		Female	40
		<i>Chi Square= 2.21 P=0.000, (H0-Significant)</i>	
Age Pattern	0.0113	Around 20 years	30
		Between 20-22 years	40
		Between 22-24 years	30
		<i>Chi Square= 1.43 P=0.003, (H0-Significant)</i>	
Residential Area	0.0443	Rural	20
		Urban	50
		Semi-Urban	30
		<i>Chi Square= 1.81 P=0.512 (H0- In Significant)</i>	
Class for studying	0.0177	I year	30
		II Year	70
		<i>Chi Square= 3.07 P=0.001(H0-Significant)</i>	

Source: Field Survey.

To calculate, chi square test for data of age pattern, gender profile, age pattern, class for study of the respondents, the P value (Sig 2-tailed) is 0.000, 0.003 and 0.001, which is less than the Alpha value of 0.05, it was found to be significant. Therefore the results indicate that the stated null hypothesis to be rejected and alternative hypothesis is accepted. Further the data of residential area of the respondents, the P value (Sig 2-tailed) is 0.512, which is more than the Alpha value of 0.05, it was found to be Insignificant. Therefore the results indicate that the stated null hypothesis to be accepted and alternative hypothesis is rejected.

2. Level of entrepreneurial awareness among the Post Graduate College Students in Selected Government Colleges:

Table No.2 shows that level of entrepreneurial awareness among the post graduate college students in selected Government Colleges. The highest mean values and standard deviation was recorded 4.83 and 1.775. This shows majority of the respondents strongly agree that students are fully aware about start up ventures and entrepreneurship education provided by the institutions.

Tables No.2 Shows Level of Entrepreneurial Awareness

Variables	Mean	S.D	Variance	Skewness	Kurtosis
Fully Aware	4.83	1.775	1.208	-1.835	1.4131
Partially Aware	4.31	1.152	1.474	-0.220	-0.784
Less Aware	3.78	1.208	1.489	-1.092	-0.536

Source: Field Survey.

The correlation matrix applied to level of entrepreneurial awareness among the post graduate college students in selected Government Colleges. The correlation analysis result shows that fully aware about entrepreneurship has significantly affected on entrepreneurship education provided by the B-school with positive correlation of **0.888 (Strong Correlation)** and partially aware about entrepreneurship has not significantly affected on entrepreneurship education provided by the B-school with negative correlation of **-0.111 (Weak Correlation)** respectively. Therefore lastly the overall results shows that students are fully aware about entrepreneurship education provided by the selected Government Colleges.

Table No.2 (b) Shows those Results of Correlation Matrix

Variables		Fully Aware	Partially Aware	Less Aware
Fully Aware	Pearson Correlation	1	0.888**	-0.115
	Sig.	-	0.000	0.002
	N	99	99	99
Partially Aware	Pearson Correlation	0.772**	1	-0.111
	Sig.	.000	-	0.033
	N	99	99	99
Less Aware	Pearson Correlation	0.617	-0.557	1
	Sig.	0.071	0.041	-
	N	99	99	99

Source: Field Survey. Significant Level at 5%.

3. Entrepreneurship environments provided by the Government Colleges:

Table No.3 indicates that entrepreneurship environment created for the post graduate students in government colleges. The highest mean was recorded 4.77 and 1.73, this assigned value indicates majority of the respondents they strongly agree with seed grant will provide from the ED cells and entrepreneurship creates employment, these are major entrepreneurship environment created in the selected Government Colleges in Mandya District.

Table No.3 Shows Entrepreneurship environment provided by the selected B-schools

Variables	Mean	S.D	T-test	P-Value	Sig-H0
Entrepreneurship creates employment	4.66	1.67	2.11	0.001	<i>Significant</i>
Seed grant will provide from the ED cells	4.77	1.73	2.15	0.588	<i>Not-Significant</i>
Interaction with successful business man	4.01	1.55	2.70	0.000	<i>Significant</i>
Soft skill training	3.80	1.43	3.30	0.612	<i>Not-Significant</i>
Idea generation programs	2.10	1.30	1.05	0.774	<i>Not-Significant</i>
Business plan competition	2.88	1.11	2.11	0.000	<i>Significant</i>
Interaction with Entrepreneurs	2.94	1.01	3.01	0.000	<i>Significant</i>

Source: Field Survey

From the view point of statistical inferences, there is no significant relationship between seed grant will provide from the ED cells, soft skill training and idea generation programs, these variables are more than p value therefore null hypothesis should be accepted. Further there is a significant relationship between entrepreneurship creates employment, interaction with successful business man, business plan competition and interaction with entrepreneurs, these variables are less than p value therefore null hypothesis should be rejected.

4. Entrepreneurial attitudes among the Post Graduate College Students in selected Government Colleges in Mandya District:

The following below table shows list of variables identified through extensive literature review:

Table No.4 Shows List of variables identified for the study

Groups	Dependent Variables	Variables
Group -1	<i>Behavioral attitude among student (BAS)</i>	a) ED education provides the knowledge related to business
		b) Students thinks entrepreneurship a desirable career option
		c) ED education insists to become innovative & decisions maker
		d) Institution helped me to meet successful entrepreneurs
Group -2	<i>Cognitive attitude among student (CAS)</i>	a) It helps improved skill to become successful entrepreneur
		b) Entrepreneurship helps risk bearing capabilities
		c) Entrepreneurship helps to produces new products
		d) Entrepreneurship provides business opportunities
Group -3	<i>Affective attitude among student (AAS)</i>	a) Entrepreneurship helps an self employed
		b) Entrepreneurship helps to economically independent
		c) Entrepreneurship helps to build career
		d) Entrepreneurship helps to start new venture

Table No.4 depicts that to student attitude towards entrepreneurship education provided by the selected Government Colleges in Mandya District. The following are the below table shows the major variable to identify significant the relationship between independent variables to dependent variables. The below model summary shows that r-value shows the predictor explains 87.10% of the variation in cognitive attitude among students(*Model-II*).It shows the college students cognitive attitude are positively influenced to the students towards entrepreneurship education provided by the Government Colleges in Mandya District.

Table No.4(a) Shows Regression Analysis: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
I	.668	0.660	0.0538	1.5783
II	.871	0.982	0.0974	1.5562
III	.557	0.916	0.0874	1.2381
Regression Equation				
$Attitude = \beta_0 + \beta_1 (BAS) + \beta_2 (CAS) + \beta_3 (AAS) + \epsilon + a(\beta)$				
<i>Whereas, BAS= Behavioral attitude among student(MI)</i>				
<i>CAS=Cognitive attitude among students(MII)</i>				
<i>AAS= Affective attitude among students(MIII)</i>				

a. Predictors: (Constant).

b. Source: Field Survey. Note: Significant level at 5

From the above table no.4 (b), it shows the variation in student attitude towards entrepreneurship education. Except other model II and Model III, the regression model-I the significant p value is more than 0.005 therefore the null hypothesis is accepted. It can be said that there exists no significant difference in behavioral attitude among students towards entrepreneurship education. Therefore, it can be concluded that the regression model-I is good and fit for proving the hypotheses of the study.

Table No. 4(b) Shows Students Attitude for ANOVA Test

	Model	Sum of Squares	df	Mean Square	F	Sig.	Results
I	Regression	178.33	1	147.161	1.493	.812	Accepted
	Residual	164.67	4	12.805			
	Total	343.05	5				
II	Regression	488.30	1	270.975	1.883	.000	Rejected
	Residual	111.67	7	2.422			
	Total	599.97	8				
III	Regression	788.21	1	596.118	1.726	.001	Rejected
	Residual	100.67	4	7.438			
	Total	888.88	5				

a. Predictors: (Constant)

b. Source: Field Survey. Note: Significant level at 5%.

From the above regression co-efficient table 4(c) results found that $r = 3.315$ and $r = 4.111$ representing behavioral attitude among student and affective attitude among students(AAS) shows positive effects towards entrepreneurship education provided by the institutions. In the context $r = -5.214$ representing cognitive attitude among students (CAS) negative effects towards entrepreneurship education provided by the institutions respectively.

Table No.4(c) Shows Regression Analysis of Coefficients

Model	Variables	Un standardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
I	(Constant)	0.345	0.092	-	1.521	0.000
	BAS	3.315	0.412	-0.768	-3.390	0.000
II	(Constant)	-1.665	0.112	-	1.972	0.000
	CAS	-5.214	0.222	0.418	5.562	0.001
III	(Constant)	2.330	0.113	-	-3.748	0.010
	AAS	4.111	0.241	-0.471	-3.194	0.519

c. Predictors: (Constant)

d. Source: Field Survey. Note: Significant level at 5%.

Recommendations for the study:

Entrepreneurship development agencies play an important role in creating awareness about entrepreneurship among the student community and the people at large. Most of the students are agreed that entrepreneurship can be considered as a career option in today's globalized world. However only 10 percent of the students surveyed were very much interested to start their business immediately after completing their post graduation. In order to create an entrepreneurial culture in campus it is necessary to create awareness about entrepreneurship and entrepreneurship development agencies. The institutes should demand the introduction of MBA with specialization in entrepreneurship to the university as many western universities are offering the same which will help the students prepare for entrepreneurial careers

Conclusion:

Entrepreneurship is a self-sustaining activity as creation of ventures helps in job creation and generation of wealth. The current study focused on student's attitude towards entrepreneurship and the existence of good entrepreneurial attitude among the students, however, still students are not sure that they will start their own business after graduation. In this way educational institutions at various levels can play a major role by providing entrepreneurial education and training has been recognized as one of the crucial factors that help the students to understand and cultivate entrepreneurial attitudes. Lastly this study results shows that students are fully aware about entrepreneurship education provided by the institutions and it can be concluded that the college students are holding strong positive cognitive attitude towards entrepreneurship education in selected Government Colleges in Mandya District.

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