



A STUDY ON PERCEPTION TOWARDS THE CONCEPT OF ENTREPRENEURSHIP STARTUP AND INNOVATION AMONG COLLEGE STUDENTS WITH SPECIAL REFERENCE TO COIMBATORE CITY

¹SNEHA.S

II.M.com

PG Department of Commerce

Nirmala College for Women,

Coimbatore- 641018.

² Dr. R. DEVI PRASANNA

M.Com, M Phil., PGDCA., MBA., Ph.D., NET

Assistant Professor PG Department of Commerce

Nirmala College for Women,

Coimbatore-641018

Abstract: This study investigates college students' perceptions of entrepreneurship, start-up ventures, and innovation, focusing on Coimbatore city. The research explores students' attitudes towards these concepts, their interest in related academic courses, participation in networking activities, and access to resources for entrepreneurship. Findings reveal a significant interest among students in entrepreneurship and innovation courses, as well as active engagement in networking programs. However, gaps exist in curriculum offerings and institutional support. Overall, the study underscores the importance of fostering entrepreneurial mind-sets among college students to drive innovation and economic growth. The unique entrepreneurial ecosystem of Coimbatore city influences students' perceptions, reflecting its strong start-up culture and industrial history.

Index Terms: Entrepreneurship, start-up ventures, innovation, college students, perceptions, Coimbatore city

INDRODUCTION

BUSINESS

Business encompasses the activities and processes undertaken by individuals or organizations to produce goods or services aimed at meeting the needs of customers. It involves various functions such as production, marketing, finance, and management, all aimed at generating revenue and achieving profitability. Businesses operate within an economic framework, seeking to maximize profits while managing costs and risks. They play a vital role in driving economic growth, creating employment opportunities, and contributing to societal development. Additionally, businesses often adapt to market trends, innovate, and evolve to stay competitive in dynamic environments.

ENTREPRENEURSHIP STARTUP AND INNOVATION

In today's dynamic economy, entrepreneurship, startups, and innovation are key drivers of progress. This study explores college students' views on these vital concepts. Entrepreneurship fosters innovation and risk-taking, enabling individuals to turn ideas into successful ventures. A startup is a newly established business venture, typically characterized by innovation, agility, and a focus on rapid growth. Innovation drives societal advancement by solving complex problems. Understanding students' perceptions is crucial for cultivating future leaders and promoting an innovative culture. This study aims to uncover their perceptions and motivations towards entrepreneurship, startups, and innovation, shaping tomorrow's business landscape.

STATEMENT OF THE PROBLEM

The study investigates college students' perceptions of entrepreneurship, start-up ventures, and innovation, aiming to inform educational programs and policies for fostering an entrepreneurial mind-set. It seeks to understand attitudes and identify barriers and opportunities for promoting entrepreneurial endeavors. Additionally, it examines central government programs, including those by MHRD and UGC, aimed at enhancing student skill development.

OBJECTIVE:

- To analyse the perceptions, ideas, and opinions of college students on innovation, start-ups, and entrepreneurship, as well as the perceived opportunities and obstacles.
- To determine and examine the variables impacting college students' knowledge and perceptions about innovation, entrepreneurship, and startup businesses.

NEED OF THE STUDY

The study aims to understand college students' perceptions of innovation, entrepreneurship, and new businesses to inform educational programs and foster an entrepreneurial atmosphere. It also identifies obstacles to entrepreneurial activities, aiding in the development of targeted interventions to promote innovation and entrepreneurship among students, ultimately advancing entrepreneurial ecosystems and preparing students for the modern workforce.

REVIEW OF LITERATURE:

Dr. T.M.Hemalatha & Mr V.Shangumeshwaran (2022)¹ conducted a study titled “**Entrepreneurial knowledge and perception among college students in Coimbatore**”. The goal of the study is to show how entrepreneurship promotes economic growth and, as a result, is essential to the process of development. Research approach was used as the sampling strategy to get the data. Based on secondary data obtained from 100 respondents using a standardized questionnaire, the data was gathered. The study comes to the conclusion that

most students are coming from low-income families to launch their own businesses. More men than women expressed interest in launching a new company.

Gomati Agathursamy (2023)² “Impact of New Start-ups among College Students”, the goal of the study is to understand that entrepreneurship is the professional use of knowledge, skills, and competences by an individual or group of individuals to monetize a new concept. Based on the descriptive research approach employed for the study, data was gathered. Convenience sampling was the sample methodology used to get the data. The core data for the study came from 100 respondents using a structured questionnaire approach. The goal of the study is to determine how management students see Indore start-ups.

RESEARCH METHODOLOGY

The process of organising, carrying out, and evaluating research to answer a particular question or issue is known as research methodology.

SOURCES OF DATA

- Primary Data

The primary data were collected based on the structured questionnaire with the help of Google forms.

- Secondary Data

The secondary data for the study have been collected from books, journals, articles and websites.

VIII. SAMPLE TECHNIQUES

Sample the technique used for this study is simple random sampling.

TOOLS USED

- Percentage analysis
- Descriptive statistics
- Chi-square test
- Karl Pearson Coefficient of Correlation

LIMITATIONS

- The study was limited to 100 respondents only.
- This study was considered by the student's opinion.
- The area of study is restricted to Coimbatore only, so it will not be applicable to other areas.

FINDINGS OF PERCENTAGE ANALYSIS

- Majority (50%) of respondents are between the age group of 21–23 years.
- Majority (66%) of respondents are female.
- 48% of respondents are under graduate.
- Majority (57%) of respondents are engaged in some kind of entrepreneurial endeavour.
- 23.4% of respondents are understood about entrepreneurship from workshops and seminars.
- 47% of respondents had some familiarity.
- Majority (64%) of respondents do not have a business background.
- Majority (65%) of the respondents have experience navigating the world of start-ups.
- Majority (77%) of respondents did have support from evaluating institutions for entrepreneurial student.
- Majority (65%) of the respondents have taken entrepreneurship and innovation courses
- Majority (77%) of respondents have access to resources for entrepreneurship or innovation.
- 47% of respondents think they have every chance to become entrepreneurs.
- Majority (82%) of respondents believe they have an Indian curriculum on entrepreneurship.
- Majority (58%) of respondents attended part in entrepreneurship-related networking events or programs.
- Majority (79.2%) of respondents said they hoped to launch their own company or endeavour in the future.
- 38.6% of respondents are pursuing their entrepreneurial goals through personal growth and fulfilment.
- 16.5% of respondents learned about entrepreneurship through webinars.
- Majority of respondents (61%) said they were aware of government policies and programs that encourage innovation and entrepreneurship.
-

FINDINGS OF DESCRIPTIVE STATISTICS

- There is variability in perceptions among respondents, particularly for passion for a specific idea or industry (2.28), indicating that while some students highly value this factor, others may not find it as influential.
- The "Extremely familiar" category has the highest mean score of 2.70, suggesting that those who reported being extremely familiar with entrepreneurship have the highest level of understanding among all respondents.
-

FINDINGS OF CHI-SQUARE

- * There is no significant relationship between age and entrepreneurial endeavours.
- * There is no significant relationship between gender and entrepreneurial opportunities.

FINDINGS OF KARL PEARSON COEFFICIENT OF CORRELATION

- The Pearson's correlation is +1 (0.22), indicates a positive correlation between age and concept of start-ups, the variables are moving towards same direction.
- * The Pearson's correlation is -1 (-0.224) indicates a negative correlation between the academic level and courses or workshops related to entrepreneurship, the variables are moving towards different direction.

CONCLUSION OF THE STUDY

- Results indicate a notable interest among students in entrepreneurship and innovation courses, as well as active participation in networking activities.
- However, there is room for improvement, such as expanding course offerings and providing more institutional support for aspiring entrepreneurs.
- The findings also highlight Coimbatore students' appreciation for entrepreneurship's role in fostering economic progress, influenced by the city's vibrant startup culture and industrial history.

REFERENCE LINKS

- <https://www.jetir.org/papers/JETIR1903094>
- <https://www.wikipedia.org/>
- <https://www.degruyter.com/journal/key/erj/html?lang=en>
- <https://link.springer.com/journal/40497>
- https://www.researchgate.net/publication/268509407_A_study_on_the_effect_of_entrepreneurship_on_economic_growth
- <https://journals.sagepub.com/home/joe>