



# A STUDY ON ENTREPRENEURSHIP INTENTION AMONG MANAGEMENT STUDENTS WITH SPECIAL REFERENCE TO COIMBATORE CITY

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## **Abstract**

An entrepreneur could be a one who organizes a venture to learn from a chance, instead of working as an employee. They play a key role in developing any economy. They have the abilities to anticipate current and future needs and produce good new ideas to market. The study attempts to research the tutorial impact, personal attitude and student's intention towards entrepreneurship. 198 respondents were selected through stratified random sampling technique. The results found that there is significant relationship between Educational Impact, Personal Attitude and Students Intention.

## **Introduction**

### **Entrepreneur**

An entrepreneur could be a one who organizes a venture to learn from a chance, instead of working as an employee. They play a key role in developing any economy. They have the abilities to anticipate current and future needs and produce good new ideas to market. Entrepreneurs who establish to be successful in taking the risks of a start-up are rewarded with profits, fame and continued growth opportunities. The individual who fails, lose money and shut the business. They assume that the risks and rewards of the venture and are usually the only proprietary, a partner or the owner of the bulk of shares in an incorporated venture. The entrepreneur monitors and controls the business activities and act as a decision maker's .Given the riskiness of a replacement venture, the acquisition of capital funding is especially challenging, and lots of entrepreneurs handle it via bootstrapping. While few entrepreneurs are distinct players under pressure to urge small businesses off the bottom on a shoestring, others tackle partners armed with greater access to capital and other resources.

Over the years the intention to become an entrepreneur has been analyzed using different methodologies. Researchers began looking forward for the existence of certain behavior traits that could be associated with entrepreneurial ability. Later studies have pointed out to the significance of different characteristics such as age, gender, origin, religion, level of studies, labor experience etc. Both these methods have allowed the identification of significant association among certain traits or demographic characteristics of the individual. However their predictive capacity has been very limited. From the theoretical perspective, these approaches have been criticized, both for their methodological and conceptual problems and for their low explanatory capacity.

### **Statement of the Problem**

Recently there has been a growing interest in undertaking and intensifying actions promoting and supporting the thought of entrepreneurship as a beautiful alternative to wage employment among students. There are several reasons for this interest. Firstly well-educated entrepreneurs are expected to form ventures that grow faster than their counterparts. The importance of education to successful performance of latest ventures is well recognized by management parishioners and researchers. secondly the method of streamlining in organizations following intensified competition within the market worldwide, previous advantages with wage employment in large ,established enterprises, like job security or reward for loyalty have lost on their reality, thus growing the desirability of self-employment. The unemployment among graduates has also been increasing. So, students have some hope to start out up a brand new enterprise. The study attempts to research the tutorial impact, personal attitude and student's intention towards entrepreneurship.

### **Objective of the Study**

- To find the students intention towards entrepreneurship.
- To identify the influence of educational impact on entrepreneurship intention among students.
- To identify the influence of personal attitude on entrepreneurial intention among students.

### **Scope of the Study**

One of the solutions to the graduate unemployment problem is to travel for self- employment i.e., establishes own businesses. Entrepreneurship is gaining great respect from the students as a field of research additionally as application worldwide, as a way to realize wealth creation and private fulfillment. This study aims to search out out the attitude of management students towards entrepreneurship. This study is conducted among the management students with special relevance Coimbatore city. This study helps to grasp the scholar's intention towards entrepreneurship as a career. This study helps to extend the young entrepreneurs, which promote and develop our country. The study can direct those concerned or interested to create preparation to assist the youth of the country, especially people who are puzzling over to begin an enterprise.

## Limitations of the Study

- The research is conducted among management students only.
- The research work was confined to the study the personal attitudes and education impact that influence the students intention towards entrepreneurship.
- Due to time constraint, the study was undertaken only in Coimbatore city.
- Lastly, Respondents might not be honest in answering the questions, this can influence the findings. The researcher made sure that the scale used is clear and simplified to avoid confusion.

## Review of Literature

**Malyadri, G., Kumar, B. R., & Kusuma, G. D. V. (2018)<sup>1</sup>**, the researcher tried to investigate whether entrepreneurs and non-entrepreneurs have systematically different psychological characteristics, especially in terms of proactive behaviour or personality. The model used 170 MBA students in the study and suggests that among other things, those certain entrepreneurial activities and these characteristics make them different from no entrepreneurs. The result says that 67.9 percent of the students were found to be entrepreneurially inclined. The result also found that income of the family and profession of the family members was found to be a significant. A strong relationship between proactive behaviour and entrepreneurship orientation was also found in the study.

**Babatunde, E. B., & Durowaiye, B. E. (2014)<sup>2</sup>**, this study says that Entrepreneurship education plays a major role in the reduction of unemployment in Nigeria. This paper tries to investigate the entrepreneurial intentions of small sampled Nigerian undergraduates. 120 undergraduates were selected through stratified and simple random sampling. The result says that exposure to entrepreneurship education influences students' intentions of becoming self-employed and help in the reduction of unemployment.

**Harrasi, Abir S., et.al (2014)<sup>3</sup>**, the study attempts, through an extensive literature review, to provide a holistic view and a more comprehensive understanding of the key factors that lead university undergraduate students to become entrepreneurs. This paper set out to determine the factors impacting the entrepreneurial intention. It focused on four sets of factors: personality traits, contextual, motivational, and personal background. The result of this study says that the personality traits factors (self-confidence, risk-taking propensity, needs for achievements, internal locus of control, innovativeness, and autonomy) are the most examined factor that influences to become entrepreneur.

**Drennan, J, Saleh, M (2014)<sup>4</sup>**, This study examined the attitudes were i) independence, ii) financial risk, iii) hard work and iv) income. The sample for the study consisted of 102 final year Masters Students at a top mid-west business school. The result of the study found that income was the most important attribute in impending career decision maker's choice among career alternatives. The second most important career attribute was independence, third was risk and fourth was work effort required. Those who had a stronger intention to become an entrepreneur had a more positive attitude towards independence than those who had a weaker intention to become an entrepreneur.

Nian et al (2014)<sup>5</sup>, this study explained the Students' Perception on Entrepreneurship Education. The author provides an important exploratory analysis for entrepreneurship education. The authors argue that an entrepreneurship education should not only provide academic knowledge but also be able to assist the students on creating an entrepreneurship mind set through developing entrepreneurial skills, behaviours and attitudes. The students should also be trained in entrepreneurial abilities to support them to start their own business venture or engage in entrepreneurship activities. The results show the entrepreneurship education in the higher learning institutions has a positive perception of the students towards entrepreneurship education.

### Research Methodology

The type of research used in the study is descriptive research which includes surveys and facts, finding, enquires of different kinds. The information required for the study was collected mainly from Primary data. A sample size of 198 respondents was selected from students, using stratified random sampling technique. The study is limited to the Coimbatore city. The following statistical tools were used for analyzing and interpreting the data:

- Simple percentage method
- Correlation analysis

### Percentage Analysis

#### 1. Table Showing Gender of the Respondents

Factors	No. of Respondents	Percentage
Male	108	55
Female	90	45
<b>Total</b>	<b>198</b>	<b>100</b>

Source: *Primary Data*

#### Interpretation:

From the above table, it is observed that 55% of the respondents are male and 45% of the respondents are female.

### Ranking

**Table 2 showing the method/technique suggested by the respondents for the Development of Entrepreneurial Qualities are Ranked Below**

Variables	Mean Value	Rank
Assignment and Projects	2.96	2
Business Games	3.83	3
Case Study	2.68	1
Industry Academia Interaction	4.52	5
Psychological Counselling	4.89	7
Role Play	4.85	6
Structured Syllabus	4.27	4

## Correlation Analysis

### Correlation between Educational Impact and Students' Intention

$H_0$  : There is no significant correlation between educational impact and students' intention

$H_1$ : There is a significant correlation between educational impact and students' intention

#### 3. Table showing correlation between educational impact and students intention

		AVGIQ	AVGEI
AVGIQ	Pearson Correlation	1	.290**
	Sig. (2-tailed)		.007
	N	198	198
AVGEI	Pearson Correlation	.290**	1
	Sig. (2-tailed)	.007	
	N	198	198

Source: *Primary Data*

#### Interpretation:

From the above table, low correlation exist between educational impact and student intention ( $r=0.290$ ,  $p<0.000$ ), this implies that educational impact have influence on students intention. Hence it was found that there exist positive and significant correlation between student's intention and educational impact.

### Correlation between Personal Attitude and Student Intention

$H_0$ : There is no significant correlation between personal attitude and students' intention

$H_1$ : There is a significant correlation between personal attitude and students' intention

#### 4. Table showing correlation between personal attitude and students' intention

		AVGIQ	AVGPA
AVGIQ	Pearson Correlation	1	.523
	Sig. (2-tailed)		.008
	N	198	198
AVGPA	Pearson Correlation	.523	1
	Sig. (2-tailed)	.008	
	N	198	198

Source: *Primary Data*

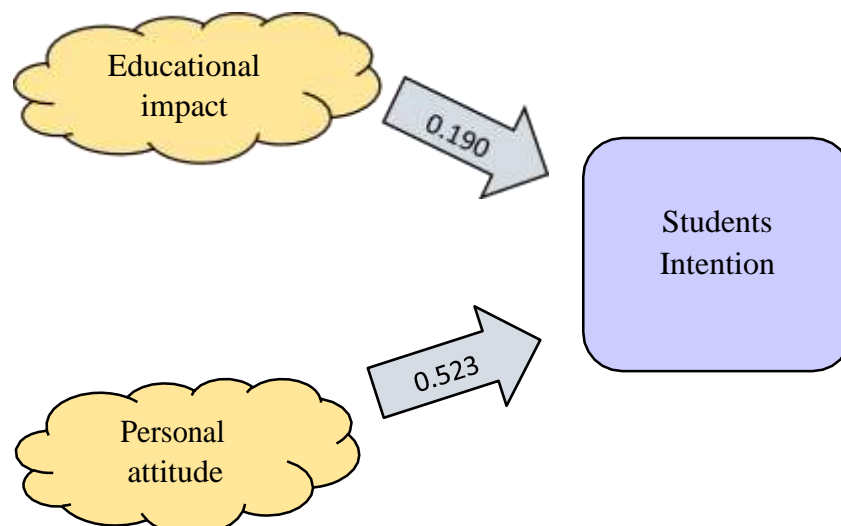
### Interpretation:

From the above table, highest correlation exist between students intention and personal attitude ( $r=0.523$ ,  $p<0.000$ ), this implies that personal attitude have more influence on students intention. Hence it was found that there exist positive and significant correlation between student's intention and personal attitude.

### Findings

- ❖ The majority of the respondents are male (55%).
- ❖ Majority of the respondents (48%) Agreed that students are actively encouraged to pursue their own ideas in their institution.
- ❖ Most of the respondents (38%) Agreed syllabus provides the necessary knowledge required to start a business.
- ❖ Majority of the respondents (48%) Agreed that faculties extend their guidance to start their own business.
- ❖ Most of the respondents (41.4%) Agreed that they know many people in their university who have successfully started up their own business.
- ❖ Majority of the respondents (50%) Agreed that craftsmanship of the education at primary level will create more number of entrepreneurs.
- ❖ Most of the respondents (54%) Agreed Regular visit/Interaction with their alumni's who have become entrepreneur will motivate other students to become entrepreneur.
- ❖ Majority of the respondents (42%) Agreed that they cannot be a successful entrepreneur if they don't have technical knowledge.
- ❖ Most of the respondents (41%) Agreed that in their university, there is a well-functioning infrastructure to support the start-ups.
- ❖ Majority of the respondents (40.4%) Strongly agreed that they would rather be their own boss rather than work for someone else.
- ❖ Most of the respondents (41.4%) Agreed that they like to do things in their own way without worrying what other people think.

### Conceptual Framework of the Study:



From this model it is observed that, Personal attitude is influencing more on students' intention towards

entrepreneurship when compared to educational impact. So the institutions should concentrate in developing the personal attitude among students by encouraging them to take part in competition, organizing events, seminars, etc.

### Suggestions

- The study result shows that low correlation exists between the student's intention and educational impact. In order to improve this status, the management institutions has to concentrate on syllabus that provides more practical knowledge than the theoretical knowledge, which is applicable in our day to day life.
- Leadership quality plays a very important role in becoming an entrepreneur. A very few of the respondents has agreed with the statement that they like to lead when they are in a group .In order to improve this ability ,students must be actively engaged in organizing events , business games that including grouping and leading that group ,etc.
- Majority of the respondents has agreed that lack of finance is one of the main reasons, why students don't start a business. So the government has to extend more support in providing loans, information and in diverse areas to promote young entrepreneur and overcome the fear of crime.
- From this study it is observed that assignments, project and case study helps in developing the entrepreneurship quality among students. Therefore, institutions and faculties should engage students in doing assignments, projects and case study related to the current affairs which deals with the economy and business updates.

### Conclusion

This study focused on entrepreneurship intention among management students. There's clear indication of a substantial level of latent entrepreneurship and entrepreneurial potential among students in Coimbatore. An oversized a part of management students have an interest during this area. Hence one can conclude that the students' attitude towards entrepreneurship is positive and extremely good. Many barriers are affected the creation of recent enterprise like, lack of data about social enterprise, lack of family support, lack of finance, fear of crime, etc. Youth entrepreneurship development requires a socially conducive atmosphere where entrepreneurial habits and spirit may be inculcated right from the childhood. Therefore, to develop such an environment, integrated policy measures (economic, industrial, educational and technological) to be initiated with the objectives to get rid of various mismatches like social mismatch, educational training and technology mismatches, banking mismatches, etc. This needs future planning under simple and developed infrastructure.

Our society (family and friends) should encourage and motivate the scholars who comes up with innovative ideas and will provide support to people who really need to realize their goals. These findings highlight the requirement to motivate and guide those students who have the need to start out their own business. Entrepreneurship has proven to be a promising and important global occurrence that certainly deserves rigorous academic attention. Supported the findings of this study, it's recommended that the schools should guide students who aspire to be entrepreneurs to understand their goal. The constraints that restrict their interest towards

entrepreneurship should be eliminated.

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