

Entrepreneurship Attitude among College Students with Special Reference to Pathanamthitta District, Kerala

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Abstract: Entrepreneur is a person who is come up with new product, market or techniques. Entrepreneur is an economic agent who plays a vital role in the economic development of a country. Entrepreneurship contributes the economic growth and thereby plays a vital role in the development process. The present study is an attempt to evaluate the entrepreneurial attitude among the college students. Simple percentage method is used for analysis purpose. The study revealed that only 22% of the respondents prefer entrepreneurship. According to the respondents successful entrepreneurs provides them major motivation to become an entrepreneur. The study suggested that teachers should take initiative to give entrepreneurial education among the students

Keywords: Entrepreneur, entrepreneurship, students, development

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I. Introduction

Entrepreneur is a person who is come up with new product, market or techniques. Students and youth are the powerful force in the country. Entrepreneurship contributes the economic growth and thereby plays a vital role in the development process. In developing country like India entrepreneurship plays a great role in the economic growth and development of the country.

Now, in India education is available to all. Thus, stiff competition arises in the employment opportunities year after year. So the major problem faced by our country is unemployment. All people are educated but had no vacancies or opportunities in Government sector or even in the private sector. So we have to become self-sustainable. This self-sustainability can be possible through entrepreneurship.

Statement of The Problem

Many college graduates are unable to find jobs appropriate with the degree they finished. Unemployment is the major problem faced by our nation. Entrepreneurship is a main solution to this problem. Students of today's generation are the future entrepreneurs of the country. The present study is an attempt to evaluate the entrepreneurial attitude among the college students.

Review of Literature

1. S.Arunkumar, J Jose Prabhu, S. Divya, V. Sangavi, S.Nandhini R. Prasanna, S. Prakash (2018) in their study on "Entrepreneurial attitude among management students: an empirical study" tried to analyze how an individual's entrepreneurship attitude differs from others and to study the relationship between entrepreneurial attitudes and entrepreneurial opportunities-entrepreneurial environment ANOVA, regression analysis etc. are used for analysis. The study revealed about the overall student's attitudes towards entrepreneurship are significantly influenced by the overall positive attitudes towards entrepreneurship by the following factors The academic institution should encourage students to consider entrepreneurship, Running own business will have more flexibility in one's personal life, one can earn more money by working for someone else, Start-up funds would encourage entrepreneurship, Students seriously consider entrepreneurship as a career option, there are a lot of options to obtain profit through entrepreneurship, Students feel that it is too risky to start their own business, students are willing to take a risk in their life. The researchers suggested the academic institution should encourage students to consider entrepreneurship, and they will run their own business to have more flexibility in their personal and family life.
2. Fasla N.P, (2017) conducted a study entitled "A study on entrepreneurship attitude among college students", to know the attitude of students in taking entrepreneurship as a career. simple percentage method is used for analysis. The study revealed that Most of the students are of the opinion that entrepreneurship is good and the present management education system does not focus on entrepreneurship development. The

study suggested that the students need to be given updates through entrepreneurial workshops and conferences in various fields to establish the new venture in the future.

3. Magdalena Raczyńska, Adam Krystian Wiśniewski, (2016) conducted a study “Entrepreneurial attitudes among students. Research results” carried out among students of management and economics of the University of Warmia and Mazury in Olsztyn to analyse allowed the evaluation of the students’ knowledge of entrepreneurship and their subjective assessment of its usefulness in starting their own company. The research shows that only one third (34.6%) of the respondents thought of themselves as entrepreneurial and the primary reason behind so many respondents thinking about opening their own firm was because they believed their own business could give them bigger earnings than working a regular full-time job

Objectives Of The Study

The study has been carried out with the following specific objectives:

1. To examine students’ attitude towards entrepreneurship
2. To identify the reason for selecting entrepreneurship
3. To identify the motivational factor of selecting entrepreneurship.
4. To make recommendations based on the findings

Research Methodology

Data source:

Primary data: To make the study more realistic and accurate, a questionnaire was prepared and administered among 100 students from Pathanamthitta district

Secondary data: The secondary data chosen for aiding the study are mainly taken from books, journals, documents, websites, and other publication.

Population

Population of the study consist of all the college students of Pathanamthitta district.

Sampling

For the purpose of selecting the sample convenience sampling is used. 100 students from Pathanamthitta district is selected

Tools of Analysis

The data is analysed and interpreted with the help of mathematical methods. Simple percentage method is used in analyzing’ the data.

Simple percentage = $\text{No. of respondents} / \text{total no. of respondents} * 100$

Data Analysis and Interpretation

Table 1 Career Ambition

The following table shows responds of students towards their career ambition.

| Career Options | Total | |
|------------------|-------|-----|
| | No. | % |
| Higher studies | 30 | 30 |
| Secure a job | 48 | 48 |
| Entrepreneurship | 22 | 22 |
| Total | 100 | 100 |

Source: Primary data

Interpretation: It is clear from the above table that 22% of the respondents are aiming entrepreneurship as their career option. Out of the 100 samples collected we can find out that 48 % of the respondents want to secure a job after their course. Only 30% of the respondents want to go for higher studies.

Chart 1

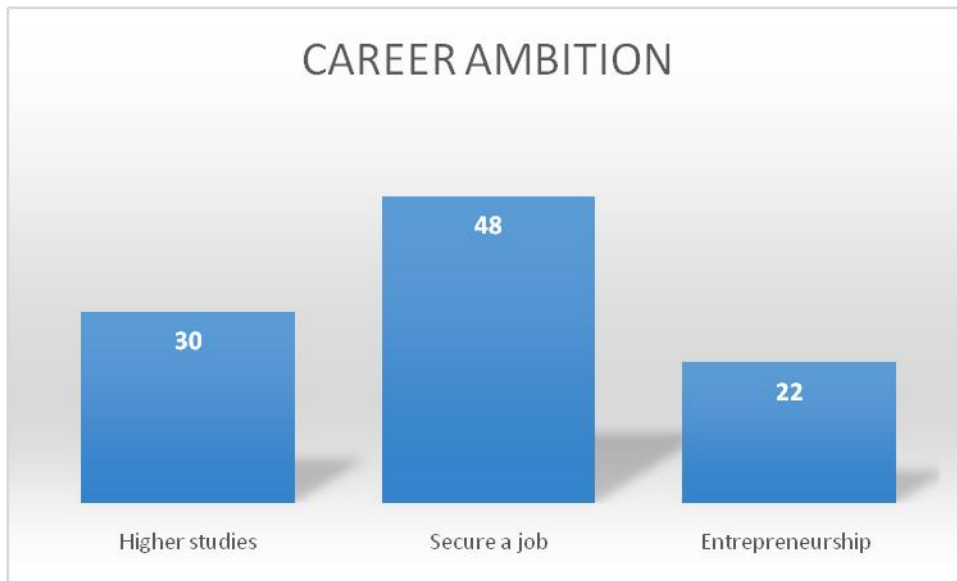


Table 2 Entrepreneurial Interest

From the following table we can find out the interest of student towards entrepreneurship.

| Options | Total | |
|---------|-------|-----|
| | No. | % |
| YES | 45 | 45 |
| NO | 55 | 55 |
| TOTAL | 100 | 100 |

Source: Primary data

Interpretation: Majority of the respondents that is, 55 had no interest to be an entrepreneur. 45% have interest to be an entrepreneur.

Chart:2

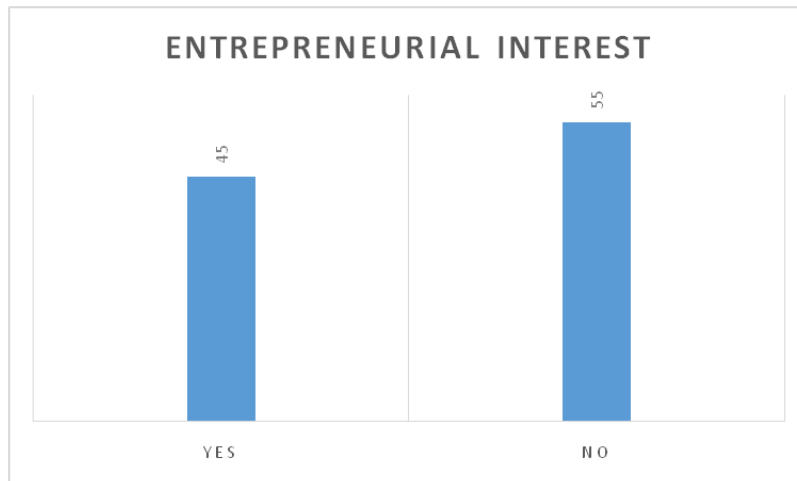


Table 3 Reason for positive response towards entrepreneurship

The following table shows the reason for positive response to entrepreneurship by students

| Reasons | Total | |
|-------------------|-------|-----|
| | No. | % |
| Inheritance | 5 | 11 |
| High earnings | 14 | 31 |
| Self-satisfaction | 19 | 42 |
| Providing service | 7 | 16 |
| Total | 45 | 100 |

Source: Primary data

Interpretation: While analyzing the reason for the positive responds 42% of them get self satisfaction from choosing entrepreneurship as a career, 31 choose it for high earnings and 16% respondents choose it for providing service. 11%choose it because of their family business.

Chart: 3

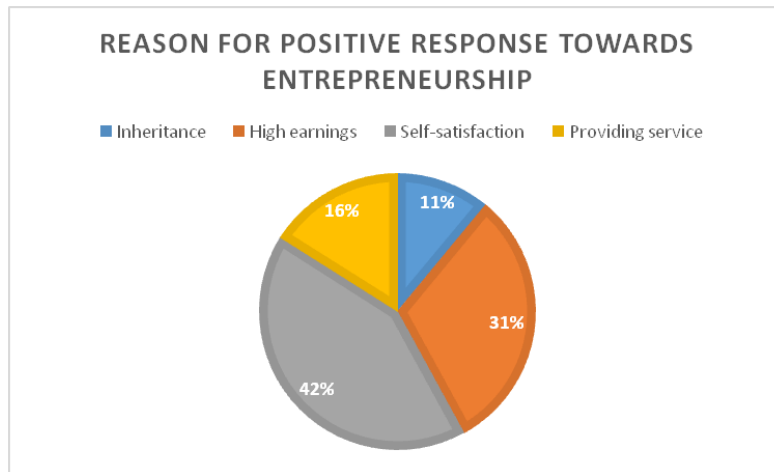


Table 4 Motivational factor

Following table shows the motivating factors of the positive respondents.

| Factor | Total | |
|--------------------------|-------|-----|
| | No. | % |
| Educational institution | 5 | 11 |
| Friends | 8 | 18 |
| Family business | 12 | 27 |
| Successful entrepreneurs | 14 | 31 |
| Government | 6 | 13 |
| Total | 45 | 100 |

Source: Primary data

Interpretation: Out of the 45 positive attitude students 31% were motivated by success stories of successful entrepreneurs,27% were motivated by family business, 18% by friends,13% by government and only 11%by educational institution.

Chart:4

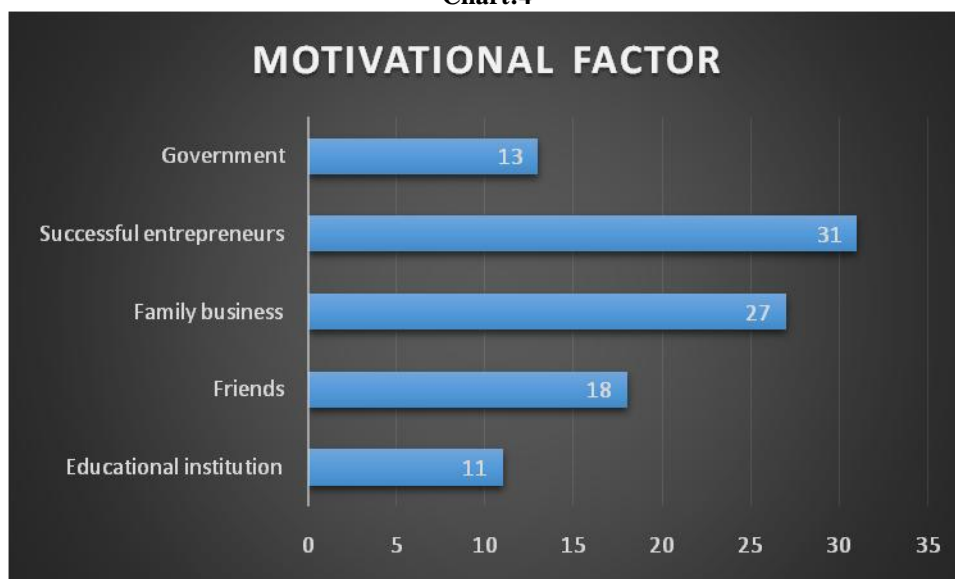


Table 5 Type of enterprise

The following table shows the various types of enterprises selected by the students to start their enterprise

| Type of enterprise | Total | |
|--------------------------|-------|-----|
| | No. | % |
| Manufacturing enterprise | 4 | 9 |
| Trading enterprise | 16 | 36 |
| Service enterprise | 25 | 55 |
| Total | 45 | 100 |

Source: Primary data

Interpretation: The above table shows that majority of respondents (55%) want to start a service enterprise. 36% are interested in trading enterprise and only 9% are interested in manufacturing enterprise.

Chart:5

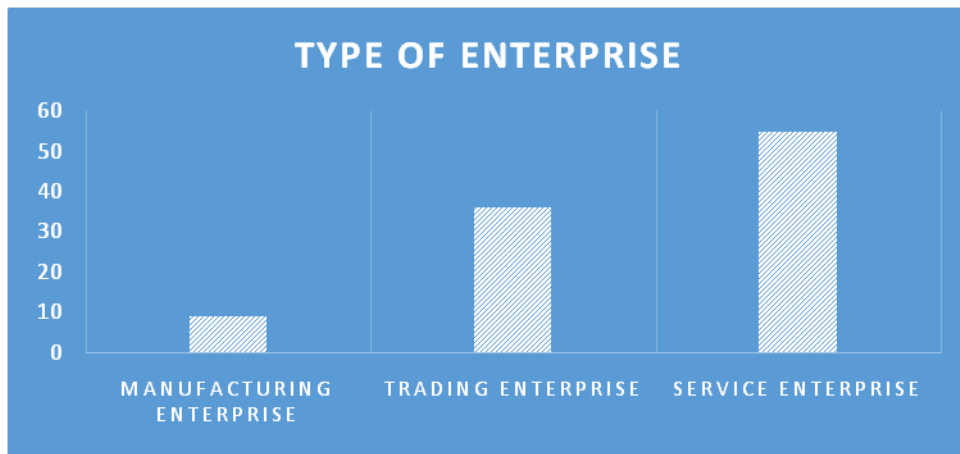


Table: 6 Source of capital

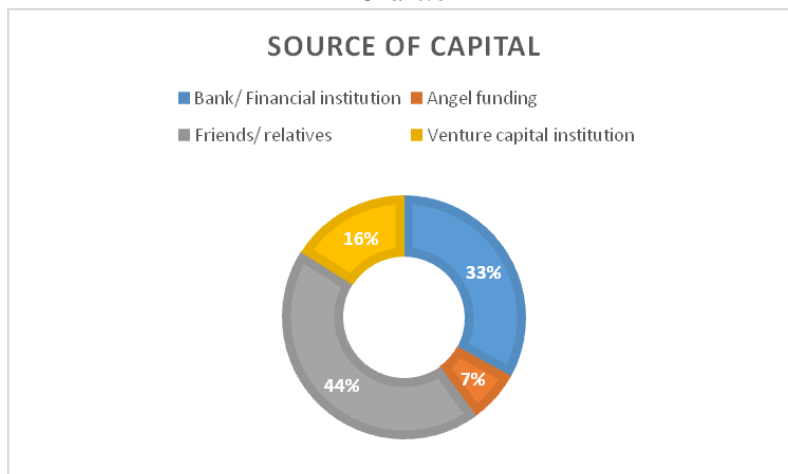
The following table shows the source of fund opted by the student to start their entrepreneurial activities.

| Source | Total | |
|-----------------------------|-------|-----|
| | No. | % |
| Bank/ Financial institution | 15 | 33 |
| Angel funding | 3 | 7 |
| Friends/ relatives | 20 | 44 |
| Venture capital institution | 7 | 16 |
| Total | 45 | 100 |

Source: Primary data

Interpretation: 44% of the respondents plan to acquire capital for their business from relatives/ friends, 33% chose banks/financial institution as their source of funds. Only 16% of the respondents go for venture capital funding. 7% aiming for angel funding.

Chart:6



II. Findings, Suggestions And Conclusions

Major Findings

1. 22% of students aiming entrepreneurship as their career option
2. Majority of students are aiming for government job.
3. Majority of respondents opined that by choosing entrepreneurship they are desirous of getting self satisfaction.
4. According to the respondents successful entrepreneurs provides major motivation to become an entrepreneur.
5. Most of the respondents opined that higher education is not needed for starting an enterprise.
6. Majority of respondents want to start their venture after the completion of the course.
7. Majority of participants were not participated in any of the entrepreneurship training programmes.
8. Most of the respondents have dissatisfaction to the training programmes.
9. Majority of respondents have already an idea for starting a venture
10. Majority of respondents want to start a service enterprise.
11. Family support to student entrepreneurship is very poor.
12. Majority of respondents aiming to get capital from their friends and relatives

Suggestions

1. Entrepreneurship Development Club should enhance their activity and make the participation from all departments in its activities.
2. Organize a seminar for parents to inform them the importance of entrepreneurship and advice them on the supportive framework for their children to become an entrepreneur.
4. Teachers should take initiative to give entrepreneurial education among the students.
5. Inform the students about the support, grants and offers provided by the government to the student entrepreneurs.
6. The government has to extend more support in diverse areas to entrepreneurial activities.

Conclusion

Entrepreneurship and the education of the entrepreneurs are the indispensable foundation of any country's economy. Entrepreneurship and the education of the entrepreneurs are the indispensable foundation of any country's economy. In this competitive world the chance of getting a job is very difficult. Here the importance of entrepreneurship is arising. The study has facilitated in analyzing and evaluating the attitude of students towards entrepreneurship. The study revealed that most of the respondents do not prefer entrepreneurship. Those who prefer it, choose it because for their themselves satisfaction. According to the respondents successful entrepreneurs provides them major motivation to become an entrepreneur. The study suggested that teachers should take initiative to give entrepreneurial education among the students

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