



A STUDY ON ENTREPRENEURSHIP ATTITUDE AMONG COLLEGE STUDENTS WITH REFERENCE TO CHENNAI CITY

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ABSTRACT

Entrepreneurship refers to all the actions taken by the owner including starting and managing an enterprise for profit. Entrepreneurship plays an important role in the development of the country. An economy is dependent on the entrepreneurial development segment of the country as in turn develops the national income of the country by paving way for the increase in per capita income of the country. Today's youngsters are future entrepreneurs of the country.

World's largest youth population lies in India constituting around 356 million. Entrepreneurship education will nurture business ideas in the minds of the young people. This study attempts to understand the attitude about entrepreneurship among the students. This study carried out quantitative survey of 110 respondents in Chennai city. Data collected for the analysis is from both the primary and secondary data. This study shows that students have an positive attitude towards entrepreneurship.

Key words: Entrepreneurship, entrepreneurial development

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1. INTRODUCTION

Entrepreneurship refers to all the actions taken by the owner including starting and managing an enterprise for profit. Entrepreneurship plays an important role in the development of the

country. An economy is dependent on the entrepreneurial development segment of the country as in turn develops the national income of the country by paving way for the increase in per capita income of the country (Gopinath *et al.*, 2016). Entrepreneurial development creates ample employment opportunity for the people, above all it increases the standard of living of the people and curbs regional disparity by eliminating income disparity among the public (Gopinath, 2016 d).

Entrepreneurship can be a source of new jobs for students in developing countries and enhance standard of living the students in the developing countries (Gopinath & Shibu, 2014 a). It is need of the hour to promote entrepreneurship education among the students in order to develop a positive attitude towards entrepreneurship and to develop skills for better business environment (Gopinath & Shibu, 2016).

2. OBJECTIVES OF THE STUDY

- To study the student attitude towards entrepreneurship
- To assess the students awareness and opinion towards entrepreneurship based on gender.
- To identify the problems associated with students towards entrepreneurial career.

3. REVIEW OF LITERATURE

Xingjian *et al.*, (2019) and Gopinath & Shibu (2014 b) aims to explore the entrepreneurial opportunity between perceived education and innovation. Structured equation analysis is used to analyze data from 269 students. The study shows that there exists a positive relationship between perception of entrepreneurship education and perception of innovation and it also tell us that political skills and entrepreneurial opportunity recognition play a mediating effect between perceived entrepreneurship education and Innovation.

Assem Sharaf (2018), aims to propose a framework of the effects of behavioural factors of theory of planned behaviour and psychological traits factors on students entrepreneurial intention and also studies the weighted effect of each of the behaviour and trait elements. The study was conducted through questionnaire method with 430 respondents by using AMOS through conducting SEM models for examining the effect of behaviour and traits. The study shows that there is a significant relationship between attitude and behaviour of students.

Merike kaseorg and Mervi Raudsaar (2013), examines the impact of entrepreneurship education on student attitudes towards entrepreneurship. The author also researched the previous entrepreneurial background and its relevance on enabling market entrance and how it was influenced by age and gender. The study was conducted using questionnaire with 77 statements and their opinion are expressed through five-point Likert scales.

3.1 Research Methodology

3.1.1 Research Design

The research design constitutes the blueprint for the collection, measurement, and analysis of data.

3.2 Sampling

Random Sampling and Convenience Sampling methods were used for collecting the data from the respondents for the study.

3.3 Sample Size

Size of the sample means the number of sampling unit selected from population for investigation. The sample size for the study is restricted to 110 .

3.4 Overall Reliability

Cronbach's Alpha	N of items
0.7	110

The questionnaires were distributed to the respondent for the data collection. The overall reliability has been observed by Scale Alpha Coefficients, which exposed sturdy sustenance for construct validity. In this study, the overall cronbach alpha value is 0.7 hence the overall reliability is considered higher (Gopinath, 2016 e).

3.5 Tools Used for Study

- SPSS STATISTICS19
- SIMPLE PERCENTAGE METHOD

4. LIMITATION OF THE STUDY

- The area of data collection has been restricted to Chennai city only.
- The sample size is restricted to 110 respondents only.

5. DATA ANALYSIS AND INTERPRETATION

Demographic Profile of The Respondents

Table 5.1 Shows the Demographic Profile of the respondents

Deographic Profile	Options	No.of respondents	Percent
Gender	Male	64	58.18
	Female	46	41.81
	Total	110	100.0
Age Group	15-20	56	50.91
	21-25	54	49.09
	Total	110	100.0
Educational Qualification	SSC/HSC	10	9.09
	Degree	54	49.09
	Post Graduate	32	29.09
	Professional	14	12.72
	Total	110	100.0
Marital Status	Married	27	24.55
	Unmarried	83	75.45
	Total	110	100.0

It is inferred from the above analysis that most of the respondents are Male, with the Age Group of 15-20 years, 49% of the respondents are from degree level graduates and more number of respondents are Unmarried (Gopinath & Irismargaret, 2019).

Table 5.2 Annova Table Showing Student Attitude Towards Entrepreneurship Career

		ANOVA				
		Sum of Squares	Df	Mean Square	F	Sig.
Education System	Between Groups	8.530	1	8.530	8.056	.005
	Within Groups	114.343	108	1.059		
	Total	122.873	109			
Compulsory Module	Between Groups	3.289	1	3.289	7.823	.006
	Within Groups	45.402	108	.420		
	Total	48.691	109			
Extra time	Between Groups	1.619	1	1.619	3.505	.064
	Within Groups	49.872	108	.462		
	Total	51.491	109			
Infrastructure Facility	Between Groups	3.615	1	3.615	7.251	.008
	Within Groups	53.849	108	.499		
	Total	57.464	109			
Risk Factor	Between Groups	10.984	1	10.984	13.369	.000
	Within Groups	88.734	108	.822		
	Total	99.718	109			

The analysis reveals that the variable education system (P value=.005) has significant relationship with gender of the students. The study also reveals that the variable entrepreneur as compulsory module, infrastructure facility and risk factor has significant relationship with gender of the students whereas the factor extra time spend to learn about entrepreneurship is not significant with the gender of the students (Gopinath, 2016 a).

6. FINDINGS OF THE RESEARCH

- The study found that 59% of respondents are belongs to male.
- The study revealed that the majority of respondents are from the age group of 15-20years.
- The research study found that the 49% of the respondents from graduate level.
- It has observed that the more number of respondents are Unmarried.
- The study found that there exists a significant relations between the variable education system, compulsory module, risk factor and infrastructure facility with that of gender of the students.

7. CONCLUSION

With growing young population among the world, entrepreneurial education and its development are need of the hour to promote employment opportunities among the students (Gopinath, 2016b). A large part of students are interested in this area. There are many factors such as availability of capital and labour, support measures, financial regulations and

government policies to be taken care of while starting a new venture (Gopinath, 2016c). This research will serve as a base for future studies and help researchers to consider the factors when examining the entrepreneurial attitude among students

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