

A STUDY ON ENTREPRENEURIAL ATTITUDE AMONG SELECTED COLLEGE STUDENTS IN COIMBATORE CITY

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ABSTRACT:

The entrepreneurship is the development of business from the ground up- coming up with an idea and training into a profitable business. The primary aim of the study is to know the student awareness towards entrepreneurship, for that an Arts & Science College in Coimbatore Territory was selected and questionnaire was prepared based on past literatures and social media. The Primary data and Secondary data were used for the study. Education must lead to empower the people and make economic independence at all levels. The small enterprises are most essential to achieve the goal. Entrepreneurial awareness and motivation are essential for all the students in different educational streams.

Key words: Entrepreneurship, College students, Factors' influencing.

INTRODUCTION:

The entrepreneurship is the development of business from the ground up- coming up with an idea and training into a profitable business.

The deficit of job openings in the formal sector is one of the major problems faced by the graduates in the country. Because of these deficit entrepreneurship was viewed with great interest and encouraged ever since in a numerous economy, in developing and under developed economies. Internationally entrepreneurship is supposed to be of vital significance for profitable development and growth. Hopeless desire for growth among the developing countries has placed the spotlight exactly on entrepreneurship as a major factor in the success of commercial economies. However, we've to raise the position of awareness of entrepreneurial rates earlier present in the society in general and the students in particular, If we want entrepreneurship to be considered as a possible career or job option. The third world policymakers are especially interested in entrepreneurship and its noticeable profitable impact on developing societies they view entrepreneurship,

small business venturing and job creation as a counter balancing high unemployment, slow economic growth and high birth rates prevailing in important third world economy. Entrepreneurship is presently fashionable in numerous advanced countries.

STATEMENT OF THE PROBLEM:

The current emerging market scenario, the government of India and the concern state government are providing lot of assistance and support to the educated youth for empower them through self- employment. And introduced lot of products and scheme like, make in India, start-up India, stand-up India and start-up villages for generating more employment opportunities within the country. So, the college students hope the entrepreneurial career is the safest in future. So, the study attempts to investigate the student attitude towards entrepreneurship.

SCOPE OF THE STUDY:

The study aims to covers the attitude of the college students towards entrepreneurship and it focuses on student awareness towards entrepreneurship. And the study used to identify different type of perceived barriers faced by the students while selecting entrepreneurship as a future career.

OBJECTIVE OF THE STUDY:

- To know the student awareness towards entrepreneurship.
- To investigate the factors influencing student attitude towards entrepreneurship.
- To study the problems faced by the students while selecting entrepreneurship as career.

RESEARCH METHODOLOGY:

1. Area of study

The area considered for the study in Coimbatore city

2. Sampling techniques

The sampling techniques used for the study is collective sampling techniques.

3. Sample Design

The sample was collected from college of Coimbatore City

4. Sample size

Data was collected from 120 respondents studying in various colleges in Coimbatore city.

5. Tools Used

- Simple Percentage Analysis

- Ranking Analysis
- Likert Scale Analysis

6. Data collection

➤ Primary data

The data collected for this study was fully based on primary data which was collected by framing the structured questionnaire given to the respondents.

➤ Secondary data

The secondary data was collected from journals, books, Website.

REVIEW OF LITERATURE:

Deepu P (2022), A study of constant and stable economic development happened only through the increase of entrepreneurs. An entrepreneur was a person, who provides something new to the economy. New and new entrepreneurs would decide the future development of a nation. His objective was to find out the factors influencing students towards entrepreneurship and to suggest suitable measures to encourage entrepreneurship among college students. Therefore their study was indented to find out the entrepreneurship attitude of college students in Arts and Science College in Alleppey district. As per the detailed analysis and interpretation, they conclude that, the students were not interested in entrepreneurship. They also stated that the present higher education system didn't develop or create interest among the students for setting up their own business units.

D. Mythili et.al, (2022), The entrepreneur should monitor and control the business activities and act as a decision maker. Given the riskiness of a replacement venture, the acquisition of capital funding was especially challenging, and lots of entrepreneurs handle it via bootstrapping. The objective was to identify the influence of educational impact on entrepreneurship intention among students. They conclude this study focused on entrepreneurship intention among students. There was clear indication of a substantial level of latent entrepreneurship and entrepreneurial potential among students. An oversized a part of students had an interest during this area. Hence one can conclude that the students' attitude towards entrepreneurship is positive and extremely good.

DATA ANALYSIS AND INTERPRETATION:

Table 1.1

TABLE SHOWING THE COLLEGE OF THE RESPONDENTS BELONGS TO

S.NO	COLLEGE	NO. OF RESPONDENTS	PERCENTAGE (%)
1	PSG College of Arts and Science	31	26
2	KPR College of Arts Science and Research	29	24
3	PSGR Krishnammal College for Women	22	18
4	Sri Krishna Arts and Science College	23	19
5	Sri Shakthi Institute of Engineering and Technology	15	13
TOTAL		120	100

(Source: Primary data)

INTERPRETATION:

From the above table we came to know that, 26% of the respondents belongs to PSG College of Arts and Science, 24% of the respondents belongs to KPR College of Arts Science and Research, 18% of the respondents belongs to, 18% of the respondents belongs to PSGR Krishnammal College for Women, 19% of the respondents belongs to Sri Krishna Arts and Science College and 13% of the respondents belongs to Sri Shakthi Institute of Engineering and Technology.

Table 1.2

TABLE SHOWING THE AWARENESS ABOUT THE ENTREPRENEURSHIP IN RESPONDENTS
COLLEGE

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE (%)
1	Yes	99	83
2	No	21	18
TOTAL		120	100

(Source: Primary data)

INTERPRETATION:

From the above table we came to know that 83% of the respondents are aware about the entrepreneurship in their college, 18% of the respondents are not aware about the entrepreneurship in their college.

Table 1.3

TABLE SHOWING THE INFLUENCE TECHNOLOGIES

S.NO	PARTICULARS	NO. OF RESPONDENTS	LIKERT SCALE(X)	TOTAL(FX)
1	Strongly agree	22	5	110
2	Agree	46	4	184
3	Neutral	30	3	90
4	Disagree	12	2	24
5	Strongly disagree	10	1	10
TOTAL		120		418

(Source: Primary data)

INTERPRETATION:

The Likert scale value is 3.48 which is greater than the middle value of 3, so the respondents agree that technologies influence them.

Table 1.4

TABLE SHOWING RANK OF BARRIERS THAT RESPONDENTS FEEL WHILE COMMENCING NEW BUSINESS.

FEATURES	1	2	3	4	5	TOTAL	RANK
Lack of capital	22(5)	5(4)	17(3)	10(2)	66(1)	531	2
Government rules and regulations	9(5)	24(4)	22(3)	55(2)	10(1)	367	5
High interest on bank loan	4(5)	15(4)	28(3)	24(2)	19(1)	397	4
Lack of business knowledge	19(5)	16(4)	12(3)	22(2)	7(1)	450	3
Unavailability of resources	66(5)	16(4)	11(3)	9(2)	18(1)	535	1

(Source: Primary data)

INTERPRETATION:

The table shows that out of 120 respondents, Unavailability of resources is in the rank 1, lack of capital is in the rank 2, Lack of knowledge is in the rank 3, High interest on bank loan is in the rank 4 and Government rules and regulations is in rank 5.

FINDINGS:

- Majority 26% of the respondents belongs to PSG College of Arts and Science.
- Majority 83% of the respondents are aware about the entrepreneurship in their college.
- The Likert scale value is 3.48 which is greater than the middle value of 3, so the respondents agree that technologies influence them.
- This is resulted that Unavailability of resources is in the Rank 1 among the respondents

SUGGESTION:

- Some of the respondents are not aware about the business opportunities, training and development program offered by government. The students have to overcome and attend many programs and training session to gain knowledge in entrepreneurship.
- The new start up business need not pay tax for first seven years, however the start up persons can utilize this opportunity for maximum level.

- The government introduced various schemes for women and some of subsidy loans. So suggesting them to utilize the schemes and various subsidy loans.

CONCLUSION:

Education must lead to empower the people and make economic independence at all levels. The small enterprises are most essential to achieve the goal. Entrepreneurial awareness and motivation are essential for all the students in different educational streams. Like, studying case study, stories, entrepreneurship awareness camps, conducting business day, motivational lectures can be organised for this purpose. Identifying the senior experienced entrepreneurs who like to act as mentors and guides for developing the new entrepreneurs the youth will be more beneficial. To conclude the study that most of the students are willing to become entrepreneur. But of them fear about the chance of failure and unavailability of resources.

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