

## A Study on Factors Leading to Entrepreneurial Traits Among Youngsters in Coimbatore City

Dr. V.M. Tharaka Rani. M. Com, (Ph.D), Assistant Professor and

Mrs. Neetu P M, M.Com., MA, NET, (Ph.D), Assistant Professor

Department of Commerce CA,

Dr. N.G.P. Arts and Science College, Coimbatore-48,

Mr. Ranjith Kumar V and Ms. Priyanka Y, B.Com CA

Dr. N.G.P. Arts and Science College, Coimbatore-48.

### ABSTRACT:

Entrepreneurship is a vital driver of economic growth, innovation, and job creation. This study investigates the key factors influencing entrepreneurial traits among youngsters in Coimbatore City. It examines personal, social, and economic factors that contribute to entrepreneurial tendencies, including education, family background, financial support, risk-taking ability, and motivation. The study employs a structured survey methodology, collecting primary data from young individuals in Coimbatore. Statistical tools such as percentage analysis, factor analysis, descriptive analysis, and ANOVA were used to analyze the data. The findings indicate that while many youngsters possess entrepreneurial aspirations, challenges such as financial constraints, lack of mentorship, and market competition hinder their progress. The study also explores the impact of government policies, entrepreneurial training programs, and the startup ecosystem in fostering entrepreneurship. Based on the results, the study provides recommendations for enhancing entrepreneurial development through financial assistance, mentorship programs, and policy interventions to support young entrepreneurs in Coimbatore.

**Keywords:** Entrepreneurial Traits, Education, Family Background, Financial Support, Mentorship, Government Policies, Career Development

### INTRODUCTION:

Entrepreneurship plays a crucial role in a nation's economic development by creating employment opportunities, promoting innovation, and enhancing productivity. Youngsters, being dynamic and innovative, contribute significantly to entrepreneurial activities. However, the extent to which they engage in entrepreneurship depends on various factors such as personal motivation, societal support, educational background, and financial availability. This study aims to explore these factors and their impact on entrepreneurial traits among the youth of Coimbatore City.

### SCOPE OF THE STUDY:

This study analyzes the factors influencing entrepreneurial traits among youngsters in Coimbatore, focusing on socio-economic conditions, education, family background, and government support. It also highlights the role of peer networks

and mentorship in fostering entrepreneurship. The research aims to provide insights that can assist policymakers and educators in enhancing skill development programs, financial accessibility, and government initiatives to promote entrepreneurship among youth.

### STATEMENT OF THE PROBLEM:

While there is a growing interest in entrepreneurship, many youngsters in Coimbatore face obstacles that hinder their ability to start and sustain businesses. The primary issues include inadequate financial support, lack of skill development programs, limited access to networks, and risk perception. This study aims to identify the key challenges young entrepreneurs face and analyse the factors that contribute to developing entrepreneurial traits. By addressing these challenges, the study will provide insights into fostering a more supportive entrepreneurial ecosystem in Coimbatore.

### OBJECTIVES OF THE STUDY

- To examine the socio-economic factors influencing entrepreneurial traits among youngsters in Coimbatore.
- To analyze the impact of education and skill development programs on entrepreneurial aspirations.
- To evaluate the role of family background and peer influence in shaping entrepreneurial attitudes.
- To assess government initiatives and support mechanisms for entrepreneurship.
- To provide recommendations for fostering entrepreneurial traits among youth.

### LIMITATIONS OF THE STUDY

- The study had been limited to Coimbatore city and might not have reflected trends in other regions.
- Data had been based on self-reported responses, which might have included biases.
- The study had focused on specific factors and had not covered all potential influences on entrepreneurship.
- The sample size had been restricted to 130 respondents, which might not have fully represented the entire population of young entrepreneurs in Coimbatore.

### RESEARCH METHODOLOGY

The study adopts a systematic approach using both primary and secondary data sources.

#### DATA COLLECTION:

- **Primary Data:** Collected through a structured questionnaire using Google Forms.
- **Secondary Data:** Collected from journals, research papers, government reports, and entrepreneurship-related studies.

### SAMPLING TECHNIQUE:

The study uses a **Simple Random Sampling** method to ensure an unbiased selection of respondents.

### SAMPLE SIZE:

A total of **130 respondents** participated in the survey.

### TOOLS FOR ANALYSIS:

- Descriptive Analysis
- One - Way ANOVA

### LITERATURE REVIEW:

**Gokul, R. & Ramesh, S. (2017)** conducted the study "Entrepreneurial Traits and Their Impact on Career Success," which examines the relationship between entrepreneurial traits and career success among youth in Coimbatore. Surveying 300 participants and analyzing the data using path analysis, the study found that traits such as innovation and leadership positively correlate with career outcomes. The research highlights that individuals with strong entrepreneurial traits are more likely to achieve professional growth, adaptability, and long-term success in various career paths. It emphasizes the need to foster entrepreneurial traits through career development programs to enhance employability and leadership skills. As a recommendation, the study suggests integrating entrepreneurial training into career guidance initiatives to help individuals develop innovation, problem-solving, and leadership abilities essential for career advancement.

**Nithya, S. & Arun, K. (2015)** conducted the study "Educational Interventions and Entrepreneurial Traits," which examines the role of education in fostering entrepreneurial traits among students. Surveying 200 students and analyzing the data using ANOVA, the study found that entrepreneurship education significantly enhances traits such as innovation and leadership. The research highlights that structured educational interventions provide students with the necessary skills, mindset, and confidence to pursue entrepreneurial ventures. It emphasizes the importance of integrating entrepreneurship education into mainstream curriculums to ensure that students develop essential entrepreneurial competencies. As a recommendation, the study suggests enhancing academic programs with practical entrepreneurial training and real-world business exposure to cultivate a proactive and innovative mindset among students.

### ANALYSIS AND INTERPRETATION OF THE STUDY:

#### 1. DESCRIPTIVE ANALYSIS

##### IMPACT OF EDUCATION AND SKILL DEVELOPMENT ON ENTREPRENEURIAL ASPIRATIONS

Statements	N	Minimum	Maximum	Mean	SD
Formal education plays a vital role in shaping entrepreneurial skills.	130	1	5	1.45	.818
Practical training programs are more effective than theoretical courses in entrepreneurship.	130	1	4	2.04	.698
Business-related courses in school/college encourage entrepreneurship.	130	1	5	1.95	.967
Access to entrepreneurship workshops enhances business knowledge.	130	1	5	2.12	.937

Digital literacy is crucial for modern entrepreneurship.	130	1	5	2.14	1.098
Universities and colleges should focus more on entrepreneurship education.	130	1	5	2.19	.997
Mentorship programs significantly influence an individual's entrepreneurial aspirations.	130	1	5	2.01	1.060
Hands-on experience through internships or apprenticeships is essential for developing entrepreneurial skills.	130	1	5	2.03	.940
<b>Total Mean Score</b>	<b>130</b>			<b>16.93</b>	<b>7.615</b>

**SOURCE:** Primary Data

### INTERPRETATION:

Education and skill development play a key role in fostering entrepreneurial aspirations. Respondents favor practical training, mentorship, and hands-on experience over theory. Business courses and workshops are seen as beneficial, while opinions on digital literacy vary. The study highlights the need for universities to enhance entrepreneurship education with a balanced approach combining theory and real-world exposure.

### INFERENCE:

Education and skill development significantly influence entrepreneurial aspirations, with a preference for practical training, mentorship, and hands-on experience over theoretical learning, highlighting the need for a balanced approach in entrepreneurship education.

## 2.ANOVA (ONE WAY)

### ANOVA ON SOCIAL INFLUENCES IN ENTREPRENEURSHIP

Factors	Source of variation	Sum of squares	Df	Mean square	F value	Sig value	H	S/NS
Family encouragement influences one's decision to start a business.	Between Groups	1.439	3	.480	.978	.405	Not accepted	NS
	Within Groups	61.761	126	.490				
	Total	63.200	129					
Peers play a crucial role in shaping entrepreneurial aspirations.	Between Groups	2.374	3	.791	1.377	.253	Not accepted	NS
	Within Groups	72.434	126	.575				
	Total	74.808	129					
Exposure to family business increases entrepreneurial confidence.	Between Groups	1.560	3	.520	.568	.637	Not accepted	NS
	Within Groups	115.432	126	.916				
	Total	116.992	129					
Having entrepreneur friends increases	Between Groups	3.558	3	1.186	1.225	.303	Not accepted	NS
	Within Groups	121.949	126	.968				
	Total	125.508	129					

the likelihood of starting a business.								
Family wealth affects the decision to take business risks.	Between Groups Within Groups Total	2.853 131.024 133.887	3 126 129	.951 1.040	.915	.436	Not accepted	NS
Entrepreneurship is more common among individuals from business-oriented families.	Between Groups Within Groups Total	1.261 108.246 109.508	3 126 129	.420 .859	.489	.690	Not accepted	NS
Family members' entrepreneurial experiences influence an individual's decision to become an entrepreneur.	Between Groups Within Groups Total	.554 113.639 114.192	3 126 129	.185 .902	.205	.893	Not accepted	NS
Support from friends and peers increases an individual's confidence to pursue entrepreneurial ventures.	Between Groups Within Groups Total	2.023 87.947 89.969	3 126 129	.674 .698	.966	.411	Not accepted	NS

**SOURCE:** Primary Data

### INTERPRETATION:

The ANOVA results indicate that social influences do not significantly impact entrepreneurial aspirations. Factors like family encouragement, peer support, and business background show no statistical significance. High significance values (above 0.05) suggest these do not strongly influence entrepreneurship. This challenges the belief that family wealth or entrepreneurial friends drive business decisions. Instead, personal motivation, education, or economic factors may play a greater role.

### INFERENCE:

There is no significant association between Age group and Family Background of the respondents.

### FINDINGS:

### DESCRIPTIVE ANALYSIS:

Education and skill development positively influence entrepreneurial aspirations. Formal education, practical training, workshops, and mentorship play key roles. Digital literacy and hands-on experience are also important. The findings highlight the need for a balanced approach combining theory and practice.

**ANOVA (ONE WAY):**

There is no significant association between Age group and Family Background of the respondents.

**SUGGESTIONS:**

- Strengthen entrepreneurship education with hands-on training.
- Improve access to mentorship programs and networking opportunities.
- Simplify loan and government support processes for young entrepreneurs.
- Enhance digital literacy and financial education in schools and colleges.
- Promote public-private partnerships for better startup support.

**CONCLUSION:**

The study concludes that entrepreneurial traits among youngsters in Coimbatore are influenced by multiple factors, including education, financial background, and family support. While many young individuals aspire to become entrepreneurs, they face challenges such as financial constraints, lack of mentorship, and market competition. Strengthening financial assistance programs, integrating entrepreneurship education, and enhancing government support systems can help young entrepreneurs overcome these challenges and contribute to the economic growth of the region.

**REFERENCES:**

1. Shane, S., & Venkataraman, S. (2000). "The Promise of Entrepreneurship as a Field of Research." *Academy of Management Review*, 25(1), 217-226.
2. Baum, J. R., Frese, M., & Baron, R. A. (2014). "Born to be an Entrepreneur? Revisiting the Personality-Entrepreneurship Relationship." *Journal of Business Venturing*, 29(5), 674-691.
3. Zhao, H., Seibert, S. E., & Lumpkin, G. T. (2010). "The Relationship of Personality to Entrepreneurial Intentions and Performance." *Journal of Management*, 36(2), 381-404.
4. Autio, E., Keeley, R. H., Klofsten, M., Parker, G. G. C., & Hay, M. (2001). "Entrepreneurial Intent Among Students in Scandinavia and the USA." *Enterprise and Innovation Management Studies*, 2(2), 145-160.
5. Krueger, N. F., Reilly, M. D., & Carsrud, A. L. (2000). "Competing Models of Entrepreneurial Intentions." *Journal of Business Venturing*, 15(5-6), 411-432.

**WEBSITES**

1. <https://www.gemconsortium.org/report>
2. <https://www.weforum.org/reports/the-future-of-entrepreneurship>
3. <https://www.niti.gov.in/reports/startup-ecosystem-india>
4. <https://www.msde.gov.in/skill-development-policy>
5. <https://www.business-standard.com/article/economy-policy/india-s-entrepreneurship-landscape-2023>