

## **A Study on the Student Attitude towards Entrepreneurship**

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### **Abstract**

In a developing country like India, the role of entrepreneurship development is more important than that in developed countries so far as the creation of self-employment opportunities and reduction of unemployment situations are concerned. Entrepreneurship is being linked with the creativity and capabilities of human being which is expected to bring comfort and progress to the lives of entrepreneurs themselves, and other people will enlighten the standard of living by providing employment and thus boosting the economy, and decreasing social conflicts associated with unemployment. The present study attempts to know the attitude of B.com students towards entrepreneurship. And also aims to know whether the students are inclined to entrepreneurship as their professional career choice. The study is designed as descriptive one mainly based on primary data. In this study, it reflects that students would become or would certainly like to become entrepreneurs provided that there is a need for achievement, family business background, personnel skills and capabilities.

**KEYWORDS** - :Entrepreneur, Entrepreneurship development, self-employment.

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### **INTRODUCTION**

The term entrepreneur in English originates from French verb entrepreneur which means to undertake. It specifically refers to the establishment and management of business activity. Entrepreneurship is being linked with the creativity and capabilities of human being which is expected to bring comfort and progress to the lives of entrepreneur's them-selves, and other people will enlighten the standard of living by providing employment and thus boosting the economy, and decreasing social conflict associated with unemployment. According to the find of Global Entrepreneurship Monitor (GEM) every country with entrepreneur activity had shown a high economic growth. A productive generation is always desired by a country; hence entrepreneurship is subject of much research. Entrepreneurship is gaining more and more importance due to the scarcity of resources, job scarcity, need for social peace and so on. To ensure sustainable development it is important that the young generation is motivated to pursue entrepreneurial career.

In a developing country like India, the role of entrepreneurship development is more important than that in developed countries so far as the creation of self-employment opportunities and reduction of unemployment situations are concerned. India has witnessed an increasing interest in entrepreneurship among academic scholars, government policymakers and business leaders. Some universities and vocational training institutes in India have incorporated entrepreneurship and small business management in their course curriculum so as to provide the necessary exposure for students to the entrepreneurial and industrial climate of the country. While the literature on

entrepreneurship in India is growing, no study has so far tried to explain in relative contribution of personality factors and socio demographic background factors in pursuing an entrepreneurial career there. The academic tradition of entrepreneurship in India is limited. It is predominantly accepted that the educational system of universities have to provide a rigorous academic environment that may serve as a catalyst for emerging enterprises.

### **Entrepreneurship and Attitude**

Entrepreneurship is a part of the company management processes which focuses on the investment into new ventures creating a new idea or venture etc. Thus it means to build a new venture. Attitude is a mentally prepared state for any known subject. It is an individual's tendency towards a specific thing and environment, and it must have a target. It is analogous to inclination and it is a collection of personal traits that can be learned. Thus the attitude towards entrepreneurship is an individual's concept about entrepreneurial behavior or self-employment. If the individual has a strong attitude for starting a new venture, the relationship between attitude and behavior is strong

### **Objectives of the Study**

- The primary objective of study is to determine the entrepreneurial intention of the graduate students.
- The study also aims to know whether the students are inclined to entrepreneurship as their professional career choice.

### **Scope of the Study**

The scope of the study is limited to the evaluation of the interest of B.com students towards entrepreneurship. B.com covers majority of their course in commerce related subjects, but in future, students will not be taking more interest to the field of entrepreneurship.

### **Research Methodology**

Methodology is the systematic theoretical analysis of methods applied to the field of study. It comprises the theoretical analysis of the body of method and principle associated with branch knowledge. The study is designed as a descriptive study based on primary and secondary data. Since the objective of the study is to know the attitude of the students to enter in the field of entrepreneurship.

**Collection of Data:** Both primary and secondary data was used for study

**Source of Primary data:** The study is mainly based on the primary data collected from the B.com students of NES College, Thriprayar in Thrissur district by means of self-administrated questionnaire.

**Source of secondary data:** Secondary sources like journals, text book, magazines etc. are used.

### **Sample Design**

Present study focused on B.com students of NES College.

### **Sample Size**

The Sample Size Is 50 Randomly Selected From The B.Com students of NES College.

**Sample in Technique:** Simple random sampling technique was adopted.

**Tools For Analysis :** Simple mathematical tool applied for data analysis.

### **Limitations of the Study**

- The collection, processing and codification of data became difficult due to time constraints.

- Sample size is limited.

### Review of Literature

**Paul j Ferry ( 2009)** - The role of networking in stating up a business in development stage is important. Paul J F researched on social capital effects on the business startup. The world values survey was used in identifying the impact of social capital on new venture and entrepreneurial process. The result revealed that social capital has no role in networking.

**Oscar Gonzalea 8.(2009)**- In the region of European union, Oscar G and co-researchers explored on the relationship among entrepreneurship market orientation and business performance. A survey was conducted amount 183 firms located in castilla region. The result revealed that a strong relationship exists between entrepreneurship and market orientation.

**Molly S.C- (2009)** - The creation of mutual business among renewable energy sectors in wales, UK has drawn from entrepreneurial researchers. Molly S.C examines the link between sustainability and cooperative enterprise with regard to renewable energy business. The researchers found that the cluster of community based enterprises was the key factor in sustaining the renewable energy business.

**Maribel N M (2009)** - The entrepreneurship and economic growth in West Virginia has prompted Marribel and co-researchers to examine the relationship between entrepreneurship and economic growth. Data were collected from fifty five countries of West Virginia and two- stage least square, ethod was used to compute findings. The results shows positive correlation between entrepreneurial activities and economic growth.

**Cattekks ( 2010)** – as per Cattells personality framework both personality traits and attitudes are thoroughly investigated by psychologists. Personality is that which informs what an individual will do when faces with a given situation

**Knight. H. rank (2012)** - For Knight Entrepreneurship is about taking risk. The entrepreneur willing to put his or her career and financial security for the line and take risks in the name of an idea spending time as well as capital for undertakes a venture

**Schumpeter Joseph (2013)** – Entrepreneur is willing and able to convert a new idea or intention into a successful innovation. For Schumpeter entrepreneurship resulted in new industries and new combination of currently existing inputs. Schumpeter was the opinion that entrepreneurs shift the production possibility curve to a higher level using innovation.

### Empirical Results And Discussion

**Table 1 Gender classification of the respondents**

Gender	Frequency	Percentage
Male	21	42
Female	29	58
Total	50	100

Source: primary data

**Interpretation:** Table 1 shows that out of 50 respondents ( 42%) belong to male category and (58%) respondents belong to female category. Thus the majority of the respondents are female.

**Table 2 Attraction towards starting own business**

Decision	Frequency	Percentage
Strongly Disagree	5	10
Disagree	7	14
Neutral	11	22
Agree	15	30
Strongly Agree	12	24
Total	50	100

Source: primary data

**Interpretation:** This table 2 shows that about 30% of the students agree that entrepreneurship is an attractive option. Some (22%) consider it may be an attractive option but they can't express it so.

**Table 3 Ability of the respondents in spotting the opportunities**

Decision	Frequency	Percentage
Strongly Disagree	7	14
Disagree	7	14
Neutral	14	28
Agree	16	32
Strongly Agree	6	12
Total	50	100

Source: primary data

**Interpretation:** This table 3 shows that about 34% of the students are confident that they can spot the opportunity before others. Nearly 14% of respondents possess a negative attitude in this manner.

**Table 4 Relationship between education and entrepreneurship**

Decision	Frequency	Percentage
Strongly Disagree	3	6
Disagree	4	8
Neutral	10	20
Agree	15	30
Strongly Agree	18	36
Total	50	100

Source: primary data

**Interpretation:** This table 4 shows that majority if the targeted respondents (36%) strongly agree that entrepreneurship is the best way to take advantage is not effecting the entrepreneurial prospective.

**Table 5 - Confidence level of starting own business**

Decision	Frequency	Percentage
Strongly Disagree	3	6

Disagree	4	8
Neutral	10	20
Agree	13	26
Strongly Agree	20	40
Total	50	100

Source: primary data

**Interpretation:** This table 5 shows that Majority of the respondents possess a positive attitude that they would succeed if they started their own business. But still a small portion of the respondents are passive in their confidence level.

**Table 6 - Desirability as a professional career**

Decision	Frequency	Percentage
Strongly Disagree	5	10
Disagree	7	14
Neutral	6	12
Agree	17	34
Strongly Agree	15	30
Total	50	100

Source: primary data

**Interpretation:** This table 6 shows that Most of the respondents consider entrepreneurship as a highly desirable career alternative for people with their education. About 10% of the respondents believe that entrepreneurship doesn't have any effect of their possessed education.

**Table 7- Practical applicability of ideas into reality**

Decision	Frequency	Percentage
Strongly Disagree	2	4
Disagree	5	10
Neutral	14	28
Agree	13	26
Strongly Agree	16	32
Total	50	100

Source: primary data

**Interpretation:** The table no. 7 shows that 32% of the students find it exciting to see their ideas turn into reality. A few respondents find it difficult to state an opinion. We see a positive approach all around.

**Table 8 - Facing and overcoming obstacles to own ideas**

Decision	Frequency	Percentage
Strongly Disagree	1	2
Disagree	4	8
Neutral	11	22
Agree	11	22

Strongly Agree	23	46
Total	50	100

Source: primary data

**Interpretation**

This table shows that Majority of the respondents (68%) feel that they can overcome the obstacles using their own ideas. But still a small portion feels a negative attitude towards this statement.

**Table 9 - Skills and capabilities required to succeed as an entrepreneur**

Decision	Frequency	Percentage
Strongly Disagree	2	4
Disagree	6	12
Neutral	19	38
Agree	10	20
Strongly Agree	13	26
Total	50	100

Source: primary data

**Interpretation**

This table 9 shows that it is interesting to find that a major portion (38%) of the respondents is neutral to this statement. But it is good to see some of respondents strongly believe in their skills and capabilities ( 26%).

**Table 10 - preferably to be an entrepreneur rather than employee**

Decision	Frequency	Percentage
Strongly Disagree	2	4
Disagree	6	12
Neutral	19	38
Agree	10	20
Strongly Agree	13	26

Source: primary data

**Interpretation:** This table 10 shows that it is revealed that most of the respondents agree to be an entrepreneur rather that a large firm employee. But still a small portion prefers to be an employee.

**Table 11 - Opinion on entrepreneurship as a career and about previous knowledge**

Variables	Opinion	Frequency	Percentage
Opinion on entrepreneurship as a career	Bad	5	10
	Good	45	90
Total		50	100
Previous knowledge about entrepreneurship	Yes	13	26
	No	37	74
Total		50	100

Source: primary data

**Interpretation:** Majority of the respondents feel that entrepreneurship as a good career. 26% of the respondent has participated in entrepreneurship education.

### **FINDINGS**

- Majority of the respondents are female
- The result indicates the need for achievement had significant impact on entrepreneurial intention.
- The desire for independent is an important factor for students to start a new firm.
- About 64% respondents consider entrepreneurship has highly desirable career.
- About 46% of respondents truly feel that can overcome obstacles using their own ideas.
- 66% of the respondents strongly agree that entrepreneurship is the best way to take advantage of education.

### **CONCLUSION**

Entrepreneurship has become widely acceptable profession in all over the world. Entrepreneurs create job for others, they introduce new inventions, products and services. They significantly contribute to the growth of the economy, but interest among B.com students towards entrepreneurship is very positive, but a few of them are interested to get a salaried job after their degree. The study indicates that generally the b.com students have positive attitude towards entrepreneurship. In the study, it reflects that students will become or would certainly like to become entrepreneurs provided that there is need for achievement, family business background, personal skill and capabilities.

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