

# Entrepreneurial Awareness among the College Students to Become an Entrepreneur with Reference to Tirupur District

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**Abstract** - Entrepreneurship is the act of being entrepreneurs, which can be defined as “One who undertakes innovations into economic goods”. This may be result in new organisations or may be part of revitalizing mature organizations in response to a perceived opportunity. The most obvious form of entrepreneurship is that of starting new business; however, in recent years, the term has been extended to include social and political forms of entrepreneurial activity. This study focuses on the awareness level among the budding entrepreneurs of tomorrow to shape their future life.

**Keywords:** Entrepreneur, Students, Organization.

## I.INTRODUCTION

An entrepreneur is a n individual who organizes and operates a business or businesses, taking on financial risk to do so. In today's generation world entrepreneur becomes a part of everyone life. Now young generation people are very interested to start a own business and to be come an entrepreneur and this al so cr eate some employment opportunities to other people.

## II.NEED FOR THE STUDY

Students are the pillars of our future India. Their decision regarding their career will play a major role for future India's economic development. It is important to encourage the young adults to take up the challenges to be a n entrepreneur. The students with high entrepreneurial skill will tend to start up a business of their own in future. Hence this Research is conducted to explore the college student's interest in choosing an entrepreneurial business as their future and analyse their awareness level. And this study will also be helpful about the student's initiative in to become an entrepreneurship.

## III.SCOPE FOR THE STUDY

The study aims at the awareness level of the college students to become an entrepreneur after completing their studies, and also the various factors available to the students to become an entrepreneur are which factor that motivates highly to become an entrepreneur. The researcher has also highlighted some aspects that needs some attention to the student provided suggestions for further improvement to the students to become an entrepreneur. The research will be helpful in understanding the awareness level of the students to become an entrepreneur in the Arts and Science colleges with reference to Tirupur District.

## IV.REVIEW OF LITERATURE

According to Bird (1988)<sup>1</sup>, entrepreneurial intention is “a conscious state of mind towards the goal of founding a business”. Entrepreneurial intentions are aimed at either creating new values in existing ventures. Intentionality includes both rational/analytical thinking and intuitive/holistic thinking. Scherer (1989)<sup>2</sup>, revealed that up to 65 percent of entrepreneurs had one or more entrepreneurial parents and the role model performance was not as important as having a role model. Father is the most significant role model in the family. Who influence the students desire to own a business. Specht (1993)<sup>3</sup>, Literature Review showed that the five most usually contextual factors used as determinants of entrepreneurship can be grouped as social, economic, political, infrastructure development and market factors failure in previous organization getting fixed, or concluding that the organization or one's career is not progressing can also be treated as factors “pushing” towards entrepreneurship.

## V.OBJECTIVES OF THE STUDY

1. To know the awareness level of the students to become an entrepreneur.
2. To analyse the source of finance for starting a new business for entrepreneur
3. To determine the factors that induces the students to start a new business.

## VI.RESEARCH METHODOLOGY

Research Methodology is a way to systematically solve the Research problems. It explains the various steps that are generally adopted by the research in studying the Research problems along with the logic behind it. The scope of research methodology is wider than that of research methods. When we talk about research methodology not only talking about research methods but also consider the logic behind the methods.

### **Research Design**

Descriptive Research Design includes surveys and fact finding, enquires of different kinds. The major purpose of descriptive Research is description of state of affairs, as it exists at present. The main characteristics of this design are that the researcher has no control over the variable.

**Sample Size**

400 respondents were selected from Arts and Science Colleges in Tirupur District.

**Sample Design**

The sample design followed in this study is Non-Probability Convenience Sampling

**Universe of the Study**

The universes constituted only the Arts and Science Colleges in Tirupur District. The total number of colleges mentioned is 17.

**Sampling Procedure**

Sampling design is the procedure or technique adopted by the researchers in selecting items from the sample. The process of selecting a few items on respondents from a population is known as sampling. The selected respondents constitute a sample and the survey is known as a sample survey.

**Pilot Study**

The purpose behind the pilot study was to find out the feasibility and suitability of the study and to formulate the problem more specifically. The researcher carried out the pilot study and realized the need for the study.

**Sources Of Data Collection**

Primary data and secondary were used for data collection in the thesis. First time collected data referred to as primary data. In this research the primary data was collected by means of Structured Questionnaire.

The Questionnaire consisted of a number of questions in the printed form. It had both open-end and closed-end questions. Data which has already gone through the process of analysis or were used by someone else earlier is referred to secondary data. This type of data was collected from the books, journals, magazines, articles.

Data is collected in two ways they are,

**Primary Data**

The data collected using well-structured Questionnaire through which the required information for the study was collected.

**Secondary Data**

Secondary Data is collected from books, journals, magazines, and related articles.

**Tools Used For Data Collection**

Questionnaire was the main tool to collect the data. Hence, efforts have been taken to construct the questionnaire in a systematic way with adequate questions to ensure the research objectives.

**Statistical Tools and Techniques for Data Analysis**

Chi-Square Analysis

**Period of the Study**

The period of the study covers six months from April 2013 to September 2013.

**Limitations of the Study**

1. The study covers only Arts and Science colleges in Tirupur District only.
2. The study restricted to 400 Respondents only. It does not cover overall population.
3. The time constraints are very limited.
4. Findings are framed under information given by the respondents.

5. Data collection is done through questionnaires, filled by the respondents which may be biased

**VII. DATA ANALYSIS AND INTERPRETATION**

**Chi-Square Table Showing Between Gender And Wish To Become An Entrepreneur**

H<sub>0</sub>: There is no association between Gender and wish to become an entrepreneur

Gender	Do you wish to become an entrepreneur?		Total
	Yes	No	
Male	162	55	217
Female	119	64	183
Total	281	119	400

Source: Computed from primary data

Chi-Square Tests	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.403	1	.036
N of Valid Cases	400		

From the above table chi square test reveals that the association between Gender and wish to become an entrepreneur is associated because the p-value is lesser than the level of significance i.e. 0.036 < 0.05.

**Chi-Square Table Showing Age And Wish To Become To Become An Entrepreneur**

H<sub>0</sub>: There is no association between Age and wish to become an entrepreneur

Age	Do you wish to become an entrepreneur?		Total
	Yes	No	
15-20	149	74	223
21-25	132	45	177
Total	281	119	400

Source: Computed from primary data

Chi-Square Tests	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.843	1	.092
N of Valid Cases	400		

From the above table chi square test reveals that the association between Age and wish to become an entrepreneur

is not associated because the p - value is greater than the level of significance i.e.  $0.092 > 0.05$ .

**Chi-Square Table Showing Educational Qualification And Wish To Become To Become An Entrepreneur**

H<sub>0</sub>: There is association between Educational Qualification and wish to become an entrepreneur

Educational Qualification	Do you wish to become an entrepreneur?		Total
	Yes	No	
U.G.Degree	281	119	400
Total	281	119	400

Source: Computed from primary data

Chi-Square Tests	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.425	1	.515
N of Valid Cases	400		

From the above table chi square test reveals that the association between educational qualification and wish to become an entrepreneur is not associated because the p - value is greater than the level of significance i.e.  $0.515 > 0.05$ .

**Chi-Square Table Showing Family Income And Wish To Become To Become An Entrepreneur**

H<sub>0</sub>: There is association between Family Income Per month and wish to become an entrepreneur

Family Income Per month	Do you wish to become an entrepreneur?		Total
	Yes	No	
Below Rs10,000	121	43	164
Rs10,000-Rs20,000	65	23	88
Rs20,000-Rs30,000	61	29	90
AbovRs31, 000	34	24	58
Total	281	119	400

Source: Computed from primary data

Chi-Square Tests	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.544	3	.136
N of Valid Cases	400		

From the above table chi square test reveals that the association between Family Income Per month and wish to become an entrepreneur is not associated because the p - value is greater than the level of significance i.e.  $0.136 > 0.05$ .

**VIII. FINDINGS OF THE STUDY**

1. There is no association between gender and wish to become an entrepreneur because the p-value is lesser than the level of significance i.e.  $0.036 < 0.05$ .
2. There is association between age and wish to become an entrepreneur because the p-value is greater than the level of significance i.e.  $0.092 > 0.05$ .
3. There is association between educational qualification and wish to become an entrepreneur because the p-value is greater than the level of significance i.e.  $0.515 > 0.05$ .
4. There is association between family income per month and wish to become an entrepreneur because the p-value is greater than the level of significance i.e.  $0.136 > 0.05$ .
5. There is no association between father's occupation and wish to become an entrepreneur because the p-value is lesser than the level of significance i.e.  $0.419 < 0.05$ .
6. There is association between type of family and wish to become an entrepreneur because the p-value is greater than the level of significance i.e.  $0.419 > 0.05$ .
7. There is no association between institutions conduct any kind of entrepreneurship training program and wish to become an entrepreneur because the p-value is lesser than the level of significance i.e.  $0.012 < 0.05$ .

**IX. SUGGESTIONS**

1. Majority of the students are coming under a poor family but they have an interest to start new business but they are struggling in financial problems so, bank may take necessary steps to provide a loan facilities and also create some awareness to start a new business. By this way employment opportunities can be also made.
2. Male respondents are having more interested in starting a new business. But female respondents are not interested in starting a new business. Hence, the government should concentrate in this issue by providing some technical skills and financial assistance to the female candidates and encourage them to start a new business. This in turn will lead to the emergence of many women entrepreneurs in the Tirupur city.
3. Colleges may take some necessary steps to develop the entrepreneurial skills among interested students it will lead to develop their future.
4. Guest lectures, seminars and workshops can be arranged to the students by the business delegates to give some guidelines about the various businesses.

5. Motivation talk can be arranged to give an exposure to the students about entrepreneur.
6. E-Carnival fest can be conducted in the college. It will be helpful for gaining some information about the entrepreneurship.

## **X. CONCLUSION**

This study shows majority of the male respondents are interested to start a business and they have ambition to become an entrepreneur. Majority of the students having internal motivation but there are lacking in the financial problem. Bank and other private financial institutions should support and encourage them to start a business and provide right guidelines to them. Teachers can plan and develop a more effective entrepreneurship training education program by applying proper knowledge and assignment it will enhance the entrepreneurial intention among the young adults. Industrial visit can be arranged to the students to know the practical problems faced by various firm and how they are handling the critical situation and overcoming from that. This will help for them to start a new firm for the growth of future India.

## **REFERENCES**

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