



Research Article

A STUDY ON ENTREPRENEURIAL INTENSIONS AND BEHAVIOR AMONG UNIVERSITY STUDENTS IN CHENNAI CITY

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ABSTRACT

Entrepreneurship plays role in the growth and development of economy and it is a key contributor to innovativeness and product improvement. The major contributions that entrepreneurship makes to the economic development include promotion of capital formation, creation of large scale employment encouragement of balanced regional development and effective mobilisation of capital and skill. When countries are unable to invest in capital intensive and technologically sophisticated industries, the small and medium enterprises and entrepreneurial support provides an alternate solution for the growth and development of such economies.

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INTRODUCTION

Entrepreneurship helps in the process of economic development for creating both direct and indirect employment. Directly self employment as an entrepreneur and indirectly by starting many industrial units they offer jobs to millions of people. It is widely accepted fact that active and enthusiastic entrepreneurs can explore the potentials or the available resources such as labour capital and technology. As a change agent they initiate economic activity by taking initiatives through business ventures.

Objectives of the Project

- To assess the factors influencing entrepreneurial intentions and behaviors among students in Chennai City.
- To examine the role of universities in the development of students entrepreneurial intentions and behavior
- To study on students perceptions about the existence level for entrepreneurship offered by the university
- To analyze the impact of factors leading to entrepreneurial traits on entrepreneurship motivation.
- To give valuable measures based on the findings of the study

Statement of the Problem

The number of undergraduate students graduating from Public and Private Higher Education institutions in India is increasing

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from time to time, and the trend will continue as per the vision of higher education institutions of the country. This number is also swelling with the expansion of new universities and development of intake capacity of the older universities in the country. In due time, educated human resource supply would be in excess of demand of the public and private organizations. Undoubtedly, this would result in unemployment problem among students unless they seriously consider self employment as their career option. Therefore, entrepreneurship is the promising career option for students. Today, entrepreneurship is considered as a viable employment option for university students. The education policy of India aims at equipping students with the necessary skill and knowledge that would help them to become an entrepreneur in the future. Basically, the end goal of educating citizens is not only to become an employee in private and public organization but also to become an entrepreneur by using knowledge and skill acquired through education. However, according to the theory of planned behavior (TPB), equipping students with necessary knowledge and skill would not be a guarantee for the students to become an entrepreneur in the future. According to this theory, being an entrepreneur is not a matter of accident rather it is a result of consciously planned behavior (Ajzen, 1991). It means that intentions precede action/behavior. Entrepreneurial intention is an initial step for decision to create a new business. Therefore, Students should have to have an entrepreneurial intention to become an entrepreneur in the future.

Therefore, this study aims to provide useful information on entrepreneurial intention of university students, and to identify the demographic and environmental factors that might influence the entrepreneurial intention of the students.

Need of the Study

One of the weakness of the India education system is its failure to prepare graduates for self employment and business entrepreneurship. Thus owing to the persistence mass unemployment low productivity, high inflation and poverty in India. The government introduced entrepreneurship programmes to promote skill acquisition facilitate the spirit of creativity self reliance and self independence, however only a small percentage of graduates become entrepreneurs after graduation. This study therefore examined the factors influencing entrepreneurial intention among graduates of university student. Researcher and practitioners are increasingly interested in entrepreneurship as a means to fight youth unemployment and to improve financial stability at higher ages. However only few studies so far have examined entrepreneurial intentions and behavior.

METHODOLOGY

The present study was based on both primary and secondary data. Interview schedule was used to collect the primary data from the sample respondents. A well-structured interview schedule was prepared after consulting the experts in the field. Before finalizing the interview schedule, a pilot study was made and with that response, final interview schedule was prepared to collect the information required for the study. The relevant secondary data were collected from the books, journals, magazines, and published materials. The information available in the website was also collected for the study.

Sampling

The study attempts to measure the entrepreneurial intention and behavior University students in Chennai city. Hence it is decided to select sample respondents from final year students of 10 University's in Chennai. Stratified proportionate random sampling method was used to select the sample respondents from the population

Plan of Analysis

The collected data were classified and grouped according to the purpose for which it was collected. Necessary tables were prepared and the tabulated data were analysed with the help of appropriate following statistical tools exploratory factor analysis, confirmatory factor analysis, analysis of variance, multiple regression and discriminant analysis to interpret the data to arrive at relevant inferences.

Summary of Findings

Findings of Demographical Profile of University Students

- Out of 500 sample respondents, 65.8 per cent of the respondents are male and the remaining 34.2 per cent of the respondents are female. It is understood that a majority (65.8%) of the respondents are male.
- It is learnt that out of 500 respondents, 80 per cent of them belong to the age group between 19-21 years and the remaining 20 per cent of the respondents fall under the age group of above 22 years. It can be noted that most of them are in the age group of 19 to 21.
- Out of 500 respondents, 72.4 per cent of the respondent's university belongs to urban area, 19.2 per cent of the respondent's university belongs to rural area

and the remaining 8.4 per cent of the respondent's university belong to semi-urban area.

- It is noted that 31 per cent of the respondents belong to Arts group and the remaining 69 per cent of the respondents belong to Science group.
- It is found that 44.8 per cent of the respondents belong to SC/ST, 26 per cent of the respondents belong to BC, 22.4 per cent of the respondents belong to MBC and the remaining 6.8 per cent of the respondents belong to FC.
- It is identified that 61.6 per cent of the respondents belong to Hindus, 23.6 per cent of the respondents belong to Christians and the remaining 14.8 per cent of the respondents belong to Muslims.
- It is found that 73.6 per cent of the respondents belong to nuclear family and the remaining 26.4 per cent of the respondents belong to joint family.
- It is identified that the important place of residence among the students is urban which constitute 36.8 per cent to the total which is followed by the students from rural area which constitute 36.4 per cent to the total and 26.8 per cent of the students are residing in semi-urban area. The analysis reveals that most of the students in the present study are from urban and rural areas.
- It is found that 46.8 per cent of the respondents belong to the family size between 5 to 6 members, 45.6 per cent of the respondents belong to the family size of below 4 members and the remaining 7.6 per cent of the respondents belong to the family size of above 6 members.
- It is found that 53.2 per cent of the respondents belong to the monthly family income of less than Rs.10,000, 21.6 per cent of the respondents belong to the monthly family income between Rs.10,000-20,000, 9.2 per cent of the respondents belong to the monthly family income between Rs.20,000-30,000, 7.6 per cent of the respondents belong to the monthly family income of above Rs.50,000, 6.4 per cent of the respondents belong to the monthly family income between Rs.30,000-40,000 and the remaining 2 per cent of the respondents belong to the monthly family income between Rs.40,000-50,000.
- It is found that 29.2 per cent of the respondents fathers are other occupations namely coolie, self-employment and unemployed, 26.4 per cent of the respondents fathers are farmers, 19.6 per cent of the respondents fathers are private employed, 11.2 per cent of the respondents fathers are businessmen, 10.4 per cent of the respondents fathers are government employees and the remaining 3.2 per cent of the respondents fathers are professionals.
- It is learnt that 66 per cent of the respondents mothers are housewives, 15.2 per cent of the respondents mothers are farmers, 10.8 per cent of the respondents mothers are private employed, 4 per cent of the respondents mothers are professionals, 2.4 per cent of the respondents mothers are government employees and the remaining 1.6 per cent of the respondents mothers occupations are business.

Findings of Entrepreneurial Motivation

Among the various entrepreneurial motivation, 'Persuasion factor' consisting of the variables such as I prepare a plan

before actually working on a project, I look for new opportunities like a watch-dog, I remain stick to my approach even while doing something right for the first time, I persuade people to do what I want and I work for long hours to complete my work is found to be the most important entrepreneurial motivation. The next important factor of entrepreneurial motivation is 'Work and Income factor' which consists of the variables such as I devote the most of my time to my work, continuous problem facing makes me weaker in decision-making, I apply alternative approaches to solve the problems, I keep my income into consideration and I thrive on facing challenges.

Findings of Impact of Factors leading to entrepreneurial motivation

- It is identified that the significantly influencing factors on the entrepreneurial motivation among the respondents in urban area are persuasion factors, work and income factors, innovative factors, return and social interaction factors, solution factors and confidence and challenge factors since their respective regression coefficient are significant at five per cent level. A unit increase in the above said factors result in an increase in the entrepreneurial motivation among the respondents in urban area by 0.420, 0.217, 0.206, 0.122, 0.201 and 0.129 units respectively. The change in the view on factors explains the changes in the entrepreneurial motivation to an extent of 72.80 per cent since its R^2 is 0.728.
- It is learnt that in the case of the respondents in semi-urban area, a unit increase in the factors namely persuasion factors, work and income factors, innovative factors, return and social interaction factors, solution factors and confidence and challenge factors result in an increase in the entrepreneurial motivation by 0.459, 0.238, 0.215, 0.127, 0.206 and 0.135 units respectively. The change in the view on factors explains the changes in the entrepreneurial motivation to an extent of 74.50 per cent since its R^2 is 0.745.
- It is noted that in the case of the respondents in rural area, a unit increase in the factors namely persuasion factors, work and income factors, return and social interaction factors, solution factors and confidence and challenge factors result in an increase in the entrepreneurial motivation by 0.390, 0.211, 0.115, 0.189 and 0.112 units respectively. The change in the view on factors explains the changes in the entrepreneurial motivation to an extent of 71.90 per cent since its R^2 is 0.719.

Suggestion

Following efforts can be taken into account for effective development of student entrepreneurs.

- Association of student entrepreneurs should assume responsibility of creating a greater awareness among student similarly efforts shall be made by all association throughout the country. This program can be linked up with youth programs of educations. Programs on a continuous basis have to be designed planned and implemented for the benefit of student in all university of our country to attractive young student to take up entrepreneurial activates
- The university should setup consultancy centre for student entrepreneurs
- Activities of different programs on development should be highly coordinated
- Political interference in such program should be kept at minimum. Government should also encourage private investigated in sub programs.
- Adequate insurance coverage should provide to the industrial and business units promoted by student entrepreneur agriculturist the business risks (financial losses) in order to safeguard and interest of the entrepreneur as well as the employees of the enterprise.
- Marketing assistance schemes and necessary for economically to provide quality product at reasonable and high rates to their finished products and introduce common brand names.
- Entrepreneurial development program conduct training to respective product.
- Consider student as specific target group for all development programs.
- Training and counseling on a large scale of existing student entrepreneurs to remove psychological causes like lack of self-confidence and fear of success.
- Counseling through the aid of committed NGO's, psycho logistics, managerial experts and technical personnel should be provided to existing and emerging student entrepreneurs.
- A student's entrepreneur's guidance cell set up to handle the various problems of student entrepreneurs.
- Industrial estates could also provide marketing outlets for the display and sale of products made by student. District Industries centers and single window agencies should make use of assisting student in their trade and business guidance.
- Training in entrepreneurial attitude should start at the high school level through well designed courses, which could build Confidence through behavioral games. Entrepreneurship among student, no doubt improves the wealth of the nation in general and of the family in particular. Student today are more willing to take up activities. Student entrepreneurship must be molded properly with entrepreneurial traits and skills to meet the change in trends, challenges global markets and also be competent enough to sustain and strive for excellence in the entrepreneurial arena.
- University should take initiatives to provide the students more opportunities to impart knowledge and develop necessary competencies to make them competent entrepreneurs.
- It is suggested that university should train and orient them in to the scientific and basic principles of management that are involved in trade and business.
- University should take up steps to impart and foster among the students the desire to achieve high productive skills and competencies that the students should attain in the business field along with lessons of self – reliance and self-confidence.
- The university should organize activities by organizing production- cum- training- centers in schools for the entrepreneurial skills development of the students.
- University can provide opportunities for having exposure programs for students with course related

vocational institutions and companies outside. This will help them to be more informed of the recent developments happening in the field of their study.

- The majority of the respondents in this study are in the age group of 19 to 21 years and the entrepreneurship training for these age groups is very important. Such training programmes should include the practical session of doing business, new dimensions of life skills for business, building self-esteem, negotiation skills, marketing, international competition, etc.
- Government should provide better educational facilities and schemes to students for their overall development as a competent entrepreneur.
- University students should be encouraged to start their enterprise as joint companies rather than individual entities to avail the advantage of large scale operation.
- It is also suggested that the parents of university students should be encouraged in spending money on setting up small business start-up programmes to develop the practical business skills of the students.
- Since the university students are aware of the advantages and opportunities of education, it is suggested that the general education system should include provision for teaching entrepreneurship in the curriculum.
- There should be compulsory entrepreneurship courses in primary, secondary and universities. Entrepreneurial education has tremendous potential to help in the enhancement of employment status of students.
- Curriculum planning of the university must be done in such a way that it gives adequate emphasis on including the latest teaching methods and more importance in practical sessions. Also due importance should be given to on-the-job-training by setting apart ample time.

CONCLUSION

The results of this study have important implications for both the academic and administrative fields. The findings of the study calls for appropriate policy measures in the University. The high intention to become self-employed should serve as starting point for academicians, State Government, and University etc. to rebuild and re- launch entrepreneurship education with greater importance.

Enhancing the support activities and the teaching contents in a way can awaken the entrepreneurial interest for both male and female students are of great importance. An entrepreneurial mindset can be developed in students at this early year of their age if the system can pay more attention to the fact that Entrepreneurship is an integrated concept that permeates an individual's vocation in an innovative manner.

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