

A study on impact of factors leading to entrepreneurial traits among college students in Tirunelveli district

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Abstract

The entrepreneur is one of the most important inputs in the economic development of a country or of regions within the country. The entrepreneurial motivation among the students is the most important factors leading to entrepreneurship among the students. The achievement motivation refers to the tendency to strive for success or the attainment of desired end. An entrepreneur is a businessperson who not only conceives and organizes ventures but also frequently takes risks in doing so. Not all independent business people are true entrepreneurs, and not all entrepreneurs are created equal. Different degrees or levels of entrepreneurial intensity and drive depend upon how much independence one exhibits, the level of leadership and innovation they demonstrate, how much responsibility they shoulder, and how creative they become in envisioning and executing their business plans.

Keywords: Entrepreneurship, Entrepreneurial motivation

Introduction

The entrepreneurship can be taught. And the entrepreneurial motivation is an inner feeling and the mindset of the students so it can be stimulate. Learning about the symptoms and traits of the entrepreneur can give added hope, fuel, and impetus as it resonates with what potential entrepreneurs already know about themselves and their personal aspirations. It can help us reach objectives en route to greater attainment of higher goals and bigger benchmarks. And grasping in a practical and tangible way the disposition of the successful entrepreneur can give us a wonderfully inspiring boost of confidence, foresight, and determination when we realize that we, too, share that winning attitude. This backdrop the researcher has chosen this topic to study the impact of factor leading to entrepreneurial motivation among the urban, semi-urban and rural college students in Tirunelveli District.

Objectives

- To highlight the level of entrepreneurial motivation among the students.
- To examine the level of achievement motivation among the students.
- To assess the impact of factor leading to entrepreneurial traits on entrepreneurship motivation.

Scope of the study

The main aim of the study is to assess the impact of factor leading to entrepreneurial traits on entrepreneurial motivation of college students in Tirunelveli district. This study was conducted among the outgoing under graduate arts and science college students of Tirunelveli district. For the purpose of analysis the college students are categorized into three groups namely urban, semi-urban and rural college students.

Sampling

The study attempts to measure the impact of factors leading to entrepreneurial traits on entrepreneurship among the college

students in Tirunelveli district. Hence it is decided to select sample respondents from final year undergraduate students of arts and science colleges in Tirunelveli district. Stratified proportionate random sampling method was used to select the sample respondents from the population. The arts and science colleges were stratified in to three categories such as urban, semi-urban and rural on the basis of place where the college is situated. From among the final year undergraduate arts and science students ten per cent of the students were selected from each category at random as detailed in Table 1

Table 1: Population and Sample of Respondents

S. No	Place of College	Final year undergraduate Arts and Science college students	Sample Respondents
1	Urban	1,484	148
2	Semi-urban	2,942	294
3	Rural	1,340	134
	Total	5,766	576

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.

Level of Achievement Motivation among the Students

The level of students' achievement motivation is measured with the help of 37 variables under eight dimensions. The mean score of each dimension among the urban, semi-urban and rural

college students have been computed separately. The one way analysis of variance has been executed to find out the significant

difference among the three groups of students towards each dimension. The results are given in Table 2

Table 2: Students view about the Achievement Motivation

S. No	Components of Achievement Motivation	Mean score among students			F Statistics
		Urban	Semi-urban	Rural	
1	Score on academic motivation	3.8557	3.1449	3.0962	3.3991*
2	Score on need for achievement	3.8452	3.2559	3.0801	3.4208*
3	Score on academic challenge	3.9204	3.3347	3.1053	3.5173*
4	Score on attitude towards education	3.8925	3.4047	3.1509	3.4676*
5	Score on meaningfulness of task and work methods	3.8737	3.2752	3.1379	3.2182*
6	Score on attitude towards teachers	3.6361	3.4901	3.7087	0.7389
7	Score on general interests and sports	3.6348	3.6337	3.6481	0.4551
8	Score on importance of marks	3.8786	3.3369	3.0733	3.1173*
	Score on achievement motivation	3.8026	3.3684	3.2086	3.0965*

*Significant at five per cent level

Among the urban college students the highly viewed dimensions of achievement motivation are ‘academic challenge’ and ‘attitude towards education’ since their mean scores are 3.9204 and 3.8925 respectively.

The highly viewed dimensions of achievement motivation among the semi-urban college students are ‘general interests and sports’ and ‘attitude towards teachers’ since their mean scores are 3.6337 and 3.4901 respectively.

As regards the rural college students the highly viewed dimensions of achievement motivation are ‘attitude towards teachers’ and ‘general interests and sports’ since their mean scores are 3.7087 and 3.6481 respectively.

Regarding the students view towards the various dimensions of achievement motivation, significant difference among the three group of students have been noticed in the case of six out of eight dimensions since their ‘F’ statistics are significant at five per cent level.

The overall achievement motivation among the urban college students is higher than the overall achievement motivation among the semi-urban and rural students. There is a significant difference among the three group of students have also been noticed regarding their view on achievement motivation since its ‘F’ statistics is significant at five per cent level.

Level of Entrepreneurial Motivation among the Students

The level of entrepreneurial motivation among the students was measured with the help of its seven components namely confidence, problem solving ability, opportunity seeking, independency, planning skills, managerial skills and social interaction. The mean score of each component of entrepreneurial motivation among the three groups of students have been computed along with its ‘F’ statistics. The results are given in Table 3

The highly existing components of entrepreneurial motivation among the urban college students are opportunity seeking and problem solving ability since their mean scores are 3.8783 and 3.8779 respectively. Among the semi-urban college students, these are social interaction and planning skills since their mean score are 3.9044 and 3.4839 respectively. Among the rural college students the highly existing components of entrepreneurial motivation are social interaction and planning skills since their mean score are 3.8745 and 3.3997 respectively.

Regarding the existence of entrepreneurial motivation, significant difference among the three groups of students have

been noticed in the case of five out of seven entrepreneurial motivation components since their respective ‘F’ statistics are significant at five per cent level.

Table 3: Students level in Entrepreneurial Motivation (EM)

S. No	Components of Entrepreneurial Motivation	Mean score among students			F Statistics
		Urban	Semi Urban	Rural	
1	Confidence	3.8745	3.2714	3.1256	3.2997*
2	Problem solving ability	3.8779	3.3704	3.2473	3.1044*
3	Opportunity seeking	3.8783	3.3794	3.1448	3.3991*
4	Independency	3.8529	3.2505	3.1478	3.3048*
5	Planning Skills	3.7842	3.4839	3.3997	1.0994
6	Managerial Skills	3.8331	3.3119	3.1188	3.2088*
7	Social Interaction	3.5929	3.9044	3.8745	1.2173
	Overall	3.8270	3.4028	3.2682	3.0117*

*Significant at five per cent level

Impact of factors leading to Entrepreneurial Traits on Entrepreneurial Motivation

The factors leading to entrepreneurial traits among the students may have its’ own influence on the entrepreneurial motivation among the students. It is important to examine the impact of each factor on the entrepreneurial motivation among the students. The multiple regression analysis has been applied for this purpose. The fixed regression model is:

$$Y = a + b_1x_1 + b_2x_2 + \dots + b_{12}x_{12} + e$$

Whereas, y – score on entrepreneurial motivation among the students

- X₁ - Score on coordination among the students
- X₂ - Score on innovativeness among the students
- X₃ - Score on optimism among the students
- X₄ - Score on in formativeness among the students
- X₅ - Score on decision making skill among the students
- X₆ - Score on hard work among the students
- X₇ - Score on problem solving skills among the students
- X₈ - Score on confidence among the students
- X₉ - Score on enterprising among the students
- X₁₀ - Score on punctuality among the students
- X₁₁ - Score on sincerity among the students
- X₁₂ - Score on forecasting ability among the students

b₁, b₂, b₁₂ - Regression coefficient of independent variables
a - intercept
e - error term

The impact has been measured among the urban, semi-urban and rural college students and also for the pooled data. The results are illustrated in Table 4

Table 4: Impact of Factors Leading to Entrepreneurial Traits on Entrepreneurial Motivation

Sl. No	Factors Leading to Entrepreneurial Traits	Regression Coefficient among students			
		Urban	Semi-urban	Rural	Pooled Data
1	Coordination	0.1847*	0.1309*	0.1511*	0.1602*
2	Innovativeness	0.2102*	0.0447	0.1033	0.0917
3	Optimism	0.1641*	0.0991	0.0594	0.0788
4	In formativeness	0.1229*	-0.0497	-0.0774	0.0334
5	Decision making skills	0.1007	0.1392*	0.1991*	0.1517*
6	Hard work	0.0949	0.1447*	0.2173*	0.1494*
7	Problem solving skills	0.1391*	0.0779	0.1589*	0.1207*
8	Confidence	0.1508*	0.1411*	0.1634*	0.1491*
9	Enterprising	0.1617*	0.0337	0.1509*	0.1294*
10	Punctuality	0.0446	0.1022	0.0734	0.0649
11	Sincerity	0.0571	0.0776	0.0411	0.0391
12	Forecasting ability	0.0669	0.0441	0.0279	0.0492
	Constant	0.9383	0.5891	0.3894	0.6991
	R ²	0.7919	0.7337	0.7049	0.7994
	F Statistics	8.5614*	7.9319*	7.3244*	8.6541*

The significantly and positively influencing factors on entrepreneurial motivation among the urban college students are coordination, innovativeness, optimism, in formativeness, problem solving skills, confidence and enterprising since their respective regression coefficients are significant at five per cent level. Unit increase in the above said factors results in an increase in their entrepreneurial motivation by 0.1847, 0.2102, 0.1641, 0.1229, 0.1391, 0.1508 and 0.1617 units respectively. The changes in the factors influencing entrepreneurial traits among the students explain their entrepreneurial motivation to an extent of 79.19 per cent since their R² is 0.7919.

Among the semi-urban college students, a unit increase in the level on coordination, decision making skills, hard work, and confidence results in an increase in their entrepreneurial motivation by 0.1309, 0.1392, 0.1447 and 0.1411 units respectively. The R² (0.7337) reveals that the changes in the entrepreneurial motivation among the semi-urban college students to an extent of 73.37 per cent.

Among the rural college students, it is explained to an extent of 70.49 per cent since its R² is 0.7049. The significantly influencing factors are coordination, decision making skills, hard work, problem solving skills, confidence and enterprising. The analysis of pooled data reveals the importance of coordination, decision making skills, hard work, problem solving skills, confidence and enterprising in the determination of entrepreneurial motivation among the students to an extent of 79.94 per cent since its R² is 0.7994.

Main Findings

- The analysis indicate that the significantly influencing factors leading to entrepreneurial traits on entrepreneurial motivation among the urban college students are ‘innovativeness’ and ‘coordination’ since their regression coefficient are 0.2102 and 0.1847 respectively at five per cent significance level.
- Among the semi-urban college students the significantly influencing factors leading to entrepreneurial traits on entrepreneurial motivation are ‘hard work’ and

‘confidence’ since their regression coefficients are 0.1447 and 0.1411 respectively at five per cent significance level.

- As regards the rural college students the significantly influencing factors leading to entrepreneurial traits on entrepreneurial motivation are ‘hard work’ and ‘decision making skills’ since their regression coefficients are 0.2173 and 0.1991 respectively at five per cent significance level.
- The analysis of pooled data reveals that the significantly influencing factors leading to entrepreneurial traits on entrepreneurial motivation among the college students are coordination, decision making skills, hard work, confidence, enterprising and problem solving skills since their regression coefficients are significant at five per cent level.
- As regards the rural college students the significantly influencing components leading to achievement motivation on entrepreneurial motivation are ‘academic challenge’ and ‘academic motivation’ since their regression coefficients are 0.1473 and 0.1309 respectively at five per cent significance level.
- The analysis of pooled data reveals that the significantly influencing components leading to achievement motivation on entrepreneurial motivation among the college students are academic motivation, need for achievement, academic challenge and attitude towards teachers since their regression coefficients are significant at five per cent level.

Few Suggestions

- In order to instill the entrepreneurial motivation among the college students, the colleges may open a separate ‘Entrepreneurship Development Cell’ guided by a trained staff to motivate the students to develop the entrepreneurial traits and to give information about the entrepreneurial opportunities available in the locality.
- The government should ask the institutions supporting the entrepreneurship to organize orientation programmes in the colleges to create awareness about the need for choosing entrepreneurship as their career.

Conclusion

Many different types of people are drawn to entrepreneurship and a wide variety of talents, aptitudes, and personal traits help to contribute to an entrepreneurial spirit, personality, and vision. The attitude, mindset, passion, and character that define the successful entrepreneur are sometimes hard to pinpoint, specify, or sum up in a profile. But it is always easy to recognize in an individual or spot in action within the business arena. By examining some of the more predominant qualities of the true entrepreneur it is possible to emulate them, nurture and develop them, or to acknowledge whether or not we are actually suited to an entrepreneurial career. So the government, educational institution and universities should focus on it. It helps to contribute valuable human resource to our nation.

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