

**A STUDY ON ATTITUDES TOWARDS ENTREPRENEURSHIP
AMONG
UNDER GRADUATE COMMERCE STUDENTS IN RURAL SOUTH
TAMILNADU**

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ABSTRACT

In biased economics, entrepreneurship is the process of identify and opening a business endeavour, sourcing and organising the required resources and taking as one the risk and boosted with the venture. "Entrepreneurship" may consequence in new organisation or revitalizes mature organisations in response to a surface business opportunity. A new business started by an entrepreneur is referred as a start up company. In recent natural life, the term has been extended to include social and biased forms of entrepreneurial activity. Entrepreneurship has played a major responsibility in economic success and the social order durability in many developed countries. Today India as developing country is faced with very big challenges of high levels of joblessness among the youth, especially university graduates. Students of today's generation are the future entrepreneurs of the country. Entrepreneurship is superficial to bring financially viable welfare and may contribute significantly in nation's future wealth. Many college graduate students are unable to find jobs appropriate with the degree they finished. Former president of India Dr.A.P.J Abdul Kalam mentioned that the future of India is in the hands of youth. This study based on both primary and secondary data. This study aims to knowing the entrepreneurial attitude among commerce students in Arts and Science College, Alangulam Taluk, Tenkasi District.

KEYWORDS: ENTREPRENEUR, ENTREPRENEURSHIP, ATTITUDE, CAREER PLAN

INTRODUCTION

Entrepreneurs and entrepreneurship are maybe the pillars on which economic health of societies was built. Development of entrepreneurship is essentially dependent on the entrepreneurial attitude. It creates job that consequently generate more opportunities. Today, youths are exhibiting big intention in setting up of an enterprise. It is very important to identify these teenagers early and to encourage their entrepreneurial power. Economic surroundings, which evaluate entrepreneurial movement, push extra persons to put into practice their ideas through entrepreneurship and establish presumptions to find more successful measures.

The exposure to entrepreneurship environment has implication to the development of the attitude. Technical students show large interest in learning more entrepreneurship, still for the most part do not be expecting to practise entrepreneurial careers. Not surprisingly students who have taken business related course were more interested in opening their life form business. They are also more likely to have an idea for a business, product or technology. The positive attitude and superficial behavioural control acquired from disclosure to entrepreneurship education may enable them to consider follow business venture as preference career-plan after their studies. In the light of recent world events, this

had become an essential area to study the attitudes of students towards entrepreneurs, constraints and entrepreneurship.

Definition of Entrepreneur

The word 'Entrepreneur' is lacking in originality as of the French word "Entreprendre" which means to accept. Many authors have defined 'entrepreneur' differently. Generally, Entrepreneur is a self identity who combines resources and work hard for production. According to Cantillion, "An entrepreneur is the mediator who buy revenue of invention at certain prices, in charge to put on the market at price that are certainly at the moment at which he commits himself to his cost".

Attitude

Attitude manipulates the activities of the persons. Attitude is a usual approach of doing things. Successes and failures in life depend upon the attitude of the individuals. If attitude are positive, then being relations will be positive and human relations are obligatory for a successful life. Attitude is an outlook to come close to an idea, event, person or an object. It is propensity to act in one way or the other toward an attitude object or something.

Types of Attitude

A different variety of attitudes consists of four basic types of attitudes in organisational behaviours. There are, positive attitude, negative attitude, neutral attitude and sicken attitude. In many times, in order to survive persons have to start change process.

Positive attitude to define the personality of the whole organisation natural it is pass two categories good and bad. Positive attitude is the one in which people think that things will happen in a good way. Positive thinkers activities were always reach the environment in an effective way.

Negative attitude is the one in which people think that things will happen in a harmful way. The negative attitude people always think in negative manner. Because of that their life will not come in fulfilled way.

Objectives of the study

- To analyse whether entrepreneurship is a career option among commerce students.
- To trace out their attitude level towards entrepreneurship.
- To suggest suitable measures to encourage Entrepreneurship among students in future.

Scope of the Study

This research is conducted among arts and science college students in Alangulam Taluk, Tenkasi District. This research was help to know the attitude of students in taking entrepreneurship as a line of business and its help to improve the entrepreneurship programmes to promote entrepreneurship and to develop a country.

Review of Literature

Satheesh kumar.C (2017) clearly define that entrepreneurship plays a vital role in developing our wealth by moulded the students and young entrepreneurs with innovations and entrepreneurial capacity. The beneficiary planned at decision out the attitude point of commerce students in the direction of entrepreneurship. He found that the teachers do not motivate their students to befall an entrepreneur. He concluded that teacher's motivations are not much effective to accomplish the support to become a new entrepreneur.

Research Methodology

The methodology used by the research was descriptive approach.

Data collection

The study includes together primary and secondary data. Primary data were collected by a structured questionnaire. The secondary data were collected from books, journals and websites. The collected data are tabulated and focus to statistical analysis like simple percentages and tabulation in order to make the process of analysis more clear and simple to understand. The study confined to Alangulam Taluk Arts and Science College, in Tenkasi District in the state TamilNadu.

Sampling unit

Commerce students from Arts and Science College in Alangulam Taluk, Tenkasi District who are pursuing their under-graduation in commerce were taken as samples of the study.

Sample size

The studies to be conducted with the sample range of 100 students.

DATA ANALYSIS AND INTERPRETATION

TABLE 1

DEMOGRAPHIC DETAILS

	OPINIION	NO.OF RESPONDENTS	PERCENTAGE
Gender	Male	66	66
	Female	34	34
	Total	100	100
Age	18-20	24	24
	21-23	76	76
	Total	100	100

Source: Primary Data

The maximum 66% respondents are Male in association with Female respondents of 34%. The research determines the attitude just before entrepreneurship education under gender perspective.

In the main 76% of the respondents go to the age group is 21-23 years and 24% of the respondents go to the age group of below 18-20 years.

TABLE 2
CAREER PLAN AFTER GRADUATION

Sl.No.	OPINIION	NO.OF RESPONDENTS	PERCENTAGE
1	Higher Education	38	38
2	Government Job	16	16
3	Job in Private company	20	20
4	Self Employment	14	14
5	Does not decided	12	12
	Total	100	100

Source: Primary Data

The above table exposed of 100 respondents, 38% of the respondents belongs to higher education. 20% of the respondents are preferred to job in private company. 16% of the respondents hope to Government Job. 14% of the respondents have aspiration to Self employment. 12% of the respondents have negative response about their career plan.

TABLE 3
HAVING ENTREPRENEURS IN THEIR FAMILY

Sl.No.	OPINIION	NO.OF RESPONDENTS	PERCENTAGE
1	Yes	37	37
2	No	63	63
	Total	100	100

Source: Primary Data

The above table showing of 100 respondents, 63% of the respondents didn't have an entrepreneur in their family. 37% of the respondents surround an entrepreneur in their family.

TABLE 4
MOTIVATING FACTORS WHICH INCREASE THE DESIRE FOR ENTREPRENEURSHIP

Sl.No.	FACTORS	NO.OF RESPONDENTS	PERCENTAGE
1	Family Members	25	25
2	Neighbourhood Entrepreneurs	15	15
3	Career Advisor	21	21
4	Education system/College	27	27
5	Others	12	12
	Total	100	100

Source: Primary Data

The response to the question whom or what motivated the students to start their own business, Majority 27% of the respondents replied that they are motivated by Education system and their College. 25% of the respondents are motivated by their family member. 21% of the respondents are indicated to their Career advisor. 15% of the respondents are motivated by entrepreneurs in their neighbourhood. 12% of the respondents are motivated by others.

TABLE 5
PARTICIPATION IN ENTREPRENEURIAL DEVELOPMENT/ TRAINING PROGRAMMES

Sl.No.	OPINION	NO.OF RESPONDENTS	PERCENTAGE
1	Yes	46	46
2	No	54	54
	Total	100	100

Source: Primary Data

Majority 54% of the respondents replied that they are did not have the opportunities to participate in Entrepreneurial Development Programmes and the rest 46% of the respondents are participate in such programmes.

TABLE 6
ATTITUDE LEVEL OF THE RESPONDENTS TOWARDS ENTREPRENEURSHIP

Sl.No.	OPINION	NO.OF RESPONDENTS	PERCENTAGE
1	High	32	32
2	Moderate	48	48
3	Low	20	20
	Total	100	100

Source: Primary Data

Majority 48% of the respondents have Moderate level opinion towards entrepreneurship. 32% of the respondents given High level opinion and the rest 20% of the respondents are Low level opinion towards entrepreneurship.

FINDINGS OF THE STUDY:

- It is found that, out of 100 respondents, 66% respondents are Male in comparison with Female respondents and it is observed that, 76% of the respondents belong to the age grouping of 21-23.
- It is discovering that, 38% of the respondents belong to higher education of their Career plan after under graduation.
- It is found that, out of 100 respondents, 63% of the respondents didn't have entrepreneurs in their family.

- It is observed that, out of 100 respondents, Majority 27% of respondents to answer that they are motivated by Education system and their College.
- It is revealed that, Majority 54% of respondents to answer that they are did not have the opportunities to participate in Entrepreneurial Development Programmes.
- It is found out that, 48% of the respondents have Moderate level opinion towards entrepreneurship.

RECOMMENDATION OF THE STUDY

Universities should involve in our early stage to provide entrepreneurship education on to increase awareness of students about entrepreneurship, shaping their attitude and enhancing their perceived behavioral control and personality traits.

Entrepreneurial interest among students would be improved if their colleges brought them into contact with the networks needed to start new business and help them to create new venture creations.

Higher Education systems can also more rapidly the entrepreneurial intensions of students by increasing entrepreneurial awareness and importance. Entrepreneurship Guidance cell in colleges should arrange workshops, seminars, training oriented on Entrepreneurship Development Program.

Conclusion

Entrepreneurship among students has no doubt to improve the possessions of the state in general and of the family particular. Today, students are willing to take up activities that were considered the preserve the growth of the economy. While undertaking the present study it become evident that young educated students have interest in entrepreneurship. Therefore, around to be need to gain more knowledge about the young educated students and their views on entrepreneurship. Rural area Students have different attitude towards self employment because of many factors influence their perception to start their own business.

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