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## An Analytical Study of Attitude, Awareness and Willingness of Commerce Students towards Social Entrepreneurship

<sup>1</sup>Brij Lally, <sup>2</sup>Prof. (Dr.) Anurag Agarwal

<sup>1</sup>Research Scholar, Commerce

M.J.P. Rohilkhand University, Bareilly (U.P.)

<sup>2</sup>Research Guide & Head, Dept. of Commerce

S. S. (P.G.) College, Shahjahanpur (U.P.)

### Summary:

"Social entrepreneurship" is a concept related to social problems. A social entrepreneur is aware of the problems of the society in which they live. They identify social problems and strive to bring about social change to address them. They measure the success of their venture not by profit or loss but by the impact it has on society. The concept of social entrepreneurship is a newly developing concept in India. The development and expansion of this concept require a positive attitude, a high level of awareness and a strong readiness. A country or society is built not by materials but by its manpower. A young generation dedicated to the nation builds a progressive society and a developing country. Therefore, it is essential that young people pursuing higher education work not only for economic gain but also for social welfare. This research paper presents a survey of the attitudes, awareness and readiness of commerce graduate students towards social entrepreneurship.

**Key words:** Social entrepreneurship, attitude, awareness and readiness.

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### Preface:

"Social entrepreneurship" is a concept related to social problems. It requires a social perspective, an inquisitive spirit, a commitment to humanity and a goal of social welfare. The reward of social entrepreneurship is not profit, but the resolution of social problems. Therefore, social entrepreneurship plays a vital role in the social development of any country. Since social development is the foundation of sustainable economic development, social entrepreneurship significantly impacts not only social development but also a country's economic development.

A social entrepreneur is aware of the problems of the society in which he lives. These problems can range from environmental, education, unemployment, health, women and child welfare, gender equality, racial discrimination, inter-caste marriages and so on. The nature of the problems depends on the state of social development, economic conditions, culture and educational and technological advances. A social entrepreneur identifies social problems and undertakes initiatives to address them. He measures the success of his venture not by profit or loss but by the impact on society. Just as a typical entrepreneur undertakes economic innovations to advance his business, a social entrepreneur undertakes social innovations for social progress and empowerment. Essentially, a social entrepreneur works for non-profit purposes. His primary objective is to bring about social change, address social problems and promote society's progress. Although a social entrepreneur does not pursue entrepreneurship for financial gain, if he gains any profit from an enterprise established for social welfare purposes, he reinvests the entire profit back into the same or another social project. A social entrepreneur can be an individual, a community, a group or an organization. They are identified by the nature of their work. They are driven by social welfare, not self-interest.

A country or society is not built by materials but by its people's power. A young generation dedicated to the nation builds a progressive society and a developing country. Therefore, it is essential that young people work not only

for economic gain but also for social welfare. They should discover and observe the problems prevalent in their society and be entrepreneurial with a spirit of altruism to address them.

#### **Research Problem:**

The concept of social entrepreneurship is a newly emerging concept in India. Therefore, developing and expanding this concept requires a positive attitude, a high level of awareness and a strong sense of urgency. Since the primary objective of an enterprise is to provide goods and services to society to satisfy its needs, entrepreneurship is a socially relevant discipline. A progressive society is the foundation for advanced economic entrepreneurship. Therefore, an economic entrepreneur must also be aware of and prepared for social entrepreneurship. Therefore, it is a matter of research to examine the attitudes and behaviours of the younger generation studying commerce toward social entrepreneurship.

#### **Objectives of study:**

Although entrepreneurship is a natural trait that can be possessed by anyone, it is desirable for those in the commerce field and for students pursuing commerce education. Commerce students are expected to serve the nation and society as self-employed individuals or entrepreneurs after completing their commerce education. Therefore, the purpose of this research paper is to study the attitudes, awareness and readiness of commerce students toward social entrepreneurship. Its objectives can be explained as follows:

1. To study the attitude of commerce students towards social entrepreneurship.
2. To study the awareness of commerce students towards social entrepreneurship.
3. To study the readiness of commerce students towards social entrepreneurship.

#### **Study Hypothesis:**

1. The attitude of commerce students towards social entrepreneurship is not positive.
2. There is no awareness among commerce students about social entrepreneurship.
3. Commerce students are not ready for social entrepreneurship.

#### **Scope of Study:**

The present study is limited to third-year B.Com. (Hons.) and third-year B.Com. (Computer) students at Swami Shukdevanand College, Shahjahanpur (Uttar Pradesh). The findings can be generalized to commerce students, i.e., potential young entrepreneurs.

#### **Research Techniques:**

The present study is a micro-level survey study based on primary data. The target group for the study was 60 third-year B.Com. (Hons.) students and 60 third-year B.Com. (Computer) students studying at Swami Shukdevanand Mahavidyalaya, Shahjahanpur (Uttar Pradesh). A self-designed questionnaire consisting of 15 questions was administered to all 120 students. Completed questionnaires were received from 35 B.Com. (Hons.) students and 42 B.Com. (Computer) students. Of these, the questionnaires from 08 B.Com. (Hons.) students and 09 B.Com. (Computer) students were rejected due to incompleteness and vagueness. Therefore, questionnaires from 27 B.Com. (Hons.) students and 33 B.Com. (Computer) students were used for the research. Thus, the sample included a total of 60 undergraduate commerce students. Percentages were used for analysis and chi-square test was used for hypothesis testing.

**Analysis and Interpretation:**

**1. Attitude of commerce students towards social entrepreneurship:**

Attitude refers to the presence of psychologically positive or negative feelings regarding a topic. Attitude depends on the characteristics of each individual. It can also be defined as a viewpoint toward an object, event or task. Table No. 01 presents the attitudes of commerce students toward social entrepreneurship.

**Table No. 01**  
**Nature of Attitude towards Social Entrepreneurship**

Attitude	Student Number	Percent
Positive	57	95
Negative	03	05
<b>Total</b>	<b>60</b>	<b>100</b>

**Source: Primary data obtained through survey.**

Table No. 01 clearly shows that 57 out of 60 undergraduate commerce students have a positive attitude toward social entrepreneurship. Consequently, 95 percent of students believe that general or economic entrepreneurs should also venture into social entrepreneurship.

**2. Awareness of commerce students towards social entrepreneurship:**

Awareness refers to consciousness regarding a topic. It is a relative concept. Awareness reveals a person's sensitivity and knowledge regarding an object, event or problem. In simple terms, it can also be described as the level of knowledge or awareness regarding a topic. Table No. 02 is presented to illustrate the awareness of commerce students regarding social entrepreneurship.

**Table No. 02**  
**Level of Awareness towards Social Entrepreneurship**

Awareness	Student Number	Percent
Vigilant	54	90
Non-Aware	06	10
<b>Total</b>	<b>60</b>	<b>100</b>

**Source: Primary data obtained through survey.**

Table 2 clearly shows that 54 out of 60 undergraduate commerce students are aware of the concept of social entrepreneurship. Consequently, 90 percent of students have a good understanding of social entrepreneurship. Students have a high level of awareness regarding social entrepreneurship.

### 3. Readiness of commerce students towards social entrepreneurship:

Readiness refers to being willing or ready to do something practically in relation to a topic. Readiness is defined as being ready to take action. Table No. 03 illustrates the readiness of commerce students toward social entrepreneurship.

**Table No. 03**  
**Readiness Status towards Social Entrepreneurship**

Promptness	Student Number	Percent
Prompt	52	87
Non- Prompt	08	13
<b>Total</b>	<b>60</b>	<b>100</b>

Source: Primary data obtained through survey.

Table No. 03 clearly shows that 52 out of 60 undergraduate commerce students are interested in social entrepreneurship. Consequently, 87 percent of students are interested in social entrepreneurship.

### Hypothesis Testing:

Table No. 04 is presented to test the hypotheses established in the research study:

**Table No. 04**  
**Readiness Status towards Social Entrepreneurship**

Sr. No.	Hypothesis	Calculated value of chi-square	Standard value of chi-square	Decision
1.	The attitude of commerce students towards social entrepreneurship is not positive.	48.6	3.84	Rejected
2.	There is no awareness among commerce students about social entrepreneurship.	38.4	3.84	Rejected
3.	Commerce students are not ready for social entrepreneurship.	32.3	3.84	Rejected

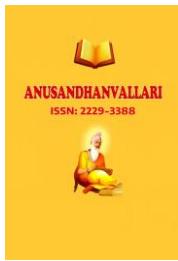
Note: The standard value of chi-square is for degree of freedom 1 at 0.05 level of significance.

It is clear from Table No. 04 that all the three hypotheses were rejected by the Chi-square test.

### Conclusion:

1. The attitude of undergraduate commerce students towards social entrepreneurship is positive.
2. There is a high level of awareness among undergraduate commerce students towards social entrepreneurship.
3. There is a strong willingness among graduate level commerce students towards social entrepreneurship.

The study revealed that the majority of young people studying commerce embrace social entrepreneurship. They believe that an entrepreneur should work for social welfare, without any desire for profit, while simultaneously



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earning money. Therefore, it is likely that if these young people become entrepreneurs after completing their education, they will also work selflessly to solve social problems and promote social upliftment.

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