



A Study on Factors Determining Entrepreneurial Aspirations of Arts and Science College Students in Tirunelveli District

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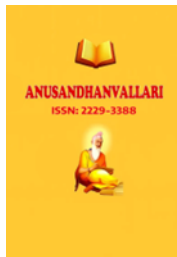
Abstract

The most important intension of the present study is to identify the factors determining entrepreneurial aspirations among arts and science college students. This study uses primary data that are collected using the structure questionnaire about creative thinking, leadership, commitment, communication skills and achievement motivation factors determining entrepreneurial aspirations. All data collected and analysed based on a five point Likert scale. The researcher has used purposive sampling technique for this study. The sample size of this research was 150 arts and science college students. It is concluded that the factors namely creative thinking, leadership, commitment, communication skills and achievement motivation influence the entrepreneurial aspirations of arts and science college students in Tirunelveli district. It is identified that the variables creative thinking, leadership, commitment, communication skills and achievement motivation are closely connected and have an effect on the entrepreneurial aspirations of arts and science college students in Tirunelveli district. The findings of this study will helpful to the planners and policy makers to make crucial steps to promote entrepreneurial intelligence among the arts and science college students.

Key Words: Entrepreneurial Aspirations, Achievement Motivation, Leadership and Communication Skills

INTRODUCTION

Finding a job can be difficult and not easy for college students in today's competitive job environment. Nowadays, many college students are preferring to work as employee in a private organization or becoming employees in government organisation. Only few of them consider creating self-employment or becoming entrepreneur due to lack of self-assurance in their skill and capital. To make entrepreneurial career as successful, individuals need to take risk, look forward, visionary and intellectual inquisitiveness. In order to reduce the uncertainty, the entrepreneurs should calculate the risks and evaluate the opportunities. Educational background is one of the critical factors to entrepreneurial inspiration in addition to the external factors.



STATEMENT OF THE PROBLEM

Development in Entrepreneurship in a country increases nation industrial growth. Entrepreneurial development in a country contributes growth of industries. Growth of industries relies upon the young entrepreneurs' growth in the country. But very low of participation of the arts and Science College students in entrepreneurship actions. After graduation, most of the arts and science college students are screening their attention to clutch a job. They are not ready to take risk to become an entrepreneur. Youth of today will be pillar stone of a nation for tomorrows. So the educated youth need to be initiated to take up this difficult task. Instead of probing for job the youth must become the job giver. Taking into account the need for growth of industries and the steps to be taken to influence the freshers from the college to select for entrepreneurship as the career, the researcher want to study the factors determining entrepreneurial aspirations among arts and science college students. The findings of this study will helpful to the planners and policy makers to make necessary steps to promote entrepreneurial intelligence among the arts and science college students.

SIGNIFICANCE OF THE STUDY

The behaviors of entrepreneurs are crucial to the growth of economic and modern society prosperity. Hence the researcher has taken hard work to know more about entrepreneurship, factors determining entrepreneurial aspirations among arts and science college students. The major aim of this study is to find out the factors determining entrepreneurial aspirations among arts and science college students.

OBJECTIVES OF THE STUDY

- ✓ To study the factors determining Entrepreneurial Aspirations of respondents in Tirunelveli district
- ✓ To analyse the factors determining Entrepreneurial Aspirations among different age group of respondents in Tirunelveli district.

METHODOLOGY

This study uses primary data that are collected using the enclosed questionnaire about creative thinking, leadership, commitment, communication skills and achievement motivation factors determining entrepreneurial aspirations. All data collected and analysed based on a five point Likert scale. The researcher has used purposive sampling technique for this study. The sample size of this research was 150 respondents.

ANALYSIS AND INTERPRETATION

Age Group and Factors determining Entrepreneurial Aspirations of Respondents

An attempt was made to know the factors determining the entrepreneurial aspirations of Respondents. To achieve the aim, One-way ANOVA analysis was performed. The following null hypothesis (H_0) was framed

to test the interaction effect between the factors determining the entrepreneurial aspirations of Respondents and age group.

H_0 : There is no significant interaction effect between factors determining the entrepreneurial aspirations of Respondents and age group

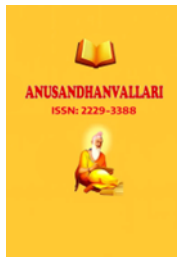
The following table shows the result of 'ANOVA' test for significant difference among age group of respondents with respect to the factors determining the entrepreneurial aspirations of Respondents in Tirunelveli District.

Table 1
ANOVA for Significant difference among Age Group with respect to the factors determining the entrepreneurial aspirations of Respondents

Factors	Measures	Sum of Squares	df	Mean Square	F	Sig.
Creative thinking	Between Groups	9.836	2	4.918	.081	.922
	Within Groups	8900.857	147	60.550		
	Total	8910.693	149			
Leadership	Between Groups	9.867	2	4.933	.113	.893
	Within Groups	6389.626	147	43.467		
	Total	6399.493	149			
Commitment	Between Groups	206.738	2	103.369	2.072	.130
	Within Groups	7282.430	146	49.880		
	Total	7489.168	148			
Communication Skills	Between Groups	3.466	2	1.733	.042	.959
	Within Groups	6008.694	147	40.875		
	Total	6012.160	149			
Achievement Motivation	Between Groups	141.391	2	70.696	1.942	.147
	Within Groups	5349.969	147	36.394		
	Total	5491.360	149			

Source: Computed Data

Table 1 shows that the observed F value for the interaction between the creative thinking factors determining entrepreneurial aspirations of respondents and age group is 0.081, which is connected with a 92.2 percent risk in not accepting the null hypothesis. This is enormous a risky (far above the standard of 5 percent



risk), so the study is unable to reject the null hypothesis (H_0) in a case of the creative thinking factors determining entrepreneurial aspirations of respondents and age group. The study, therefore, concluded that there was no statistically significant interaction effect between creative thinking factors determining entrepreneurial aspirations of respondents and age group, $F = 0.081$, $p = 0.922 > 0.05$.

This indicates that the effect of creative thinking factors determining entrepreneurial aspirations of respondents does not depend on the age group or, equivalently, the effect of age group not depends on the creative thinking factors determining entrepreneurial aspirations of respondents.

Table 1 further shows that the observed F value for the interaction between the leadership factors determining entrepreneurial aspirations of respondents and age group is 0.133, which is connected with a 89.3 percent risk in not accepting the null hypothesis. This is enormous a risky (far above the standard of 5 percent risk), so the study is unable to reject the null hypothesis (H_0) in a case of the leadership factors determining entrepreneurial aspirations of respondents and age group. The study, therefore, concluded that there was no statistically significant interaction effect between leadership factors determining entrepreneurial aspirations of respondents and age group, $F = 0.113$, $p = 0.893 > 0.05$.

This indicates that the effect of leadership factors determining entrepreneurial aspirations of respondents does not depend on the age group or, equivalently, the effect of age group not depends on the leadership factors determining entrepreneurial aspirations of respondents.

Table 1 further depicts that the observed F value for the interaction between the commitment factors determining entrepreneurial aspirations of respondents and age group is 2.072, which is connected with a 13.6 percent risk in not accepting the null hypothesis. This is enormous a risky (far above the standard of 5 percent risk), so the study is unable to reject the null hypothesis (H_0) in a case of the commitment factors determining entrepreneurial aspirations of respondents and age group. The study, therefore, concluded that there was no statistically significant interaction effect between commitment factors determining entrepreneurial aspirations of respondents and age group, $F = 2.072$, $p = 0.130 > 0.05$.

This indicates that the effect of commitment factors determining entrepreneurial aspirations of respondents not depend on the age group or, equivalently, the effect of age group not depends on the commitment factors determining entrepreneurial aspirations of respondents.

Table 1 further reveals that the observed F value for the communication skills factors determining entrepreneurial aspirations of respondents and age group is 0.042, which is connected with a 95.9 percent risk in not accepting the null hypothesis. This is enormous a risky (far above the standard of 5 percent risk), so the study is unable to reject the null hypothesis (H_0) in a case of the communication skills factors determining entrepreneurial aspirations of respondents and age group. The study, therefore, concluded that there was no statistically significant interaction effect between communication skills factors determining entrepreneurial aspirations of respondents and age group, $F = 0.042$, $p = 0.959 > 0.05$.

This indicates that the effect of communication skills factors determining entrepreneurial aspirations of respondents does not depend on the age group or, equivalently, the effect of age group not depends on the communication skills factors determining entrepreneurial aspirations of respondents.

Table 1 further discloses that the observed F value for the interaction between the achievement motivation factors determining entrepreneurial aspirations of respondents and age group is 1.942, which is connected with a 14.7 percent risk in not accepting the null hypothesis. This is enormous a risky (far above the standard of 5 percent risk), so the study is unable to reject the null hypothesis (H_0) in a case of the achievement motivation factors determining entrepreneurial aspirations of respondents and age group. The study, therefore, concluded that there was no statistically significant interaction effect between achievement motivation factors determining entrepreneurial aspirations of respondents and age group, $F = 1.942, p = 0.147 > 0.05$.

This indicates that the effect of achievement motivation factors determining entrepreneurial aspirations of respondents does not depend on the age group or, equivalently, the effect of age group not depends on the achievement motivation factors determining entrepreneurial aspirations of respondents.

FACTORS DETERMINING ENTREPRENEURIAL ASPIRATIONS – A REGRESSION ANALYSIS

An attempt has been made to find the effect of independent variables (creative thinking, leadership, commitment, communication skills and achievement) on the entrepreneurial aspirations by using Regression Analysis. The analysis has been undertaken from the information available from the questionnaire. The variables such as creative thinking, leadership, commitment, communication skills and achievement are taken as independent variables. The entrepreneurial aspirations is taken as dependent variable. This has been undertaken to find the predictor variables for the dependent variable.

The results of the Regression Analysis on the basis of the opinion score on entrepreneurial aspirations are given in Table 2.

Table 2
Results of the Regression Analysis – Entrepreneurial Aspirations

Sl. No.	Variable	Regression Coefficients (B)	Std. Error	Beta	t	Sig.
1	(Constant)	75.215	5.938			
2	Creative thinking	.738	.181	.223	4.072	**
3	Leadership	.490	.122	.214	4.015	**
4	Commitment	.499	.161	.185	3.107	**
5	Communication skills	.587	.190	.168	3.092	**
6	Achievement motivation	.502	.172	.159	3.071	**

B – Refers to regression coefficient

R: Multiple correlation

R	R Square	F	Sig.
.843	.788	19.283	**

From Table, it can be seen that all the predictor variables have been entered simultaneously for regression equation because no multicollinearity exists among the selected variables. The model summary table shows the overall predictability of the regression model. Adjusted R² value 0.788 states that all the independent variables have 78.8 % influence on the dependent variable – entrepreneurial aspirations. In other words, the independent variables influence the entrepreneurial aspirations to the extent of 79%.

ANOVA results reveal p-value as 0.000 (F value = 19.283) which is less than 0.05 and it indicates that regression model is statistically significant. So the null hypothesis is rejected. Hence, there is significant relationship between the variables tested in the hypothesis. It is also identified from the coefficient table that all the variables have significant positive effect on the entrepreneurial aspirations, since all the significant value of predictor variables is less than 0.05. Thus, it has been identified that the variables creative thinking, leadership, commitment, communication skills and achievement motivation are closely connected and have an effect on the entrepreneurial aspirations.

SUGGESTIONS

- ✓ Even though the entrepreneurship topics in the curriculum to prepare the students' with basic entrepreneurship knowledge, the low aspirations of students to be self employed. Therefore, the Centre for Entrepreneurship has a major role to play in communication of entrepreneurship, seminars conducting, counselling and workshops on career development and entrepreneurship skills for the students.
- ✓ Course of entrepreneurship should be introduced as a compulsory course for all students irrespective of their field of study. The department should also identify successful entrepreneurs who can act as role models for the students and organise special lectures/workshops to trigger entrepreneurial spirit.
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CONCLUSION

It is concluded that the factors namely creative thinking, leadership, commitment, communication skills and achievement motivation influence the entrepreneurial aspirations of arts and science college students in Tirunelveli district. It is identified that the variables creative thinking, leadership, commitment, communication skills and achievement motivation are closely connected and have an effect on the entrepreneurial aspirations of arts and science college students in Tirunelveli district.

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