



# A STUDY ON ENTREPRENEURIAL MOTIVATION AMONG COLLEGE STUDENTS (WITH SPECIAL REFERENCE TO CHANGANACHERRY TALUK)

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## CHAPTER 1

### INTRODUCTION

#### 1.1 INTRODUCTION

In a developing economy entrepreneurial development is of vast importance. The major two issues faced by developing countries are status of employment and under employment. Entrepreneurship is an effective remedy for unemployment as well as under employment. Entrepreneurship is a collaboration of people having an objective to implement their business idea. It can be developed and fostered through specific instructional and intensive coaching programs. Entrepreneurship education develops a person to become an entrepreneur. It can be developed by enabling student's personal interest and pursued with relevant activity. Entrepreneurial preferences have a direct relationship with future business orientation. Being a remedy for state of unemployment, entrepreneurship development is of vast importance in Kerala. Wherever the well qualified, educated, proficient youth encounter the severe issues of unemployment entrepreneurship can be promoted. Students are more likely to formulate choice of starting their own business. They feel success, recognition and can evaluate their own and others interest. Motivating college students towards a culture of entrepreneurship and innovation will have an impact, both regionally and internationally.

#### 1.2 STATEMENT OF PROBLEM

The study area is Changanacherry taluk of Kottayam district, Kerala. 60 college students of Changanacherry taluk are randomly selected for the study. Changanassery (also known by its former name Changanacherry) is a municipal town in Kottayam district in the state of Kerala, India. Changanassery is the gateway to the Western Ghats

and Kuttanad. It is one of the major educational and religious centers of Kerala, with nearly 100% literacy. There are five colleges, eight higher secondary schools, one vocational higher secondary school and ten high schools within a four-kilometer radius of the town. The main colleges of Changanassery taluk are St. Berchmans College, Assumption College, NSS Hindu College, St. Joseph College of Communication and Kristu Jyothi College. The students for the study are selected from these colleges.

#### 1.3 SCOPE OF STUDY

Entrepreneurship education is an important solution to the unemployment situation of university graduates. This is done by guiding them to organize a new ventures. UG and PG students who pursue their own ideas through entrepreneurship are more likely to find satisfaction in their careers, as well as impacting job creations. This study focuses on factors determining entrepreneurial motivation of college students. This study has been confined only to colleges in "CHANGANASSERY TALUAK". This investigation helps to examine how college students are being motivated towards entrepreneurship.

#### 1.4 OBJECTIVES OF THE STUDY

- To analyze the entrepreneurial attitude of students in general.
- To analyze the role of academic institution in developing entrepreneurial behavior.
- To evaluate the attitude of students towards entrepreneurship.
- To analyze the awareness of college students about problems faced by entrepreneurs.



**1.5 METHODOLOGY**

Methodology is a crucial step in any research because it directly influences the whole research and findings. The present study is carried out with reference to "A STUDY ON ENTREPRENEURIAL MOTIVATION AMONG COLLEGE STUDENTS WITH SPECIAL REFERENCE TO CHANGANASSERRY TALUK". The primary source of data collection is based on structured questionnaire. The sample size denotes the number of samples used for conducting study. The sample size consisting of 60 samples are selected using convenient sampling method. The collected data is analyzed and interpreted by using percentage analysis and expressed in the form of tables, charts etc. The data are collected from both primary and secondary sources. Primary data are collected using questionnaire method and secondary data are collected from published sources such as articles, journals, newspapers, books etc. Period of the present study is from June 2020 to July 2020.

**CHAPTER - 2  
THEORITICAL FRAMEWORK**

**2.1 ENTERPRISE AND ENTREPRENEUR**

An enterprise is an entity or an organization that is created for industrial functions or business ventures that requires efforts. It's targeted on providing merchandise and services, keeping in sight of numerous aspects like monetary, commercial, and industrial. An enterprise consists of people and physical assets with a typical goal of generating profits. A person, who creates an enterprise is named as business person. The act of creating an enterprise is understood as entrepreneurship. Entrepreneurship could be a method of organizing and managing a business venture and assumptive risks concerned in it. It involves making and implementing new ideas and artistic solutions. Entrepreneurship has emerged over the last 20 years because of the strongest economic forces and ever increasing ideas and knowledge base. It plays a major role in employment generation, which in turn increases the national income of the country. The success and failure of an enterprise depends on the potential of the business person. A business person must be targeted on adapting himself/herself in tune with the changes happening within the economy, industries and market. A business person ought to be able to bear risks and uncertainties concerned with the business. The formulation of an effective business plan and sound execution help an entrepreneur to maximize the chances of success. (Nitisha, nd)

**2.2 CONCEPT OF ENTREPRENEURSHIP**

According to Micro, Small, and Medium Enterprises Development (MSMED) Act 2006 "Enterprise means an industrial undertaking or a business concern or any other establishment, by whatever name called, engaged in the manufacture or production of goods, in any manner, pertaining to any industry specified in the first schedule to the industries". The act of making a brand new enterprise in response to known opportunities is termed as entrepreneurship. In different words, entrepreneurship is outlined as an action taken by an entrepreneur to ascertain a brand new enterprise. The activities of an enterprise is understood in terms of either beginning a brand new enterprise or reviving the present enterprise. This involves a definite degree of risk. Act of entrepreneurship is commonly allied with true uncertainty of market for its product. Even if the market exists, there's no guarantee that a selected new enterprise would be able to develop his/her foothold in existing market. (Tax Guru, 2020)

**2.3 DEFINITION OF ENTREPRENEUR**

An entrepreneur is an individual, who establishes an enterprise. The word entrepreneur has been derived from a French word *entreprendre*, which means to undertake. An entrepreneur is a person, who undertakes risks, mobilizes resources, and generates employment by establishing and running an enterprise. According to Encyclopedia Americana (1988) "An entrepreneur is a person who assumes the risk of bringing together the means of production. It includes capital, labor, and material, and receives his reward in profit from the market value of his product." (Guru, nd)

**CHAPTER - 3  
DATA ANALYSIS AND  
INTERPRETATION  
DATA INTERPRETATION**

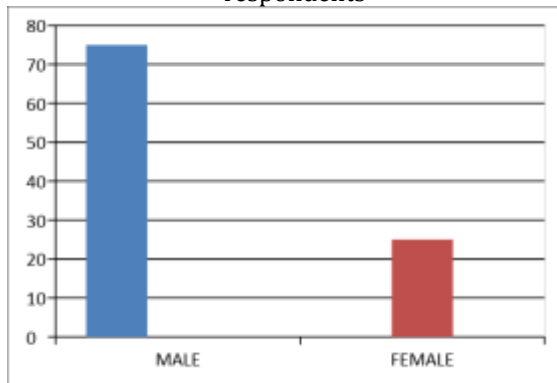
This chapter consist of analysis and interpretation. The data were collected from 60 respondents from colleges situated in Changanacherry taluk through structured questionnaire. The charts and graphs are on the basis of primary data collected.

**Table 3.1 Table showing Gender wise Classification of respondents**

CLASSIFICATION	NO. OF RESPONDENTS	PERCENTAGE
MALE	45	75
FEMALE	15	25
TOTAL	60	100



Figure 3.1 Gender wise Classification of the respondents



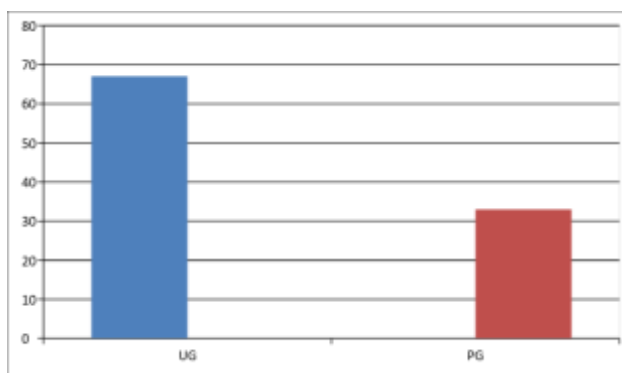
Interpretation

The above table shows the gender wise classification of respondents the analysis shows that 75% of the respondents are male and 25% are female. Here the majority of Respondents are male.

Table 3.2 Table showing Educational classification of the respondents

CLASSIFICATION	NO. OF RESPONDENTS	PERCENTAGE
UG	40	67
PG	20	33
TOTAL	60	100

Figure 3.2 Educational classification of the respondents



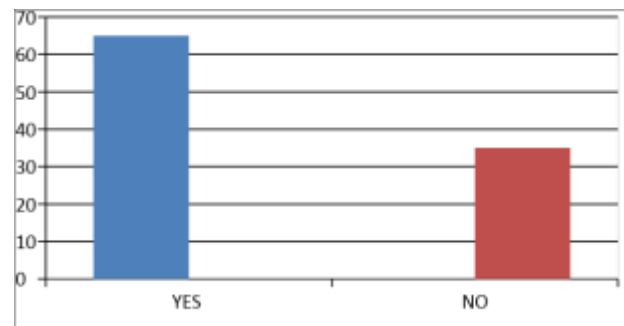
Interpretation

The data on table shows the educational qualification of the respondents. From the analysis it is clear that 67% of the respondents are U.G students and 33% are in P.G students in the classification majority of respondents are U.G students.

Table 3.3 Table showing the attitude towards becoming an entrepreneur

OPINION	NO. OF RESPONDENTS	PERCENTAGE
YES	39	65
NO	21	35
TOTAL	60	100

Figure 3.3 Attitudes towards becoming an entrepreneur



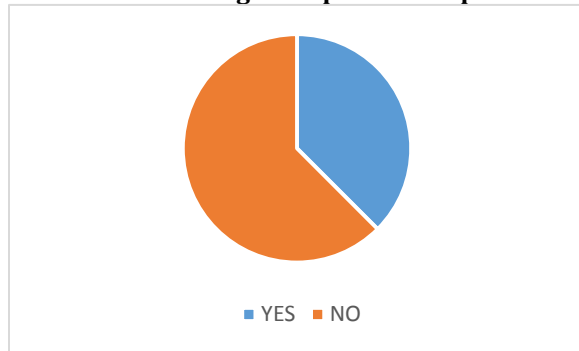
Interpretation

The above graph shows the attitude of the students towards becoming an entrepreneur. From the analysis it is clear that 65% of students wish to be an Entrepreneur in future and 35% are not willing to be an Entrepreneur.

Table 3.4 Table showing the role of University curriculum in motivating entrepreneurship

OPINION	NO. OF RESPONDENTS	PERCENTAGE
YES	33	55
NO	27	45
TOTAL	60	100

**Figure 3.4 Role of University curriculum in motivating entrepreneurship**



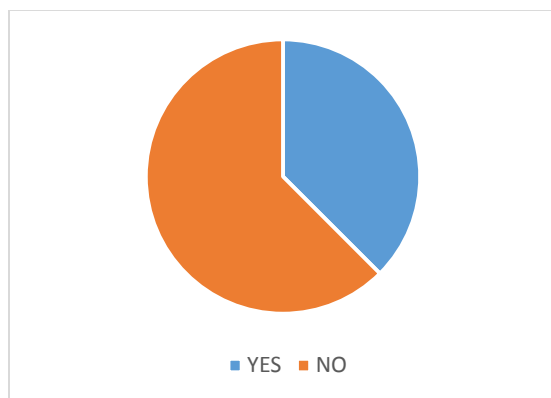
Interpretation

The above pie charts shows the awareness of respondents towards the role of university curriculum in motivating entrepreneurship. From the analysis it is clear that 55% agrees that universities have role in enhancing entrepreneurship and 45% disagree that university curriculum have no role in motivating entrepreneurship.

**Table 3.5 showing the impact of Education towards the success of an entrepreneur**

OPINION	NO. OF RESPONDENTS	PERCENTAGE
YES	42	70
NO	18	30
TOTAL	60	100

*Figure 3.5 Impact of Education towards the success of an entrepreneur*



Interpretation

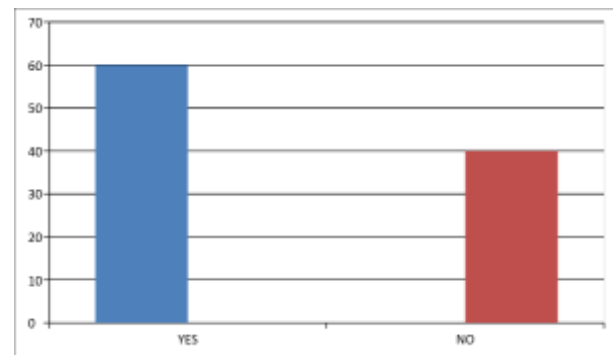
The above table shows the impact of education towards the success of an entrepreneur. From the

analysis it is clear that 70% of students are agreeing that education has effective role in achieving success and 30% of student are not supporting the view that education is a major factor in the success of an entrepreneur.

**Table 3.6 Table showing the role and participation of student in the entrepreneurship clubs of the college**

OPINION	NO. OF RESPONDENTS	PERCENTAGE
YES	36	60
NO	24	40
TOTAL	60	100

**Figure 3.6 Role and participation of student in the clubs of the college**



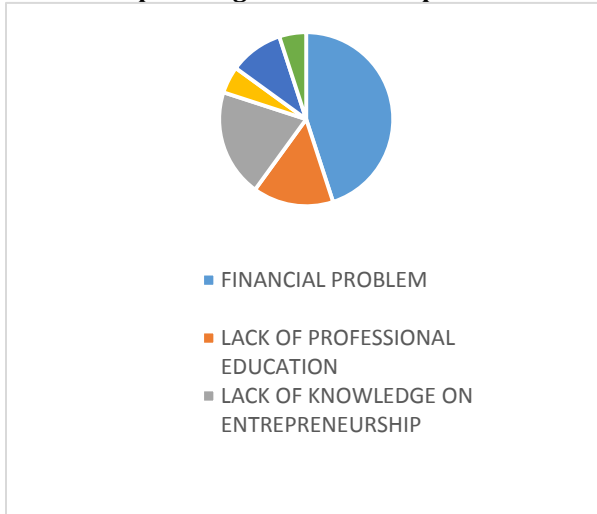
Interpretation

The above table shows the role and participation of students in the entrepreneurship clubs of the college. From the analysis it is clear that 60% of people are aware and part of that entrepreneurship clubs and 40% are not part of the entrepreneurship clubs in the college.

**Table 3.7 Table showing Problems faced by the students while planning to be an entrepreneur**

PROBLEMS	NO. OF RESPONDENTS	PERCENTAGE
FINANCIAL PROBLEM	27	45
LACK OF PROFESSIONAL EDUCATION	9	15
LACK OF KNOWLEDGE ON ENTREPRENEURSHIP	12	20
FAMILY PRESSURE	3	5
POLITICAL ISSUE	6	10
OTHERS	3	5
TOTAL	60	100

**Figure 3.7 Problems faced by the students while planning to be an entrepreneur**



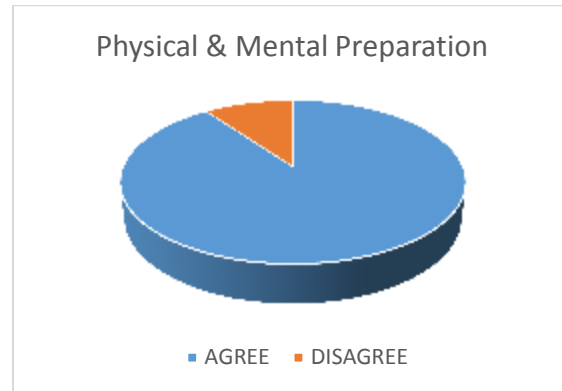
**Interpretation**

The above table shows the challenges faced by an entrepreneur. From the analysis Financial Issues was ranked 1 with 45% of the respondents. Lack of education with 15% is ranked 3. Lack of knowledge on entrepreneurship with 20% ranked 2. Family pressure is ranked 5 with 20% respondents. Political issue with 10% of respondents ranked 4.

**Table 3.8 Table showing the analysis regarding the mental and physical preparations to be an entrepreneur.**

OPINION	NO. OF RESPONDENTS	PERCENTAGE
AGREE	54	90
DISAGREE	6	10
TOTAL	60	100

**Figure 3.8 Analysis regarding the mental and physical preparations to be an entrepreneur**



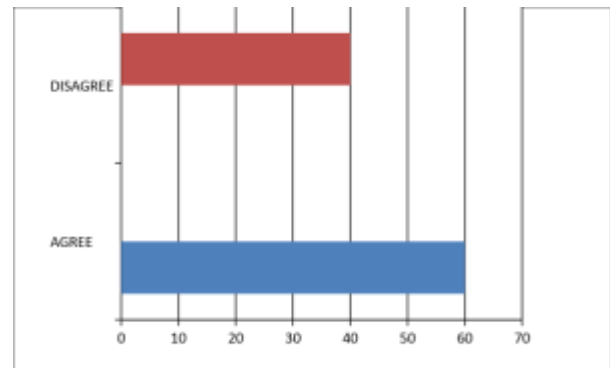
**Interpretation**

The above table shows the impact of students attitude regarding the mental and physical preparations to be an entrepreneur. From the analysis it is clear that majority i.e. 90% of people agree with fact that adequate preparation are necessary. Only less than few students i.e. 10% are against the statement.

**Table 3.9 Table showing whether the respondents are attracted to the business ideas of Entrepreneur**

OPINION	NO. OF RESPONDENTS	PERCENTAGE
AGREE	36	60
DISAGREE	24	40
TOTAL	60	100

**Figure 3.9 if the respondents are attracted to the business ideas of Entrepreneurs**



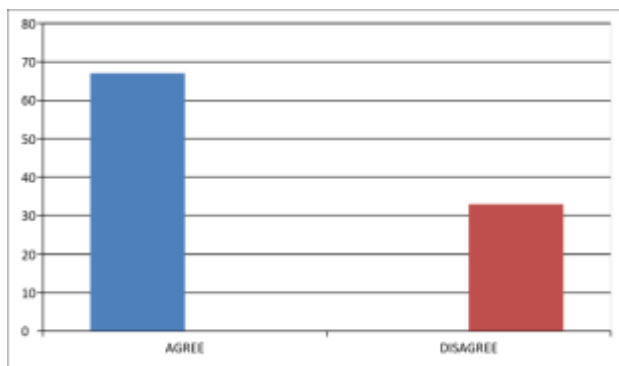
Interpretation

The above table shows whether the respondents ever been inspired by any successful entrepreneur. From the analysis it is clear that majority of the respondents i.e.; 60% says YES and 40% says NO. From this analysis we can understand that the respondents are inspired by any successful entrepreneur.

**Table 3.10 Table showing Interest of respondents to understand the working of Entrepreneurial firms.**

OPINION	NO. OF RESPONDENTS	PERCENTAGE
AGREE	40	67
DISAGREE	20	33
TOTAL	60	100

**Figure 3.10 Interest of respondents to understand the working of Entrepreneurial firms.**



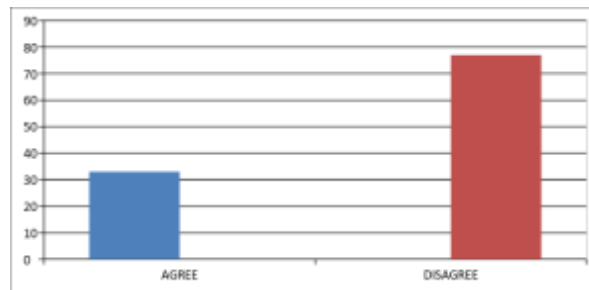
Interpretation

The above Diagram shows the interest of respondents to understand the working of entrepreneurial firms. 67% of the respondents show interest in visiting firms and the remaining 33% does not show any interest in understanding the working of entrepreneurial firms.

**Table 3.11 Table showing Gender difference as a determining factor**

OPINION	NO. OF RESPONDENTS	PERCENTAGE
AGREE	20	33
DISAGREE	40	67
TOTAL	60	100

**Figure 3.11 Gender difference as a determining factor**



Interpretation

The above table shows how gender impacts the success of entrepreneur. 33% agree that gender is a determining factor and 67% does not agree that gender is a determining factor.

**CHAPTER - 4  
FINDINGS, SUGGESTIONS AND CONCLUSION  
FINDINGS, SUGGESTIONS AND CONCLUSION**

The study titled "Entrepreneurial Motivation among College Students (with Special Reference to Changanasserry Taluk)" is conducted to know the factors determining entrepreneurial motivation of college students. It looks into how college students are being motivated towards entrepreneurship. The response was collected through questionnaire and responses were analyzed in a proper way to derive suitable findings. The findings of the study conducted are as follows:

**FINDINGS  
MAJOR FINDINGS**

- Through the study we learned that most of the college students have a positive attitude towards being an entrepreneur.
- Majority of the respondents agree that the university motivates entrepreneurship.
- It was found that the educational qualification was a key determining factor in deciding the success of an entrepreneur.
- The analysis made it clear that a vast majority of students ranked financial problems as the main reason for not pursuing entrepreneurship as a career. Lack of knowledge on entrepreneurship was cited as the second biggest reason that limits the growth of entrepreneurship. The other factors were ranked in the following order: Lack of education, Political issues, Family pressure and others.



- In the survey majority of students were of the opinion that mental and physical preparations were an essential requirement for becoming an entrepreneur.

### OTHER FINDINGS

- The majority of students agreed that they were attracted by business ideas of entrepreneurs this meant that most of the students tried to learn about how an entrepreneur went about in handling his activities
- Most of the respondents show interest in understanding the working of an entrepreneurial firm. They do this by visiting such firms or reading articles regarding the same.
- Most of the respondents felt that the gender of a potential entrepreneur does not play a vital role in his or her success as an entrepreneur.
- As most students are part of entrepreneurial clubs in their respective college these clubs can act as a platform to nurture potential entrepreneur.

### SUGGESTIONS

1. The state government must take action to include more scheme at state level to assist individuals in setting up entrepreneurial firms. They should conduct awareness campaigns regarding the same.
2. The curriculum has a direct impact on the students. Adding more practical sessions into it will boost entrepreneurial motivation into the students.
3. Extension activities should be held by college entrepreneurial clubs to increase the practical awareness among the students.
4. Financial institutions must take efforts to provide liberal financial assistance like loans having lower interest rate or security free loans.
5. The students themselves can form groups and motivate each other to pursue entrepreneurship. These groups can make arrangements to interact with other entrepreneurs, visit their firm etc.
6. Women can be encouraged by providing exclusive development programs which should be conducted by the government.

### CONCLUSION

The study was conducted to analyze the factors that motivates students in taking up entrepreneurship. Through the study it is concluded that there are a number of factors that affect growth of an entrepreneur. The motivational factor has a direct impact on students and their growth as potential entrepreneurs. Most of the students are attracted towards entrepreneurship and are well versed regarding the risk involved in entrepreneurship.

Academic, government and financial institutions act as pathways for entrepreneurial growth. The motivating factor provided by these groups of institutions have direct implication in the minds of students. Inclusion of more advanced methods in motivating students should be taken up by such institutions.

### QUESTIONNAIRE

1. Name:
2. Age:
3. Gender: Male  Female
4. Educational Qualification: UG  PG
5. Do you wish to be an entrepreneur? Yes  No
6. Who influenced you to be an entrepreneur?  
(a) Own interest  (b) Parents, Family members   
(c) Friends, relatives, well-wishers  (d) Advertisement
7. Purpose of this education for you  
(a) Social status value  (b) knowledge value  (c) only job in mind   
(d) Career or family betterment  (e) Just a way out
8. Do you think you can apply your knowledge from the study to practical work?  
Situations of your future career?  
(a) I think so  (b) Neutral   
(c) Definitely without any doubt  (d) Afraid not
9. Do you believe gender plays an important role in an entrepreneurial development?  
Agree  Disagree
10. Have you already started planning your career after the studies?  
(a) Yes, I am active in the process  (b) Neutral   
(c) Not much bothered about it at present  (d) yes to some extent
11. Between job and business what would you choose?  
(a) Only job  (b) only business  (c) undecided
12. Does your college have a club that promotes and support entrepreneurship?  
Yes  No
13. Are you aware of self-employment & entrepreneurial schemes offered by the state and central government?  
(a) Yes, I took initiative to know   
(b) Yes, see government notifications advertisements   
(c) No, neither interest nor had opportunity



14. Are you working at a spare time job in addition to study

(a) Nothing  (b) only during summer holidays

(c) Regular evening job  (d) others

15. After studies do you want to migrate to large or metropolitan cities in search better prospects?

(a) Yes  (b) No  (c) Do not know

16. Which statement exactly describe your mind set?

(a) I myself dislike entrepreneurship, self-employment and business

(b) I will not be able to invest the much needed initial capital

(c) In this social and business conditions, starting of small and medium enterprises involves high risk

(d) No demotivating factors. I will anyway be an entrepreneur, have my own Office

17. In short, do you believe you have innate motivation for entrepreneurship?

(a) Absolutely yes

(b) Yes

(c) May be

(d) No

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