

## Entrepreneurial Perception Among College Students in Thrissur District

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### Abstract

Entrepreneurship plays a vital role in the development of a nation by increasing job opportunities and improving the standard of living. Development of Entrepreneurship in a country or region depends upon the attitude and Perception about it among the public. Perception of entrepreneurship as a career will be influenced by their attitude towards the entrepreneur, entrepreneurial activity and their entrepreneurial traits. New generation having the spirit and drive towards entrepreneurship make society and economy entrepreneurial. Positive perception towards entrepreneurship through development of entrepreneurial traits and rectifying the perceived barriers can reward the society with better growth and development. An attempt has been made in this study to assess the level of perception among the Arts and Science College Students of Thrissur District towards Entrepreneurship. The study also aims to find whether there is any difference in perception with regard to gender, Family background and Discipline.

**Keywords:** Entrepreneurship; Perception; Family background; Discipline.

### Introduction

Entrepreneurship has been documented as one of the essential conditions for economic development. Many developing countries have evolved policies to support people at different level to embark on entrepreneurship. Entrepreneurial activities create further business opportunities in the economy. Entrepreneurs play major role in accelerating the pace of economic development with their innovative and creative approach to produce goods and service. Entrepreneurs are the pillars on which the economic health of society is built. Entrepreneurship is very important for development through the creation of increased job opportunities and consequent economic prosperity. Entrepreneurship contribute immensely to the economic growth and there by plays a vital role in

the development process. Entrepreneur sows the seeds of development and that in turn facilitates the economic growth and social development.

Development of entrepreneurship essentially depends upon the entrepreneurial attitude. There are general agreements that the student's perception of entrepreneurship as career will be influenced by their attitude towards the entrepreneur, entrepreneurial action and their business traits. Emerging youngsters having the spirit and drive towards entrepreneurship would entail preparing them to be successful and useful in economy. In the same manner it would make society and economy entrepreneurial. The students can form a pool that will supply future entrepreneurs, for that it's necessary for them to be aware of entrepreneurship and devolve positive perception towards entrepreneurship through development of entrepreneurial traits and rectifying the perceived barriers.

Entrepreneurship has been receiving more attention from Government and Educational institutions in this scenario. Uncertainties in global market is leading to fewer job opportunities for College graduates, and in response, the government started plans to develop creativity among students through entrepreneurial activities and programs. The relevance of Entrepreneurship education in

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India is raising day by day which may assist people to develop skills and knowledge, which could profit them for starting, organizing and managing their own enterprises. Educating the youth about the techniques of entrepreneurship is extremely important as it encourages innovation, fosters job creation and improves global competitiveness. The teaching methods should be in proper manner to enhance their knowledge, creativity, innovation and managing skills of business. An entrepreneur may be a person who search for changes of life and situation around him, and uses the change as a chance to move forward. The society should realise there's nothing as powerful as a replacement plan within the hands of a primary-class entrepreneur. The study aims to measure the level of perception about entrepreneurship among the College Students and to find whether there is difference in perception with regard to gender, Family background and Discipline.

### Statement of the Problem

Redundancy of youth is one of the most severe socio-economic problem causing troublesome in developing and underdeveloped countries and this issue has become much more in many parts of the world. In developing economies unemployment has given rise to increased migration for job opportunities. The growing number of unemployed youth indicate that the economy do not possess the employment opportunities to employ the educated youth. Hence, job opportunities has to be created which can be achieved only through self-employment. In developing countries entrepreneurship is the key basis of job creation and economic development. Although majority of youth have positive perception towards entrepreneurship, they are not ready to choose entrepreneurship as career option. As entrepreneurship is vital factor in the dynamics of national economies, it is important to determine why youth do not choose entrepreneurship as their career option. So, the present study is conducted to measure the level of perception about entrepreneurship among the College Students and to find whether there is difference in perception with regard to Gender, Family background and Discipline.

### Objectives of the Study

- ❖ To measure the level of perception about entrepreneurship among the College Students in Thrissur District.

- ❖ To find whether there is differences in perception about entrepreneurship with regard to Gender, Family background and Discipline.

## Research Methodology

### Data Collection

The study is based on both primary and secondary data. As the study is primarily evaluative in nature and mainly deals with psychology and behaviour of the individual, primary data provides information and foundation for the present study. The primary data is collected through questionnaires.

### Sample

The population comprises students of Arts and Science Colleges(Aided) in Thrissur district. From the targeted population, a sample size of 120 respondents is selected for the study. Stratified Sampling technique is used for selecting the respondents. Out of total 31 Arts and Science Colleges (Aided) in Thrissur district, students were taken only from 4 Colleges. From each college 15 students from Science stream and 15 students from Commerce stream were taken for the study.

### Reliability Analysis

In order to check the internal consistency of the scaled statements, reliability analysis using

Cronbach's Alpha reliability test was done.

**Table 1:** Reliability Statistics

Cronbach's Alpha	Number of Items
.802	23

Table 1 indicate that Cronbach's Alpha for different scaled statements was .802 which is higher than the standard Cronbach's Alpha of 0.7. Hence it is proved that internal consistency of the scale as a whole is high and the questionnaire can be considered as highly reliable.

### Analytical Tools

- ❖ Cronbach's Alpha reliability test was done to check the internal consistency of the
- ❖ scaled statements.
- ❖ Simple percentage was used to analyse demographic profile of respondents.
- ❖ Mean and standard deviation was used to determine the level of entrepreneurship

- ❖ Perception among the respondents.
- ❖ Kolmogorov Smirnov normality test was used to ensure that the samples were taken from a population with a normal distribution.
- ❖ Kruskal-wallis h test was used to test statistical difference between mean values.

#### *Limitations of the Study*

- ❖ The study was restricted to only Arts and Science Colleges of Thrissur district and hence the inference drawn are to be carefully considered for generalisation.
- ❖ The study is limited by its cross sectional data: the students are observed only at a single point in time, not across time.

#### **Data Analysis and Interpretation**

##### *Demographic Profile of the Respondents*

Male and Female respondents taken for the study was 60 each from both Category. Out of 60 Male, taken for the study 30 belongs to Commerce Group and 30 from Science stream. And same in the case of female respondents. Final year students from four Arts and Science (Aided) Colleges of Thrissur District was taken. 35% of the respondents belongs from business background while 65% of the respondents are from no business background.

##### *Hypothesis Testing of Entrepreneurship Perception among the Students.*

*Hypothesis 1:* The distribution related to perception of entrepreneurship is normal.

**Table 2:** Checking Normality of Distribution Related to Perception of Entrepreneurship

Relevant Aspects of Entrepreneurship Perception	Kolmogorov- Smirnov Z	Asymp. Sig. (2tailed)
Entrepreneurship is a means of creating wealth and job	3.600	.000
Entrepreneurship serve as link in process of innovation and development and economic growth	3.781	.000
Entrepreneurship is a way for eradication of poverty	2.291	.000
Entrepreneurship can bring significant contribution to society	3.529	.000
Entrepreneur gather and make optimum utilization of resource	3.320	.000
Entrepreneur like challenges that may risky	3.006	.000
Entrepreneur like challenges that may risky	3.006	.000
Failure do not up set entrepreneur but give reason to try again	3.069	.000
Entrepreneur should never be afraid of economic uncertainty and high probability failure	2.544	.000
Risky business will provide high return	2.253	.000
Entrepreneurship is honourable profession	2.667	.000
Entrepreneurship serve as an opportunity for one to show talents and do what one loves doing	3.345	.000
Entrepreneurship make one self-dependent	3.168	.000
An entrepreneur has better position in society	2.834	.000
Entrepreneurship is good way to make lot of money	2.900	.000
Entrepreneurship improve family status and prestige	2.655	.000
Entrepreneur is not in control of any body so can work at his leisure	2.795	.000
Entrepreneur can try out new ideas without others permission	2.764	.000
An entrepreneur can command and motivate others	2.855	.000
Entrepreneurship guarantees flexibility in balancing work and family life	2.634	.000
Entrepreneurship course should made compulsory to stimulate entrepreneurial spirit	3.105	.000
Arranging entrepreneurship development programme help students to start business	3.378	.000
Entrepreneurship develop ment cell/club can stimulate entrepreneurial spirit	3.558	.000
Interaction with successful entrepreneurs and industrial visit pave way for entrepreneurship	3.328	.000

Source: Primary data.

The above table 2 indicate the normality of distribution related to various aspects of entrepreneurship perception. It is clear that variable does not follow the normal distribution as the p value is less than .05. Hence we have to follow non-parametric test to prove the difference occurred in the above data are statistically significant. So kruskal-wallis H test have to use to check the difference in the mean value found in the variable of Gender, Disciplines and family background.

*Hypothesis 2:* The entrepreneurship perception among students is independent to their Gender, Discipline studied and Family back ground.

**Gender wise Analysis of Kruskal-Wallis H Test**

The study attempts to test the significance of difference in students perception relating to entrepreneurship among different gender group. Kruskal-wallis H test was carried out at 5% level of significance and result is presented in table 3.

**Table 3:** Gender Wise Entrepreneurship Perception

Relevant Aspects of perception	Chi-Square	Df	Asymp Sig.	Male		Female	
				Mean	Std. Deviation	Mean	Std. Deviation
Entrepreneurship is a means of creating wealth and job	4.356	1	.037	3.5167	1.1122	3.966	.78041
Entrepreneurship serve as link in process of innovation and development and economic growth	3.462	1	.063	3.5667	1.2124	4.016	.81286
Entrepreneurship is a way for eradication of poverty	.414	1	.520	3.3833	1.0591	3.533	.99943
Entrepreneurship can bring significant contribution to society	2.781	1	.095	3.7333	1.0393	4.050	.74618
Entrepreneur gather and make optimum utilization of resource	4.019	1	.045	3.6167	1.0430	4.000	.86358
Entrepreneur like challenges that may risky	3.102	1	.078	3.3167	1.3465	3.800	.85964
Failure do not up set entrepreneur but give reason to try again	4.419	1	.036	3.3333	1.2442	3.816	.94764
Entrepreneur should never be afraid of economic uncertainty and high probability failure	.063	1	.801	3.2500	1.0989	3.200	1.13197
Risky business will provide high return	2.974	1	.085	3.5500	1.0802	3.866	1.08091
Entrepreneurship is honourable profession	.003	1	.958	3.8167	1.0494	3.766	1.11030
Entrepreneurship serve as an opportunity for one to show talents and do what one loves doing	3.629	1	.057	3.6333	1.1493	4.050	.74618
Entrepreneurship make one self-dependent	6.462	1	.011	3.6167	1.0430	4.050	.98161
An entrepreneur has better position in society	1.614	1	.204	3.4667	1.0651	3.716	1.04300
Entrepreneurship is good way to make lot of money	1.182	1	.277	3.3500	1.0386	3.550	1.08025
Entrepreneurship improve family status and prestige	1.353	1	.245	3.4667	1.1566	3.700	1.12446
Entrepreneur is not in control of any body so can work at his leisure	2.253	1	.133	3.2333	1.1404	3.550	.99873
Entrepreneur can try out new ideas without others permission	3.970	1	.046	3.2833	1.1511	3.683	1.06551
An entrepreneur can command and motivate others	4.114	1	.043	3.3833	1.1945	3.800	1.13197
Entrepreneurship guarantees flexibility in balancing work and family life	2.091	1	.148	3.0667	1.2469	3.400	1.01179
Entrepreneurship course should made compulsory to stimulate entrepreneurial spirit	.799	1	.371	3.5500	1.0802	3.750	.96770
Arranging entrepreneurship development programme help students to start business	1.492	1	.222	3.6000	1.0447	3.833	.84706
Entrepreneurship development cell/club can stimulate entrepreneurial spirit	1.372	1	.241	3.5667	1.0793	3.800	.89821
Interaction with successful entrepreneurs and industrial visit pave way for entrepreneurship	2.371	1	.124	3.8000	1.0050	4.066	.82064

Source: primary data

The statistical inference from table 3 indicate that p value is less than .05 for variables such as entrepreneurship is a means of creating wealth and job, entrepreneur gather and make optimum utilization of resource, failure do not upset entrepreneur but give reason to try again, entrepreneurship makes one self-dependent, and entrepreneur can try out new ideas without others permission. Thus the entrepreneurship perception is significantly different among different gender group. From the mean values we can conclude that

female respondents have high degree of perception about these aspects compared to male respondents.

#### *Discipline wise Analysis of kruskal-wallis H Test*

The study attempt to test the significance of difference in students perception relating to entrepreneurship among different disciplines. Kruskal-wallis H test was carried out 5%level of significance and result is presented in table 4.

**Table 4:** Discipline wise Entrepreneurship Perception

Relevant Aspects of perception	Chi-Square	Df	Asym P-Sig.	Commer ce		S cience	
				Mean	Std. Deviation	Mean	Std. Deviation
Entrepreneurship is a means of creating wealth and job	16.827	1	.000	4.116	.71525	3.366	1.07304
Entrepreneurship serve as link in process of innovation and development and economic growth	7.259	1	.007	4.050	.90993	3.533	1.12697
Entrepreneurship is a way for eradication of poverty	1.649	1	.199	3.583	.96184	3.333	1.08404
Entrepreneurship can bring significant contribution to society	6.904	1	.009	4.116	.69115	3.666	1.05230
Entrepreneur gather and make optimum utilization of resource	2.364	1	.124	3.966	.78041	3.650	1.11728
Entrepreneur like challenges that may risky	7.848	1	.005	3.883	.92226	3.233	1.26714
Failure do not up set entrepreneur but give reason to try again	9.986	1	.002	3.900	.98635	3.250	1.17351
Entrepreneur should never be afraid of economic uncertainty and high probability failure	1.125	1	.289	3.333	1.12997	3.116	1.09066
Risky business will provide high return	13.727	1	.000	4.083	.88857	3.333	1.14487
Entrepreneurship is honourable profession	4.272	1	.039	4.050	.79030	3.533	1.25505
Entrepreneurship serve as an opportunity for one to show talents and do what one loves doing	4.989	1	.026	4.083	.71997	3.600	1.15274
Entrepreneurship make one self-dependent	5.310	1	.021	4.100	.72952	3.566	1.21246
An entrepreneur has better position in society	14.213	1	.000	3.950	.94645	3.233	1.04746
Entrepreneurship is good way to make lot of money	16.681	1	.000	3.850	.87962	3.050	1.08025
Entrepreneurship improve family status and prestige	7.472	1	.006	3.900	.91503	3.266	1.26044
Entrepreneur is not in control of any body so can work at his leisure	8.749	1	.003	3.683	.98276	3.100	1.10008
Entrepreneur can try out new ideas without others permission	6.965	1	.008	3.766	.94540	3.200	1.21850
An entrepreneur can command and motivate others	7.933	1	.005	3.916	.96184	3.266	1.28705
Entrepreneurship guarantees flexibility in balancing work and family life	9.942	1	.002	3.600	.82749	2.866	1.29493
Entrepreneurship course should made compulsory to stimulate entrepreneurial spirit	9.628	1	.002	3.966	.78041	3.333	1.14487

Arranging entrepreneurship development programme help students to start business	6.235	1	.013	3.933	.89947	3.500	.96551
Entrepreneurship development cell/club can stimulate entrepreneurial spirit	.293	1	.588	3.750	.93201	3.616	1.05913
Interaction with successful entrepreneurs and industrial visit pave way for entrepreneurship	.306	1	.580	4.000	.86358	3.866	.98233

Source: Primary data.

The statistical inference from table 4 indicate that p value is less than .05 for 18 variables out of 23. The variables that have difference in mean value are; entrepreneurship is a means of creating wealth and job, entrepreneurship serve as link in process of innovation development and economic growth, failure do not upset entrepreneur but give reason to try again, risky business will provide high return, entrepreneurship is honourable profession, entrepreneurship serve as an opportunity for one to show talents and do what one loves doing, entrepreneurship make one self-dependent, an entrepreneur has better position in society, entrepreneurship is good way to make lot of money, entrepreneurship improve family status and prestige, entrepreneur can try out new ideas without others permission, entrepreneur is not in control of anybody so can work at his leisure an entrepreneur can command and motivate

others, entrepreneurship guarantees flexibility in balancing work and family life, an entrepreneur can command and motivate others, entrepreneurship course should made compulsory to stimulate entrepreneurial spirit, and arranging entrepreneurs hip development programme help students to start business. Analysing the mean value we can conclude that Commerce students have high degree of entrepreneurship perception about these aspects compared to Science students.

*Family Background wise Analysis of Kruskal-Wallis H Test*

The study attempts to test the significance of difference in perception relating to entrepreneurship among students having business background and no business background. Kruskal-wallis H test was carried out 5% level of significance and result is presented in table 5.

Table 5: Family Background wise Entrepreneurship Perception

Relevant Aspects of perception	Chi-Square	Df	Asym p-Sig.	Business background		No business back ground	
				Mean	Std. Deviation	Mean	Std. Deviation
Entrepreneurship is a means of creating wealth and job	.798	1	.372	3.6429	1.00781	3.7417	.98301
Entrepreneurship serve as link in process of innovation and development and economic growth	1.500	1	.221	3.8810	1.15193	3.7917	1.05237
Entrepreneurship is a way for eradication of poverty	.235	1	.628	3.5238	.91700	3.4583	1.02814
Entrepreneurship can bring significant contribution to society	.061	1	.805	3.9048	.79048	3.8917	.91482
Entrepreneur gather and make optimum utilization of resource	1.368	1	.242	3.9524	.90937	3.8083	.97270
Entrepreneur like challenges that may risky	1.449	1	.229	3.3571	1.26532	3.5583	1.15078
Failure do not up set entrepreneur but give reason to try again	.006	1	.938	3.5714	1.08522	3.5750	1.12767
Entrepreneur should never be afraid of economic uncertainty and high probability failure	.004	1	.952	3.2143	1.15897	3.2250	1.11115
Risky business will provide high return	.080	1	.777	3.7381	1.10563	3.7083	1.08771
Entrepreneurship is honourable profession	.336	1	.562	3.8810	1.04069	3.7917	1.07606

Entrepreneurship serve as an opportunity for one to show talents and do what one loves doing	.843	1	.359	3.7381	.98920	3.8417	.98728
Entrepreneurship make one self-dependent	1.089	1	.297	3.9524	1.01097	3.8333	1.03171
An entrepreneur has better position in society	1.283	1	.257	3.4524	1.04069	3.5917	1.05716
Entrepreneurship is good way to make lot of money	.082	1	.775	3.5000	1.01813	3.4500	1.05997
Entrepreneurship improve family status and prestige	.033	1	.857	3.5714	1.27150	3.5833	1.14189
Entrepreneur is not in control of anybody so can work at his leisure	.656	1	.418	3.2857	1.06578	3.3917	1.07918
Entrepreneur can try out new ideas without others permission	.456	1	.500	3.5952	1.08334	3.4833	1.12260
An entrepreneur can command and motivate others	.791	1	.374	3.7381	1.08334	3.5917	1.17749
Entrepreneurship guarantees flexibility in balancing work and family life	.226	1	.634	3.1190	1.25333	3.2333	1.14300
Entrepreneurship course should made compulsory to stimulate entrepreneurial spirit	.006	1	.937	3.6429	1.00781	3.6500	1.02613
Arranging entrepreneurship development programme help students to start business	.447	1	.504	3.6905	.78050	3.7167	.95428
Entrepreneurship development cell/club can stimulate entrepreneurial spirit	2.774	1	.096	3.9286	.74549	3.6833	.99565
Interaction with successful entrepreneurs and industrial visit pave way for entrepreneurship	.340	1	.560	3.9762	.97501	3.9333	.92340

Source: primary data.

The statistical inference from table 5 indicates that p value is greater than .05 for all variables. This shows that the difference in the mean value of respondents having business background and no business background are not statistically significant. Thus the entrepreneurial perception level among students having business background and no business background are not different.

### Major Findings of the Study

- ❖ Female respondents have high degree of perception with regard to variables like an entrepreneurship is a means of creating wealth and job, entrepreneur gather and make optimum utilization of resource, failure do not upset entrepreneur but give reason to try again, entrepreneurship make one self-dependent, entrepreneur can try out new ideas without others permission and entrepreneurship guarantees flexibility in balancing work and family life.
- ❖ Both the male and female respondents have high perception about the facts interaction with successful entrepreneurs and industrial visit pave way for entrepreneurship and entrepreneurship development cell/club can

stimulate entrepreneurial spirit

- ❖ Commerce students have high degree of entrepreneurship perception compared with Science students on the aspects such as entrepreneurship is a means of creating wealth and job, entrepreneurship serve as link in the process of innovation, development and economic growth, failure do not upset entrepreneur but give reason to try again, risky business will provide high return, entrepreneurship is honourable profession, entrepreneurship serve as an opportunity for one to show talents and do what one loves doing, entrepreneurship make one self-dependent, an entrepreneur has better position in society, entrepreneurship is good way to make lot of money, entrepreneurship improve family status and prestige, entrepreneur can try out new ideas without others permission, entrepreneur is not in control of anybody so can work at his leisure an entrepreneur can command and motivate others, entrepreneurship guarantees flexibility in balancing work and family life, an entrepreneur can command and motivate others, entrepreneurship course should be made compulsory to stimulate entrepreneurial

spirit, and arranging entrepreneurship development programme help students to start business.

- ❖ The perception of students about the variables like, entrepreneurship is a way for eradication of poverty, entrepreneur gather and make optimum utilization of resource, entrepreneur should never be afraid of economic uncertainty and high probability failure, entrepreneurship development cell/club can stimulate entrepreneurial spirit and interaction with successful entrepreneurs and industrial visit pave way for entrepreneurship are independent of their discipline.
- ❖ The entrepreneurship perception level among the students having business background and no business background are not different.

### Suggestions

- ❖ Entrepreneurship development programmes and interaction with successful entrepreneurs have to be arranged.
- ❖ Adequate support should be provided by family to encourage entrepreneurship.
- ❖ Colleges have to take steps to create atmosphere to inspire students to develop new business idea with the cooperation of ED clubs.
- ❖ Steps should be taken to develop entrepreneurial capabilities by family and educational institution.

### Conclusion

Entrepreneurship has become widely acceptable profession in all over the world. Entrepreneurs create job for others, they introduce new inventions, products and services. They significantly contribute to the growth of the economy. The study attempt to identify the entrepreneurship perception among the college students in Thrissur District. The study reveals that the students have relative

degree of entrepreneur ship perception and awareness. Commerce students have strong degree of entrepreneur s hip perception and awareness. Colleges have to take steps to create atmosphere to inspire students to develop new business idea with the cooperation of ED clubs. And family, educational and social system should provide support for developing and implement ing their new business idea.

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