



A Study of Entrepreneurial Intention Among the Post Graduate Students with Special Reference to Cuddalore District

KEYWORDS

entrepreneurial intention, personality traits, entrepreneurial education.

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ABSTRACT *In hard times when educated persons can't get jobs, it is becoming challenge for states. It is rather harder for least and under developed countries, like India and the industrial developing districts like cuddalore-TamilNadu, where governments are not having sufficient resources to support the unemployed workforce. Attitude can be based on personality traits and demographic characteristics; it can also be re-shaped with education. This research aims to study the impact of personal traits, demographic characteristics and entrepreneurship education on entrepreneurial intentions of post graduate students in cuddalore district. Data was collected from the sample of 100 post graduate students of various colleges in cuddalore district, TamilNadu. Results show strong relation between innovativeness and entrepreneurial intentions, however some demographical characteristics i.e. Gender and age, were insignificant with the intentions to become entrepreneurs, but prior experience, family exposure to business and level of exposure inclines students to become entrepreneur.*

1. Introduction:

In present scenario, the development of entrepreneurship is overriding with educated entrepreneur's requirement to any developing country is at more important than any else. According to J.K. Galbraith – "An entrepreneur must accept the changes and should be willing hard to achieve something." Most of the entrepreneurs are educated and hold their university degree with them. Nearly half of them are with their post graduation, where they make their entrepreneurial career.

The intention of entrepreneurial activity is state of mind that directs a person's attention, experience and behaviour. An intention-based model provides the foundation for much of the empirical and conceptual entrepreneurial researches. Entrepreneurial intention as been a search for that can be used for the individuals in fulfilling the goals for creating a venture (Katz and Gartner, 1988).

The formation of entrepreneurial (or entrepreneurial) intentions by the individual depends on the perceived desirability and the perceived feasibility of the entrepreneurial behaviour (Krueger, 1993; Krueger & Brazeal, 1994). Perceived desirability of an action depends upon the individual's attitudes towards the outcomes of that action.

The methodologies used to study entrepreneurial intentions have been changing over the years. Most of the studies in the past researched on traits and demographic variables explaining the differentiation between entrepreneurs and non entrepreneurs (Gartner, 1985). Researchers have identified important relationships among some traits and the demographic characteristics of the individual, and the fulfilment of entrepreneurial behaviours. However, the predictive nature of those variables is very partial (Reynolds, 1997). Many authors have criticized these approaches from a theoretical perspective (Baron, 1998) with most of these methodologies and their theoretical limitations providing low explanation ability.

In this research study, the entrepreneurial intention which have impact on post graduate students how they are intended to become an entrepreneur and how it has stepped by them in various ways through their personality and by their education which has influence in their demographic characteristics. Many studies have investigated the entrepreneurial intentions of students, but most studies focused on personal, situational or psychological factors.

The study examined through various analysis of demographic characteristics of the post graduate students by their age, gender, course of studying, etc., in the colleges of Cuddalore district. This characteristic has been made relations with the personality traits and their education towards the entrepreneurship in their colleges.

2. Review Literature:

Entrepreneurship is said to be function of various factors e.g. personality traits, education, experience, social and economic conditions, law and order and many other issues. Various researchers have given various findings for the said factors. As this paper is concerned with the personality traits, demographic factors and education the literature given below to these factors.

3. Methodology:

The research which is done is descriptive form of research where the researcher has taken from the post-graduate students of Cuddalore district in TamilNadu. The sampling taken is convenient sampling method, with the sample size of hundred (100) by collection questionnaire to whom are all having intention to become entrepreneur i.e., that is those who are intention to become entrepreneur. The data collected is made analysis with the help of SPSS tool in which the chi-square test is made analysis to test the hypotheses whether it demographic characteristics is influenced through the personality traits and education they are pursuing.

4. Results & Discussion

Table 4.1: Method towards entrepreneurial triggers of the gender of respondents

Entrepreneurial Triggers	Gender		Total
	Male	Female	
Self motivation	37	31	68
Role model	8	2	10
Family	6	6	12
Friends	6	4	10
Total	57	43	100

From the table 4.1, it shows that the reason that triggers the post graduate students to become an entrepreneur towards gender wise. It is classified the gender group wise male (57%) and female (43%). Most of them factor is influence (68%) of self motivation and (12%) of family.

Table 4.1.1: using chi square method towards entrepreneurial triggers of gender wise respondents

Statistics for Entrepreneurial triggers	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.621 ^a	3	.454
Likelihood Ratio	2.821	3	.420
Linear-by-Linear Association	0.087	1	.769
N of Valid Cases	100		

H₀: There is no significant difference between the gender and triggers to become an entrepreneur.

From the table 4.1.1 using the chi-square test employed between the gender and triggers to become an entrepreneur.

The chi-square value is 2.621^a and the value (5%, d.f. -3) is 7.815. Observed value is less than table value. The alternative hypothesis is rejected. Therefore, there is no relationship between genders and triggers of post graduate student to become an entrepreneur.

Table 4.2: Method towards the reason for business of the respondents course studying

Reason for business	Course					Total
	MBA	M.Com	M.Sc	MCA	Others	
I need a job	1	8	2	1	0	12
To make lot of money	4	3	4	0	0	11
I can't stand working for anyone else	4	2	3	0	0	9
For personal satisfaction & achievements	17	24	18	4	0	63
Others reasons	3	1	0	0	1	5
Total	29	38	27	5	1	100

From the table 4.2, it shows that the students reason for starting the business. It is classified the course wise MBA(29%), M.Com(38%), M.Sc.(27%), MCA(5%)and others (1%). Most of the factor influence(63%) of by for personal satisfaction and achievements and (12%) of by i need a job.

Table 4.2.1: using chi square method towards need for business of the respondents course of studying

Statistics of need for business	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	31.522 ^a	16	.012
Likelihood Ratio	21.016	16	.178
Linear-by-Linear Association	.013	1	.910
N of Valid Cases	100		

H₀: There is no significant difference between the course and reason for starting business.

From the table 4.2.1 using the chi-square test employed between the course and reason for starting business.

The chi-square value is 31.522^a and the value (5%, d.f. -16) is 26.296. Observed value is more than table value. The alternative hypothesis is accepted. Therefore, there is relationship

between reason for business and course of post graduate student to become an entrepreneur.

Table 4.3: method towards the reason for business of gender wise respondents

Reason for business	Gender		Total
	Male	Female	
I need a job	3	9	12
To make lot of money	7	4	11
I can't stand working for anyone else	4	5	9
For personal satisfaction & achievements	39	24	63
Others reasons	4	1	5
Total	57	43	100

From the above table it shows that student reason to become an entrepreneur towards gender wise. It is classified the gender group wise male (57%) and female (43%) respectively.

Most of them factor influence (63%) of by for personal satisfaction and achievements and (12%) of by i need a job.

Table 4.3.1: using chi square method towards need for business gender wise respondents

Statistics of need for business	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.487 ^a	4	.112
Likelihood Ratio	7.646	4	.105
Linear-by-Linear Association	4.822	1	.028
N of Valid Cases	100		

From the above table, the chi-square test employed between gender and reason for students to become an entrepreneur.

The chi-square value is 7.487 and the table value (5%, d.f. -4) is 9.488. Observed value is less than the table value. The alternative hypothesis is rejected. Therefore, there is no relationship between gender and gender for starting business.

5. Conclusion:

The data indicate that overall respondents are moderately interested to opt for entrepreneurial venture in future. We can't differentiate entrepreneur from non-entrepreneur on the basis of age, gender or entrepreneurial study background study back ground, as the findings suggest that there is no significant relationship between these variables and intentions to become entrepreneur. But family background and level of education matters while intending to become an entrepreneur. Students in senior classes are more inclined towards entrepreneurship that might be because of their increased knowledge and practical exposure with the field and market. Similarly, students with entrepreneurial experience, whether their self experience or their family experience, are more inclined towards entrepreneurial career that might be due to vigilance with the market and business and their knowledge regarding changing trends of market. As this study is conducted on only one entrepreneurial trait, its scope can be broadened and other personality traits can be used to assess relationship of personality traits and entrepreneurial intentions. Similarly, more demographical features can be included in the study to broaden its scope. This study is restricted to only one personality trait of entrepreneurs. But entrepreneurs are outcome of bundle of traits, and with various demographical characteristics.

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