

# A Study on Entrepreneurial Attitudes among College Students in Chennai

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## Introduction

Through fostering innovation and generating job opportunities, entrepreneurship helps significantly to economic development. Several colleges and universities have begun pushing students to learn how to be entrepreneurs and launch their own companies in recent years. A student's favorable or adverse thoughts and emotions toward launching and running a business are referred to as their entrepreneurial mindset. Students are more likely to launch their own businesses in the future if they have an optimistic mindset toward entrepreneurship. The goal of this study is to determine what influences Chennai college students' interest in entrepreneurship by examining their entrepreneurial mindsets.

## Objectives

1. To assess Chennai college students' entrepreneurial mindset.
2. To determine what motivates students to pursue entrepreneurship.
3. To determine whether education and training have an impact on an entrepreneurial attitude.

## Review of Literature

**Luthje and Franke (2003)** investigated the connection between students' entrepreneurship mindsets and personality characteristics. According to their research, students with a strong internal locus of control typically have a good attitude about launching a business, and attitude toward entrepreneurship strongly predicts entrepreneurial intention.

**The Theory of Strategic Behaviour was used by Krueger and Carsrud (1993)** to explain students' intentions to start their own businesses. They came to the conclusion that students' entrepreneurial inclinations are heavily impacted by their own opinions, perceived behavioural control, and subjective norms.

## Importance of the Study

Educational institutions and policymakers can create initiatives that promote self-employment and innovation by taking into account students' entrepreneurial mindsets. Additionally, it supports projects for talent development, startup support systems, and entrepreneurship training.

## Limitations of the Study

- Only Chennai city has been included in the data collection area.
- There can only be 120 responders in the sample.

## Methodology

Research Methodology: Descriptive research

Study Area: A few Chennai colleges

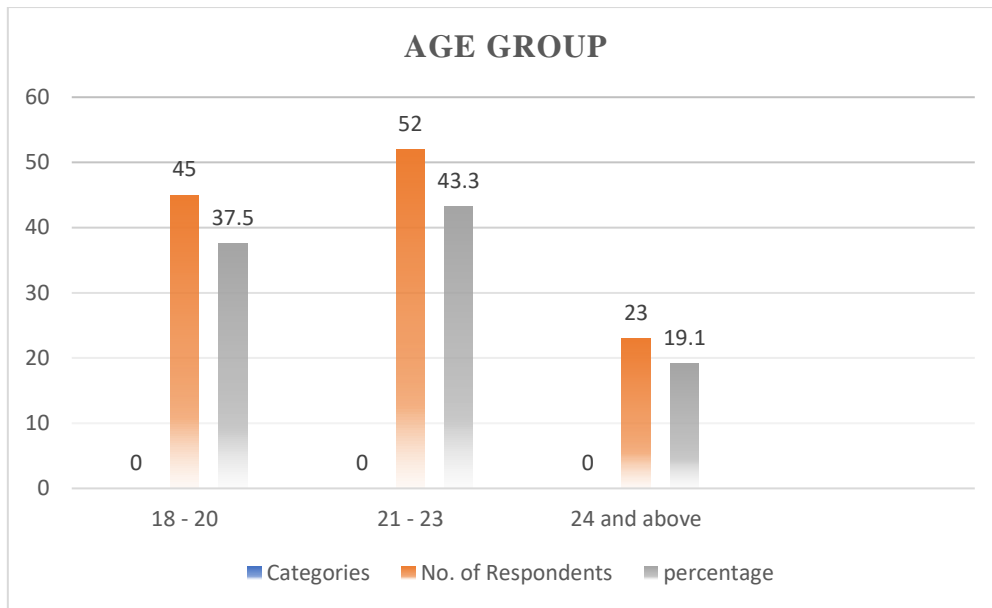
120 college students make up the sample.

Data collection methods include questionnaires for primary data and journals and reports for secondary data.

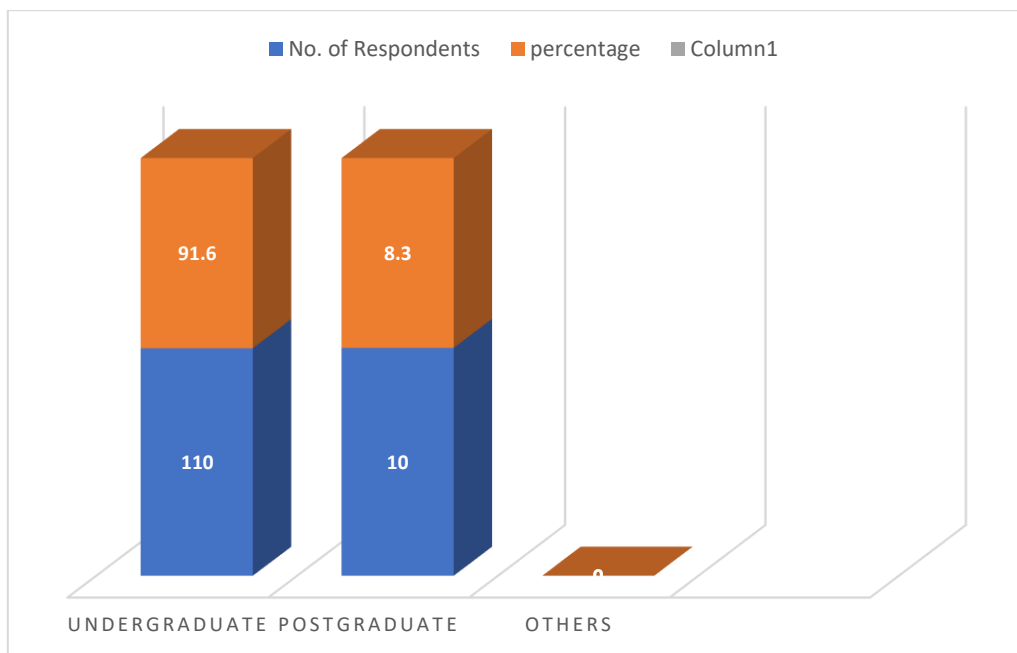
Statistical Tools: chi-square test, mean score, and percentage analysis

**Table 1: Details of Respondent's demographic data**

Demographic factors	Categories	No. of Respondents	percentage
AGE	18 - 20	45	37.5
	21 - 23	52	43.3
	24 and above	23	19.1
GENDER	Male	55	45.8
	Female	65	54.1
	Others	0	0
Educational Qualification	Undergraduate	110	91.6
	Postgraduate	10	8.3
	Others	0	0
Type of Institution	Government	10	8.3
	Private	110	91.6
Family Background in Business	Business	20	16.6
	Non-Busines	100	83.3



**Fig. 1: Chart details of Age group**



**Fig. 2: Chart details of Educational Qualification**

**1. Mean Scores and Chi-Square Results for Each Statement**

No	Statement (Short form)	Mean Score	Interpretation	$\chi^2$ Value	Significance
1	Interest in starting business	<b>3.36</b>	Agree	<b>13.98</b>	Significant

2	Prefer to be own boss	<b>3.28</b>	Moderate agreement	5.58	Not significant
3	Have skills to start business	<b>3.67</b>	High agreement	<b>36.93</b>	Significant
4	Entrepreneurship good career	<b>3.25</b>	Moderate agreement	4.83	Not significant
5	College encourages entrepreneurship	<b>2.95</b>	Neutral	1.75	Not significant
6	Think about business ideas	<b>2.97</b>	Neutral	1.67	Not significant
7	Confident managing business	<b>3.53</b>	Agree	<b>22.92</b>	Significant
8	Confident managing business	<b>3.56</b>	Agree	<b>28.83</b>	Significant
9	Motivated by entrepreneurs	<b>3.54</b>	Agree	<b>25.25</b>	Significant

### Overall observation

The majority of mean scores are higher than 3, suggesting that students have a good attitude toward entrepreneurship. 9.488 is the critical number at 5% significance. Responses are statistically significant for items where  $\chi^2 > 9.488$ , indicating that students' opinions are distinct rather than distributed randomly.

### Findings

According to the study,

- ❖ Female make up 54.1% of the respondents
- ❖ Most responders are between the ages of 21 to 23
- ❖ 91.6% of respondents had graduate degrees.
- ❖ Overwhelming from private institution @ 91.6%.
- ❖ Majority of Family Background in Business for 83.3%

## Conclusion

Environmental factors, personality qualities, and education all have an impact on college students' entrepreneurial mentality. More students may decide to pursue entrepreneurship as a career if Chennai institutions offer adequate entrepreneurial instruction, mentorship, and hands-on experience. This will help create jobs and boost the economy.

## References

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