

A Study On The Factors Influencing Entrepreneurial Intentions Among College Students In Coimbatore City

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Abstract- *This research investigates entrepreneurial intentions among college students in Coimbatore City, analysing demographic influences, perceptions, and factors shaping entrepreneurial aspirations. Demographically, age, gender, and academic backgrounds significantly impact entrepreneurial inclinations. Findings reveal notable gaps in exposure to entrepreneurship programs and awareness of government schemes, emphasizing the need for targeted educational initiatives. Academic profiles demonstrate a substantial association with entrepreneurial intentions, while financial stability positively correlates with the likelihood of pursuing entrepreneurship as a career. The study underscores the importance of fostering a supportive entrepreneurial ecosystem within educational settings, offering valuable insights for policymakers and educators aiming to nurture entrepreneurial aspirations among college students in Coimbatore City.*

Keywords- Entrepreneurial Intentions, Influential Factors, Graduates, Government Schemes, Entrepreneurial Pursuit.

I. INTRODUCTION

Entrepreneurship plays a pivotal role in promoting economic development, innovation, and job creation. Recognizing the significance of cultivating an entrepreneurial mindset, particularly among the youth, this research endeavours to explore and understand the factors that influence entrepreneurial intentions among college students in Coimbatore City. The city's dynamic landscape, characterized by a blend of traditional industries and emerging sectors, provides a unique backdrop for investigating the determinants of entrepreneurial aspirations. In recent years, there has been a growing emphasis on the role of education in shaping the entrepreneurial mindset. This study aims to contribute valuable insights to the existing body of knowledge by examining a spectrum of factors that influence entrepreneurial intentions. These factors may encompass individual characteristics, educational experiences, socio-cultural influences, and the local economic environment.

Understanding the determinants of entrepreneurial intentions is crucial for educational institutions, policymakers, and stakeholders involved in fostering entrepreneurship. Ultimately, separating the difficulties of entrepreneurial intentions in the context of Coimbatore City contributes not only to academic discourse but also to the formulation of practical strategies for promoting a culture of entrepreneurship among the youth.

II. REVIEW OF LITERATURE

1. MUHAMMAD FARUKH (2023) implies that unemployment stands as an important cause for the rise of the number of startups and it has made a remarkable impression on the students, says this article. It has been made clear in the study that the important factors that influence the students into entrepreneurial line of work are self-confidence, family support, peer support, and institutional support. The need to give young graduates the knowledge and abilities that they require to launch their firms has been highlighted.
2. ADIL ELLIKKAL & SUNDERRAJ RAJAMOCHAN (2023) have investigated the factors that influence the entrepreneurial intentions of university students in India, with a specific focus on family background, socio-cultural environment, and entrepreneurship education. They also summarize the current state of entrepreneurship education in Indian universities and the need for high-quality entrepreneurship education, improved non-academic processes, and leveraging family background constructs to foster entrepreneurial intentions among Indian university students, providing valuable insights for policymakers and educational institutions.
3. SUDHIR KUMAR, SURYA RATHORE, AND RAKESH.S (2023) have stated the need for Career Development Centres (CDCs), government support, and awareness and incentives regarding entrepreneurship through effective policy interventions, to protect entrepreneurs from the potential risk of business losses. They have carried out the study to understand the

stated interest of agricultural students in entrepreneurship and to provide an accurate research report for decision-makers, for developing entrepreneurship in India.

4. AHMED MEHREZ (2017) has studied the role of universities, role models, the entrepreneurial curriculum, and students' demographic characteristics in promoting Arab students' entrepreneurial attitudes. A comparative analysis was made among the male and female students who were pursuing their final years of study and the overall finding of the study was that universities need to play a more profound role in influencing students' entrepreneurial attitudes.
5. KENNETH & MICHAEL (2013) examined the factors influencing entrepreneurial intentions among graduates of Nigerian tertiary institutions. A purposive sampling technique was employed and it was found that the most influential factor is creativity and that entrepreneurial intentions increased with an increase in age.

III. SCOPE OF THE STUDY

This research focuses on observing the influence of demographic factors and socio-economic status on the entrepreneurial intentions of college students in Coimbatore city. In addition, students' perceptions and exposure to entrepreneurship are studied and the role of educational institutions, family, and social influences are assessed. The purpose of the research is to identify and analyse the factors that significantly influence entrepreneurial intentions, including psychological aspects, educational experiences, and mentoring. Finally, the study assesses the overall likelihood of university students in the city of Coimbatore to enter entrepreneurship as a career, providing valuable information for the development of targeted interventions and programs to foster a youth entrepreneurship ecosystem. The questionnaire has been carefully crafted to ensure that the data collected is reliable and accurate, providing valuable insights into the determinants of entrepreneurial aspirations among college students.

IV. STATEMENT OF PROBLEM

Despite the growing interest in entrepreneurship, understanding the factors influencing entrepreneurial intentions among college students in India is essential for effective support and encouragement. This research aims to investigate the various factors that contribute to or hinder entrepreneurial intentions among college students in Coimbatore City. This study will explore the impact of socio-economic background, educational environment, family support, and other relevant variables on the entrepreneurial mindset of students, ultimately providing valuable insights for

fostering a more conducive entrepreneurial ecosystem within the academic setting.

V. OBJECTIVE OF THE STUDY

1. To study the demographic influence on entrepreneurial intentions.
2. To analyze the perception and exposure to entrepreneurship.
3. To examine the factors influencing entrepreneurial intentions.
4. To study the overall likelihood of entrepreneurship pursuit.

VI. RESEARCH METHODOLOGY

Research methodology is the systematic framework and methodology used to collect, analyse and interpret data to answer research questions or test hypotheses. It covers the entire research process, from research problem formulation to data collection and analysis to conclusions. A research methodology is a roadmap for researchers that outlines the methods, techniques, and tools they will use to conduct a study. It helps ensure the robustness and validity of research findings by guiding researchers on how to collect, sample, measure and analyse data based on their research topic.

6.1 RESEARCH DESIGN

6.1.1 NATURE OF THE STUDY: The research design used is a Cross-Sectional survey. It is a research design that is used to collect data at a single point in time to understand current intentions and factors.

6.1.2 SOURCE OF DATA: Primary data is used as the source of data for this study. It is collected through a structured online questionnaire, which consists of 307 responses from the college students in Coimbatore city.

6.1.3 SAMPLING TECHNIQUE: For this research, a purposive sampling technique was employed to gather responses through a 307-participant online questionnaire. The survey link was shared across diverse educational institutions, ensuring representation from various age groups, genders, and socio-economic backgrounds, which facilitated a targeted and diverse dataset, offering valuable insights into the factors shaping entrepreneurial aspirations among the city's college students.

6.1.1 SAMPLE SIZE: The sample size of the study is 307 respondents.

6.1.5 SAMPLING METHOD: Purposive sampling method is used.

6.1.6 TOOLS USED FOR DATA ANALYSIS:

- Percentage Analysis
- ANOVA
- Regression Analysis

VII. HYPOTHESIS FOR THE STUDY

H₀: There is no significant relationship between demographic factors (age, gender, academic background) and entrepreneurial intentions among college students in Coimbatore City.

H₀: There is no significant relationship between participation in entrepreneurship programs and the likelihood of pursuing entrepreneurship as a career among college students in Coimbatore City.

H₀: There is no significant relationship between awareness of government startup schemes and the factors influencing entrepreneurial intentions among college students in Coimbatore City.

VIII. LIMITATIONS FOR THE STUDY

- The data gathered for this research is from the college students of Coimbatore city. The results may vary according to other districts.
- Participants might provide answers that align with societal expectations or perceived norms rather than expressing their true attitudes. This could impact the accuracy of responses, particularly when exploring sensitive topics such as entrepreneurial intentions, potentially affecting the reliability of the study's findings.

IX. ANALYSIS AND INTERPRETATIONS

9.1 PERCENTAGE ANALYSIS

$$\text{Percentage} = \frac{\text{Number of respondents}}{\text{Total no. of respondents}} * 100$$

Table 9.1.1 Demographic Profile

S. No.	VARIABLES	HIGHLY RESPONDED AREA	NO. OF RESPONDENTS	PERCENT AGE
1.	Age	19 years	65	21.2%

2.	Gender	Male	180	58.6%
3.	Academic Information	Under-graduate	177	57.7%
4.	Field of Study	Commerce	85	27.7%
5.	Place of residence	City	129	42%

INTERPRETATION:

Table 9.1 presents a comprehensive demographic profile of respondents, highlighting key variables. The majority of participants, 21.2%, are 19 years old, indicating a significant presence in this age group. Gender distribution reveals a dominant male representation, constituting 58.6% of the respondents. Academic information demonstrates a strong presence of undergraduates, accounting for 57.7% of the total. The field of study is predominantly Commerce, with 27.7% of respondents specializing in this area. Lastly, in terms of residence, 42% of respondents reside in urban areas. These findings collectively offer a nuanced understanding of the surveyed population's demographic composition, shedding light on age preferences, gender distribution, academic pursuits, field of specialization, and residential patterns within the studied cohort. Such insights are crucial for tailoring communication and services to effectively engage with this diverse group.

Table 9.1.2: Respondents regarding skills & support for an entrepreneur and involvement in entrepreneurship programs.

S. No.	VARIABLES	HIGHLY RESPONDED AREA	NO. OF RESPONDENTS	PERCENT AGE
1.	Participation in Entrepreneurship programs.	Not participated	223	73.4%
2.	Most important skill for a successful entrepreneur	Decision-making	212	69.1%
3.	Support or resources that would enhance entrepreneurial intentions	Financial support	113	38.4%
4.	Pursuing entrepreneurship as a career after completing their education.	Moderately likely (assigned value-3)	112	36.5%
5.	Awareness of the startup schemes introduced by the Central Government of India	Not-aware	218	71%

INTERPRETATION:

The table summarizes insights on factors influencing respondents to become entrepreneurs and their awareness of entrepreneurial programs. On average, 58.3% (179) of respondents participated. Notably, 223 respondents haven't engaged in entrepreneurship programs, and 218 lack awareness of government schemes. Decision-making is deemed crucial by 212 respondents, while 38.4% (113) believe financial support enhances entrepreneurial intentions. Additionally, 36.5% (112) express a moderate likelihood of pursuing an entrepreneurial career.

FIGURE 9.1

Rate the importance of the following factors in influencing your decision to become an entrepreneur.

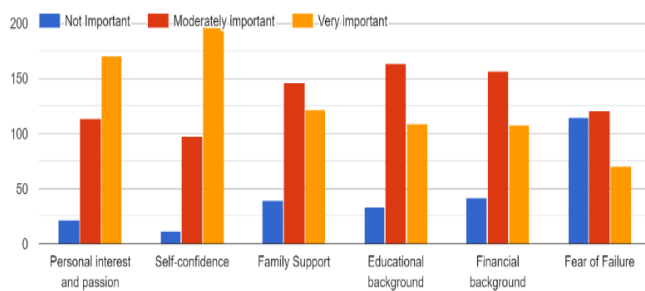


Figure 9.1 Importance of factors in influencing the respondents' decision to become an entrepreneur.

INTERPRETATION

The above figure depicts the importance level of certain factors in influencing the decision of the respondents to become an entrepreneur. It is clear that self-confidence stands as the most important factor with 171 respondents, educational background becomes a moderately important factor with 164 respondents, and fear of failure is considered the least important factor with 115 respondents.

ANOVA

Anova: Single Factor

SUMMARY

Groups	Count	Sum	Average	Variance
Column 1	2	257	128.5	4.5
Column 2	5	304	61.4	996.8

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ANOVA

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	6432.0142	1	6432.01	8.0567	0.0363	6.6078
Within Groups	3991.74	5	798.34			
Total	10423.71	6				

INTERPRETATION

From the above table, we can interpret that there is a significant relationship between the academic profile and interest in becoming an entrepreneur of the college students of Coimbatore city as the p-value here is less than 0.05 ($p < 0.05$). The null hypothesis is rejected and the alternate hypothesis is accepted concluding that there is a significant relationship between academic profile and interest in becoming an entrepreneur.

REGRESSION ANALYSIS

SIGNIFICANCE BETWEEN INFLUENCE OF FINANCIAL STABILITY & PURSUING ENTREPRENEURSHIP AS CAREER.

SUMMARY OUTPUT

Regression Statistics	
Multiple R	0.9918
R Square	0.9838
Adjusted R Square	0.9784
Standard Error	4.8650
Observations	5

ANOVA

	df	SS	MS	F	Significance F

Regression	1	4320.195	4320.2	182.531	0.00087693
Residual	3	71.0049	23.668		
Total	4	4391.2			

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	6.9293	4.5813	1.5125	0.2276	-7.6505	21.5092	-7.6505	21.5092
Influence of financial stability	0.9048	0.0669	13.51	0.00088	0.6916	1.1179	0.6916	1.1179

- majority of respondents are under 19 years old, predominantly male, and primarily pursuing undergraduate studies, particularly in commerce.
- Secondly, a substantial portion of students has not participated in entrepreneurship programs, emphasizing a potential gap in exposure to practical experiences.
 - Key skills perceived as crucial for entrepreneurship include decision-making, with financial support identified as a critical factor influencing entrepreneurial intentions.
 - Thirdly, the study establishes a significant relationship between academic profile and interest in entrepreneurship, indicating the impact of educational background.
 - Lastly, regression analysis underscores the importance of financial stability, demonstrating a positive association with the likelihood of pursuing entrepreneurship as a career.
 - These findings provide valuable insights for educational institutions and policymakers aiming to foster a supportive entrepreneurial ecosystem among college students in Coimbatore City.

RESIDUAL OUTPUT

Observation	Predicted Pursuing entrepreneurship as career	Residuals
1	31.3596	0.6403
2	35.8838	-4.8838
3	113.6990	-1.6991
4	66.6480	-0.6480
5	59.4093	6.5906

INTERPRETATION:

The overall regression model is highly significant, suggesting that the influence of financial stability significantly explains the variability in entrepreneurial intentions. The coefficient for the influence of financial stability is 0.9048, meaning that for every one-unit increase in the influence of financial stability, entrepreneurial intentions are expected to increase by approximately 0.9048 units. The p-value for the influence of financial stability is very low (0.00088), indicating a high level of confidence in the significance of this variable.

X. FINDINGS

- This study investigates entrepreneurial intentions among college students in Coimbatore City based on four key objectives. Firstly, demographic analysis reveals that a

XI. SUGGESTIONS

To cultivate a robust entrepreneurial environment among college students in Coimbatore city, educational institutions should actively engage in partnerships with local industries to bridge the gap between academic knowledge and practical entrepreneurial skills. Implementing targeted entrepreneurship programs and workshops can furnish students with hands-on experiences, fostering a more pragmatic understanding of business dynamics. Additionally, there is a pressing need for awareness initiatives regarding government startup schemes, ensuring students are well-informed about available resources and support. Policymakers should consider initiatives to improve financial literacy and provide accessible funding options to fortify the financial stability of aspiring entrepreneurs. Lastly, the establishment of mentorship programs and support networks within educational settings can offer valuable guidance and encouragement for students navigating the entrepreneurial landscape. By incorporating these suggestions, we can collectively contribute to nurturing a generation of empowered and resourceful entrepreneurs in Coimbatore City.

XII. CONCLUSION

The study delineates the demographic landscape, revealing age, gender, academic backgrounds, and regional disparities as pivotal determinants. The findings underscore the existing gaps in exposure to entrepreneurship programs and awareness of government schemes, pointing towards areas

for targeted interventions. Moreover, the research establishes a significant association between academic profiles and entrepreneurial inclinations. The positive correlation identified between financial stability and the likelihood of pursuing entrepreneurship serves as a crucial insight for policymakers. These nuanced findings provide a foundation for fostering a supportive entrepreneurial ecosystem within educational settings. As the study contributes valuable insights, it also prompts future researchers to delve deeper into gender-specific factors and explore the lasting impact of educational interventions, ensuring a more holistic understanding of factors shaping entrepreneurial aspirations among college students. In conclusion, this research sheds light on the multifaceted dynamics influencing entrepreneurial intentions among college students in Coimbatore City.

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