



---

## International Journal of Intellectual Advancements and Research in Engineering Computations

---

### **A study on perception of youngsters towards entrepreneurship**

**Mrs.K.Nathiya, MBA., M.Phil., M.Madhumathi**

Assistant Professor, Department of Management Studies, Nandha Engineering College  
(Autonomous)

2<sup>nd</sup> MBA Nandha Engineering College

---

#### **ABSTRACT**

The objective of the current paper is to identify the students towards entrepreneurship. Individual characteristics including academic success and educational background, personal confidence, greed, and willingness to take risks are also important determinants of entrepreneurship. The shortage of job opportunities in the formal sector is one of the major problems faced by the graduates in the country. Because of this shortage entrepreneurship was viewed with great interest and encouraged ever since in a many economies, more so in developing and under developed economies. It is a golden age of entrepreneurship. present day entrepreneurs have the skills and funding that entrepreneurs of the past decades only dreamt about. Just as important, becoming an entrepreneur has become an acceptable alternative to working for a corporation. Entrepreneurs are the new heroes and role models. They are the risk takers and it is the prime motive that should be developed in the youngsters. Youngsters are the forth comer who can become an entrepreneur.

---

#### **INTRODUCTION**

Entrepreneurship is the development of a business from the ground up-coming up with an idea and turning up into profitable business. Entrepreneurship is the journey opportunity exploration and risk management to create a value for profit and social good. An entrepreneur is someone who can take any idea whether it be a product or service and have a skill set a courage to take extreme risk to do whatever it takes to turn that concept into reality not only bring to market but make it a viable product or service that people want or need. Although there are no specific traits of an entrepreneur but there are certain characteristics that most successful entrepreneurs possess, Ability to plan Communication skills, Marketing skills , management skills, Interpersonal skills and leadership skills. Successful entrepreneurs are those who always learn from their failures who always tried to solve problems tried to strength their weakness and make sure that

this is what we actually want. An entrepreneur is an individual with knowledge skills, initiative, drive and spirit of innovation who aims at achieving goals. An entrepreneur identifies opportunities and seizes opportunities for economic benefits. Entrepreneurship is the dynamic activity which helps the entrepreneur to bring changes in the process of production, innovation in the production, new usage of material, creator of market etc It also means doing something in a new and effective manner. Entrepreneurship is a powerful activity of an individual or group of associated individuals, undertaken to initiate, maintain or aggrandize profit by production or distribution of economic goals are services

#### **STATEMENT OF THE PROBLEM**

Youngsters are considered as the backbone of India. Nowadays major problem of youngsters is

unemployment and many people's are do not take a risk up start up a new business. To find out the reason behind the unemployment and risk and to know about the perception of youngsters towards entrepreneurship, So I have been chosen this topic.

## OBJECTIVES OF THE STUDY

- ❖ To identify the demographic profile of the respondents.
- ❖ To Rank the different types of perceived barriers faced by students while selecting entrepreneurship as a career.

## SCOPE OF THE STUDY

- ❖ This study helps to know the attitude of students taking entrepreneurship as a career.
- ❖ This study will helpful to youngsters to enter into entrepreneurship.
- ❖ This study will helpful in suggesting suitable measures to overcome the obstacles to entrepreneurship.

## LIMITATIONS OF THE STUDY

- ❖ The sample for the study was based on convenience and may not necessarily be representative of all the students.
- ❖ There is a tendency that some students might have being responding in a socially desirable way which would tend to bias results against findings.

## REVIEW OF LITERATURE

- 1) **Duste U.Y, Mamaki U.P and Djiib I.(2013)** analyze that Unemployment has deleterious consequences on the physical, mental and social wellbeing of individuals, and on the economic and social development of nations. Unemployment is associated with psychosocial and political menace like poverty, deskilling, social exclusion, loss of motivation.
- 2) **Akhuemonkhan I.A, Raimi.L.,(2013)** said that Entrepreneurship education has continued to feature as a captivating theme in local summits and international conferences because of its

potency as tool for mitigating unemployment and other social-economic challenges inhibiting sustainable development in all parts of the globe.

- 3) **T., Alanana O.O, Bahal M. (2014)** said that the "Entrepreneurship education" The most popular one is regular entrepreneurship opening a new organization .The vast majority of programs on university level teach entrepreneurship in a similar way to other business degrees. However, the UK Higher Education system makes distinction between the creativity and innovation aspects, which it sees as a precursor to new venture development.

## RESEARCH METHODOLOGY

### Research design

A Master plan that specifies the method and procedure for collecting and analyzing needed information.

### Sample design

Sampling is the process of selecting a sufficient number of elements from the population. A Sample Design is a definite plan for obtaining a sample from the sampling frame. It refers to the technique or the procedure the researcher would adopt in selecting some sampling units from which inferences about the population is drawn.

### Non-probability sampling

Non-probability sampling is a sampling technique where the samples are gathered in a process that does not give all the individuals in the population equal chance of being selected.

### Convenience sampling

Convenience sampling (also known as availability sampling ) is a specific type of non-probability sampling method that relies on data collection from population members who are conveniently available to participate in study.

### Size of the sample

The Sample size is **150**.

## DATA COLLECTION METHOD

### Primary data

These are data which are collected for the first time directly by the Researcher for the Specific study undertaken by him. In this research primary data are collected directly from the Respondent by using Questionnaire.

## SIMPLE PERCENTAGE ANALYSIS FORMULA

$$\text{Percentage analysis} = \frac{\text{Number of respondents}}{\text{Total number of respondents}} \times 100$$

### Henry garrett ranking

Garrett's ranking technique to find out the most significant factor which influences the respondent, Garrett's ranking technique was used. As per this method, respondents have been asked to assign the rank for all factors and the outcomes of such ranking have been converted into score value with the help of the following formula:

$$\text{Percent position} = 100 (R_{ij} - 0.5) / N_j$$

Where  $R_{ij}$  = Rank given for the  $i$ th variable by  $j$ th respondents.

### Secondary data

These are data which are already collected and used by someone preciously. In this research review of Literature, Details of the industry are collected from the Internet.

## STATISTICAL TOOLS USED

To analyze and interpret collected data the following simple percentage and ranking were used.

$N_j$  = Number of variable ranked by  $j$ th respondents.

## DATA ANALYSIS

### Demographic profile of the respondents

The Respondent who participated in the research is from diversified background with gender, age group, family members and educational qualification.

**Table: 1 Demographic profile of the respondents**

DETAILS OF RESPONDENT	NO.OF REPSONDENTS	PERCENTAGE	
Age	18-20Years	77	51.33
	21-23Years	43	28.67
	24-26Years	25	16.67
	27-30years	05	3.33
	Total	150	100
Gender	Male	66	44
	Female	84	56
	Total	150	100
Educational qualification	HSC	00	00
	UG	100	66.66

	PG	50	33.33
	Total		100
		150	
No of family members	1	01	0.66
	2	05	3.33
	3	34	22.66
	4&above	110	73.33
	Total	150	100

### Interpretation

From this study it is evident that age group of the 51.33% of the respondents fall under the category of 18-20years, 66% of the respondents

fall under the gender of male, 66.66% of the respondents fall under the category of Under Graduate and 73.33% of the respondents have 4&above family members.

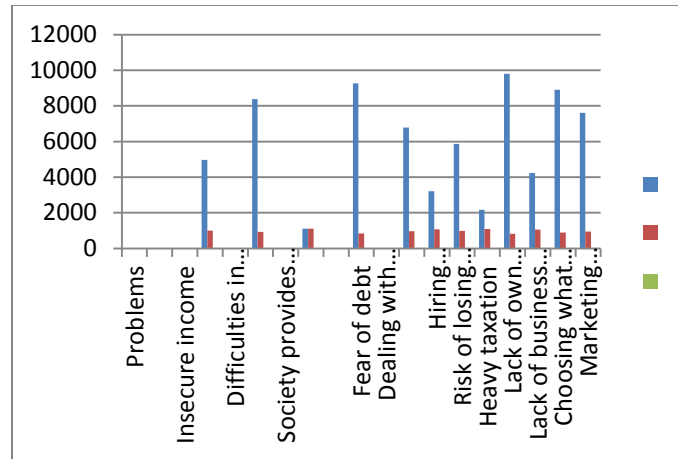
**Table no: 2: Rank the problems faced by respondents while enter into entrepreneurship**

S:No	Problems	Mean Score	Total Score	Rank
1	Insecure income	4970	994	8
2	Difficulties in finding customers	8379	931	4
3	Society provides no safety net for entrepreneurs	1108	1108	12
4	Fear of debt	9262	842	2
5	Dealing with stress and self doubt	6790	970	6
6	Hiring employees for first time	3204	1068	10
7	Risk of losing invested capital	5874	979	7
8	Heavy taxation	2164	1082	11
9	Lack of own financial resource	9804	817	1
10	Lack of business ideas	4228	1057	9
11	Choosing what to sell	8900	890	3
12	Marketing strategy	7616	952	5

### Interpretation

From the above study it was found that from the table is evident that, Lack of own financial resource is ranked as no.1 with total score 817,

Fear of debt is ranked as no.2 with total score 842, Choosing what to sell is ranked as no.3 with total score 890 and Difficulties in finding customers is ranked as no.4 with total score 931.



**Bar chart: 1 Rank the problems faced by respondents while enter into enrepreneurship**

## FINDINGS

- 1) Lack of own financial resource is ranked as no.1 with total score 817.
- 2) Fear of debt is ranked as no.2 with total score 842,.
- 3) Choosing what to sell is ranked as no.3 with total score 890.
- 4) Difficulties in finding customers is ranked as no.4 with total score 931.
- 5) 51.33% of the respondents are fall under the age group of 18-20 years.
- 6) 66% of the respondents fall under the gender of male.
- 7) 66.66% of the respondents educational qualification is Under Graduate.
- 8) 73.33% of the respondents have 4&above family members

## SUGGESTIONS

- The Entrepreneur can avail the financial help from Banks and other Traditional Money Lenders.
- Entrepreneurs can avail low interest rate provided by Governments Schemes.
- They can conduct a survey to know the trendy products for sale to get maximum profit.

- Social Media can be used to find the vast number of customers.
- Promoting an Entrepreneurial Culture Among Young People.
- The students are need to be given updates through entrepreneurial workshops and conference in various fields to establish the new venture in the future.

## CONCLUSION

Entrepreneurship lies behind the interest about the particular product or Idea. It is a path with full of falls and downs. A large part of students are interested in this area. The students who got specialized in marketing and finance are largely responsible for innovations, technologies and products and students who got specialized in human resource management and information system are have many ideas for business ventures and Information System. The mode of raising fund is very important in creation of new venture. The education system is also affect entrepreneurship in students. Risk bearing and risk taking ability forms the basis of success. Every Entrepreneur should have the courage to stand with the struggles. The student's specification also plays a vital role towards developing a positive attitude towards the entrepreneurial environment.

## REFERENCE

- [1]. Ushanandhini.N, Dr. M. Newlin Rajkumar, “Multiple Mobile Sink Implementations With Optimal Re Scheduling Algorithm For Hybrid WSN”, International Journal of Innovations in Scientific and Engineering Research (IJISER), 4(2), 2017, 45-50,
- [2]. Komulainen, K., Naskali, P., Korhonen, M., & KeskitaloFoley, S. Internal Entrepreneurship—a Trojan horse of the neoliberal governance of education Finnish pre-and in-service teachers’ implementation of and resistance towards entrepreneurship education. Journal for Critical Education Policy Studies, 9(1), 2014.