

# **Entrepreneurial Attitudes among Students: An Empirical Study**

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**Abstract:** *Entrepreneurship plays a significant role in economic development by fostering innovation, generating employment opportunities, and promoting industrial growth. Educational institutions are increasingly focusing on developing entrepreneurial attitudes among students to prepare them for future business opportunities. The present empirical study aims to examine the entrepreneurial attitudes of students and identify the factors influencing their interest in entrepreneurship as a career option. Primary data were collected from 100 undergraduate students using a structured questionnaire, and simple percentage analysis was used for data interpretation. The study reveals that entrepreneurship education, family background, and risk-taking ability significantly influence students' entrepreneurial attitudes. The findings suggest that educational institutions should strengthen entrepreneurship education, provide practical exposure, and create supportive environments to encourage students to pursue entrepreneurial careers.*

**Keywords:** Entrepreneurship, Entrepreneurial Attitude, Students, Entrepreneurship Education, Innovation, Entrepreneurial Intention

## **I. INTRODUCTION**

Entrepreneurship has become a key driver of economic development in the modern world. It promotes innovation, encourages competition, and creates employment opportunities. Entrepreneurs contribute to economic growth by introducing new products, services, and technologies that enhance productivity and competitiveness. In recent years, governments and educational institutions have increasingly recognized the importance of promoting entrepreneurship among students. Students represent the future workforce and potential entrepreneurs who can contribute significantly to economic and social development.

Entrepreneurial attitude refers to the mindset and perceptions individuals have toward starting and managing a business. It includes characteristics such as creativity, risk-taking ability, innovation, independence, and motivation for achievement. Students with strong entrepreneurial attitudes are more likely to pursue entrepreneurial ventures and create new business opportunities. Educational institutions play a crucial role in shaping students' entrepreneurial attitudes through entrepreneurship education, training programs, and exposure to business activities. However, many students still prefer traditional employment due to factors such as financial constraints, lack of experience, and fear of failure. Therefore, understanding the entrepreneurial attitudes of students is essential to develop strategies that encourage entrepreneurship as a viable career option.

## **OBJECTIVES OF THE STUDY**

- To examine the entrepreneurial attitudes among students.
- To identify factors influencing students' entrepreneurial intentions.
- To analyze the role of entrepreneurship education in shaping entrepreneurial attitudes.



## II. REVIEW OF LITERATURE

Several researchers have studied entrepreneurial attitudes and intentions among students. Francisco Liñán and Yi-Wen Chen (2020) examined the relationship between entrepreneurship education and entrepreneurial intentions among university students. Their study found that entrepreneurship education significantly improves students' attitudes toward entrepreneurship. Norris F. Krueger (2018) explored cognitive factors influencing entrepreneurial intentions and emphasized that self-confidence, personal attitudes, and perceived opportunities are important determinants of entrepreneurial behavior.

Saeed Al-Mamary and Abdulrab M. Alshammari (2020) studied the impact of entrepreneurship education on students' intentions and concluded that education positively influences creativity, innovation, and entrepreneurial confidence. These studies highlight the importance of education, environment, and personal motivation in shaping entrepreneurial attitudes among students.

## III. RESEARCH METHODOLOGY

### Research Design

The study adopted a descriptive research design to examine entrepreneurial attitudes among students.

### Data Collection

Two types of data were used in this study:

#### Primary Data:

Collected through a structured questionnaire distributed to students.

#### Secondary Data:

Collected from books, journals, research articles, and online databases.

### Sample Size

The study was conducted among 100 undergraduate students.

### Sampling Technique

The study adopted convenience sampling.

### Research Instrument

A structured questionnaire consisting of questions related to entrepreneurial attitudes and influencing factors was used.

### Data Analysis

The collected data were analyzed using simple percentage analysis.

## IV. DATA ANALYSIS AND INTERPRETATION

**Table : 1 Students' Interest in Entrepreneurship**

Response	Respondents	Percentage
Highly interested	35	35%
Interested	40	40%
Neutral	15	15%
Not interested	10	10%
<b>Total</b>	<b>100</b>	<b>100%</b>

The table shows that 75% of students are interested or highly interested in entrepreneurship, indicating a positive entrepreneurial attitude among students.

**Table 2 Influence of Entrepreneurship Education**

Opinion	Respondents	Percentage
Strongly agree	38	38%
Agree	42	42%
Neutral	10	10%
Disagree	10	10%



<b>Total</b>	<b>100</b>	<b>100%</b>
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The findings reveal that 80% of students believe entrepreneurship education positively influences their interest in starting businesses.

**Table 3: Influence of Family Background**

Opinion	Respondents	Percentage
Strong influence	30	30%
Moderate influence	40	40%
Low influence	20	20%
No influence	10	10%
<b>Total</b>	<b>100</b>	<b>100%</b>

The results indicate that 70% of students believe family background influences their entrepreneurial attitude.

**Table 4: Risk-Taking Ability**

Opinion	Respondents	Percentage
High	32	32%
Moderate	38	38%
Low	20	20%
Very low	10	10%
<b>Total</b>	<b>100</b>	<b>100%</b>

The results show that 70% of students possess moderate to high risk-taking ability, which is an important trait for entrepreneurship.

## V. FINDINGS

- A majority of students show positive interest in entrepreneurship.
- Entrepreneurship education significantly influences students' entrepreneurial attitudes.
- Family background plays an important role in shaping entrepreneurial intentions.
- Many students possess moderate to high risk-taking ability.
- Financial constraints and lack of practical experience remain major challenges.

## VI. SUGGESTIONS

- Educational institutions should strengthen entrepreneurship education programs.
- Colleges should establish startup incubation centers to support student entrepreneurs.
- Workshops, seminars, and entrepreneurship development programs should be organized regularly.
- Financial institutions should provide startup funding and financial assistance for students.
- Mentorship programs should be introduced to guide students in developing business ideas.

## VII. CONCLUSION

Entrepreneurship plays an important role in economic development by promoting innovation and employment generation. The findings of this study indicate that students generally have a positive attitude toward entrepreneurship, particularly when they receive proper education and institutional support.

However, challenges such as financial constraints, lack of experience, and fear of failure still affect students' entrepreneurial intentions. Therefore, educational institutions and policymakers should work together to create supportive ecosystems that encourage students to explore entrepreneurial opportunities.

By strengthening entrepreneurship education and providing practical exposure, students can develop the skills, confidence, and motivation required to become successful entrepreneurs.



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