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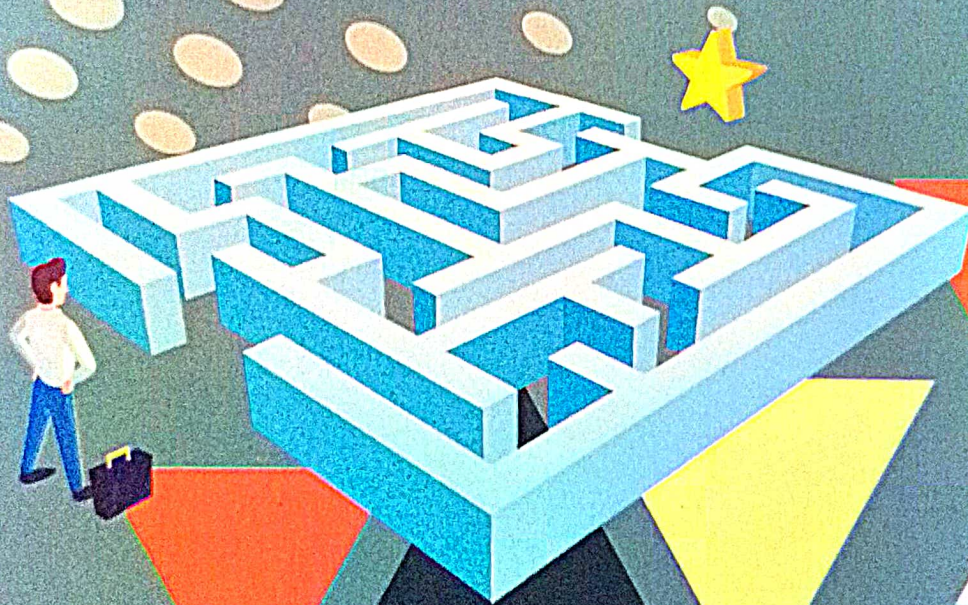
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**A STUDY ON ATTITUDE TOWARDS WOMEN ENTREPRENEURSHIP
AMONG FINAL YEAR UNDERGRADUATE COMMERCE STUDENTS
OF ARTS AND SCIENCE COLLEGES IN TIRUNELVELI DISTRICT**

P. Parvathy ¹

Dr. T. Stanley Davis Mani ²

Abstract

Former President of India Dr. A.P.J. Abdul Kalam frequently mentioned that the future of India is in the hands of youth. He advised the youth to dream about future. Indian is a nation of young talents and its population is also growing. In this juncture every study should not aim at getting a job alone, instead they must become an entrepreneur giving job opportunity to many. Entrepreneurship plays a vital role for the growth of a nation by encouraging the students and young entrepreneurs. At this point, this study aims at knowing the entrepreneurial attitude among women students of college students in Tirunelveli District.

Keywords: Women Entrepreneur, Entrepreneurship, career plan

Introduction

In recent years women have come to forefront in different walks of life and are competing successfully with men despite the social psychological and economic barriers. The educated women do not want to limit their lives in the four walls of the house. They demand equal respect from their parents. The transformation of social fabric of the Indian society, in terms of increased educational status of women and varied aspirations for better living, necessitated a change in lifestyle of India women. The increasing needs of the family and a spiral rise in the cost of living have made men realize that opportunities have to be identified where women can plan equally productive and responsible roles. Women have competed with men and successfully stood up with him in every walk of life and business is no exception for this. Ability to learn quickly from her abilities, her persuasiveness, open style of problem solving, willingness to take risk and chances, knowing how to win and lose gracefully are the strengths of the Indian Women Entrepreneurs. The glass ceilings are shattered, and women are found indulged in every line of business. The entry of women into business in India is traced out as an extension of their kitchen activities mainly 3 P's. Pickle, Powder and Pepper. But the spread of education and passage of time women started shifting from 3 P's to modern 3 E's i.e. Energy, Electronics and Engineering. The Challenges

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and opportunities provided to the women of digital era are growing rapidly that the job seekers are turning into job creators.

The exposure to entrepreneurship environment has implication to the development of the attitude. Technical students show considerable interest in learning more about entrepreneurship, however most do not expect to pursue entrepreneurial careers. Not surprisingly students who have taken business related course were more interested in starting their own business. They were also more likely to have an idea for a business, product or technology. The positive attitude and perceived behavioural control acquired from exposure to entrepreneurship education may enable them to consider pursuing business venture as an alternative career-plan after their studies. In the light of recent world events, this had become a crucial area to study the attitudes of students towards entrepreneurs, constraints and entrepreneurship.

Objectives of the study

1. To analyse whether entrepreneurship is a career option among female students.
2. To trace out their attitude level towards women entrepreneurship.
3. To offer suggestions to improve the students' attitude towards women entrepreneurship in future.

Review of Literature

Dr. J.P. Kumar, et al, (2012) indicated in their study that interrelationship between education and social change had a far-reaching impact in the society, polity and culture of the late nineteenth and early twentieth century in India. Entrepreneurship education is the fast and arguable the most important step for embedding an innovative culture and preparing the new wave of entrepreneurs. According to Emnet Negash and Chal Chissa Amnetie (2014).

The major barriers among female students to start new business were the responsibility of running a business is too difficult, lack of ability to know how to access business information difficulty to obtain the finance needed, lack of business idea.

Research Type

The methodology used by the research was descriptive approach.

Data collection

The study includes both primary and secondary data. Primary data was collected using a structured questionnaire Secondary data was collected from books, journals, thesis and websites.

Sampling unit

Female students from various arts and science colleges in Tirunelveli who are pursuing their final year under-graduation in commerce were taken as samples for the study.

Sample Size

The study was conducted with the sample size of 320 students.

Sampling Method

The researcher used Simple Random Sampling Techniques to collect the required data from the students.

Tools for Analysis

Various Statistical tools like Simple Percentage, Weighted Ranking Method were used for data analysis. Likert's its five-point scale was used to find the attitude level of the respondents. The researcher also used Chi Square test to test hypothesis.

Hypothesis of the Study

The researcher used to the following two hypotheses in the study.
Ho - There is no significant relationship between entrepreneurial experience and attitude level of the respondents towards women entrepreneurship.
Ho - There is no significant relationship between participation in entrepreneurial development programmes and attitude level of the respondents.

Definition of Women Entrepreneurs

In terms of Schumpeterian concept of innovative entrepreneurs, women who innovate, imitate or adopt a business activity are called "women entrepreneurs". Government of India has defined "Women entrepreneurship as an enterprise owned and controlled by a woman having a minimum financial interest of 51% of the capital and giving at least 51% of employment generated in the enterprise to women". Like a male entrepreneur a women entrepreneur has many functions. They should explore the prospects of starting new enterprise; undertake risks, introduction of new innovations, co-ordination administration and control of business and providing effective leadership in all aspects of business.

Analysis and Interpretations

Career Plan after graduation

Sl. No.	Opinion	No. of Respondents	Percentage
1	Higher Education	94	29.38
2	Government Job	72	22.50
3	Job in Private Sector	57	17.81
4	Self-Employment	63	19.68
6	Not yet decided	34	10.63
Total		320	100

Source: Primary data.

The table shows 29.38% of the respondents give preference to higher education. 22.50% of the respondents prefer Government job as their career plan. 19.68% prefer to become an entrepreneur. 17.81 have wish to work in private concerns. 10.63% of the respondents have no idea about their career,

Having Entrepreneurs in their family

Sl. No.	Opinion	No. of Respondents	Percentage
1	Yes	107	33.44
2	No	213	66.56
Total		320	100

Source: Primary data.

66.56% of the respondents do not have entrepreneurs in their family. 33.44% of the respondents have entrepreneurs in their families.

Motivating factors which increase the desire for entrepreneurship

Sl. No.	Factors	No. of Respondents	Percentage
1	Family members	53	16.56
2	Entrepreneurs in neighbourhood	48	15.00
3	Career Advisors	96	30.00
4	Education system/college	109	34.06
5	Others	14	4.38
Total		320	100

Source: Primary data.

The response to the question whom or what influences female students to start their own business, Majority (34.06%) of the respondents replied that they are influenced by education system and their college. Secondly, the respondents indicated that they are influenced by Career advisors (30%). 16.56% of the respondents are influenced by family members. 15% are motivated by entrepreneurs in their neighbourhood. The rest 4.38% are influenced by other factors.

Type of business suitable for women entrepreneurs

Sl. No.	Opinion	No. of Respondents	Percentage
1	Manufacturing	63	19.69
2	Trading	85	26.56
3	Service	172	53.75
Total		320	100

Source: Primary data.

53.73% of the respondents prefer service sector. 26.56 % prefer trading sector and only 19.69% prefer manufacturing sector.

Opinion towards Women Entrepreneurship

Sl. No.	Factors	SA	A	NO	DA	SDA	Mean	Rank
1	Liberty of choosing own task	70	52	50	82	66	62.53	V
2	To become job provider	95	81	66	49	29	74.93	I
3	Liberty to choose working hours	59	72	87	40	62	53.73	VI
4	Able to use education to the best advantage	61	53	81	73	52	63.87	III
5	Improvement in self-confidence	83	81	52	38	19	66.00	II
6	Social status	56	63	61	90	50	63	IV

Source: Primary data.

Majority of the respondents feel women entrepreneurship help to provide job opportunities (Mean score 74.93). Secondly, they feel women entrepreneurship help to improve self-confidence (mean score 66). Thirdly

they feel women entrepreneurship help them to use their education to the best (Mean score 63.87). Fourthly they feel social status can be gained through women entrepreneurship (Mean score 63). Fifthly they feel there is liberty in choosing own task in women entrepreneurship (Mean score 62.53). Very few respondents feel there is liberty in choosing working hours.

Challenges to become a women entrepreneur

Sl. No.	Challenges	SA	A	No	DA	SDA	Mean	Rank
1	Lack of family support in dual role	85	98	41	44	52	72	III
2	Lack of finance	94	71	69	32	54	71.93	IV
3	Unable to mobile resources	75	94	63	47	41	71.67	VI
4	Male dominant society	74	82	54	55	55	71.8	V
5	Unsecured income	92	96	30	53	49	72.6	II
6	Fear of loss	82	81	48	61	48	69.87	VII
7	Irregular working hours	108	102	51	38	21	79.87	I
8	Safety related issues	87	73	44	61	55	69.07	VIII

Source: Primary data.

While analysing the challenges to become an entrepreneur irregular working hours is the major challenge faced by the respondents (Mean score 79.87). Unsecured income is occupied second position (Mean score 72.6). Thirdly they do not get support from their family to play dual role (Mean Score 72). Lack of finance (Score 71.93), Male dominant society (score 71.8) and unable to mobile resources (Mean score 71.67) occupy fourth, fifth and sixth position respectively. Seventhly some respondents be afraid about loss (Mean score 69.87). Very few respondents have challenges related to safety (Mean score 69.07).

Awareness regarding various schemes for women entrepreneurs

Sl. No.	Opinion	No. of Respondents	Percentage
1	Yes	122	38.13
2	No	198	61.87
Total		320	100

Source: Primary data.

Most of the respondents (61.87%) do not have awareness about various schemes available to support women entrepreneur and the rest 38.13% of the respondents have knowledge about the schemes.

Participation in Entrepreneurial development / Training programmes

Sl. No.	Opinion	No. of Respondents	Percentage
1	Yes	152	47.5
2	No	168	52.5
Total		320	100

Source: Primary data.

52.5% of the respondents did not have the opportunities to participate in Entrepreneurial Development Programmes and the rest 47.5% participate in such programmes.

Sl. No.	Opinion	No. of Respondents	Percentage
1	High	87	27.19
2	Moderate	161	50.31
3	Low	72	22.5
Total		320	100

Source: Primary data.

Likert scaling depicts 50.31 of the respondents have moderate level opinion towards entrepreneurship. 27.19% of the respondents have high level opinion and intent to start their own business and the rest 22.5% of the respondents have low level opinion towards women entrepreneurship.

Hypothesis I

H₀ - There is no significant relationship between entrepreneurial experience and attitude level towards entrepreneurship

Sl. No.	Entrepreneurial experience	Opinion level			Total
		High	Moderate	Low	
1	Yes	57	22	3	82
2	No	30	139	69	238
Total		87	161	72	320

Source: Primary data.

Calculation χ^2 value = 102.16, Table value (d.f = 2 at $\chi^2_{0.05}$) = 5.99

Since the calculated value is greater than the table value, the hypothesis should be rejected. Hence it is concluded that the attitude level towards women entrepreneurship is influenced by their previous experience as entrepreneurs.

Hypothesis II

H₀ - There is no significant relationship between participation in entrepreneurial development programmes and attitude level towards entrepreneurship.

Sl. No.	Participation	Opinion level			Total
		High	Medium	Low	
1	Yes	63	77	12	152
2	No	24	84	60	168
Total		87	161	72	320

Source: Primary data.

Calculation χ^2 value = 49.10 Table value (d.f = 2 at $\chi^2_{0.05}$) = 5.99

Since the calculated value is greater than the table value, the hypothesis should be rejected. It is inferred that participation in entrepreneurship development programmes enhance the entrepreneurial attitude among the respondents.

Recommendations of the study

The positive relationship of entrepreneurship education is insightful for policy makers to establish the formal entrepreneurial courses in all secondary and tertiary learning institutions, providing a better entrepreneurial environment and facilitating new venture creation. In order

to facilitate new venture creation for younger generation, government shall provide funds and supporting infrastructures, as well as removing the impediments in the entrepreneurial career path. University should involve in our early stage to provide entrepreneurship education on to increase awareness of students about entrepreneurship, shaping their behavior and enhancing their perceived behavioral control and personality traits. The findings are insightful for university program instructor in designing and enhancing the entrepreneurship course structure, subjects offering as to proactive and practical oriented with the aim of sustaining student's interest in entrepreneurship.

Entrepreneurial interest among students would be improved if their colleges brought them into contact with the networks needed to start new business and help them to create new venture creations. Students who live in an environment that breeds entrepreneurship tended on average to have a stronger desire to become entrepreneurs, Entrepreneurship is a learned phenomenon and, entrepreneurs can be shaped by their experience as they grow and learn, being influenced by teachers, parents, mentors and role models thought their process of growth

Higher Education System can also foster the entrepreneurial intentions of students by raising entrepreneurial awareness and interest' – that is course curriculum in particular should encourage students to read books and articles about entrepreneurship and innovation regularly and equally to participate regularly in conferences, lectures on entrepreneurship. Entrepreneurship Guidance cell in colleges should arrange workshops, seminars training programmes on professional competence and leadership skill.

Conclusion

Entrepreneurship among women, no doubt improves the wealth of the nation in general and of the family particular. Women today are willing to take up activities that were once considered the preserve of men and have proved that they are second to no one with respect to contribution the growth of the economy. While undertaking the present study it become evident that young educated women have interest in entrepreneurship. Therefore, there is a need to gain more knowledge about the young educated women and their views on entrepreneurship.

Different students have different attitude towards self-employment because of many factors influence their perception to start their own business. Entrepreneurship education the first and arguably the most important step for embedding an innovative culture and preparing the new wave of entrepreneurs. As per output of the study, there were different barriers those affects young educated youth to enter into entrepreneurship. Therefore, in order to change their worries from different barriers,

entrepreneurship subject and training on entrepreneurs' successful characteristics are highly needed.

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