

**Entrepreneurial Mindset among Arts and Science College Students in Kerala**

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Entrepreneurship has been recognized as one of the necessary conditions for economic development. Many developing countries have evolved policies to support people at different level to embark on entrepreneurship. Entrepreneurs play major role in accelerating the pace of economic development with their innovative and creative approach to produce goods and service. Entrepreneurs are the pillars on which the economic health of society is built. Entrepreneurship is very important for development through the creation of increased job opportunities and consequent economic prosperity. Entrepreneurship contribute immensely to the economic growth and there by plays a vital role in the development process. Emerging economies, in particular and the global economy in general are poised for accelerated growth and provide great opportunities in the globalized and liberalized era. There are number of fast growing economies that are poised to play a leading role in the global market. The most critical input in taking these economy to still greater heights in the global market would be the entrepreneurial mindset of their human resources. The role of an entrepreneur would be to innovate and create economic opportunities for others, and the role of a government and its partners would be to create a dynamic enterprise environment and a well functioning market so that the economy becomes inherently entrepreneurial and innovative. Entrepreneurship act as a fulcrum around which economic development through value addition resources takes place. Adam Smith, in Wealth of Nations (1776) traced the role of various factors, including entrepreneurship. Entrepreneurship contributes not only to the growth in gross national product and per capita income but also to the development process through bringing in structural changes in the society. This change, by way of structural transformation helps to achieve equitable distribution of income and greater opportunities to people belonging to the bottom of the pyramid and, in turn, contributes to their prosperity. Entrepreneurial development in an economy is the key to economic development. It is the most critical and crucial input in the process of economic development of a local area, region, country and global economy. It accelerate the process of growth and development by channelizing the factors of production in areas where in they contribute the maximum possible value addition, resulting in higher rate of economic growth, dispersal of economic activities and development of backward region.

**1. STATEMENT OF THE PROBLEM**

Kerala-The Gods own Country has ample scope to become economically stronger due to the fact that it is gifted with long sea shore and natural beauty and its educated youths. Our government, academicians, researchers and bureaucrats need to focus more on formulating policies which can bring more people attracting to entrepreneurship. Many studies are conducted in the area of

Entrepreneurship. Previous research studies have established several generalizable reasons to the question that why some individual decide to follow entrepreneurship and others do not. But study focusing on the entrepreneurial mindset of Arts and Science College students of Kerala, is lacking. Entrepreneurship mindset means how you think, what your belief system is, what your habits and traits are, how you feel about yourself, how confident and courageous you are, how much you trust others, and whether you have self esteem to be successful. In short, success as an entrepreneur or otherwise depends, to a great extent, upon their character, the way they think and belief system. The study aims to determine the awareness of the youth towards entrepreneurship.

## **HYPOTHESIS**

Awareness about entrepreneurship among students is independent to their Gender, Discipline and Family background.

## **2. RESEARCH METHODOLOGY**

The study is carried out in the state of Kerala. The quantitative data had been collected using the questionnaire survey instrument. A close-end surveys were piloted for the first questionnaire and total of 100 questionnaire has been distribute to 100 students from Thrissur district to gain the response and comment on the questionnaires constructed. After the pilot test, a new questionnaire survey has been carried out after the reconstruction on the piloted questionnaire based on the comment and the response that gained during the pilot test.

## **SAMPLING DESIGN**

### **POPULATION**

There are 14 universities functioning in the State. Out of these, four universities viz. Kerala, Mahatma Gandhi, Calicut and Kannur are general in nature and are offering various courses. SreeSankaracharya University of Sanskrit, ThunchathEzhuthachan Malayalam University, Cochin University of Science and Technology, Kerala Agricultural University, Kerala Veterinary and Animal Science University, Kerala University of Health Sciences, Kerala University of Fisheries and Ocean Studies and Kerala Technological University offer specialized courses in specified subject areas. Besides these, the National University of Advanced Legal Studies (NUALS) established in 2005 and a Central University started in Kasargod districts are also functioning in the State.

Out of 213 Arts and Science Colleges in the State comprising of 153 Private Aided Colleges and 60 Government Colleges. In 2015-16, Ernakulam (25) had the largest number of Arts and Science colleges in the State followed by Thiruvananthapuram, Kottayam and Thrissur (22). Thiruvananthapuram and Kozhikode have the largest number of Government colleges (10) in the State.

Total number of students enrolled in various Arts and Science colleges (excluding unaided colleges) under the four general universities in Kerala during 2015-16 is 2.7 lakh. Out of the total students enrolled for degree courses, 41.7 per cent are enrolled for B.A degree courses, 41.1 per cent enrolled for B.Sc. and 17.2 per cent enrolled for B.Com degree courses. Girls constitute 71.02 per cent of total enrolment for degree courses

**ENROLMENT OF STUDENTS IN ARTS AND SCIENCE COLLEGES**

| COURSE | TOTAL STUDENTS | GIRLS  | BOYS  |
|--------|----------------|--------|-------|
| B.A    | 96748          | 70035  | 26713 |
| B.Sc   | 95369          | 69833  | 25536 |
| B.Com  | 39923          | 24915  | 15008 |
| Total  | 232040         | 164783 | 67257 |

Source: Directorate of Collegiate Education

**TABLE NO 1****SAMPLE SELECTION**

From the targeted population, a sample size of 900 respondents is selected for the study. Sample was selected from students studying in various Arts and Science Colleges under 3 major Universities in Kerala. 300 students were selected from various Arts and Science College students belonging to Trivandrum District, 300 students from Kottayam District and 150 students from Thrissur district and 150 students from Calicut region. Stratified Random Sampling technique was used for selecting the respondents.

**DATA COLLECTION AND TOOLS USED FOR THE STUDY**

The study is based on both primary and secondary data, secondary data were collected from books and from various research journals. Primary data was collected through a questionnaire survey among the students with a structured questionnaire. Simple percentage was used to analyse demographic profile of respondents. Mean and standard deviation was used to determine the level of entrepreneurship awareness among respondents. Kruskal-wallisH test was used to test statistical difference between mean values.

**LIMITATIONS OF THE STUDY**

- The study was restricted to only Arts and Science Colleges in the State of Kerala and hence the inference drawn are to be carefully considered for generalisation
- The study is limited by its cross sectional data: the students are observed only at a single point in time ,not across time.

**DEMOGRAPHIC PROFILE OF THE RESPONDENTS**

Male and Female respondents taken for the study was 450 each from both Category. Out of 450Male, taken for the study 225 belongs to Commerce Group and 225 from Science stream. And same in the case of female respondents. 35% of the respondents belongs from business background while 65% of the respondents are from no business background.

**CHECKING THE NORMALITY OF DISTRIBUTION RELATED TO AWARENESS OF ENTREPRENEURSHIP**

| RELEVANT ASPECTS OF AWARENESS                                          | KOLMOGOROV-SMIRNOV Z | ASYMP. SIG. (2-TAILED) |
|------------------------------------------------------------------------|----------------------|------------------------|
| An entrepreneur must have goal in mind                                 | 3.011                | .000                   |
| An entrepreneur should have skills and creativity                      | 2.924                | .000                   |
| An entrepreneur is not in control of any body                          | 2.676                | .000                   |
| An entrepreneur reaps huge financial reward and prestige               | 2.141                | .000                   |
| An entrepreneur never afraid of economic uncertainty                   | 2.422                | .000                   |
| An entrepreneur can create own business without entrepreneurship skill | 2.433                | .000                   |
| An entrepreneur must have lot of organisational ability                | 2.926                | .000                   |
| An entrepreneur can become self-reliant and independent                | 3.312                | .000                   |

Source: primary data

**TABLE NO 2**

Table 2 indicates the normality of distribution related to awareness of entrepreneurship. It is clear that the above variables does not follow normal distribution as the p value is less than .05. Hence we have to follow non –parametric test to prove the difference occurred in the above data are statistically significant. Kruskal-wallis H test is used to check the difference in the mean value found in the variable of gender, disciplines, family background.

**GENDER WISE ANALYSIS OF KRUSKAL-WALLIS H TEST**

The study attempt to test the significance difference in students awareness relating to entrepreneurship among different gender group. Kruskal-wallis H test was carried out at 5%level of significance and result is presented in Table 3.

**GENDER WISE AWARENESS ABOUT ENTREPRENEURSHIP AMONG STUDENTS**

| RELEVANT ASPECTS OF ENTREPRENEURSHIP AWARENESS           | CHI-SQUARE | DF | ASYM P. SIG. | MALE   |               | FEMALE |                |
|----------------------------------------------------------|------------|----|--------------|--------|---------------|--------|----------------|
|                                                          |            |    |              | MEAN   | STD.DEVIATION | MEAN   | STD. DEVIATION |
| An entrepreneur must have goal in mind                   | 3.080      | 1  | .079         | 3.9633 | 1.3459        | 4.4    | 0.84477        |
| An entrepreneur should have skills and creativity        | 4.688      | 1  | .030         | 3.9467 | 1.09916       | 4.33   | 0.8369         |
| An entrepreneur is not in control of any body            | .492       | 1  | .483         | 3.5867 | 1.0865        | 3.55   | 1.5604         |
| An entrepreneur reaps huge financial reward and prestige | .084       | 1  | .772         | 3.3333 | 1.02458       | 3.4167 | 0.96184        |
| An entrepreneur never afraid of economic uncertainty     | .619       | 1  | .431         | 2.9333 | 1.21943       | 3.1    | 1.16           |

|                                                                        |       |   |      |        |        |        |        |
|------------------------------------------------------------------------|-------|---|------|--------|--------|--------|--------|
| An entrepreneur can create own business without entrepreneurship skill | 1.590 | 1 | .207 | 2.8833 | 1.2768 | 3.1667 | 1.1813 |
| An entrepreneur must have lot of organisational ability                | 1.693 | 1 | .193 | 3.55   | 1.1263 | 3.8333 | 0.9236 |
| An entrepreneur can become self-reliant and independent                | 1.548 | 1 | .213 | 3.5    | 1.0969 | 3.7333 | 0.9719 |

Source: primary data

**TABLE NO 3**

The statistical inference from table 3 indicates that the p value is less than .05 for the variable an entrepreneur should have skills and creativity. Thus the awareness level of this aspect has significant difference among different gender group. Female respondents have strong awareness about the fact entrepreneur have goal in mind and reasonable degree of skill and creativity with mean value 4.4 and 4.33 respectively. P value is greater than .05 for variable such as an entrepreneur have goal in mind, an entrepreneur is not in control of any body, an entrepreneur reaps huge financial reward and prestige, an entrepreneur can create own business without entrepreneurship skill, an entrepreneur never afraid of economic uncertainty, an entrepreneur must have lot of organizational ability, an entrepreneur can become self-reliant and independent. Thus the hypothesis is accepted, that means the difference in the mean value of different gender groups regarding this variables are not statistically significant.

#### **DISCIPLINE WISE ANALYSIS OF KRUSKAL-WALLIS H TEST**

The study attempt to test the significance of difference in students entrepreneurship awareness among different disciplines. Kruskal-wallis H test was carried out 5%level of significance and result is presented in table 4.

#### **DISCIPLINE WISE AWARENESS OF ENTREPRENEURSHIP AMONG STUDENTS**

| RELEVANT ASPECTS OF ENTREPRENEURSHIP AWARENESS           | CHI-SQUARE | D F | ASY MP. SIG. | COMMERCE & ARTS |               | SCIENCE |                |
|----------------------------------------------------------|------------|-----|--------------|-----------------|---------------|---------|----------------|
|                                                          |            |     |              | MEAN            | STD.DEVIATION | MEAN    | STD. DEVIATION |
| An entrepreneur must have goal in mind                   | 3.758      | 1   | .053         | 4.4167          | .82937        | 3.9167  | 1.33139        |
| An entrepreneur should have skills and creativity        | 5.868      | 1   | .015         | 4.3167          | .92958        | 3.9333  | 1.03934        |
| An entrepreneur is not in control of any body            | .370       | 1   | .543         | 3.5833          | 1.0623        | 3.433   | 1.1842         |
| An entrepreneur reaps huge financial reward and prestige | 6.730      | 1   | .009         | 3.65            | .87962        | 3.2000  | 1.03825        |
| An entrepreneur never afraid of economic                 | .375       | 1   | .540         | 3.0833          | 1.10916       | 2.9500  | 1.26792        |

|                                                                        |       |   |      |        |         |        |         |
|------------------------------------------------------------------------|-------|---|------|--------|---------|--------|---------|
| uncertainty                                                            |       |   |      |        |         |        |         |
| An entrepreneur can create own business without entrepreneurship skill | .898  | 1 | .343 | 3.1333 | 1.21386 | 2.9167 | 1.25268 |
| An entrepreneur must have lot of organisational ability                | 5.334 | 1 | .021 | 3.9    | 1.00338 | 3.4833 | 1.03321 |
| An entrepreneur can become self-reliant and independent                | 8.357 | 1 | .004 | 3.8833 | .92226  | 3.3500 | 1.08651 |

Source: primary data

**TABLE NO 4**

The statistical inference from table 4 indicate that p value is less than .05 for variable such as an entrepreneur should have skills and creativity, an entrepreneur reaps huge financial reward and prestige, an entrepreneur must have lot of organizational ability, an entrepreneur can become self-reliant and independent. Thus the awareness level of these aspects has significant difference among Commerce students and Science students and we can conclude that respondents having Commerce background have higher degree of awareness relating to these aspects than students having Science back ground. P value is greater than .05 for variables such as an entrepreneur must have goal in mind, an entrepreneur is not in control of any body, an entrepreneur never afraid of economic uncertainty, an entrepreneur can create own business without entrepreneurship skill. . Thus the hypothesis is accepted .That means the difference in the mean value of different disciplines regarding this variables are not statistically significant. Thus we can conclude that the awareness level of these aspects is not different among students having Commerce back ground and Science background.

#### **FAMILY BACKGROUND WISE ANALYSIS OF KRUSKAL-WALLIS H TEST**

The study attempt to test the significance of difference in entrepreneurship awareness among student having business background and no business background. Kruskal-wallis H test was carried out 5%level of significance and result is presented in table 5

#### **FAMILY BACKGROUND WISE AWARENESS OF ENTREPRENEURSHIP AMONG STUDENTS**

| RELEVANT ASPECTS OF ENTREPRENEURSHIP AWARENESS           | CHI-SQU ARE | D F | ASY MP. SIG. | BUSINESS BACKGROUND |               | NO BUSINESS BACKGROUND |                |
|----------------------------------------------------------|-------------|-----|--------------|---------------------|---------------|------------------------|----------------|
|                                                          |             |     |              | MEAN                | STD.DEVIATION | MEAN                   | STD. DEVIATION |
| An entrepreneur must have goal in mind                   | .001        | 1   | .981         | 4.1190              | 1.21379       | 4.1923                 | 1.13266        |
| An entrepreneur should have skills and creativity        | .102        | 1   | .749         | 4.0714              | 1.19741       | 4.1538                 | 1.00053        |
| An entrepreneur is not in control of any body            | .562        | 1   | .454         | 3.381               | 1.2088        | 3.577                  | 1.1227         |
| An entrepreneur reaps huge financial reward and prestige | 1.865       | 1   | .172         | 3.5952              | .93859        | 3.3333                 | .98444         |
| An entrepreneur never afraid of economic uncertainty     | 1.080       | 1   | .299         | 2.8571              | 1.24100       | 3.1026                 | 1.18806        |

|                                                                        |      |   |      |        |         |        |         |
|------------------------------------------------------------------------|------|---|------|--------|---------|--------|---------|
| An entrepreneur can create own business without entrepreneurship skill | .339 | 1 | .560 | 3.1190 | 1.27265 | 2.9744 | 1.23304 |
| An entrepreneur must have lot of organisational ability                | .339 | 1 | .560 | 3.7619 | 1.03145 | 3.6538 | 1.03547 |
| An entrepreneur can become self-reliant and independent                | .377 | 1 | .539 | 3.5238 | 1.08736 | 3.6667 | 1.03861 |

Source: primary data

**TABLE NO 5**

The statistical inference from table 5 indicates that respondents who are having business background have more awareness about the aspects such as an entrepreneur reaps huge financial reward and prestige an entrepreneur can create own business without entrepreneurship skill, an entrepreneur must have lot of organisational ability. p value is greater than .05 for all variables. This shows that the difference in the mean value of respondents having business background and no business background are not statistically significant. Thus the entrepreneurship awareness level among students having business background and no business background are not different.

### **3. MAJOR FINDINGS OF THE STUDY**

- The entrepreneurship awareness among male and female respondents regarding as an entrepreneur have goal in mind, an entrepreneur is not in control of any body, an entrepreneur reaps huge financial reward and prestige, an entrepreneur can create own business without entrepreneurship skill, an entrepreneur never afraid of economic uncertainty, an entrepreneur can create own business without entrepreneurship skill, an entrepreneur must have lot of organisational ability and an entrepreneur can become self-reliant and independent is not significantly different.
- Level of awareness of female group about an entrepreneur should have skills and creativity is higher than male group.
- 3. Students having Commerce background is more aware about the facts such as an entrepreneur should have skills and creativity, an entrepreneur reaps huge financial reward and prestige, an entrepreneur must have lot of organisational ability, and an entrepreneur can become self-reliant and independent, compared to the students having Science background.
- Level of awareness of students about various aspects such as as an entrepreneur must have goal in mind, an entrepreneur is not in control of any body, an entrepreneur never afraid of economic uncertainty and an entrepreneur can create own business without entrepreneurship skill is not depended on their area of study .
- The entrepreneurship awareness level among students having business background and no business background are not significantly different.

### **4. CONCLUSION**

For becoming a successful entrepreneur, the most important ingredient is our mindset that needs to be properly cultivated through a process of awareness, understanding, disassociation and affirmation. It has been usually found that it is this spark in an entrepreneur that ultimately plays the most crucial role in their success or failure as an entrepreneur. The study attempts to identify the entrepreneurship awareness of college students. The study reveals that the students have relative degree of entrepreneurship awareness. Commerce students have strong degree of

entrepreneurship awareness than science students. For cultivating entrepreneurship among young mind steps should be taken to develop entrepreneurship competency among them. And family, educational and social system should provide support for developing and implementing their new business idea.