

Impact Of Entrepreneurial Propensity On Demographic Factors Of Engineering Students In Chennai City

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ABSTRACT: The entrepreneurial propensity is a personal propensity to line up a brand new business, or to accelerate an enterprise's growth by asserting or developing a brand new in operation plan or live, that plays an awfully necessary role in beginning and running a business. As a part of the interventions, there are three factors and are Feasibility, Desirability, and Intention. The research uses the Qualitative sampling method. The data were collected from engineering students in Chennai City. The questionnaire circulated through Google form received 254 responses. Descriptive analysis and ANOVA were used to analyse the given data.

KEY WORDS: Entrepreneurial Propensity, Engineering Students, Entrepreneurship, Feasibility, Desirability, Intention.

INTRODUCTION:

Entrepreneurship is that creation or extraction is useful. With this definition, entrepreneurship is viewed as modification, typically entailing risk on the far side of what's unremarkably encountered in beginning a business, which can embody different values than merely economic ones.

Propensity is an important notion in cognitive psychology, mainly reflects the degree of one's faith to a certain activity. The entrepreneurial tendency is a more specific inclination—the belief of an individual being self-employed.

The entrepreneurial propensity is a personal propensity to line up a replacement business, or to accelerate associate in Nursing enterprise's growth by maintaining or developing a replacement operative plan or live, that plays a really necessary role in beginning and running a business.

OBJECTIVES OF THE STUDY:

- To study and identify the impact of the factors of entrepreneurial propensity such as feasibility, desirability and intention on demographic factors of engineering students of Chennai City.

REVIEW OF LITERATURE:

Baron (2004) or Shaver & Scott (1991), highlighted the importance of variability in the understanding of self-determination among other researchers. This case study provides further insight into the complex process of entrepreneurship. The study has removed the social norms where others have found them to be ineffective since the initial evaluation for the usefulness and effectiveness of the EIQ conducted, the study will focus on testing the model through a systematic review. Business methods have changed over the years (Santos and Liñán). (Gartner, 1985, 1989; Robinson et al., 1991) show that the behavior and demographic variability of different entrepreneurs and non-entrepreneurs in the first instance of the two studies has helped the identification of important relationships between human behavior characteristics, as well as the completion of business behavior, but the ability to report is limited (Reynolds, 1997). On the legal side, many authors criticize the methods, much to the chagrin of their methods and the limit of their ideas for their low interpretation capacity. Ajzen (1991), called "old-fashioned" set types of mental planning changes that can show their impact on purpose. other good "ancient" methods will build up another possible possibility of the practice, i.e. different approaches are available (Liñán, 2004). Clearly, the status quo in addition affects business objectives. Clearly, location also affects business objectives.

Liñán (2004), in his opinion, argues that the type of business objective will make their firm decision based on three factors; his interest or interest in business; what people found out about other jobs and thirdly was what people found out. There may be reasons to consider that the social process may have an impact on self-interest and self-efficacy. Many authors argue that the values passed by "other important people" will lead to a better understanding of self-

interest and self-corruption defining social values as some form of capital and suggests the cause of the other two objective problems. Their results support this assertion. On the other hand, geographical location or “demographic situation” has an impact on objectives .Krueger et al. (2000), Peterman and Kennedy (2003), Veciana et al. (2005) or Kolvereid has used the same material for commercial planning. Discussions about business education differentiate between “traditional” and “business” teaching methods. Balls, (2003), Apple, (2000), Biesta, (2009) show no signs of failure in current education policy with a focus on the increase in recent performance and political pressure on increased pressure on business education has indeed created a valuable problem where teachers are reacting negatively to conflicting intentions. (Kuratko 2005), has seen a growing business education in the education sector and in 2001 offered it to 1200 business colleges in the United States alone.(Krueger, Reilly & Carsrud, 2000) states that entrepreneurship is not intentional but planned. Individuals decide to start a business venture after some cause and then use some psychological reasoning. An area of mind that should be thoroughly researched in business studies is the ability to invest. It is important because it affects behavior on the part of the business, such as starting a new business. The same process applies to sustainable business. The education system plays an important role in the decision to engage in sustainable business.

RESEARCH METHODOLOGY:

The population size of the engineering students of Chennai City is indefinite. The sample size is confined to 254 respondents. The research uses Quantitative sampling method.

The study is completely based on primary data. Primary data for the study is collected through the self-administered questionnaire which was circulated through Google forms. The study uses Secondary data for theoretical framework of the study and Review of literature collected from journals, books, thesis and magazines.

The structured form consisted of two sets; the primary set consisted of the demographic profile of the scholars of Chennai City, the Second set consisted of the Factors of Entrepreneurial propensity particularly Feasibility, Desirability and Intention. The factors of Entrepreneurial Propensity were measured with the assistance of a 5-point Likert scale specifically [Strongly agree, Agree, Undecided, Disagree and Strongly Disagree] ranging from 5 to 1, respectively.

The variable in this research able to divide into 2 parts, first Independent Variables and second Dependent Variables as follows:

- Independent Variables: able to divide into 4 variables as follows:
 - a) Demographic and Consumer Behavior
- Dependent Variables
 - a) Factors influencing Entrepreneurial propensity such as Feasibility, Desirability and Intention

DATA ANALYSIS:

Demographic factors:

- **Table indicating the Percentage analysis of Demographic Factors**

FACTORS	DIMENSIONS	NO. OF RESPONDENTS	PERCENTAGE
GENDER	MALE	106	41.5%
	FEMALE	145	57.3%
	PREFER NOT TO SAY	3	1.2%
PROGRAMME	CIVIL ENGINEERING	74	29%
	BIOTECHNOLOGY	26	10.2%
	COMPUTER SCIENCE AND ENGINEERING	69	27.1%
	ELECTRONICS AND COMMUNICATION ENGINEERING	82	32.2%
	AUTOMOBILE ENGINEERING	1	0.4%
	AERONAUTICAL ENGINEERING	2	0.8%
FAMILY INCOME	LESS THAN ₹1,00,000	51	20%

	₹1,00,001 - ₹5,00,000	84	32.9%
	₹5,00,001 - ₹10,00,000	53	20.8%
	₹10,00,001 - ₹15,00,000	50	19.6%
	MORE THAN ₹15,00,00	16	6.7%

Relationship between demographic factors and Factors of Entrepreneurial Propensity:

- **ANOVA Analysis for Programme and Feasibility Factors of Entrepreneurial Propensity**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	24.171	6	4.028	8.039	.000
Within Groups	123.778	247	.501		
Total	147.949	253			

- **ANOVA Analysis for Programme And Desirability Factors of Entrepreneurial Propensity**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	32.753	6	5.459	5.645	.000
Within Groups	238.865	247	.967		
Total	271.617	253			

- **ANOVA Analysis for Programme and Intention Factors of Entrepreneurial Propensity**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	31.432	6	5.239	5.817	.000
Within Groups	222.448	247	.901		
Total	253.880	253			

- **ANOVA Analysis for Gender and Feasibility Factors of Entrepreneurial Propensity**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.309	2	2.155	3.765	.024
Within Groups	143.640	251	.572		
Total	147.949	253			

- **ANOVA Analysis for Gender And Desirability Factors of Entrepreneurial Propensity**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.309	2	3.083	2.915	.056
Within Groups	143.640	251	1.058		
Total	147.949	253			

- **ANOVA Analysis for Gender And Intention Factors of Entrepreneurial Propensity**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	33.632	2	16.816	19.164	.000
Within Groups	220.248	251	.877		
Total	253.880	253			

• **ANOVA Analysis for Family Income and Feasibility Factors of Entrepreneurial Propensity**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	14.890	4	3.723	6.966	.000
Within Groups	133.059	249	.534		
Total	147.949	253			

• **ANOVA Analysis for Family Income and Desirability Factors of Entrepreneurial Propensity**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	29.341	4	7.335	7.539	.000
Within Groups	242.276	249	.973		
Total	271.617	253			

• **ANOVA Analysis for Family Income and Intention Factors of Entrepreneurial Propensity**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	15.826	4	3.956	4.138	.003
Within Groups	238.054	249	.956		
Total	253.880	253			

FINDINGS AND DISCUSSION:

- Majority of the Respondents are Female accounting to 57.3%
- Majority of the respondents were from the Electronics and Communication Engineering accounting to 32.2%
- Majority of the respondents' family income is been recorded as ₹1,00,001 - ₹5,00,000 accounting to 32.9%
- There is a difference in the significant given to the programme of the engineering students and Feasibility factor of Entrepreneurial propensity.
- There is a difference in the significant given to the programme of the engineering students and Desirability factor of Entrepreneurial propensity.
- There is a difference in the significant given to the programme of the engineering students and Intention factor of Entrepreneurial propensity.
- There is a difference in the significant given to the gender of the engineering students and Feasibility factor of Entrepreneurial propensity.
- There is a difference in the significant given to the gender of the engineering students and Desirability factor of Entrepreneurial propensity.
- There is a difference in the significant given to the gender of the engineering students and Intention factor of Entrepreneurial propensity.
- There is a difference in the significant given to the family income of the engineering students and Feasibility factor of Entrepreneurial propensity.
- There is a difference in the significant given to the family income of the engineering students and Desirability factor of Entrepreneurial propensity.

- There is a difference in the significant given to the family income of the engineering students and Intention factor of Entrepreneurial propensity.

SUGGESTIONS:

The institution must encourage more students to become an entrepreneur than just getting placed in a good reputed company. It not only helps the student to be successful but whereas the whole economy would be developed by that one student's success. Before bringing in many placement offers, the institution must bring in more venture capitalists and angel investors. So that the entrepreneurial students would be filtered out and they will have a chance to continue their dreams to become an entrepreneur. As we know it is all about risk taking in the entrepreneurial world, most of the students who are passing out have many commitments so the institution can make sure their eligibility is satisfied and hence they can take up the risk of becoming an entrepreneur. More scholarships for entrepreneurial ideas should be imposed.

CONCLUSION:

From the above study, it shows that the engineering students have got their feasibility from the institution and they have got strong desirability and intention to become an entrepreneur. It shows the interest in students for becoming an entrepreneur which will be benefiting both the individual and the country's economy. When new inventions and ideas are encouraged and motivated, the students will reach heights is what this study tells us.

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