

ENTREPRENEURIAL MOTIVATION – A STUDY ON ASPIRATION TOWARDS ENTREPRENEURSHIP AMONG FINAL YEAR B.B.A., STUDENTS AT SALEM

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ABSTRACT

Entrepreneurship is the attempt to create value through recognition of business opportunity, the management of risk taking appropriate to the opportunity, and through the managerial skills to mobilize human, financial and material resources necessary to bring a project to fruition. This paper attempts to know the level of motivation towards entrepreneurship among the final year B.B.A., students at Salem,

KEYWORDS: *Entrepreneurship Development, Motivating People To Become Entrepreneurs, Entrepreneurial Activity To Take Place*

INTRODUCTION

According to David McClelland, “Theory of need achievement, a constellation of personality characteristics which are indicative of high need achievement is the major determinant of entrepreneurship development”. Therefore, if the average level of need achievement in a society is relatively high, one would expect a relatively high amount of entrepreneurship development in that society.

Entrepreneurship does not emerge and develop automatically and spontaneously. Its emergence and development depend upon the availability of certain factors also called supportive conditions. The various factors motivating people to become entrepreneurs are classified as internal and external factors. Nonetheless, internal factors are found more important in motivating people to become entrepreneurs.

P. N. Mishra identified nine motivating factors which are as follows:

- Educational background
- Occupational Experience
- Desire to work independently in manufacturing line
- Desire to branch out to manufacturing
- Family background

- Assistance from Government
- Assistance from financial institutions
- Availability of technology / raw material
- Other factors – demand of the particular product, started manufacturing to facilitate trading / distribution business since the product is in short supply, etc.,

The above nine factors were grouped into two major categories – internal and external. First five motivating factors were termed as internal and the last four factors as external. The internal motivating factors like education, occupational experience, family background, the desire to do something independently together make the personality of the entrepreneur. These factors generate an inclination to adopt entrepreneurial activity.

The presence of internal factors is no doubt a necessary condition for entrepreneurial activity to take place. But entrepreneurial ideas cannot fructify without a propitious environment which provide support in terms of financial assistance, technology and raw material and infrastructural facilities. The facilities or assistance are the external motivating factors and serve as a spark in the lightening of the entrepreneurial idea. These factors also provide a momentum to the entrepreneurial activities.

Scope of the Study

The study has been conducted at Salem among the final year B.B.A students. The need for achievement is the basic antecedent to become an entrepreneur. It can be developed through deliberate efforts in the forms of education, intervention and training. Besides the need for achievement motive, other motives in the form of one's personal attributes such as creativity, self-efficacy, locus of control, risk-taking, leadership and communication also motivate and affect the entrepreneurial behavior. Thus, Conducting a study on the motivational level towards entrepreneurship among the final year students may throw more light on their career choice.

Objectives of the study

- To study the demographic characteristics of the respondents.
- To study the level of motivation among the respondents towards entrepreneurship.
- The study the internal and external constraints that influence positively and negatively the inclination towards entrepreneurship.

Limitations of the Study

The study is intended to know only the aspiration level among the respondents

- The sample size is restricted to 54 only.
- Some of the opinions given by the respondents may not be reliable.
- The opinion given by the respondents may be biased.

Research Methodology

Simple random sampling is used to choose the respondents. The sample includes both male and female students pursuing B.B.A Third year at various colleges in Salem. Sample size was 54. Percentage analysis has been used to analyze the data.

Data Source

Primary Data: The primary data were collected from the respondents by using a questionnaire prepared by the researcher.

Secondary Data: Apart from primary data, the secondary data were collected from text books and some Journals.

Analysis & Interpretation

Table 1: Classification of Respondents Based on Gender

Sl.No	Gender	No. of Respondents	Percentage of Respondents
1	Male	41	75.93
2	Female	13	24.07

Table 2: Entrepreneurial Interest – I Want to Become an Entrepreneur

SI. No	Opinion Level	No. of Respondents	Percentage of Respondents
1	Strongly agree	23	42.59
2	Agree	10	18.52
3	Neutral	8	14.81
4	Disagree	3	5.56
5	Strongly Disagree	10	18.52

Table 3: I Wish to Start My Own Business

Sl. No	Opinion Level	No. of Respondents	Percentage of Respondents
1	Strongly agree	24	44.44
2	Agree	16	29.63
3	Neutral	4	7.41
4	Disagree	1	1.85
5	Strongly Disagree	9	16.67

Table 4: I have the Strong Need for Achievement

Sl. No	Opinion Level	No. of Respondents	Percentage of Respondents
1	Strongly agree	35	64.81
2	Agree	8	14.81
3	Neutral	2	3.70
4	Disagree	5	9.26
5	Strongly Disagree	4	7.41

Table 5: My Family Members Will Support My Decision to Become an Entrepreneur

Sl. No	Opinion Level	No. of Respondents	Percentage of Respondents
1	Strongly agree	17	31.48
2	Agree	9	16.67
3	Neutral	8	14.81
4	Disagree	9	16.67
5	Strongly Disagree	11	20.37

Inferences

- Out of the total respondents surveyed (54), 76% of them are male and the rest are female.
- Most of the respondents are strongly agree that they want to become an entrepreneur.
- Most of the respondents wish to start their own business.
- Majority (65%) of the respondents have stated that they have the strong need for achievement.
- Most of the respondents opined that they may get the support of their family to choose entrepreneurial venture.

Table 6: Descriptive Statistics: Percentage Analysis - Frequencies (Percentage of Respondents)

Sl. No	Question	Strongly Agree	Agree	Neither AGREE nor Dis Agree	Dis Agree	Strongly Dis Agree
1	I want to become an entrepreneur	50.00	18.52	14.81	5.56	18.52
2	I will take more efforts to become an entrepreneur -	46.30	24.07	5.56	5.56	18.52
3	I wish to start my own business	44.44	29.63	7.41	1.85	16.67
4	I know the basic traits required to become a successful entrepreneur	48.15	38.89	1.85	5.56	5.56
5	I will work hard and bear risks	59.26	18.52	16.67	3.70	1.85
6	I have the strong need for achievement	64.81	14.81	3.70	9.26	7.41
7	The curriculum at the college level has helped me to think about entrepreneurial career	62.96	33.33	1.85	1.85	0.00
8	My family members will support my decision to become an entrepreneur	31.48	16.67	14.81	16.67	20.37

CONCLUSIONS

Awareness on Entrepreneurship at college level is a pivotal factor to create more job providers rather than job seekers. The curriculum at the college level should focus more on self-employment to have a balanced economic development. From the study we infer that, though most of the students are interested towards entrepreneurial career, they lack the risk taking ability due to fear of failure, social stigma, socio-cultural barriers, lack of awareness on opportunities available and facilities provided by the government etc. With proper guidance, self – employment oriented curriculum and assistance we can create more entrepreneurs.

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