

# Entrepreneurial Intention Among Women Students In Periyar University At Salem District

Dr.S.Balamurugan, V.Sudha

**Abstract:** Main aim of this study is to articulate the sole model to the entrepreneurial intention among women students. The drive was to study anything group of university women students in Salem intended to do upon accomplishment of their college education start their own business to become entrepreneurs. This was an attempt to explore the entrepreneurial intention among women in Periyar University at Salem district. The data were completed to 225 respondents. The tools used for this study are chi-square and factor analysis. This study concluded that this understanding will help authorities towards set up the effective policies that would promote entrepreneurial activities and sustain economic development and growth and educational institutions focus their entrepreneurial training.

**Index Terms :** Entrepreneurship, Entrepreneurial intentions Entrepreneurial education.

## 1. INTRODUCTION

It The situation has been gradually recognized that entrepreneurship play a critical part in successful economies. The Schumpeterian method to development advances the opinion that entrepreneurial energy is the key to modernization and development (Aghino & Peter, 1997). While the study explored numerous features of student's intentions to work for someone else, its primary focus was on students who require the intention of becoming entrepreneurs. Such knowledge could be helpful in providing the necessary support to students to pursue entrepreneurial career. This study analyzed the entrepreneurial intentions from women entrepreneur's perspective (Grisna Anggadwita & Wawan Dhewanto, 2015). Moreover, a study of entrepreneurial intention remains important understanding the process of entrepreneurship (Krueger & Carsrud, 2006).

### 1.1 ENTREPRENEURSHIP

(Joseph, 1951) definition treats the human agent at the center of the procedure of economic development and regards the entrepreneur as one who, through new combination of means of production, opening of a innovative market, overthrow of a new source of source of raw materials or semi industrial properties and management of the new organization. Entrepreneurship is normally accepted to be essential condition for thorough long-term economic development. The main quarrel for the confident outcome of entrepreneurship can be initiate in Schumpeter's effort wherein he debated that by introducing new ideas, products, production, processes and organizational structure, entrepreneurs' challenges current economic conditions. The Schumpeter's view on entrepreneurship assume that new firms are started on the basic of seeming business chances that are left unexplored by incumbent firms.

- Dr.S.Balamurugan, Assistant Professor, Department of Management Studies, Periyar University, Salem, Tamiladu, India.
- V.Sudha, Ph.D Research Scholar, Department of Management Studies, Periyar University, Salem, Tamiladu, India.

Predominantly in emerging countries many new firms are started for different reasons. The distinction between opportunities and requirement of entrepreneurs ignoble their innovative businesses on perceived business opportunities whereas necessity entrepreneurship is relevant in these respects. As humbling as it may be entrepreneurship consumes and possibly would continue to flourish through or without entrepreneurship educator (Thomas, 2010). It has an significant outcome on student's partiality to jump up a firm and increases their interest in entrepreneurship as a job choice (Hala, 2014).

### 1.2 ENTREPRENEURIAL INTENTION

Entrepreneurial intentions can be well-defined by means of a national of mind guiding and guiding the activities of individuals near the growth and application of new business concept. Entrepreneurial intention is clear as the cognizant state of awareness that leads action and leads attention to a goal such as preliminary a original business (Bird, 1988). The degree and level of entrepreneurial intention describes the length to which an individual is said to be involved in starting a business or effectively associating an existing business by way of obtaining a business unit. Many studies specified the status of entrepreneurship education in generating successful entrepreneurs (Ooi, Selvarajah, & Meyer, 2011). Entrepreneurial intention as an outcome variable has been empirically tested in several prominent studies (Ferreira, Raposo, Gouveia Rodrigues, Dinis, & do Paco, 2012).

## 2 REVIEW OF LITERATURE

(Muhammad Israr & Mazhar Saleem, 2018) explored that the students with the younger age and low previous education ratings were more motivated to become self-employed. This can kind sense as the young blood is likely to take high risks which is measured as unique of the critical entrepreneurial traits. Moreover, the creative persons remained often found with low grades or failures. Concerning to the parents' occupation, student whose mothers were working as entrepreneurs exposed positive comeback towards self-employment. Furthermore, the decision to start a innovative gamble seems to be intolerant by personality traits as extroversion, kindness and openness draw a positive while neuroticism has a undesirable effect on students' entrepreneurial intentions. (Lee Wei Ni, Lim Bao Ping, Lim Li Ying, Ng Huei Sern, & Wong Jia Lih, 2012) entrepreneurship takes a very important position in the rapidly changing socio-

economic scenario in the world, and entrepreneurs play an vibrant role in supplementary the expansion of nation as they will help to decrease the unemployment rate. Suggested the researcher's expectation that this study will offer academy students a useful knowledge to recognize how one's personal behavior will have an effect on committed to become entrepreneur. (Francisco Linan , Juan Carlos, Jose , & Rueda , 2011) educational improvement that may offer better results would be concerned with to growing self-efficacy and personal attitude, as they remain the utmost persuasive essentials to regulate the entrepreneurial intention. In this logic, business strategy courses can remain an suitable tool toward growth apparent self-adequacy in advanced education. (Lalitha & Botcha, 2017) the study reveals that here is a need of training on financial management and raising capital for the Scheduled Tribe youth in drug district, which will enable them to venture into entrepreneurial activity. (Maria Cristina Diaz Garcia & Juan Jimenez Moreno, 2010) clearly illustration that the significance of hypothesizing the job of gender. In this study, gender has a direct impact then males are bound to have assumed about the intention of generating a firm than of presence determined to do it. Yet, the outcome of this direct outcome is conical due to an collaboration effect: those males who observe higher equivalence between male and entrepreneurial characteristics are additional likely to have a secure entrepreneurial intention. (Umair Ahmed, Munwar Hussain Pahi, Soleman Mozammel , & Waheed Ali Umrani, 2018) suggested that, Women respondents who are high in entrepreneurial self-efficacy, showcased additional entrepreneurial intentions. In other words, respondents with higher self-assurance in their skills and competences were more include towards entrepreneurial initiatives. study initiate critical positive linking between the dualistic suggesting that female students who were enthusiastic to take challenges on board and expression risks, articulated more heightened entrepreneurial intentions.(Sivarajah & Achchuthan , 2003) concluded that the built on the Model creation, the entrepreneurial inspiration is the anticipated as the key reality to support the pioneering expectation among students in the globalized level. Then, this model is supreme and exceptionally appropriate to the Asian point of view. Scientist or researchers in the arena of entrepreneurship can misuse this model to foresee the consolation of the entrepreneurial inspiration on the entrepreneurial intention. This study also show that government support has no direct influence on the perceived behavioral control but influence on competitive environment (Grisna Anggadwita & Wawan Dhewanto, 2015). (Mumtaz Begam, Munirah Salim, & Halimahton Kamarudin , 2012) suggested that the entire set of education and training activities within the educational structure which affords tolerable knowledge and motivation for entrepreneurship develop in the students' intention to achieve entrepreneurial behaviours and opportunity of picking an entrepreneurial career strength increase among young people.

### 3 STATEMENT OF THE PROBLEM

The recent past year's people started to feel the density of unemployment growth and its effects. Therefore, in turn Indian central authorities kick started many entrepreneurial policies and platforms for change the mindset from job seekers into job providers especially for trailblazers. But the quantum of new people in India especially the business students who fell into the entrepreneurial arena are very confined. As because of the

myths and beliefs such as need of experience, bulk money, family background, fear of failure and fear from others failure also many sociocultural assimilations etc. But in reality, the business eco-system dealt with invention, entrepreneurship and execution. Entrepreneur is someone who clever adequate to able to appearance at great ideas and find his team and execute it, so he is neither an inventor nor he is an executer. The very rare who would be all three. We have greatest eco system and well civilized educational system as well, but still the mindset of young flying buds would highly starve for a comfort zone. In other words they highly are wandering to be an employee in reputed companies. What exactly pulling them back? After having well business knowledge and entrepreneurial awareness, why still the flame is slow? Is Mystery comparatively. Entrepreneur is one who compiles his dream with hard work and has the trigger to direct his ideas in an opportunistic mark. But here lot has dream but not ready to work hard, on the additional indicator lot has the capacity of work hard but don't have dreams. Is it the fault of educational institutions or family system? We do a lot mistakes, yes the young minds highly rooted to learn the business and its ideologies from successful people and many times through case studies; in real world one must learn the business nuts and bolts from the mistakes committed by successful entrepreneurs, because committing mistake itself a greatest learning experience for an entrepreneurs and no more alternative ways. Millennials are so fastidious, yet always tend to aspect at prominent companies, but failed to concentration on prominent boss. Entrepreneurs need aspiration, passion, team and fantasy. In this view the survey has been designed to validate the entrepreneurial thoughts and as career among women graduates in Salem city, as such studies are hard to find in this region.

### 4 OBJECTIVES OF THE STUDY

To discover the motivational factors which can support university women students in Salem to become entrepreneurs.

### 5 METHODS AND MATERIAL

This investigation was an explorative one and simple random sampling method was used, a questionnaire was designed and administered to 225 women students in a Periyar University Salem district. Students were purposefully sampled and questionnaires were administered personally to them. The questionnaire designed to collect data on factors that entrepreneurial intention of university women Students. A five-point Likert scale was utilized of Strongly Disagree to Strongly Agree was adopted. Data collected was statistically analysed using SPSS version 23.

### 6 RESULTS AND DISCUSION

#### Chi-Square Analysis

The analysis of data using chi-square test is presented in Table 1. The data show that there is association between the student age, family size, parental employment and parental income with their intention of starting their own business after completion their education. Demographic profile of the respondents with Starting own business after completing their education.

**Table 1**  
*Result of the Chi-square Tests*

S.No	Profile of the respondent	Value	df	p	Remark
1	Age	10.285	3	.016	S
2	Family Size	41.808	3	.000	S
3	Parental Self Employment	6.250	1	.009	S
4	Parental Income	20.718	3	.000	S

S=Significant @ 5% level (P value <= 0.05); NS = Not Significant @ 5% level (P value > 0.05).

**Factor Analysis**

**Table 2.1**  
*KMO AND BARTLETT'S TEST OF SPHERICITY*

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.501
Bartlett's Test of Sphericity	Approx. Chi-Square	574.349
	df	78
	Sig.	.000

Sources: Computed Data

The above table 2.1 pointed out that Kaiser-Meyer-Olkin Measure of sampling adequacy is .501 and the Bartlett's Test of Sphericity Approx. Chi-Square value is 574.349 which are statistically 5% level of significant.

Communalities	Initial	Extraction
Going into business sounds alluring to me	1.000	.537
I for one believe business enterprise to be an exceptionally alluring profession elective for individuals with my training	1.000	.671
I want to challenge the current situation	1.000	.566
I can recognize a decent open door well before others can.	1.000	.477
I can put it all out there with my cash, for example, putting assets into stocks	1.000	.673
When I head out I will in general take new courses.	1.000	.756
I like to attempt new nourishments, new places, and absolutely new encounters.	1.000	.778
In my college there is a well working help framework to help the beginning up of new firms	1.000	.534
My family and companions bolster me to start a new business	1.000	.659

On the remote possibility that I transformed into a business person, my dear companions would believe it to be	1.000	.686
It would be simple for me to start a new business	1.000	.779
To begin my own special firm would most likely be the most ideal route for me to exploit my instruction	1.000	.658
I have the secret sauce and capacities required to prevail as a business person.	1.000	.607
I can go put it all out there with my cash, for example, putting resources into stocks	1.000	.537
When I head out I will in general take new courses.	1.000	.671
I like to attempt new nourishments, new places, and absolutely new encounters.	1.000	.566
In my college there is a well working help framework to help the beginning up of new firms	1.000	.477
My family and companions bolster me to to start a new business	1.000	.673
On transformed into a I turned into a business person, my dear companions would believe it to be	1.000	.756
It would be simple for me to go into business	1.000	.778
To begin my very own firm would most likely be the most ideal route for me to exploit my instruction	1.000	.534
Extraction Method: Principal Component Analysis.		

Source: Primary data

It is evident from the table 2.2 that the (communalities) observes the the use of factor extraction process what's more, it is performed by principle component analysis to identify the number of factors to be extracted from the data and this analysis applied varimax rotation method. The proportion of variance is explained by common factors that are known as communalities of variance. PCA works on initial assumption that all the variances are common. Hence, before extraction communalities of the variance are set as 1.00, then the most common approach for determining the number of factors to retain. i.e, exploring eigen values was done.

**Table 2.3**  
*Factors and Eigen values: Total variance explained*

Component	Initial Eigen values			Extraction sums of Squared Loadings			Rotation sums of Squared Loadings		
	Total	% of variance	Cumulative %	Total	% of variance	Cumulative %	Total	% of variance	Cumulative %
	2.561	19.696	19.696	2.561	19.696	19.696	2.197	16.90	16.902
	1.744	13.417	33.113	1.744	13.417	33.113	1.712	13.16	30.068
	1.581	12.162	45.275	1.581	12.162	45.275	1.573	12.10	42.169
	1.287	9.901	55.177	1.287	9.901	55.177	1.464	11.260	53.430
	1.209	9.297	64.474	1.209	9.297	64.474	1.436	11.04	64.474
	.934	7.182	71.655						
	.820	6.308	77.963						
	.734	5.649	83.611						
	.614	4.720	88.332						
	.486	3.742	92.074						
	.414	3.188	95.262						
	.383	2.947	98.209						
	.233	1.791	100.000						

% to 64.474%. The percentage range from three component of initial eigenvalues, total, percentage of variance and the cumulative percentage values are 1.209, 9.297% and 64.474% respectively. The extracted sum of squared loadings for the same 1.209, 9.297% and 64.474% respectively. The rotation sum of squared loadings for the above are 1.436, 11.04% and 64.474% respectively. The above analysis, interpreted that the factor analysis has been maintained up to 64.474%. thus, the result shows good and made the study reliable to the analysis.

**Table 2.4**  
*ROTATED COMPONENT MATRIX<sup>a</sup>*

Rotated Component Matrix <sup>a</sup>					
	Component				
	1	2	3	4	5
Going into business sounds alluring to me	.625				
I for one believe business enterprise to be an exceptionally alluring profession elective for individuals with my training	.775				
I want to challenge the current situation	.597				
I can recognize a decent open door well before others can.	.623				
I can put it all out there with my cash, for example, putting assets into stocks		.536			
It would be simple for me to start a new business		.802			
To begin my own special firm would most likely be the most ideal route for me to exploit my instruction		.695			
In my college there is a well working help framework to help the beginning up of new firms			.678		
On transformed into a I turned into a business person, my dear companions would believe it to be			.815		
When I head out I will in general take new courses.				.766	
I have the secret sauce and capacities required to prevail as a business person.				.740	
My family and companions bolster me to start business					.646
I like to attempt new nourishments, new places, and absolutely new encounters.					.852

Table 2.4 has formulated by using principle component method from extraction of variables into components and varimax with Kaiser Normalization has been done by using Rotation Method. All the ten variables are grouped into three components, and each component consist a of set of variables and the analysis has been made to identify the influencing variable with another one.

**Factor I**

From the above Table 2.4 noted that results extracted from the rotation component matrix among thirteen variables the 1<sup>st</sup> Factor comprises of four variables which are highly influencing each other. The variables are Going into business sounds

The extraction has undertaken by using principal component analysis and the initial eigenvalues are formulated from the communalities table and same has been developed as extraction sums of squared loadings with percentage of variance and the comparative cumulative percentage. The initial Eigenvalues, Extraction sums of squared loadings and Rotation Sums of Squared Loadings has shown in the table 2.3. The extraction process has been carried out by using PCA method and it found from the rotation sums of squared loadings and total sum of twenty seven variables have been extracted and it has been grouped into five components which have eigenvalue of more than one. It ranges from the component I to V with the cumulative percentage from 2.561

alluring to me, I for one believe business enterprise to be an exceptionally alluring profession elective for individuals with my training I want to challenge the current situation and I can recognize a decent open door well before others can. These variables have the most noteworthy loadings of .625, .775, .597 and .623 for the factor one. Thus, it suggests that Factor I is a combination of four variables can be named as Self Confidants.

#### Factor II

From the above Table 2.4 shows that results extracted from the rotation component matrix thirteen variables the II<sup>nd</sup> Factor consists of three variables which are high influencing each other. The variables are I can put it all out there with my cash, for example, putting assets into stocks, It would be simple for me to start a new business, To begin my own special firm would most likely be the most ideal route for me to exploit my instruction, These variables have the most noteworthy loadings of .536, .802 and .695 for the Factor II. Thus, it suggests as factor II is a combination of three variables and can be named as Self efficacy.

#### Factor III

Table 2.4 notified that results extracted from the rotation component matrix thirteen variables the III<sup>rd</sup> Factor consist of three variables which are highly influence each other. The variables are In my college there is a well working help framework to help the beginning up of new firms, On transformed into a I turned into a business person, my dear companions would believe it to be. These variables have the most noteworthy loadings of .678 and .815 for the Factor III. This suggests as factor III is a combination of three variables can be named as Self Expectation.

#### Factor IV

Table 2.4 notified that results extracted from the rotation component matrix thirteen variables the IV<sup>th</sup> Factor consist of three variables which are highly influence each other. The variables are When I head out I will in general take new courses I have the secret sauce and capacities required to prevail as a business person. These variables have the most noteworthy loadings of .766 and .740 for the Factor IV. This suggests as factor IV is a combination of three variables can be named as Self Skills.

#### Factor V

Table 2.4 notified that results extracted from the rotation component matrix thirteen variables the V<sup>th</sup> Factor consist of three variables which are highly influence each other. The variables are my family and companions bolster me to go into business, I like to attempt new nourishments, new places, and absolutely new encounters. These variables have the most noteworthy loadings of .646 and .852 for the Factor V. This suggests as factor V is a combination of three variables can be named as Self Involvement. The analysis has identified among all the thirteen variables are very much closely associated with one another and the factor percent reliability has supported factor analysis study.

## 7 RECOMMENDATIONS

This study recommended that the universities should concentrate their consideration on appealing students to entrepreneurial education as student who attended innovative

courses/trainings demonstrated essentially higher entrepreneurial intention. Therefore, university are prescribed to shape up the quantity of entrepreneurship courses/trainings just by way of provide the chances to take entrepreneurial course/training to the students from each unique of the departments of this university.

## 8 CONCLUSION

In conclusion, this research study promotes our understanding of components that influence individual entrepreneurial intentions among Women in Periyar university in Salem. This understanding will help authorities to established up the effective policies that would promote entrepreneurial activities and sustain economic development and growth and educational institutions focus their entrepreneurial training.

## 9 REFERENCES

- [1] Aghino, P., & Peter, H. (1997). Endogenous growth theory. Cambridge, MA: MIT Press.
- [2] Balamurugan, S., & Sudha, V. (2017). Problems and Prospects of Women Entrepreneurship in India. North Asian International Research Journal of Social Science & Humanities, 3(10), 123-134.
- [3] Balamurugan, S., & Sudha, V. (2019). Motivations and Challenges of Rural Students In Urban Educational Space: An Empirical Analysis among Management Student – Salem. International Journal of Research in Humanities, Arts and Literature, 8(9), 59-67.
- [4] Bird, B. (1988). Implementing entrepreneurial ideas: the case for intention. Academy Management Review, 13(3), 442-453.
- [5] Ferreira, J., Raposo, M., Gouveia Rodrigues, R., Dinis, A., & do Paco, A. (2012). A model of entrepreneurial intention: An application of the psychological and behavioral approaches. Journal of Small Business and Enterprise Development, 19(3), 420-44.
- [6] Francisco Linan, Juan Carlos, Jose, M., & Rueda. (2011). Factors affecting entrepreneurial intention levels: a role for education. Int Entrep Manag J, 195-218.
- [7] Grisna Anggadwita, & Wawan Dhewanto. (2015). Women Entrepreneurial Intentions in Micro and Small Enterprises (MSME) in Indonesia: The Influence of Environmental Factors on Perceived Behavioral Control. International Conference on Multidisciplinary Trends in Academic Research" (GTAR- 2015), 1, 248-258.
- [8] Grisna Anggadwita, & Wawan Dhewanto. (2015). Women Entrepreneurial Intentions in Micro and Small Enterprises (MSME) in Indonesia: The Influence of Environmental Factors on Perceived Behavioral Control. International Conference on Multidisciplinary Trends in Academic Research" (GTAR- 2015) (pp. 248-258). Global Illuminators.
- [9] Hala, W. H. (2014). Impact of entrepreneurship Education on Entrepreneurial Intentions of University Students in Egypt. The Journal of Entrepreneurship, 23(1), 1-18.
- [10] Joseph Schumpeter. (1951). The Theory of Economic Development. Harvard University Press, Cambridge, Massachusetts.

- [11] Krueger, N., & Carsrud, A. (2006). Entrepreneurial intention: Applying the theory of planned behavior. *Entrepreneurship and Regional development*, 315-30.
- [12] Lalitha, S., & Botcha, R. (2017). Entrepreneurial interest among Tribal Youth in Drug District Chhattishgarh. *Social Action*, 266-279.
- [13] Lee Wei Ni, Lim Bao Ping, Lim Li Ying, Ng Huei Sern, & Wong Jia Lih. (2012). Entrepreneurial Intention: A Study Among Students of Higher Learning Institution. University of Abdul Rahman, 1-181.
- [14] Maria Cristina Diaz Garcia, & Juan Jimenez Moreno. (2010). Entrepreneurial intention: the role of gender. *Int Entrep Manag J*, 261-283.
- [15] Muhammad Israr, & Mazhar Saleem. (2018). Entrepreneurial intentions among university students in Italy. *Journal of Global Entrepreneurship Research*, 1-14.
- [16] Mumtaz Begam, A., Munirah Salim, & Halimahton Kamarudin . (2012). The Relationship Between Educational Support and Entrepreneurial Intentions in Malaysian Higher Learning Institution. *International Conference on Education and Educational Psychology (ICEEPSY 2012)*, (pp. 2165-2175).
- [17] Ooi, Y., Selvarajah, C., & Meyer, D. (2011). Inclination towards entrepreneurship among university students: An empirical study of Malaysian university students. *International Journal of Business and Social Science*, 2(3), 206-220.
- [18] Sivarajah, K., & Achchuthan , S. (2003). Entrepreneurial Intention among Undergraduates: Review of Literature. *European Journal of Business and Management*, 5(3), 172-186.
- [19] Thomas, N. D. (2010). Five Minds for the Entrepreneurial Future Cognitive skills as the Intellectual foundation for Next Generation Entrepreneurship Curricula. *The Journal of Entrepreneurship*, 19(1), 1-22.
- [20] Umair Ahmed, Munwar Hussain Pahi, Soleman Mozammel , & Waheed Ali Umrani. (2018). Entrepreneurial Intentions amongst female Students: test of a Moderated Model in an Emerging Economy. *The Turkish Online Journal of Design, Art and Communication - TOJDAC*, 3080-3091.