
A STUDY ON THE IMPLICATIONS OF ENTREPRENEURIAL SELF EFFICACY AMONG ARTS AND SCIENCE COLLEGE STUDENTS IN TIRUCHIRAPPALLI DISTRICT

Dr.K.SUCHITRA

Assistant Professor, PG Research Department of Commerce, Bishop Heber College, Trichy, Tamil Nadu, India

Article Particulars

Received: 28.02.2018

Accepted: 23.03.2018

Published: 28.04.2018

Abstract

The purpose of this paper is to provide insights on the Implications of Entrepreneurial Self Efficacy among Arts and Science College Students in Tiruchirappalli District. Descriptive research design was adopted for this research study. Arts and Science College students in Tiruchirappalli District, Tamil Nadu, India were chosen as samples for study. Simple random sampling method was adopted to derive 194 samples from the Universe. A self administered structured Questionnaire was used to collect primary data. The collected data was then analyzed using Statistical Package for Social Sciences (SPSS) to draw inferences for this research study. The findings of the study indicated that the Factors of Entrepreneurial Self-Efficacy undertaken for the study such as risk taking, innovativeness, creating a difference and congenial environment were having significant impact and were influencing the perceptions of becoming a successful entrepreneur. The Researcher has chosen only Selected Factors to study Entrepreneurial Self Efficacy. The researcher limited his study to Arts and Science College Students Tiruchirappalli District. Understanding the Entrepreneurial Self Efficacy Factors has theoretical, practical and social implications. This research study on Entrepreneurial Self Efficacy provide inputs in identifying and understanding the significant factors of Entrepreneurship and the dynamics of Entrepreneurial Self-efficacy of the Students in Arts and Science Colleges. This is one of the first studies that study the Entrepreneurial Self Efficacy Factors of Arts and Science College Students in Tiruchirappalli District. This research study would contribute to the existing body of knowledge/literature by advancing the understanding of Entrepreneurial Self Efficacy Factors of Arts and Science College Students. Practically this research would aid educational administrators / educational leaders / policy makers to identify, conceptualize, and develop strategies to enhance entrepreneurship among college students.

Keywords: Entrepreneurial Self Efficacy, Entrepreneurship, College Students, Self -efficacy

Introduction

"If you Think You Can, or If you think You Can't, Either Ways You are Right"

- **Henry Ford**

Self-efficacy is the "beliefs in one's capabilities to organize and execute the courses of action required to produce given attainments" (Bandura, 1997) and to "mobilize the motivation, cognitive resources, and courses of action needed to exercise control over events" (Wood and Bandura, 1989).

Youth (15-34 Age group) is the most valuable segment of the population. Human resource potential of individuals not only gain maximum but also reaches its peak during this period. Presently India has the largest share of youth population in the world and will continue to hold so for the next 20 years. India is expected to have 34.33% share of youth in total population by 2020. The share reached its maximum of 35.11% in the year 2010. The present challenge is to increase the human resource potential and to appropriately use it to make it the driving force of economy of the country. India's Higher education system is the third largest in the world, next to U.S and China. Education plays a significant role in human resource development of the country by creating skilled manpower, enhancing industrial productivity and improving the quality of life of its people. The Vision of Higher education department under Ministry of Human Resource Development is to realize India's human resource potential to its fullest in the Higher Education sector, with equity and inclusion. To cater to the employment opportunities of this most valuable youth segment, more number of entrepreneurs need to emerge among these youth population and it is of utmost importance to generate ample entrepreneurs in India.

Review of Literature

Rauch and Frese (2007) found that entrepreneurial self-efficacy for starting a new business is a critical factor in increasing the likelihood of business start-up activity.

Boyd and Vozikis' (1994) extend Bird's (1988) model of entrepreneurial intentions and they proposed that self-efficacy was an important mediator in determining both the strength of entrepreneurial intentions, and the likelihood that those intentions would result in entrepreneurial actions.

Wilson et al. (2007) empirically supported earlier findings on the relationship between entrepreneurial self-efficacy and career intention formation and the specific effect of gender. They found that entrepreneurial self-efficacy differs by gender with males typically scoring higher on perceived self-efficacy than females. In addition, they also found a significant effect of entrepreneurship education on development of self-efficacy beliefs, which was especially strong for women. Further studies have shown gender related differences and prior work experience to be more powerful for developing self-efficacy among males but that self-efficacy had a stronger effect on entrepreneurial intentions for women (Kickul et al., 2007).

In a related study in examining gender role orientation as a determinant of entrepreneurial self-efficacy, Mueller and Conway Dato-on (2008) found contrary results to those above: there were no significant differences in perceived self-efficacy beliefs between male and female students in their study. Exploring the results further, they tested the relationship between gender role-orientation and entrepreneurial self-efficacy to find that earlier in the start-up process the combination between masculine

and feminine traits improves performance while later in the process masculine role orientation significantly determines the development of entrepreneurial self-efficacy.

Moderation role of self-efficacy was also examined, for example, Tang (2009) examined how self-efficacy moderated effects of environmental munificence on entrepreneurs' alertness and entrepreneurs' commitment to their new ventures. Self – efficacy of entrepreneurs has evolved as a significant construct for understanding entrepreneurial success, and ample evidences suggests and supports its influences on business start-ups and business growth processes (Boyd and Vozikis, 1994; Chen et al., 1998; Baum et al., 2001; Markman et al., 2002; Krueger, 2003; Segal et al., 2005).

An overall observation from the studies that examined self-efficacy on the formation of entrepreneurial intentions reveals that individuals with higher entrepreneurial self-efficacy have higher entrepreneurial intentions and are more likely to believe they also have an actionable idea to start up their business.

Methods

Objective of the Study

1. To Study the Selected Socio-Economic Factors of Arts and Science College Students in Tiruchirappalli District
2. To study the Implications of Entrepreneurial Self Efficacy among Arts and Science College Students in Tiruchirappalli District.

Scope of the Study

The study is proposed to study the Entrepreneurial Self Efficacy among the students of Arts and Science colleges in Tiruchirappalli District. The researcher limited his study to Arts and Science college students in Tiruchirappalli District.

More comprehensive research is required for generalizations. Research may be devised to students belonging to other institutions such as engineering Colleges, Polytechnic Colleges, Business Schools etc and more geographical areas such as other districts, states etc. Thus this research leaves the scope of conducting future studies.

Research Design

Descriptive research design was adopted for this research study. Arts and Science College students in Tiruchirappalli District, Tamil Nadu, India were chosen as samples for study. Simple random sampling method was adopted to derive 194 samples from the Universe.

A self administered structured Questionnaire was used to collect primary data The Questionnaire was bifurcated in to two parts such as Demographic (Gender, Educational Qualification, Family Annual Income and Residential Area) and Entrepreneurial Self –efficacy Scale (Risk Taking, Innovation, Creating a Difference, Congenial Environment, Successful Entrepreneur Belief).

The collected data was then analyzed using Statistical Package for Social Sciences (SPSS) to draw inferences for this research study

Reliability Analysis

The reliability analysis was performed using Cronbach's Alpha Reliability Test and it is found that the Cronbach's Alpha Value is 0.870 which is greater than 0.5, hence reliable.

Results and Discussion

Objective 1: To Study the Selected Socio-Economic Factors of Arts and Science College Students in Tiruchirappalli District

Table 1 Demographic Profile of the Respondents

Sl.No	Demographic Variable	Demographic Profile	Respondents	Percentage
01	Gender	Male	98	50.5
		Female	96	49.5
02	Qualification	UG	117	60.3
		PG	77	39.7
03	Family Annual Income	Below 1 Lakh	79	40.7
		1-3 Lakh	58	29.9
		3-5 Lakh	38	19.6
		Above 5 Lakh	19	9.8
04	Residential Area	Rural	118	60.8
		Urban	38	19.6
		Semi Urban	38	19.6

Source: Primary Data (N=194)

The Table 1 Demographic Profile of the Respondents portrays that the majority of the respondents (50.5%) were males and (49.5%) were females. Majority of the respondents (60.3%) were under graduates and (39.7%) were post graduates. Majority of the respondents (40.7%) family annual income was below 1 lakh rupees and (29.9%) were with 1-3 lakh, (19.6%) were with 3-5 lakh and (9.8%) were with above 5 lakh family annual income respectively. Majority of the students (60.8%) were from rural background, (19.6%) were from semi urban and (19.6%) were from urban respectively.

Objective 2: To study the Implications of Entrepreneurial Self Efficacy among Arts and Science College Students in Tiruchirappalli District.

Null Hypothesis Ho: There is no significant influence of Entrepreneurial Self Efficacy on Successful Entrepreneur Self Perception

Alternative Hypothesis H1: There is a significant influence of Entrepreneurial Self Efficacy on Successful Entrepreneur Self Perception

Table 2 Multiple Regression

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.972 ^a	.945	.944	.32873	.945	806.741	4	189	.000

a. Predictors: (Constant), Congenial Environment, Innovative, Risk Taking, Create Difference

From the above Linear Regression Table 2, it can be noted that R Value is 0.972 which is greater than 0.5 null hypothesis is rejected and alternative hypothesis is accepted. Hence there is a significant influence of Entrepreneurial Self Efficacy on Successful Entrepreneur Self Perception. Significant Value is 0.000 which is less than 0.05. Hence the variables are reliable to perform regression analysis.

Table 3 ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	348.715	4	87.179	806.741	.000 ^a
	Residual	20.424	189	.108		
	Total	369.139	193			

a. Predictors: (Constant), Congenial Environment, Innovative, Risk Taking, Create Difference
b. Dependent Variable: Successful Entrepreneur

Table 4 Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	-.337	.095		-3.536	.001
	Risk Taking	.834	.040	.758	21.020	.000
	Innovative	1.174	.089	.838	13.251	.000
	Create Difference	-1.127	.105	-.685	-10.785	.000
	Congenial Environment	.311	.037	.252	8.489	.000

a. Dependent Variable: Successful Entrepreneur

Conclusion

The results of the study provide a promising insight into the implications of Entrepreneurial Self Efficacy of Arts and Science College Students in Tiruchirappalli District. The Factors of Entrepreneurial Self-Efficacy undertaken for the study such as risk taking, innovativeness, creating a difference and congenial environment were having significant impact and were influencing the perceptions of becoming a successful entrepreneur. These Factors could be given significant importance in shaping the entrepreneurship among the arts and science college students in Tiruchirappalli District.

References

1. Bandura, A. (1997), Self-efficacy: The Exercise of Control, Freeman, New York, NY.

2. Baum, J.R., Locke, E.A. and Smith, K.G. (2001), "A multidimensional model of venture growth", *Academy of Management Journal*, Vol. 44 No. 2, pp. 292-304.
3. Bird, B. (1988), "Implementing entrepreneurial ideas: the case of intentions", *Academy of Management Review*, Vol. 13 No. 3, pp. 442-54.
4. Boyd, N.G. and Vozikis, G.S. (1994), "The Influence of self-efficacy on the development of entrepreneurial intentions and actions", *Entrepreneurship Theory and Practice*, Vol. 18 No. 4, pp. 63-90.
5. Chen, C.C., Greene, P.G. and Crick, A. (1998), "Does entrepreneurial self-efficacy distinguish entrepreneurs from managers?", *Journal of Business Venturing*, Vol. 13 No. 4, pp. 295-316.
6. http://mospi.nic.in/sites/default/files/publication_reports/Youth_in_India-2017.pdf
7. Kickul, J., Wilson, F., Marlino, D. and Barbosa, S.D. (2007), "Are misalignments of perceptions and self-efficacy causing gender gaps in entrepreneurial intentions among our nation's teens?", *Journal of Small Business and Enterprise Development*, Vol. 15 No. 2, pp. 321-45.
8. Krueger, N.F. (2003), "The cognitive psychology of entrepreneurship", in Acs, Z. and Audretsch, D.B. (Eds), *Handbook of Entrepreneurial Research*, Kluwer Law International, London, pp. 105-40.
9. Markman, G.D., Balkin, D.B. and Baron, R.A. (2002), "Inventors and new venture formation: the effects of general self-efficacy and regretful thinking", *Entrepreneurship Theory and Practice*, Vol. 27 No. 2, pp. 149-66.
10. Mueller, S. and Conway Dato-on, M. (2008), "Gender role orientation as a determinant of entrepreneurial self-efficacy", *Journal of Developmental Entrepreneurship*, Vol. 13 No. 1, pp. 3-20.
11. Rauch, A. and Frese, M. (2007), "Let's put the person back into entrepreneurship research: a meta-analysis on the relationship between business owners' personality traits, business creation, and success", *European Journal of Work and Organizational Psychology*, Vol. 16, No. 4, pp. 353-85.
12. Segal, G., Borgia, D. and Schoenfeld, J. (2005), "The motivation to become an entrepreneur", *International Journal of Entrepreneurial Behaviour & Research*, Vol. 11 No. 1, pp. 42-57.
13. Tang, J. (2009), "Environmental munificence for entrepreneurs: entrepreneurial alertness and commitment", *International Journal of Entrepreneurial Behaviour & Research*, Vol. 14, No. 3, pp. 128-51.
14. Wilson, F., Kickul, J. and Marlino, D. (2007), "Gender, entrepreneurial self-efficacy, and entrepreneurial career intentions: implications for entrepreneurship education", *Entrepreneurship Theory and Practice*, Vol. 31 No. 3, pp. 387-406.
15. Wood, R. and Bandura, A. (1989), "Social cognitive theory of organizational management", *Academy of Management Review*, Vol. 14 No. 3, pp. 361-84.