

**PERCEPTION OF FEMALE POST GRADUATE MANAGEMENT STUDENTS  
TOWARDS ENTREPRENEURSHIP IN TIRUCHENGODE CITY, TAMILNADU,  
INDIA**

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**ABSTRACT**

Entrepreneurship refers to the process of creating a new enterprise and bearing any of its risks, with the view of making the profit. Female entrepreneurship is considered an imperative tool in enabling female empowerment. The main objective of this study is to examine the perception of female students of post graduate towards entrepreneurship in Tiruchengode city which is the chosen as study area of research and the sample size of this research is 120. the major findings of this study is majority of the female post graduates management students feels that after their degree completion 'Government job' which is got a first rank among the other career options

**Key Words:** Female post graduate management students, perception. Entrepreneurship

**INTRODUCTION**

Entrepreneurship is an endeavor to generate value through recognition of business opportunity, the management of risk taking appropriate to the opportunity, and through the communicative and management skills to mobilize human, financial and material resources to bring a project to fruition. According to A.H. Cole, Entrepreneurship is the purposeful activity of an individual or a group of associated individual, undertaken to initiate, maintain or aggrandize profit by production or distribution of economic goods and service. Entrepreneurship plays a key role in the economic growth and development of nation. It is a purposeful activity includes in instigation, promotion and distribution of wealth and service. An entrepreneur is a serious factor in economic development and an integral part of the socio-economic transformation. It is a risk taking activity and challenging tasks, needs utmost dedication, total commitment and greater sincerity with fullest involvement for his personal growth and personality. Entrepreneurship is essential to instigate the process of economic development of both developed and developing countries as it is the back bone of economy

of any country. Entrepreneur is a catalytic agent of change. He is also significant in supporting the process of economic development. Every country tries to achieve economic development for prosperity and better life standard of its people. Female entrepreneur is a person who initiates, organizes and runs a business enterprise. Development has economic, social and political proportions and is incomplete without the development of women. So, contribution of women is indispensable in economic activities for healthy nation building. Women entrepreneur has been accepted during the last decade as a significant untapped source of economic growth. Women entrepreneurs generate new jobs for themselves and others and by being different solutions to management. In the current scenario women have to face many problems in carrying out any economic activities or undertaking any entrepreneurial task. Women have to face various socio-economic and other problems as entrepreneurs as they are not treated equally to men due to social and cultural traditions. In the recent days observed that there has been a growing trend in the number of women-owned enterprises as the result of a severe change in the current world. Women are participating in a large number in the present world of business. Thus the researcher wants to study the perception of female students of MBA in semi urban area of Erode in Tamilnadu, India.

### **OBJECTIVES OF THE STUDY**

1. To know the awareness level of female students of post graduate management about entrepreneurial aspects.
2. To examine the perception of female students of post graduate management towards entrepreneurship.

### **STATEMENT OF THE PROBLEM**

In the current scenario, mostly male and female are going for job. Meanwhile male has a willingness to do business. Females are not willing to do business comparatively with the male. Besides the post graduate management students male and female are having awareness about entrepreneurship. But male student's interest is high to become an entrepreneur compared with the female students, very few only showing interest to become an entrepreneur with the awareness and knowledge about the entrepreneurial aspects compared with other discipline students. Thus the researcher wants to study about the perception of female post graduate management students towards entrepreneurship.

## RESESARCH METHODOLOGY

This study is meant to examine the perception of female students of post graduate management towards entrepreneurship. In this research was applies the descriptive research methods. The population for the study is female students of post graduate management who are studying in erode city under various universities affiliated colleges. The simple random sampling method has been employed for the selecting the sample respondents. The sample size 150 was fixed for this study. The primary data has been collected by questionnaire and the secondary data has been collected by journals and websites.etc. The collected primary data was analyzed by the various mathematical tools like percentage analysis methods, chi-square, factor analysis and weighted average method.

## ANALYSIS AND INTERPRETATION

**TABLE-1**  
**DEMOGRAPHIC PROFILE**

<b>Variables</b>	<b>Classifications</b>	<b>Frequency</b>	<b>Percentage</b>
Age	18-20	18	15.0
	21-22	76	63.3
	23-24	26	21.7
	<b>Total</b>	<b>120</b>	<b>100.0</b>
Stream	Arts	44	36.7
	Engineering	42	35.0
	Stand alone	34	28.3
	<b>Total</b>	<b>120</b>	<b>100.0</b>
Studying year	First year	60	50.0
	Second Year	60	50.0
	<b>Total</b>	<b>120</b>	<b>100.0</b>
Family Monthly Income	Below 15000	34	28.3
	15001-30000	44	36.7
	30001-45000	38	31.7
	Above 45000	4	3.3
	<b>Total</b>	<b>120</b>	<b>100.0</b>
	Yes	38	31.7

Business Background Family	No	82	68.3
	<b>Total</b>	<b>120</b>	<b>100.0</b>

**Source: Primary Data**

From the above table reveals that 68.3% of the respondents are belongs to the age group of 21-23 years, 36.7% of the respondents are specialization in arts stream, first and second year students are equality selected as a sample so in both years each 60 students are represented in this study. The majority of the respondents (36.7%) family monthly income is Rs 15001 to Rs 30000 and 68.3% of the respondents are not from 'business background family

## **RANK ANALYSIS**

**TABLE NO- 2**

### **CAREER OPTIONS AFTER THE DEGREE COMPLETION**

<b>Career Options</b>	<b>Mean Score</b>	<b>Rank</b>
Private Sector Job	2.65	2
Government Job	2.92	1
Entrepreneur	2.42	3
Continuation of Education	1.93	4

**Source: Primary Data**

From the above table reveals that the respondents career options after their degree completion is 'Government job' and it got a first rank, 'private sector job' got a second rank, 'Entrepreneur' got a third rank and 'Continuation of education' got a fourth rank of the respondents. Hence the majority of the female post graduates management students says that after their degree completion is Government job which is got a first rank among the other alternatives.

**TABLE NO- 3****REASONS FOR CHOOSING ENTREPRENEURSHIP AS A CAREER**

Reasons	Mean Score	Rank
Independent Living	4.38	1
Being own Boss	3.38	2
Earning more Personal Income	2.10	5
Self Identity and Social Status	2.67	3
Business Success of Friends, Relatives and Neighbors etc..	2.48	4

**Source: Primary Data**

From the above table reveals that the major reasons of choosing entrepreneurship as a career is 'Independent Living' and its got a first rank, 'Being own Boss' got a second rank, 'Self Identity and Social Status' got a third rank, 'Business Success of Friends, Relatives and Neighbors etc.' got a fourth rank, 'Earning more Personal Income' got a fifth rank for choosing entrepreneurship. Hence the majority of the female post graduates management students agrees that 'Independent Living' is the main reason for choosing entrepreneurship as their carrier which is got a first rank among the other reasons.

**TABLE NO- 4****BARRIERS IN ENTREPRENEURSHIP**

Barriers	Mean Score	Rank
Lack of Financial Stability	2.38	5
Fear of Business Failure	2.94	3
Lack of Family Support	2.54	4
Lack of Knowledge about Business Operations	3.48	2
Difficulties to get loan from bank and financial institutions	3.69	1

**Source: Primary Data**

From the above table reveals that majority of the respondents says that the barriers in entrepreneurship 'difficulties to get loan from bank and financial institutions' are one of

major problem of the respondents and got first rank of the barrier, 'lack of knowledge about business operations' got a second barrier of entrepreneurship, 'fear of business failure' got a third rank of barrier of entrepreneurship, 'lack of family support' got a fourth barrier of entrepreneurship and 'lack of financial stability' got a least barrier of entrepreneurship. Hence the majority of the female post graduates management students feels that 'Difficulties to get loan from bank and financial institutions' is the barrier which is got a first rank among the other barriers.

## ANOVA

### Hypothesis

**H0:** There is no significant difference between year of studying and awareness about Entrepreneurship

**H1:** There is significant difference between year of studying and awareness about Entrepreneurship

**TABLE NO -5**

### YEAR OF STUDYING AND AWARENESS ABOUT ENTREPRENEURSHIP

Variables	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	.505	2	.253	.553	.577
Within Groups	53.462	117	.457		
Total	53.967	119			

**Source: Primary Data**

From the above table reveals that the p value .577 is more than the significant value (0.05). Hence the null hypothesis is accepted. So there is no significant difference between which year of studying and awareness about Entrepreneurship

## T-TEST

### Hypothesis

**H0:** There is no significant difference between business back ground of family and entrepreneurial aspects

H1: There is significant difference between business background of family and entrepreneurial aspects

**TABLE NO-- 6**

**BUSINESS BACKGROUND FAMILY AND ENTREPRENEURIAL ASPECTS**

Variables	N	Mean	Std. Deviation	t	df	Sig (2tailed)
Equal variances assumed	34	2.91	.379	1.694	114	<b>.93</b>
Equal variances not assumed	82	2.72	.614	2.047	97.124	

**Source: Primary Data**

From the above reveals that p value (0.93) is more than significant value (0.05). Hence the null hypothesis is accepted. So there is a no significant difference between business background family and entrepreneurial aspects.

**Findings of the Study**

- From the above table reveals that 63.3% of the respondents are belongs to the age group of 21-23 years, 36.7% of the respondents are specialization in arts stream, first and second year students are equality selected as a sample so in both years each 60 students are represented in this study. The majority of the respondents (36.7%) family monthly income is Rs 15001 to Rs 30000 and 68.3% of the respondents are not from 'business background family'.
- The majority of the female post graduates management students feels that after their degree completion 'Government job' which is got a first rank among the other career options.
- The majority of the female post graduates management students agrees that 'Independent living is the main reason for they choosing entrepreneurship as their carrier which is got a first rank among the other reasons.
- The majority of the female post graduates management students feels that 'Difficulties to get loan from bank and financial institutions' is the barrier which is got a first rank among the other barriers.
- ANOVA proves that there is no significant difference between which year of studying and awareness about Entrepreneurship

- T Test reveals that there is a no significant difference between business background family and entrepreneurial aspects.

## CONCLUSION

The main objective of this study is to analyze the perception of female post graduate students towards entrepreneurship. Out of this study reveals that female post graduate management students have the positive perception towards entrepreneurship as their career even though their preference after their degree is government job and moderate level of awareness about entrepreneurship practice. Thus this study finally concluded that in order to promoting the entrepreneurship intention among the female post graduate management students the government has to take necessary steps such as promotional activities which are relating to enhancement of entrepreneurship knowledge and desire among the post graduate management students , if they empowered relating to start a own business by herself, it may support to their family and country in terms of increase the economy level in a favorable manner.

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