

**COVID-19 AND ENTREPRENEURIAL INTENTIONS OF THE YOUTH:A STUDY  
AMONG SELECTED STUDENTS FROM TAMILNADU.**

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**Abstract**

Large scale unemployment contributes to the excessively high crime and violence statistics, which have affected many countries. This fundamental question has to be addressed and remedies applied now, even if the effect will be seen only after 10 to 15 years. The policy makers have to be sensitized to this issue. With the economic reforms under the way, there is a trend of downsizing of government activities. Viewed from this angle, there is an urgent need for promoting self employment among youth. The objective of the study is to test the relationship between the demographic, environmental variables, behavioural variables, entrepreneurial attitude, supportive factors, locus of control, need for achievement, self efficacy and entrepreneurial intention is tested using the appropriate inferential statistical tools. A strategic planning along with vision and mission, the education system needs to work out on creation of entrepreneurial oriented higher educational courses can build the capacity and guide the students to take up entrepreneurship in the society.

**1.1 Introduction**

Entrepreneurship is a worldwide phenomenon with economic growth across the globe positively impacted by the emergence of new and innovative business start-ups. These new small businesses play a significant role in job creation, influencing politicians to recognize and support entrepreneurial start-up activity due to its positive contribution to the economy. The educated unemployed will become revolutionaries, who will destroy social order because of their mounting frustration and the prevailing inequity and injustice. Large scale unemployment contributes to the excessively high crime and violence statistics, which have affected many countries. This fundamental question has to be addressed and remedies applied now, even if the effect will be seen only after 10 to 15 years. The policy makers have to be sensitized to this issue. With the economic reforms under the way, there is a trend of downsizing of government

activities. Viewed from this angle, there is an urgent need for promoting self employment among youth. Hence, entrepreneurship should be the way forward to the youth during post COVID-19 period.

### **1.2 Statement of the Problem**

Entrepreneurship subject which normally includes an exploration on starting and growing a business is often thought to be a likely subject for business discipline students. In this study, we are interested in how people with an academic degree perceive entrepreneurship as a personal career alternative. It is widely accepted that the educational system of universities has to provide an academic environment that serve as a catalyst for high-technology start-ups. The universities shall be fostering innovations and new product development through entrepreneurship as primary task of universities. The role of university graduates shall also be enhanced as founders of innovative business (Robinson and Sexton 1998). An entrepreneurial intention survey would be conducted to see the founding intentions among students and what make them intend to become self-employed. Enterprising elements of entrepreneurship such as evaluating opportunity, developing new products and handling start-ups are part of most business management curriculum. Nowadays students have narrow business perspective, less flexible to branch in other working areas and focus themselves as only job seekers and not job creators. . The implications of the results would also lead to set of guidelines which can be used by educators when designing programs to suit different needs and demands of post graduate students.

The following problem statements would be covered in our study:

How many post graduate students possess the attitude and entrepreneurial intention towards self-employment and perceive entrepreneurship as their career choice?

How the relationship of the demographic factors affects their entrepreneurial intention?

How relevant is the curriculum offered in promoting students' interest in entrepreneurship?

### **1.3 Methodology:**

The present study is taken to study the demographic profile of students in the sample using descriptive analysis. In the second part, the relationship between the demographic, environmental variables, behavioural variables, entrepreneurial attitude, supportive factors, locus of control, need for achievement, self efficacy and entrepreneurial intention is tested using the

appropriate inferential statistical tools. The degree of the approval for the various suggestions to improve the entrepreneurial intention among the students is presented at the end. In order to know the degree of influence of each of the independent variables on the entrepreneurial intention, a multiple regression is administered and presented. The sample size is determined in a scientific manner and by considering the population size. One percent of the population can be set as ideal sample size in case of large population groups. However the nature of population and the profile of population are considered for the purpose of fixation of sample size. In the current study the approximate size of the population is 50000 and by default one percent comes to 500. Based on this, researcher started initial field survey by targeting more responses than the sample and collected 750 sample responses over a period of four months. The initial scrutiny of the collected samples is made and 178 questionnaires of semi filled and unfilled are removed. Later, the questions having errors of duplication is separated from the sample questionnaire and found the 538 valid questionnaires and the analysis is made from the same.

#### **1.4 Data Analysis using Regression**

##### **Regression-I: Factors of Entrepreneurial attitude among the youth**

In this study, the dependent variable is entrepreneurial attitude, Independent variables are Environmental role, Entrepreneurial readiness, Entrepreneurial intension, Perceived support and barriers, Perceived feasibility, Philosophy of life and typical behavior, Locus of control, Instrumental readiness, Subjective norms, Need for achievement, Specific Desirabilities, Subjective norms, Self-Efficacy and analysis are discussed as follows:

**Null Hypothesis: Ho:** There is no significant relationship between the entrepreneurial attitude and the Environmental role, Entrepreneurial readiness, Entrepreneurial intension, Perceived support and barriers, Perceived feasibility, Philosophy of life and typical behavior, Locus of control, Instrumental readiness, Subjective norms, Need for achievement, Specific Desirabilities, Subjective norms, Self-Efficacy as factor influencing entrepreneurial attitude among the sample.

**Table -3: ANOVA(b)**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3399.165	13	261.474	22.528	.000(a)
	Residual	6081.809	524	11.607		
	Total	9480.974	537			

**Table -4: Coefficients(a)**

	Unstandardized Coefficients		Standardized Coefficients	t- value	Sig.
	B	Std. Error	Beta		
(Constant)	10.408	1.791		5.810	<b>0.000**</b>
Entrepreneurial readiness	-.126	.075	-.060	-1.694	.091
Perceived support and barriers	.457	.030	.672	15.439	<b>.000**</b>
Locus of control	-.146	.032	-.223	-4.536	<b>.000**</b>
Need for achievement	.052	.075	.045	.701	.484
Entrepreneurial intension	.123	.042	.183	2.890	<b>.004**</b>
Philosophy of life and typical behavior	-.019	.016	-.049	-1.173	.241
Instrumental readiness	.066	.128	.038	.517	.605
Perceived feasibility	.269	.174	.119	1.543	.123
Specific Desirabilities	-.006	.091	-.006	-.065	.948
Self-Efficacy	-.015	.063	-.044	-.233	.816
Subjective norms	-.051	.107	-.077	-.474	.636
Environmental role	-.077	.092	-.120	-.842	.400

a Dependent Variable: Entrepreneurial attitude

**Discussion:**The multiple correlation coefficient is 0.599 measures the degree of relationship between the actual values and the predicted values of the entrepreneurial attitude. Because the

predicted values are obtained as a linear combination Entrepreneurial readiness ( $X_1$ ), Perceived support and barriers ( $X_2$ ), Locus of control ( $X_3$ ), Need for achievement ( $X_4$ ), Entrepreneurial intension ( $X_5$ ), Philosophy of life and typical behavior ( $X_6$ ), Instrumental readiness ( $X_7$ ), Perceived feasibility ( $X_8$ ), Specific Desirabilities ( $X_9$ ), Self-Efficacy ( $X_{10}$ ), Subjective norms ( $X_{11}$ ), Environmental role ( $X_{12}$ ) are quite positive and strong.

The Coefficient of Determination  $R^2$  measures the goodness-of-fit of the estimated Sample Regression Plane (SRP) in terms of the proportion of the variation in the dependent variables explained by the fitted sample regression equation. Thus, the value of  $R^2$  is 0.359 simply means that about 35.9 % of the variation in entrepreneurial attitude is explained by the estimated SRP that uses Perceived support and barriers ( $X_2$ ), Locus of control ( $X_3$ ), Entrepreneurial intension ( $X_5$ ), as the independent variables and  $R^2$  value is significant at 1 % level.

Similarly, entrepreneurial attitude is explained by the estimated SRP that uses Entrepreneurial readiness ( $X_1$ ), Need for achievement ( $X_4$ ), Philosophy of life and typical behavior ( $X_6$ ), Instrumental readiness ( $X_7$ ), Perceived feasibility ( $X_8$ ), Specific Desirabilities ( $X_9$ ), Self-Efficacy ( $X_{10}$ ), Subjective norms ( $X_{11}$ ), Environmental role ( $X_{12}$ ) are moderately influencing and not significant at 5% level of significance.

Here the coefficient of  $X_1$  is -0.126 represents the negative partial effect of entrepreneurial readiness towards entrepreneurial attitude, holding all other variables as constant. The estimated positive sign implies that such effect is negative that entrepreneurial readiness score would decrease by -0.126 for every unit increase in entrepreneurial readiness and this coefficient value is not significant at 5% level.

The coefficient of  $X_2$  is 0.457 represents the partial effect of perceived support and barriers on entrepreneurial attitude by holding all other variables as constant. Such effect is positive and the entrepreneurial attitude is increased by 0.457 for every unit increase in perceived support and barriers and this co-efficient is highly significant at 1% level of significant. The coefficient of  $X_3$  is -0.146 represents the negative partial effect of locus of control on entrepreneurial attitude by holding all other variables as constant. Such effect is positive and the entrepreneurial attitude is

decreased by 0.146 for every unit increase in locus of control and this co-efficient is highly significant at 1% level of significant

**Regression-II: Factors of Entrepreneurial intention**

In this study, the dependent variable is entrepreneurial intention, Independent variables are Entrepreneurial attitude, Entrepreneurial readiness , Subjective norms, Perceived feasibility, Need for achievement , Philosophy of life and typical behavior, Locus of control, Instrumental readiness, Perceived support and barriers, Specific Desirabilities, Environmental role, Subjective norms, Self-Efficacy and analysis are discussed as follows:

**Table -3: ANOVA(b)**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14688.620	13	1129.894	93.391	.000(a)
	Residual	6339.633	524	12.099		
	Total	21028.253	537			

**Null Hypothesis: Ho:** There is no significant relationship between the entrepreneurial intention and the Environmental role, Entrepreneurial readiness , Entrepreneurial intension, Perceived support and barriers, Perceived feasibility, Philosophy of life and typical behavior, Locus of control, Instrumental readiness, Subjective norms, Need for achievement , Specific Desirabilities, Subjective norms, Self-Efficacy as factor influencing entrepreneurial intention among the sample.

**Table -4: Coefficients (a)**

	Unstandardized Coefficients		Standardized Coefficients	t	P value
	B	Std. Error	Beta		
(Constant)	1.366	1.886		.724	.469

Entrepreneurial readiness (X <sub>1</sub> )	.122	.076	.039	1.601	.110
Perceived support and barriers (X <sub>2</sub> )	-.123	.036	-.121	-3.408	<b>.001**</b>
Locus of control (X <sub>3</sub> )	.089	.033	.091	2.670	<b>.008**</b>
Need for achievement (X <sub>4</sub> )	1.283	.052	.734	24.858	<b>.000**</b>
Philosophy of life and typical behavior (X <sub>5</sub> )	.114	.016	.195	7.082	<b>.000**</b>
Instrumental readiness (X <sub>6</sub> )	.067	.130	.026	.512	.609
Subjective norms (X <sub>7</sub> )	-.052	.171	-.021	-.302	.763
Perceived feasibility (X <sub>8</sub> )	-.106	.178	-.031	-.592	.554
Specific Desirabilities (X <sub>9</sub> )	-.163	.093	-.102	-1.755	.080
Self-Efficacy (X <sub>10</sub> )	.065	.065	.129	1.001	.317
Environmental role (X <sub>11</sub> )	-.107	.094	-.112	-1.139	.255
Entrepreneurial attitude (X <sub>12</sub> )	.128	.044	.086	2.890	<b>.004**</b>

a Dependent Variable: Entrepreneurial intension

**Discussion:** The multiple correlation coefficient is 0.836 measures the degree of relationship between the actual values and the predicted values of the entrepreneurial intention. Because the predicted values are obtained as a linear combination Entrepreneurial readiness (X<sub>1</sub>), Perceived support and barriers (X<sub>2</sub>), Locus of control (X<sub>3</sub>), Need for achievement (X<sub>4</sub>), Entrepreneurial intension (X<sub>5</sub>), Philosophy of life and typical behavior (X<sub>6</sub>), Instrumental readiness (X<sub>7</sub>), Perceived feasibility (X<sub>8</sub>), Specific Desirabilities (X<sub>9</sub>), Self-Efficacy (X<sub>10</sub>), Subjective norms (X<sub>11</sub>), Environmental role (X<sub>12</sub>) are quite positive and strong.

The Coefficient of Determination R-square measures the goodness-of-fit of the estimated Sample Regression Plane (SRP) in terms of the proportion of the variation in the dependent variables explained by the fitted sample regression equation. Thus, the value of R square is 0.699 simply means that about 69.9 % of the variation in entrepreneurial intention is explained by the estimated SRP that uses Perceived support and barriers (X<sub>2</sub>), Locus of control (X<sub>3</sub>), Need for achievement (X<sub>4</sub>), Entrepreneurial intension (X<sub>5</sub>), and entrepreneurial attitude (X<sub>12</sub>) as the independent variables and R square value is significant at 1 % level.

Similarly, entrepreneurial attitude is explained by the estimated SRP that uses Entrepreneurial readiness ( $X_1$ ), Philosophy of life and typical behavior ( $X_6$ ), Instrumental readiness ( $X_7$ ), Perceived feasibility ( $X_8$ ), Specific Desirabilities ( $X_9$ ), Self-Efficacy ( $X_{10}$ ), Subjective norms ( $X_{11}$ ), Environmental role ( $X_{12}$ ) as factors in entrepreneurial intention is mixture in nature and not significant at 5% level of significance.

Here the coefficient of  $X_1$  is 0.122 represents the positive partial effect of entrepreneurial readiness towards entrepreneurial intention, holding all other variables as constant. The estimated positive sign implies that such effect is positive that entrepreneurial readiness score would increase by 0.122 for every unit increase in entrepreneurial readiness and this coefficient value is not significant at 5% level.

The coefficient of Perceived support and barriers ( $X_2$ ), Locus of control ( $X_3$ ), Need for achievement ( $X_4$ ), Philosophy of life and typical behavior ( $X_5$ ) and Entrepreneurial attitude ( $X_{12}$ ) are -0.123, 0.089, 1.283, 0.114, and 0.128 represents the partial effect Perceived support and barriers ( $X_2$ ), Locus of control ( $X_3$ ), Need for achievement ( $X_4$ ), Philosophy of life and typical behavior ( $X_5$ ) and Entrepreneurial attitude ( $X_{12}$ ) by holding all other variables as constant. Such effect is positive and the entrepreneurial attitude is increased or decreased by -0.123, 0.089, 1.283, 0.114, and 0.128 for every unit increase or decrease in Perceived support and barriers ( $X_2$ ), Locus of control ( $X_3$ ), Need for achievement ( $X_4$ ), Philosophy of life and typical behavior ( $X_5$ ) and Entrepreneurial attitude ( $X_{12}$ ) and this co-efficient is highly significant at 1% level of significant.

Similarly, The coefficient of Entrepreneurial readiness ( $X_1$ ), Instrumental readiness ( $X_6$ ), Subjective norms ( $X_7$ ), Perceived feasibility ( $X_8$ ), Specific Desirabilities ( $X_9$ ), Self-Efficacy ( $X_{10}$ ) and Environmental role ( $X_{11}$ ) are 0.122, 0.067, -0.052, -0.106, -0.163, 0.065 and -0.107 respectively represents the mixed effect of Entrepreneurial readiness ( $X_1$ ), Instrumental readiness ( $X_6$ ), Subjective norms ( $X_7$ ), Perceived feasibility ( $X_8$ ), Specific Desirabilities ( $X_9$ ), Self-Efficacy ( $X_{10}$ ) and Environmental role ( $X_{11}$ ) on entrepreneurial intention by holding all other variables as constant. Such effect is positive and the entrepreneurial intention is increased or decreased by 0.122, 0.067, -0.052, -0.106, -0.163, 0.065 and -0.107 respectively for every

unit increase in Entrepreneurial readiness ( $X_1$ ), Instrumental readiness ( $X_6$ ), Subjective norms ( $X_7$ ), Perceived feasibility ( $X_8$ ), Specific Desirabilities ( $X_9$ ), Self-Efficacy ( $X_{10}$ ) and Environmental role ( $X_{11}$ ) and this co-efficient is not significant at 5% level of significant.

### **Suggestions and recommendations**

1. Promotional measures of entrepreneurship: The government, with a separate action plan for entrepreneurship should be promoted for the effective results. Such initiatives initiated in the form of SHG are succeeded to some extent. A continuous follow-up and promotional assistance can help in expanding the success of business.
2. Supervisory measures: Majority of times, government and sponsorship bodies of women entrepreneurship is not supervising the ventures still its objectives are fulfilled for some reasons. In fact supervision brings much more success than promotion. Promotion is only a seed; the ripping tree is supervision and control. The success is the harvest of the entrepreneurship and its measures are subsystems of entrepreneurship. Without subsystems, no integrated system will function in an effective manner. Hence, supervisory measures are mandatory and it can help in improving the entrepreneurial intention, attitude and entrepreneurial success in business.
3. Supportive Factor: young entrepreneurs need to be given priority in supportive aspects of entrepreneurship and other various aspects of business supportive measures of the government. Starting from licensing to regulation of the firms, start ups can be given a liberal and supportive climate for enhancing the business development in the sample area. In addition, Consider youth as specific target group for all developmental programmes, to encourage more passive youth towards entrepreneurship. Encourage youth in participation in decision-making at home and institution can help in improving the decision skills. The financial institutions should provide more working capital assistance both for small scale venture and large scale ventures planned and operated by the youth. This indicates the need for recognizing youth as a special audience in the entrepreneurship and provides the required support for improving the entrepreneurial intention, attitude and success. This can help in achieving the inclusive growth along with the economic development in an economy.

### **Summary and Conclusion**

A prerequisite for nurturing Entrepreneurship is the creation of a favorable business environment. This goal is at the heart of India's economic liberalization initiatives. The key parameters of a conducive business environment include smooth flow of information; ease of starting a business and obtaining various clearances and permits; ease of filling taxes; an efficient legal system; enabling legislations and regulations; absence of corruption; and world-class infrastructure facilities. The findings of the present study indicate that, the primary motive to be an entrepreneur, quoted by the respondents are as follows. 27.9 percent are quoted as local business and the wide range of contacts in the city, 17.8 percent motivated with government schemes, 17.1 percent is supported by family, 16.4 percent is preferred entrepreneurship due to passion for business and 10.4 percent preferred and motivated by community support and government support schemes. It clearly indicates the need for encouraging youth towards entrepreneurship. This can increase the entrepreneurial intention among the youth in the sample area.

A strategic planning along with vision and mission, the education system needs to work out on creation of entrepreneurial oriented higher educational courses can build the capacity and guide the students to take up entrepreneurship in the society. The role of demographics cannot be ignored while promoting entrepreneurial intention. The basics of entrepreneurship like creativity, innovation, and risk taking needs to be kept in mind while guiding the students towards entrepreneurship. The study results reveal that, the higher levels of preparedness towards entrepreneurship and it is influenced by the self and environment prevailing in the sample area. Hence, the role of environment is considered to be a highly influencing variable in improving the entrepreneurial intention among the post graduates in the sample.

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