

Attitude of Students towards Social Entrepreneurship

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Abstract

Entrepreneurship can be called as a process of rebuilding the nation. Today we can see a society with changed outlook towards entrepreneurship. They have started to recognize the boundless power an entrepreneur holds which in turn can be made beneficial to the society. Many innovations are taking place in the field of entrepreneurship. Social entrepreneurship is one among them. It can be seen a way of meeting the unmet needs of the society. The phenomenon of social entrepreneurship can be traced from earlier days, but the language of social entrepreneurship is developed only recently. Bill Drayton of Asokha was the person who coined the term social entrepreneurship in 1981. The study attempted to identify the attitude of the college students towards entrepreneurship. Primary and secondary sources were used for the study. The collected data was analysed using mean score analysis. Hypothesis testing was also employed to study whether there is any difference in the attitude of college students towards entrepreneurship with reference to their education and course of study. The mean score in most of the cases stood below 3 which showed the negative attitude of the students towards entrepreneurship. Also, their attitude was not influenced by the gender and the course of study.

Key words:

Social entrepreneurship, Social sustainability, Entrepreneurial attitude.

Introduction

Entrepreneurship can be called as a process of rebuilding the nation. Today we can see a society with changed outlook towards entrepreneurship. They have started to recognize the boundless power an entrepreneur holds which in turn can be made beneficial to the society. Many innovations are taking place in the field of entrepreneurship. Social entrepreneurship is one among them. It can be seen a way of meeting the unmet needs of the society. There are several inherent qualities which make out an entrepreneur. The success of entrepreneurship depends on the innovations, creativity, hardworking nature, risk bearing capacity, organisation skill etc of an entrepreneur. When all these qualities are merged with a drive to social problems or to meet any social need, there born the concept of social entrepreneurship. The phenomenon of social entrepreneurship can be traced from earlier days, but the language of social entrepreneurship is developed only recently. Bill Drayton of Asokha was the person who coined the term social entrepreneurship in 1981. Asokha is a global association of leading social entrepreneurs. The social entrepreneur

emphasize on creation of social value rather than on earning profit. They play the role of change agents in a society. *“Social entrepreneurs are not content just to give a fish or teach how to fish. They will not rest until they have revolutionized the fishing industry.”* **Bill Drayton- CEO, Chair and Founder – Ashoka.** These words show the nature of social entrepreneurs. They want to make a revolutionary impact in the society they live.

Review of literature

Surinder Pal Singh brought conceptual insights and research priorities in the area of social entrepreneurship. He studied the definitions of different authors regarding social entrepreneurship. The study also identified the four social entrepreneurial initiatives already made in the country. He also discussed the fundamental issues related to social entrepreneurship. It was identified that support and capacity building were essential for the growth of future social entrepreneurs and the entrepreneurs faced several issues in the implementation of the enterprise. He also identified that investment, proper coordination and communication, recognition and a good policy environment were essential for the existence of social entrepreneurship.

Dr Brijesh Sivathanu (2013) studied the challenges for social entrepreneurship. He identified 16 factors

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which pose a challenge to entrepreneurship. Competition from others, problem in availability of fund, promoting awareness about social entrepreneurship etc. were the major challenges faced by social entrepreneurs. He stated that there was immense potential for social entrepreneurship in coming days.

Dr Namita Rajput and Parul Chopra (2014) made an analytical study about social entrepreneurship and social sustainability. They conducted a case study of some sustainable social enterprises existing in India to study the problems of social entrepreneurs and identified that lack of government and the availability of the skilled labour were the major problems faced in social entrepreneurship. They also recommended for a social entrepreneurship work in a simple model by assessing a problem and understanding the social, environmental and economic dimensions.

Tanje Laerke Larsen evaluated the impact of NGDO social entrepreneurship course. The entrepreneurial attitude of the students was measured before and after taking the SE course. The study identified that there was a positive change in the attitude of the students of after undertaking that course.

Rajeeshwaran Moorthy and Sanmugam Annamalah studied the consumer's perception towards the motivational intentions of social entrepreneurs in Malaysia. It was seen that entrepreneurs in Malaysia were highly motivated to start a social enterprise. Social support and personal welfare seem to influence the social intention of the entrepreneurs in Malaysia.

Suresh Seth and Sudesh Kumar studied the growing trend of social entrepreneurship in Indian business. It deals with the historical perspective of the growth of social entrepreneurship in India. The financial assistance available for these types of ventures was also discussed in the study. The study also dealt with the major challenges faced by the social entrepreneurs like lack of proper entrepreneurial education, lack of financial assistance, lack of skilled manpower etc. he also suggested that the social enterprises must make use of the networks with other social enterprises to improve their business.

Significance of the study

India had many revolutionary entrepreneurs who wanted to bring an impact on the society they live in. The upcoming generation should have an outlook about their future. It is always important to understand what the youth think about entrepreneurship. Several studies were conducted to understand the attitude of youth towards entrepreneurship. The present study concentrates on understanding the concept of social

entrepreneurship and the attitude of the college students towards social entrepreneurship.

Scope of the study

The scope of the study is limited to the attitude of the college students towards social entrepreneurship. The respondents of the study are the under graduate students of the Dept. of Commerce of Sree Sankara Vidyapeetom College, Valayanchirangara, Perumbavoor.

Objective of the study

To understand the attitude of the college students towards social entrepreneurship.

Hypotheses of the study

- H₀₁** There is no significant relationship between the gender and the attitude of the students towards social entrepreneurship.
- H₀₂:** There is no significant relationship between the course of study and the attitude of the students towards social entrepreneurship.

Research Methodology

Selection of Sample

Sample respondents include 60 commerce students . There were in all 150 undergraduate students studying in the Department of Commerce of Sree Sankara Vidyapeetom College, Valayanchirangara, Perumbavoor during the academic period 2013-14 to 2015-16. Simple random sampling method was adopted to select the sample, which consisted of 30 male and 30 female students.

Collection of data

Data were collected from both secondary and primary sources. Primary data were collected through a structured questionnaire circulated among the students. Secondary data were collected from Published articles and websites.

Tools of analysis

The data were analysed using mean score, Levene's Test for Equality of Variances and ANOVA.

Attitude of college students towards social entrepreneurship - Analysis

The attitude of the college students was assessed and their response was recorded using likert scale in which 5 indicates 'strongly agree' to 1 'strongly disagree'.

Table 1: Attitude of college students towards entrepreneurship

Responses	N	Minimum	Maximum	Mean	Std. Deviation
I wish to start enterprise after my studies	60	1	5	3.27	.861
I want to meet the need of the society by starting an enterprise	60	1	5	3.80	1.005
It is good to be a social entrepreneur as I can serve my society	60	1	5	3.48	1.142
I have necessary knowledge to become an entrepreneur	60	1	5	3.05	.999
I will be able to fulfill my duty towards the society by starting a social business	60	1	5	3.68	1.127
Profit will be only my secondary objective while running a business	60	1	5	2.38	1.121
I possess the idea and potential to run a social enterprise	60	1	5	2.65	1.191
I have the ability to procure the suppliers/business partners to start S E	60	2	5	3.60	.807
My parents will encourage me to start a social enterprise	60	2	5	3.75	.836
My friends will support the intention to start a S E	60	2	5	3.97	.938
The process of starting the S E will be quite easy for me	60	1	4	1.38	.739
The S E is having wide scope in future	60	1	5	2.73	.936
Gaining government support for starting a S E will be quite easy	60	1	5	2.02	1.334
Financial institutions will support the starting of S E	60	1	5	2.55	1.185
I will get the recognition of the society by starting a S E	60	1	5	2.92	1.030
The probability of success of the S E will be very high	60	1	5	2.70	.926
I possess knowledge about various social entrepreneurs	60	1	4	2.07	.880
The stories of the social entrepreneurs motivate me to start SE	60	1	5	2.43	1.226
I have identified a social problem to be solved by the starting of S E	60	1	4	1.97	1.057
I feel there is risk in starting a social enterprise	60	1	5	3.18	1.242
I will run the S E even if it generates poor income	60	1	4	2.03	1.073
Valid N (list wise)	60				

Source: Primary data.

The above table shows the attitude of the college students towards social entrepreneurship. They were having a positive attitude about the intention of starting a social entrepreneurship. They felt that social entrepreneurship would help in serving the society. But most of them were not ready to take up profit as the secondary motive of their enterprise. They were not confident about their ability to become a social entrepreneur. Majority of them felt that starting a social enterprise would never be an easy task for them. They were confident about the support of friends and family in starting a social enterprise. In all other aspects the students had a

negative attitude about starting a social enterprise. It could be concluded that they were interested in the establishment of these kinds of enterprises and they felt it as beneficial to the society, but majority of them did not have the initiative and intention to start a social enterprise.

Hypothesis Testing

H₀₁: There is no significant relationship between the gender and the attitude of the students towards social entrepreneurship.

Table 2: Group Statistics

Gender of the respondent		N	Mean	Std. Deviation	Std. Error Mean
attitude	male	30	61.07	4.571	.835
	female	30	58.17	6.899	1.260

Table 3: Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
attitude	Equal variances assumed	3.124	.082	1.919	58	.060	2.900	1.511	-.124	5.924
	Equal variances not assumed			1.919	50.347	.061	2.900	1.511	-.134	5.934

Source: Primary data.

The test result revealed that there is no significant difference in the attitude of male and female college

students towards social entrepreneurship since the p value is more than 0.05. Hence, H₀₁ is accepted.

H₀₂: There is no significant relationship between the course of study and the attitude of the students

Table 4: ANOVA
Course of study and social entrepreneurial attitude

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	186.583	3	62.194	1.809	.156
Within Groups	1925.600	56	34.386		
Total	2112.183	59			

Source: Primary data

Since the sig value is .156 is more than .05, the hypothesis H₀₂ is accepted and the course of study does not influence the attitude of the college students towards social entrepreneurship.

Conclusion

Social entrepreneurship is gaining great priority and support in India. The present study revealed that the college students were having a positive attitude about the intention of starting a social entrepreneurship. They felt that social entrepreneurship would help in serving the society. Even though students were interested in social entrepreneurship and felt it as beneficial to the society, most of them did not have the initiative and intention to start a social enterprise.

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