

Entrepreneurial Attitude on Entrepreneurial Intention: A Study Among Management Students in Central Kerala

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ABSTRACT

Entrepreneurs play a vital role in shaping a nation's economic growth by creating wealth, generating employment opportunities, providing products and services, and contributing to government revenues through taxation. Entrepreneurship ranges beyond the mere establishment of enterprises; it also nurtures the capacity to produce wealth, jobs, and income, which is a key indicators of economic development.

This study examines the connection between entrepreneurial attitude and entrepreneurial intention among management students in central Kerala. The attitudes of young individuals toward entrepreneurship significantly influence their preference to pursue it as a career. Considering these attitudes can aid governments, policymakers, and educators in fostering an entrepreneurial mind set among youth.

The research employs multiple regression analysis to explore the interaction between entrepreneurial attitude (independent variable) and entrepreneurial intention (dependent variable). Findings indicate that entrepreneurial attitude, family background, and gender have significant positive correlations with entrepreneurial intention, while family income does not play a sizeable role. The study highlights the strong influence of attitude on entrepreneurial intention and challenges the assumption that financial background is a major determinant of entrepreneurial intention. These insights provide valuable implications for initiatives aimed at promoting entrepreneurship among young individuals.

Keywords: Entrepreneurship, Entrepreneurial attitude and Entrepreneurial intention.

INTRODUCTION

Entrepreneurs play a vital role in shaping the economic course of nations by driving wealth creation, generating employment, and contributing to government revenue through taxes. By transforming ideas into economic opportunities through innovation, they serve as key drivers of competitiveness in an increasingly interconnected global economy. Entrepreneurs organize and mobilize various factors of production, identify opportunities, and turn ideas into sustainable business ventures. Through the introduction of new products and services, they fundamentally influence and transform the way society functions.

Entrepreneurship can be described as a process of action an entrepreneur undertakes to establish his enterprise. Entrepreneurship is the attitude of mind to seek opportunities, take calculated risks and derive benefits by setting up a venture. It comprises of numerous activities

involved in conception, creation and running an enterprise. According to Hartman (1959) "Entrepreneurship is the process whereby people, money markets, production facilities and knowledge are brought together to create a commercial enterprise which did not exist before". According to Schumpeter's system entrepreneurship is essentially a creative activity. These definitions have been used in many studies to study the characteristics of those who have started business ventures (Source: Poonam Sinha, 2004).

According to Pareek and Nadkarni (1978) entrepreneurship refers to the general trend of setting up new enterprises in a society and is a dynamic function of individual, socio-cultural factors, support systems and the environment (Source: Poonam Sinha, 2004). Drucker, (1985) illustrates entrepreneurship with numerous examples of innovations. Timmons, (1990) stated entrepreneurship to be an ability to create and build something from practically nothing. Sugumar, (1996) refers to entrepreneurship as the qualities which are required to innovate and start a new enterprise, accept the challenge and bear the risk (Source: Poonam Sinha, 2004).

The present study is concentrating on Impact of Entrepreneurial Attitude on Entrepreneurial Intention among management students in Kerala. Youth unemployment, under employment and brain drains are comparatively high in Kerala with respect to other states in India. Even though over the year's various governments of Kerala have interferences to encourage entrepreneurship among youth, enough progress has not been made up to date in the area of entrepreneurship when compared to other states in India. This can be attributed to the lack of understanding of the youth's attitudes towards entrepreneurship. Attitudes play a vital role in the life of an individual. Attitude of youth towards entrepreneurship can decide their attractiveness towards entrepreneurship as a career. A better understanding of these attitudes can be contributory in assisting the government, policy makers and educators in encouraging entrepreneurship among youth in Kerala.

LITERATURE REVIEW

Entrepreneurship is the course of action an entrepreneur takes to launch business. Being an entrepreneur requires creativity. It is the ability to create something from practically nothing. The mind-set that seeks possibilities, takes measured risks, and reaps rewards by establishing a business is known as entrepreneurship. It includes a variety of tasks related to the ideation, development, and operation of a business.

The process of identifying entrepreneurs has involved creating a profile of a typical entrepreneur using demographic data. This approach is predicated on the idea that individuals with comparable backgrounds share comparable stable underlying traits. Since people in unknown groups with demographic traits comparable to those of the average entrepreneur are presumed to have the same underlying stable features, the fundamental premise is that entrepreneurship in unfamiliar populations may be predicted. The demographic variables most often examined in this type of research have been family background and experiences such as birth order, role models, marital status, age, education level of parents and self, socioeconomic status, previous work experience, and work habits (Collins, Moore, & Unwalla, 1964; Swayne & Tucker, 1973; Cohen, 1980; Jacohowitz & Vidler, 1982; Sexton & Auken, 1982; Brockhaus, 1982; Gasse, 1985; Hisrich, 1986).

Robinson et al. (1991) has conducted a study entitled "An Attitude Approach to the Prediction of Entrepreneurship". In this study the development and validation of the Entrepreneurial Attitude Orientation (EAO) scale is explained. Gibb and Handler (1994) have done a study entitled "Entrepreneurship and Family Business: Exploring the Connections". In this study the researchers have explored the relationship between family influences and an entrepreneur's career. Henderson and Robertson (2000) conducted a study entitled "Who Wants to Be an Entrepreneur? Young Adult Attitudes to Entrepreneurship as a Career". In this study survey was conducted through questionnaires among young adults of United Kingdom, to examine their attitudes towards entrepreneurship as a career.

Moen et al. (2004) conducted a study named "A Study on Entrepreneurial Attitudes among Youths in Malaysia. Case Study: Institute Kemahiran Belia Negara, Malaysia". The objective of this study was to know the entrepreneurial attitudes among the youth in Malaysia and to identify their demographic relationship, educational back ground, respondents' experience, parental education and job with their entrepreneurial attitude orientation.

Akhtar et al.'s (2011) conducted a study entitled "Entrepreneurial Attitudes among Potential Entrepreneurs". This study explored entrepreneurial attitudes among business administration students in Pakistan. Four hundred and eighty masters of business administration (MBA) students (potential entrepreneurs) from six Pakistani universities were taken as sample for the study. The results revealed that majority of the students showed generally positive attitudes towards entrepreneurship. Overall, there was a significant difference between negative and positive attitudes (negative mean 184, positive mean 284). The study also revealed that demographic variables such as,

university, parental income and profession have a significant impact on student's entrepreneurial attitudes. But male and females students exhibited similar entrepreneurial attitudes.

Turker and Selcuk (2008) conducted a study named "Which Factors Affect Entrepreneurial Intention of University Students?". The purpose of this study was to analyse the impacts of some contextual factors on entrepreneurial intention of university students. In this study, a model was proposed and empirically tested on a sample of 300 university students in Turkey. The entrepreneurial support model (ESM) considered predominantly the impact of contextual factors on entrepreneurial intention. In the model, entrepreneurial intention was taken as a function of educational, relational, and structural supports. The results of the survey showed that an educational and structural support factor affect the entrepreneurial intention of students. This study contributes to the literature by theorizing and empirically testing how some factors affect the entrepreneurial intention of university students. The researchers believed that results of the study can have valuable implications for the policy makers and educators.

Izquierdo and Buelens (2008) conducted a study titled "Competing Models of Entrepreneurial Intentions: The Influence of Entrepreneurial Self-Efficacy and Attitudes". This study tested two models that explained how entrepreneurship education can effect on entrepreneurial intentions through its impact on attitudes and self efficacy. The data was collected from 236 students who were exposed to an entrepreneurship course. In model 1 attitudes and self-efficacy positively related to intentions to new venture creation, while in model 2 attitudes mediated between selfefficacy and intentions. Results indicate that attitudes had a stronger relationship with intentions in model 2.

Kadir et al. (2008) conducted a study titled "Factors Affecting Entrepreneurial Intentions among Mara Professional College Students". This study was conducted to determine Mara Professional College students' perception on entrepreneurial intention. The study was built on psychological model based on Ajzen's theory of planned behaviour to identify the factors influencing the entrepreneurial intention of these students. The study analyzed the factors contributing towards entrepreneurial intention among Mara Professional College students. Data were collected through questionnaires obtained from 181 students of three different programmes offered in Mara Professional Colleges. The study utilized correlation and regression statistics to analyse the data. A significant relationship was found between attitudinal factor($r=0.5324$), behavioural factor ($r=0.5668$) and educational support($r=0.6241$) towards entrepreneurial intention. Educational support contributed the highest with 39%, followed by behavioural factor with 32.1% and attitudinal factor contributed 28.3% towards entrepreneurial intention among Mara professional college's students. It was suggested that educational support through professional education in these colleges is an efficient way of obtaining necessary knowledge about entrepreneurship.

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OBJECTIVES

- To examine the level of entrepreneurial attitude among management students in central Kerala.
- To assess the entrepreneurial intention among management students in central Kerala.
- To analyse the relationship between entrepreneurial attitude and entrepreneurial intention among management students in central Kerala.
- To evaluate how demographic variables (age, gender, academic background) effect on entrepreneurial intention.

RESEARCH METHODOLOGY

The study focuses on management students in central Kerala, with a sample size of 126 participants. A purposive sampling technique was employed for this research. Data was collected using an online questionnaire featuring a Likert-scale format to gather insights necessary to achieve the study's objectives. The study aimed to examine the impact of entrepreneurial attitude on entrepreneurial intention among management students in central Kerala. Multiple regression analysis was used to explore the interaction between entrepreneurial attitude (independent variable) and entrepreneurial intention (dependent variable).

RESULTS-DATA ANALYSIS

Table 1:Descriptive Statistics of Entrepreneurial Intentions			
	N	Mean	Std. Deviation
My professional goal is to become an entrepreneur.	126	3.29	1.165
I prefer to be an entrepreneur rather than to be an employee in a company.	126	3.40	1.272
I participated in exhibitions/workshops related to entrepreneurship.	126	2.59	1.182
I discussed seriously with experts in the field to start my own business after completing my study.	126	2.54	1.237
I have a strong intention to start a business in future.	126	3.29	1.379

Descriptive statistics provide an overview of respondents' entrepreneurial intentions. "My professional goal is to become an entrepreneur" (Mean = 3.29, SD = 1.165) The average response suggests a moderate inclination toward entrepreneurship. The standard deviation (1.165) indicates some variability in responses. "I prefer to be an entrepreneur rather than to be an employee in a company" (Mean = 3.40, SD = 1.272) This item has the highest mean, suggesting that more respondents favour entrepreneurship over employment. The relatively higher standard deviation (1.272) suggests diverse opinions. "I participated in exhibitions/workshops related to entrepreneurship" (Mean = 2.59, SD = 1.182) This has a lower mean, indicating that participation in entrepreneurship-related events is relatively low. The standard deviation (1.182) shows moderate variation in responses. "I discussed seriously with experts in the field to start my own business after completing my study" (Mean = 2.54, SD = 1.237) This has the lowest mean, suggesting that few respondents have had serious discussions with experts. The standard deviation (1.237) suggests some variability. "I have a strong intention to start a business in the future" (Mean = 3.29, SD = 1.379) Similar to the first statement, the mean suggests a moderate level of entrepreneurial intention. The highest standard deviation (1.379) indicates that responses are quite spread out.

Table 2:Descriptive Statistics of Entrepreneurial Attitude			
	N	Mean	Std. Deviation
I get my biggest thrills when I feel my performance is best than others.	126	3.70	.923

I never put important matters on pending according to my convenient time	126	3.48	.961
I believe that concrete results are necessary in order to judge performance.	126	3.52	.961
I believe that in this world the work of competent people will always be recognized.	126	3.71	.902
I believe that to succeed in business it is important to get along with the people you work with.	126	3.94	.910

Descriptive statistics for Entrepreneurial Attitude provide insights into respondents' mind-set. "I get my biggest thrills when I feel my performance is better than others." (Mean = 3.70, SD = 0.923) Respondents generally agree with this statement, indicating a competitive mindset. The standard deviation (0.923) suggests moderate variation in responses. "I never put important matters on pending according to my convenient time." (Mean = 3.48, SD = 0.961). A slightly lower mean indicates moderate agreement with this statement about proactiveness. The standard deviation (0.961) suggests some variation in responses. "I believe that concrete results are necessary in order to judge performance." (Mean = 3.52, SD = 0.961). Respondents lean towards agreeing with this, suggesting they value results-driven performance. The standard deviation (0.961) shows moderate diversity in opinions. "I believe that in this world the work of competent people will always be recognized." (Mean = 3.71, SD = 0.902). This statement has a relatively high mean, indicating optimism about competence being rewarded. The standard deviation (0.902) shows slight variation in views. "I believe that to succeed in business, it is important to get along with the people you work with." (Mean = 3.94, SD = 0.910). This has the highest mean, suggesting strong agreement on the importance of interpersonal skills in business success. The standard deviation (0.910) indicates a generally consistent agreement.

Table 3:Correlations

		Entrepreneurial Intention	Entrepreneurial family	Gender	Entrepreneurial Attitude	Income of the family
Entrepreneurial Intention	Pearson Correlation	1	.220*	.376**	.362**	-.073
	Sig. (2-tailed)		.013	.000	.000	.415
	N	126	126	126	126	126

Pearson correlation analysis examining the relationship between **Entrepreneurial Intention** and various factors, such as **Entrepreneurial Family**, **Gender**, **Entrepreneurial Attitude**, and **Family Income**. **Entrepreneurial Family (r = .220, p = .013)** There is a small positive correlation between having an entrepreneurial family and entrepreneurial intention. Since the p-value (.013) is less than 0.05, this relationship is statistically significant. **Gender (r = .376, p = .000)** A moderate positive correlation exists between gender and entrepreneurial intention. The p-value (.000) indicates strong statistical significance. **Entrepreneurial Attitude (r = .362, p = .000)** A moderate positive correlation between entrepreneurial attitude and entrepreneurial intention. Since the p-value is .000, this is a highly significant relationship. This suggests that individuals with a

stronger entrepreneurial attitude tend to have higher entrepreneurial intentions. **Family Income ($r = -0.073$, $p = .415$)** A very weak negative correlation between family income and entrepreneurial intention. The p-value (.415) is greater than 0.05, meaning this relationship is **not significant**. This suggests that family income does not have a meaningful impact on entrepreneurial intention in this sample.

Table 4:Model Summary

odel	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.556 ^a	.309	.286	.8355

a. Predictors: (Constant), Entrepreneurial family, Entrepreneurial Attitude , Annual income of the family, Gender

Table 5:ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	37.727	4	9.432	13.511	.000 ^b
Residual	84.467	121	.698		
Total	122.194	125			

a. Dependent Variable: Entrepreneurial Intention

b. Predictors: (Constant), Entrepreneurial family, Entrepreneurial Attitude , Annual income of the family, Gender

Table 6:Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.202	.556		3.958	.000
	Gender	-.711	.154	-.351	-4.627	.000
	Annual income of the family	-.115	.088	-.099	-1.312	.192
	Entrepreneurial Attitude	.558	.124	.340	4.484	.000
	Entrepreneurial family	.528	.190	.211	2.779	.006

a. Dependent Variable: Entrepreneurial Intention

The **F-statistic (13.511, $p < 0.001$)** indicates that the overall regression model is **statistically significant**. This means that at least one of the independent variables (**Entrepreneurial Family, Gender, Entrepreneurial Attitude, or Income**) has a significant effect on **Entrepreneurial Intention**. The **R² value of 0.309** (from the Model Summary) suggests that **30.9% of the variability** in Entrepreneurial Intention is explained by the

independent variables. The remaining **69.1%** is due to other factors not included in the model, such as personality traits, education, or external opportunities. **Entrepreneurial Attitude ($\beta = 0.558$, $p < 0.001$): A significant positive predictor**, meaning that a higher entrepreneurial attitude leads to a higher entrepreneurial intention. **Entrepreneurial Family ($\beta = 0.528$, $p = 0.006$): Also positively significant**, suggesting that individuals from entrepreneurial families are more likely to pursue entrepreneurship. **Gender ($\beta = -0.711$, $p < 0.001$): A significant negative predictor**, indicating that males and females differ in their entrepreneurial intentions (likely females scoring higher, based on previous findings). **Income ($\beta = -0.115$, $p = 0.192$): Not significant**, meaning family income does not have a strong effect on entrepreneurial intention.

DISCUSSION-FINDINGS & SUGGESTIONS

- Data generally show moderate entrepreneurial intentions, with a preference for entrepreneurship over employment. Participation in entrepreneurial events and discussions with experts is relatively low. There is significant variation in responses, especially regarding intentions to start a business in the future (Table 1).
- Respondents value competition, competence, and results in entrepreneurship. Interpersonal skills are considered the most critical factor for business success. There is moderate variation in responses, but overall, respondents exhibit a positive entrepreneurial attitude (Table 2).
- Entrepreneurial Family, Gender, and Entrepreneurial Attitude show significant positive correlations with entrepreneurial intention. Family Income does not have a significant impact on entrepreneurial intention. Gender and Entrepreneurial Attitude have the strongest associations with entrepreneurial intention (Table 3).
- Attitude is the strongest driver - A positive mind-set toward entrepreneurship significantly increases intention. Entrepreneurial Family Background Matters - Individuals from entrepreneurial families are more likely to pursue entrepreneurship. Gender Effect: Females show higher entrepreneurial intention than males - This could indicate changing trends in female entrepreneurship or differences in risk perception. Income is not a barrier - Unlike some assumptions, family income does not significantly influence entrepreneurial intention (Table 4,5 & 6).
- Attitude is the strongest predictor, universities and organizations should offer entrepreneurial mindset training, workshops, and mentorship programs to cultivate a positive perception of entrepreneurship.
- Practical exposure, such as business simulations, startup incubators, and networking opportunities, can further reinforce entrepreneurial intention.
- Encourage family involvement in entrepreneurship education by hosting family-based entrepreneurial events.
- Facilitate mentorship programs where aspiring entrepreneurs can learn from experienced business owners, whether or not they come from entrepreneurial families.
- Given that females show higher entrepreneurial intention than males, institutions should create women-focused entrepreneurial programs, grants, and incubators to capitalize on this trend.
- Address barriers such as funding accessibility, cultural expectations, and work-life balance that may impact female entrepreneurs differently.
- Since income does not significantly impact entrepreneurial intention, entrepreneurship programs should focus on skills, networking, and access to resources rather than financial background.
- Provide accessible funding opportunities, such as microfinance, grants, and crowdfunding education, to encourage aspiring entrepreneurs from all economic backgrounds.
- Policymakers and educators should conduct further studies on additional factors (e.g., personality traits, education, risk tolerance) that influence entrepreneurial intention.

- Implement policies that support a more inclusive entrepreneurial ecosystem, ensuring both men and women have equal opportunities and resources to succeed.

CONCLUSION

The study reveals that while management students in central Kerala exhibit moderate entrepreneurial intentions, they generally prefer entrepreneurship over traditional employment. However, engagement in entrepreneurial activities, such as events and discussions with experts, remains low, and there is notable variation in responses regarding future business aspirations. The findings highlight significant positive correlations between entrepreneurial intention and factors such as gender, entrepreneurial attitude, and entrepreneurial family background, whereas family income does not play a significant role. Entrepreneurial attitude emerges as the strongest driver of entrepreneurial intention, reinforcing the importance of a positive mind set in fostering business aspirations. Additionally, students from entrepreneurial families are more inclined toward entrepreneurship, suggesting the influence of familial exposure. Interestingly, gender differences indicate that females exhibit higher entrepreneurial intention than males, potentially reflecting evolving trends in female entrepreneurship and differing perceptions of risk. Overall, the study underscores the importance of entrepreneurial attitude, family background, and gender in shaping entrepreneurial intentions, while challenging the assumption that income acts as a barrier to entrepreneurship.

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