

A STUDY ON FACTORS LEADING TO ENTREPRENEURIAL TRAITS AMONG COLLEGE STUDENTS IN THOOTHUKUDI DISTRICT

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Abstract

The academic field of entrepreneurship has evolved dramatically over the last three decades. It has become clear that entrepreneurship can be taught. Business educators and professionals have evolved beyond the myth that entrepreneurs are born, not made. Additional support for this view comes from the literature review of entrepreneurship, and small-business management education. Most of the empirical studies surveyed indicated that entrepreneurship can be taught, or at least encouraged. In this backdrop the researcher has chosen this topic to study the factors leading to entrepreneurial traits among the urban, semi-urban and rural college students in Thoothukudi District.

Key Words: Entrepreneurship, entrepreneurial traits, small-business management

Introduction

The entrepreneur is one of the most important inputs in the economic development of a country or of regions within the country. Entrepreneurial competence makes all the difference in the rate of economic growth. Entrepreneurial talent exists in all sections of the society. A high level of entrepreneurship is found in developed economy. The growth of entrepreneur is high, but sustained entrepreneurship is still comparatively a scare factor in India.

The academic field of entrepreneurship has evolved dramatically over the last three decades. It has become clear that entrepreneurship can be taught. Business educators and professionals have evolved beyond the myth that entrepreneurs are born, not made. Additional support for this view comes from the literature review of entrepreneurship, and small-business management education. Most of the empirical studies surveyed indicated that entrepreneurship can be taught, or at least encouraged. Entrepreneurial talents can be nurtured by motivating people and making them capable of perceiving and exploiting business opportunities. Realising the importance of entrepreneurship development the planners and policy makers have formulated Entrepreneur Development Programmes (EDP) for various target groups of population in the country.

All the individuals are having certain qualities which help them to accomplish their task in a desired manner. In this paper the researcher is interested to analyse the factors leading to entrepreneurial traits among the urban, semi-urban and rural college students.

Objectives

- To study the entrepreneurial traits among the college students
- To analyses the factors leading to entrepreneurial traits among the final year students.
- To summarize the findings and suggestions based on the analysis of the study.

Scope of the study

The main aim of the study is to assess the entrepreneurial traits of college students in Thoothukudi district. This study was conducted among the outgoing under graduate arts and science college students of Thoothukudi district. For the purpose of analysis the college students are categorized into three groups namely urban, semi-urban and rural college students.

Sampling

The study attempts to measure the entrepreneurial traits of college students in Thoothukudi district. Hence it is decided to select sample respondents from final year undergraduate students of arts and science colleges in Thoothukudi district. Stratified proportionate random sampling method was used to select the sample respondents from the population. The arts and science colleges were stratified in to three categories such as urban, semi-urban and rural on the basis of place where the college is situated. From among the final year undergraduate arts and science students ten per cent of the students were selected from each category at random as detailed in Table 1

Table 1
Population and Sample of Respondents

S.No	Place of College	Final year undergraduate Arts and Science college students	Sample Respondents
1	Urban	1,484	148
2	Semi-urban	2,942	294
3	Rural	1,340	134
	Total	5,766	576

Methodology

The present study was based on both primary and secondary data. Interview schedule was used to collect the primary data from the sample respondents. A well structured interview schedule was prepared after consulting the experts in the field. Before finalizing the interview schedule, a pilot study was made and with that response, final interview schedule was prepared to collect the information required for the study. The relevant secondary data were collected from the books, journals, magazines, and published materials. The information available in the website was also collected for the study.

Factors leading to Entrepreneurial Traits among the Respondents

There are too many variables influencing the entrepreneurial traits of the respondents. The present study confines these in to 70 variables. The respondents are asked to rate these variables at five point scale according to the order of importance attached with these variables as a factor leading to determine their entrepreneurial traits. The scores of the variables are taken for Exploratory Factor Analysis (EFA) in order to narrate the variable into factors. Initially, the validity of data for EFA have been tested with the help of Kaiser - Meyer - Olkin measure of sampling adequacy and Bartlett's test of sphericity. Both these two tests satisfy the validity of data for EFA. The EFA results in 12 factors. The Eigen value and per cent of variation explained by each factor is shown in Table 2.

TABLE 2
Factors leading to Entrepreneurial Traits among the College Students

S.No	Factors	Number of variables	Eigen value	Per cent of variation explained	Cumulative per cent of variation explained
1	Co-ordination	12	7.8974	11.28	11.28
2	Innovativeness	8	4.9175	7.03	18.31
3	Optimism	9	4.5609	6.52	24.83
4	Informativeness	7	3.8865	5.55	30.38
5	Decision making	7	3.7091	5.30	35.68
6	Hard work	7	3.6945	5.28	40.96
7	Problem solving	5	2.9808	4.25	45.21
8	Confidence	5	2.8227	4.03	49.24
9	Enterprising	3	2.2965	3.28	52.52
10	Personality	3	2.1173	3.02	55.54

11	Sincerity	2	1.8986	2.71	58.25
12	Forecasting ability	2	1.7345	2.47	60.72
	Total	70			
KMO measures of sampling adequacy: 0.7379			Bartlett's test of sphericity: Chi square value: 80.79*		

*Significant at five per cent level

The first three important factors are co-ordination, innovativeness and optimism since their Eigen values are 7.8974, 4.9175 and 4.5609 respectively. The per cent of variation explained by these factors are 11.28, 7.03 and 6.52 per cent respectively. The next three factors identified by the EFA are informativeness, decision making and hard work since their Eigen values are 3.8865, 3.7091 and 3.6945 respectively. The per cent of variation explained by these three factors are 5.55, 5.30 and 5.28 per cent, respectively.

The next three factors identified by the EFA are problem solving, confidence and enterprising since their Eigen values are 2.9808, 2.8227 and 2.2965 respectively. The per cent of variation explained by these three factors are 4.25, 4.03 and 3.28 per cent respectively. The last three factors identified by the factor analysis are personality, sincerity and forecasting ability since their Eigen values are 2.1173, 1.8986 and 1.7345 respectively. The per cent of variation explained by these three factors are 3.02, 2.71 and 2.47 per cent respectively. All the 12 factors explain the 70 variables to an extent of 60.72 per cent. The analysis result in 12 factors leading to entrepreneurial traits among the respondents.

Reliability and validity of variables in Coordination

In total, there are twelve variables included in coordination. It is important to examine the reliability and validity of variables in coordination. The confirmatory factors analysis (CFA) has been administered for their purpose. The reliability has been tested with the help of Cronbach alpha. The results are given in Table 3.

TABLE 3
Reliability and Validity of variables in Coordination

S.No	Variables relating to Coordination	Standardised factor loading	't' Statistics	Cronbach alpha	Composite reliability	Average variables Extracted
1	Capable of encouraging others	0.8988	3.9969*	0.8088	0.7819	55.96
2	Inspiring others	0.8504	3.8118*			
3	Moving friendly with others	0.8099	3.5961*			
4	Guiding other in their work	0.7842	3.4509*			
5	Accommodating others to carryout task	0.7596	3.3896*			
6	Getting helps from others	0.7417	3.2483*			
7	Helping others	0.7226	3.0971*			
8	Accepting others with open minded	0.6909	2.9661*			
9	Appreciating others	0.68170	2.8089*			
10	Taking effort to encourage others	0.6549	2.5969*			
11	Interested in	0.6308	2.3117*			

	working with others					
12	Like challenges giving scope for thinking differently	0.6211	2.1084*			

*Significant at five per cent level

The standardised factor loading of the variables in coordination are greater than 0.60 which shows the content validity. The significance of 't' statistics of the standardized factor loading of the variables in coordination reveals the convergent validity. It is also proved by the composite reliability and average variance extracted since these are greater than its minimum threshold of 0.50 and 50.00 per cent respectively. The twelve variables included in coordination explain it to an extent of 80.88 per cent since its Cronbach alpha is 0.8088.

Reliability and Validity of variables Relating to Innovativeness

In total there are eight variables in innovativeness which are identified by the explanatory factor analysis. Before summarising the scores of the variables in innovativeness, it is imperative to examine the reliability and validity with the help of confirmatory factor analysis. The overall reliability of the variables in innovativeness has been tested with the help of Cronbach alpha. The results are present in Table 4

TABLE 4
Reliability and Validity of variables in Innovativeness

S.No	Variables relating to innovativeness	Standardised factor loading	't' Statistics	Cronbach alpha	Composite reliability	Average variables Extracted
1	Willing to do new things and to accept new ideas	0.9097	1.2144*	0.8117	0.7906	56.04
2	My new ideas mostly got the approval of my friends	0.8649	3.9676*			
3	Like to scale new heights	0.8208	3.7121*			
4	Loving newness	0.8011	3.5676*			
5	Taking new initiatives	0.7845	3.3918*			
6	Finding new ways of answering questions	0.7309	3.0172*			
7	Interested in writing assignments on innovative topics	0.6776	2.6917*			
8	Taking right decision at the right time	0.6344	2.3894*			

*Significant at five per cent level

The standardised factor loading of the variables in innovativeness varies from 0.6344 to 0.9097 which shows the content validity of the factor. The convergent validity of the factor is proved since the 't' statistics of the standardised factor loading to the variables in innovativeness are significant at five per cent level. It is also

supported by the composite reliability and average variance extracted since these are greater than its standard minimum threshold of 0.50 and 50.00 per cent respectively. The eight variables included in innovativeness explain it to an extent of 81.17 per cent since its cronbach alpha is 0.8117.

Reliability and Validity of variables in Optimism

The optimism factor consists of nine variables which are noted by the exploratory factor analysis. It is extracted to confirm the reliability and validity of variables in optimism factor summarizing the score of the variable in it. The confirmatory factor analysis has been administered for this purpose. The Cronbach alpha has been computed to examine its overall reliability. The results are given in Table 5.

TABLE 5
Reliability and Validity of variables in optimism

S.No	Variables relating to optimism	Standardised factor loading	't' Statistics	cronbach alpha	Composite reliability	Average variables Extracted
1	Facing problem boldly	0.8454	3.8661*	0.7804	0.7646	53.91
2	Facing exams without fear	0.8166	3.7104*			
3	Giving positive feedback	0.8082	3.6891*			
4	Failure never deter me from trying further	0.7671	3.3896*			
5	Courageous to meet the unknown	0.7339	3.1144*			
6	Registering successes always	0.7024	2.8041*			
7	Holding positive attitude when things go wrong	0.6817	2.6098*			
8	Withstand physical and mental stress	0.6546	2.4542*			
9	After failure, I am able to pick myself up and proceed further	0.6417	2.3969*			

* Significant at five per cent level

The nine variables included in the 'optimism' factor explain it to an extent of 78.04 per cent since its cronbach alpha in 0.7804. The content validity of the factor is proved since the standardised factor loading of the variables in it are greater than 0.60. The convergent validity is proved since the 't' statistics of the standardised factor loading of the variables in optimism are significant at five per cent level. It also supported by the composite reliability and average variance extracted since they are greater than it's minimum threshold of 0.50 and 50.00 per cent respectively.

Reliability and Validity of variables Relating to Informativeness

The scores of the seven variables in informativeness have been included for confirmatory factor analysis in order to examine the reliability and validity of variables in informativeness. The cronbach alpha has been computed in order to reveal the overall reliability of the variables in informativeness. The results are illustrated in Table 6.

TABLE 1.6
Reliability and Validity of variables Relating to Informativeness

S.No	Variables relating to Informativeness	Standardised factor loading	't' Statistics	cronbach alpha	Composite reliability	Average variables Extracted
1	Excelling in the academic activities	0.8709	3.8144*	0.7696	0.7708	54.91
2	Not hesitating to clarify doubts	0.8224	3.4173*			
3	Having the habit of extra reading	0.7968	3.2676*			
4	Always consult teachers on subjects to learn more	0.7544	3.9096*			
5	Winning prizes in the competitions	0.7192	3.7318*			
6	Attending different courses besides regular course	0.6683	2.5969*			
7	Reading dailies regularly	0.6408	2.3814*			

* Significant at five per cent level

The standardised factor loading of variables in informativeness varies from 0.6408 to 0.8709 which reveals the content validity of the factor. The significance of 't' statistics of the standardised factor loading of the variables in informativeness are revealing the convergent validity. It is also proved by the composite reliability and average variance extracted since these are greater than its standard minimum threshold of 0.50 and 50.00 per cent respectively. The included seven variables in informativeness explain it to an extent of 76.96 per cent since its cronbach alpha is 0.7696.

Reliability and Validity of variables Relating to Decision Making

Seven variables are included in the decision making factor. It is essential to examine the reliability and validity of variables in decision making factor. In order to examine its reliability and validity the confirmatory factor analysis has been executed for this purpose. The cronbach alpha has been computed in order to reveal the overall reliability. The results are presented in Table 7.

TABLE 7
Reliability and Validity of variables Relating to Decision Making

S.No	Variables relating to Decision Making	Standardised factor loading	't' Statistics	cronbach alpha	Composite reliability	Average variables Extracted
1	Taking decisions even when outcome is not sure	0.9046	4.1733*	0.8022	0.7811	56.04
2	Interested in taking quick decisions	0.8371	3.4588*			
3	Capable of deciding on my higher studies	0.8044	3.2173*			
4	Not depending on	0.7679	3.0146*			

	others to decide					
5	While shopping, choice of dress is mine	0.7238	3.8447*			
6	Never looks back	0.6691	2.5973*			
7	I like teachers who are more creative in their approach	0.6407	2.3961*			

* Significant at five per cent level

The seven variables included in decision making factor explain it to an extent of 80.22 per cent since its cronbach alpha is 0.8022. The standardised factor loading of the variables in decision making factor are greater than 0.60 which reveals the content validity. The significance of 't' statistic of the standardised factor loading of variables in decision making factor reveal the content validity. It is also proved by the composite reliability and average variable extracted since they are greater than its minimum threshold 0.50 and 50.00 per cent respectively.

Reliability and Validity of Variables Relating to Hard work

The hard work factor consists of seven variables which are noticed by the exploratory factor analysis. The scores of the variables in hard work have been included for confirmatory factor analysis in order to examine the reliability and validity of variables in it. The overall reliability has been extracted with the help of cronbach alpha. The variables are shown in Table 8.

TABLE 8
Reliability and Validity of Variables in Hard work

S.No	Variables relating to hard work	Standardised factor loading	't' Statistic	cronbach alpha	Composite reliability	Average variables Extracted
1	Taking more effort to complete a task	0.8227	4.7447*	0.7811	0.7642	52.86
2	I spend more time to score good marks	0.8018	3.6117*			
3	Won't put off things	0.7667	3.4091*			
4	Prepared to travel long distance without advance booking of tickets	0.7508	3.3898*			
5	Doing regular and continuous preparation for exams	0.7345	3.1172*			
6	Willing to study long hours	0.6917	2.8661*			
7	Mentally and physically fit to do hard work	0.6682	2.4886*			

* Significant at five per cent level

Seven variables are included in hard work factor which explain it to the extent of 78.11 per cent since its cronbach alpha is 0.7811. The standardised factor loading of the variables in hard work are greater than 0.60 which shows the content validity. The significance of 't' statistic of the standardised factor loading of variables

in hard work reveal the composite reliability and average variable extracted since these are greater than its minimum threshold 0.50 and 50.00 per cent respectively.

Reliability and Validity of variables Relating to Problem Solving Skills

The exploratory factor analysis identified five variables in problem solving skills factor. The scores of the variables in problem solving skills are included for confirmatory factor analysis in order to examine the reliability and validity of variables in it. The overall reliability in the factors has been tested with the help of cronbach alpha. The results are illustrated in Table 9.

TABLE 9
Reliability and Validity of variables Relating to Problem Solving Skills

S.No	Variables relating to problem solving skills	Standardised factor loading	't' Statistics	cronbach alpha	Composite reliability	Average variables Extracted
1	Having alternative plan for future studies	0.8545	3.8414*	0.7749	0.7502	52.17
2	Taking decisions after analysing the pros and cons	0.8017	3.3886*			
3	Friends approach me for solving their problems	0.7595	3.1965*			
4	Flexibility in solving problems	0.7344	2.9969*			
5	Realising and overcoming the problems	0.6849	2.8082*			

* Significant at five per cent level

The standardised factor loading of variables in problem solving skills are varying from 0.6849 to 0.8545 which reveals the content validity. The standardised factor loading of the variables in this factor reveals the content validity. It is supported by the composite reliability and average variance extracted since these are greater than its minimum threshold of 0.50 and 50.00 per cent respectively. The included variables in problem solving factor explain it to an extent of 77.49 per cent since its cronbach alpha is 0.7749.

Reliability and Validity of variables Relating to Confidence

The 'confidence' factor consists of five variables which were identified by the exploratory factor analysis. Before summarising the scores of variables in confidence, it is essential to examine its reliability and validity. The confirmatory factor analysis has been administered for this purpose. The overall reliability has been estimated with the help of cronbach alpha. The variables are illustrated in Table 10.

TABLE 10
Reliability and Validity of variables Relating to Confidence

S.No	Variables relating to confident	Standardised factor loading	't' Statistics	cronbach alpha	Composite reliability	Average variables Extracted
1	Taking initiation for doing things	0.9117	4.0868*	0.8021	0.7844	55.92
2	Always going in for	0.8408	3.3969*			

	excellence					
3	Accepting the task without hesitation	0.7668	2.9117*			
4	Bold enough to visit unknown places independently	0.7349	2.6919*			
5	When I take a job, I am always confident that I can carry it out	0.6546	2.3891*			

* Significant at five per cent level

The five variables included in confidence factor explain the reliability and validity of the variables to an extent of 80.21 per cent since its cronbach alpha is 0.8021. The standardised factor loading of the variables in confidence factor reveals the content validity. The significance of 't' statistic of the standardised factor loading of the variables shows its content validity. It is also proved by the composite reliability and average variable extracted since these are greater than its standard minimum threshold of 0.50 and 50.00 per cent respectively.

Reliability and validity of variables Relating to Enterprising

The exploratory factor analysis identified the variables included in the enterprising factor. The scores of the variables in enterprising are included for confirmatory factor analysis in order to confirm the reliability and validity of variables in it. The overall reliability has been estimated with the help of cronbach alpha. The results are shown in the Table 11.

TABLE 11
Reliability and Validity of variables Relating to Enterprising

S.No	Variables relating to Enterprising	Standardised factor loading	't' Statistics	cronbach alpha	Composite reliability	Average variables Extracted
1	Talk openly and give straight answers	0.8491	3.7331*	0.8091	0.7842	53.45
2	Creative in writing assignments	0.7608	3.3844*			
3	Maintaining physical and emotional balance	0.6886	2.5969*			

* Significant at five per cent level

The standardised factor loading of variables in enterprising factor is varying from 0.6886 to 0.8491 which reveals the content validity. The significance of 't' statistics of the standardised factor loading reveals the convergent validity. It is also supported by the composite reliability and average variance extracted since these are greater than its standard minimum threshold of 0.50 and 50.00 per cent respectively. The variables included in enterprising factor explain its reliability and validity to an extent of 80.91 per cent since its cronbach alpha is 0.8091.

Reliability and Validity of variables Relating to Punctuality

The punctuality factor consists of three variables. It is informative to examine the reliability and validity of variables in punctuality factor before summarising the scores of the variables in it. The confirmatory factor analysis has been administrated for this purpose. The overall reliability has been estimated with the help of cronbach alpha. The results are shown in Table 12.

TABLE 12
Reliability and Validity of variables Relating to Punctuality

S.No	Variables relating to punctuality	Standardised factor loading	't' Statistics	cronbach alpha	Composite reliability	Average variables Extracted
1	Submission of assignments and home work in time	0.8117	3.2673*	0.7242	0.7041	51.49
2	Taking right decision at right time	0.7228	2.8868*			
3	Don't keep problems pending	0.6089	2.0917*			

* Significant at five per cent level

The three variables included in punctuality factor explain to an extent of 72.42 per cent since its cronbach alpha is 0.7242. The standardised factor loading of the variables in punctuality factor are greater than 0.60 which shows the content validity. The significance of 't' statistics of the standardised factor loading in punctuality factor shows the convergent validity. It is also supported by the composite reliability and average variable extracted since these are greater than its minimum threshold of 0.50 and 50.00 per cent respectively.

Variables in Sincerity Factor and its reliability

The sincerity factor consists of two variables in it. Before summarising the scores of the variables in sincerity factor, it is essential to examine the reliability and validity of variables in sincerity factor. The confirmatory factor analysis has been administrated for this purpose. The overall reliability has been tested with the help of cronbach alpha. The results are presented in Table 13.

TABLE 13
Reliability and Validity of variables Relating to Sincerity

S.No	Variables relating to sincerity	Standardised factor loading	't' Statistics	cronbach alpha	Composite reliability	Average variables Extracted
1	Use to attend the examination with full preparation	0.8099	3.1738*	0.7394	0.7102	52.76
2	Spend holidays usefully	0.6593	2.3969*			

* Significant at five per cent level

The standardised factor loading of variables in sincerity factor varies from 0.6593 to 0.8099 which shows the content validity. The convergent validity is proved since the 't' statistics of the standardised factor loading of the variables in sincerity factor are significant at five per cent level. It is also proved by the composite validity and average variance extracted since these are greater than 0.50 and 50.00 per cent respectively. The included two variables in sincerity factor explain it to an extent of 73.94 per cent since its cronbach alpha is 0.7394.

Variables Relating to Forecasting ability factor and its reliability

The forecasting ability factor included two variables in it. Before summarising the scores of the variables in it, it is necessary to examine the reliability and validity of variables in forecasting ability factor with the help of confirmatory factor analysis. The overall reliability has been tested with the help of cronbach alpha. The results are given in Table 14.

TABLE 14
Reliability and validity of variables in Forecasting ability

S.No	Variables in forecasting ability	Standardised factor loading	't' Statistics	cronbach alpha	Composite reliability	Average variables Extracted
1	Planning things in advance	0.8644	3.4962*	0.7889	0.7642	52.91
2	Preparation for future carrier planning	0.7279	2.5969*			

* Significant at five per cent level

The two variables included in forecasting ability factor explain to an extent of 78.89 per cent since its cronbach alpha is 0.7889. The standardised factor loading of the variables in forecasting ability factor are greater than 0.60 which shows its content validity. The significance of 't' statistics of the standardised factor loading shows the overall convergent validity. It is also proved by the composite reliability and average variable extracted since they are greater than its minimum threshold of 0.50 and 50.00 per cent respectively.

Respondents view about the Factors leading to Entrepreneurial Traits

The respondents view about the factors leading to entrepreneurial traits are examined with the help of 12 factors namely coordination, innovativeness, optimism, informativeness, decision making skill, hard work, problem solving, confidence, enterprising, punctuality, sincerity and forecasting ability. The scores of the above said factors have been computed by the mean score of the variables in each factor. The mean score of each factor among the groups of respondents have been computed along with its 'F' statistics. The results are given in Table 15.

TABLE 15
Respondents view about the Factors leading to Entrepreneurial Traits

S.No	Factors	Mean score of the Respondents			F statistics
		Urban	Semi urban	Rural	
1	Coordination	3.0889	3.5869	3.9197	3.6557*
2	Innovativeness	3.9197	3.3441	3.0461	3.3841*
3	Optimism	3.8082	3.4509	3.2671	3.0991*
4	Informativeness	3.6889	3.1703	3.3089	2.9969
5	Decision making	3.7172	3.8684	3.5341	2.0441
6	Hard work	3.3038	3.8991	3.9677	3.1172*
7	Problem solving	3.8917	3.3842	3.0441	3.4509*
8	Confidence	3.8084	3.6674	3.5084	1.8967
9	Enterprising	3.9692	3.3845	3.2171	3.2676*
10	Punctuality	3.1171	3.2671	3.3089	1.0946
11	Sincerity	3.8844	3.6649	3.7334	0.9697
12	Forecasting ability	3.8911	3.5344	3.1782	3.2673*

* Significant at five per cent level

The highly viewed factors leading to entrepreneurial traits by the urban college students are enterprising and innovativeness since their mean scores are 3.9692 and 3.9197 respectively. Among the semi-urban college students, the highly viewed factors leading to entrepreneurial traits are hard work and decision making skills since their mean score are 3.8991 and 3.8684 respectively. Among the rural college students, the highly viewed

factors leading to entrepreneurial traits are hard work and coordination since their mean scores are 3.9677 and 3.9197 respectively

Regarding the respondents view about the factors leading to entrepreneurial traits, significant difference among the three groups of respondents have been noticed in the case of seven out of 12 factors since their respective 'F' statistics are significant at five per cent level.

Findings

- It is identified that the important factors leading to entrepreneurial traits among the students are coordination, innovativeness, optimism, informativeness, decision making, hard work, problem solving, confidence, enterprising, personality, sincerity and forecasting ability. Among the various factors the dominant factors which leads to entrepreneurial traits are coordination, innovativeness and optimism since their Eigen values are 7.8974, 4.9175 and 4.5609 respectively.
- It is observed that the highly viewed factors leading to entrepreneurial traits among the urban college students are enterprising and innovativeness since their mean scores are 3.9692 and 3.9197 respectively.
- Among the semi-urban college students, the highly viewed factors leading to entrepreneurial traits are hard work and decision making since their mean score are 3.8991 and 3.8684 respectively.
- Among the rural college students the highly viewed factors leading to entrepreneurial traits are hard work and coordination since their mean scores are 3.9677 and 3.9197 respectively.
- Among the urban, semi-urban and rural college students significant difference has been noticed in the case of coordination, innovativeness, optimism, hard work, problem solving, enterprising and forecasting ability as their 'F' statistics are significant at five per cent level.
- Regarding the association between profile of college students and the respondents view on the factors leading to entrepreneurial traits, the significantly associating profile variables with the coordination and innovativeness factors are age, place of college, social group, size of family, monthly family income, fathers occupation and mother's occupation since their respective 'F' statistics are significant at five per cent level.
- The significantly associating profile variables with the respondents view on optimism and informativeness are social group, monthly family income, father's occupation and mother's occupation since their respective 'F' statistics are significant at five per cent level.
- Regarding the respondents view on decision making factor, the significantly association profile variables are branch of study, size of family, monthly family income, father's occupation and mother's occupation since their respective 'F' statistics are significant at five per cent level.
- The significantly associating profile variables regarding the respondents view of hard work are age, branch of study, size of family, monthly family income, father's occupation and mother's occupation since their respective 'F' statistics are significant at five per cent level.
- Regarding the view on problem solving factor, the significantly associating profile variables are age, place of college, social group, size of family, monthly family income, father's occupation and mother's occupation since their respective 'F' statistics are significant at five per cent level.
- The significantly associating profile variables with the entrepreneurial traits factor 'confidence' are place of college, social group, size of family, monthly family income, father's occupation and mother's occupation since their respective 'F' statistics are significant at five per cent level.
- .The significantly associating profile variables regarding the factor 'enterprising' are age, social group, religion, monthly family income, father's occupation and mother's occupation since their respective 'F' statistics are significant at five per cent level.

- Regarding the significantly associating profile variables with the entrepreneurial traits ‘punctuality’ are age, religion, monthly family income, father’s occupation and mother’s occupation since their respective ‘F’ statistics are significant at five per cent level.
- The significantly associating profile variables with the factor ‘sincerity’ are social group, religion, type of family, monthly family income, father’s occupation and mother’s occupation since their respective ‘F’ statistics are significant at five per cent level.
- Regarding the view on forecasting ability, the significantly associating profile variables are age, place of college, social group, religion, monthly family income, father’s occupation and mother’s occupation since their respective ‘F’ statistics are significant at five per cent level..

Suggestion

- The urban college students though they are having higher level of self confidence compared to the semi-urban and rural college students, they are having lesser mean scores as regards ‘hard work’, and so the urban college students should realize the importance of hard work for achieving greater things.
- As the semi-urban and rural college students are lacking in the innovative thinking and problem solving, the semi-urban and rural colleges may induce the students to organize programmes and competitions. While organizing programmes and participating in the competitions the students can display their innovativeness and they can sharpen their problem solving abilities.
- The college can create Innovation Centre and motivate the students to register their innovative or creative ideas. The students should be guided and nurtured properly to develop a product or process using their creative ideas. The college may honour the students during the college day for their creative and innovative ideas by giving certificates or prizes. This will motivate other students to come forward and do something.

Conclusion

The present study concluded that the factors leading to entrepreneurial traits are differing among the urban, semi-urban, and rural college students. As the factors leading to entrepreneurial traits differ the entrepreneurship development programmes should be designed in such away to accommodate the different target groups to make the programme successful.

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