

# A Study on Startup Intentions Among Final Year Arts & Science Students In Coimbatore City

<sup>1</sup>Dr. G Rajamani, <sup>2</sup>Legaa N J, <sup>3</sup>Renith Susai J

<sup>1</sup>Assistant Professor, BCom - A&F, Sri Ramakrishna College of Arts & Science, Coimbatore, India.

<sup>2,3</sup>Student, BCom - A&F, Sri Ramakrishna College of Arts & Science, Coimbatore, India.

Email – [legaanatarajan@gmail.com](mailto:legaanatarajan@gmail.com), [Renithsusai@gmail.com](mailto:Renithsusai@gmail.com), [rajamani@srcas.ac.in](mailto:rajamani@srcas.ac.in)

## ABSTRACT

The study explores the Start-up intentions among final year arts & science students in Coimbatore city. The focuses on students' preference in selection of industry or sector and how do they utilize the technology and social media for their improvement of ideas and understanding. Primary data was collected in the form of questionnaires. The tool used for the study was SPSS: Frequency analysis, ANOVA and T-test. The sample size of the study is about 120 respondents. The findings reveal that students are highly preferable towards sectors with significant growth potential, such as fin-tech and e-commerce. The analysis further indicates that educational qualifications influence the use of technology and social media for business ideas. The study concludes that with better guidance, mentor-ship, and institutional support, these students can turn their entrepreneurial aspirations into successful ventures, contributing to a dynamic startup ecosystem.

**Key words:** Start-up, Intention, Industry, Utilization, Technology

## INTRODUCTION:

Startups are part of a larger history of entrepreneurship, which has been practiced in various ways for thousands of years. From ancient merchants who established the first trade routes to modern entrepreneurs driving technical innovation and rapid expansion, the concept has evolved dramatically. Startups now reflect a modern era of entrepreneurship, characterized by technological developments, economic growth, and social changes. The primary difference between dreamers and entrepreneurs lies in action, as entrepreneurs turn ideas into reality through practical execution, planning, assembling teams, and securing resources.

Student entrepreneurs, particularly in universities, use their creativity and innovative ideas to establish businesses, transforming concepts into tangible ventures. A powerful idea in the hands of a skilled entrepreneur can drive growth, development, and impact change. The future of startups is promising, with advancing technology creating many opportunities for entrepreneurs to stand out and make a difference.

## MATERIALS AND METHODS:

### Research Methodology

Research methodology describes the research problem in consideration and enumerates the process of solving it. Research methodology describes the right techniques to be used for the selection of samples, the collection of data, management of time and cost and various other aspects which are necessary for good research. The purpose of the study and objectives, the type of data needed, the methods used for ascertaining the data and analysing it are the basis on which the decisions are taken.

## SOURCES OF DATA

### Primary data

The study collected the data through the questionnaire.

### Secondary Data

The study referred the previous journals, articles the past research through internet.

### Sample size

The sample size for this survey is 120.

### Sampling Technique

For the purpose of collecting the data to get an insight into the situation about start-up intentions among the final year arts & science students the respondents were asked to give their responses in a self-administered questionnaire.

The sampling technique used is Deliberate sampling. As per this technique the samples are selected from a specific group and it comes under non-probability sampling.

**Tools used for Analysis**

SPSS Software was used to confine the analysis part of the study

- Frequency analysis
- T-Test
- ANOVA

**PREPARATION OF TABLES:**

**FREQUENCY ANALYSIS**

DEMOGRAPHIC		FREQUENCY	PERCENTAGE
AGE	Less than 20 years	59	49.2
	20 years to 22 years	52	43.3
	More than 22 years	9	7.5
	<b>TOTAL</b>	<b>120</b>	<b>100</b>
GENDER	Male	54	45.0
	Female	66	55.0
	<b>TOTAL</b>	<b>120</b>	<b>100.0</b>
FAMILY TYPE	Nuclear Family	101	84.2
	Joint Family	19	15.8
	<b>TOTAL</b>	<b>120</b>	<b>100</b>
FAMILY INCOME	Less than 100000	77	64.2
	100000 to 200000	28	23.3
	More than 200000	15	12.5
	<b>TOTAL</b>	<b>120</b>	<b>100.0</b>
EDUCATIONAL QUALIFICATION	Undergraduate	95	79.2
	Postgraduate	25	20.8
	<b>TOTAL</b>	<b>120</b>	<b>100.0</b>

**INTERPRETATION**

The above table indicates that the demographic factor, out of 120 respondents have been taken for the study, 59(49.2%) of the respondents were Less than 20 years, 52(43.3%) of the respondents were 20 to 22 years, 9(7.5%) of the respondents were More than 22 years. 54(45.0%) of the respondents were Male and 66(55.0%) of the respondents

were Female. 101(84.2%) of the were nuclear family,19(15.8%) of the respondents were joint family,77(94.2) of the respondents have less than 100000 of family income, 28(23.3) of the respondents have 100000 to 200000 of family income, 15(12.5) of the respondents have more than 200000 of family income. 95(79.2) of the respondents were Undergraduates, 25(20.8%) of the respondents were Postgraduates.

**OBJECTIVE I: To identify the most preferred industries or sectors among students for start-ups.**

**H<sub>1</sub>: There is a significant relationship in age groups and students’ preferences for industry or sectors.**

**ANOVA**

		<b>Sum of Squares</b>	<b>Df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
I would prefer to Start a business in a sector where I am passionate about, rather than financial potential.	Between Groups	1.579	2	0.789	1.143	0.322
	Within Groups	80.788	117	0.69		
	Total	82.367	119			
I prefer industries with large market growth potential, such as fin-tech, e-commerce, or AI for startup	Between Groups	4.917	2	2.458	5.338	0.006*
	Within Groups	53.883	117	0.461		
	Total	58.8	119			
I would prefer the startups that lies in addressing global challenges, such as climate change, poverty and inequality.	Between Groups	8.351	2	4.175	3.619	0.03**
	Within Groups	134.974	117	1.154		
	Total	143.325	119			
I would prefer industries that focuses on providing services rather than manufacturing goods	Between Groups	6.742	2	3.371	3.422	0.036*
	Within Groups	115.249	117	0.985		
	Total	121.992	119			
I would prefer industries that explores with high growth potential in both urban and rural areas.	Between Groups	5.545	2	2.773	1.982	0.142
	Within Groups	163.655	117	1.399		
	Total	169.2	119			

(Source: Primary Data, \*1% level of significance, \*\*5% level of significance)

**INTERPRETATION**

The result shows a significance regarding the relationship between age group and students’ preferences for industry or sectors, there is (0.322) level of confidence for the reason, to Start a business in a sector where I am passionate about, rather than financial potential. Hence the hypothesis is rejected.

The result shows a significance regarding the relationship between age group and students’ preferences for industry or sectors, there is 1% (0.006) level of confidence for the reason, industries with large market growth potential, such as fin-tech, e-commerce, or AI for startup. Hence the hypothesis is accepted.

The result shows a significance regarding the relationship between age group and students' preferences for industry or sectors, there is 5% (0.03) level of confidence for the reason, startups that lies in addressing global challenges, such as climate change, poverty and inequality. Hence the hypothesis is accepted.

The result shows a significance regarding the relationship between age group and students' preferences for industry or sectors, there is 5% (0.036) level of confidence for the reason, industries that focuses on providing services rather than manufacturing goods. Hence the hypothesis is accepted.

The result shows a significance regarding the relationship between age group and students' preferences for industry or sectors, there is (0.142) level of confidence for the reason, industries that explores with high growth potential in both urban and rural areas. Hence the hypothesis is rejected.

**OBJECTIVE II: TO EXPLORE HOW TECHNOLOGY AND SOCIAL MEDIA BEING UTILIZED FOR STARTUP IDEAS**

**H<sub>1</sub>: There is a significant relationship in educational qualification and utilization of technology and social media for startup ideas.**

**T-TEST**

	<b>Educational Qualification</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>F</b>	<b>Sig.</b>	<b>t</b>	<b>df</b>
Technology is a key driver for the success of a ideas.	Undergraduate	95	4.39	0.719	3.987	0.048**	-0.33	118
	Postgraduate	25	4.44	0.507			-0.403	52.421
Technology and social media will help to bridge the gap between Startup and investors.	Undergraduate	95	3.97	0.856	0.535	0.466	1.31	118
	Postgraduate	25	3.72	0.792			1.372	40.08
Developing tech-focused startup is easier in today's digital era.	Undergraduate	95	3.82	0.989	0.47	0.494	-0.266	118
	Postgraduate	25	3.88	0.971			-0.269	38.161
Utilising technology has improved the stability of my startup ideas.	Undergraduate	95	3.63	1.14	2.507	0.116	1.102	118
	Postgraduate	25	3.36	0.907			1.258	46.04
Social media platforms provide startups with valuable customer feedback.	Undergraduate	95	3.56	1.302	4.033	0.047**	-0.58	118
	Postgraduate	25	3.72	0.98			-0.683	48.811
Social media helps startups enter global markets more quickly.	Undergraduate	95	3.67	1.134	1.565	0.213	0.138	118
	Postgraduate	25	3.64	0.86			0.162	48.387

(Source: Primary Data ,\*1% level of significance ,\*\*5% level of significance)

## **INTERPRETATION**

It is noted that significance regarding the relationship between educational qualification and utilization of technology and social media for startup idea, there is 5% (0.048) level of confidence for the reason, technology is a key driver for the success of a ideas. Hence the hypothesis is accepted.

It is noted that significance regarding the relationship between educational qualification and utilization of technology and social media for startup idea, there is (0.466) level of confidence for the reason, Technology and social media will help to bridge the gap between Startup and investors. Hence the hypothesis is rejected.

It is noted that significance regarding the relationship between educational qualification and utilization of technology and social media for startup idea, there is (0.494) level of confidence for the reason, developing tech-focused startup is easier in today's digital era. Hence the hypothesis is rejected.

It is noted that significance regarding the relationship between educational qualification and utilization of technology and social media for startup idea, there is (0.116) level of confidence for the reason, utilizing technology has improved the stability of my startup ideas. Hence the hypothesis is rejected.

It is noted that significance regarding the relationship between educational qualification and utilization of technology and social media for startup idea, there is 5% (0.047) level of confidence for the reason, social media platforms provide startups with valuable customer feedback. Hence the hypothesis is accepted.

It is noted that significance regarding the relationship between educational qualification and utilization of technology and social media for startup idea, there is (0.162) level of confidence for the reason, social media helps startups enter global markets more quickly. Hence the hypothesis is rejected.

## **RESULTS AND DISCUSSION:**

### **Results:**

### **FREQUENCY ANALYSIS**

In the study, 49.2% were under 20 years old, 43.3% were aged 20 to 22, and 7.5% were above 22 years. Female respondents made up 55%, while 45% were male. Most participants (84.2%) came from nuclear families, while 15.8% were from joint families. Regarding family income, 64.2% earned less than ₹1,00,000, 23.3% earned between ₹1,00,000 and ₹2,00,000, and 12.5% earned more than ₹2,00,000. Additionally, 79.2% of the respondents were undergraduates, and 20.8% were postgraduates.

### **ANOVA**

The hypothesis has been accepted with respect to the reasons for selecting industries with large market growth potential, such as fintech, e-commerce, or AI, for startups addressing global challenges like climate change, poverty, and inequality, and for industries that focuses on providing services rather than manufacturing goods. However, the hypothesis has been rejected with respect to the reasons for starting a business in a sector driven by passion rather than financial potential, and for industries that explores with high growth potential in both urban and rural areas.

### **T-TEST**

The hypothesis has been accepted with respect to the reasons that technology is a key driver for the success of ideas, that technology and, that utilizing technology has improved the stability of startup ideas that social media platforms provide startups with valuable customer feedback. However, the hypothesis has been rejected with respect to the reason that social media help bridge the gap between startups and investors, developing tech-focused startup is easier in today's digital era, utilizing technology has improved the stability of my startup ideas, and social media helps startups enter global markets more quickly.

### **Discussion:**

The study highlights that final-year arts and science students in Coimbatore exhibit a strong inclination toward entrepreneurship. Their preferences reflect current trends, favouring industries that align with innovation, technology, and societal impact. While technology and social media are recognized as critical enablers, the findings suggest the need for structured mentorship and institutional support to bridge gaps between intentions and execution.

Key areas of focus include, building entrepreneurial ecosystems in educational institutions, developing technology-driven and globally competitive startup ideas, and offering practical exposure through workshops, courses, and mentorship programs.

#### **CONCLUSION:**

This study highlights the strong entrepreneurial intentions among final-year arts and science students in Coimbatore, driven by their intention on various industry or sectors. By fostering startup-friendly ecosystems within universities and providing structured guidance, these intentions can be transformed into successful ventures. Supporting students through training and access to technology and social media can bridge gaps. Entrepreneurs contribute to economic growth and innovation.

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