



Attitude and Perception of Youth Towards Entrepreneurship with Special Reference to Palakkad District

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Abstract: *This study examines the attitude and perception of youth towards entrepreneurship in Palakkad district, Kerala. With rising interest in self-employment and start-ups, the research aims to understand how young individuals view entrepreneurship as a career option and the challenges they face. Using stratified random sampling, 115 respondents across different occupational groups were surveyed. The results show a generally positive outlook toward entrepreneurship but highlight key barriers such as lack of capital, fear of failure, and limited support. The study suggests stronger awareness, education, and mentorship programs to promote youth entrepreneurship in the region.*

Key Words: *Youth entrepreneurship, attitude, perception, entrepreneurial motivation, government support.*

1. INTRODUCTION:

Entrepreneurship has emerged as a critical driver of economic growth, innovation, and job creation in the modern economy. Among youth, entrepreneurship is particularly significant as it not only provides a pathway to employment but also fosters creativity, resilience, and independence. However, the decision to pursue entrepreneurial ventures is influenced by a variety of factors, ranging from individual characteristics to broader societal and economic conditions. Youth entrepreneurship is shaped by multiple interrelated factors such as access to education, availability of financial resources, family background, government policies, and societal attitudes toward risk and failure. In developing economies, young entrepreneurs often face additional challenges, including inadequate access to capital, limited mentorship opportunities, and lack of supportive infrastructure.

Youth hood is viewed as a specific stage between Childhood and adulthood when people have to negotiate a complex interplay of both personal and Socio-economic changes in order to maneuver the “transition” from dependence to being independent, take effective control of their own life and assume social commitments (UNESCO, 2010). In a study by Chingunta, Schnurr & James-Wilson (2005), the United Nations (UN) and the Commonwealth of Nations have, respectively, defined youth as those Members of the population between 15-24 and 15-29 Years of age.

This study seeks to explore the factors that affect entrepreneurship among youth, focusing on both the enablers and constraints. By examining these factors, the research aims to provide a deeper understanding of the challenges faced by young entrepreneurs and identify opportunities to create a supportive ecosystem.

2. SIGNIFICANCE OF THE STUDY

The young entrepreneurs play a pivotal role in the economic development of a country by introducing innovative products, services, and business models. By examining the factors that enable or hinder entrepreneurial activity, this study can guide strategies to harness the potential of youth to stimulate economic growth, especially in developing countries where the youth population constitutes a significant proportion of the workforce.



3. SCOPE OF THE STUDY

This study focuses on identifying and analysing the attitude and perception of youth towards entrepreneurship in Palakkad district. It encompasses a broad range of elements that impact young individuals' ability to start, sustain, and succeed in entrepreneurial ventures. The scope is designed to provide a comprehensive understanding of the key determinants of youth entrepreneurship and their implications for policy, education, and practice.

4. STATEMENT OF THE PROBLEM

Due to lack of job opportunities unemployment increases. There are many educated people around the country without any job so it is necessary to promote entrepreneurship. It provides many job opportunities so that unemployment will decrease. So, it is need to know the factors affecting and the Level of awareness towards promoting entrepreneurship because only entrepreneurship can create enough employment opportunity in an economy.

5. OBJECTIVES OF THE STUDY

- To determine awareness towards entrepreneurship among youth.
- To identify the factors affecting entrepreneurship among the youth.
- To examine the impact of education on youth to take up entrepreneurship as a career option.

6. HYPOTHESIS OF THE STUDY

H0: There is no significant relationship between the age of the respondents and the factors influencing entrepreneurial awareness.

7. RESEARCH METHODOLOGY

Methodology is an essential aspect of any research of investigations. It enables the Investigation to look at the problem in a systematic, meaningful and in an orderly way. The Research methodology adopted for carrying out the study is mainly designed as a descriptive Work based on primary and secondary data.

8. RESEARCH DESIGN

A research design is the arrangement of conditions for collecting and analysis data in a manner that aims to combine relevance to the research purpose with economy in procedure. The type of research chosen for the study is descriptive and analytical research design was used for the study. Primary data are collected by using pre tested and well-structured questionnaire. Secondary data were collected from various journals, published and unpublished documents.

9. SAMPLING DESIGN

Sampling design is vital for conducting this study because it is not possible to analyse the whole population. Sampling design is the design, or working plan that specifies the population frame, sample size, sample selection and estimation method in detail. Objective of sampling design is to know the characteristic of the population.

10. METHOD OF SAMPLING

For the present study, the stratified random sampling technique was used to ensure balanced and fair representation of different categories of youth in Palakkad district. The youth population was divided into distinct strata based on occupational status.

The number of sampling units selected from population is called size of sample. Sample size should not be too large, it should be optimum. Here the sample size of the study is 115 respondents in Palakkad district aged 15- 35 years. Structured questionnaire was used for collecting data from the respondents.

11. TOOLS USED FOR PRESENTATION AND ANALYSIS

For presentation of data, only tables were used. Simple percentages, weighted average ranking method were applied. For testing of hypothesis correlation technique was used.

12. LITERATURE REVIEW:

Review of past research studies provide the researcher the background information needed and helps to decide upon the area not studied to identify the research gap.



Elvis Madondo, Faith Tinonetsana(2024)¹: “Youth perception towards entrepreneurship in South Africa “This study aims to gain awareness into the perceptions of youth regarding entrepreneurship by employing the Entrepreneurial Event Theory (EET) to analyse these perceptions through the lenses of desirability, feasibility, and propensity to act. The study recommends integrating comprehensive entrepreneurship education across all educational levels, launching national and community-level campaigns to promote an entrepreneurial culture and showcase success stories, and advocating for policies to enhance access to funding.

Farzana Gulzar, Aiman Fayaz (2023)²: “Youth entrepreneurial intentions: an integrated model of individual and contextual factors “this study attempts to provide an unified model by means of analysing the impact of internal (personal) and external (environmental) factors in developing entrepreneurial goals. It further suggests that there exists a significant relationship between personal proficiencies, entrepreneurial coverage, contextual elements and entrepreneurial intention.

C Sunday-Nwosu (2022)³:“Impact of Entrepreneurship Education on Students’ Entrepreneurial Intentions: A Study of Selected Universities in Lagos, South-West Nigeria” This research empirically studied the impact of entrepreneurship education on students’ entrepreneurial intentions: a study of selected universities in Lagos, South-West Nigeria. The specific objective of this study was to determine the contribution of entrepreneurship education to the enhancement of entrepreneurial intentions in students to create new ventures as soon they complete their studies using some selected Universities in Lagos as a study area.

Anam Javeed, Mohammed Aljuaid, Sajid Mehmood, Muhammad Yar Khan, Zahid Mahmood, Duaa Shahid, Syed Sikandar Wali (2022)⁴:” Factors affecting youth empowerment and entrepreneurial initiatives: Social implications and way forward” This study aims to identify the factors that impact the empowerment of Pakistani youth and their entrepreneurial initiatives in Pakistan This study identified the set of factors that impact empowerment in youngsters, and this model can be extended to other contexts and additional factors can be included.

Mugaahed Abdu Kaid Saleh, KR Manjunath (2021)⁵: “Entrepreneurship perception among the youth in underdeveloped economies: Perspective of Yemen” This study is an attempt to present an insight into the entrepreneurial attitude/perception among the Yemeni youth The study recommends that an efficient educational program can certainly play an important role in creating/enhancing entrepreneurial perception among the youth when they are provided with opportunity to acquire soft and hard skills essential to undertake entrepreneurship/business venture and find it as a potential sustainable profitable venture.

13. ANALYSIS:

After collecting the data from the respondents, it should be presented in such a way to understand easily.

TABLE 1 GENDER OF RESPONDENTS

GENDER	NO OF RESPONDENTS	PERCENTAGE
Male	65	56.8
Female	50	43.2
Total	115	100

(Source: Primary data)

Interpretation:

The above table shows that 65 respondents that are 56.8% of the total respondents are male and 50 respondents which are 43.2% of total respondents are female.

TABLE 2 AGE OF RESPONDENTS

AGE	NO OF RESPONDENTS	PERCENTAGE
15-20	9	8.4
21-25	55	47.4
26-29	35	30.5
Upto 35	16	13.7
TOTAL	115	100

(Source: Primary data)



Interpretation:

The table above shows that majority of the respondents (47.4%) falls between the age group of 21-25 years and (30.5%) falls between the ages of 26-29 years. Only 8.4% are aged 15-20 years and 13.7% are aged up to 35.

TABLE 3 EDUCATIONAL QUALIFICATIONS OF RESPONDENTS

QUALIFICATION	NO OF RESPONDENTS	PERCENTAGE
SSLC	12	10.5
DIPLOMA	34	29.5
UNDER GRADUATE	41	35.8
POST GRADUATE	28	24.2
TOTAL	115	100

(Source: Primary data)

Interpretation:

The above table shows that most of the respondents are under graduates (35.8%) and diploma holders (29.5%) with a smaller share of post graduates (24.2%) and SSLC holders (10.5%).

TABLE 4 OCCUPATIONAL STATUS OF RESPONDENTS

EMPLOYMENT STATUS	NO OF REPENDENTS	PERCENTAGE
Student status	37	32.6
Employed	32	28.4
Unemployed	28	24.2
Self employed	18	14.7
Total	115	100

(Source: Primary data)

Interpretation:

The above table shows that most of the respondents are students (32.6%) and employed (28.4%), with a smaller share being unemployed (24.2%) and self-employed (14.7%).

TABLE 5 WILLINGNESS TO START A BUSINESS

WILLINGNESS	NO OF RESPONDENTS	PERCENTAGE
Yes	60	52.6
No	18	15.8
May be	37	31.6
Total	115	100

(Source: Primary data)

Interpretation:

The above table shows that more than half (52.6%) of respondents are interested in starting a business, 31.6% are unsure and only 15.8% are not interested indicating a strong entrepreneurial mind-set among the group.

TABLE 6 REASONS FOR CHOOSING ENTREPRENEURSHIP

REASON	NO OF RESPONDENTS	PERCENTAGE
Financial independence	37	32.6
Lack of job opportunities	23	20
Family influence	12	10.5
Passion for business	22	18.9
Flexibility and Freedom	21	17.9
TOTAL	115	100

(Source: Primary data)



Interpretation:

The above table shows that the main motivation for considering entrepreneurship is financial independence (32.6%) followed by lack of job opportunities (20%), passion for business (18.9%), flexibility and freedom (17.9%) and family influence (10.5%).

TABLE 7
FACTORS DISCOURAGING RESPONDENTS FROM PURSUING A BUSINESS CAREER

FACTORS	NO OF RESPONDENTS	PERCENTAGE
Lack of capital	35	30.5
Limited market knowledge & skill	21	17.9
Fear of failure	23	20
Lack of family and social support	22	18.9
High competition	14	12.6
TOTAL	115	100

(Source: Primary data)

Interpretation:

As per the table above, the main barrier to pursuing a business career is a lack of capital (30.5%) followed by fear of failure (20%) and lack of family and social support (18.9%). Limited market knowledge & skill (17.9%) and high competition (12.6%) were less significant.

WEIGHTED AVERAGE RANK METHOD
TABLE 8
RANKING THE FACTORS INFLUENCING ENTREPRENEURIAL AWARENESS

FACTORS	Rx5	Rx4	Rx3	Rx2	Rx1	WEIGHTED MEAN	WEIGHTED SCORE	RANK
College teaches about entrepreneurship	140 (28)	120 (30)	51 (17)	52 (26)	14 (14)	377	3.3	3
Government programs are helpful	70 (14)	164 (41)	96 (32)	26 (13)	15 (15)	371	3.2	4
Family support	25 (5)	100 (25)	96 (37)	54 (32)	6 (16)	332	2.9	5
Success stories of others	250 (50)	108 (27)	36 (12)	26 (13)	13 (13)	433	3.7	1
Practical exposure improves entrepreneurship knowledge	215 43	120 30	33 11	26 13	18 18	412	3.6	2

Interpretation:

The factor that influence the entrepreneurs most are success stories of others (Rank 1) , practical exposure in education(Rank2) , Entrepreneurial education in schools (Rank 3) while Government programs and Family support (Rank 4&5) is considered lower.

TABLE 9
RANKING THE AWARENESS ABOUT VARIOUS GOVERNMENT INITIATIVES

GOVERNMENT INITIATIVES	Rx5	Rx4	Rx3	Rx2	Rx1	WEIGHTED MEAN	WEIGHTED SCORE	RANK
Start-up India	140 (28)	112 (28)	132 (44)	20 (10)	5 (5)	409	3.55	1



MSDE	75 (15)	88 (22)	84 (33)	70 (35)	10 (10)	327	2.8	4
PMEGP	40 (8)	88 (22)	147 (49)	52 (26)	10 (10)	287	2.93	3
PMMY	60 (12)	56 (14)	114 (38)	80 (40)	11 (11)	285	2.79	5
Kerala startup Mission	55 (11)	120 (30)	126 (42)	40 (20)	12 (12)	353	3.06	2

Interpretation:

Among the Government initiatives Start up India is the most recognized initiative (Rank 1) and Kerala Start up mission (Rank 2) followed by PMEGP (Rank 3) , MSDE (Rank 4) and PMMY (Rank 5).

TESTING OF HYPOTHESIS

For testing of hypothesis, correlation technique was used.

CORRELATION ANALYSIS

Null Hypothesis (H₀): There is no significant relationship between the age of the respondents and the factors influencing entrepreneurial awareness.

Alternative Hypothesis (H₁): There is a significant relationship between the age of the respondents and the factors influencing entrepreneurial awareness.

TABLE10

Correlations			
		Age of the respondents	Factors influencing entrepreneurial awareness
Age of the respondents	Pearson Correlation	1	-.199
	Sig. (2-tailed)		.053
	N	95	95
Factors influencing entrepreneurial awareness	Pearson Correlation	-.199	1
	Sig. (2-tailed)	.053	
	N	95	95

Interpretation

Since the p-value is greater than 0.05, we accept the null hypothesis. Therefore, there is no statistically significant relationship between the age of respondents and the factors influencing entrepreneurial awareness.

14. FINDINGS:**Demographic profile of respondents**

- The study consists of 65 male respondents (56.8%) and 50 female respondents (43.2%).
- Most of the respondents are from the age between 21-25 (47.4%).
- Most of the respondents are undergraduates (35.8%)
- Majority of the respondents are students (32.6%)
- Majority of respondents are unmarried i.e., 74.7% and 24.2% are married.

Research findings:

- More than half of the respondents (52.6%) are interested in starting a business.
- The main motivation for considering entrepreneurship is financial independence (32.6%) followed by lack of job opportunities (20%), passion for business (18.9%), flexibility and freedom (17.9%) and family influence (10.5%).
- Majority of the respondents consider Lack of capital (30.5%) followed by Fear of failure (20%) as the main barrier in pursuing a business career.



- Among the Government initiatives Start up India is the most recognized initiative (Rank 1) and Kerala Start up mission (Rank 2) followed by PMEGP (Rank 3) , MSDE (Rank 4) and PMMY (Rank 5).
- The factor that influence the entrepreneurs most are success stories of others (Rank 1) , practical exposure in education(Rank2) ,Entrepreneurial education in schools (Rank 3) While Government programs and Family support (Rank 4&5) is considered lower.
- There is no statistically significant relationship between the age of respondents and the factors influencing entrepreneurial awareness.

15. CONCLUSION:

This study explored the attitudes and perceptions of youth towards entrepreneurship with the aim of understanding their level of awareness, identifying the factors influencing their entrepreneurial choices, and examining the role of education in shaping their career preferences. The findings reveal that while many young individuals are increasingly aware of entrepreneurship as a viable career option, this awareness does not always translate into action. Several factors, such as fear of failure, lack of access to capital, limited mentorship, societal pressure, and insufficient business knowledge, continue to hinder youth from actively engaging in entrepreneurial ventures. Despite these barriers, a significant number of youth demonstrate a positive attitude toward entrepreneurship, particularly when they are exposed to supportive environments and role models.

In conclusion, promoting entrepreneurship among youth requires a multifaceted approach—one that combines awareness-raising, education, access to resources, and a supportive policy environment. By fostering entrepreneurial mind-sets and reducing the structural barriers that young people face, stakeholders can empower a new generation of innovators, job creators, and leaders capable of contributing meaningfully to economic growth and social development.

16. LIMITATIONS:

- Study is conducted only among 115 respondents. So, result cannot be generalized.
- Samples may not represent the population characteristics.
- Study is limited only in Palakkad district.

17. RECOMMENDATIONS:

- It is suggested to organize regular entrepreneurship awareness programs, boot camps, and success story sessions in colleges to nurture this interest and convert it into action.
- Financial literacy awareness programmes may be given to entrepreneurs to manage fund effectively.
- Educational institutions should support students to develop their ideas and thoughts in a dynamic way.
- Encourage hands-on experience through incubators, live projects, student-led programmes and entrepreneurship clubs within academic institutions.
- It is better to organize seminars, exhibitions, and info drives in schools, colleges and panchayth level about PMEGP, MSDE, and PMMY etc.

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