



Youth Attitude Towards Entrepreneurship: Evidence from Alappuzha District

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Abstract

Entrepreneurial activities play a crucial role in promoting economic development through innovation, employment creation, and self-employment opportunities. In India, youth entrepreneurship has gained increasing importance due to rising unemployment, changing career aspirations, and enhanced government support. The present study examines the attitude of youth towards entrepreneurship with special reference to Alappuzha District in Kerala. The study is based on primary data collected from 100 respondents aged between 20 and 35 years using a structured questionnaire. Percentage analysis and the Chi-square test were used as tools for analysis. The findings reveal that a majority of youth possess a positive attitude towards entrepreneurship and consider it a viable career option. However, financial constraints, fear of failure, lack of experience, and limited access to institutional finance continue to be major challenges. The study highlights the need to strengthen entrepreneurship education, improve financial assistance, and enhance awareness of government schemes.

Keywords: Youth, Entrepreneurship, Attitude, Career Choice, Government Schemes, Alappuzha District

1. Introduction

Entrepreneurship has become an essential component of economic growth as it encourages innovation, enhances productivity, and generates employment opportunities. In developing countries like India, entrepreneurship is increasingly viewed as a practical solution to the problem of educated unemployment. Rapid globalization, technological advancements, and changing market conditions have reduced the availability of traditional employment, making entrepreneurship an attractive alternative career option for young individuals

The Government of India has introduced several initiatives such as Start up India, Make in India, Skill India, and Atmanirbhar Bharat to promote entrepreneurial activities among youth. These programmes aim to provide skill development, financial support, and institutional assistance. Despite these efforts, many young people hesitate to pursue entrepreneurship due to lack of capital, fear of risk, social pressure, and insufficient business knowledge. Therefore, understanding youth attitudes towards entrepreneurship is important for designing effective policies and support mechanisms

Kerala, though known for its high literacy rate, faces persistent challenges related to youth unemployment. Alappuzha District, with its tourism potential, coir industry, and presence of small-scale enterprises, offers considerable scope for entrepreneurial development. In this context, the present study attempts to analyse the perception, motivation, and challenges faced by youth towards entrepreneurship in Alappuzha District.

2. Review of Literature

Several studies have examined youth attitudes towards entrepreneurship in different socio-economic contexts. Arenius and Minniti (2005) found that perceptual factors such as self-confidence and fear of failure significantly influence entrepreneurial intention. Their study highlighted the importance of psychological factors in entrepreneurial decision-making.

Boateng et al. (2014) identified lack of access to finance, inadequate entrepreneurial skills, and market uncertainty as major barriers to youth entrepreneurship. These constraints often discourage young individuals from initiating business ventures.

Ndungu and Anyieni (2019) emphasized that entrepreneurship education plays a vital role in developing a positive entrepreneurial mindset among youth. According to their findings, training and awareness programmes improve confidence and readiness to engage in entrepreneurship.

Bharucha (2019) observed that participation in entrepreneurship development programmes enhances motivation and interest among young individuals by providing practical exposure and reducing fear associated with business risks.

Minola et al. (2014) examined differences between young and older entrepreneurs and concluded that youth entrepreneurs face greater challenges related to experience and resource availability, although they often exhibit higher growth aspirations.

Despite the availability of national and international studies, region-specific research focusing on youth entrepreneurship in Kerala, particularly in Alappuzha District, remains limited. The present study seeks to address this research gap.

3. Objectives of the Study

The objectives of the study are:

- To analyse the attitude of youth towards entrepreneurship.
- To identify the factors influencing entrepreneurial intention among youth.
- To examine the level of awareness regarding government schemes promoting entrepreneurship.
- To identify the major barriers perceived by youth in choosing entrepreneurship as a career.

4. HYPOTHESIS

H₀: There is no significant relationship between gender and the selection of entrepreneurship as a career.

H₁: There is a significant relationship between gender and the selection of entrepreneurship as a career.

5. Research Methodology

The study adopts a descriptive and analytical research design. Primary data were collected from 100 respondents aged between 20 and 35 years in Alappuzha District using a structured questionnaire. Convenience sampling technique was employed to select the respondents.

Secondary data were collected from journals, books, research articles, reports, and official websites. Percentage analysis and the Chi-square test were used as statistical tools for data analysis.

Table 1: Gender-wise Distribution of Respondents

Gender

Gender of the Respondent Number of respondents Percentage	Number of respondents	Percentage
Male	41	41%
Female	59	59%
Total	100	100

Source: Primary Data

6. Data Analysis and Results

The analysis shows that the majority of respondents were aware of entrepreneurship and various government initiatives supporting self-employment. About 71 percent of the respondents expressed interest in starting their own business, indicating a positive entrepreneurial attitude among youth.

Major motivating factors identified include personal interest, desire for independence, and inspiration from successful entrepreneurs. At the same time, financial constraints, fear of failure, lack of experience, and difficulty in accessing institutional finance were reported as the primary barriers.

The Chi-square test results indicate that there is no significant relationship between gender and the selection of entrepreneurship as a career. Hence, the null hypothesis is accepted.

7. Findings and Discussion

The study reveals that youth in Alappuzha District generally have a favorable perception of entrepreneurship as a career option. High levels of awareness reflect the impact of media exposure and government initiatives. However, financial limitations and psychological barriers continue to restrict actual participation in entrepreneurial activities.

The findings support earlier research emphasizing the importance of entrepreneurship education, access to finance, and mentorship in promoting youth entrepreneurship. Strengthening institutional support systems can help transform entrepreneurial intention into successful business ventures.

8. Conclusion

The study concludes that youth entrepreneurship has significant potential to contribute to employment generation and economic development. Although young people demonstrate a positive attitude towards entrepreneurship, various financial and structural challenges hinder their active involvement. Improving entrepreneurship education, facilitating access to institutional finance, and increasing awareness of government schemes can help create a supportive entrepreneurial ecosystem. The findings of this study may assist policymakers, educational institutions, and aspiring entrepreneurs in designing effective youth-oriented entrepreneurship development programmes.

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