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Entrepreneurial Behaviour of Youth and it's Influencing Factors

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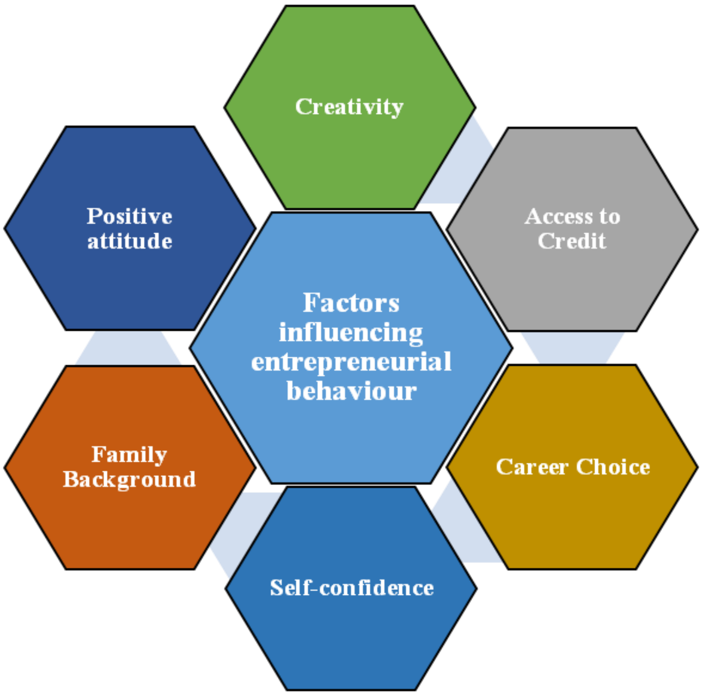
Around 1.2 billion young people, or 15.5% of the world's population between the ages of 15 and 24, are employed, making youth employment a major global development concern. The unemployment rate for young people is higher than that for adults in almost every country for which statistics are available. According to the International Labour Organization, 64.9 million people between the ages of 15 and 24 were unemployed globally in 2023, which translates to a 13% unemployment rate. Over the next two years, this rate is anticipated to decrease even more, at 12.8% in 2024 and 2025 (ILO, 2024). Governments and local communities across the world have recognized that key to building prosperity and stimulate regional growth is fostering entrepreneurship among their people especially youth. Youth entrepreneurship has become a topic of interest for research scholars and also a subject of major concern for the Governments. Promoting youth entrepreneurship will not only help in reducing unemployment but more importantly make young people understand that they have alternatives to create their own destiny by starting their own companies and they need not keep waiting to get a job (Shepherd *et al.*, 2019). Youth entrepreneurship encourages community growth, fosters resilience in the face of economic uncertainty, and gives young people the opportunity to assume responsibility for their professional lives. Entrepreneurship is a social interaction that entails seeing and taking advantage of chances in a socioeconomic setting to start or revive companies, goods, services, or organizations. Entrepreneurship is the complex process of coming up with original and worthwhile ideas, which calls for a large time and effort commitment. In order to reach the resulting rewards, it entails navigating social, psychological, and financial uncertainties. Young people who exhibit entrepreneurial behavior take proactive, creative steps to spot and seize opportunities, generating and augmenting value through the growth of businesses or social enterprises driven by resources, risk assessment, and market awareness. A crucial field of research for identifying ways to lower unemployment is entrepreneurial behavior (EB), which is essential to starting new businesses. Youth entrepreneurship fosters community development, enables young people to assume responsibility for their professional lives, and builds resilience in the face of economic adversity. The social interaction of entrepreneurship entails seeing and taking advantage of chances in a socioeconomic setting to develop or establish fundamental understandings of the characteristics and workings of entrepreneurship. Youth entrepreneurial behaviour is influenced by several elements that affect their capacity and drive to engage in entrepreneurial endeavors. These elements include personal characteristics, sociocultural influences, resource accessibility and the larger political and economic landscape. Youth entrepreneurial behaviour is also influenced by sociocultural variables such as peer pressure, family background and social perceptions of entrepreneurship.

Factors Influencing Entrepreneurial Behaviour of Youth

Lack of awareness of the support mechanism: Young individuals are influenced by their families, instructors, and society at large (Mangundjaya, 2015). Important role models like parents and teachers can fail to recognize the needs and opportunities of company. This ignorance results in unfavorable social perceptions that hinder teenage entrepreneurship as well as a lack of support for entrepreneurial endeavors. Young entrepreneurs are not aware of the resources available to them from the government and other organizations. They are not aware of the services offered by government organizations, hence they do not utilize them.

Lack of access to start up finance: One major obstacle facing Indian business owners is a lack of funding. The company's expansion is constrained by insufficient cash from creditors. Small businesses require proper finance to boost their operations efficiency. To make an impact on their communities, entrepreneurs need to make financial investments. Entrepreneurs need to have enough money to cover all aspect of the business stages. Young people have great aspirations, self-confidence, and the courage to start their own businesses, but typically lack financial resources. For any business to function effectively, funding is necessary. Lack of enough startup funding is one of the biggest obstacles facing young people wishing to launch their own companies. Lack of funding is thought to be a more significant problem than any other business challenge or unfavorable economic environment. From the beginning until the company is well-established and has a greater market share, capital is needed. In addition, they need enough money to grow the business, hire more staff, and give them a living wage that fits their job description (Porter and Kramer, 2011). The majority of entrepreneurs don't make financial investments, which limits the potential growth of their businesses. The company's ability to grow is limited when adequate funds are not allocated to hiring qualified staff, marketing, technology, and creating the best possible working environment.



Lack of specific schemes for youth entrepreneurs: There are a number of promotional measures offered by the government institutions for the development of entrepreneurship in our state. But the youth are still reluctant to set up their business units. The non-usage of these support services by the young people because as they are not fit for the specific needs of them.

Lack of entrepreneurship education: Entrepreneurship education is critical in enticing young people to acquire entrepreneurial skills, qualities, and behaviors, as well as enterprise knowledge, comprehension, and realisation of entrepreneurship as a career option. Despite some recent advancements, it is widely held that education and training programmes do not do enough to foster entrepreneurial attitudes and abilities, preferring to educate students for paid employment.

Administrative and bureaucratic hurdles: Government regulations and bureaucratic formalities are one of the major difficulties faced by the youth entrepreneurs to startup their venture and prevent them to enter into the formal sector. Unsupportive tax system, business registration procedures and costs are coming under this problem (Dash, 2012).

Capital formation: The biggest barrier to starting a new firm is access to start-capital, especially for young people from underprivileged backgrounds. Similar to this, one of the main issues facing young entrepreneurs is access to expansion capital, which is essential for obtaining company resources that may support a venture's growth prospects (Gwija *et al.*, 2014).

Human resources: Sourcing of good employees is among hindering factors to youth entrepreneurial development. This could be linked to high costs associated with employing highly skilled individuals, particularly when the business is still hunting for financial resources to enable it stabilize.

Personal Motivation: Personal motivation, a positive attitude, creativity and perseverance are key determinants of entrepreneurial behaviour. Personal motivation drives individuals to set and achieve ambitious goals, which serve as the intrinsic drive that fuels their entrepreneurial journey. A positive attitude helps entrepreneurs remain optimistic and solution-focused even when faced with financial constraints, market competition, regulatory hurdles and business uncertainties. Creativity enables them to think innovatively, develop unique ideas and differentiate their ventures in competitive markets. Perseverance ensures that entrepreneurs stay committed and resilient, overcoming obstacles and setbacks to achieve long-term success (Cai *et al.*, 2022).

Conclusion

There is evidence that young people are enthusiastic about starting businesses. However, it is also clear that few young people actually start businesses relative to those who express an interest and that their failure rates exceed those in older population groups. Fostering innovation, economic growth, and social advancement requires an understanding of youth entrepreneurial behavior and the elements that influence it. This comprehensive research emphasizes how education, institutional assistance, sociocultural influences, and personal characteristics interact dynamically to shape young people's entrepreneurial goals and behaviors. The results highlight the necessity of focused initiatives to encourage young entrepreneurs, such as improving entrepreneurial education, utilizing digital tools, and creating inclusive ecosystems.

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