

**ATTITUDES OF YOUTH TOWARDS SELF-EMPLOYMENT;
EVIDENCE FROM SMALL & MEDIUM SIZE
ENTREPRENEURS IN THE KORALAI PATTU D.S DIVISION**



By:

SUPAITHA MAKENTHIRAN

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ABSTRACT

The objective of this study is to clarify the issue of attitudes of youths toward self-employment in Koralaipattu DS division. Meanwhile, self-employment is very low among youths because of youth's narrow mindset about self-employment. Even though there are several factors determining self-employment intention. Hence, this study focuses on the attitudes of youth towards self-employment. Thus, the study objectives are to identify the level of self-employment intention, motivational factors, and environmental factors that positively or negatively influence the attitude of youths toward self-employment. For this purpose, Koralaipattu DS division's entrepreneurs' experiences were analyzed to identify the relationship between self-employment intention and motivational and environmental factors and to identify the impact of motivational and environmental factors on the self-employment intention of young entrepreneurs in Koralaipattu DS division. In order to achieve the objectives of the study, the researcher collected data from 200 entrepreneurs using a questionnaire-based survey method.

Further, this study has found that there are some positive and negative factors that have an impact on the self-employment intention among youths in Koralaipattu DS division. A convenient sampling method was used. The statistical tools that are used to analyze the levels of variables are mean and standard deviation values, while relationships are measured by Pearson coefficients and simple regressions for dependent and independent variables. Findings have shown that the attitudes of youth towards self-employment are at a higher level. Moreover, it was also found that there is a positive and significant relationship between motivational factors, and perceived support for entrepreneurship and self-employment intention, and perceived barriers to entrepreneurship have a negative, insignificant influence on self-employment intention among the young entrepreneurs in Koralaipattu DS division. These findings could help motivate young and jobless people and improve their self-employment intentions, which leads to an overall improvement in entrepreneurship.

Key words: self-employment intention, Attitudes towards entrepreneurship, social norms, perceived behavioral control, perceived barriers to entrepreneurship.

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