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## A Study of Factors Influencing Youth Attitudes towards Social Entrepreneurship

<sup>1</sup>Brij Lally, <sup>2</sup>Prof. (Dr.) Anurag Agarwal

<sup>1</sup>Research Scholar, Commerce

M.J.P. Rohilkhand University, Bareilly (U.P.)

<sup>2</sup>Research Guide & Head, Dept. of Commerce

S. S. (P.G.) College, Shahjahanpur (U.P.)

### Abstract

Generally, a country's social development is the foundation of its economic development. The state and prospects of social development depend on the attitudes and capabilities of a society's youth. That is why it is said, "The world follows the path of youth." No society can rely on the government for its development and improvement. It must become self-aware and create new paths. Therefore, it is essential for young people to have a positive attitude toward addressing social problems. While many socio-economic factors influence youth thinking, education, gender, age and family income level are key. All these factors directly impact youth's attitudes toward social entrepreneurship.

**Key words:** social entrepreneurship, youth, ideology.

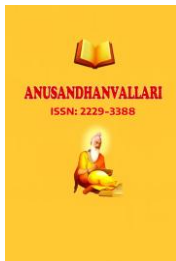
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**The concept of social entrepreneurship:** Social entrepreneurship refers to working with social responsibility as the central focus, rather than economic gain. Every person in society earns their livelihood from social resources. Therefore, it is their responsibility to be aware of the problems of the society in which they live and strive to address them. The objective of social entrepreneurship is to bring about positive change in the social sphere by working on an entrepreneurial basis. Social entrepreneurship provides a new direction to society and helps build a prosperous society in all respects. Social entrepreneurship can also be called social innovation. Compared to typical entrepreneurship, the elements of risk and profit are less important. Social entrepreneurship is a broader concept than social reform. Social reformers launch ideological movements to eradicate social evils and malpractices, establishing an ideal society free of defects. Social entrepreneurs work practically to eliminate any kind of social problem, enabling social progress. Social entrepreneurship is an approach by individuals, groups of individuals, business organizations and entrepreneurs to find solutions to social, cultural, environmental and other societal problems, secure funding and implement them. Social entrepreneurship is an evolving concept that requires greater awareness and initiative because it primarily relies on the discovery and application of innovative ideas related to social issues and social problems, rather than profit.

### Definition of key terms used in the study:

**1. Youth:** Youth is defined by age. Different countries and societies define youth differently. According to the United Nations, people between the ages of 15 and 24 are considered young. The Government of India's National Youth Policy 2014 defines youth as those between the ages of 15 and 29. In practical life, people between the ages of 18 and 30 are generally considered young. In this study, people between the ages of 18 and 25 are considered young because this study is based on young people pursuing graduate and postgraduate education.

**2. Ideology:** A person's "thought" is their ideology. The term ideology was coined by the French philosopher Antoine Destutt de Tracy in 1796, who conceived it to develop a rational system of thought to counter the irrational impulses of the crowd. Every individual is mentally connected to the events, circumstances and objects around them. The perspective they hold regarding these is considered their ideology. A person lives their life according



to their ideology. The influence of their ideology is clearly visible in all their actions. In this study, ideology refers to young people's attitudes toward social entrepreneurship.

**3. Factors:** Factors refer to those elements that influence or determine an idea, event or action. Many social, economic, religious, political and geographical factors influence individual behavior. In this study, factors refer to factors that influence youth attitudes toward social entrepreneurship, such as gender, age, education, family background, income level and means of livelihood.

**Research Methodology:** The present study is a micro-level analytical study based on a survey. A self-designed questionnaire of 10 questions was used for the survey. For this study, undergraduate and postgraduate students in commerce from two major colleges, G.F. College and S.S. College, operating in Shahjahanpur district, were included in the sample. A total of 200 students were selected using a convenient method. The sample format is as follows:

**Table No. 01**  
**Selected Sampling Units (Number of Students)**

University	B.Com.	M.Com.	Total
G. F. College, Shahjahanpur	70	30	100
S. S. College, Shahjahanpur	70	30	100
<b>Total</b>	140	60	200

Source: Survey

Table No. 01 shows that the sample consists of 100 students from G.F. College and 100 from S. S. College. Of the 200 students, 140 are third-year B.Com. students and 60 are second-year M.Com. students. Based on the factors used in this study, the characteristics of the sample are presented in Table No. 02:

**Table No. 02**  
**Characteristics of the Selected Sample**

Factors	Classification	Sampling Unit (Youth)	Percentage
Education	Bachelor	140	070
	Masters	060	030
	<b>Total</b>	<b>200</b>	<b>100</b>
Gender	Female	068	034
	Male	132	066
	<b>Total</b>	<b>200</b>	<b>100</b>
Age (in years)	18-21	114	057
	22-25	086	043
	<b>Total</b>	<b>200</b>	<b>100</b>
Income level	Income tax payer	164	082
	Non Income tax payer	036	018
	<b>Total</b>	<b>200</b>	<b>100</b>

Source: Survey

It is clear from Table No. 02 that on the basis of education, 70 percent of the youth in the sample are graduates and 30 percent are post graduates. On the basis of gender, 34 percent youth are from female category and 66 percent youth are from male category. On the basis of age, 57 percent youth are in the age group of 18-21 years and 43 percent youth are in the age group of 22-25 years. On the basis of income level, 82 percent youth are from income tax paying families and 18 percent youth are from non-income tax paying families.

Since the study is based on a survey method, primary data were used. The simple percentage method was used for analysis.

**Analysis and Interpretation:** While many personal qualities, family and economic factors influence social entrepreneurship, in the context of youth, their educational level, gender, age and family income level can be considered influential factors.

**1. Educational level:** Educational level is a key factor influencing social entrepreneurship. For this study, questionnaires were administered to final-year undergraduate and final-year postgraduate commerce students to assess their perceptions of social entrepreneurship. Table No. 03 provides a clear picture of youth perceptions of social entrepreneurship based on their education level:

**Table No. 03**  
**The Impact of Education on Youth Attitudes towards Social Entrepreneurship**

Educational Level	Positive		Neutral		Negative		Total	
	Number	%	Number	%	Number	%	Number	%
Bachelor's	115	82.2	17	12.1	08	05.7	140	100
Master's	052	86.7	05	08.3	03	05.0	060	100
<b>Total</b>	<b>167</b>	<b>83.5</b>	<b>22</b>	<b>11.0</b>	<b>11</b>	<b>05.5</b>	<b>200</b>	<b>100</b>

Source: Survey

Table No. 03 clearly shows that 82.2 percent of undergraduates and 86.7 percent of postgraduates have positive views on social entrepreneurship. Postgraduates are more positive about social entrepreneurship than undergraduates.

**2. Gender:** Gender is a personal characteristic that influences one's thinking and actions. Table No. 04 illustrates the impact of gender on youth attitudes toward social entrepreneurship.

**Table No. 04**  
**The Influence of Gender on Youth's Ideology towards Social Entrepreneurship**

Gender	Positive		Neutral		Negative		Total	
	Number	%	Number	%	Number	%	Number	%
Female	054	79.4	10	14.7	04	05.9	068	100
Male	113	85.6	12	09.1	07	05.3	132	100
<b>Total</b>	<b>167</b>	<b>83.5</b>	<b>22</b>	<b>11.0</b>	<b>11</b>	<b>05.5</b>	<b>200</b>	<b>100</b>

Source: Survey

Table No. 04 shows that 83.5 percent of youth have positive attitudes toward social entrepreneurship. Of these, 85.6 percent are male youth and 79.4 percent are female. Therefore, based on gender, it can be said that male youth are more positive about social entrepreneurship than female youth.

**3. Age:** Age is a significant factor influencing a person's perceptions, as maturity and a sense of responsibility increase with age. Table No. 5 illustrates the impact of age on youth perceptions of social entrepreneurship:

**Table No. 05**  
**The Influence of Age on Youth's Perceptions of Social Entrepreneurship**

Age (Year)	Positive		Neutral		Negative		Total	
	Number	%	Number	%	Number	%	Number	%
18-21	91	83.3	13	11.4	06	05.3	114	100
22-25	72	83.7	09	10.5	05	05.8	086	100
<b>Total</b>	<b>167</b>	<b>83.5</b>	<b>22</b>	<b>11.0</b>	<b>11</b>	<b>05.5</b>	<b>200</b>	<b>100</b>

Source: Survey

Table No. 5 clearly shows that 83.3 percent of youth aged 18-21 have a positive view of social entrepreneurship, while 83.7 percent of youth aged 22-25 have a positive view. Age has a direct impact on youth's perception of social entrepreneurship. Older youth are relatively more positive about social entrepreneurship.

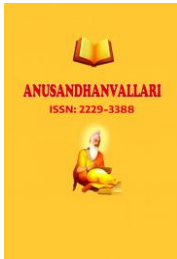
**4. Family Income Level:** The income level of the family a youth comes from also influences their ideology. Therefore, family income level was considered an important factor in understanding youth's attitudes toward social entrepreneurship. Since most youth did not have accurate information about their family income or wished to keep it confidential, the questionnaire asked them whether their family paid income tax. Table No. 06 is presented to categorize youth based on this basis and demonstrate their attitudes toward social entrepreneurship.

**Table No. 06**  
**The Impact of Income on Youth's Attitudes towards Social Entrepreneurship**

Income Level	Positive		Neutral		Negative		Total	
	Number	%	Number	%	Number	%	Number	%
Income tax payer	143	87.2	12	07.3	09	05.5	164	100
Non Income tax payer	024	66.7	10	27.8	02	05.5	036	100
<b>Total</b>	<b>167</b>	<b>83.5</b>	<b>22</b>	<b>11.0</b>	<b>11</b>	<b>05.5</b>	<b>200</b>	<b>100</b>

Source: Survey

Table No. 06 clearly shows that 87.2 percent of youth from income tax-paying families have a positive outlook on social entrepreneurship. 66.7 percent of youth from non-income tax-paying families have a positive outlook on social entrepreneurship. Youth from income tax-paying families are relatively more positive about social entrepreneurship.



**Conclusion:**

1. Youth's educational level influences their attitudes toward social entrepreneurship. Generally, those with higher education (postgraduate degrees) are more positive about social entrepreneurship.
2. Gender influences young people's perceptions of social entrepreneurship. Male youth are generally more positive about social entrepreneurship.
3. Age influences young people's perceptions of social entrepreneurship. Generally, older youth are more positive about social entrepreneurship.
4. Family income levels influence young people's attitudes toward social entrepreneurship. Generally, young people from income-paying families are more positive about social entrepreneurship.

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