



UNDERSTANDING THE ENTREPRENEURIAL INTENTION AND MOTIVATION OF YOUNG PEOPLE: A COMPARATIVE STUDY BETWEEN MEN AND WOMENⁱ

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Abstract:

The field of entrepreneurship is progressing rapidly and is now assimilating considerable attention from several researchers, as it is considered the engine of economic growth. Entrepreneurs who constitute the hub of this phenomenon create wealth for themselves and others by creating jobs, and the intention to exercise entrepreneurship accompanied by a strong motivation to be an entrepreneur is necessary to achieve this goal. Young people, as they constitute the most active part of society, have a strong entrepreneurial potential and can contribute to the country's socio-economic development by developing innovative ideas and creating new projects. This article specifies the determinants of entrepreneurial intention and motivation among young people in Tetouan City, Morocco, by comparing men and women, especially regarding their internal and external motivating factors.

Keywords: entrepreneurship, intention, motivation, youth, gender

Résumé:

Le domaine de l'entrepreneuriat progresse rapidement et retient désormais l'attention de plusieurs chercheurs, car il est considéré comme le moteur de la croissance économique. Les entrepreneurs qui constituent le centre de ce phénomène créent de la richesse pour eux-mêmes et pour les autres en créant des emplois, et l'intention d'exercer l'entrepreneuriat accompagnée d'une forte motivation à être entrepreneur est nécessaire pour atteindre cet objectif. Les jeunes, qui constituent la partie la plus active de la société, ont un fort potentiel entrepreneurial et peuvent contribuer au développement socio-économique du pays en développant des idées innovantes et en créant de nouveaux

ⁱ COMPRENDRE L'INTENTION ET LA MOTIVATION ENTREPRENEURIALES DES JEUNES : ÉTUDE COMPARATIVE ENTRE HOMMES ET FEMMES

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projets. Cet article clarifie les déterminants de l'intention et de la motivation entrepreneuriales chez les jeunes de la ville de Tétouan, au Maroc, en comparant les hommes et les femmes, notamment en ce qui concerne leurs facteurs de motivation internes et externes.

Mots-clés : entrepreneuriat, intention, motivation, jeunesse, genre

1. Background of the Study

Entrepreneurship has recently experienced a strong development in several economies due to the limitations presented in the saturated job market.

Entrepreneurial intention is a rapidly evolving research area, the latter being the upstream phase of entrepreneurship and a necessary component in an entrepreneur. Entrepreneurial intention is an antecedent of entrepreneurial behavior and is defined as a conscious state of mind that precedes the action and decision to undertake, and it draws attention to entrepreneurial behavior, such as starting a new project and becoming an entrepreneur.

The intention to create a business is an important prerequisite to the actual efforts made to start a business (Lakovleva & Kolvereid, 2009).

According to previous researchers, it has been argued that any entrepreneurial situation cannot be the result of chance or accident but rather the result of a predefined set of actions and behaviors, which could only occur through the evolution of entrepreneurial intention (Zimbroff & Jorgensen, 2019).

Intentions towards a particular behavior or act are the subject of many scientific fields. The study of entrepreneurship is distinguished by the complex heterogeneity of entrepreneurship itself and the specific uncertainty of the circumstances of the activity. When considering human behavior as a subject, an abstract scheme of the relationship between the external and internal environment is usually used.

Indeed, entrepreneurial motivation can be the internal engine that pushes the birth of entrepreneurial intention, including various factors that stimulate desires and activate enthusiasm in entrepreneurs that make them achieve a particular goal.

Motivation and entrepreneurial intention are two complementary components of an entrepreneur. Without intention, he cannot undertake, and without motivation, he cannot even have this intention.

A young entrepreneur can be more motivated because of his vitality and because of his early career. Young entrepreneurs have characteristics that are frequently linked to successful entrepreneurship, such as a penchant for risk-taking, self-efficacy, and a need for success.

Entrepreneurial intention differs from one individual to another for several factors, and the geographical area can play a role because an individual born and living in an economically paralyzed area or city may have a low intention compared to another individual belonging to a vital economic area.

We were pushed to measure entrepreneurial intention and understand the main entrepreneurial motivations among young people in the city of Tetouan, which is characterized by a more or less weak economy due to its remarkable economic recession. A young Tetouanais always lives in a situation between a rock and a hard place (unemployment after graduation and an economic recession).

2. Literature Review

While the concept of entrepreneurship has undergone many changes since the first day it was defined, many changes have occurred in the entrepreneur's characteristics, requirements and methods.

2.1 Entrepreneurial Intention: Theoretical Clarifications

Today, entrepreneurs, especially young ones, are drowned in the rapid evolution of technologies, the growing competitive environment, the globalization of markets, and the evolution of the financial system entrepreneurship.

Developed and developing countries, aware of its importance, organize training, support, and similar activities to eliminate obstacles for entrepreneurs and even encourage them.

It is obvious that entrepreneurship is important, and therefore, defining the characteristics of the entrepreneur's personality allows the entrepreneurial event to be well-crafted.

Before the entrepreneur is exposed to environmental factors, he is influenced by internal factors related to his personality. Changes in these personal factors also affect entrepreneurship.

Many external and internal factors affect the personality of the entrepreneur, and each factor affects the personality of the entrepreneur, and the influence can be at different intensities. These factors can be economic, sociological (his origin and family structure, level of education, age, circle of friends) and psychological. The latter can depend on the environment where he is born, grows up, and lives. Entrepreneurial intention is considered the best indicator of entrepreneurial behavior (Romero-Galisteo et al., 2022). Entrepreneurial intention is essential for fostering an entrepreneurial culture and stimulating economic growth (Huang & Kee 2024).

2.2 Entrepreneurial Motivation: Internal and External Factors

It is often said that a person cannot win a game he does not play. In the context of entrepreneurship, this statement suggests that success depends on people's willingness to become entrepreneurs (Shane, 2003).

Decisions on how to positively evaluate opportunities, exploit resources and create exploitation mechanisms depend on people's willingness to "play" the game of entrepreneurship.

Motivation to undertake may be due to several external factors, such as unemployment, which pushes a young individual to create his project or birth into an entrepreneurial family, reinforcing the culture of entrepreneurship from birth.

Internal factors that depend on the entrepreneur can also generate the birth of motivation in the latter, and he may be passionate about the entrepreneurial career, eager to have financial autonomy and have entrepreneurial social prestige, or even a good opportunity resulting from his cognitive effort.

Entrepreneurial motivation refers to beliefs and expectations about the personal outcomes of pursuing entrepreneurship (Ouintejgal & Cherradi, 2024).

The entrepreneurial motivation dichotomy argues that entrepreneurs motivated by opportunities are likelier to succeed and maintain entrepreneurship, unlike people who start a business out of necessity. In this context, it is obvious to examine the mediating role of psychological capital in the relationship between entrepreneurial motivation and entrepreneurial success among young people. Entrepreneurial motivation not only contributes to the emergence of the economy but also to developing the quality of work and life and promoting the personal growth of young entrepreneurs. The entry of these young entrepreneurs constitutes the backbone of the country's social and economic development.

2.3 The Young Entrepreneur

Young people have high entrepreneurial potential as the most active component of society. They can contribute to the country's socio-economic development by developing innovative ideas and creating new businesses in the small business sector. In addition, they are also responsible for organizing and implementing the principles of social responsibility. They play a vital role in the development of a society and, therefore, must be taken into account.

Researchers and governments have become very concerned about youth entrepreneurship, as there has been a continuous increase in the unemployment rate among young people in recent years. Entrepreneurship has proven to be a means of fostering employment opportunities.

Youth entrepreneurial activities can be defined as the process involving young people who wish to create a new business, whether in the formal or informal sector, to generate financial benefice. The youth entrepreneur then evolves as someone searching for profit, initiating new combinations, and innovating products (Westhuizen, 2023).

A young entrepreneur is an individual who wishes to pursue entrepreneurship in the vital period of his life before entering his fourth decade.

The young entrepreneur can be a man as she can be a woman. We thought about knowing how gender differences can affect the framework of intentions and motivations.

3. Hypothesis of Research

The ultimate goal of this work is to measure the entrepreneurial intention among young people in Tetouan through a comparison between students and young graduates by specifying their main motivations and their link with the external and internal factors of entrepreneurial motivation that pushed them to have this intention.

The central hypotheses and the derived sub-hypotheses can be reflected as follows:

H1: Women have an entrepreneurial intention more than men.

H1.1: Women are motivated more by external factors.

H1.2: Women are motivated more by internal factors.

H2: Mans have an entrepreneurial intention more than women.

H2.1: Men are motivated more by external factors.

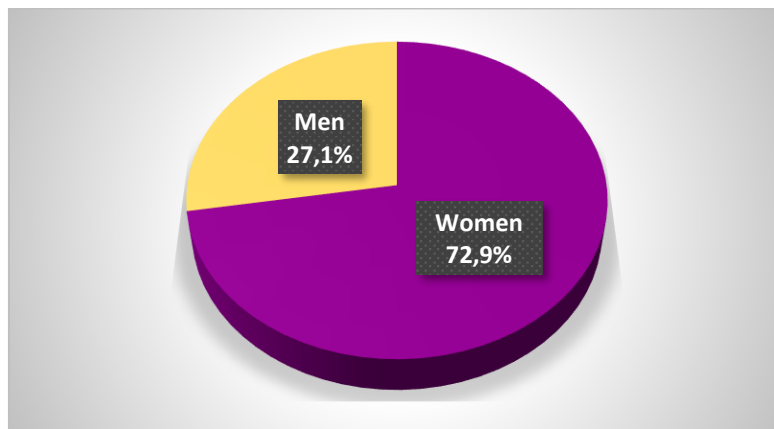
H2.2: Men are motivated by internal factors.

4. Research Methodology

Through a Google Forms questionnaire distributed to a hundred young people from Tetouan, we were able to receive responses from 107 people, including students and young graduates. The quantitative methodology is the most appropriate methodology to answer our research question because of the number of respondents who can present a significant result. Based on the positivist positioning, which is part of the understanding of the entrepreneurial motivations of young respondents, we tried to shed light on its entrepreneurial determinants among young people in Tetouan. We processed our statistical variables using the SPSS statistical processing software.

5. Discussion and Results

5.1 Descriptive Analyse of the Sample



Graph 1: Gender of Respondents

The difference between women and men in their way of thinking, their habits, their physiological composition and their way of education, especially in the Arab countries of the third world, can be a generic factor influencing our research problem. Before starting our survey, we assumed that men would have more entrepreneurial intention than women because of their need for employment more than women, especially in our society, which requires men to be more financially independent than women due to a difference in personality and entrepreneurial spirit.

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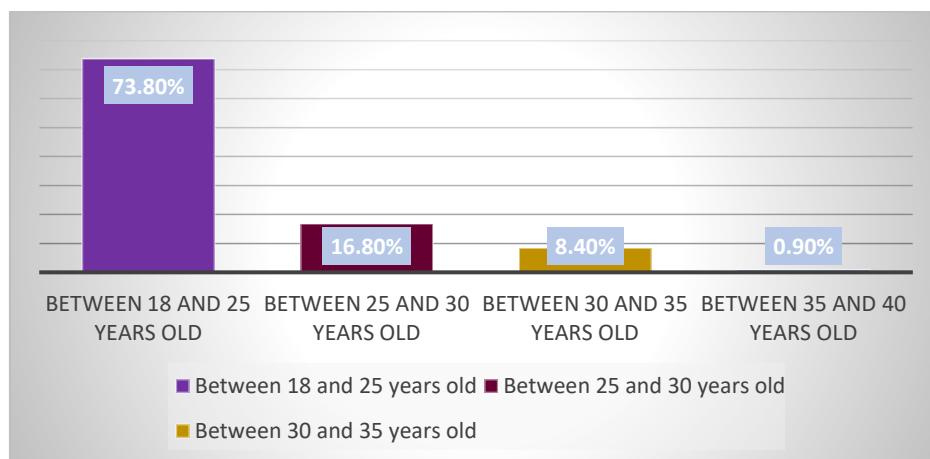
However, Graph 1 shows that in our sample, women constitute 72.9% (78 persons) of the respondents, while men constitute only 27.1% (29 persons) of the respondents.

The entrepreneurial adventure tempts more and more men and women. They all dream of becoming their own boss, of working for a better world or, more simply, of creating their own job. Nevertheless, one question often comes up: is *age* a factor in success?

We can say that there is no age to undertake. There is only one watchword: if the desire and motivation exist, an individual can embark on this adventure, especially after several entrepreneurial support strategies and programs appear. A very young person (between 18 and 25 years old) may find difficulties in the experience side but sometimes finds it advantageous for a young person (35 and 45 years old) to enter current entrepreneurial skills that are going away with technological changes and a rapidly developing world.

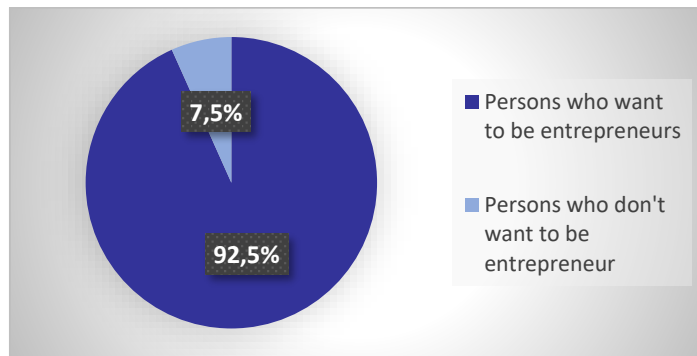
Many explanations can be highlighted, and we have tried to understand in this survey several dimensions in this context.

Regarding the age category, Graph 2 shows that young people between 18 and 25 years old constitute the vast majority of our respondents (73.8%), followed by young people between 25 and 30 years old (16,8 %), and after young people between 30 and 35 years old (8,4%) and then young people over 35 years old (0,9 %).



Graph 2: Classification by Age

Another factor that can influence our results is status; a young graduate can be different in this context because expectations, motivation, and experience are different. Regarding the status of our respondents, the number of student respondents, who constitute 57.3% of the sample, exceeds the young graduates who constitute just 42.7%.



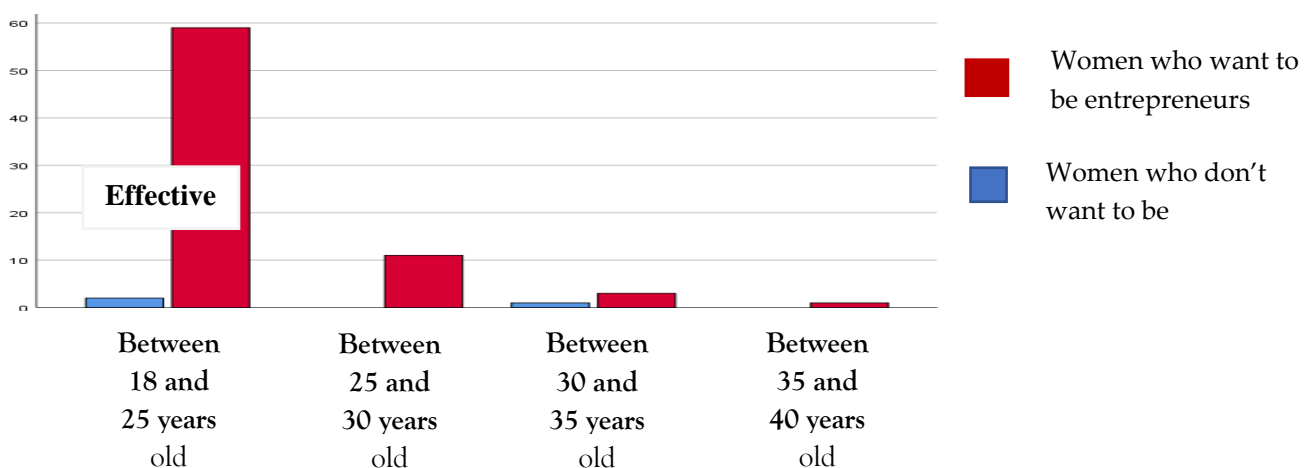
Graph 3: Classification by Entrepreneurial Intention

The central question of this study revolves around entrepreneurial intention and the latter's degree among young people. In our study and regarding the desire to be an entrepreneur, "Entrepreneurial intention", 92.5% of the respondents assured that they want to be entrepreneurs in the future, which is a significant percentage.

5.2 Statistical Analysis of the Sample

5.2.1 Women's Entrepreneurial Intention

A. Classification by Intention of Degree Among Women

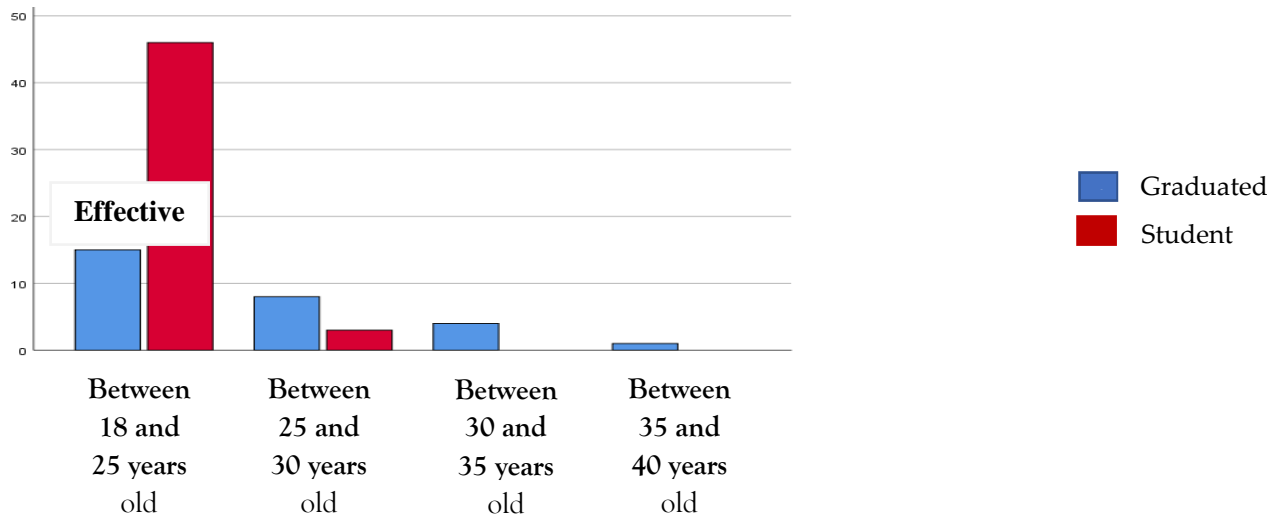


Graph 4: Entrepreneurial Intention Among Women

As shown in the graph, among 78 women who responded to our questionnaire, 74 have ensured their entrepreneurial. The strong majority of those between 18 and 25 years old want to be entrepreneurs in the future, i.e. 58 want to be entrepreneurs, and 2 want another path. All those between 25 and 30 years old want to practice entrepreneurship,

and most of those between 30 and 35 want to be entrepreneurs, and all those between 35 and 40 want to be entrepreneurs.

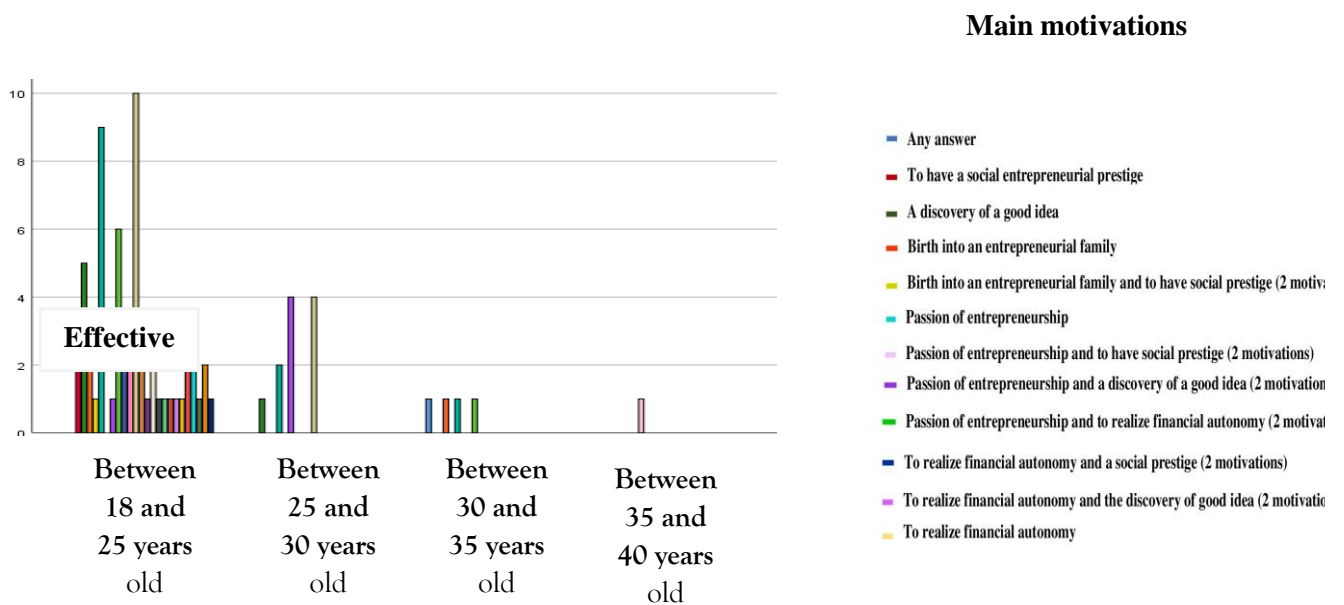
B. Classification by Status (Student Women or Graduated Women)



Graph 5: Status of Women Who Want To Be Entrepreneurs

Among the 74 women who want to practice entrepreneurship in the future, as shown in Graph 5, most respondents between 18 and 25 years old are students who want to practice entrepreneurship, and the rest are graduates. On the other hand, most of those between 25 and 30 years old are graduates. For those from 30 years old are graduates, and it is logical because of their age.

B. Classification by Motivations

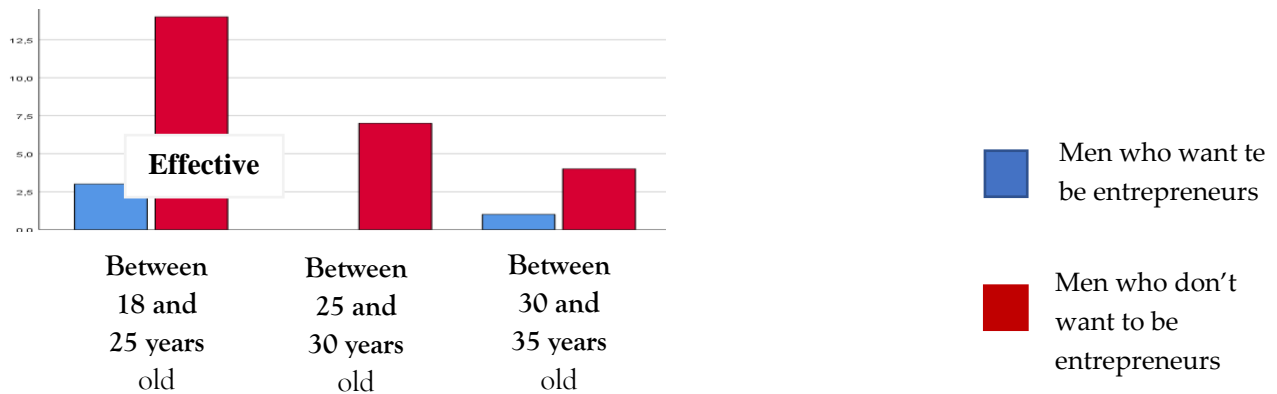


Graph 6: Main Motivation of Women Who Want To Be Entrepreneurs

As shown in Graph 6, the best motivation for women between the ages of 18 and 25 is that they were born into an entrepreneurial family and have a passion for this career. For those between 25 and 30, being born into an entrepreneurial family is also a strong motivation, accompanied by passion and discovering good entrepreneurial ideas. Women between 30 and 35 want entrepreneurship strongly to have social prestige by passion and to develop their financial autonomy. Women between 35 and 40 want entrepreneurship only for passion and prestigious reasons.

5.2.2 Man's Entrepreneurial Intentions

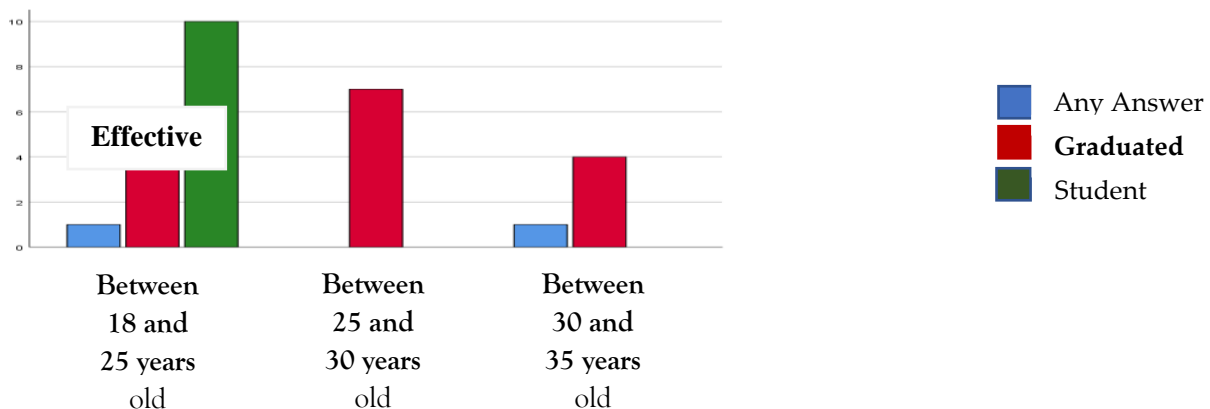
A. Classification by Intention of Degree



Graph 7: Entrepreneurial Intention Among Men

Graph 7 shows that there is no difference between women and men in this intention and that in the category of young people between 18 and 25 years old, the majority of them want to practice entrepreneurship in the future, and also all those who are between 25 and 30 years old have assured their intention.

B. Classification by Status (Student or Graduated)



Graph 8: Status of Men Who Want to Be Entrepreneurs

Regarding the status of men who want to be entrepreneurs between 18 and 25, the majority are students. However, for the category between 25 and 35 years old, the majority are graduates. Regarding the category between 35 and 40, we have not received any answer from our men respondents.



Graph 9: Main Motivation of Men Who Want to be Entrepreneurs

Regarding motivations, there is a big difference between women and men in this area. The primary motivation of men is to achieve financial independence and escape unemployment, especially among young men between 18 and 30 years old. In fact, men who want to pursue entrepreneurship for prestigious and passionate reasons are few in our study.

6. Conclusion

In all countries of the world, entrepreneurship has emerged as a career and possible employment option. The choice to be an entrepreneur as the choice to be an employee allows any individual to exercise an activity in his life by allowing him to have an income to survive.

The desire to create a business is an individual decision. However, various factors, including family, social, economic, cultural, and even political factors, can influence individual desires and stimulate their transformation into actions, in particular by promoting the motivation of individuals to be entrepreneurs.

When analyzing entrepreneurial intentions, several approaches can be distinguished. Representatives of the first approach, which depends on the gender of the individual, followed by the second approach, which is his status, whether he has

completed his studies or not and finally, his motivations, which depend on his family, cognitive, social and economic characteristics.

In several research on intentions, several factors have tried to explain why some individuals want to be entrepreneurs more often than other individuals.

The empirical basis of our study lies in an approach through a comparison between women and men, the latter choosing to be entrepreneurs for reasons of financial stability more than women.

In addition to women having a stronger entrepreneurial intention than men in our study, the factors that push them are somewhat influenced by internal factors that depend on their passion and their desire to achieve social prestige, unlike men who are influenced by external factors such as unemployment or even low wages that do not allow them to ensure their financial independence.

The most valid hypothesis is hypothesis **H1.2**, which ensures that women have a greater desire to be entrepreneurs due to internal factors. The creation of projects is an important issue for the socio-economic development of geographical areas, and the process that individuals follow to materialize their business ideas in actual companies involves several links that ultimately constitute a value chain in which entrepreneurial intention occupies an important place because it implicitly carries a mental orientation, such as desire and hope that influence the choice of entrepreneurial initiative.

Conflict of Interest Statement

The authors declare no conflicts of interest.

About the Authors

Sara Ben Yakoub is doctor in economics and management, with a special focus on entrepreneurship, on the theme: 'Lever for the development of entrepreneurial skills among young people: the case of supported young people in Tetouan', and a trainer with a passion for higher education and scientific research in economics and management. She is the author of several scientific publications on entrepreneurship and innovation.

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