

Motivating Factors to the Success of Youth Enterprise Startups: A Study of Nepali Enterprises

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Abstract

Youth entrepreneurship emphasizes enterprising qualities such as initiative, innovation, creativity, and risk-taking in the work environment using appropriate knowledge and skills necessary for success in a given environment and culture. The research work is expected to provide a breakthrough in studying youth-centric entrepreneurial and new venture creation efforts as the majority of studies put youth and adult entrepreneurs with substantial experience and exposure into the same basket. The objective of this study is to assess the impact of entrepreneur's exposure, government entrepreneurial policy and support, banking/finance accessibility, risk propensity, and family and social support, training and education on the motivation of youth enterprise startup. The study is based on descriptive and analytical research design. Data was collected in Kathmandu Valley through structured questionnaire from 140 respondents which includes various entrepreneurs from Kathmandu Valley. The study used convenience sampling technique for the selection of sample respondents. Various statistical tests such as Karl Pearson's correlation, and regression analysis were conducted to analyze the data with the help of statistical software SPSS. It was found that entrepreneurial exposure and training and education are the significant factors impacting the motivation of youth entrepreneurship startups. The youth startups seem particularly vulnerable to failure due to the lack of motivation and support and a conducive environment. Moreover, the skill set of conducting interaction of business ideas is an added advantage that comes as a result of entrepreneurial exposure and is key for the success of youth enterprise startups and further implied to government and managerial perspectives.

Keywords: entrepreneurship, youth start up, motivating factors, success

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Introduction

The word entrepreneur is derived from the French word *entreprendre*, which means to undertake (Hoftman, 1999). Similarly, Ferreira (2020) argues that entrepreneurship focuses on creating a new business world by transforming huge problems into the initiation of social change, creation of innovative products, and substituting towards life-changing solutions. Shrestha (2019) explains that entrepreneurship teaches discipline to the youth.

Van-West and Wallis (2014) stated that starting an entrepreneurial venture is a serious option for nations' youths who are full of great ideas, passion, and drive that are launching their own companies and many are finding success.

A higher understanding of individual entrepreneurs will be the basis of incredible insight into the pre-startup phase. Entrepreneurship is turning away towards new methods or ideas and creative types of solutions that add value to the customers (Shrestha, 2018).

Successful youth business startups are ventures that identify the problems of various customers and find the solutions to those problems, create a value addition, maintain supply channels to forward solutions to the problems, and finally make a customer commitment to the products of the business. This obviously can lead to sustainable generation of revenue and profit for the business venture (Diandra & Azmy, 2020).

Ideas, innovation, and opportunities can easily shift young entrepreneurs into job creators rather than job seekers and from social dependency to self-sufficiency (Kanyenze et al., 2000).

Nagarajan (2010) stressed other issues related to youth entrepreneurship such as the slow formation of the market in relation to size, lowest competitive market, political interference in child advocacy as well as various legal issues for the minimum age requirement. There is a need to identify the factors that influence the success of young entrepreneurs in the market and in society as a whole.

There is a lack of empirical studies of the perceived successful youth startup enterprises and the factors or variables that influence the motivation behind them. The majority of research focuses on only one factor that influences the entrepreneurial benchmark of success or failure. Zapkau et al., (2014) focused on entrepreneurial exposure, Bygrave and Timmons (1992) focused on government policy and support. Similarly, Hempel and Fiala (2012) focused on banking/ financial accessibility, Kim and Vonortas (2014) focused on risk propensity, while Kim and Longest (2013) focused on family and social support. Bajracharya (2011) focused on education and training aspects of entrepreneurial startups. There is a hallowing gap in a comprehensive study that focuses on all these factors to come up with a comprehensive set of motivating factors.

Besides, the majority of research also missed out on capturing the critical aspect of successfully initiating a start-up but rather delves more into the overall success of these ventures post-initiation. Besides, there are limited studies on youth-centric entrepreneurial and new venture creation efforts. The majority of studies put youth and adult entrepreneurs with substantial experience and exposure into the same 'basket'. There is a shortage of in-depth research in this subject matter at both national and international contexts.

The present academic research work is expected to provide a breakthrough to minimize the existing research gap in the literature on successful youth startup enterprises and the factors or variables that influence the motivation behind them. The research also serves the Nepali entrepreneurial scene as it is based in the Nepalese context. This is more relevant in the case of a country like Nepal which is still facing the problem of unemployment and foreign employment. This study can help governmental institutions and entrepreneurial and entrepreneur investors to know about the factors that influence youth startup enterprises. Therefore, the current study is expected to link the youth enterprise startup with its motivating factors in a broader approach covering all major motivating variables specifically in the Nepalese context.

The significance of the study is to give people who want to start a business information on how to prevent failures in terms of running a business and establishing a successful business venture.

On this set, this study examined whether entrepreneurial exposure, government entrepreneurial policy and support, banking/finance accessibility, risk propensity, and family and social support and training and education influence the motivation of youth enterprise startups.

Review of Literature

Despite the broader spectrum of the existence of entrepreneurs in the community, the deficiencies, constraints, and impediments that young entrepreneurs face are similar around the world which means that young people have not produced and established new successful firms. The administrative data from the American Census Bureau reveals that more of the middle age people are successfully carrying out business ventures in comparison to young people with a mean age of 45. The findings reveal that business sectors performing with high technology, focusing on effective business hubs and existence of the successful firms are considered with prior experience that gives way to the successful running of business (Azoulay, 2020).

Shrestha (2019) examined that to support startup ventures financially, loan facility is the major determinant of youth entrepreneurial success. Similarly, Edelman et al., (2016) found that social support, family support, and motivation help young entrepreneurs carry out business activities. Similarly, Zapkau et. al. (2014) said that entrepreneurial exposure such as

parental experiences in business, role models from whom youths are being influenced and other friends who are actively participating in venturing activities may lead to prior entrepreneurial exposure. Furthermore, Kim and Vonortas (2014) found that a highly competitive market, low demand for the product, innovations, and designs, and congested marketplace for selling the products have a high potentiality of risk in carrying the venture development.

Similarly, Kim and Longest (2013) said that family support is the most important factor in the conducive environment for entrepreneurship either social, financing, human and physical, and supportive words can enhance the business running activities. Kim et al., (2013) examined that capital formation is more relevant in carrying the business activities. Similarly, Bajracharya (2011) stressed that well-targeted entrepreneurial training is needed for the involvement of the youth in entrepreneurial development. Linan (2004) examined that prior entrepreneurial exposure is an important factor for facilitating the entrepreneurial process.

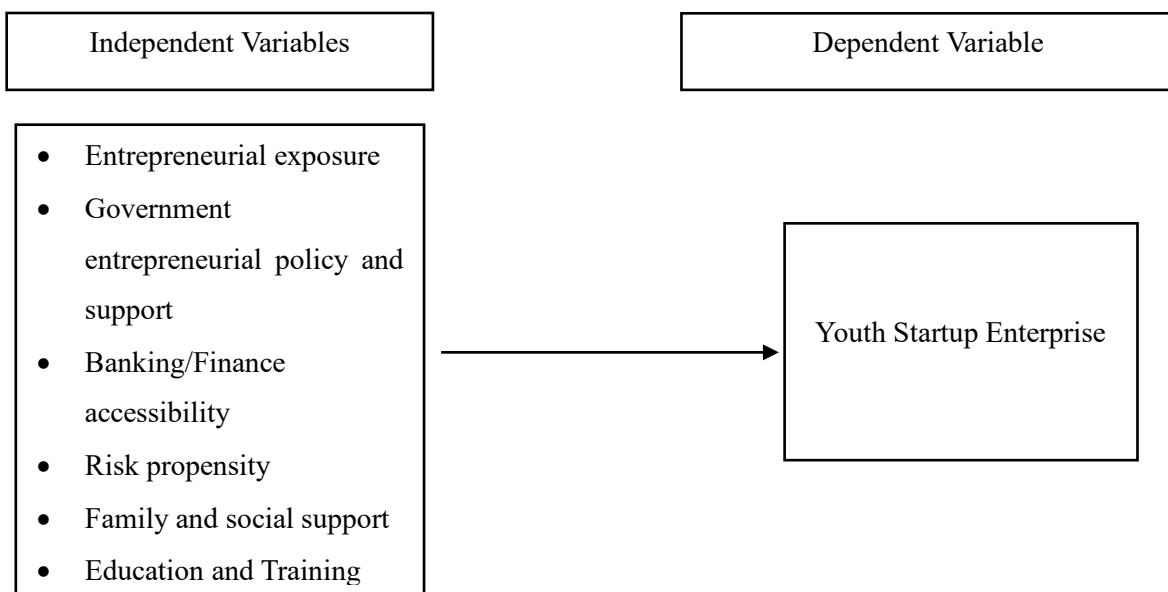
Moreover, Storey (2003) identified two reasons for supporting entrepreneurship by young people. One is the inefficiency of the market. Since there is insufficient competition, and ill-informed consumers, there is the possibility of earning abnormal profit. The second reason for supporting youth enterprise is the desire for social outcomes which is still unfulfilled. Aldrich and Cliff (2003) argued that while creating a business or starting a business, the family members play a crucial role in attempting it.

KC (2003) examined that, in the context of a nation like Nepal, there is a need to divert the attitudes and motives of the people in the private sector to become more successful. The entrepreneurial ability and talent could be improved by organizing entrepreneurship development programs for present and potential investors.

Krueger (1993) examined that parents' role, friends' support and encouragement, experience in past business activities, engagement in newly founded firms, and previous foundation experience have made it easy to understand business ventures. Bygrave and Timmons (1992) examined on a more pressing note, that resources like finance, skill sets, and conducive environment influence the entrepreneurial readiness of youths.

It is more relevant in the case of a country like Nepal which is still facing the problem of unemployment and foreign employment. This study can help governmental institutions, entrepreneurs, and investors to know about the factors that influence youth enterprise startups. Therefore, the current study is expected to link the youth enterprise startup with its motivating factors in a broader approach covering all major motivating variables specifically in the Nepalese context.

The schematic diagram below shows the relationship between dependent and independent variables presented in Figure 1.

Figure 1*Conceptual Framework*

Hypotheses

The hypotheses for the study have been set to achieve the objective of determining and analyzing the influence of factors/variables that contribute to the success of startup youth enterprises. The following specific hypotheses have been set for the study:

1. Hypothesis (H1): There is a significant impact of entrepreneurial exposure on the success of youth startup enterprises.
2. Hypothesis (H2): There is a significant impact of government entrepreneurial policy and support on the success of youth startup enterprises.
3. Hypothesis (H3): There is a significant impact of banking/ finance accessibility on the success of youth startup enterprises.
4. Hypothesis (H4): There is a significant impact of risk propensity on the success of youth startup enterprises.
5. Hypothesis (H5): There is a significant impact of family and social support on the success of youth startup enterprises.

Operational Definitions of Variables

a. Entrepreneurial exposure

Entrepreneurial exposure means the various experiences that have been withheld with knowledge about career development which is essential to lead our life. (Linan, 2004). Krueger (1993) stated that previous entrepreneurial exposure is the involvement of family members, parents, or relatives as a role model, which is known as exposure. There can also be the involvement of the previous job by the individual.

b. Government Entrepreneurial Policy and Support

Government policymakers focus their efforts on entrepreneurship promotion, entrepreneurship training, which aims to equip participants, more specifically youth, with relevant knowledge and skills is regarded as a practical means to promote entrepreneurship among young people (Katz, 2007).

c. Banking and Finance Accessibility

Renko et al., (2012) described access to finance or banks as the medium created for the young to carry out business formation with adequate involvement of financial capital. The capital can be generated either in the form of bank loans with low interest rates, capital funding finances or other individuals, granted by donors, grants by government, as well as grants from the private sector (ILO, 2010).

d. Risk propensity

The knowledge that there is the existence of risk is a prerequisite for the success of every business (Caliendo & Fossen, 2014). The outcome of the investment cannot be known because we cannot predict what will be going on future due to which entrepreneurs cannot ascertain the average occurrence of risk-taking (Amit et al., 1993).

e. Family and Social Support

The family who gives hands to start the business in the form of either social, financing, human and physical, and supportive words can enhance the business running activities (Kim & Longest 2013).

e. Education and Training

The educated people are always informed and skillful as they have acquired adequate training which is essential to perform a successful business. According to Kshetri (2011), the ability of the individual, the necessary knowledge, and their skills are the initiation of performing a business successfully.

Research Methodology

A descriptive and analytical research design was adopted for this study. The study utilized a regression approach to determine the motivating factors influencing successful youth startup enterprises. To achieve the objectives of the study, questionnaires were prepared and distributed to Nepalese enterprises/organizations as well as the youth of Nepal ranging from the service industry to the manufacturing industry located within Kathmandu valley. The questionnaires were filled up by various entrepreneurs having post-graduate to School Leaving Certificate qualifications.

140 respondents were chosen for the sample of the study who are youth aged from 16 to 40. The responses as per the sample were collected by contacting and asking to administer by themselves through the survey method.

Primary data was acquired through questionnaires physically by the researcher from the respondents from service industries like automobile companies, makeup studios, tailors, communication centers, online businesses, advertising shops, bakery shops and coffee houses, restaurant businesses, educational institutions, as well as catering and party palace business located within Kathmandu valley. The collected data was analyzed with the help of SPSS software.

For the study, the major tool used as an instrument for primary purpose data collection was a structured questionnaire set using the conceptual framework. The first part included questions related to the demographic profiles of the respondents such as gender, age group, educational qualification, and work experience. The next part contained the questions which were used to measure the dependent variables. The questionnaire consisted of multiple-response questions and Likert Scale questions. The questionnaire focused on the factors that motivate youth to start their own enterprises relating to various independent variables focused in the study. All scale items were measured using a five-point Likert Scale anchored by strongly disagree =1 to strongly agree = 5.

Various tools of statistics such as mean, standard deviation, correlation, and regression are used to test the statistics. The SPSS and Microsoft Excel were used to explain and analyze the quantitative data. In this research, hypothesis and t-test analysis were also performed and regression analysis was run between dependent and independent variables. Data were presented using tables.

The use of the multiple regression model in this study can be explained in equation (1),

$$Y = \beta_0 + \beta_1 EE_1 + \beta_2 GE_2 + \beta_3 BA_3 + \beta_4 RP_4 + \beta_5 FS_5 + \beta_6 TE_6 + e_i \dots \dots \dots (1)$$

Where,

Y= Youth Enterprise Startups

β_0 = constant term of the intercept

$\beta_1, \beta_2, \beta_3, \beta_4, \beta_5$ and β_6 = regression coefficient to be estimated.

EE_1 = Entrepreneurial Exposure

GE_2 = Government Entrepreneurial Policy and Support

BA_3 = Banking/finance Accessibility

RP_4 = Risk propensity

FS_5 = Family and Social Support

TE_6 = Training and Education

e_i = Error terms

To examine the validity, the findings of the study was compared with the earlier research works. The instrument used for the research purpose is a questionnaire. So, to test the validity of the research, the questionnaire was pre-tested with a certain group of respondents. Validity was high because the questionnaire was prepared under the keen supervision and guidance of an expert, who oversaw the entire questionnaire-making process and helped to come up with a standard set of questions. For the reliability of the data, Cronbach's Alpha was also been used and if its value is above 0.6, then there seems reliability in the collected data. From the preparation of the test, it is inferred that each Cronbach's Alpha is more than 0.6. So, the study was reliable which is shown in Table 2.

Table 1

Reliability Statistics

Variables	Cronbach's Alpha	No of items
EE_1	0.869	5
GE_2	0.937	4
BF_3	0.732	4
RP_4	0.901	5
FS_5	0.72	3
TE_6	0.808	5
Youth Enterprise Startup	0.816	6

Source: Output of SPSS 23

Results

This section deals with the analysis and interpretation of the data collected from primary sources. Then, the results are discussed through compare and contrast with the previous studies.

First of all, the demographic features of the respondents are discussed with the help of descriptive statistics.

Table 2

Demographic characteristics of the respondents

Variables	Classification	Frequency	Percent
Gender	Male	75	53.6
	Female	65	46.4
Age	16-21	18	12.9
	21-26	37	26.4
	26-31	35	25
	31-36	33	23.6
	36-41	17	12.1
Education	Below SLC	49	35
	10+2	37	26.4
	Bachelor	41	29.3
	Master	13	9.3
Marital status	Single	43	30.7
	Married	97	69.3
Area of entrepreneurship	ICT	9	6.4
	Agriculture	22	15.7
	Sales & Marketing	26	18.6
	Retail Shop	35	25
	Other	48	34.3

Source: Field Survey, 2023

Table 2 presents details on the demographic features of the respondents. It was found that the male respondent was 53.6% and the female respondent was 46.4%. Similarly, it was also found that 26.4% were from the 21-26 age group, 25% from the 26-31 age group, 23.6% were from the 31-36 age group and 12.1% from the 36-41 age group. The majority of respondents were from the age group of 21-26 years of age who were youths involved in the organization.

Further, it showed that 35% of respondents were of below SLC, 26.4% were of intermediate (10+2), 29.3% were of bachelor and 9.3% were of master and above. The majority of the respondents were from below the SLC level of education. Hence, the majority of the respondents were not well-educated. Similarly, Panel D shows that 30.7% of respondents were single whereas 69.3% were married entrepreneurs. It shows that the majority of the respondents were married.

Similarly, it shows that 6.4% were from the ICT sector, 15.7% were from agriculture, 18.6% were from sales and marketing, 25% were from retail shops and 34%

were from other areas. Hence, most of the respondents were from other sectors. Similarly, it was found that 58.6% of respondents had work experience and 41.4% had no work experience. Similarly, it was revealed that 4.3% became entrepreneurs from 0-3 months, 7.1% became entrepreneurs from 4-6 months, 6.4% from 7-9 months, 10.7% from 10-12 months, 25% from 1-2 years and 46.4% from 3 years and above. Most of the respondents possessed experience of being entrepreneurs from 3 years and above.

Data collected through the questionnaire during the research process were interpreted by descriptive analysis through mean and standard deviation.

The mean and standard deviation on several statements on the 5-point Likert Scale related to motivating factors influencing youth entrepreneurship and the youth enterprise startup based on 140 responses in total was examined. (See Appendix A)

The table explains the perception of the respondents related to entrepreneurship with an average mean of 3.21 and with standard deviation of 1.01. An average mean of more than 3 indicates that respondents had adequate exposure to the entrepreneurial environment. Similarly, it was revealed that the perception of respondents about government entrepreneurial policy and support for successful youth enterprises with an average mean of 3.0036 and an average standard deviation of 0.9835. An average mean of more than 3 indicates that respondents agreed on the adequate government entrepreneurial policy and support for successful youth enterprises.

Similarly, the perception of the respondents towards banking and financial accessibility to establish the startup had an average mean of 3.05 and an average standard deviation of 1.01. An average mean of more than 3 indicates that the respondents agreed that there were accessible banking and finance facilities for entrepreneurs. Similarly, the perception of the respondents toward risk propensity to establish the startup with an average mean of 3.98 and an average standard deviation of 0.7. An average mean of more than 3 indicates that the respondents had the mindset to take risks in business.

The perception of the respondents towards family and social support to establish the startup with an average mean of 3.74 and an average standard deviation of 0.79. An average mean of more than 3 indicates that the respondents accepted that family and social support were important for the smooth functioning of entrepreneurship. Similarly, the perception of the respondents towards training and education of youth enterprises to establish the startup with an average mean of 3.89 and an average standard deviation of 0.68. An average mean of more than 3 indicates that the respondents accepted that training and education had an immense influence on the growth and expansion of entrepreneurship.

Moreover, the perception of the respondents towards willingness to start youth enterprise to establish the startup with an average mean of 3.82 and an average standard

deviation of 0.81. An average mean of more than 3 indicates that the respondents were willing to establish a new venture or entrepreneurship.

It is relevant to test the relationship between the trend of establishment of youth entrepreneurship and its motivating factors. For this purpose, Karl Pearson's correlation is calculated.

Table 3

Correlation Analysis

	YES	EE	GE	BA	RP	FS	TE
YES	1						
EE1	.615**	1					
GE	.184*	.349**	1				
BA	.370**	.523**	.447**	1			
RP	.518**	.590**	.258**	.410**	1		
FS	.422**	.466**	.189*	.340**	.471**	1	
TE	.549**	.383**	.047	.252**	.397**	.478**	1

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Table 3 shows the linear relationship between youth entrepreneurship and its motivating factors. There was a significant relationship between entrepreneurial exposures and youth enterprise startups ($r=.615$, $p<0.01$). Likewise, there was a significant relationship between government entrepreneurial policy and support and youth startup enterprise ($r=0.029$, $p<0.05$). Similarly, there was a significant relationship between banking/finance accessibility and youth startup enterprise ($r=.370$, $p<0.01$). Further, there was a significant relationship between risk propensities and youth startup enterprise ($r=.518$, $p<0.01$). Furthermore, there was a significant relationship between family and social support and youth startup enterprise ($r=.422$, $p<0.01$). Finally, there was a significant relationship between training and education and youth startup enterprises ($r=.549$, $p<0.01$). In conclusion, there is a statistically significant relationship between youth entrepreneurship and its predictors.

Similarly, it is relevant to find out which factors have a significant impact on youth entrepreneurship. For this purpose, a multivariate ordinary least square regression was run.

Table 4*Regression Analysis*

Variables	Coefficient	SE	t-statistics	Sig.	VIF
(Constant)	0.728*	0.333	2.185	.031	
EE ₁	0.289**	0.063	4.603	.000	1.940
GE ₂	-0.013	0.047	-0.279	.781	1.305
BA ₃	0.024	0.061	0.388	.698	1.590
RP ₄	0.145	0.080	1.820	.071	1.721
FS ₅	0.006	0.069	0.084	.933	1.557
TE ₆	0.392**	0.085	4.602	.000	1.410
R ² = .508, Adjusted R ² = 0.486, F-Stat = 22.864, p-value = .000 DW= 1.899					

Note: Dependent variable: Youth Entrepreneurship; Predictors: Entrepreneurial Exposure, Government Entrepreneurial Policies and Supports, Banking/ Finance Accessibility, Risk Propensity, Family and Social Support, Training and Education

* Indicates correlation is significant at 5% (2-tailed).

** indicates correlation is significant at 10% (2-tailed).

Table 6 shows the result of the regression analysis. The regression model depicted that R-Square is .508. This means 50.8 percent of the variation in youth enterprise start-ups is explained by predictors in the model. Similarly, the regression model is well fit ($F(6,133) = 22.864$; $p < .01$). t-statistics of individual predictors were conducted. The regression coefficient of government entrepreneurial policies and supports, banking/ finance accessibility, risk propensity, and family and social support are insignificant ($p > .05$). It can be concluded that government entrepreneurial policies and supports, banking/ finance accessibility, risk propensity and family and social support are unable to influence the youth entrepreneurship in Nepal. Similarly, the beta coefficient of entrepreneurial exposure and training and education are significant ($p < .05$) which indicates that entrepreneurial exposure and training and education were found to influence youth entrepreneurship in Nepal. The unstandardized coefficient of entrepreneurial exposure is 0.289 which means that an increase of one unit in entrepreneurial exposure brings an increase of 0.289 unit in the youth enterprise startup after controlling the effect of all other variables. Similarly, the unstandardized coefficient of training and education is 0.392 which means that an increase of one unit in training and education brings an increase of 0.392 unit in the youth enterprise startup after controlling the effect of all other variables.

Furthermore, the variance inflation factor (VIF) values of all predictors are less than 5, indicating that there is no problem with multicollinearity in the model. The value of the Durbin-Watson (DW) test is 1.899, which lies between $d_u = 1.817$ and $4 - d_u = 2.183$ ($n = 150$, $k = 6$, $\alpha = 5\%$). This indicates that null hypotheses of no autocorrelation cannot be rejected which indicates that there is no problem of autocorrelation. Similarly, there is no pattern in

the scatter plot (see Appendix B). As a result, it is concluded that there is no serious violation of the assumption of homoscedasticity.

The multiple linear regression model in this study after eliminating the insignificant variables can be explained as in equation 2.

$$Y = \beta_0 + \beta_1 EE_1 + \beta_2 TE_2 + e_i \dots \dots \dots (2)$$

Discussions

This study intended to analyze the factors influencing youth startup in Nepal. It was found that government entrepreneurial policies and supports, banking/ finance accessibility, risk propensity and family and social support are unable to influence the youth entrepreneurship in Nepal. In contrast, entrepreneurial exposure and training and education were found to influence the youth entrepreneurship in Nepal.

Krueger (1993) stated that previous entrepreneurial exposure is an involvement of family members, parents or relatives as a role model, which is known as exposure. This study discovered that entrepreneurial exposure has positive impact on youth enterprise startup which shows the consistency on research findings.

Government policymakers focus their efforts on entrepreneurship promotion, entrepreneurship training, which aims to equip participants, more specifically youth, with relevant knowledge and skills, and it is regarded as a practical means to promote entrepreneurship among young people (Katz, 2007). The result seems to be inconsistency with the research findings.

Renko et al., (2012) described capital can be generated either in the form of bank loans with low interest rates, capital funding finances or other individuals, granted by donors, grants by government, as well as grants from the private sector. The results show a negative relationship between the youth enterprise startup and banking and financial accessibility.

The knowledge that there is the existence of risk is a prerequisite for the success of every business (Caliendo & Fossen, 2014). The outcome of the investment cannot be known because we cannot predict what will be going on future due to which entrepreneurs cannot ascertain the average occurrence of risk-taking (Amit et al., 1993). The result shows that there is no significant impact on risk propensity.

The family who gives hands to start the business in the form of either social, financing, human and physical, and supportive words can enhance the business running activities (Kim & Longest 2013). The result shows that there is no significant impact between youth enterprise startup and family and social support.

The educated people are always informed and skillful as they have acquired adequate training which is essential to perform a successful business. According to Kshetri

(2011), the ability of the individual, the necessary knowledge, and their skills are the initiation of performing a business successfully. The findings of this study were consistent with the result.

The findings of this academic research satisfy the research objectives and hypotheses whereby it is determined that the independent variables that consist of entrepreneurial exposure and training and development are significant to motivate youth enterprise startups whereas, government entrepreneurial policy and support, banking/ finance accessibility, risk propensity, and family and social support are not significant to motivate youth enterprise startup of their own.

Youth enterprise startup also depends on entrepreneurs who can design products or services to satisfy customer needs and wants and create an enabling environment for their employees to try out new and innovative things. Moreover, the skill set of conducting interaction of business ideas is an added advantage that comes as a result of entrepreneurial exposure and is key to the success of youth startup enterprises.

Conclusion

This study was conducted to explore which factors motivate the establishment of youth entrepreneurship in Nepal. It was found that entrepreneurial exposure, training, and education are the significant factors impacting the motivation of youth entrepreneurship startups. In contrast, government entrepreneurial policies and supports, banking/ finance accessibility, risk propensity and family and social support do not influence establishment of the youth entrepreneurship in Nepal.

Entrepreneurship development is important for sustainable economic development of a country as it involves engaging youth in productive sector which not only guarantees livelihood of youths but also generates economic activities.

Youths have their own entrepreneurial peculiarity as compared to adults and require a lot of attention from family, society and government for fostering them properly or as desired. Youth startups are particularly vulnerable to failure if they lack motivation and support, and do not get a conducive environment.

There are managerial implications of this academic research which provides informed decision marking for managers and potential youth entrepreneurs who aim for success of their startup enterprise. This paper helps existing managers to focus on factors that are crucial for maintaining success in their current business while it assists potential youth entrepreneurs in considering important factors before launching a youth startup venture.

This calls for researchers to dig out if the education of individuals impacts the decision to take up entrepreneurial ventures. A new frontier of research needed for Nepal

evolves concerning the impact of the government's entrepreneurial policy and support for attracting youth into entrepreneurship and how it impacts or influences youth startup enterprises. Furthermore, technological variables can also be included for additional support regarding the motivation of youth entrepreneurs in further research.

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Appendix A*Mean and standard Deviation of motivating factors influencing youth entrepreneurship*

Entrepreneurial Exposure		Mean	S. D.
I have actively participated in business-related workshops and seminars.		3.13	1.10
I regularly read books or articles about entrepreneurship and business trends.		2.52	1.04
I actively explore new and innovative business ideas.		3.37	1.03
I actively seek opportunities to network with professionals from various industries.		3.49	0.93
I regularly interact with experienced entrepreneurs to learn from their insights		3.54	0.93
Average		3.21	1.01
Government Entrepreneurial Policy & Support		Mean	S. D.
Government policies are mostly favourable to new enterprises as the state has the motto of attaining economic prosperity.		3.01	0.98
Licensing for new firms has been eased, tax is not discouraging and regulations for new and growing firms are friendlier.		2.94	0.97
The federal, provincial, and local governments are encouraging investment in productive sectors.		2.97	1.00
Falling prices of electronic goods, uninterrupted power supply, rebate in dedicated lines, and increasing trend of promoting domestic business.		3.10	0.99
Average		3.00	0.98
Banking/ Finance Accessibility		Mean	S. D.
The commercial banks have been trying to win borrowers in productive sectors and are competing to provide better and efficient services.		2.99	0.93
I have property to mortgage which facilitates in borrowing.		3.16	1.25
The lending rates of government-owned and commercial banks are relatively lower.		2.97	0.91
Various incentives for youth encouragement by financial institutions and government easily been accessible.		3.06	0.97
Average		3.05	1.01
Risk Propensity		Mean	S.D.
I enjoy taking daring actions by doing risky activities.		3.82	0.83
I accept any situations that involve taking personal risks which yield great rewards.		3.88	0.85
I understand that starting a business involves problems and entails risks like slow growth, slim profit margin, loss-making and even failure.		4.20	0.55
I can deal effectively and efficiently with day-to-day problems like handling complaints regarding products and services and can make decisions to solve those problems.		4.03	0.57
I like to take the challenge of situations rather than being supervised.		3.97	0.73
Average		3.98	0.71
Family and Social Support		Mean	S.D.
My family encourages me to start my business, advises me on starting and operating my own business, and will lend me money.		3.71	1.12
The network members always share ideas and information and there is no obstacle to communication between my company and the network.		3.76	0.66
The similarities (beliefs, positions) among the participants make the network dynamics.		3.74	0.60
Average		3.74	0.79

Training and Education of Youth Enterprise startup		Mean	S.D.
The level of previous attendance of training directly influences the Business growth.		4.04	0.72
The growth of my business has been affected by prior experience.		3.76	0.77
various business courses play an important role in growth of the business.		3.79	0.68
Acquisition of entrepreneurial skills can uplift toward the better entrepreneurial performance.		3.97	0.55
Illiteracy negatively affects the growth of Enterprises.		3.90	0.67
Average		3.89	0.68
Youth Enterprise Startup		Mean	S.D.
I am willing to take right action on my knowledge and ability.		4.11	0.59
I keep adequate business record.		3.74	0.95
I have attended training.		3.26	1.18
I use marketing support services for my business.		3.64	0.87
I believe that I am successfully operating my business venture.		3.94	0.70
I will continue putting effort for the success of my business venture.		4.19	0.59
Average		3.82	0.81