

Entrepreneurial Inclination in Morocco: Perspectives on Drivers and Challenges.

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Abstract:

Entrepreneurship among youth represents a crucial challenge for the economic and social development of Morocco. Despite the initiatives deployed to encourage this dynamism, numerous challenges persist. Understanding these obstacles is of paramount importance to develop effective policies and programs aimed at promoting entrepreneurship among young people and stimulating economic growth. This study aims to identify and understand the main motivations of young entrepreneurs as well as the obstacles they face in Morocco. Our objective is to provide precise data to better understand the determining factors of entrepreneurship and to foster entrepreneurial spirit among young people. The sample consists of 157 young Moroccans with higher education levels. Data were collected using a self-administered questionnaire completed by the participants. For data analysis, we used principal component analysis as well as Cronbach's alpha to evaluate the reliability of items, and descriptive statistics to highlight the main obstacles and motivations. The results reveal that the primary motivation for entrepreneurship is employment, closely followed by the desire for autonomy, then income improvement, and finally the need for creativity. Regarding obstacles, lack of capital tops the list, followed by lack of skills, lack of family support, and finally fear of taking risks.

1. Introduction

In the dynamic and ever-evolving landscape of entrepreneurship, young people stand as pillars of innovation and transformation. Their agile minds and boldness in the face of risk promise a future rich in innovative ideas and prosperous businesses. However, behind this optimistic vision lie a multitude of obstacles that often hinder the path of young entrepreneurs. These obstacles, whether economic, social, or personal, pose significant challenges that test the resilience and determination of those who dare to venture into entrepreneurship.

Entrepreneurship is an exhilarating adventure, but it is also fraught with challenges. Access to funding, for example, remains one of the primary concerns for many young entrepreneurs. Financial barriers often limit their ability to translate their brilliant ideas into tangible projects. Similarly, lack of experience and professional networks can make navigating the business world difficult, if not discouraging. Young entrepreneurs sometimes find themselves isolated, faced with crucial decisions without the necessary support or guidance. Yet, the challenges faced by young entrepreneurs extend beyond purely financial and professional aspects. They also encounter sociocultural barriers that can impede their progress. Stereotypes and prejudices related to age can sometimes lead to a misconceived perception of their credibility and competence. Furthermore, social pressure to pursue more traditional and secure paths can deter many young people from pursuing their entrepreneurial dreams.

Nevertheless, despite these challenges, young entrepreneurs remain determined to challenge the status quo and shape a future where innovation and creativity are celebrated and encouraged. They seek ways to turn obstacles into opportunities, to find creative solutions to complex problems, and to build sustainable and impactful businesses.

Indeed, the focus of this article is on identifying the motivations and obstacles encountered by young Moroccans in entrepreneurship. By exploring these two aspects, we aim to determine the key factors influencing young people's decision to embark on entrepreneurship or to dissuade them. By identifying these motivations and obstacles, we hope to contribute to the development of more effective policies and programs aimed at promoting entrepreneurship among young people and overcoming the challenges they face in this field.

2. Literature review

The concept of entrepreneurship varies according to each author's approach (Block et al., 2015). Definitions vary depending on the study contexts, but all underscore that entrepreneurship generally involves the creation of new goods and services along with the establishment of an organization or the development of innovative business initiatives (Shane & Venkatraman, 2000; Ahl, 2006; Bedi, 2016). This process is often perceived as innovative and involves risk-taking, the ability to anticipate the future, and the ability to overcome challenges (Fayolle, A., 2003; Fayolle, A., et al (2008); Fayyaz et al., 2009). In other words, an entrepreneur is someone who establishes and leads a business with the aim of generating profits and fostering its growth (Smith. S., (2020).

Regarding research on entrepreneurial intention, several theories have been developed. Ajzen, I. et Fishbein, M. (1975). an individual's intention to adopt a particular behavior is largely influenced by their attitude towards that behavior. Bandura (1991) emphasizes an individual's perception of their ability to perform a specific action, influenced by their environment. Shapero, A. et Sokol L.1982) examine how changes in a person's life trajectory influence their perception of the feasibility and desirability of entrepreneurship. This theory emphasizes the role of the social system and cultural values in shaping entrepreneurial intention. This approach is complemented by the "psychoeconomic model (PEM)" by Bird (1988) and Davidsson (1995), which highlights the impact of personal characteristics and the environment on entrepreneurial intention. Roberta F. et al. (2019) discovered four key aspects of entrepreneurial attitude: desire for success, individual mastery of behavior, innovation, and self-confidence.

The entrepreneurial orientation of individuals represents a crucial factor in anticipating their entrepreneurial actions (Torres et al., 2018; Şahin, Karadağ, & Tuncer, 2019). However, researchers often face divergences when attempting to operationally define these entrepreneurial intentions, which can lead to varied interpretations. Zhengxia Peng, Lu, and Kang (2012) elucidated that entrepreneurial intention entails having the desire, aspiration, and hope for success in the realm of business creation. It resembles a mental disposition that shapes the decisions made towards becoming an entrepreneur. Furthermore, some scholars employ multivariate models to more precisely delineate individuals' entrepreneurial intentions and thereby mitigate errors (Bacq, S., et al., 2017).

To initiate reflection on gender dynamics in entrepreneurship, it is worth noting that most research has inadvertently perpetuated biases and stereotypes, primarily due to their tendency to view entrepreneurship homogeneously, thereby neglecting its subtleties, especially regarding

female entrepreneurship (Hisrich & Brush, 1984; Stevenson, 1990; De Bruin et al., 2006, 2007; Hill et al., 2006; Gawel, 2013; Lewis, 2013; Verduijn & Essers, 2013). This initial perception of entrepreneurship as a male-dominated activity has sparked discussions on the similarity or difference between men and women (Ferraz Gomes et al., 2014). Early studies in the 1970s focused on biological distinctions between genders, while those in the 1990s tended to consider entrepreneurship as gender-neutral (Buttner & Moore, 1997; Holmquist, 1997). The 2000s witnessed a renewed interest in examining differences between male and female entrepreneurs (Brush & Cooper, 2012; Gawel, 2013). Currently, studies tend to demonstrate a more pronounced similarity than differences between male and female entrepreneurs (Ahl, 2006; Pines et al., 2010).

Other factors that drive entrepreneurship include passion. Entrepreneurial passion within a team enhances the team's performance and improves the quality of its processes (Cardon, Post, & Forster, 2017). According to Cardon, M. et al (2013), entrepreneurial passion for innovation and creation fosters creativity, while passion for development encourages perseverance. Cardon, M. S., & Kirk, C. P. (2015) observed that passion for innovation and creation facilitates the impact of self-efficacy on perseverance.

Huyghe, A., et al (2016) found that when someone is deeply passionate about entrepreneurship, they are more likely to want to create spin-offs and startups. Similarly, an obsessive passion for science can also drive a desire to create businesses. These connections are influenced by self-confidence in entrepreneurship and by the sense of attachment to an organization. Additionally, Jaskiewicz, P., et al (2015) studied inherited motivation among owners of existing businesses and the next generation, noting that this entrepreneurial "inheritance" encourages these owners to engage in strategic activities promoting transgenerational entrepreneurship.

In addition to expressing a passionate interest in entrepreneurship, several authors have focused on exploring the influences of deep-seated motivations and the aspiration to serve others on the development of enterprises. According to various conceptual analyses, within the context of family businesses, a strategy conducive to their long-term expansion lies in the transmission of parental deep-seated motivations to their descendants, inherited from their experience within the family enterprise (McMullen & Warnick, 2015; Williams & Shepherd, 2016). In other words, the involvement of children in the family business, coupled with a sense of autonomy, harmonious relationships, and a feeling of competence, enhances their entrepreneurial desire, further prompting them to consider a career within the family enterprise (McMullen & Warnick, 2015). In essence, intrinsic motivation, stemming from internal sources, plays a pivotal role in

shaping the trajectory of enterprises subsequent to initial failure. Essentially functioning as a driving force, this intrinsic motivation propels entrepreneurs forward despite adversities. When coupled with the assimilation of lessons from past failures and a readiness to assume accountability for them, it facilitates accelerated and more efficient growth of subsequent ventures (Yamakawa et al., 2015).

Crant (1996) observed that education within an entrepreneurial family significantly influences individual aspirations toward entrepreneurship. Additionally, Birley and Westhead (1994) underscored the crucial importance of role models in fostering the desire to establish a business. For instance, the presence of parents working as independents can be particularly beneficial as they can serve as mentors and guides for children aspiring to entrepreneurship. Moreover, other studies have also established correlations between entrepreneurial activity and various factors, including previous work experience (Storey, 1982), educational level (Storey, 1982), ethnic background (Aldrich, 1980), and religious beliefs (Weber, 1930).

Robichaud, McGraw, and Roger (2001) propose a classification into four distinct categories of incentives that drive young people to venture into entrepreneurship, namely: extrinsic rewards, independence or autonomy, intrinsic rewards, and family security. Ashley-Cotleur and colleagues (2009) elucidated that an individual's motivations for becoming an entrepreneur can stem either from extrinsic factors, such as the anticipated financial rewards and benefits, or from intrinsic factors, such as the enjoyment derived from managing one's own business, making important decisions autonomously, and assuming ultimate responsibility for the success of the enterprise. Furthermore, Benzing, Chu, and McGee (2009) underscored that the drivers behind entrepreneurial pursuits may vary from one country to another, contingent upon differences in income levels and employment opportunities.

However, despite these motivations, several obstacles hinder young individuals in their journey towards entrepreneurship. The lack of funding is often cited as the primary reason preventing young people from establishing their own businesses (Pretorius & Shaw, 2004; Atieno, 2009). Furthermore, the significance of management skills for the success of new ventures is underscored by several researchers (Peterman & Kennedy, 2003; Papulova & Makros, 2007). Herrington and Wood (2007) It has been observed that insufficient education and training lead to diminished managerial skills within new enterprises in South Africa. This contributes to a low rate of business creation and a high incidence of failures. It appears that the current educational system does not sufficiently promote the development of management skills.

Moreover, Herrington et al. (2009) reported that entrepreneurship education, beyond academic learning, is perceived as unsatisfactory, resulting in a subpar level of commercial and managerial skills among local entrepreneurs and graduates. Indeed, entrepreneurship education often enhances students' attitudes towards entrepreneurship. During the 21st century, entrepreneurship education has emerged as a crucial determinant in shaping students' career choices. According to various scholars (Wei Xingjian et al., 2019; Robert et al., 2018; Franke and Luthje, 2004; Fayolle, 2013), this form of education can positively impact entrepreneurs' performance. It can notably enhance their profitability, entrepreneurial mindset, entrepreneurial attitudes, and survival prospects (Ho M-HR, 2018; Wei Xingjian, Liu, and Jian, 2019). Without an appropriate attitude, acquiring and sustaining cognitive and non-cognitive skills in the long term is challenging (Moberg, 2014).

Papulova and Makros (2007) found that most graduates lack essential management skills, whether they are technicians, accountants, or social researchers. Graduate entrepreneurs need management skills, including technical skills, which often seem lacking to foster long-term business development. Fear of failure discourages young people from entrepreneurship and can lead to inhibition and withdrawal behaviors (Cacciotti, Hayton, Mitchell, & Giazitzoglu, 2016). Additionally, crime represents a major obstacle to graduate entrepreneurship in South Africa, posing a significant challenge to their development. Criminal activities generate stress and additional security-related expenses, hindering the growth of emerging markets in the country. The situation of crime in South Africa elicits deep concern, as highlighted by the United Nations Office on Drugs and Crime in 2007, ranking the country among the five nations with the highest murder rates globally, alongside Colombia, Jamaica, Guatemala, and Venezuela. These elevated levels of criminality pose a significant challenge for businesses, as emphasized by Arzeni in 2004.

3. Methodology

In January 2024, a survey was conducted among young graduates from Moroccan universities. The aim of this approach was to shed light on the research questions of the study. Data collection was carried out through a questionnaire filled out by the respondents themselves. This questionnaire is divided into three parts: the first part focuses on personal information, the second part on factors motivating entrepreneurship for young people, and the third part on obstacles to entrepreneurship. Respondents rated the degree of each parameter using a Likert scale ranging from 1 to 5. Regarding the adopted methodology, the statistical analysis included

descriptive statistics and principal component analysis. Cronbach's alpha was used to assess the reliability of the items. The extraction method used was Principal Axis Factoring, while the chosen rotation method was the Varimax method with normalization according to the Kaiser method.

4. Results

4.1. Characteristics and Profile of Respondents

Table 1: Descriptive statistics of participants

ITEM	Age group	Frequency	Percentage
Age	18-25	93	59,23%
	26-30	41	26,11%
	31-35	23	14,64%
Gender	Male	62	39,49%
	Female	95	60,51
académic education	Bachelor's student	19	32,48%
	Master's Student	51	55.41%
	Ph.D candidates	87	12,11%
Family situation	Married	23	14.65%
	Single	134	85.35%
	Others	0	0%
Entrepreneurial création intention	Oui	53	33.78%
	Non	104	66.24%

Source: Results of the empirical study conducted by the author

In Table 1, a detailed analysis of our sample consisting of 157 youths is presented. Among these youths, 61% are female. Regarding the distribution by age group, a predominance is observed among youths aged 18 to 25 years, representing 59.23% of the sample, followed by those aged 26 to 30 years with a percentage of 26.11%, and then by youths aged 31 to 35 years, totaling 14.64%. As for their marital status, the majority of youths are single, with a rate of 85.35%. Regarding the participants' level of education, an analysis reveals that the majority of them hold a Master's Student, representing 55.41% of the sample, while 32.48% have obtained a Bachelor's student. Individuals with a Ph.D candidates represent 12.11% of the sample. Additionally, the analysis of entrepreneurial experiences reveals that most youths do not intend

to start a business, with a percentage of 66.24%. However, those who wish to start a business represent only 33.78%.

4.2. Motivation

Table 2: Descriptive statistics for the triggers

Motivations	N	Minimum	Maximum	Mean	Standard deviation
Creating a profitable and thriving business through adequate financial resources.	200	1,00	5,00	2,9800	1,51030
Perpetuating a family business.	200	1,00	5,00	3,4650	1,42087
Creating employment opportunities.	200	1,00	5,00	3,3350	1,41875
My own satisfaction and growth.	200	1,00	5,00	3,3000	1,42836
Having the opportunity to generate significant profits through one's business.	200	1,00	5,00	2,7900	1,40919
Using capital as a tool to develop and grow the business.	200	1,00	5,00	2,7250	1,46633
Investing in new projects or technologies to remain competitive and ensure satisfactory income.	200	1,00	5,00	2,7700	1,48260
Having complete control over one's professional and strategic decisions.	200	1,00	5,00	3,0550	1,42553
Being able to define one's own work schedules and timetable.	200	1,00	5,00	3,0650	1,43214
Not depending on a hierarchical superior to make crucial decisions.	200	1,00	5,00	3,0500	1,45191
Having the freedom to implement innovative and original ideas.	200	1,00	5,00	2,5950	1,23230
Being able to develop unique products or services in the market.	200	1,00	5,00	2,6800	1,27898

Source: Results of the empirical study conducted by the author

Table 2 provides a detailed presentation of the means of the variables accompanied by their respective standard deviations. The data reveal that the main factors motivating young people to engage in entrepreneurship are the creation of employment opportunities, the continuity of a family business, as well as the pursuit of personal satisfaction and growth, with respective means of 3.465, 3.335, and 3.3. Conversely, the desire to develop unique products or services in the market, as well as the aspiration to have the freedom to implement innovative and original ideas, are slightly lower, with means of 2.68 and 2.595, respectively.

Table 3: The rotated factor matrix for motivation

Motivations	Factors			
	1	2	3	4
Creation of employment opportunities	0,594			
Perpetuating a family business	0,945			
For my own satisfaction and growth	0,928			
Having the opportunity to achieve significant profits through one's business			0,861	
Using capital as a tool to develop and grow the business			0,680	
Investing in new projects or technologies to remain competitive and ensure satisfactory income			0,722	
Having total control over one's professional and strategic decisions		0,983		
Being able to define one's own work schedules and timetable		0,643		
Not depending on a hierarchical superior to make crucial decisions		0,737		
Having the freedom to implement innovative and original ideas				0,903
Being able to develop unique products or services in the market				0,845
Eigenvalues	2.616	2.299	2.082	1.615
Percentage of explained variance	19.532	16.682	14.575	11.163
Cronbach's alpha	0.855	0.827	0.798	0.871

Source: Results of the empirical study conducted by the author

The results presented in Table 2 indicate that the Cronbach's alphas for the four studied factors exceed the threshold of 0.7. Specifically, the first factor, centered on employment, displays an alpha coefficient of 0.855, while the second factor, related to autonomy, reaches 0.827. Similarly, the third factor, representing capital, obtains a coefficient of 0.798, and finally, the last factor, dedicated to creativity, presents an alpha of 0.871. Therefore, it is possible to affirm that these factors demonstrate very satisfactory reliability. Moreover, all four factors exhibit eigenvalues exceeding 62.5% of the explained variance percentage.

The first factor has an eigenvalue of 2.616 and an explained variance percentage of 19.532%, suggesting that employment is the primary factor motivating young individuals to engage in entrepreneurship. This factor comprises three elements with factor loadings ranging from 0.5 to 0.8, including aspects such as creating job opportunities, sustaining family businesses, and seeking personal satisfaction and growth.

Subsequently, the second factor, with an eigenvalue of 2.299 and an explained variance percentage of 16.682%, consists of three elements associated with autonomy. This encompasses the ability to define one's own work schedules and timetables, as well as independence in making crucial decisions without being subject to hierarchical superiors.

The third factor, with an eigenvalue of 2.082 and an explained variance percentage of 14.575%, comprises three key elements. It encompasses the ability to generate significant profits through one's business, the use of capital as a lever to drive development and growth of the enterprise, and also includes investment in new projects or technologies to maintain competitiveness and ensure satisfactory income.

Finally, the last factor, having an eigenvalue of 1.615 and an explained variance percentage of 11.163%, consists of two main elements. It first encompasses the opportunity to implement innovative and original ideas, as well as the capacity to develop unique products or services in the market.

4.3. Obstacles

Table 4: Descriptive statistics of obstacles hindering youth entrepreneurship

Obstacles	N	Minimum	Maximum	Mean	Standard deviation
Difficulty accessing professional networks and entrepreneurial communities	200	1,00	5,00	2,9800	1,51030
Lack of startup capital	200	1,00	5,00	3,2250	1,48167
Difficulty obtaining a bank loan	200	1,00	5,00	3,3550	1,50042
Cost of business registration	200	1,00	5,00	3,2100	1,48219
Risque perçu par les investisseurs	200	1,00	5,00	3,0750	1,49013
Lack of professional relationships	200	1,00	5,00	2,8550	1,45069
Lack of support from family and friends	200	1,00	5,00	2,7500	1,47934
Lack of government support	200	1,00	5,00	2,8100	1,50507
Lack of knowledge and skills in business management	200	1,00	5,00	3,1300	1,46418
Not knowing how to write a business plan	200	1,00	5,00	3,1700	1,45315
Lack of commercial skills	200	1,00	5,00	3,1800	1,51959
Starting a business is too risky	200	1,00	5,00	2,4850	1,23230
Uncertainty about the future	200	1,00	5,00	2,5800	1,27898

Source: Results of the empirical study conducted by the author

Table 6 presents the means and standard deviations of encountered obstacles. It is important to emphasize that the main obstacles hindering entrepreneurship among young people are identified as the lack of initial capital, difficulties in obtaining a bank loan, the cost of business registration, uncertainty regarding business plan writing, lack of knowledge and skills in business management, as well as a deficiency in commercial skills. This observation highlights the major challenges faced by young individuals aspiring to venture into entrepreneurship, providing valuable insights for the formulation of strategies and policies aimed at promoting entrepreneurship within this demographic group.

Table 5: Rotation of the factor matrix related to obstacles hindering youth entrepreneurship

Obstacles	Factors			
	1	2	3	4
Lack of startup capital	0,981			
Difficulty obtaining a bank loan	0,578			
Cost of business registration	0,968			
Perceived risk by investors	0,924			
Lack of professional relationships			0,834	
Lack of support from family and friends			0,696	
Lack of government support			0,705	
Lack of knowledge and skills in business management		0,979		
Not knowing how to write a business plan		0,659		
Lack of commercial skills		0,712		
Starting a business is too risky				0,847
Uncertainty about the future				0,854
Eigenvalues	3.320	2.424	2.177	1.506
Percentage of variance explained	24.265	16.077	14.039	9.176
Cronbach's alpha	0.918	0.822	0.792	0.846

Source: Results of the empirical study conducted by the author

The results presented in Table 2 reveal that the Cronbach's alpha coefficients for the four factors exceed 0.7, with respective values of 0.918 for the first factor representing capital, 0.822 for the second factor representing the necessary skills for entrepreneurial success, 0.792 for the third factor representing support, and finally 0.846 for the last factor representing risk-taking. These values indicate satisfactory reliability of the identified factors. Moreover, it is noteworthy that four factors, with eigenvalues exceeding one, together explain 63.6% of the total variance. The first of these factors, centered on financing, stands out with an eigenvalue of 3.320 and represents 24.265% of the explained total variance. It comprises four significant elements, namely lack of initial capital, difficulties in obtaining a bank loan, the cost associated with business registration, and perceived risk by investors, thus highlighting its pivotal role in the analysis.

The second factor, focused on skills, has an eigenvalue of 2.424 and explains 16.077% of the total variance. It consists of three key elements, namely the absence of knowledge and skills in business management, the inability to draft an effective business plan, and a deficit in commercial skills.

The third factor, with an eigenvalue of 2.177 and explaining 14.039% of the total variance, comprises three closely related elements: lack of professional networks, lack of support from family and friends, and lack of governmental support.

As for the fourth factor, centered on risk-taking, it has an eigenvalue of 1.506 and explains 9.176% of the total variance. This factor is characterized by two main elements: the perception of starting a business as too risky and uncertainty about the future.

4.4. Average Scores of Motivational Factors and Entrepreneurship Obstacles for Youth.

Table 6: Descriptive statistics regarding motivational and obstacle factors

Obstacles					
	N	Minimum	Maximum	Mean	Standard deviation
Financing	800	1,00	5,00	3,2162	1,47808
Support	600	1,00	5,00	2,8050	1,47669
Skills	600	1,00	5,00	3,1600	1,47695
Risk-Taking	400	1,00	5,00	2,5325	1,21558
Motivations					
	N	Minimum	Maximum	Mean	Standard deviation
Employment	600	1,00	5,00	3,3850	1,42366
Autonomy	600	1,00	5,00	2,9633	1,45103
Capital	600	1,00	5,00	2,9383	1,45536
Creativity	400	1,00	5,00	2,8225	1,36405

Source: Results of the empirical study conducted by the author

Table 4 synthesizes the means of factors motivating young individuals to engage in entrepreneurship as well as the obstacles hindering their engagement, assessed on a five-point Likert scale. It is notable that the primary motivation is employment, with an average of 3.385, followed by the need for autonomy with an average of 2.9633, then by capital with a mean of 2.9383, and finally by creativity with a mean of 2.8225. Regarding obstacles, lack of financing

tops the list with a mean of 3.2162, followed by lack of skills with a mean of 3.16, then lack of support from the environment with a mean of 2.80, and finally fear of taking risks with a mean of 2.5325.

5. Discussion

The study's findings shed light on the primary motivations driving individuals to embark on entrepreneurship. It emerges that the foremost reason for venturing into entrepreneurship is the pursuit of employment, demonstrating a desire to create one's own professional opportunities. This motivation is closely followed by the desire for autonomy, expressing the need to control one's own activities and decide one's professional destiny. Subsequently, income improvement emerges as a significant motivation, illustrating the aspiration to increase earnings and ensure better financial stability. Finally, the need for creativity emerges as an important motivation, highlighting the desire to express ideas and develop innovative solutions. Our findings on entrepreneurial motivations align with the conclusions of several authors such as Robichaud, McGraw, and Roger (2001), who confirm that fundamental incentives encouraging young people to engage in entrepreneurship include extrinsic rewards such as the prospect of financial gains, independence or professional autonomy, intrinsic rewards related to personal satisfaction and accomplishment, as well as family security. This convergence underscores the importance of these factors in the decision-making of aspiring young entrepreneurs, thus reinforcing the relevance and validity of our results in the context of contemporary entrepreneurial motivations. Regarding the obstacles to entrepreneurship, several challenges have been identified. At the top of the list, the lack of capital proves to be a major impediment, limiting the potential entrepreneurs' ability to fund their projects and start their businesses. Furthermore, the lack of skills represents a significant obstacle, hindering individuals' capacity to acquire the knowledge and skills necessary to effectively manage a business. Additionally, the lack of family support may constitute a significant barrier, as family support can play a crucial role in decision-making and provide moral and financial support. Finally, the fear of taking risks emerges as a significant psychological obstacle, discouraging some individuals from venturing into entrepreneurship due to the uncertainty and risk associated with it.

The conclusions of this work align with findings from previous studies" would be an academically appropriate way to express that, notably those of Pretorius and Shaw (2004), Atieno (2009), Peterman and Kennedy (2003), as well as Papulova and Makros (2007). These research works have widely corroborated the idea that lack of financing and skills is frequently

cited as the primary barrier preventing young people from realizing their entrepreneurial aspirations by starting their own businesses. These findings thus underscore the critical importance of proactively addressing these challenges to foster the emergence and development of an entrepreneurial culture among youth.

To circumvent the challenges inherent in starting a business, it is imperative to adopt a strategic and proactive approach. Faced with financial constraints, aspiring entrepreneurs are recommended to explore various financing avenues such as government grants, bank loans, or crowdfunding. Moreover, young entrepreneurs can broaden their horizons by considering alternatives to conventional financing, such as funding competitions, unsecured loans, and business incubation programs, or by seeking assistance from business angels to benefit from both personalized guidance and necessary financing.

To address the lack of skills, young individuals are advised to pursue relevant academic training and expand their network by participating in networking events, joining professional associations, or seeking mentors in their field of expertise. Additionally, they can consider internships or positions within companies to gain practical experience before embarking on their entrepreneurial project.

Active involvement of the family in the entrepreneurial venture can help mitigate the lack of family support, emphasizing communication and awareness. Finally, to overcome the fear of risk, it is essential to adopt a gradual and thoughtful approach, seeking advice from experienced mentors and participating in training on risk management and overcoming the fear of failure.

6. Conclusion

Entrepreneurship holds crucial importance for Morocco, particularly in the face of persistent unemployment growth. Encouraging entrepreneurship indeed presents a unique opportunity to stimulate job creation, foster innovation, and invigorate the country's economy. This research work has provided an in-depth overview of the motivations and obstacles to entrepreneurship among youth in Morocco. The results obtained reveal that employment is the primary motivation for entrepreneurship, thus emphasizing the youth's desire to create their own professional opportunities. Autonomy, income improvement, and creativity have also been identified as significant motivating factors. However, several obstacles hinder the entrepreneurial journey of young individuals, including lack of capital, skills deficit, lack of family support, and fear of taking risks. These findings highlight the necessity of policies and programs aimed at facilitating access to financing, strengthening entrepreneurial skills, encouraging family support, and promoting a culture of calculated risk-taking. By adopting a holistic, youth-focused approach, Morocco can create an enabling environment for entrepreneurship, thereby fostering innovation, job creation, and long-term economic growth.

7. Research Limitations

However, it is important to note that all research work is inherently limited by various factors, which may restrict its generalizability and validity. This article also presents limitations to be considered. Firstly, the limited number of participants, with only 157 young individuals responding to the questionnaires, may restrict the generalization of the results. Additionally, this study primarily focused on university students, thereby excluding unemployed individuals, which could limit the representativeness of the conclusions. It is also crucial to note that other obstacles and motivations may influence young individuals in their decision to engage in entrepreneurship but were not explored in this research.

For future work, it would be pertinent to consider a comparative study. This study could compare the entrepreneurial intention of students who have undergone entrepreneurship training with those who have never received such training. Such an analysis would help better understand the influence of entrepreneurship studies on students' entrepreneurial intention. By examining the differences between these two groups, we could identify specific aspects of entrepreneurship training that may positively influence entrepreneurial intention, which would be extremely beneficial in guiding educational policies and training programs in this field.

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