

ATTITUDE AND PERCEPTION OF YOUTH TOWARDS ENTREPRENEURSHIP DEVELOPMENT IN GHANA: A CASE STUDY OF ABURI YOUTH IN AKUAPEM SOUTH MUNICIPALITY OF THE EASTERN REGION, GHANA

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ABSTRACT

Provision of sustainable flagship programmes for youth entrepreneurship development has attracted national attention in recent times. This demand has been heightened in the 2030 Sustainable Development Goal Eight. However, the attitude and perceptions of youth towards entrepreneurship development in most communities in Ghana is unknown. This study investigated the attitudes and perception of youth of Aburi community towards entrepreneurship development. Self-report inventory data was gathered from 133 youths aged between 15-35 years by means of structured questionnaire. The data was analysed using descriptive statistics, correlation and regression. The results of the study revealed that the youth in Aburi possess the pre-requisite basic knowledge in HND to venture into Agribusiness entrepreneurship development to become self-employed. The results further pointed to individual awareness of the challenges associated with starting an entrepreneurship venture; the decision on becoming an entrepreneur; individual's actions in starting own business; and access to resources to start and run an entrepreneurial venture as the main attitudinal variables which obtained 100% responses. Regarding the influence of perceptions on youth entrepreneurial development, the results pointed to the following as the two most crucial determinants of youth entrepreneurship development: feeling of managing own business and that starting a business is too risky, both of which got 100% responses. The study, however, found no significant correlation between youth perception and entrepreneurship development (.445, $p > .05$) and youth attitudes and entrepreneurship development (.445; $p > 0.05$). Regression analysis also showed only 19.8% positive impact of youth attitude on entrepreneurship development. The study concludes that the entrepreneurship development intention among the Aburi youths is affected largely by personal factors including attitudes and perceptions irrespective of other environment factors. The study recommends that the Akuapem South Municipal Assembly should put in place intervention policies and programmes that address the Aburi youths' perceptions and attitudes toward the entrepreneurship development intentions.

Keywords: Youth, Attitudes, Perceptions, Entrepreneurial Development, Aburi, Ghana.