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Statistical Insights into Rural Youth Attitudes Towards Entrepreneurship and Enhancement Strategies

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Abstract: This research aims to identify rural youth attitudes towards entrepreneurship and explore mechanisms to enhance these attitudes. Specific objectives include assessing the level of entrepreneurial attitudes among rural youth, examining the relationships between various independent variables and these attitudes, identifying challenges faced by rural youth in entrepreneurship, and proposing enhancement strategies. A random sample of 364 rural households was selected using the Krejcie and Morgan formula, with participants aged 18-29 from Aja (130), Sanbalawain (125), and Al-Manzala (109) villages. Data was collected through personal interviews using a structured questionnaire during June and July 2024, employing both descriptive and analytical methods. Findings revealed that approximately 73.9% of participants exhibited low to moderate entrepreneurial attitudes, with 61.5% unaware of supportive organizations and two-fifths acknowledging challenges in entrepreneurship projects. The study identified increasing training workshops as a key mechanism to improve attitudes. Additionally, significant differences in entrepreneurial attitudes were found based on gender, favoring males, while educational level, access to information, innovation, and ambition positively influenced entrepreneurial attitudes among the youth.

Keywords: Rural youth - Entrepreneurship - Enhancement mechanisms.

1 Introduction

Development is a global goal acknowledged by the international community as an ambitious vision for shaping development strategies and policies for all nations, particularly the least developed ones. The primary aim of development is to stimulate the economy, thereby positively impacting individuals' living standards and ensuring minimum levels of prosperity, happiness, and a decent life. This ensures that countries can keep pace with global economic progress.

To achieve the development goals agreed upon by the international community, entrepreneurship has become a focal point for governments, as it plays a crucial role in developing communities, improving the quality of life for individuals, and promoting innovation (Naude, 2013, p. 4). With the increasing pace of change and development, entrepreneurship has evolved into a powerful tool for realizing development goals by harnessing human potential, generating ideas, and transforming them into tangible outcomes (Shaza Abu Salim, 2019, p. 3). This is due to the positive impact that entrepreneurship can have, both now and in the future, by offering practical solutions to various challenges, as well as providing a framework for innovation, renewal, creativity, and the efficient use of resources, thereby ensuring sustainable social, economic, and environmental development.

In order to make the most of all available resources, especially human resources, and to prepare individuals for the demands of the modern world, Egypt has enacted laws, regulations, policies, initiatives, and programs aimed at supporting entrepreneurship. These efforts focus on creating a conducive environment for entrepreneurial culture, providing support to aspiring entrepreneurs, and ensuring the sustainability of their projects (GEM, 2017-2018, p. 10). Egypt's Vision 2030 also prioritizes launching ambitious entrepreneurial projects to eradicate poverty, end hunger, ensure food security, guarantee good health and well-being, provide quality education, promote gender equality, ensure access to clean water and sanitation, secure clean energy, and create sustainable economic growth characterized by competitiveness and adaptability to global changes. The strategy also aims to encourage industry, innovation, and the completion of infrastructure projects in both cities and rural areas (Egypt's Sustainable Development Strategy Vision 2030, 2017, pp. 1-119).

Youth are considered the backbone and future of any nation. They are the most dynamic and capable group when it comes to entrepreneurship. They represent the current and future investment and are the reservoir of human potential. The responsibility for development and change lies with them, making them an essential force for supporting sustainable development (Ministry of Social Development, 2020, p. 7). Egypt, in particular, is a youthful society, with youth constituting a significant portion of the population pyramid. According to 2020 population estimates, the number of youth

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in the working-age category (18-29 years) was 20.6 million, accounting for 21% of the total population, indicating a vast pool of human resources (Central Agency for Public Mobilization and Statistics, 2022).

Despite the importance of youth as a valuable human resource capable of contributing to productivity, innovation, and development, the reality shows that a significant number of young people remain unemployed, unable to be absorbed into the labor market. The total number of unemployed individuals reached 2.52 million out of the total labor force, with 307,100 unemployed males and 943,000 unemployed females. Additionally, the unemployment rate among the 15-29 age group stood at 9.61%, while 9.84% of the unemployed were holders of academic degrees (Central Agency for Public Mobilization and Statistics, 2022).

Based on this, many countries around the world have initiated mechanisms to promote entrepreneurship, with significant strides made in this direction in recent years. Policymakers have implemented various strategies aimed at fostering entrepreneurial attitudes, such as building infrastructure and nurturing business incubators that support, fund, and provide technical assistance to entrepreneurial projects.

Similarly, the Global Entrepreneurship Monitor (GEM) 2021 report highlighted that recent government policies have focused on boosting entrepreneurship to make the economy more competitive. The report also proposed reforms to increase the role of entrepreneurship and accelerate digital capabilities by 2024.

In the Egyptian context, special attention must be given to rural communities due to their demographic and economic significance. Rural residents make up 57.2% of the total population in Egypt, with 27.7% being female and 29.5% male. This indicates that the rural population constitutes the largest sector of Egyptian society (Central Agency for Public Mobilization and Statistics, 2022).

Hence, it is crucial to understand the attitudes of rural youth towards entrepreneurship and the mechanisms to enhance these attitudes.

In light of current global changes and the economic and social transformations experienced by many nations due to rapid technological advancements, the shift from traditional economies to knowledge-based economies, and the deepening influence of globalization, many countries' economies have struggled to absorb their labor force—especially in developing nations. This has exacerbated unemployment, leading to various societal issues. As a result, the search for alternative and innovative solutions to overcome these crises has become essential.

Entrepreneurship has thus gained global attention and is now one of the key indicators in development policies and programs, particularly in rural development, on which many developing countries heavily rely for the advancement of their communities.

Undoubtedly, youth entrepreneurship plays a significant and evident role in community development. Economically, it is considered a key driver of economic development in both developed and developing countries, as it serves as an essential engine for economic growth by fostering a creative environment and acting as a crucial mechanism for introducing new ideas and innovations in markets. Socially, the spread of entrepreneurship within a society promotes initiative, innovation, and competition among individuals while also helping to address the issue of unemployment.

Numerous studies, such as those by Bakar et al. (2015, pp. 88-89), Omoruyi (2017, p. 2), and Grecu and Denes (2017, p. 2), have demonstrated a positive correlation between youth entrepreneurship and economic growth. In other words, the more focus placed on entrepreneurial projects, the greater the economic growth and societal development.

In this context, several studies, including those by Al-Mubirek and Noura Al-Jasser (2015), Al-Sultan (2016), Bakar et al. (2015), and Mason Jack (2018), have highlighted that entrepreneurial ventures represent a significant and growing part of the global economy, contributing around 90% of economic projects worldwide. These ventures account for 50% of the U.S. gross domestic product (GDP), 62% in France, 43% in South Korea, 56% in Taiwan, 60% in China, and 70% in Hong Kong. Countries that have adopted an entrepreneurial economic model have seen substantial success, doubling their total production by 50-70% and employing 50-60% of their labor force. Major nations such as Singapore, Malaysia, and Indonesia heavily rely on entrepreneurial ventures for their national economies (Bassant Mahmoud, 2021, p. 57).

In the Arab world, entrepreneurship is estimated to contribute around 50% to the GDP, employing approximately 60% of the workforce. Several Arab nations, such as Saudi Arabia, aim to increase the contribution of entrepreneurship to the national GDP from 20% in 2015 to 35%, while reducing the unemployment rate from 6.11% to 7.5% by 2030 (Al-Kanouni, 2014, p. 10).

Regarding entrepreneurship in Egypt, the Global Entrepreneurship Monitor (GEM) reports for 2015-2016 and 2017-2018 highlighted that Egypt's early-stage entrepreneurial activity rate reached approximately 21.9%. Furthermore, the percentage of male self-employed workers was 33%, compared to just 2.12% for female workers. Egypt ranked last in both

entrepreneurial education and training: in 2008 out of 21 countries, in 2010 out of 53 countries, and in 2012 out of 69 countries (GEM, 2017-2018, pp. 7-8).

Continuing with these estimates, a study by Ibrahim (2015, p. 137) revealed that Egypt has a weak entrepreneurial activity rate, both in terms of entrepreneurial ventures and individuals aged 18-64, with a rate of only 82.7%. Additionally, Egypt is among the countries with the lowest cessation rates at 28.5%, with over 40% of businesses closing. Ismail's study (2018, p. 417) further pointed out Egypt's decline in the ranking for entrepreneurial research and training to the last place. Another study by Dahshan (2018) emphasized that efforts related to entrepreneurship remain limited, with Egypt ranked last in the Arab world and 89th out of 123 globally. Egypt's global entrepreneurship index ranges from 6.23% to 1.31% (Acs, Laszlo, Erkko, 2016, pp. 25-43-128).

Focusing on youth attitudes and challenges is essentially addressing the Egyptian society as a whole, recognizing that young people are the driving force behind societal progress. The characteristics of youth make this stage one of the most crucial in a person's life (Al-Khazaaleh, 2019, p. 166). Caring for youth means investing in the future, as they represent the human capital that will lead to the nation's revival and advancement (Al-Zahrani, 2009, p. 45).

Despite the importance of this group, there is a scarcity of studies related to entrepreneurship in communities, particularly within the Egyptian context. This gap highlights the need for more research in this area to address the lack of studies at both the local and global levels in this crucial field. Therefore, this research serves as a modest starting point, raising numerous questions that warrant further exploration and continued investigation in the domain of entrepreneurship.

2 Research Objectives:

This research aims to identify the trends of rural youth toward entrepreneurship and the mechanisms for enhancing them. This can be achieved through the following sub-objectives:

1. Identify the level of trends among rural youth toward entrepreneurship.

2. Determine the bilateral relationships between certain independent variables studied and the trends of rural youth toward entrepreneurship.

3. Identify the multiple correlation relationships among the studied quantitative independent variables as a whole and the trends of rural youth toward entrepreneurship.

4. Identify the challenges facing rural youth in relation to entrepreneurship.

5. Identify the mechanisms for enhancing the trends of rural youth toward entrepreneurship.

3 Research Hypotheses:

To achieve the objectives of the research, the following research hypotheses have been formulated:

1. There is a significant correlational relationship between each of the following variables: (age, education level, family size, monthly family income, size of family agricultural holdings, exposure to information sources, cultural openness, geographical openness, level of ambition, innovativeness, and informal social participation) and the degree of attitudes of the research sample toward entrepreneurship.

2. There are significant differences in the mean scores of the attitudes of the research sample toward entrepreneurship based on classifications of (gender, employment status, family type, knowledge of supporting entities for entrepreneurship, and professional status).

3. There is a significant multiple correlation between the combined quantitative independent variables studied (age, education level, family size, monthly family income, size of family agricultural holdings, exposure to information sources, cultural openness, geographical openness, level of ambition, innovativeness, and informal social participation) and the degree of attitudes of the research sample toward entrepreneurship.

4. Each of the studied quantitative independent variables contributes a unique significant effect in explaining the variance in the degree of attitudes of the research sample toward entrepreneurship.

4 Importance of the Research:

- It serves as a scientific guide for those working in the field of entrepreneurship.
- It expands the knowledge base for those engaged and interested in rural youth, highlighting the aspects to consider when planning and developing strategies and measures to enhance rural youth's attitudes toward entrepreneurship.
- It contributes to achieving economic development through increases in Gross National Product and per capita income,

and it also facilitates changes in the economic and social structures of countries. A well-exploited idea can contribute to a country's economy more than extensive strategic economic plans with a vast workforce and capital, encouraging investment, attracting capital, and enhancing the value of the national currency.

- It addresses the issue of job seekers in society by connecting individuals with freelance and self-employment opportunities, creating job opportunities that help generate good income sources, reduce poverty, and improve living standards.
- The significance of studying the field of entrepreneurship lies not only in its emergence as a new domain but also in its recognition as a global phenomenon that has received public attention at the international, national, and local levels.
- Knowledge forms the foundation for decision-making, necessitating an increase in research, broader involvement of scientific communities, and enhanced scientific cooperation to address emerging sustainable development issues, alongside developing communication channels between scientific communities and decision-makers and other stakeholders.
- The necessity for entrepreneurship becomes even more pronounced in light of the economic and social challenges facing the Egyptian economy, which hinder its latent resources, especially considering that it has the blessing of a youthful population, making it critically in need of activities and cultures that can transform the community for the better, including entrepreneurship.

5 Research Terminology:

- Entrepreneurship:

It refers to the skill of starting new businesses, especially when it involves recognizing new opportunities. Entrepreneurship is the activity focused on establishing a free enterprise, providing added economic value, and managing resources efficiently and effectively to present something new or innovate a new economic and administrative activity. It is characterized by a degree of risk, but it is a calculated risk (Al-Mubayrik & Al-Shammari, 2019, p. 25).

It is also defined as a creative activity aimed at forming and building something new of value by allocating the necessary time and effort and bearing the various associated risks, which leads to receiving the resulting returns and achieving satisfaction and ambition (Killias, 2013, p. 17).

According to "Al-Dahshan," entrepreneurship begins with an individual idea or through a group of people who believe it is beneficial, feel it has value, and see that people need it. A concept for its implementation is developed by studying all its aspects, considering the potentials and circumstances of the current reality and future ambitions. Then, a funding source is sought. Based on all this, the idea is transformed into a project after finalizing its model and bringing it to fruition, taking into account the obstacles that may arise. When the results and fruits of this project start to materialize, and the project proves itself and its viability, these individuals can then claim to be successful entrepreneurs (Al-Dahshan, 2018).

Attitude:

A development in the situation or the way individuals behave. It is defined as a mental state acquired as a result of the experiences an individual goes through in their environment or what they gain through education, which ultimately influences their behavior towards things, people, and situations positively or negatively (Al-Rayess, 2001, p. 421).

It is also described as an active force in determining an individual's response and directing their behavior. These attitudes can be positive or negative, varying in degrees of intensity or strength, and predispose the individual to respond preferentially to them (Farag & Aboul-Etta, 2010, p. 1384).

Furthermore, an attitude is defined as a response toward a person or idea, which can be negative or positive. It reflects the way an individual thinks or feels about a particular matter, influencing their actions regarding that matter and indicating the extent to which the individual supports or opposes it (Rabi', 2011, p. 165).

Fatima Sagray and others (2012, p. 232) define it as a permanent system of negative and positive evaluations, emotions, feelings, and a tendency to adopt positions of acceptance or rejection concerning certain things, situations (events), topics, and individuals.

Lastly, it is defined as the psychological position of the individual towards certain values or standards, meaning it is a psychological orientation that determines existing social standards (Siddiq, 2012, pp. 299-323).

Weiner et al. (2003, p. 2003) mentioned that attitudes have significant importance, which can be summarized as follows:

1. They help individuals acquire knowledge and motivate them to seek and enhance it.

2. An individual's attitudes reflect on the behavior of others.

3. They facilitate the individual's ability to behave (guide their responses) and make decisions in various situations.

4. They serve as a means to assist the individual in their efforts to achieve desired goals.

5. They lead the individual to feel, perceive, and think in a specific and consistent manner.

6. They organize the individual's perception during their activities and interactions.

Youth:

The United Nations defines youth as "individuals aged 15 to 24 years," while the Middle East Initiative defines them as "individuals aged 15 to 29 years" (United Nations Development Programme, 2018, p. 18).

Additionally, "Saqr" views youth as an age group characterized by its unique biological and psychological structure, which includes specific motivations and needs, and occupies a crucial role in the construction of society. Therefore, this age group is the target of globalization's efforts to reshape it, as they are the most malleable age group (Saqr, 2019, p. 49).

6 Previous Studies:

Reviewing previous studies, some have focused on investigating the attitudes of higher education students towards entrepreneurship. Among these is the study by "Al-Omari and Nasser" (2011), which aimed to identify the entrepreneurial characteristics of graduate students and their impact on their attitudes towards practicing entrepreneurial activities through an analytical study comparing students from the Arab University of Oman and the University of Damascus. The study reached several results, the most important of which was a positive correlation between the entrepreneurial characteristics of graduate students and entrepreneurial behavior, as well as a statistically significant effect of these characteristics on entrepreneurial activities, explaining 21% of entrepreneurial behavior and 19% of students' entrepreneurial aspirations.

Similarly, the study by "Ramadan" (2012) indicated that the percentage of students preferring to work for themselves is higher than those preferring to work for others, whether in the public or private sector. It also found that university students had an intention to start an entrepreneurial project, with a statistically significant impact of students' attitudes towards entrepreneurial work on their intention to establish an entrepreneurial project. Additionally, the influence of parents and friends on that intention was noted, along with the impact of the self-efficacy variable. The study results also indicated gender differences in students' intentions towards entrepreneurship, favoring males, as well as the influence of having one or both parents who own a business.

The study by "Rudhumbus et al." (2016) similarly focused on measuring fourth-year students' attitudes in undergraduate programs towards entrepreneurship education. The study was conducted on a sample of 712 students from two different universities in Botswana. The results showed that most students had a positive attitude towards entrepreneurship education programs and expressed a positive inclination towards working in entrepreneurship after graduation. Furthermore, the study indicated that challenges affecting students' attitudes towards entrepreneurship included difficulty accessing funding, lack of technical support during startup, and insufficient job opportunities.

Lastly, the study by "Amal Mehra and Sally Alwan" (2016) aimed to identify university students' attitudes towards self-employment and the differences in these attitudes based on gender and academic major. A random sample of 100 students from four colleges at the University of Baghdad was selected, and a questionnaire was used to assess their attitudes towards self-employment. The results showed that students at the University of Baghdad had positive attitudes towards self-employment, with males showing more positivity in their attitudes than females. However, no significant differences were found in youth attitudes towards self-employment based on academic major .

The study by "Ibrahim, Devesh, and Ubaidullah" (2017) aimed to assess the impact of graduate students' attitudes in Oman towards entrepreneurship. The researchers utilized exploratory factor analysis and multiple regression modeling to evaluate the attitudes and identify the influencing factors. A stratified sampling method was employed to select a sample of students from both private and public colleges in Muscat Governorate, with data collected using a questionnaire. The sample comprised 165 students. The results indicated that although students had positive attitudes towards entrepreneurship, their preference for starting their own businesses after graduation was low.

Additionally, the study by "Salwa Amin and San Mohammed" (2018) aimed to measure the level of attitudes of students in the Islamic Education College at Salahaddin University in Erbil towards the subject of entrepreneurship and to determine the significance of statistical differences in students' attitudes based on gender. This study employed a descriptive methodology and selected a simple random sample of 196 students from the fourth stage. A scale composed of four domains was applied to measure students' attitudes towards entrepreneurship. The findings revealed that students had

positive attitudes towards the subject of entrepreneurship, with statistically significant differences between the genders, showing that male students had higher attitudes than female students.

The study by Osaede et al. (2017) found positive attitudes among higher education students towards entrepreneurship, indicating that participation in entrepreneurship during studies does not negatively affect academic performance. A questionnaire on factors influencing entrepreneurship was used, revealing that personality traits, perceived behavioral control, and a prior family background in entrepreneurship predicted students' attitudes towards entrepreneurial projects. The study also noted statistically significant differences in interest in entrepreneurship based on gender, favoring males.

Additionally, the "National Center for Statistics and Information" (2020) conducted a study on the attitudes of Omani youth towards entrepreneurship, surveying a sample of 1,372 Omani job-seeking individuals aged 18 to 29 years. The results showed that approximately four out of five job-seeking youth (78%) expressed a desire to engage in entrepreneurship and establish their own business. The percentage was slightly higher among males at 80% compared to 76% for females.

Conversely, the study by "Al-Haramsheh" (2016) revealed negative attitudes among business students towards establishing entrepreneurial projects. This study utilized a two-part questionnaire: the first part gathered demographic information, while the second part included four domains: individual traits, anticipated benefits, fields, and encouraging reasons. The results indicated that most students preferred stable employment opportunities, with the lack of necessary funding and fear of risk being primary reasons preventing them from launching entrepreneurial ventures.

In contrast, several previous studies focused on identifying the challenges faced by youth in entrepreneurship. One such study by Al-Mari (2013) investigated the challenges faced by young entrepreneurs in Saudi business incubators, involving a total of 160 entrepreneurs. The sample size consisted of 131 entrepreneurs. The study employed a descriptive analytical approach through a survey methodology using a questionnaire as a data collection tool. The main challenges identified for young entrepreneurs included the need for systems that encourage the promotion of youth project products and help them establish themselves, as well as the necessity for greater advertising of their new products and services to raise consumer awareness of their advantages. Additionally, they experienced insufficient financial funding needed to implement innovative ideas. Other challenges included facing intense work pressures, especially during the establishment phase, the urgency to achieve profits, and low or nonexistent profit margins at the beginning of operating entrepreneurial projects.

The study by Mahdi (2014) identified the key challenges limiting the spread of entrepreneurial projects as a societal culture. These challenges include a lack of understanding or misinterpretation of the nature and value of work, the absence of a societal culture that respects public employment, which negatively impacts the support of the entrepreneurship concept among youth. Additionally, there are social and psychological barriers preventing individuals from benefiting from these elements, along with a lack of diversity in organizations that support entrepreneurship or contribute to promoting its culture within the community. Furthermore, the study by Abdullah et al. (2014) found that the main challenges affecting entrepreneurship among Palestinian youth include political challenges, the inadequacy of education to meet the requirements of the Palestinian economy, difficulties for young entrepreneurs in accessing funding, an outdated legal and legislative environment, stagnant social and cultural factors, and market barriers and competition

The study by Rizwan et al. (2017) found that the main challenges facing young entrepreneurs in Malaysian society include difficulty accessing job markets and managing resources, as well as the lack of an industrial cooperation network with experienced individuals. Additionally, there is a shortage of information about entrepreneurship and the entities that support it.

Moreover, several previous studies have focused on finding solutions to the challenges of entrepreneurship among youth. One such study by Barhoum (2014) aimed to assess the effectiveness of business incubators in addressing unemployment issues, encouraging young entrepreneurs, and transforming their creative ideas into economic projects. The main findings revealed that the level of services provided by business incubators was average, declining further after graduation. The study indicated that investment in the information technology sector is most suitable, as it heavily relies on providing qualified human resources regardless of location. Furthermore, the success rate of projects increases with a higher percentage of services provided by business incubators, showing a statistically significant positive relationship between the level of services and the chances of project success.

In another study by Al-Omari (2014), it was found that encouraging Omani youth to engage in entrepreneurship requires the development of post-basic education. The study proposed a strategy to implement entrepreneurial education in post-basic schools based on an analysis of the labor market and its requirements.

The study by Al-Mubairak and Al-Jasser (2014) argues that encouraging youth entrepreneurship requires providing environmental factors for the success of the entrepreneurship sector, which can be classified into two categories. The first category includes factors related to the micro-ecosystem, directly connected to entrepreneurship and interacting with its components. The absence of these factors, such as the lack of venture capital and inadequate research funding, is seen as a

failure for entrepreneurial projects. The second category involves factors related to the macro-ecosystem, which are surrounding factors that indirectly affect the growth of entrepreneurial businesses, including cultural, legal, legislative, political, economic, and infrastructural factors.

7 Research Methodology:

First: Study Limits:

- Geographical Scope: The research was conducted in the Dakahlia Governorate, which was randomly selected from among the 27 governorates in the Arab Republic of Egypt. Three centers were then randomly chosen from the nineteen centers in the governorate, which are: Aga, Sinbillawin, and Al-Mahalla. Following the same criteria, one village was selected from each center, resulting in the villages of: Ikhtab, Al-Hasaena, and Al-Mawajid in that order.

- Human Scope and Sample Selection Method: The research encompassed the total number of rural families in the three villages (Information and Decision Support Center in Dakahlia Governorate, 2024), totaling 7,000 rural families. Based on the tables attached to the Krejcie and Morgan formula (Krejcie & Morgan, 1970), the sample size was determined to be 364 rural families. This number was then distributed according to the representation ratio of each village in the total population, as illustrated in Table (1). A random sample of youth was selected from each family, provided they fell within the working age category of 18 to 29 years.

Table 1: Research Population and Study Sample

Center	Village	Total Number of Rural Households	Sample Size
Aja	**Akhtab**	2500	130
El-Senbellawein	**Al-Hassaynia**	2400	125
Al-Manzala	**Al-Mawajid**	2100	109
Total		**7000**	**364**

Source: Information and Decision Support Center of Dakahlia Governorate, unpublished data, 2024.

- Time Frame: Data was collected using a questionnaire through personal interviews with youth during the months of June and July 2024 .

- Data Collection Tool: A questionnaire was developed in alignment with the study's objectives. The questionnaire was reviewed, finalized, and necessary adjustments were made after conducting a preliminary test.

Third: Research Variables and How to Measure Them:

(A) Measurement of Independent Variables:

- **Gender:** Refers to whether the respondent is male or female, measured on a scale consisting of two categories. The numerical codes assigned are 2 for male and 1 for female.

- **Age:** Refers to the total number of complete years of the respondent from birth to the date of data collection, expressed as a numerical value. The mean age was 15.16 years, with a standard deviation of 3.54.

- **Educational Level:** Refers to the number of years of formal education completed successfully by the respondent up to the date of data collection. It was measured on an ordinal scale, where the values are as follows: illiterate 0 points, can read and write 4 points, primary certificate 6 points, preparatory certificate 9 points, intermediate qualification 12 points, above intermediate qualification 14 points, university qualification 16 points, and finally, post-university qualification 18-20 points. The mean was 11.47 points, with a standard deviation of 3.58.

- **Employment Status:** Refers to whether the respondent is engaged in any profession outside the home for which they receive payment, whether government or private, or is unemployed. It was measured on a nominal scale consisting of the two previous categories. The numerical codes assigned are (2, 1) respectively.

- **Occupation:** Refers to the type and nature of the work performed by the respondent as a means of earning a living, which is considered their primary source of income. It was measured on a nominal scale consisting of five categories: agriculture, crafts, freelance work, private sector employee, and government employee. The numerical codes assigned are (1, 2, 3, 4, 5) respectively.

- **Family Size:** Refers to the number of members in the respondent's family, represented by the spouse, children, and other relatives living together in a single household and sharing a social and economic life at the time of data collection, expressed as a numerical value. The mean family size was 6.95 members, with a standard deviation of 2.06.

- **Family Type:** Refers to whether the respondent's family consists of only two generations (nuclear) or more than two

generations (extended/compound). It was measured on a nominal scale consisting of two categories. The numerical codes assigned are (2, 1) respectively.

- **Monthly Family Income:** Refers to the total cash income of the family estimated monthly in Egyptian pounds at the time of data collection. The mean monthly income was 2878.16 EGP, with a standard deviation of 1117.42.

- **Size of Agricultural Holding:** Refers to the total area cultivated by the respondent's family measured in the number of feddans owned, rented, or shared, expressed as a numerical value at the time of data collection. The mean agricultural holding was 15.16 feddans, with a standard deviation of 3.54.

- **Exposure to Information Sources:** Refers to the sources that the respondent is exposed to and from which they derive their knowledge related to entrepreneurship. It was measured using a scale consisting of six statements: personal experience, family and relatives, neighbors and friends, daily newspapers, specialized magazines, and scientific books. The response categories were (always, sometimes, rarely, never), with assigned scores of (4, 3, 2, 1) respectively. The mean score was 15.04, with a standard deviation of 4.33.

- **Cultural Openness:** Refers to the extent of the respondent's exposure to various cultural media (radio, television, social media platforms like WhatsApp, Facebook, Twitter, browsing the internet, cultural seminars, political seminars, religious seminars). It was measured using a scale consisting of seven statements, with response categories being (always, sometimes, rarely, never), and scores of (4, 3, 2, 1) assigned respectively. The reliability of the scale was estimated using Cronbach's alpha, yielding a value of 0.792, indicating good reliability. The scores were summed to obtain the total score for cultural openness, with a mean of 15.80, and a standard deviation of 4.95.

- **Geographic Openness:** Refers to the frequency of the respondent's visits to (neighboring villages, the center to which the village belongs, other centers in the governorate, and other governorates). It was measured using a scale consisting of four statements, with response categories being (always, sometimes, rarely, never), and scores of (4, 3, 2, 1) assigned respectively. The reliability of the scale was estimated using Cronbach's alpha, yielding a value of 0.741, indicating good reliability. The scores were summed to obtain the total score for geographic openness, with a mean of 10.07, and a standard deviation of 3.16.

- **Level of Ambition:** Refers to the hopes, goals, and future aspirations that the respondent wishes to achieve at the time of data collection. It was measured using a scale consisting of nine statements, with response categories being (agree, neutral, disagree), and positive statements assigned weights of (3, 2, 1) respectively. Negative statements were assigned weights of (1, 2, 3) respectively. The reliability of the scale was estimated using Cronbach's alpha, yielding a value of 0.892, indicating good reliability. The scores were summed to obtain the total score for the level of ambition, with a mean of 17.33, and a standard deviation of 5.18.

- **Innovativeness:** Refers to the degree of the respondent's readiness to apply anything new. It was determined on a scale consisting of eight statements, with response categories being (agree, somewhat agree, disagree), and positive statements assigned scores of (3, 2, 1) respectively. Negative statements were assigned scores of (1, 2, 3) respectively. The reliability of the scale was estimated using Cronbach's alpha, yielding a value of 0.877, indicating good reliability. The scores were summed to express the total score for innovativeness, with a mean of 15.54, and a standard deviation of 4.62.

- **Informal Social Participation:** Refers to the respondent's participation in social life activities and events to increase social ties and strengthen relationships among individuals and groups they live with, and the extent of their continuity in this participation. It was measured using a scale consisting of six statements, with response categories being (always, sometimes, rarely, never), and scores of (4, 3, 2, 1) assigned respectively. The reliability of the scale was estimated using Cronbach's alpha, yielding a value of 0.780, indicating good reliability. The scores were summed to express the total score for informal social participation, with a mean of 14.30, and a standard deviation of 4.40.

- **Knowledge of Entrepreneurship Support Entities:** Refers to the respondent's awareness of entities that support entrepreneurship technically and financially when there is an entrepreneurial project idea. It was measured using a nominal scale consisting of two categories: (yes, no), with numerical codes assigned as (2, 1) respectively.

(B) Measurement of the Dependent Variable:

- Trends of Rural Youth towards Entrepreneurship: This refers to the psychological readiness reflected in the views of rural youth regarding entrepreneurship. This trend is expressed verbally as agreement, neutrality, or disagreement. It was measured using a scale consisting of 18 statements, with response categories being (Agree, Somewhat Agree, Disagree), and scores of (3, 2, 1) assigned respectively to positive statements. Scores of (1, 2, 3) were assigned to negative statements. The reliability of the scale was estimated using the Alpha coefficient, which was found to be 0.868, indicating the scale's reliability. The scores were summed to represent the total score of rural youth's trends

towards entrepreneurship, with a mean of 37.16 and a standard deviation of 9.15.

- Difficulties Faced by Rural Youth in Entrepreneurship Projects: This refers to the obstacles or challenges encountered by the respondents concerning entrepreneurship projects. It was measured using a scale consisting of 19 statements, with response categories being (Agree, Somewhat Agree, Disagree), and scores of (3, 2, 1) assigned respectively.
- Mechanisms to Enhance Trends of Rural Youth towards Entrepreneurship: This refers to the solutions or actions needed to promote the trends of rural youth towards entrepreneurship. It was measured using a scale consisting of 18 statements, with response categories being (Agree, Somewhat Agree, Disagree), and scores of (3, 2, 1) assigned respectively.

Fourth: Statistical Analysis Tools:

Statistical analysis was conducted using frequency distributions and percentages, means and standard deviations, Pearson correlation coefficient, as well as T-tests and F-tests, along with multiple linear regression analysis and Cronbach's alpha coefficient.

Fifth: The method used: The descriptive method and the analytical method were used.

Sixth: Statistical hypotheses: The research hypotheses were formulated in their zero form.

Seventh: Description of the Characteristics of the Sample:

Table (2) presents a description of the personal, social, economic, and communication characteristics of the research sample. It is evident from the table that more than half of the research sample members (53%) are male, while nearly half of the research sample members (45.3%) fall within the middle age category (33-43 years). Approximately two-thirds of the research sample members (65.4%) have an education level of 7 to 12 years, and about two-thirds of the research sample members (58.1%) are unemployed. Around one-third of the research sample members (28.8%) are engaged in self-employment. Nearly half of the research sample members (46.1%) have an average family size ranging from 6 to 7 individuals.

Moreover, more than half of the research sample members (54.4%) belong to extended families, and about one-fifth of the research sample members (45%) have an average monthly income ranging from 2700 to 4300 Egyptian pounds. The agricultural holding size for the family falls within the small category (less than 2 qirats), and half of the research sample members have an average exposure to information sources (49.5%).

Additionally, more than half of the research sample members have an average level of cultural and geographical openness and ambition (52.7%, 55.5%, and 51.4%, respectively). More than one-third of the research sample members have an average level of innovation (37.6%), and three-quarters of the research sample members (72.8%) have an average level of informal social participation. Finally, nearly two-thirds of the research sample members (61.5%) do not know the entities supporting entrepreneurship.

Table 2: Distribution of Rural Youth According to Their Personal Characteristics:

Independent Variables	Number	Percentage (%)	Independent Variables	Number	Percentage (%)
1- Gender			**9- Size of family agricultural holdings**		
Male	**193**	**53**	None	**92**	**25.3**
Female	**171**	**47**	Small (less than 2) carats	**163**	**44.5**
Total	**364**	**100**	Medium (2- less than 4) carats	**101**	**27.7**
2- Age			Large (4 or more) carats	**9**	**2.5**
Low (18-21) years	**81**	**22.3**	Total	**364**	**100**
Medium (22-25) years	**165**	**45.3**	**10- Exposure to information sources**		
High (26-29) years	**118**	**32.4**	Low (6-11) degrees	**102**	**28**
Total	**364**	**100**	Medium (12-18) degrees	**180**	**49.5**
3- Educational level			High (19-24) degrees	**82**	**22.5**
Low (less than 7) years	**29**	**8**	Total	**364**	**100**
Medium (7-12) years	**238**	**65.4**	**11- Cultural Openness**		
High (13 years and above)	**97**	**26.6**	Low (7-13) degrees	**124**	**34.1**
Total	**364**	**100**	Medium (14-21) degrees	**192**	**52.7**
4-Practical status			High (22-28) degrees	**48**	**13.2**
Employed	**153**	**42**	Total	**364**	**100**
Unemployed	**211**	**85**	**12- Geographical Openness**		

Total	**364**	**100**	Low (4-7) degrees	**104**	**28.6**
5- Professional status			Medium (8-12) degrees	**202**	**55.5**
Government Employee	**14**	**9.1**	High (13-16) degrees	**58**	**15.9**
Private Sector Employee	**36**	**23.5**	Total	**364**	**100**
Self-Employed	**44**	**28.8**	**13- Level of ambition**		
Artisan	**22**	**14.4**	Low (9-14) degrees	**105**	**28.8**
Works in Agriculture	**37**	**24.2**	Medium (15-21) degrees	**187**	**51.4**
Total	**153**	**100**	High (22-27) degrees	**72**	**19.8**
6- Family size			Total	**364**	**100**
Small family (less than 6) members	**60**	**16.5**	**14- Innovativeness**		
Medium family (6-7) members	**168**	**46.1**	Low (8-12) degrees	**120**	**33**
Large family (8 or more) members	**136**	**37.4**	Medium (13-18) degrees	**137**	**37.6**
Total	**364**	**100**	High (19-24) degrees	**107**	**29.4**
7-Family type			Total	**364**	**100**
Simple	**166**	**45.6**	**15- Informal social participation**		
Extended/Complex	**198**	**54.4**	Low (6-11) degrees	**75**	**20.6**
Total	**364**	**100**	Medium (12-18) degrees	**265**	**72.8**
8- Monthly family income			High (19-24) degrees	**24**	**6.6**
(Less than 2600) pounds	**140**	**38.5**	Total	**364**	**100**
(2700- 4300) pounds	**164**	**45**	**16- Knowledge of the entities that support entrepreneurship**		
(4400 and above) pounds	**60**	**16.5**	know	**140**	**38.5**
Total	**364**	**100**	don't know	**224**	**61.5**
			Total	**364**	**100**

8 Results and discussion:

First: Attitudes of the research sample members towards entrepreneurship:

A- Percentages of the distribution of the degrees of responses of the research sample members to the phrases of the attitude towards entrepreneurship:

By reviewing the responses of the research sample individuals to the statements of the trend towards entrepreneurship, it is clear from the results of Table (3) that these responses, according to the arithmetic mean, came at the forefront: Entrepreneurship develops the ability to manage business well with an arithmetic mean of 2.32 degrees, Entrepreneurship is a means of gaining the respect and appreciation of others with an arithmetic mean of 2.09 degrees, it is preferable to seek a government job over working on a private project with an arithmetic mean of 2.05 degrees, owners of entrepreneurial projects earn limited profits with an arithmetic mean of 2.02 degrees, Entrepreneurship leads to a sense of economic security with an arithmetic mean of 2.00 degrees. While at the end it came: it is preferable to start practical life with a private entrepreneurial project with an arithmetic mean of 1.85 degrees, it is preferable to carry out projects that the labor market needs with an arithmetic mean of 1.83 degrees, individuals believe in the value and importance of entrepreneurship with an arithmetic mean of 1.80 degrees, Entrepreneurship achieves independence and a sense of human value with an arithmetic mean of 1.71 degrees.

Table 3: Percentages of the distribution of the scores of the research sample members' responses to the statements of the trend towards entrepreneurship:

Statements	**Agree**		**Somewhat agree**		**Disagree**		**Arithmetic mean Number**	**Ranking %**
	Number	**%**	**Number**	**%**	**Number**	**%**		
Government jobs are safer and less risky (-)	141	38.7	84	23.1	139	38.2	1.99	7M
Entrepreneurship is a good way to achieve ambition (+)	139	38.2	80	22	145	39.8	1.98	8M
Entrepreneurship is a way to gain respect and appreciation from others (+)	175	48.1	47	12.9	142	39	2.09	2

Entrepreneurship helps to bear responsibility and self-confidence (+)	130	35.7	75	20.6	159	43.7	1.92	10
Entrepreneurship leads to improving the standard of living (+)	123	33.8	78	21.4	163	44.8	1.89	11
Entrepreneurship achieves independence and a sense of human value (+)	98	26.9	62	17	204	56	1.71	16
Entrepreneurship develops the spirit of innovation and creativity in individuals (+)	148	40.7	64	17.6	152	41.8	1.99	7
Entrepreneurship enables obtaining a better social status than government work (+)	138	37.9	42	11.5	184	50.5	1.87	12M
It is preferable to seek a government job over working on a private project (-)	138	37.9	68	18.7	158	43.4	2.05	3
It is preferable to carry out projects that the labor market needs (+)	94	25.8	113	31	157	43.1	1.83	14
Individuals believe in the value and importance of entrepreneurship (+)	119	32.7	53	14.6	192	52.7	1.80	15
Entrepreneurship leads to a sense of economic security (+)	138	37.9	89	24.5	137	37.6	2	6
It is preferable to start a practical life with a private entrepreneurial project (+)	118	32.4	75	20.6	171	47	1.85	13
Entrepreneurship is the best way to solve the unemployment problem (+)	150	41.2	75	20.6	139	38.2	2.03	4
It is preferable to study the experiences of other entrepreneurs (+)	147	40.4	61	16.8	156	42.9	1.98	8
Entrepreneurship develops the ability to manage business well (+)	214	58.8	53	14.6	97	2.52	2.32	1
Entrepreneurship is a national necessity to achieve development (+)	110	30.2	122	33.5	132	36.3	1.94	9
Entrepreneurship aims to achieve self-sufficiency in society (+)	126	34.6	66	18.1	172	47.3	1.87	12
Owners of entrepreneurial projects earn limited profits (-)	148	40.7	77	21.2	139	38.2	2.02	5

B- Level of Attitudes of the Research Sample Individuals Towards Entrepreneurship:

Table (4) presents the level of attitudes of the research sample individuals towards entrepreneurship, showing that 32.7% of the research sample individuals are at a low level, 41.2% are at a medium level, and 26.1% are at a high level.

Table 4: Levels of Attitudes of Rural Youth Towards Entrepreneurship:

Category	Number of Individuals	Percentage of Individuals (%)
High (18-32) degrees	119	32.7
Medium (33-43) degrees	150	41.2
High (44-57) degrees	95	26.1
Total	364	100

The data indicate that approximately three-quarters of the research sample (73.9%) have low to moderate levels of attitudes toward entrepreneurship (see Figure 1). This may be attributed to the fact that more than half of the research sample are females (53%), and some of them might be content with obtaining a degree or may not have access to suitable job

opportunities that match their skills and potentials. Not everyone can be a successful entrepreneur. Additionally, the preference of the research sample for government jobs may be due to the associated benefits, such as stability, a fixed income, lower risks, and better pension plans, according to their perceptions.

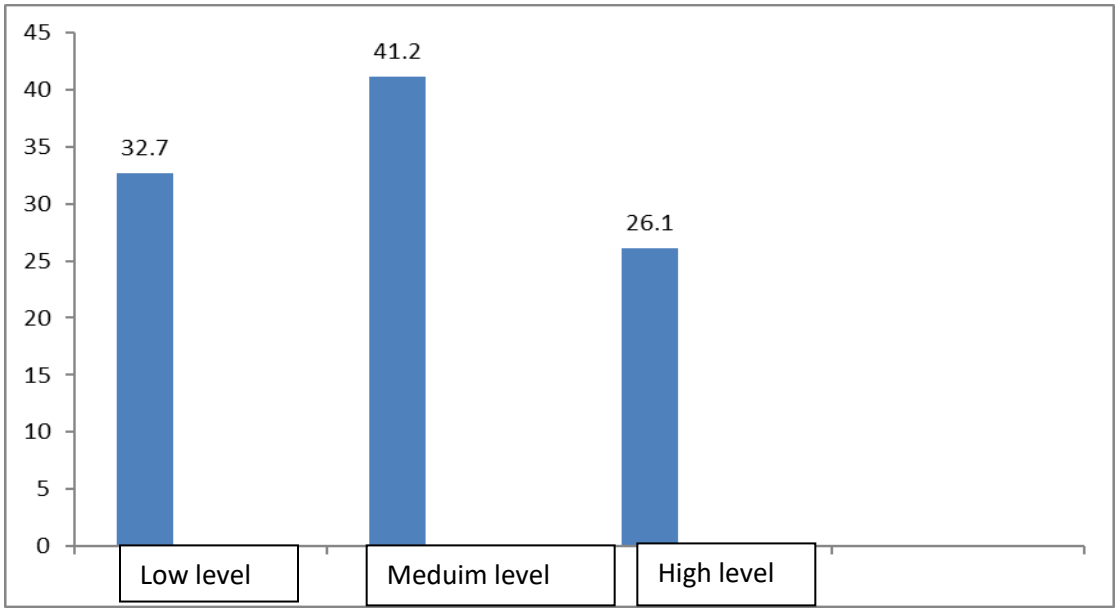

Fig. 1: Level of Rural Youth Attitudes Toward Entrepreneurship

Second: The Bivariate Relationships Between the Studied Independent Variables and the Degree of Attitudes of the Research Sample Towards Entrepreneurship:

1. Simple Correlation Relationships (Pearson) Between the Studied Quantitative Independent Variables and the Degree of Attitudes of the Research Sample Towards Entrepreneurship:

To determine the factors associated with the studied quantitative independent variables and the degree of attitudes of the research sample towards entrepreneurship, the first statistical hypothesis was tested: "There is no significant correlation between the following: (age, educational level, family size, monthly family income, size of the agricultural holding of the family, exposure to information sources, cultural openness, geographical openness, level of ambition, innovativeness, informal social participation)" and the degree of attitudes of the research sample towards entrepreneurship. To test the validity of this hypothesis, the simple correlation coefficient (Pearson) was used.

The results in Table (5) indicate a positive and statistically significant correlation at the 0.01 level between the following variables: educational level, information sources, cultural openness, level of ambition, innovativeness, and the degree of attitudes of the research sample towards entrepreneurship, with simple correlation coefficients of 0.336, 0.262, 0.242, 0.324, and 0.297, respectively.

However, no significant correlation was found between age, family size, size of the agricultural holding of the family, geographical openness, informal social participation, and the degree of attitudes of the research sample towards entrepreneurship.

Therefore, we can partially reject the first statistical hypothesis and partially accept the research hypothesis.

Table 5: Values of the Simple Correlation Coefficients (Pearson) Between the Studied Quantitative Independent Variables and the Degree of Attitudes of the Research Sample Towards Entrepreneurship:

Independent Variables	Pearson Correlation Coefficient
Age	**0.018**
Educational Level	**0.336****
Family Size	**0.064**
Monthly income of the family	**0.090**
Size of the agricultural holding of the family	**0.077**
Exposure to information sources	**0.262****
Cultural Openness	**0.242****
Geographical Openness	**0.030**

Level of Ambition	**0.324****
Innovation	**0.297****
Informal social participation	**0.027**

****At a significance level of 0.01 *At a significance level of 0.05**

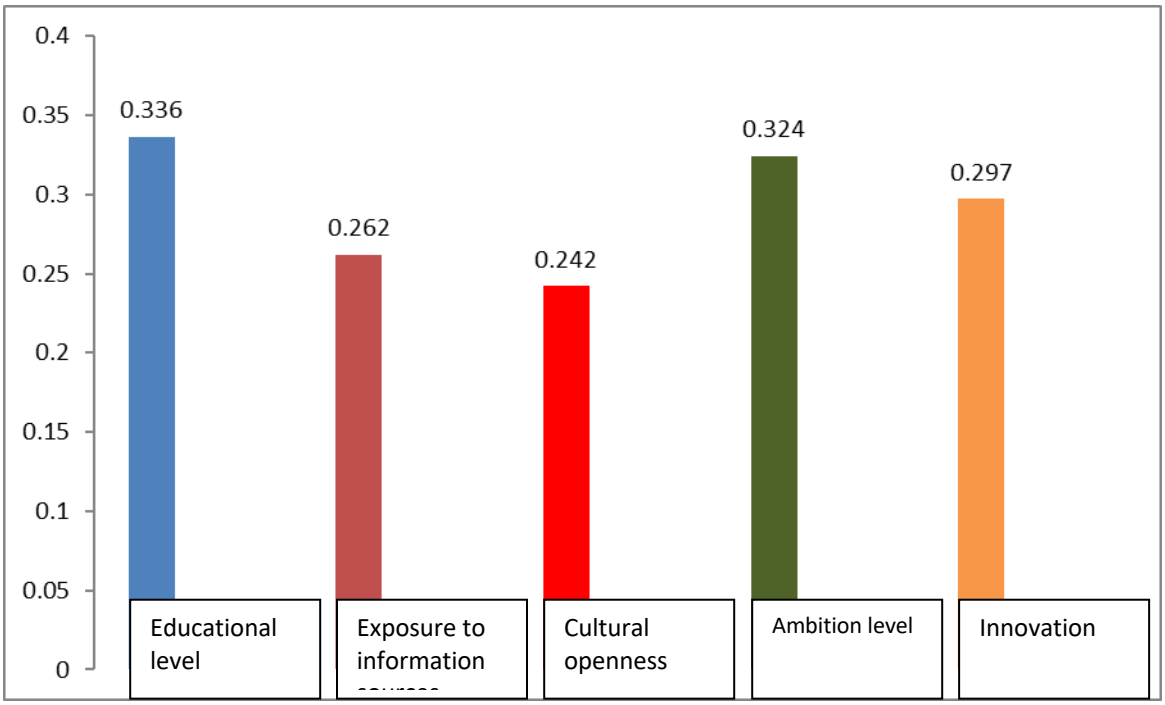

Fig. 2: Values of the Simple Correlation Coefficients (Pearson) Between the Studied Independent Quantitative Variables and the Degree of Research Sample Individuals' Attitudes Toward Entrepreneurship:

The positive significance of the relationship between educational level, exposure to information sources, cultural openness, levels of ambition, and innovation, and the degree of the research sample's attitudes toward entrepreneurship can be explained as follows:

As educational levels increase, the attitudes of the research sample toward entrepreneurship also improve. This may be attributed to the fact that education at all stages, whether school or university, plays a crucial role in equipping rural youth with the essential knowledge about various aspects of the entrepreneurship world. Higher educational attainment leads students in higher education to recognize the importance of entrepreneurship in the coming stages, given the limited need for jobs in the public sector and the private sector's frequent failure to meet the aspirations of youth due to low wages in many of its institutions and companies. As a result, many young individuals are positively inclined toward entrepreneurship as a professional path that can fulfill their ambitions.

- As exposure to information sources and cultural openness increases, so does the degree of the research sample's attitudes toward entrepreneurship. This could be due to the fact that individuals in the research sample who are more exposed to awareness programs have increased perceptions, knowledge, and attitudes regarding the importance of entrepreneurship in creating job opportunities that help generate good income sources, reduce poverty, and improve living standards. The foundation of knowledge lies in the pursuit and search for information, whether through modern communication means like the internet, books, scientific research, or by attending seminars and training courses.

- As levels of ambition increase, so does the degree of the research sample's attitudes toward entrepreneurship. This may be because youth are motivated by their attitudes, ideas, beliefs, values, behaviors, and stable feelings towards awareness of entrepreneurship, its importance, and its role in individual independence and achieving self-sufficiency. An ambitious person always seeks methods and means to translate their ambitions into action, especially since the results indicate that 71.2% of young individuals have high to medium levels of ambition. Currently, entrepreneurship is one of the strongest avenues available, through which individuals can earn significant profits, characterized by innovation, creativity, and risk-taking, which are essential traits of ambitious individuals.

- As innovation increases, so does the degree of the research sample's attitudes toward entrepreneurship. This may be because innovative individuals possess the following qualities: initiative, enthusiasm, awareness of their community's

conditions and needs, belonging to it, a desire to improve and change it for the better, self-confidence, the ability to understand others and interact with them, as well as a high capacity to influence others. These traits align with the characteristics of entrepreneurs.

2- "T" Test to Examine the Significance of Differences in Average Scores of Research Sample Individuals' Attitudes Towards Entrepreneurship Classified by: (Gender, Employment Status, Type of Family, Knowledge of Supportive Entities for Entrepreneurship)

To determine the significance of differences between the average scores of research sample individuals' attitudes towards entrepreneurship classified by: (gender, employment status, type of family, knowledge of supportive entities for entrepreneurship), the second null hypothesis was tested: "There are no significant differences between the average scores of research sample individuals' attitudes towards entrepreneurship classified by: (gender, employment status, type of family, knowledge of supportive entities for entrepreneurship)." To test the validity of this hypothesis, a "T" test was used to examine the significance of differences between the average scores of research sample individuals' attitudes towards entrepreneurship classified by: (gender, employment status, type of family, knowledge of supportive entities for entrepreneurship).

- **Gender:**

The results of Table (6) indicate that the mean scores of the research sample's attitudes toward entrepreneurship were (38.37, 36.09) for males and females, respectively. The calculated "t" value was (2.39), which is statistically significant at the 0.05 level. This suggests that there are significant differences in the mean scores of the research sample's attitudes toward entrepreneurship based on gender, favoring males. Therefore, we can partially reject the null hypothesis and accept the research hypothesis.

- **Employment Status:**

The results of Table (6) show that the mean scores of the research sample's attitudes toward entrepreneurship were (35.81, 39.04) for individuals who are employed and unemployed, respectively. The calculated "t" value was (3.38), which is statistically significant at the 0.01 level. This indicates that there are significant differences in the mean scores of the research sample's attitudes toward entrepreneurship based on employment status, favoring those who are unemployed. Therefore, we can partially reject the null hypothesis and accept the research hypothesis.

- **Family Type:**

The results of Table (6) reveal that the mean scores of the research sample's attitudes toward entrepreneurship were (37.03, 37.33) for individuals living in nuclear families and those living in extended/complex families, respectively. The calculated "t" value was (0.32), which is not statistically significant, indicating no significant differences in the mean scores of the research sample's attitudes toward entrepreneurship based on family type. Thus, we can partially reject the null hypothesis and accept the research hypothesis.

- **Knowledge of Supportive Entities for Entrepreneurship:**

From the results of Table (6), it is clear that the mean scores of the research sample's attitudes toward entrepreneurship were (37.19, 37.12) for those who are knowledgeable about supportive entities for entrepreneurship and those who are not, respectively. The calculated "t" value was (0.07), which is not statistically significant, indicating no significant differences in the mean scores of the research sample's attitudes toward entrepreneurship concerning knowledge of supportive entities for entrepreneurship. Therefore, we can partially reject the null hypothesis and partially accept the research hypothesis.

Table 6: Results of the "t" Test for Testing the Significance of Differences in Mean Scores of the Research Sample's Attitudes Toward Entrepreneurship Classified by: (Gender, Employment Status, Family Type, Knowledge of Supportive Entities for Entrepreneurship)

Classification Variable	(Groups)	Arithmetic mean	Standard deviation	t-Value
Gender	Males	36.09	8.58	2.39*
	Females	38.37	9.64	
Employment Status	Employed	35.81	8.39	3.38**
	Unemployed	39.04	9.83	
Family Type	Nuclear Families	37.03	8.96	0.32
	Extended/Complex Families	37.33	9.40	

Knowledge of Supportive Entities	**Knowledgeable**	**37.19**	**8.78**	**0.07**
	Not Knowledgeable	**37.12**	**9.76**	

****At a significance level of 0.01 *At a significance level of 0.05**

The existence of significant differences in the average degrees of attitudes towards entrepreneurship for males and those who do not work higher than females can be explained, and this result is due to the fact that males are more in contact or interaction with freelance work and launch their ideas and face financial freedom through private trade that brings them income and then expand the idea to establish productive projects.

3- "F" test to test the significance of the differences between the average degrees of attitudes of the research sample members towards entrepreneurship when classified on the basis of (professional status).

To determine the significance of the differences between the average degrees of attitudes of the research sample members towards entrepreneurship when classified on the basis of (professional status), the second statistical hypothesis was tested "There are no significant differences between the average degrees of attitudes of rural youth towards entrepreneurship when classified on the basis of (professional status), and to test the validity of this hypothesis, the "F" test was used to test the significance of the differences between the average degrees of attitudes of rural youth towards entrepreneurship when classified on the basis of (professional status).

Employment Status Results

The results in Table (7) show that the mean scores of rural youth's attitudes toward entrepreneurship based on their employment status (working in agriculture, artisan, self-employed, private sector employee, government employee) were (38.49, 39.27, 41.32, 38.44, 34.50) respectively. The calculated "F" value was 4.64, which is statistically significant at the 0.01 level. This indicates that there are significant differences in the mean scores of the research sample's attitudes toward entrepreneurship based on employment status. Therefore, we can partially reject the second null hypothesis and accept the research hypothesis.

Table 7: Results of the "F" Test for Testing the Significance of Differences in Mean Scores of the Research Sample's Attitudes Toward Entrepreneurship Classified by Employment Status

Independent Variables	Groups	Mean	Standard Deviation	F Value
Employment Status	Works in Agriculture	**38.49**	**10.37**	**3.64**
	Artisan	**39.27**	**8.39**	
	Self-Employed	**41.32**	**10.26**	
	Private Sector Employee	**38.44**	**9.61**	
	Government Employee	**34.50**	**8.99**	

****At a significance level of 0.01 *At a significance level of 0.05**

Upon examining the previous result, it is noted that the average attitudes toward entrepreneurship among members of the research sample who work in self-employment are higher. This may be attributed to the limited demand for jobs in the public sector, as well as the private sector often failing to meet the aspirations of young people due to low wages in many of its institutions and companies. Consequently, many young individuals are positively inclined toward entrepreneurship as a career path that can fulfill their ambitions and future aspirations.

Third: Multiple Correlational and Regression Relationships Between the Studied Quantitative Independent Variables and the Attitudes of the Research Sample Toward Entrepreneurship:

To determine the multiple correlational relationships between the quantitative independent variables studied and the attitudes of the research sample toward entrepreneurship, the third research hypothesis was formulated. To verify the validity of this hypothesis, the following null statistical hypothesis was formulated: "There is no multiple correlation between the studied quantitative independent variables combined (age, educational level, family size, monthly family income, size of the family's agricultural holding, exposure to information sources, cultural openness, geographical openness, level of ambition, innovativeness, and informal social participation) and the attitudes of the research sample toward entrepreneurship." To test the validity of this hypothesis, the multiple correlation coefficient between the studied quantitative independent variables and the attitudes of the research sample toward entrepreneurship was used.

The results in Table (8) indicate that the variables (age, educational level, family size, monthly family income, size of the

family's agricultural holding, exposure to information sources, cultural openness, geographic openness, level of ambition, innovativeness, and informal social participation) collectively correlate with the attitudes of the research sample toward entrepreneurship, with a multiple correlation coefficient of 0.586. The calculated F-value was 16.72, which is statistically significant at the 0.01 level. This suggests a significant multiple correlation between the quantitative independent variables studied and the attitudes of the research sample toward entrepreneurship. The coefficient of determination indicates that the independent variables collectively explain 34.3% of the variance in the attitudes of the research sample toward entrepreneurship.

Therefore, we can partially accept the third null hypothesis and reject the research hypothesis.

Table 8: presents the values of the standardized partial regression coefficients between the studied quantitative independent variables and the attitudes of the research sample toward entrepreneurship.

Independent Variables	Attitudes of the Sample Individuals Toward Entrepreneurship	
	Regression Coefficients	Standardized Partial Regression Coefficients
	0.086	
	0.170**	**0.183****
Family Size	**0.079**	
Monthly Income of the Family	**0.070**	
Size of the Family's Agricultural Holding	**0.059**	
Exposure to Information Sources	**0.415****	**0.524****
Cultural Openness	**0.375**	
Geographical Openness	**0.096**	
Level of Aspiration	**0.334****	**0.314****
Innovativeness	**0.383****	**0.364****
Informal Social Participation	**0.044**	
Values of the Multiple Correlation Coefficient (R)	**0.586**	**0.576**
Values of the Coefficient of Determination (R^2)	**0.343**	**0.331**
F Value	**16.72****	**29.49****

At a significance level of 0.01 **At a significance level of 0.05**

(b): The relative contribution of the studied quantitative independent variables in explaining the variance in the attitudes of the research sample toward entrepreneurship:

To determine the relative contribution of the studied quantitative independent variables in explaining the variance in the degree of attitudes of the research sample toward entrepreneurship, the fourth research hypothesis was formulated. To verify the validity of this hypothesis, the following null statistical hypothesis was proposed: "No independent quantitative variable contributes significantly to explaining the variance in the degree of attitudes of the research sample toward entrepreneurship." To test this hypothesis, a standard partial regression analysis was conducted.

The results in Table (8) show that the variables of educational level, exposure to information sources, cultural openness, ambition level, and innovativeness are associated with the degree of attitudes of the research sample toward entrepreneurship, with a multiple correlation coefficient of 0.584. The calculated F-value is 29.49, which is statistically significant at the 0.01 level. Therefore, it can be concluded that there is a multiple correlation between the four independent variables combined and the degree of attitudes of the research sample toward entrepreneurship. The coefficient of determination indicates that the independent variables together explain 33.1% of the variance in the degree of attitudes of the research sample toward entrepreneurship.

When reviewing the relative importance of the independent variables based on the absolute value of the standard partial regression coefficients, it is clear that the variable of exposure to information sources has a coefficient of 0.424, ranking first in terms of its effect on the degree of attitudes of the research sample toward entrepreneurship. The variable of innovativeness has a coefficient of 0.364, ranking second. The ambition level variable has a coefficient of 0.314, ranking third, while the educational level variable has a coefficient of 0.183, ranking fourth and last. Therefore, we can partially reject the fourth null hypothesis and accept the research hypothesis.

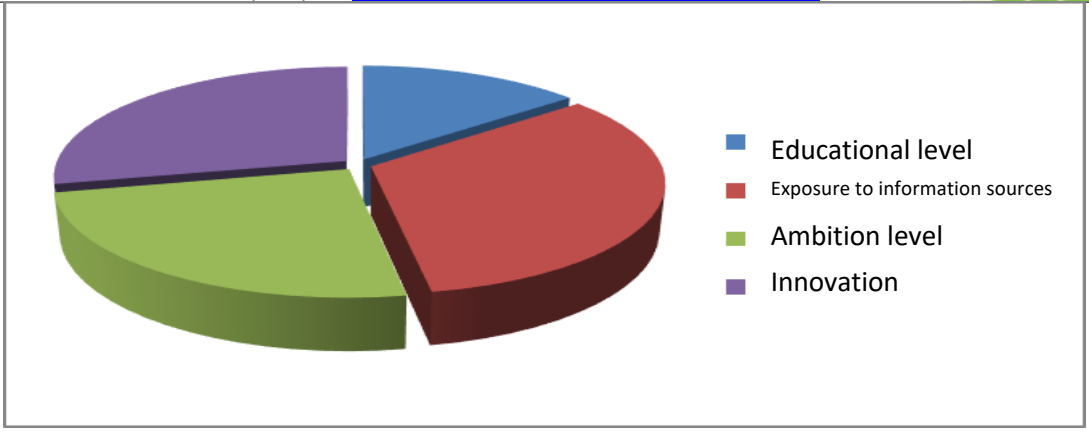

Fig. 3: Variables with a significant contribution to explaining the variance in the degrees of rural youth's attitudes towards entrepreneurship.

Fourth: Difficulties Facing Rural Youth in Entrepreneurship Projects:

- Percentage Distribution of Response Scores Regarding the Difficulties Encountered by the Research Sample in Entrepreneurship Projects:

By reviewing the responses of rural youth regarding the statements of agreement on the difficulties facing the research sample towards entrepreneurial projects, it is evident from Table (9) that the highest-ranked statement based on the mean score is the lack of experience, personal capabilities, and necessary work skills for entrepreneurship, with a percentage of 55.2% and a mean score of (2.21).

This is followed by the absence of financial incentives that facilitate creativity and innovation, with a mean score of (2.19), and the difficulty of obtaining loans for entrepreneurial projects, which has a mean score of (2.06). The lowest-ranked difficulty is that the project may not yield the expected economic returns, with a mean score of (1.77).

This result can be interpreted as the absence of financial incentives that enable youth to innovate or consider any entrepreneurial project diminishes their interest in such projects, thus increasing the challenges they face in pursuing entrepreneurial ventures

Table 9: Percentage Distribution of Responses on the Difficulties Faced by Rural Youth in Entrepreneurship Projects

Statements	Agree		Somewhat agree		Disagree		Arithmetic mean	Ranking
	Number	%	Number	%	Number	%		
Lack of experience, personal capabilities and work skills necessary for entrepreneurship	204	56	31	8.5	129	35.4	2.21	**1**
There is no financial incentive that enables creativity and thinking	190	52.2	55	15.1	119	32.7	2.19	**2**
Lack of marketing outlets to introduce the consumer to the services of these projects	143	39.3	78	21.4	143	39.4	2	**5**
Lack of awareness of the procedures for implementing entrepreneurship projects	132	36.3	79	21.7	153	42	1.94	**8**
The preference of the local consumer for foreign products similar to the products of these projects	106	29.1	79	21.7	179	49.2	1.80	**14M**
The high interest rate on loans granted to these projects	158	43.4	67	18.4	139	38.2	2.05	**4M**
There is no source through which I can learn about the latest developments in entrepreneurship	133	36.5	64	17.6	167	45.9	1.91	**9**
Difficulty in obtaining a loan to work in entrepreneurship projects	156	42.9	75	20.6	133	36.5	2.06	**3**
Scarcity of specialized devices in the field of marketing entrepreneurship projects	94	25.8	112	30.8	158	43.4	1.82	**12**
Lack of training programs on entrepreneurship and entrepreneurship project management	131	36	64	17.6	169	46.4	1.89	**10**

Difficulty in bearing responsibility for an entrepreneurial project	108	29.7	75	20.6	181	49.7	1.80	**14**
The area in which I reside does not have the infrastructure and facilities necessary for entrepreneurship	130	35.7	91	25	143	39.3	1.96	**6**
Lack of moral family support towards working in entrepreneurship projects	125	34.3	97	26.6	142	39	1.95	**7**
Difficulty in obtaining capital	164	45.1	54	14.8	146	40.1	2.05	**4**
Fear of the financial obligations that result from establishing the entrepreneurial project	93	25.5	98	26.9	173	47.5	1.78	**16**
The project will not achieve the expected economic return from it	94	25.8	91	25	179	49.2	1.77	**17**
Leading a project Special Difficult Matter	100	27.4	88	24.2	176	48.4	1.79	**15**
Lack of ability to face competition in the labor market	124	34.1	72	19.8	168	46.2	1.88	**11**
Looking down on private business owners	119	32.7	57	15.7	188	51.6	1.81	**13**

B- The level of rural youth's approval of the difficulties they face towards entrepreneurship projects:

Table (10) shows the level of approval of the research sample members towards the difficulties they face towards entrepreneurship projects, and it is clear from it that 34.9% of the research sample members are at the low level, 40.1% are at the medium level, and 25% are at the high level.

Table 10: The level of approval of rural youth towards the difficulties they face towards entrepreneurship projects:

Category	Number of Individuals	Percentage of Individuals (%)
Low (19-32) degrees	**127**	**34.9**
Medium (33-43) degrees	**146**	**40.1**
High (44-57) degrees	**91**	**25**
Total	**364**	**100**

The results indicate that approximately one-fifth of the research sample expressed a moderate level of agreement regarding the difficulties they face in relation to entrepreneurship projects.

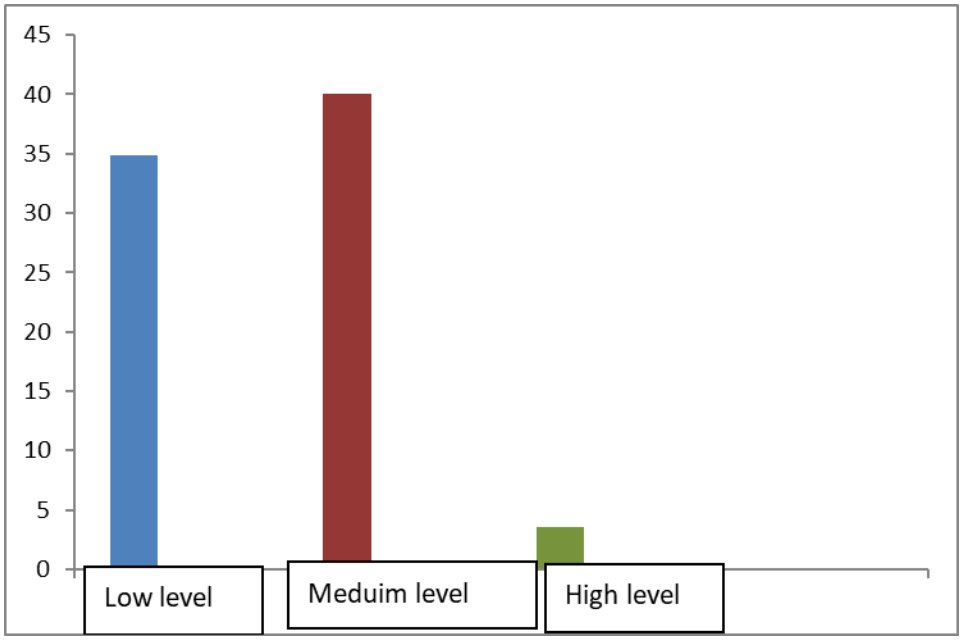

Fig. 4: Level of Agreement Among Rural Youth on the Challenges They Face in Entrepreneurship Projects.

Fifth: Mechanisms to Enhance Rural Youth Attitudes Toward Entrepreneurship

- Percentage Distribution of Research Sample Responses to Agreement Statements on Mechanisms to Enhance Attitudes Toward Entrepreneurship:

By reviewing the responses of the research sample to the statements regarding mechanisms to enhance attitudes toward

entrepreneurship, it is clear from Table (11) that the highest-rated statement according to the mean score is "Increasing training workshops related to entrepreneurship projects," with a percentage of 57.1% and a mean score of 2.26. The statement "Providing general facilities by the Social Development Fund for all categories" follows with a mean score of 2.22. The statement "Allocating special privileges for the entrepreneur" has a mean score of 2.08. In contrast, the statement "Intensifying training courses in managing entrepreneurial projects" ranked last, with a mean score of 1.76.

Table 11: Percentages of Distribution of Research Sample Responses to Statements Agreeing on the Mechanisms to Promote Entrepreneurship:

Statements	Agree		Somewhat agree		Disagree		Arithmetic mean	Ranking
	Number	%	Number	%	Number	%		
Providing general facilities by the Social Development Fund for all categories	191	52.5	61	16.8	112	30.8	2.22	2
Increasing training workshops related to entrepreneurship projects	208	57.1	41	11.3	115	31.6	2.26	1
Raising the amount of specialized loans for social security and low-income groups	156	42.9	75	20.6	133	36.5	2.06	5
Enhancing media awareness to highlight the importance of entrepreneurship	133	36.5	90	24.7	141	38.7	1.98	7
Developing consulting services and intensifying the guidance, follow-up, and evaluation of projects	106	29.1	91	25	167	45.9	1.83	12
Increasing the number of government business incubators for entrepreneurship projects	156	42.9	78	21.4	130	35.7	2.07	14
Focusing on home-based entrepreneurial activities	134	36.8	68	18.7	162	44.5	1.92	10
Allocating special privileges to the person managing the entrepreneurial project	160	43.9	73	20.1	131	36	2.08	3
Providing qualified human resources to market entrepreneurial project products	94	25.8	112	30.8	158	43.4	1.82	14
Providing qualified human resources to lead entrepreneurial ventures	131	36	63	17.3	170	46.7	1.89	11
Raising community awareness of the importance of entrepreneurship	108	29.7	75	20.6	181	49.7	1.80	15
Enacting laws to provide protection for innovations offered by entrepreneurial projects	130	35.7	91	25	143	39.3	1.96	8
Simplifying the procedures for starting an entrepreneurial project	123	33.8	100	27.5	141	38.7	1.95	9
Promoting an entrepreneurial culture through social media	155	42.6	70	19.2	139	38.2	2.04	6
Allocating an annual award for the best entrepreneur in entrepreneurial projects	93	25.5	98	26.9	173	47.5	1.78	17
Establishing consulting centers for entrepreneurs to provide advice related to their projects	101	27.7	87	23.9	176	48.4	1.79	16
Intensifying training courses in managing entrepreneurial projects	94	25.8	89	24.5	181	49.7	1.76	18
Organizing workshops to generate new creative ideas	124	34.1	72	19.8	168	46.2	1.88	12

B- The Level of Rural Youth's Agreement on the Mechanisms to Promote Entrepreneurship:

Table (12) presents the level of agreement among the research sample on the mechanisms to promote rural youth's attitudes toward entrepreneurship. It shows that 27.5% of the research sample fall into the low agreement level, 44.2% into the medium agreement level, and 28.3% into the high agreement level.

Table 12: Level of Rural Youth's Agreement on Mechanisms to Promote Rural Youth's Attitudes Towards Entrepreneurship

Category	Number of Individuals	Percentage of Individuals (%)
Low (18-30) degrees	**80**	**22**
Medium (31-41) degrees	**161**	**44.2**
High (42-54) degrees	**103**	**28.3**
Total	**364**	**100**

The results indicate that nearly half of the respondents have a moderate level of agreement on the mechanisms for promoting entrepreneurship.

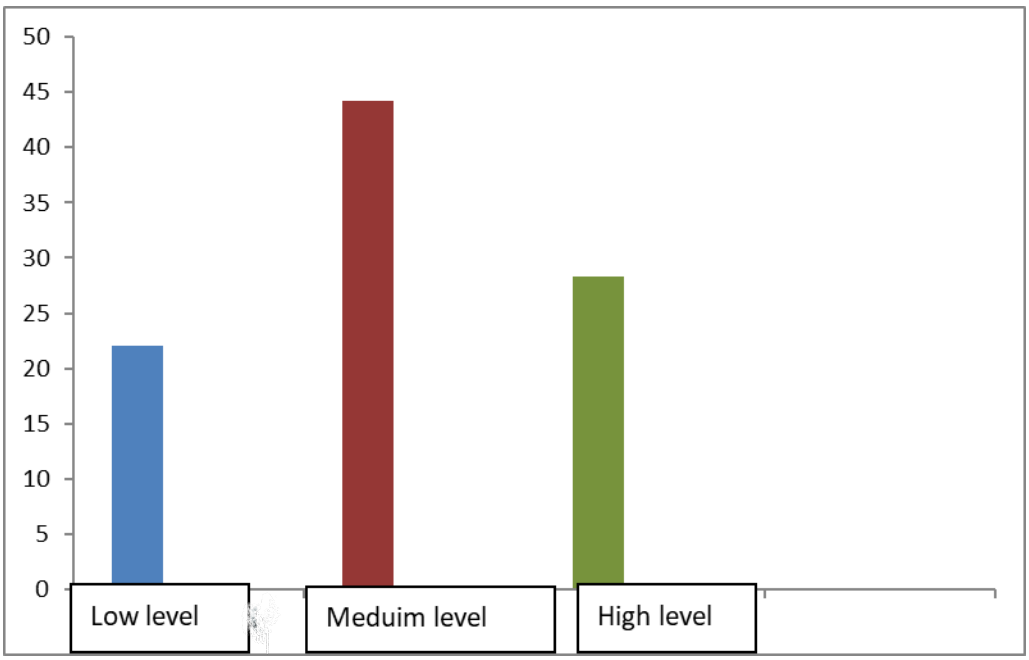

Fig. 5: Level of Rural Youth Agreement on Mechanisms for Promoting Entrepreneurship

From the previous results, we can conclude that approximately one-fifth of rural youth (41.2%) have a medium level of attitudes towards entrepreneurship. This may be attributed to the fact that more than half of the rural youth in the sample are male (53%).

Additionally, 61.5% of rural youth are unaware of the institutions that support entrepreneurship. This lack of awareness may stem from their perceptions of various reasons, including the multitude of administrative entities involved in organizing financing, training, registration, support, and supervision of entrepreneurship. There is also a communication gap between the supporting institutions and the youth, along with some conditions required to obtain financing loans. Moreover, the weak infrastructure in some areas and the lack of strong internet networks contribute to this issue.

The lack of experience, personal capabilities, and the necessary work skills for entrepreneurship, combined with the absence of financial incentives that enable creativity and innovation, represent the main challenges facing rural youth in establishing entrepreneurial projects. This is evidenced by data showing average scores of (2.21) and (2.19) respectively. The data also highlight other challenges, such as the difficulty of obtaining loans for entrepreneurial projects and the concern that the projects may not yield the expected economic returns.

The research sample indicated that increasing training workshops related to entrepreneurial projects, providing general facilities from the Social Development Fund for all categories, allocating special privileges for those undertaking entrepreneurial projects, and intensifying training courses in managing entrepreneurial projects are the main proposed mechanisms that could enhance the attitude towards entrepreneurship.

9 Recommendations:

Based on the results of the research and in light of the requirements to achieve the research objectives, the study concludes with the following recommendations:

- The results indicate that approximately three-quarters of the research sample (73.9%) have a low to medium level of attitudes towards entrepreneurship. This means that rural youth need motivation and support for their entrepreneurial attitudes. The study recommends increasing awareness provided by media outlets to promote the culture of entrepreneurship among all members of the community and to highlight its importance. It also suggests utilizing successful entrepreneurs to give lectures, hold seminars, and conduct workshops with the youth, as they serve as role models.

- The findings reveal that only 38.5% of rural youth are aware of the institutions that support entrepreneurship. Therefore, the study recommends raising awareness among youth about the institutions that provide support for establishing entrepreneurial projects.

- Significant differences exist in the average attitudes of the research sample towards entrepreneurship, favoring males. Consequently, the study recommends directing media efforts towards raising awareness among rural families about their role in promoting the culture of entrepreneurship through social upbringing and cultural and social preparation for their members. This includes shaping the personality of an entrepreneur and encouraging their daughters to enter the field of freelance work to increase their necessity in light of rising unemployment rates.

- The lack of experience, personal capabilities, and necessary work skills for entrepreneurship, along with the absence of financial incentives that enable creativity and innovation, and the difficulties in obtaining loans for entrepreneurial projects, all represent significant challenges facing rural youth in entrepreneurship. Therefore, the study recommends the following:

  A. Establish specialized electronic platforms for entrepreneurial project ideas that provide feasibility studies for projects.

  B. Overcome the obstacles and difficulties that hinder rural youth from starting their entrepreneurial projects and follow them through various stages by:

- Government support to encourage youth to engage in entrepreneurial projects.

- Establishing incubators for entrepreneurial projects within universities that support student entrepreneurial initiatives, activating the role of innovation and entrepreneurship centers at universities to guide youth in starting their projects.

- Increasing incentives (both material and moral) to direct and encourage youth towards entrepreneurial projects, presenting their innovative ideas, and organizing competitions to select the best ideas and financially support their transformation into entrepreneurial projects.

- The level of education, exposure to information sources, innovation, and ambition significantly contribute to explaining the variation in the attitudes of the research sample towards entrepreneurship, all leaning positively. Therefore, the research recommends emphasizing the importance of education in supporting the attitude towards entrepreneurship and intensifying attention to various information sources aimed at spreading the culture of entrepreneurship among individuals. There is also a need to encourage rural youth to adopt modern ideas and practices in the field of entrepreneurship, in addition to supporting the aspirations of rural youth and instilling a spirit of hope and confidence in God, as well as in their ability to succeed in any entrepreneurial project they undertake.

- In light of the results, which highlight the importance of increasing training workshops related to entrepreneurial projects, the research recommends conducting free training courses for students within educational programs on how to establish entrepreneurial projects and the skills required to gain experience and enhance their knowledge and capabilities related to those projects, as well as how to transform their innovative ideas into entrepreneurial projects.

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