

# "TRACEABILITY OF ENVIRONMENTAL CONTEXTS IN THE ENTREPRENEURIAL INTENTION OF YOUNG GRADUATES"

## Case of young Malagasy graduates

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### SUMMARY

At the end of their university career, few young Madagascans turn to entrepreneurship because they feel that the country's environmental context remains a brake on entrepreneurship. Aware of this reality, the different economic policies that have succeeded to develop Madagascar put the emphasis on the promotion of entrepreneurship. However, until now, the results are still not significant. The problem that arises is how do environmental contexts influence the entrepreneurial intention of young people? The objective of this work is therefore to evaluate the traceability of environmental contexts in the entrepreneurial intention of young graduates. The results of the survey of a sample of 500 young people confirmed that entrepreneurial intention is shaped by the socialization of young people in their structural and cultural environment.

**Keywords: Environment, Structure, Culture, Youth, Entrepreneurial intent.**

### INTRODUCTION

Promoting entrepreneurship is becoming essential for both developed and developing countries. This interest is, without question, due to the role of entrepreneurship in economic and social development, increasing production and income, reducing unemployment, diversifying industry, and promoting innovation.

Entrepreneurship is defined as the identification of business opportunities, by individuals or organizations that pursue and realize the identified opportunity, independently, of the resources directly controlled. From this point of view, the company is considered as a relatively autonomous organization, equipped with human, material and financial resources in order to carry out an economic activity in a more stable and structured way. The entrepreneur is therefore the one who assumes the risks, exploiting these different resources to make a profit. For it is he who creates and develops the company. The characteristics of an entrepreneur's personality are: passion, optimism, risk taking, motivation and creativity.

In recent decades, the concerns of researchers and policy makers in both developed and developing countries have increasingly focused on the role of entrepreneurship in economic and social development. Societies differ in their ability to create and sustain entrepreneurial activity. Different arguments have been put forward to explain these differences and several works support the idea that environmental contexts are the main

determinants of an individual's level of entrepreneurial development. The entrepreneurial intention is the first act in the entrepreneurial process. It summarizes the will of a person to create his or her own business, and can be explained by the individual characteristics of the potential entrepreneur, by his or her environmental environment and by his or her cultural specificities.

This vision leads us to analyze the traceability of environmental contexts in the entrepreneurial intention of young Malagasy graduates.

In Madagascar, as in many African countries, the incentive to entrepreneurship is certainly on the move and is starting to gain momentum. Successive administrations have already undertaken various policies as part of development programs, namely the Structural Adjustment Programs or SAPs from 1994 to 2006 and the Madagascar Action Plan or MAP from 2007 to 2012, the National Development Plan or NDP for the period 2015 to 2019. And currently, the Initiative for the Emergence of Madagascar (IEM) through the fihariana program aims to spur real economic development throughout Madagascar by financing some entrepreneurial projects. These development policies have been programmed to create a favorable environment for entrepreneurship. However, the problem that arises is how do environmental contexts influence the entrepreneurial intention of young graduates?

The objective of this work is therefore to analyze the scope of environmental influences on the manifestation of the entrepreneurial intention of young people. By posing as a starting hypothesis that the vision to undertake is linked to an environment translated by societal influences and family projects because the evolution of each individual is closely linked to its environment. It will therefore play a significant role in the conduct of its projects.

Based on theories from previous research, a survey in the form of an opinion poll was conducted on a sample of 500 young university and high school graduates in the Urban Commune of Antananarivo, at the end of the 2018 academic year, in order to verify the validity of the hypothesis in Malagasy environmental contexts. We deliberately took our investigation to a dozen public and private universities, in different courses that offer several training disciplines.

We sought to circumscribe the problems of temporality and validity posed by the study of entrepreneurial intention, to analyze the attitude of young people towards entrepreneurship, namely innovation, creativity, risk-taking, and the perception of opportunities. The goal was to collect observable and quantifiable data on which statistical analyses can be done, allowing for descriptive analyses, tables and graphs, and statistical analyses of links between variables or factors.

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## THEORETICAL FRAMEWORK

Entrepreneurship is a critical factor in society and is of particular interest to economists, sociologists and policy makers. Entrepreneurship, generally associated with the concepts of business creation and entrepreneurship, shows a more complex and multidisciplinary character. In general, speaking of entrepreneurship refers to the notions of enterprise and entrepreneur.

**Fayolle et Fillion (2006)**<sup>1</sup> view entrepreneurship as a multidimensional phenomenon that can be studied from many different angles, drawing on many disciplines and a wide variety of methodological approaches. **Solow's** principles are based on the theories of entrepreneurship and economic growth in that entrepreneurship contributes to production through a combination of factors. **Verstraete (2001)**, has shown throughout his work the role of entrepreneurship in the economic growth of a country. The theories of these authors agree on the concept of entrepreneurship defined as an action of creation of enterprise by mobilizing different resources. The place of entrepreneurship in economic development is also often mentioned by these authors.

The entrepreneur is defined as a person or a group of persons who creates, develops and implements an enterprise for which he assumes the risks, and who implements financial, human and material means to ensure its success and to make a profit. The entrepreneur is a factor of production, the person who puts together the other factors (land, labor and capital) and who organizes and manages a business. Entrepreneurs are those who innovate and take risks. Thus, the personality of the managers, with their experiences, skills, motivations and personal tastes, plays a particularly fundamental role insofar as the creation of the company is for them an essential act in which they express themselves personally and project themselves into the future. La notion d'esprit d'entreprise est liée à celle du risque, de l'initiative et celle de l'utilisation nouvelles de ressources et de

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<sup>1</sup> **Fayolle**, "Assessing the impact of entrepreneurship education programmes: a new methodology". Journal of European Industrial Training, 2006.

**Fillion**, « Le champ de l'entrepreneuriat : historique, évolution, tendances ». Revue Internationale PME, 2000.

capital, une action conduite de façon volontaire et organisée en vue d'atteindre un objectif économique ou social. Les caractéristiques de la personnalité d'un entrepreneur sont variées : la passion, l'optimisme, la prise de risque, la motivation et la créativité.

But all entrepreneurship always starts with the intention to undertake. By nature, intention is a philosophical notion designating an operation of the mind that proposes a goal, objects or things desired. In the specific field of entrepreneurship, it corresponds to the individual's judgments about the probability of owning his own business. It is also an individual will (**Bruyat, 1993**<sup>2</sup>), of a freedom or a state of mind turned towards the creation of enterprise.

The theory of **Ajzen (1991)**<sup>3</sup> postulates that an individual's intention is determined by three elements: his or her attitude towards the behaviour in question, his or her perception of social norms and the control he or she believes he or she has over the situation. **Shapero et Sokol**<sup>4</sup> assume that it is based on the perceived desirability of the behavior; the propensity to act, i.e., the willingness to act according to one's intentions; and the perceived feasibility of the intended behavior. In other words, the desire, perceived feasibility and consequently the intention to create a business would be based on the beliefs of individuals. **Krueger (1993)**<sup>5</sup>, proposes a reformulation of the contributions of **Shapero and Sokol** with a more concrete reintegration of the concept of entrepreneurial intention. Adding that if the creator perceives the action as credible, he or she will be motivated to actually engage in an entrepreneurial experience. Entrepreneurship begins with the propensity to create, the intention to create, the structuring of information, the decision.

The complexity of the act of creating a company (**Bruyat, 1993**) involves consideration of contextual variables, as well as psychological factors (**Shapero et Sokol, 1982 ; Learned, 1992**) acting on the intention. The intention is evolving and depends on the situation and more generally on the environment in which the actor of the action is involved (**Tounès, 2003**<sup>6</sup>). The individual belongs to an environment that shapes him and in which he finds the necessary resources, the opportunities to develop behaviors as diverse as they are complex.

The student, before marking his intention to create a company, is above all the image of a social, economic and political reality. The economic environment in which an individual evolves has an important impact on his decisions and evolutions. For example, the globalization of markets is thus evoked by **Julien et Marchesnay**<sup>7</sup> as a variable involving the creation of enterprises. Social representation can be characterized by the hierarchy of power in a country that is conditioned by the existing political system. The link between national culture and organizational entrepreneurship has been highlighted by **Mitchell et al. (2002)**<sup>8</sup>. At the same time, the family is the student's first social experience. It determines their behavior and transmits the values they share. In addition to moral support, the family provides emotional comfort, while friends with experience in the field provide advice and encouragement and rekindle the entrepreneur's enthusiasm.

The entrepreneur is far from being someone who advances alone and who relies only on his own means to carry out his project. In this sense, **Berglann et al. (2010)**<sup>9</sup>, support that the environment of the project leader must be favorable to him. This environment must have the necessary capacities or resources for the success of the project. Human behavior cannot be explained by referring only to individual motives; it is shaped and constrained by the structure of social relations in which every actor is embedded. Focusing on an isolated entrepreneur leads to neglecting the reality of enterprise creation, which often corresponds to a collective approach.

<sup>2</sup> **Bruyat**, « *Création d'entreprise: contributions épistémologiques et modélisation* », Thèse de doctorat en sciences de gestion, université Pierre Mendès France, Grenoble 1993.

<sup>3</sup> **Ajzen**, "The theory of planned behaviour. *Organizational Behavior and Human Decision Processes*", 1991.

<sup>4</sup> **Shapero et Sokol**, "The social dimensions of entrepreneurship", *Encyclopedia of entrepreneurship*, Englewood Cliffs: Prentice Hall, chap. IV 1982.

<sup>5</sup> **Krueger**, "Entrepreneurial intentions: Applying the theory of planned behaviour. *Entrepreneurship and Regional Development*", 1993.

<sup>6</sup> **Tounès**, « *L'intention entrepreneuriale des étudiants : le cas français* », *Revue des Sciences de gestion, Direction et Gestion*, Mai/Juin 2003.

<sup>7</sup> **Julien et Marchesnay**, « *L'entreprenariat* », Paris, Economica 1996.

<sup>8</sup> **Mitchell et al.** , « *Culture and entrepreneurial potential: A nine country study of locus of control and innovativeness* », *Journal of Business Venturing* 2002.

<sup>9</sup> **Berglann et al.**, « *Entrepreneurship: Origins and returns* »; *Labour Economics*, 2010.

## RESULTS

The opinion poll survey provided results on the perceptions of young people concerning the characteristics of their environment in relation to entrepreneurship. The analysis of these data with the one evaluating the degree of entrepreneurial intention of young Malagasy graduates allows us to verify the influence of environmental contexts on the entrepreneurial intention of these young people.

### Accessibility to entrepreneurship

Environmental contexts can be structural and cultural in nature. The structural environment refers to existing structures of an economic or political nature, as mentioned by **Julien and Marchesnay**, or of a social nature, if we refer to the theory of **Fisher et Brown**<sup>10</sup>. With respect to cultural factors, more than one author such as **Mitchell et al, Kreiser et al**<sup>11</sup>, mentioned the impact of culture on an individual's entrepreneurial intent.

At the same time, accessibility to entrepreneurship requires the availability not only of information about the field but also of resources useful for starting a business.

36 items were used in this study to better analyze the extent of environmental influences on the manifestation of youth entrepreneurial intention.

To this end, the results on the exploration of the answers obtained from the young graduates from the exploratory factorial analysis allowed us, according to the value of the KMO index equal to 0.759 close to 1 and the significant p-value of 0.000 lower than the risk of error of 0.05 of the Bartlett test, to group or to factor the 36 items in order to identify the stimulating effects of the environmental factors on entrepreneurship

**Table 1: KMO Index and Bartlett test of items measuring environmental factors stimulating entrepreneurship**

Kaiser-Meyer-Olkin index for measuring sampling quality.		,759
Bartlett's sphericity test	Khi-deux approx.	5222,000
	ddl	630
	Signification	,000

Source: Authors, 2021

The study of the inertia of the information resulting from this factorization on the total explained variance and the Kaiser criterion which imposes the eigenvalues higher than 1 leads us to retain 8 factors generating a total percentage of 74,00% of the information, judged objective to proceed to the analytical studies of the results of the opinion poll.

**Table 2: Total explained variance of items measuring environmental factors stimulating entrepreneurship**

Component	Initial eigen values			Sums extracted from the load square		
	Total	% of variance	Cumulative %.	Total	% of variance	Cumulative %.
1	8,000	34,000	34,000	8,000	34,000	34,000
2	1,000	11,000	45,000	1,000	11,000	45,000
3	1,000	9,000	54,000	1,000	9,000	54,000
4	1,000	7,000	61,000	1,000	7,000	61,000
5	1,000	5,000	66,000	1,000	5,000	66,000
6	1,000	4,000	70,000	1,000	4,000	70,000
7	1,000	3,000	73,000	1,000	3,000	73,000
8	1,000	1,000	74,000	1,000	1,000	74,000
...	...	...	...	...	...	...
36	,000	,000	100,000			

<sup>10</sup> **Fisher et Brown**, "Getting together: Building relationships as we negotiate", New York 1988.

<sup>11</sup> **Mitchell et al, Kreiser et al**, « Culture and entrepreneurial potential: A nine country study of locus of control and innovativeness», Journal of Business Venturing 2002.

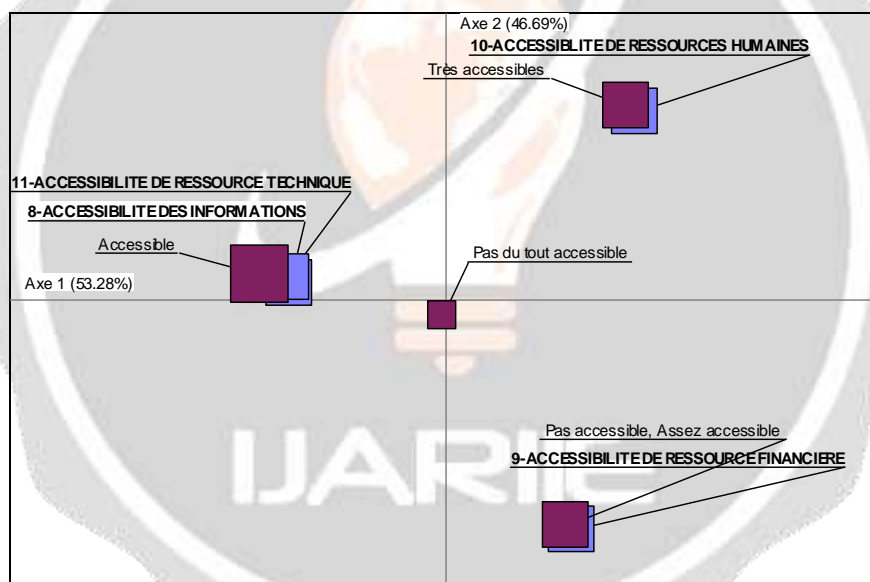
Extraction method: Principal component analysis.  
 Source: Authors, 2021

In view of these results, the matrix of components associated with the 8 selected factors establishes, according to the weights of the items greater than 0.5 in the component matrix resulting from the exploratory factor analysis, that the first axis describes the accessibility to entrepreneurship, while the 3 following axes inform us about the impact of the cultural environment of the young graduates respectively in their commitment, their personality and their motivation to undertake.

The factorial axis 5 expresses the vision of young university graduates, the sixth axis reflects the personality of new graduates favoring entrepreneurial intention and the last two axes associate the measure of motivation and commitment. The items defining the factorial axes are considered reliable as the values of Cronbach's Alpha coefficients all exceed the objective reliability threshold of 0.7.

Our first analysis results show that the opinions of young graduates on starting a business are immediately apparent when referring to the first factor. It is worth noting the significant dependence of their opinions on the informational factors according to the chi-square test.<sup>12</sup> The factorial analysis of correspondences allows to identify to this effect on the following perceptual map, presenting 99,97% of the inertia of the data, the accessibility to the information on the entrepreneurship but also to the necessary resources in the creation of enterprise notably the human, technical means except the financial resources where 80,5% of the respondents declare to meet difficulties of access<sup>13</sup>.

**Figure 1: Perceptual map of young graduates' opinions on the accessibility of entrepreneurial information.**



Source: Authors, 2021

At the same time, our study has allowed us to highlight the vision of university graduates on the creation of a company. Globally, they are quite undecided as 60 to 70% of the collected answers mention that young graduates are quite willing either to do everything, to have a professional goal, or to be resolutely convinced to create their own companies. However, more than 70% agree that creating a company for them remains a wish or even a short-term projection in their lives<sup>14</sup>.

**Table 3: Repair of young graduates' views on business creation**

<sup>12</sup> La dépendance est très significative.  $\chi^2 = 1536,39$ ,  $ddl = 9$ ,  $1-p = >99,99\%$ .

<sup>13</sup> Confère annexe

<sup>14</sup> La dépendance des opinions sur la vision est très significative d'après le test de chi-deux.  $\chi^2 = 1119,06$ ,  $ddl = 16$ ,  $1-p = >99,99\%$ .

Opinion	Not at all in agreement	No agreement	Somewhat agree	Agree	Strongly agree	TOTAL
Vision on business creation						
Belief	9,6%	7,6%	67,3%	8,4%	7,2%	100%
Professional goal	7,4%	7,8%	66,7%	8,8%	9,4%	100%
Resolution	8,0%	6,6%	68,1%	11,0%	6,4%	100%
Desire	8,2%	8,8%	8,2%	65,3%	9,6%	100%
Short term projection	7,0%	9,8%	7,6%	68,5%	7,2%	100%
Overall	8,0%	8,1%	43,6%	32,4%	7,9%	100%

Source: Authors, 2021

The analysis of Pearson's correlation coefficients allows us to better enrich the vision of young people to the creation of enterprise in terms of accessibility of information and resources on entrepreneurship. Thus, the values that are all positive and close to 1 of the correlation indicators for access to information and resources other than financial express immediately that the more young university graduates agree with this accessibility, the more they are determined to become entrepreneurs, whereas those that are negative and still close to 1 translate that the availability of these 3 accessibility criteria to entrepreneurship reduces their vision to being limited to the wishes of creating a business.

It is to be noted however, because of the difficulty of access to financial resources noted by the young graduates, mentioned previously and the values of the negative correlation coefficients close to 1, that the more this observation is, the more their vision of creating a company remains a short-term project at best. The positive values of the correlation coefficients associated with the accessibility of financial resources confirm the determination of young university graduates to enter the world of entrepreneurship.

**Table 4: Correlation Matrix on Accessibility and Youth Vision of Entrepreneurship**

Youth Visioning for Entrepreneurship	Ready to do anything to become an entrepreneur	Professional goal to become an entrepreneur	Determined to start a business	Wish to start a business one day	Short-term business creation project after graduation
Accessibility					
Information needed to start a business	0,731*	0,707*	0,825*	-,7860*	-,870**
Human resources for the creation of a company	0,783*	,795*	,760**	-,867**	-,845**
Technical resources for starting a business	0,776*	,812**	,891**	-0,864*	-,780**
Financial resources for starting a business	-0,784*	-,834*	-,8275*	,761**	,797*

Source: Authors, 2021

### The structural environment

The human development index ranks Madagascar 145th out of 181 countries, and the poverty rate calculated by the World Bank is 68.7%. Today, Madagascar's economic development depends on a return to political stability, and there are many projects to be undertaken. The business environment in which Madagascar is evolving is subject to various fluctuations, which are amplified by globalization.

The various economic strategies and reforms implemented by successive governments since independence, notably direct state intervention in the development of import substitution industries, nationalization, and economic liberalization policies, have not led to significant development of Madagascar's economy. The current

regime, aware of the delay especially on the economic level, is implementing the IEM platform. It is a solution that is supposed to be effective in giving a new start to the country's development.

Given that before committing himself, an entrepreneur must be aware that failure is inseparable from any enterprise, he must always evaluate the possible risks that await his next venture. And these different contexts mentioned above have especially impacted the capacity of commitment of young people, which is reflected through the degree of their entrepreneurial intention.

Our study looked at this dimension by analyzing the impact that the structural environment of young people could have on their commitment to entrepreneurship on the one hand, and on the other hand, to evaluate the level of this commitment. Each of the two variables is associated with 4 items whose reliability is accepted by the values of Cronbach's Alpha coefficient higher than 0.7 and we can also affirm the dependencies of the opinions of the young people on these effects.

**Table 5: Cronbach's Alpha and p-values of youths' opinions on the impact of the structural environment and the intensity of their commitment to completing a project**

The variables	Cronbach's Alpha	p-values of the Chi-square test of opinion dependence
Impact of the structural environment on young graduates' commitment	0,872	0,0001
Intensity of commitment to a project	0,795	0,0001

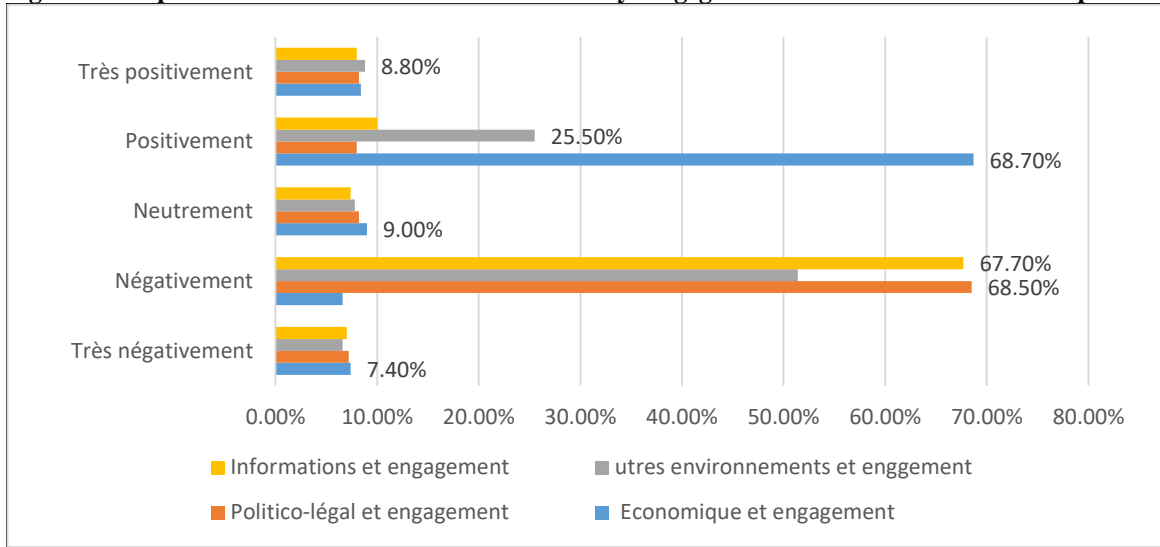
Source: Authors, 2021

We can see from the graph below that only the economic environment is judged by our respondents to have a positive impact on their commitment to entrepreneurship.

The political and legal environment as well as the information available on entrepreneurship only have a negative impact on their commitment to entrepreneurship. Undeniably, political instability, weak institutions and poor governance have been obstacles to the country's economic growth. The frequency of political crises in the country interrupts every period of growth and economic stability.

According to Transparency International's Corruption Perceptions Index (CPI), Madagascar ranks 149th out of 180 countries and territories in the world in terms of the degree of corruption in 2020. Madagascar is a resource-rich country yet the lack of overall economic dynamism, growing infrastructure problems (notably, the state of roads and access to electricity), as well as a deteriorating governance environment, undermine a country's perceived short- and long-term private sector growth prospects.

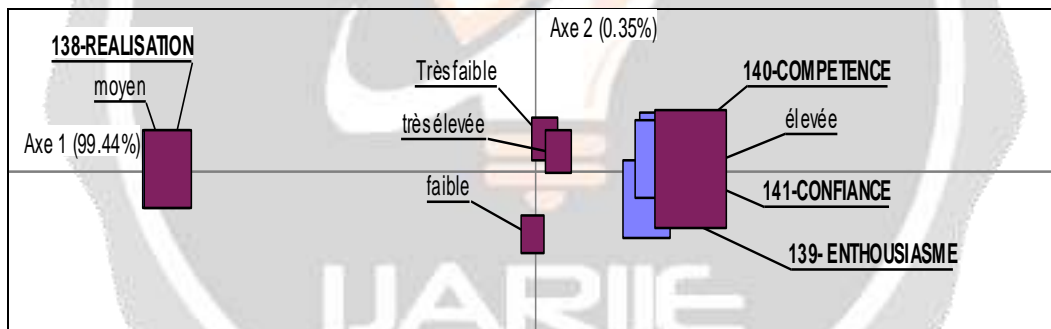
**Figure 2: Impact of the structural environment on young graduates' commitment to entrepreneurship**



Source: Authors, 2021

With regard to the intensity of this commitment of young graduates to entrepreneurship, their opinions, which depend significantly on the four criteria or measurement items, are illustrated in the graph below, which was drawn up on the basis of the factorial correspondence analysis. We can then draw that the skills, confidence and enthusiasm of young graduates in terms of project realization are considered high while their ability to carry out the project is still average.

**Figure 3: Perceptual map of young graduates' measure of commitment to project completion**



Source: Authors, 2021

**Specificities of the cultural context**

The Malagasy people are the result of a vast human and cultural mixture. This is due to the different origins of the settlement of the island of Madagascar. Thus, different traditions from different cultures have influenced the Malagasy way of life. In addition to the traditions of each community, the respect of the fihavanana and the zokiolona are among the dogmas characterizing the Malagasy culture.

The individual interacts with the different milieus to which he belongs, which offer him support and can serve as a springboard for his commitment to an entrepreneurial career. The presence of an entrepreneurial father or mother is a discriminating factor in entrepreneurship. The family is thus, according to the researchers, a determining variable in business creation.

The study of the impact of the cultural context of young university graduates mobilized 6 measurement items focused on the influence of habits and customs, collectivism, tradition and 4 items, the existence of entrepreneurial family and the encouragement of the family to their personality. At the same time, 4 new items related to passion, optimism, boldness and creativity in the personality of young graduates are also used to better assess the impact of the cultural context on their personality cultivating in them the entrepreneurial intention. The groups of items are deemed reliable with Cronbach's Alpha values above 0.7 and the opinions of the young graduates are significantly dependent on the measurement criteria according to the chi-square test.



**Table 6: Cronbach's Alpha and p-values of youths' opinions on the impact of the structural environment and the intensity of their commitment to completing a project**

The variables	Cronbach's Alpha	p-values of the Chi-square test of opinion dependence
Impact of the cultural environment on the personality of young graduates	0,761	0,0001
The personality that favors the entrepreneurial intention	0,815	0,0001

Source: Authors, 2021

The table below shows that the majority of graduates (just under 70%) recognize the positive influence of customs and traditions, hierarchical distance, collectivism and, above all, the fact of having entrepreneurial families or encouragement from them on their personality. Cultural traditions, however, do not shape the personality of university graduates.

**Table 7: Distribution of young graduates' opinions on the factors influencing their personality**

Opinions Personality Influencing Factors	Very negatively	Negatively	Neutrally	Positively	Very positively	TOTAL
Uses and customs	7,8%	7,2%	9,0%	69,5%	6,6%	100%
Hierarchical distance	7,8%	5,8%	6,6%	69,3%	10,6%	100%
Collectivism	8,4%	7,6%	7,4%	69,1%	7,6%	100%
Traditions	7,2%	8,0%	68,7%	7,6%	8,6%	100%
Entrepreneurial family	7,0%	8,4%	9,0%	8,8%	66,9%	100%
Family encouragement	8,4%	8,6%	7,8%	6,4%	68,9%	100%

Source: Authors, 2021

The impression that emerges from the results of these different cultural factors of influence on the personality of young people is that there are personality traits that favor entrepreneurial intention that are highlighted. The table below shows the opinions of the respondents who were judged to be significantly dependent according to the chi-square test with a p-value of 0.0001 on these personality traits, namely passion, optimism, boldness and creativity. It is important to note the positive contributions of these personality traits mentioned by more than 68% of young graduates in their entrepreneurial intention.

**Table 8: Young graduates' opinions on the contribution of their personality traits to entrepreneurial intention.**

Opinions Personality Traits that Promote E.I.	Very negatively	Negatively	Neutrally	Positively	Very positively	TOTAL
Passion	8,6%	7,4%	7,2%	68,1%	8,8%	100%
Optimism	8,8%	7,0%	7,4%	68,5%	8,4%	100%
Audacity	5,8%	9,0%	6,8%	68,9%	9,6%	100%

Creativity	7,0%	8,0%	6,8%	68,9%	9,4%	100%
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Source: Authors, 2021

Our analysis results also show the impact of the cultural context on the motivation of young graduates through the use of 10 items, 6 and 4 of which are considered reliable according to the values of Cronbach's Alpha coefficient greater than 0.7, to study the impact of the cultural context on motivation and the motives for entrepreneurial motivation respectively. The opinions expressed are significantly dependent on these different impact measurement criteria according to the chi-square test.

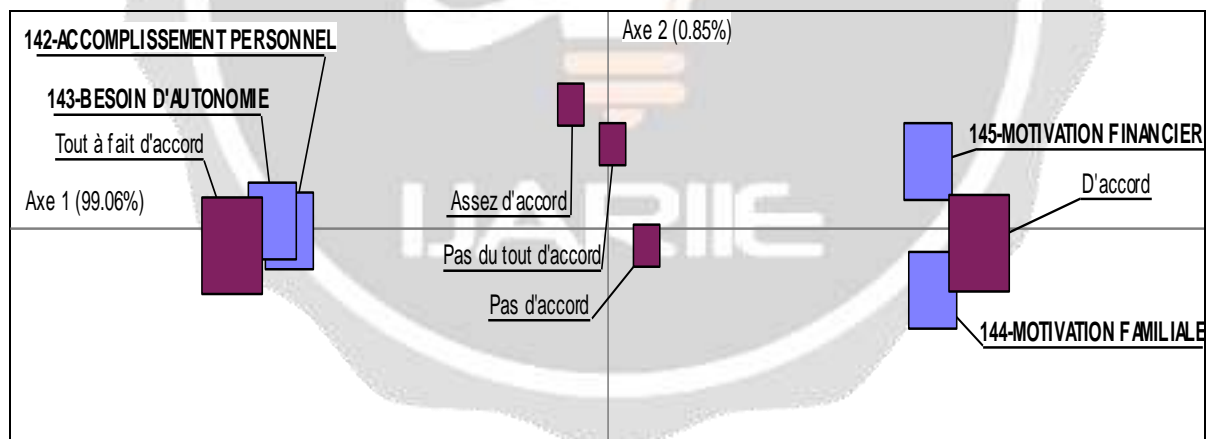
**Table 9: Cronbach's Alpha and p-values of youths' opinions on the impact of the structural environment and the intensity of their commitment to completing a project**

The variables	Cronbach's Alpha	p-values of the Chi-square test of opinion dependence
Impact of the cultural environment on the motivation to undertake of young graduates	0,847	0,0001
Motives for entrepreneurial motivation	0,743	0,0001

Source: Authors, 2021

It emerges from the perceptual map resulting from the factorial analysis by correspondences which includes an inertia of 99,91% that the act of undertaking among the young Malagasy graduates, by referring to the proximities of the opinions and the motives of the motivation, is especially marked by a need for autonomy and personal achievement. However, the family and financial motivation are not discarded according to always the opinions of the young people in terms of motivation to undertake if one observes the mitoyennetés in the map of these elements.

**Figure 4: Perceptual Map of Motivations for Youth Entrepreneurship**



Source: Authors, 2021

## CONCLUSION

Before marking his intention to create a company, the individual is above all the reflection of a social, economic, political and cultural reality. He reflects the image of the environment in which he evolves because he does not live in isolation. Indeed, the environment in which a person grows up and evolves is likely to influence the progress of his projects. The verification of the traceability of the environmental contexts on the intention of the young Malagasy graduates made it possible to affirm that the vision to undertake is related to an environment translated by societal influences and family projects.

Although the relationship between the environment and entrepreneurship is different in each country, we can nevertheless note that entrepreneurship brings benefits to individuals who can find, in entrepreneurial situations, sources of satisfaction, personal fulfillment and opportunities for entry or career development.

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## APPENDICES

### Opinions on accessibility in entrepreneurship

Opinions Accessibility	Pas du tout accessible	Assez accessible	Accessible	Très accessibles	TOTAL
Accessibility of information	11,4%	9,8%	69,5%	9,4%	100%
Accessibility of financial resources	11,8%	68,7%	10,4%	9,2%	100%
Accessibility of human resources	9,6%	10,8%	10,0%	69,7%	100%
Accessibility of technical resources	10,4%	9,4%	70,5%	9,8%	100%
Set	10,8%	24,7%	40,1%	24,5%	100%

Source: Authors, 2021