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Fostering Young Entrepreneurs: Family Support as the Cornerstone of Intentions

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ABSTRACT

The present study investigates the influences of perceived family support (PFS), perceived desirability (PD), and perceived feasibility (PF) on entrepreneurial intentions (INT) among youth in both urban and rural settings. Grounded in the Entrepreneurial Event Model (EEM), this research highlights the complex interplay between individual and social factors that shape entrepreneurial aspirations. The EEM underscores the critical roles of PD and PF in predicting entrepreneurial intentions alongside the propensity to act. A quantitative research methodology was employed, utilizing a cross-sectional survey design with a diverse sample of 291 youth aged 16-24 years, including university students from both urban and rural areas. Data were collected through paper-based surveys distributed across educational institutions and community centers. The results reveal significant direct effects of PD ($\beta = 0.318$) and PF ($\beta = 0.380$) on INT, confirming the importance of cognitive factors in entrepreneurial decision-making. Furthermore, PFS positively influences both PD ($\beta = 0.334$) and PF ($\beta = 0.469$), highlighting the multidimensional role of family support. Notably, both PF and PD serve as mediators in the relationship between PFS and INT, underscoring the critical role of family dynamics in shaping the entrepreneurial aspirations of young individuals. This study contributes to the EEM by reaffirming PD and PF as crucial predictors of INT while illustrating how PFS enhances these perceptions. The findings emphasize the importance of family involvement in nurturing entrepreneurial intentions, suggesting that targeted programs to engage family support could strengthen the entrepreneurial ecosystem. Additionally, this research prompts future investigations into other external factors influencing perceived desirability and feasibility, thereby broadening the applicability of the EEM across diverse contexts.

Keywords: Perceived Family Support, Perceived Desirability, Perceived Feasibility, Entrepreneurial Intentions, Youth Entrepreneurship, Entrepreneurial Event Model
JEL Classifications: L26, M13, J24

1. INTRODUCTION

The intention to start a business among youth is a complex interplay of individual and social factors, as explored through various lenses in the academic literature. Psychological and social influences are critical in shaping entrepreneurial intentions, with the Theory of Planned Behavior (TPB) indicating that self-efficacy and perceived desirability are significant predictors. For instance, a study involving Romanian students revealed that supportive social referents might unexpectedly decrease entrepreneurial intentions, highlighting the nuanced dynamics of social influences (Shook and Bratianu, 2010). In this context, entrepreneurial social networks—particularly those grounded in familial ties—facilitate the transition from opportunity recognition to the start-up phase, thereby underscoring the importance of social support in entrepreneurial endeavors (Ruiz-Palomino and Martínez-Cañas, 2021). Moreover, psychiatric symptoms such as inattention and hyperactivity, mediated by the behavioral activation system,

contribute to shaping entrepreneurial intentions, suggesting a complex psychological underpinning to entrepreneurial behavior (Leung et al., 2020).

Within the frameworks of TPB and the Entrepreneurial Event Model (EEM), the intention to start a business among youth entrepreneurs is significantly influenced by several key concepts and theories. The TPB provides a comprehensive understanding of the psychological and contextual factors driving entrepreneurial intentions, with Attitude Towards Entrepreneurship (ATE) emerging as a critical component. ATE shapes how individuals perceive entrepreneurship as a viable career path; research indicates that it mediates the relationship between proactive personality, entrepreneurship education, and entrepreneurial intention (Huang and Huang, 2024). Furthermore, attitudes towards digital entrepreneurship have been found to significantly impact digital entrepreneurial intentions among youth (Nguyen and Nguyen, 2024), reinforcing the relevance of these frameworks in understanding entrepreneurial motivations (Aloulou et al., 2023).

Perceived Behavioral Control (PBC), reflecting the perceived ease or difficulty of becoming an entrepreneur, also plays a vital role in mediating the relationship between entrepreneurial education and intention. This emphasizes PBC's importance in fostering entrepreneurial confidence (Gera et al., 2024). Similarly, Subjective Norms (SNs)—the perceived social pressure to engage in entrepreneurship—serve as strong predictors of entrepreneurial intention. These norms are shaped by influences such as entrepreneurial role models and parental guidance, which can have both positive and negative effects (Nayak et al., 2024; Romaní et al., 2022). While the literature predominantly emphasizes TPB, the EEM contributes to understanding entrepreneurial intentions by highlighting perceived desirability, feasibility, and the propensity to act—concepts that align with TPB's constructs of attitude, control, and intention. Findings related to psychological capital and opportunity recognition further support the principles of the EEM as drivers of entrepreneurial intention (Salavou et al., 2023; Lee et al., 2022).

Despite these significant influences on the intention to start a business, notable limitations in existing research hinder a comprehensive understanding of these dynamics among youth in both urban and rural settings. A major gap is the focus on intentions over actions, as many studies concentrate on entrepreneurial intentions rather than actual behaviors. This gap becomes particularly evident when considering psychological and social factors without accounting for environmental influences (Banerjee et al., 2024; Lyu et al., 2023). Moreover, research often overlooks the unique challenges faced by rural entrepreneurs, such as limited access to information and resources, which are critical for entrepreneurial success and significantly affect the feasibility and desirability of entrepreneurship in these areas (Baalbaki and Khoury, 2024; Bouichou et al., 2021).

Furthermore, a significant disparity exists between urban and rural entrepreneurs that needs to be addressed. In urban areas, entrepreneurs typically benefit from better access to resources, information, and supportive social networks that facilitate business development (Wang et al., 2024; Zhou et al., 2024; Chen and Wang, 2022; Tavassoli et al., 2021; Inacio Junior et al., 2024). Conversely, rural entrepreneurs may face limitations in market access, information, and capital, which hinder their entrepreneurial potential (Baalbaki and Khoury, 2024; Tiwasing et al., 2022; Del Olmo-García et al., 2023; Fanjul et al., 2023).

Understanding these differences is crucial for developing targeted strategies and policies that support entrepreneurship in both settings and for addressing the existing research gaps in this context. Although family support is recognized as a factor influencing entrepreneurial intentions, its interaction with individual psychological factors, such as self-efficacy and outcome expectations, remains underexplored (Banerjee et al., 2024; Nungsari et al., 2023). Additionally, the impact of prior entrepreneurial experiences and education on youth intentions is insufficiently researched, particularly in developing contexts, despite the significance of these experiences in shaping entrepreneurial aspirations (Bignotti and Roux, 2020).

Thus, the purpose of this study is to comprehensively examine the influences of perceived family support, desirability, and feasibility on the entrepreneurial intentions of youth in both urban and rural settings. By systematically addressing the identified gaps in the literature, this research aims to provide insights that can inform targeted interventions and policies. Specifically, understanding these influences will aid in developing strategies to enhance entrepreneurial competencies and support systems for young entrepreneurs, particularly in underrepresented groups.

2. LITERATURE REVIEW

2.1. Entrepreneurial Event Model (EEM)

The Entrepreneurial Event Model (EEM) serves as a comprehensive framework for understanding the factors that influence entrepreneurial intentions and actions. It emphasizes the interplay between perceived desirability (PED) and perceived feasibility (PEF), highlighting how these perceptions are shaped by personal factors such as self-confidence and external influences like role models (Nițu-Antonie et al., 2023; Otache et al., 2021). The EEM integrates various psychological and sociological theories to explain the transition individuals make from intention to action in entrepreneurship (Kuvshinikov and Kuvshinikov, 2023). It categorizes entrepreneurial events into triggers that can be either positive, such as personal fulfillment, or negative, such as job dissatisfaction, which catalyze entrepreneurial behavior (Kuvshinikov and Kuvshinikov, 2023). Furthermore, the model has demonstrated its adaptability and relevance across diverse contexts, including agropreneurship (Ambad and Rafiki, 2024). While the EEM provides a robust framework for understanding entrepreneurial intentions, it is crucial to consider the impact of external factors, such as government policies and educational interventions, which also play a significant role in shaping these intentions and facilitating entrepreneurial actions (Nițu-Antonie et al., 2023; Otache et al., 2021).

2.2. Intention to Start a Business

The intention to start a business is a multifaceted construct that encompasses various motivations and types among aspiring

entrepreneurs, broadly categorized based on individual goals such as profit, social impact, and innovation. This categorization significantly influences the specific entrepreneurial paths chosen (Douglas et al., 2021). Entrepreneurial intention is defined as the commitment to starting a new business venture, influenced by personal motivations and external factors (Donaldson, 2019). Research identifies distinct types of entrepreneurial intentions, including opportunity-driven and necessity-driven intentions, reflecting the underlying motivations of entrepreneurs (Batz Liñeiro et al., 2024). Key motivational drivers include profit, social impact, and innovation, which can vary significantly among individuals (Douglas et al., 2021). Furthermore, studies indicate that male and female entrepreneurs may prioritize different intentions, with females often emphasizing non-financial goals like work-life balance (Donaldson et al., 2023). While the predominant focus has traditionally been on commercial motivations, there is a growing recognition of the importance of non-financial aspirations in shaping entrepreneurial intentions, suggesting a need for a broader understanding of what drives individuals to pursue entrepreneurship.

2.3. Perceived Desirability

Perceived desirability is defined as the degree to which an individual finds entrepreneurship appealing, significantly impacting their entrepreneurial intentions (Zhang et al., 2014). The desirability of entrepreneurship is also shaped by perceived risks, including economic and social factors, which can either enhance or diminish the appeal of starting a business (Giordano Martínez et al., 2017). This concept can be categorized into different types based on the context and individual experiences of entrepreneurs. For instance, natural entrepreneurs are those who are innately drawn to entrepreneurship, often characterized by high perceived desirability and feasibility (Fitzsimmons and Douglas, 2011). In contrast, accidental entrepreneurs venture into entrepreneurship due to unforeseen circumstances, reflecting a moderate level of desirability influenced by situational factors (Fitzsimmons and Douglas, 2011). Lastly, inevitable entrepreneurs feel compelled to pursue entrepreneurship, often driven by external pressures or opportunities, indicating a strong perception of desirability despite potential risks (Fitzsimmons and Douglas, 2011). While perceived desirability plays a crucial role in entrepreneurial intentions, it is essential to consider that not all individuals with high desirability will act on it, as feasibility perceptions and external factors can significantly influence their decisions (Otache et al., 2021).

2.4. Perceived Feasibility

Perceived feasibility among entrepreneurs refers to their assessment of the likelihood of successfully starting and managing a business. This concept is multifaceted, influenced by individual characteristics, environmental conditions, and risk perceptions. It is defined as an entrepreneur's evaluation of their ability to act on opportunities, closely linked to their risk-taking propensity (Kushnirovich et al., 2018). Additionally, perceived feasibility is shaped by the interplay between perceived desirability and feasibility; for instance, higher desirability can sometimes lower perceived feasibility, creating a complex relationship in entrepreneurial intentions (Fitzsimmons and Douglas, 2011). Different beliefs about self-efficacy and environmental uncertainty distinctly affect venture emergence, indicating that entrepreneurs may hold varying types of feasibility beliefs that influence their actions (Vilanova and Vitanova, 2020). Moreover, factors such as immigrant status can significantly alter perceptions of feasibility, particularly in contexts like internationalization, where individual experiences and skills play a crucial role (Bolzani and Boari, 2018). Various risk dimensions—economic, social, etc.—also impact perceived feasibility differently, with economic risks often negatively affecting feasibility perceptions without significantly influencing desirability (Giordano Martínez et al., 2017). While perceived feasibility is crucial for entrepreneurial intentions, it is essential to recognize that it can be influenced by external factors and individual experiences, leading to diverse entrepreneurial outcomes.

2.5. Perceived Family Support

Perceived family support among entrepreneurs encompasses emotional, financial, and social dimensions, significantly influencing their entrepreneurial activities and overall well-being. This support can help mitigate stressors and enhance the entrepreneurial experience, particularly in family businesses. Emotional support involves encouragement and understanding from family members, which can reduce role conflict for entrepreneurs, especially women in family businesses (Welsh et al., 2021). Instrumental support, including financial and social capital provided by family members, can directly impact the scope of entrepreneurial activities, with emotional support further enhancing these effects (Edelman et al., 2016). From a social exchange perspective, family support is viewed as a dynamic interaction, where the nature of the relationship—whether economic or social—affects its effectiveness in alleviating stressors (Xu et al., 2020). Furthermore, family cohesiveness amplifies the positive effects of social capital, while financial capital may have a more complex relationship with entrepreneurial activities (Edelman et al., 2016). However, while perceived family support is generally beneficial, it can also lead to dependency or conflict, particularly when financial resources are intertwined with familial obligations (Domańska and Zajkowski, 2022).

2.6. Hypotheses Development

Research consistently demonstrates a strong correlation between perceived desirability and entrepreneurial intentions, indicating that individuals who view entrepreneurship positively are more likely to pursue it (Păunescu et al., 2018). Cognitive factors, including personal skill assessment and alignment with social values, also significantly influence entrepreneurial intentions, as individuals are more inclined to engage in entrepreneurship when they perceive themselves as capable (Linan, 2008).

Risk perception further affects the dynamics of perceived desirability. Different types of perceived risks, such as economic or social risks, influence both the desirability and feasibility of entrepreneurship. While economic risks can negatively impact the feasibility of starting a business, they do not necessarily diminish desirability, allowing individuals to remain attracted to entrepreneurship despite potential financial challenges (Giordano Martínez et al., 2017). Additionally, a supportive social environment enhances perceived desirability, making

entrepreneurial intentions more likely to develop (Păunescu et al., 2018). However, some studies suggest that although perceived desirability is important, perceived feasibility may exert a more direct influence on the decision to start a business, highlighting the complex interplay between these two factors (Armstrong, 2014).

Based on previous research findings, it is evident that the perceived desirability of entrepreneurship plays a critical role in shaping an individual's intention to start a business. This relationship serves as the basis for the following hypothesis in this study:

H_1: Perceived desirability has a positive and significant effect on the intention to start a business among youth entrepreneurs.

Various studies have demonstrated how feasibility beliefs influence the decision to start a business. Research indicates that entrepreneurial self-efficacy and low perceived environmental uncertainty positively impact venture emergence by motivating nascent entrepreneurs to invest more effort in their endeavors (Vilanova and Vitanova, 2020). However, the assessment of feasibility can be limited by individual cognitive abilities, which, in turn, affects entrepreneurial intentions. Planning and preparation can enhance perceived feasibility, thereby increasing the likelihood of engaging in entrepreneurial activities (Armstrong, 2014).

Notably, studies show that while many university students find entrepreneurship desirable, their perception of its feasibility is often low, emphasizing the critical role of feasibility in shaping intentions to create new firms (Guerrero et al., 2008). Additionally, various perception frameworks, including individual and socio-cultural factors, have been found to influence entrepreneurial intentions across different contexts, further highlighting the importance of feasibility beliefs (Liñán et al., 2011).

Nonetheless, some argue that external factors, such as market conditions and access to resources, can overshadow individual perceptions, complicating the relationship between perceived feasibility and entrepreneurial intentions (Krueger and Carsrud, 1993). Building on the existing body of literature, it is evident that perceptions of feasibility significantly impact an individual's decision to embark on entrepreneurial ventures. These findings underscore the importance of assessing feasibility beliefs as a critical factor influencing entrepreneurial intentions. Therefore, this study proposes the following hypothesis:

H_2: Perceived feasibility has a positive and significant effect on the intention to start a business among youth entrepreneurs.

Perceived family support significantly influences the desirability of entrepreneurship, encompassing both emotional and instrumental dimensions. Emotional support fosters a positive entrepreneurial mindset by enhancing self-efficacy, which increases the desirability of pursuing entrepreneurial ventures (Xu et al., 2022). Instrumental support, such as financial assistance or business advice, directly impacts the feasibility of entrepreneurship, making it more attractive (Cogan et al., 2022). Furthermore, family support acts as a moderator, particularly for women entrepreneurs, by helping mitigate barriers such as gender inequality and market hostility (Vu et al., 2024; De Clercq et al., 2021). The ongoing interactions within family support strengthen the entrepreneurial process and shape aspirations (Cogan et al., 2022). Conversely, a lack of family support can reduce entrepreneurial intentions, underscoring the importance of a supportive environment for aspiring entrepreneurs.

This study explores the dynamics between perceived family support, desirability, and entrepreneurial intentions. Evidence suggests that family support enhances the desirability of entrepreneurship, with both emotional and instrumental dimensions playing key roles. It is also proposed that desirability mediates the relationship between family support and the intention to start a business. Accordingly, the following hypotheses are suggested:

H_3: Perceived family support has a positive and significant effect on desirability among youth entrepreneurs.

H_4: Perceived desirability mediates the relationship between family support and the intention to start a business among youth entrepreneurs.

Perceived family support significantly influences entrepreneurs' perceived feasibility, boosting their confidence and intentions to pursue entrepreneurial ventures. This relationship involves both emotional and instrumental support. Emotional support from family fosters a positive entrepreneurial mindset by enhancing self-efficacy and reducing perceived barriers (Cogan et al., 2022; Xu et al., 2022). Instrumental support, such as financial assistance or resources, directly strengthens entrepreneurs' ability to act on their business ideas, reinforcing perceived feasibility (Maleki et al., 2021; Suhartanto, 2023). Additionally, perceived family support moderates various contexts, particularly for female entrepreneurs facing gender inequality, where it enhances self-efficacy and entrepreneurial intentions (Vu et al., 2024). The balance between family support and work-home segmentation preferences also shapes entrepreneurial intentions, as a supportive family environment can mitigate challenges (Xu et al., 2022).

While family support is generally beneficial, excessive reliance on it may lead to dependency, potentially hindering individual initiative and innovation. Given the significant role of perceived family support in shaping perceived feasibility, this study explores the relationship between these variables and their influence on entrepreneurial intentions. Findings suggest that both emotional and instrumental family support enhance entrepreneurs' confidence and ability to pursue business opportunities. Furthermore, it is posited that perceived feasibility mediates the relationship between family support and entrepreneurial intentions. Accordingly, the following hypotheses are proposed:

H_5: Perceived family support has a positive and significant effect on perceived feasibility among youth entrepreneurs.

H_6: Perceived feasibility mediates the relationship between perceived family support and the intention to start a business among youth entrepreneurs.

3. RESEARCH METHODOLOGY

The present study adopted a quantitative research methodology, employing a structured approach to data collection and analysis. Specifically, a cross-sectional survey design was utilized to gather data from a diverse sample of 291 youth aged 16–24 years, including university students from both urban and rural areas.

This design allowed for the investigation of relationships between perceived family support, desirability, feasibility, and entrepreneurial intentions at a single point in time, providing a snapshot of these dynamics (Vu et al., 2024; Martins et al., 2023).

To ensure broad accessibility and representativeness, paper-based surveys were distributed across educational institutions and community centers in both urban and rural settings. These surveys were designed to capture responses related to key constructs measured using validated scales from previous studies. Perceived family support was assessed through items reflecting both tangible support, such as financial assistance, and intangible support, such as emotional encouragement (Li and Kang, 2023). Desirability and feasibility, key antecedents to entrepreneurial intentions, were measured using scales that evaluated how appealing entrepreneurship was to the participants and their perceived ability to engage in entrepreneurial activities (Salavou et al., 2023). Entrepreneurial intentions were assessed using the widely recognized Entrepreneurial Intention Questionnaire (EIQ), originally developed by Liñán and Chen (2009) and further validated by Yana Mbena et al. (2023).

Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM), a robust method suitable for testing complex models involving multiple constructs. This approach allowed for the simultaneous assessment of both direct and indirect relationships between the variables under investigation. The analysis was carried out using SmartPLS software, which facilitated a comprehensive evaluation of both the measurement model (to ensure the reliability and validity of the constructs) and the structural model (to test the hypothesized relationships among the variables).

4. RESULTS AND DISCUSSION

4.1. Respondent Profile

The table 1 below provides a comprehensive description of the demographic characteristics of the respondents involved in this study. The distribution of respondents includes factors such as gender, age range, field of study, family income, family background, and whether the students are from urban or rural areas.

Table 1 provides an in-depth overview of the respondent profile, capturing a broad range of demographic characteristics that offer valuable insights into the study's sample composition. In terms of gender distribution, the respondents are relatively balanced, with males representing 51.89% and females constituting 48.11%, reflecting a near-equal participation rate. The majority of respondents fall within the 21-24 age range (54.98%), indicating a predominantly young adult demographic, while the remaining 45.02% are between 16 and 20 years of age. Regarding academic background, a notable concentration of students comes from Business Administration (28.18%) and Management (24.05%), which together represent over half of the sample. This is followed by students in Science and Engineering (19.93%), Social Sciences (18.21%), and a smaller segment from the Arts (9.62%). These figures provide an understanding of the diversity in educational fields, although there is a significant focus on business-related disciplines. Family income distribution reveals that a substantial portion of the respondents (54.98%) come from low-income families, followed by middle-income families (29.90%) and a smaller group from high-income backgrounds (15.12%). This variable highlights the economic diversity among the participants and may offer insights into how economic factors influence entrepreneurial intentions. Family background data further enrich the respondent profile, with civil servants (25.09%) and traders (23.02%) comprising nearly half of the sample. Farmers (21.99%), fishermen (9.97%), and private sector employees (19.93%) make up the remainder of the participants' family backgrounds, providing a cross-section of occupational categories that could influence perceptions of entrepreneurship. Lastly, the majority of respondents originate from rural areas (60.14%), while the remaining 39.86% come from urban regions. This urban-rural divide may play a critical role in understanding the different socio-economic factors that impact entrepreneurial intentions and opportunities across these areas.

4.2. Common Method Variance

Common Method Variance (CMV) test was conducted using the Harman's Single-Factor Test approach to identify potential issues stemming from the data collection method. The analysis results indicate the Total Variance Explained by the extracted components, with the percentage variance for the first compon4.2ent being 45.103%. Given that this variance percentage is <50%, it can be concluded that there are no CMV concerns in this study. This finding is crucial for minimizing measurement bias and enhancing the reliability of the research results.

4.3. Inferential Analysis

This study examines several key constructs, including intention to start a business, perceived desirability, perceived family support,

Table 1: Respondent profile

Demographics	Percentage/ Value	Number of respondents
Gender		
Male	51.89	151
Female	48.11	140
age range		
16–20 years	45.02	131
21–24 years	54.98	160
Field of Study		
Business Administration	28.18	82
Management	24.05	70
Social Sciences	18.21	53
Science and Engineering	19.93	58
Arts	9.62	28
Family Income		
Low Income	54.98	160
Middle Income	29.90	87
High Income	15.12	44
Family Background		
Civil Servants	25.09	73
Traders	23.02	67
Farmers	21.99	64
Fishermen	9.97	29
Private Sector Employees	19.93	58
Student Origin		
Urban	39.86	116
Rural	60.14	175

and perceived feasibility. A comprehensive evaluation of the measurement model was conducted by analyzing the outer loading values, Cronbach's Alpha (CA), Composite Reliability (CR), and Average Variance Extracted (AVE) for each measurement item. The outer loading values, which should exceed a threshold of 0.70, were assessed to establish the strength of the relationship between each indicator and its corresponding construct, thereby confirming construct validity. In addition, CA and CR were evaluated to ensure internal consistency, with both metrics required to be above 0.70. For convergent validity, the AVE values were examined, with a minimum acceptable value of 0.50. The findings are summarized in Table 2, which presents detailed metrics for each construct without reiterating specific results.

Table 2 provides an evaluation of the measurement model for several constructs: intention to start a business, perceived desirability, perceived feasibility, and perceived family support. The loading values for all items in each construct exceed the minimum threshold of 0.70, indicating a strong correlation with their respective constructs. Additionally, the Cronbach's Alpha (CA) values for intention to start a business (0.873), perceived desirability (0.876), perceived feasibility (0.887), and perceived family support (0.849) all exceed the acceptable threshold of 0.70, confirming good internal consistency. Similarly, the Composite Reliability (CR) values for these constructs—0.882 for intention to start a business, 0.883 for perceived desirability, 0.892 for perceived feasibility, and 0.854 for perceived family support—further affirm their reliability. Furthermore, the Average Variance Extracted (AVE) values for each construct are also above the required 0.50 threshold, with values of 0.604 for intention to start a business, 0.642 for perceived desirability, 0.683 for perceived feasibility, and 0.569 for perceived family support, indicating adequate convergent validity

Table 2: Evaluation of measurement model

Code	Loading	CA	CR	AVE
Intention to start-up business		0.873	0.882	0.604
INT1	0.837			
INT2	0.838			
INT3	0.833			
INT4	0.826			
INT5	0.828			
INT6	0.840			
INT7	0.843			
INT8	0.861			
Perceived Desirability		0.876	0.883	0.642
PD1	0.890			
PD2	0.864			
PD3	0.878			
PD4	0.873			
PD5	0.868			
PD6	0.861			
PD7	0.882			
PD8	0.891			
Perceived Feasibility		0.887	0.892	0.683
PF1	0.887			
PF2	0.865			
PF3	0.875			
PF4	0.897			
PF5	0.846			
PF6	0.856			
PF7	0.870			
PF8	0.857			
PF9	0.863			
Perceived Family Support		0.849	0.854	0.569
PFS1	0.781			
PFS2	0.843			
PFS3	0.842			
PFS4	0.832			
PFS5	0.817			
PFS6	0.798			

To assess the discriminant validity of the constructs, two methods were employed: Fornell-Larcker Criterion and Heterotrait-Monotrait Ratio (HTMT). Discriminant validity is crucial to ensure that each construct in the model is distinct from the others. According to the Fornell-Larcker criterion, a construct's square root of the Average Variance Extracted (AVE) should be higher than its correlation with any other construct, confirming discriminant validity when this condition is met. As shown in Table 3, all diagonal values (in parentheses) are higher than the correlations with other constructs, satisfying the Fornell-Larcker criterion.

The HTMT criterion provides an alternative way to assess discriminant validity, with values below 0.85 indicating sufficient discrimination between constructs. Table 4 presents the HTMT values, all of which fall below the 0.85 threshold, further confirming discriminant validity. Both tables demonstrate that the constructs meet the necessary thresholds for discriminant validity, ensuring the model's appropriateness for further analysis.

To evaluate the explanatory power and predictive relevance of the model, the R-square (R^2), Adjusted R-square, and Q-square (Q^2) values were examined for each construct. The R-square values indicate the proportion of variance explained by the independent variables for each dependent construct, with higher values signifying stronger explanatory power. Generally, R-square values of 0.25, 0.50, and 0.75 represent weak, moderate, and substantial explanatory power, respectively. The Adjusted R-square values adjust for the number of predictors in the model, providing a more accurate reflection of the explanatory power. Predictive relevance was assessed using the Q-square (Q^2) values, with values greater than 0 indicating predictive relevance of the model. As shown in Table 5, the R-square value for intention to start-up business (INT) is 0.361, which indicates moderate explanatory power, while the predictive relevance (Q^2) for this construct is 0.248. Similarly, the constructs perceived desirability (PD) and perceived feasibility (PF) show R-square values of 0.112 and 0.220, with corresponding Q^2 values of 0.085 and 0.165, respectively, all demonstrating acceptable predictive relevance. These findings confirm that the model has both moderate explanatory power and predictive relevance for the constructs under study.

The overall model fit was assessed using the Standardized Root Mean Square Residual (SRMR) value. The SRMR is an index that quantifies the difference between the observed and predicted correlation matrices, with lower values indicating a better fit. An SRMR value below 0.08 is generally considered acceptable for a well-fitting model, while values below 0.05 suggest a good fit. As

shown in Table 6, the SRMR value for the saturated model is 0.035, indicating that the model has an excellent fit to the data, meeting the criteria for good model fit. This confirms that the theoretical model aligns well with the empirical data gathered.

Table 7 presents a summary of the path analysis results, outlining both direct and indirect effects among the constructs under investigation. The table reports path coefficients (β), means (M), standard deviations (SD), t-statistics, and p-values for each hypothesis. The hypotheses are supported when the t-statistics exceed the critical value and p-values fall below the threshold for statistical significance. A p-value lower than 0.01 is marked with three asterisks (*), while values between 0.01 and 0.05 are marked with two asterisks (), indicating moderate significance.

Table 3: Discriminant validty: Fornell and Larcker

Construct	INT	PD	PFS	PF
INT	(0.778)			
PD	0.500	(0.801)		
PFS	0.574	0.334	(0.754)	
PF	0.532	0.479	0.469	(0.826)

(s): INT: Intention to start-up business, PD: Perceived desirability, PF: Perceived feasibility, PFS: Perceived family support

Table 4: Discriminant validty: HTMT

Construct	INT	PD	PFS
PD	0.526		
PFS	0.624	0.357	
PF	0.558	0.499	0.503

(s): INT: Intention to start-up business, PD: Perceived desirability, PF: Perceived feasibility, PFS: Perceived family support

Table 5: Predictive power and relevance

Construct	R-square	Adjusted R-square	Q^2 (=1-SSE/SSO)
INT	0.361	0.357	0.248
PD	0.112	0.109	0.085
PF	0.220	0.217	0.165

Table 6: Goodness of fit model

Code	Saturated model
SRMR	0.035

Table 7 provides a comprehensive summary of the path analysis results, highlighting both direct and indirect relationships between key constructs. The path coefficients (β) demonstrate the strength of each relationship, while the t-statistics and p-values determine the significance of the hypotheses. For the direct effects, perceived desirability (PD) and perceived feasibility (PF) both have a statistically significant and positive influence on intention to start a business (INT), with path coefficients of 0.318 and 0.380, respectively, both significant at the 0.01 level ($p < 0.01$). Additionally, perceived family support (PFS) significantly impacts both perceived desirability (PD) and perceived feasibility (PF), further emphasizing the importance of family support in shaping entrepreneurial attitudes. For the indirect effects, PFS also has significant indirect effects on INT through both PD and PF. Specifically, the mediation effect of PD on the relationship between PFS and INT is significant at the 0.05 level ($p = 0.026$), while the mediation effect of PF is highly significant at the 0.01 level ($p = 0.007$) (Figure 1).

Table 8 provides an overview of the Variance Accounted For (VAF) for the indirect paths within the model, specifically focusing on the relationships involving perceived family support (PFS) and entrepreneurial intention (INT) through perceived desirability (PD) and perceived feasibility (PF). VAF is a crucial metric that quantifies the proportion of variance in the dependent variable explained by the independent variable via mediating variables.

In this analysis, the path from PFS to INT through PD demonstrates a VAF of 21.796%, indicating that approximately 21.8% of the variance in entrepreneurial intention can be attributed to the influence of perceived family support via perceived desirability. Similarly, the path from PFS to INT through PF shows a VAF of 31.903%, suggesting that around 31.9% of the variance in entrepreneurial intention is accounted for by perceived family support through perceived feasibility. Both paths exhibit a "Partial mediation" effect, highlighting the significant role of perceived family support as a predictor of entrepreneurial intention, with each mediator contributing meaningfully to the explained variance in INT (see Table 8).

The results presented in Table 7 underscore the significant direct effects of perceived desirability (PD), perceived feasibility (PF),

Table 7: Summary of path analysis results

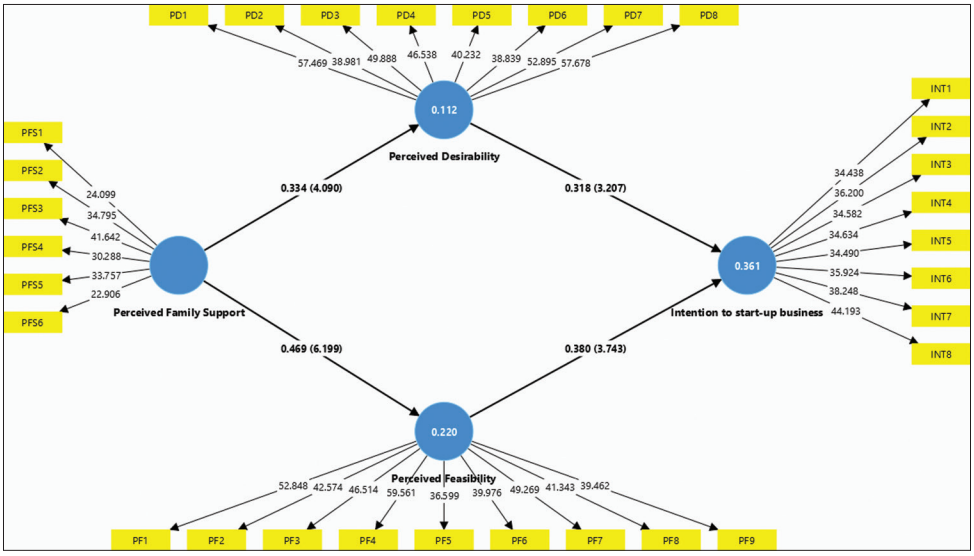
Hypotheses	Path	β	M	SD	t-statistics	P-values	Supported
	Direct effect						
H_1	PD→INT	0.318	0.316	0.099	3.207	0.001	Yes***
H_2	PF→INT	0.380	0.383	0.102	3.743	0.000	Yes***
H_3	PFS→PD	0.334	0.332	0.082	4.090	0.000	Yes***
H_5	PFS→PF	0.469	0.468	0.076	6.199	0.000	Yes***
	Indirect effect						
H_4	PFS→PD→INT	0.106	0.107	0.048	2.226	0.026	Yes**
H_6	PFS→PF→INT	0.178	0.182	0.066	2.696	0.007	Yes***

(s): P-value calculated on one-tail. *P<0.1; **P<0.05; ***P<0.01

Table 8: Variance Accounted For (VAF)

Path	β	M	SD	t-statistics	P-values	VAF	Mediation
PFS→PD→INT	0.106	0.107	0.048	2.226	0.026	21.796	Partial
PFS→PF→INT	0.178	0.182	0.066	2.696	0.007	31.903	Partial

Figure 1: Bootsrapping results



and perceived family support (PFS) on entrepreneurial intentions (INT) among youth entrepreneurs. Notably, PD and PF emerge as strong predictors of INT, with path coefficients of $\beta = 0.318$ (H1) and $\beta = 0.380$ (H2), respectively. These findings are consistent with earlier research, such as that of Păunescu et al. (2018), which identified a strong positive relationship between perceived desirability and entrepreneurial intentions. Additionally, Linan (2008) highlights the critical role of cognitive factors, particularly individuals' assessments of their skills and alignment with social values, in shaping entrepreneurial intentions.

Furthermore, the effect of perceived feasibility (PF) on entrepreneurial intentions (INT) supports the notion that individuals who see entrepreneurship as feasible are more likely to pursue entrepreneurial ventures. This finding aligns with existing literature, which suggests that beliefs about feasibility significantly influence the decision to start a business. For instance, research shows that entrepreneurial self-efficacy and low perceived environmental uncertainty positively motivate nascent entrepreneurs to invest effort in their ventures (Vilanova and Vitanova, 2020).

However, it is important to recognize that the assessment of feasibility can be limited by individual cognitive abilities, which may affect entrepreneurial intentions. Planning and preparation can enhance perceived feasibility, thereby increasing the likelihood of engaging in entrepreneurial activities (Armstrong, 2014). Despite previous studies indicating that many university students find entrepreneurship desirable, their perception of its feasibility often remains low (Guerrero et al., 2008). Nevertheless, this study emphasizes that both desirability and feasibility work in tandem to shape intentions to create new firms, with each factor contributing equally to the decision-making process.

Moreover, PFS has a positive impact on PD, with a path coefficient of $\beta = 0.334$ (H3). This finding aligns with Xu et al. (2022), who suggest that emotional family support boosts self-efficacy, thereby fostering a positive entrepreneurial mindset. Similarly, Cogan et al. (2022) emphasize that instrumental family support, such as financial assistance or business advice, enhances perceived feasibility, underscoring the multidimensional role family support plays in shaping entrepreneurial intentions. Additionally, the literature discusses the role of risk perception in influencing desirability and feasibility. Giordano Martínez et al. (2017) found that while economic risks may reduce the perceived feasibility of starting a business, they do not necessarily diminish its desirability. This dual effect is reflected in our findings, suggesting that a supportive family environment can mitigate perceived risks and enhance both the desirability and feasibility of entrepreneurship. However, Armstrong (2014) argues that perceived feasibility may exert a more direct influence on entrepreneurial decisions compared to perceived desirability. While our findings affirm the importance of both constructs, they suggest that achieving a balance between desirability and feasibility is essential for nurturing entrepreneurial intentions.

The findings from the analysis of H4 indicate that perceived family support (PFS) significantly influences perceived desirability (PD), which in turn impacts entrepreneurial intentions (INT). This is evidenced by a path coefficient of $\beta = 0.106$, a t-value of 2.226, and a p-value of 0.026, indicating that this relationship is statistically significant at the 5% level. Thus, family support, both emotional and instrumental, plays a crucial role in enhancing individuals' perceptions of the desirability of entrepreneurship, ultimately strengthening their intention to start a business. In terms of emotional support, as described by Xu et al. (2022), family members play a vital role in fostering self-efficacy, or the belief that individuals can overcome entrepreneurial challenges. This emotional support, such as moral encouragement and confidence-building, heightens the desirability of entrepreneurship by reducing psychological barriers that might otherwise hinder the intention to start a business. Additionally, instrumental support, such as financial assistance and business advice, directly influences the perceived feasibility of entrepreneurship. For instance, research by Cogan et al. (2022) asserts that instrumental support from family contributes to the perception of entrepreneurial feasibility, while

studies by Vu et al. (2024) and De Clercq et al. (2021) indicate that family support can help mitigate barriers related to gender inequality, particularly for female entrepreneurs. Furthermore, dynamic and sustained family support reinforces the overall entrepreneurial process, consistent with the findings of this study. Conversely, the absence of family support can significantly diminish entrepreneurial intentions, underscoring the importance of a supportive family environment for young entrepreneurs.

The findings reveal that perceived family support (PFS) significantly influences perceived feasibility (PF), as evidenced by a path coefficient of $\beta = 0.469$, a t-value of 6.199 (H5), and a p-value of 0.000. These results underscore the pivotal role that family support plays in shaping young entrepreneurs' perceptions of feasibility when considering entrepreneurial ventures. Emotional family support, as highlighted by Xu et al. (2022) and Cogan et al. (2022), fosters the positive mindset necessary for entrepreneurial success. Such support bolsters entrepreneurs' self-efficacy—the belief in their ability to overcome business challenges—thereby mitigating psychological barriers that might otherwise deter entrepreneurial intentions. In this context, family support is not merely a source of emotional encouragement but also a critical factor in enhancing young entrepreneurs' confidence to confront the inherent risks of entrepreneurship.

In addition to this emotional backing, instrumental support—such as financial assistance or resource provision—has a direct and tangible effect on entrepreneurs' capacity to actualize their business ideas. The work of Maleki et al. (2021) and Suhartanto (2023) underscores that family support in the form of capital, information, or access to business networks significantly reinforces perceived feasibility. Entrepreneurs who receive such support feel better equipped and more confident in their ability to bring their business ideas to fruition. This duality of emotional and instrumental support ultimately strengthens their entrepreneurial intentions, making family support a vital component in their entrepreneurial journey.

However, while family support is generally advantageous, it is essential to acknowledge the potential downside of over-reliance on family resources. Excessive dependence can stifle individual initiative and curtail innovation in entrepreneurship, limiting an entrepreneur's willingness to take the risks necessary for independent business success. This reliance may foster a conservative mindset that resists change and discourages entrepreneurial growth, creating a paradox where the very support that promotes feasibility might also inhibit the entrepreneurial spirit when taken to an extreme.

Thus, the interplay between perceived family support and perceived feasibility highlights a complex relationship where emotional and instrumental support can either empower young entrepreneurs or, conversely, lead to over-dependence. This duality underscores the importance of balancing support with the encouragement of independence, ultimately shaping the trajectory of entrepreneurial intentions among youth entrepreneurs from both urban and rural backgrounds.

Hypothesis H6 posits that perceived family support (PFS) significantly influences perceived feasibility (PF), which, in turn, enhances entrepreneurial intentions (INT). The analysis reveals a path coefficient of 0.178, a t-value of 2.696, and a p-value of 0.007, indicating a statistically significant relationship at the 1% level. This finding suggests that when entrepreneurs perceive strong family support, their confidence in their ability to pursue entrepreneurial ventures increases. Consequently, this enhanced confidence strengthens their intentions to initiate business activities.

This relationship is rooted in the understanding that PFS encompasses both emotional support—such as encouragement and affirmation—and instrumental support, which includes financial assistance and resources. Together, these forms of support create a conducive environment that fosters a positive entrepreneurial mindset and significantly enhances self-efficacy. As a result, this supportive atmosphere ultimately leads to increased perceived feasibility among entrepreneurs.

Moreover, the results of this study reinforce previous research that illustrates the crucial role of perceived family support in shaping entrepreneurs' perceived feasibility and intentions. For instance, Cogan et al. (2022) and Xu et al. (2022) elucidate how emotional support nurtures confidence and mitigates psychological barriers, while instrumental support directly enhances entrepreneurs' capacity to act on their business ideas (Maleki et al., 2021; Suhartanto, 2023). Thus, this study asserts that perceived feasibility serves as a critical mediator in the relationship between perceived family support and the intention to embark on entrepreneurial ventures. By highlighting this mediation effect, the research emphasizes the importance of family dynamics in influencing the entrepreneurial intentions of young entrepreneurs from both urban and rural backgrounds.

5. CONCLUSION

In conclusion, this study provides valuable insights into the factors shaping entrepreneurial intentions (INT) among young entrepreneurs, with a focus on perceived desirability (PD), perceived feasibility (PF), and perceived family support (PFS). The findings significantly contribute to the Entrepreneurial Event Model (EEM) by reaffirming the central role of PD and PF as critical predictors of INT, consistent with Shapero and Sokol's (1982) theoretical framework. Moreover, this research extends the EEM by demonstrating that PFS serves as a crucial external factor influencing both PD and PF. This suggests that family support—whether emotional or instrumental—enhances young entrepreneurs' perceptions of entrepreneurship as both desirable and feasible, further shaping their intentions to pursue entrepreneurial ventures.

From a theoretical perspective, the study enriches the EEM by highlighting the importance of external support systems, such as family, in fostering entrepreneurial intentions. This novel contribution underscores the need for future research to explore other external factors—beyond family support—that may similarly impact the perceived desirability and feasibility of

entrepreneurship, expanding the applicability of the EEM across various contexts.

However, several limitations should be acknowledged. First, the study employed a cross-sectional design, which limits the ability to establish causal relationships between variables over time. Longitudinal studies would be beneficial in examining how perceived family support, desirability, and feasibility evolve and influence entrepreneurial intentions at different stages of the entrepreneurial journey. Second, the study relied on self-reported data, which may introduce bias due to participants' subjective perceptions. Future research could incorporate objective measures or combine self-reported data with observational or experimental methods to mitigate this limitation. Third, the sample was limited to young entrepreneurs from specific urban and rural settings in Indonesia, which may affect the generalizability of the findings to broader populations or different cultural contexts. Expanding the sample to include diverse demographic groups or conducting cross-cultural comparisons could enhance the robustness and applicability of the findings.

Despite these limitations, the study provides significant theoretical and practical contributions. For policymakers and entrepreneurship educators, the findings emphasize the importance of family involvement in fostering entrepreneurial intentions, suggesting that targeted programs aimed at engaging family support may enhance the entrepreneurial ecosystem. Future studies should further investigate the interplay between family support and other contextual factors in shaping entrepreneurial outcomes.

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