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SOCIO-CULTURAL BARRIERS TO YOUTH ENTREPRENEURSHIP IN AFRICA. A STUDY OF YOUNG CONGOLESE GRADUATES

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ABSTRACT

This study was undertaken to investigate socio-cultural barriers to entrepreneurship among young graduates in the Democratic Republic of Congo (DRC). It is based on a field survey carried out in Kinshasa among 588 young Congolese graduates of higher and university education, aged 15 to 35 years. The results reveal that the lack of valuation of entrepreneurship in the community, the absence of entrepreneurial culture and negative societal attitude to youth entrepreneurship, witchcraft and magico-religious practices and the lack of family support and friends are important socio-cultural barriers in the DRC. Entrepreneurship is not valued in the DRC. It is considered a secondary activity to a main job. Society finds it less important to start one's own business or be self-employed, and so discourages young people from doing so. The fight against these socio-cultural obstacles can help encourage the realization of entrepreneurial projects through the creation of businesses by young Congolese graduates. The originality of this study is based on the field analyzed, namely the developing countries, specifically the Democratic Republic of the Congo, a country less studied on the entrepreneurial level, and on its operational aim the development of entrepreneurship and the realization of entrepreneurial projects of young Congolese entrepreneurs.

Keywords: Youth entrepreneurship, Socio-Cultural Barriers to Entrepreneurship, Young Congolese Graduates, Business Creation, DRC.

INTRODUCTION

Youth entrepreneurship offers enormous benefits for young people themselves and for countries, societies and communities. For young people, entrepreneurship presents itself as an effective means to fight against poverty, unemployment and underemployment of young people, and an important tool to promote the improvement of the well-being and the empowerment of young people and sustainable development. The gains that entrepreneurship can facilitate for countries, societies and communities can be summarized as follows: a) the introduction of innovative practices, b) the creation of employment opportunities, c) economic growth, d) socio-economic development, e) improvement of living standards, d) encouragement of economic cooperation between states, e) creation of new markets and opportunities, f) increase in the economic competitiveness of countries, etc.

Given that the young person, the bearer of entrepreneurial projects or entrepreneur, lives in a given society, at a specific time, his activities and his representations with a view to action are generally influenced by environmental factors, including the economic and political contexts social, cultural and educational. Benata (2015) argues that the entrepreneurial activity of young people is influenced by social and cultural attitudes.

In fact, cultural and social norms can reinforce or disadvantage entrepreneurial dynamism or even influence the direction and mode of development of economic and entrepreneurial activity (CES, 2011). There are greater socio-cultural barriers to entrepreneurial activity in rural areas (Fornahl, 2003).

In a society like Africa, where the majority of its population lives in rural areas, there are many socio-cultural norms that are real obstacles to starting a business. However, to foster the promotion and entrepreneurial culture in African countries, it is essential to understand the various socio-cultural factors that determine success or failure. Hence the need to explore the socio-cultural obstacles faced by young people in setting up their businesses in order to resolve and overcome them. This research aims to explore this concern by identifying these socio-cultural obstacles among young graduates in the Democratic Republic of Congo (DRC). This would lead to the adoption of strategies that could help overcome these obstacles.

The study seeks to answer the question: What are the socio-cultural obstacles that hinder the entrepreneurship of young people in Africa and young Congolese graduates in particular, and how to overcome them? Its objective is to study the socio-cultural obstacles which constitute a handicap to the passage of young Africans and particularly young Congolese graduates to the entrepreneurial act and to present some means of action.

This research is part of the desire to improve the process of business creation and to further promote the entrepreneurial culture among young graduates in the DRC. This is a means of contributing to the increase of knowledge in the field of entrepreneurship and of promoting an entrepreneurial culture among young people in the DRC. This article is structured in three sections. The first section presents a review of the literature on the subject. The second section

deals with the research methodology. The third section presents the results followed by their discussion.

LITERATURE REVIEW

Understand Socio-Cultural Factors and the Socio-Cultural Environment

Sociocultural factors are factors related to both society and culture. These are larger-scale forces within cultures and society that affect the thoughts, feelings and behavior of individuals (Onodugo & Onodugo, 2015).

The wider socio-cultural environment includes both the social system and the culture of a people. It primarily refers to the intangible human-made elements that affect the behavior, relationships, perception and way of life of people, as well as their survival and existence. In other words, the socio-cultural environment comprises all of the elements, conditions and influences that shape an individual's personality and potentially affect their attitude, disposition, behavior, decisions and activities. These elements include the beliefs, values, attitudes, habits, forms of behavior and lifestyles of people as derived from cultural, religious, educational and social conditioning (Adeleke et al., 2003). These elements are learned and shared by a society and passed on from generation to generation within that society (Akhter & Sumi, 2014).

Thus, social-cultural environment, in relation to entrepreneurship, can be defined as consisting of all the elements of the social system and culture of a people which positively or negatively affect and influence entrepreneurial emergence, behavior and performance, and entrepreneurship development in general. All such elements which condition the values, thinking and action of an individual with respect to entrepreneurship comprise the social-cultural environment of entrepreneurship (Akhter & Sumi, 2014).

Although there has been a great deal of research based on psychological and economic approaches to entrepreneurship, the influence of socio-cultural factors (religion, ethnicity, family, physical attributes, economic status and education), has an impact on development entrepreneurship spirit in developing countries (Akhter & Sumi, 2014). Several socio-cultural factors have been found to influence the choice of entrepreneurship among young people (Gómez-Araujo & Manoj Chandra Bayon, 2017).

The Main Socio-Cultural Obstacles

Among the socio-cultural barriers more common in Africa and retained in this study are: the absence or weak entrepreneurial culture, the negative cultural and social attitude towards youth entrepreneurship, the lack of valuation of entrepreneurship, lack of support from family or friends, witchcraft, magico-religious beliefs and practices.

Lack or Weak Entrepreneurial Culture

The entrepreneurial culture prevailing in an environment appears to be one of the factors most likely to influence a person's propensity to create a business according to the theoretical approach of entrepreneurial intention (Ajzen, 1991; Shapero & Sokol, 1982). Several authors (Davidsson & Wiklund, 1997; Busentiz & Lau, 1996) assert that the culture of a country, its values and its beliefs influence the decision to be an entrepreneur.

Consequently, the absence or the weak entrepreneurial culture is an obstacle to the creation of a business.

The creation of companies knows many failures in Africa due to the absence or the weak entrepreneurial culture: young people are encouraged to go more towards the civil service

(salaried employment) seen as a guarantee of employment that towards entrepreneurship. And above all, entrepreneurship was seen in Africa (French-speaking in particular) as a secondary activity to a main job.

Communities with low entrepreneurial culture may discourage entrepreneurs, who fear social pressure and being ostracized (Dreisler et al., 2003; Kunene 2008).

Negative Cultural and Social Attitude towards Youth Entrepreneurship

The entrepreneurial activity of young people is influenced by social and cultural attitudes. Indeed, cultural values can encourage or discourage entrepreneurship among young people. Thus, the attitude of society is one of the obstacles hindering the development of entrepreneurship among young people (Radebe, 2019).

Mueller & Thomas (2001) consider that cultural and social attitudes influence the dynamics of entrepreneurial activities of a population, country, region or ethnic group. In addition, there is a strong relationship between culture and entrepreneurship (McGrath, Macmillan, Yang & Tsai, 1992; Kreiser; Marino & Weaver, 2001). Cultural variations between nations are increasingly recognized as an essential factor in the economic and entrepreneurial development of a nation. A socio-cultural perspective that shows respect and honor towards entrepreneurs is seen as a source of learning experience that shame is no longer motivating for entrepreneurship (Basu, 2002). Culture influences values and again, differences in values influence entrepreneurial behavior, the decision to become an entrepreneur, needs and reasons for success, affiliation or pursuit of individual and social goals, beliefs, behavior and risk-taking orientation, proactivity and self-efficacy of individuals (Harding et al., 2003).

Social perceptions and the perception of the legitimacy of entrepreneurship are important factors that promote or, on the contrary, hinder the will to be entrepreneurial.

Young people are influenced by their families, teachers and society as a whole. Parents and teachers, who are important role models, are often poorly informed about the demands and prospects of entrepreneurship. As a result, entrepreneurial activities are rarely encouraged and are sometimes even perceived negatively by society, which is an obstacle to youth entrepreneurship (OECD/European Union, 2012).

The discouraging culture of starting a business hinders the entrepreneurial orientation of new graduates (Sonda & Younes, 2015).

The Lack of Valuation of Entrepreneurship

The lack of valuation of entrepreneurship in a given society is a barrier on youth entrepreneurship.

A culture that values entrepreneurship is fundamental for young entrepreneurs. The way in which young people perceive entrepreneurship depends above all on the background from which they come, their place in the labor market as well as the reputation, acceptance and credibility of their field of activity (UNCTAD, 2014).

When the surrounding environment of an individual (family, ethnic group, peers, educational and professional context) does not strongly value the act of entrepreneurship, the individual will perceive entrepreneurship negatively.

In fact, the lack of valuation of entrepreneurship means that entrepreneurship is not perceived as a good career choice, the entrepreneur does not have a high social status, and the fact of becoming an entrepreneur does not bring prestige. This means that young people are neither attracted nor encouraged to become entrepreneurs.

In addition, some companies believe that white collar jobs (office workers), are superior to entrepreneurship. They believe that becoming a nurse, lawyer or teacher is the best job to pursue.

In the DRC and Congo (Brazzaville), salaried employment is more highly valued and more particularly a life-long career in a large company. Society finds it less important to start one's own business or be self-employed, and thus discourages young people from doing so (Dzaka-Kikouta et al., 2020). According to the World Bank (2019), the entrepreneurial culture is still underdeveloped in the DRC. Overall, more entrepreneurs are motivated more by a culture of “resourcefulness” or “need” rather than the desire to become an entrepreneur and go into business. Entrepreneurship is seen as a source of last resort livelihood and most people would prefer salaried jobs.

Lack of Support from Family or Friends

The creator is rarely alone in his creative adventure. He often expressed a strong need for support from a supportive family, friendly and professional environment.

The family and friendly entourage constitutes a major resource in that it carries a network of knowledge and contacts that can potentially be mobilized for the accomplishment of the project. It opens up access to a social network, the importance of which has been highlighted by numerous studies relating to business creation (Bernard et al., 2013).

The family contributes in several ways to the development of entrepreneurship. It offers the entrepreneur financial, material and above all psychological support (from advice and participation in the operation of the business). This support is a determining factor in the creation of the company (Boutillier & Dokou, 2006).

Slitine & Barthelemy (2010) find that the absence of support from the close family environment can be a significant difficulty. Conversely, family support, without being able to consider it as a key success factor in the strict sense, can be a facilitating element.

In addition, in Africa, family support is important for financing business creation activities. Once the young entrepreneur is missing, he will face serious difficulties for his entrepreneurial adventure.

Without the encouragement and support of the family, the difficulties increase, hence the importance of the role of the family especially before the emergence of the project to facilitate the tasks considered difficult (Sonda & Younes, 2015).

In the DRC as in Congo (Brazzaville), we observe that families make little commitment to support and accompany young people in their entrepreneurial process (Dzaka-Kikouta et al., 2020).

Witchcraft and Magico-Religious Beliefs and Practices

Witchcraft, Magico-religious¹ beliefs and practices slow down the process of starting a business in Africa. They discourage entrepreneurship, effort and investment; and distort the distribution of human resources.

The environment in which the African entrepreneur evolves often grows in certain magico-religious practices and witchcraft. The young entrepreneur, who does not succeed, thus attributes his failure to the sorcerer. If his business makes more profits than other businesses,

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¹ The term ‘Magico-Religious’ is commonly used to describe beliefs prevalent in a particular culture concerning various supernatural influences operating in the environment.

those around him (family members or competitors, etc.) attribute the achievement or success to witchcraft. Sometimes entrepreneurs go beyond the natural and use witchcraft to cripple the businesses of their competitors.

The belief in witchcraft blocks the young entrepreneur to the point where he can easily manage to give up his effort, and his progress. It is yet another challenge for him. The entrepreneur is conditioned by different beliefs which determine both his behavior in the entrepreneurial process and his choice of whether or not to resort to certain practices in order to succeed.

Dzaka & Milandou (1994) state that in Congo and elsewhere, the phenomenon of witchcraft or “kindoki” is a central component of the cultural environment of the entrepreneur.

Some religions never encourage their followers to start a business, and sometimes they have a lot of prohibitions that prevent them from starting a business. Thus, their beliefs and practices constitute real obstacles to youth entrepreneurship.

RESEARCH METHODOLOGY

Research Design

A quantitative research design was followed in this study.

Population and Sample

The target population of this study is made up of young active Congolese aged 15 to 35, with at least a higher education diploma. Among them, the research focuses on young project leaders, entrepreneurs who have succeeded in setting up a business, those who have not succeeded or whose creation processes have not succeeded and those who are unemployed, in order to better understand what happens in all these situations.

The study sample focused on young graduates of higher and university education found in the city of Kinshasa, of all options, from public and private institutions, men and women, having studied in the capital Kinshasa, as in the provinces of the DRC. This sample is made up of 588 young graduates, all between 15 and 35 years old. The people to be interviewed during the surveys were chosen by the accidental sampling technique.

According to several international organizations, such as the United Nations, the OECD, the International Labor Organization and the World Bank, young people are considered to be people between the ages of 16 and 24. However, this definition adopted by other organizations and national governments differs widely from country to country. In Africa, the word young refers to people between the ages of 15 and 18 to 35 (Chigunta et al., 2005; Gough et al., 2013). According to the African Youth Charter of the African Union of 2006 ratified by the DRC, young people are in the age group between 15 and 35 years old. It is this slice that is taken into account in this research.

Data and Data Sources

The study only used primary data collected in the field from young Congolese graduates of higher and university education. The collection was carried out using a survey questionnaire addressing the main points on the subject of the study.

The administration of the questionnaire was carried out in direct mode, in other words face to face between the researcher and the respondent.

Data Analysis

Data analysis for this study is based on descriptive statistics. This method was used to find the frequency and percentage of data for all study variables. It allowed us to present the results obtained by means of tables and to interpret them using the calculated frequencies.

Response Rate

Of the 630 questionnaires administered, we received 588 suitably completed and therefore a response rate of 93%. The rest (42 questionnaires) were the subject of non-response or poorly completed something which forced us to eliminate them from our studies, given the lack of their credibility (not usable).

The Study Area

The Democratic Republic of Congo (DRC) is a central African state with access to the Atlantic Ocean. It is bounded by the Enclave of Cabinda and the Republic of Congo to the west; Uganda, Burundi, Rwanda and Tanzania to the east; the Central African Republic and Sudan in the North; Zambia and Angola in the south. With an estimated population of 91.994 million and an area of 2,345,000 km², the Democratic Republic of the Congo is one of the most populous and largest countries in sub-Saharan Africa. It is the fourth largest country in Africa and the eleventh in the world. The country comprises 26 provinces. Its capital is Kinshasa.

The surveys were carried out in Kinshasa, in all the 24 municipalities, among young Congolese graduates. Basically, Kinshasa was chosen as the study area because most of the young graduates from different fields of study are based in the region.

RESULTS AND DISCUSSION

This section presents the various socio-cultural barriers or obstacles to entrepreneurship among young Congolese graduates as well as the strategies to overcome them.

Personal Characteristics of Respondents (Young Graduates Surveyed)

Table 1 allows us to know the gender, age and marital status of the individuals questioned.

Table 1.

Gender, Age and Marital Status of Respondents (Young Graduates)

Variable	Variable	Frequency	Percentage
Gender	Male	311	52.89
	Female	277	47.11
	<i>Total</i>	<i>588</i>	<i>100.00</i>
Age (age groups)	15 -19 years old	12	2.04
	20 -24 years	108	18.37
	25 -29 years old	188	31.97
	30 -35 years	280	47.62
	<i>Total</i>	<i>588</i>	<i>100.00</i>
Marital status	Married	166	28.23
	Single	380	64.63
	Divorced / separated	26	4.42
	Widower (widow)	10	1.70
	Others	6	1.02
	<i>Total</i>	<i>588</i>	<i>100.00</i>

Note. The ages of the participants vary between 15 and 35 years. Source: Field survey, 2021.

Of the 588 young people questioned, 53% are boys and 47% are girls. Regarding the age groups, there is a strong concentration of young people aged 30-35 (48%), followed by young people aged 25-29 with 32%, and afterwards by young people aged 20- 24 years with 18.37%. Young people aged 15-19 are rare (2%). The majority of young graduates are single with a rate of 64.63% of respondents, followed by married people with 28% of respondents, after come the divorced or separated with 4.42%, and finally, these are the widowers and other statuses respectively with 1.7% and 1%.

Table 2

Entrepreneurial Experiences, Education Level and Business Creation Project

Variable Values	Frequency	Percentage
Previous entrepreneurial experiences		
Without previous entrepreneurial experiences	528	89.8
Having already created a business :		
- People who have already created in the past	20	3.4
- People with at least one business now	40	6.8
Total	588	100.0
Educational level		
Graduat diploma*	215	36.6
Bachelor's degree	308	52.4
Master's degree	12	2.0
Other university degrees	53	9.0
Total	588	100.0
Business creation project		
Yes	588	100
No	0	0.0
Total	588	100

Note. *The “Graduat diploma” is an undergraduate university graduate in the DRC, which is worth 3 years of study. Source: Field survey, 2021.

The analysis of entrepreneurial experiences reveals that 89.8% of young graduates say they have not started a business before compared to 10.2% who have already created a business.

It emerges from the results of the level of education of the respondents that almost half of them have at least a bachelor's degree with 52.4%, while 36.6% have a “graduat” diploma (a first degree university cycle in the DRC). The other types of university degrees represent 9%. Holders of master's degrees are poorly represented, with 2% respectively.

All the respondents have an idea, an intention or a project to create a business.

Socio-Cultural Obstacles or Barriers to Entrepreneurship among Young Congolese Graduates

Table 3 highlights the various socio-cultural barriers or obstacles to entrepreneurship among young Congolese graduates.

Table 3

Sociocultural Obstacles to the Entrepreneurship of Young Congolese Graduates

Barriers	Frequency	Percentage
Lack or weak entrepreneurial culture	430	73.1
Negative attitude of society towards youth entrepreneurship	48	8.2
Lack of support from family or friends	36	6.1
Lack of promotion of entrepreneurship	455	77.4
Witchcraft and magico-religious practices	300	51.0

Note: The number of respondents amounts to 588 young Congolese graduates. Source: Field survey, 2021.

The analysis of the results in Table 3 shows the dominance of the obstacles relating to the lack of valuation of entrepreneurship in the community (77.4%), followed by obstacles relating to the absence or weak entrepreneurial culture (73.1%) and obstacles relating to witchcraft and magical practices (51%). Certain barriers are poorly represented, such as the negative attitude of society towards youth entrepreneurship (8.2%) and the lack of support from family or friends (6.1%).

Lack or Weak Entrepreneurial Culture

Young Congolese graduates identify obstacles linked to the weak presence of an entrepreneurial culture in the Democratic Republic of the Congo, whether in parental education, but also in the social, family or institutional environment. Entrepreneurship would be little encouraged there, because there is little promotion of the entrepreneurial world for young people. In addition, the latter, in particular the young Congolese would favor the civil service with its favorable conditions, in particular its guarantee of employment. Also, from primary school to university, entrepreneurship is not part of the culture of young graduates.

The Negative Attitude of Society towards Youth Entrepreneurship

Another cultural barrier is the negative attitude of society towards youth entrepreneurship. Society finds it less important to start one's own business or be self-employed, and so discourages young people from doing so.

Lack of Valuation of Entrepreneurship

The young people questioned testify that entrepreneurship is not valued in the DRC (77.4%). This is explained by the absence of measures taken to encourage the development of entrepreneurship, especially in the start-up phase of businesses, also by the absence of prizes awarded to the best young entrepreneurs of the year, for example and finally, by the lack of promotion of entrepreneurship in schools and universities. This result reveals the origin of the weaknesses of young Congolese graduates, which largely comes from the culture of the country. This leads us to think that the lack of valuation of entrepreneurship in Congolese culture means that there is no entrepreneurial culture among young graduates. Therefore, there is no creativity or entrepreneurship among young people. They are not able to make the decision to pursue a business creation opportunity, and they have a poor perception and purpose of their action.

In the DRC, salaried employment is more highly valued, and more particularly a life-long career in the public service or in a large company. Entrepreneurship is seen in the DRC as a

secondary activity to a main job. Thus, young Congolese would favor the civil service rather than entrepreneurship.

With this result, we agree with the conclusions of Mudilo-Muhima (2017) who underline that the entrepreneurial environment in the DRC already suffers from several ills, especially on the cultural level, in this country, an entrepreneur never has so much prestige social security than a lawyer (employee), a doctor (employee), an engineer (employee) or even an employee of a large company.

Witchcraft, Magico-Religious Beliefs and Practices

The respondents believe in the existence of witchcraft and Magico-religious beliefs and practices within the cultural environment of business creation in the DRC that is 51%. Indeed, some seniors do not accept that young graduates emerge and overtake them in business. Only the elders and uncles in particular, have all the skills necessary for entrepreneurship, but not a young person.

With these results, one would be tempted to consider that they agree with the point of view of Dzaka & Milandou (1994), who state that in the Congo and elsewhere, the phenomenon of witchcraft or "kindoki" is a central component of cultural environment of the entrepreneur.

Lack of Family or Entourage Support

Only a few young people point out the lack of support from family or friends and family (6.1%). Indeed, some families of young graduates do little to support and accompany young people in their entrepreneurial process, they rather prefer that their children find a salaried job, and more particularly a career for life in a large company or in multinationals companies, or even to the government. Preference is attached to jobs in the public sector, banking, business, politics, etc. rather than starting a personal business with a lot of risk.

These results agree with those of Malaj & Dollani (2018) who assert that families consider youth initiatives as activities more exposed to risk and they would like their children to work in an occupation in which employment is secure.

Strategies to Overcome the Obstacles Linked to the Socio-Cultural Environment

The fight against these socio-cultural obstacles can help encourage the realization of entrepreneurial projects through business creation by young Congolese graduates.

Remedies against the Barrier of Absence or Weak Entrepreneurial Culture

Faced with the "Lack or weak entrepreneurial culture" barrier, the following means of action could be applied: 1) developing the entrepreneurial spirit among young people, 2) educating society and in particular parents in entrepreneurial culture, 3) promote entrepreneurship in the DRC, 4) popularize the corporate culture among the young population, 5) promote role models, 6) organize public relations campaigns, competitions and awards, media coverage, social events "business for young people, 7) introduce and promote entrepreneurial culture through education, 8) promote learning from failure and stop stigmatizing its effects, etc.

Remedies against the Witchcraft Barrier, Magico-Religious Practices and Powers

To escape the negative effects of witchcraft as well as magical powers, it is necessary to respect customary and biblical precepts. Dzaka & Milandou (1994) show that respect for precepts has become an effective countermeasure against the inhibiting and destructive effects of witchcraft.

The belief in witchcraft blocks the young person carrying out the project or entrepreneur to the point where she can easily manage to give up her effort, and her progress. It is yet another

challenge for him. If he wants his business to progress, to be efficient, he must go against the grain, drawing strength from his intelligence, his will and above all from the application of the rules of good management. The progress of his business depends on his ability to establish himself in society as a young person freed from his witchcraft.

In addition, we must promote the traditions and religious roots that encourage entrepreneurship.

Remedies against the Obstacle of Lack of Valuation of Entrepreneurship

Faced with the “lack of valuation of entrepreneurship” barrier, we could apply the valuation of entrepreneurship in the community: 1) successful entrepreneur stories should be broadcast on youth sites and on radio and television to get young people to desire and value entrepreneurship, 2) competitions should be organized and excellence prizes awarded to the best winners, 3) the assessment of the place given to entrepreneurship in the community. A periodic survey program must be set up in order to gauge public opinion on companies, entrepreneurs and entrepreneurship, will make it possible to follow the path of the DRC towards a more enterprising, more prosperous and more human society, etc. .

Remedies for the Lack of Support from Family and Friends

The families and the entourage of young graduates must be made aware of the entrepreneurial culture. Indeed, families and those around them are often poorly informed about the prospects of entrepreneurship, which is why they do not encourage the entrepreneurial activities or projects of their children or friends.

Remedies for the Negative Attitude of Society towards Youth Entrepreneurship

For youth entrepreneurship to be successful in a given society, it is important to develop an entrepreneurial culture that promotes business creation and development. To do this, it is necessary to better inform and effectively persuade the different layers of society to adopt new attitudes and behaviors. This can be done by organizing specific campaigns, information-education-communication activities, etc.

CONCLUSIONS, LIMITATIONS AND FUTURE RESEARCH

The objective of this research was to study the socio-cultural obstacles which constitute a handicap to the passage of young Africans and particularly young Congolese graduates to the entrepreneurial act and to present some means of action.

The lack of valuation of entrepreneurship in the community, the absence of an entrepreneurial culture and the negative societal attitude to youth entrepreneurship, witchcraft and Magico-religious practices and the lack of family and friendly support constitute significant socio-cultural barriers in the DRC. In addition, youth entrepreneurship in the DRC is considered a secondary activity to a main job. Society finds it less important to start one's own business or be self-employed, and so discourages young people from doing so. Young Congolese are sometimes pressured by parents who believe that after graduation their children must go looking for jobs in order to earn money.

This research, like so many others, has its limits and opens up new perspectives. In fact, young people face many barriers to entrepreneurship. This study is only interested in cultural and social barriers to entrepreneurship among young graduates. Subsequent studies may focus on understanding and explaining the other barriers that young graduates face when starting their businesses or even after setting up their businesses.

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