

# The impact of inter-generational support on entrepreneurial decisions - an empirical study based on CFPS data

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**Abstract.** Along with the high quality development of economy, innovation and entrepreneurship are increasingly valued. Family inter-generational support is one of the reasons affecting entrepreneurial decisions. Based on the CFPS individual-level database in 2020, this paper classifies inter-generational support into economic inter-generational support and non-economic inter-generational support to investigate the impact of family inter-generational support on entrepreneurial decision making, and uses propensity score matching methods to test the regression results. The study concluded that among the inter-generational support, economic inter-generational support has a significant positive impact on entrepreneurial decision, and the higher the amount of inter-generational support, the higher the degree of impact on entrepreneurial decision. Non-financial inter-generational support from fathers and mothers did not have a significant effect on entrepreneurial decision making.

**Keywords:** INTer-generational support; Entrepreneurial decisions; Propensity score matching.

## 1. Introduction

Entrepreneurial activities play an important and irreplaceable role in promoting quality economic development. The country is committed to promoting public participation in innovation activities through the formulation and implementation of a series of relevant policies, actively promoting a virtuous cycle of "innovation supporting entrepreneurship, entrepreneurship-led job creation". The 13th Five-Year Plan Conference in 2022 proposed to focus on stabilizing employment by stabilizing market players and enhancing the role of entrepreneurship in driving employment. Entrepreneurs take more significant risks compared to those who are employed. Overall, the overall entrepreneurial motivation in China is constrained by more systemic factors, such as infrastructure, economic environment, legal system, and regional government support, all of which take time to implement, and entrepreneurial decisions are often not supported in a timely manner, leaving most businesses in a transition phase from survival to opportunity-based entrepreneurship. For a long time, scholars have analyzed entrepreneurial decisions mostly from a macro perspective, lacking research on internal social relationships, such as the impact of inter-generational family support on entrepreneurial decisions, which are usually made on a family basis [1]. Research on the impact of family inter-generational support on entrepreneurial decision making needs to be further strengthened.

In the current field of theoretical research, the analysis of the relationship between inter-generational family support and entrepreneurial decision making is still lacking in proof. Starting from this area, using economic and non-economic factors as the entry point for research, and drawing conclusions and recommendations through data analysis, is more relevant, accurate and conducive to promoting solutions to the problem of impeded entrepreneurial decision making in society, solving greater social and economic development conflicts at a smaller cost within the family, which is in line with sustainability in the economic sphere and the efficiency of using resources with half the effort. This paper therefore examines the effects of economic and non-economic inter-generational support on entrepreneurial decision making from the perspective of inter-generational support. The valid data samples obtained from the CFPS database are tested and analyzed to provide a new perspective for the study of family internal factors affecting entrepreneurial decision making, as well as to provide a basis and reference for policies that guide and encourage the promotion of entrepreneurial decision making.

## 2. Literature Review

### 2.1 Inter-generational support

inter-generational support is primarily a two-way flow of resources between different generations within a family, a topic that has received much attention from national and international scholars, KL Fingerman et al. (2015) [2] believe that parents with higher incomes provide more emotional and material support for their children and that adult children of less educated parents are more likely to cohabit with them. Low-income parents provide more total support for all children Low-income families may experience double jeopardy; each adult child receives less support on average, but parents make greater efforts to provide more total support for all children. Qingbo Huang et al. (2018) [3] argue that inter-generational support consists of three main types: adult children flowing to older parents, adult children for older parents, and older parents providing financial and instrumental support for adult children. A non-linear relationship was shown between different variables and different flows of inter-generational support, and different types of inter-generational support. Maoyao Yan et al. (2020) [4] argue that inter-generational economic support has two types: upward inter-generational support and downward inter-generational support, and that the new rural pension insurance pension increases parents' inter-generational economic support for their children. Hongxia Gong et al. (2022) [5] found that with the continuous changes in productivity and production methods, the social structure and culture in China have changed and also affected the relationship between family members, and family inter-generational support has become more complicated.

In the existing studies on inter-generational support, the definitions given by scholars have been influenced by culture, environment and theoretical systems, and the content of inter-generational support is characterized by a diversity of features combing the relevant literature shows that the study of inter-generational support in Chinese families involves not only the subjects of inter-generational support but also the mechanisms of association between the two generations.

### 2.2 Entrepreneurial decision-making

The existing academic field has researched household entrepreneurial decisions more extensively and extensively, with domestic and international scholars broadly categorizing research on the factors influencing entrepreneurial decisions into three levels. The individual level, the family and society level, and the policy and environment level. Firstly, based on the individual level, Xiaolin Dong et al. (2019) [6] found that human capital such as higher education and work experience significantly contributed to entrepreneurial decision. MIAO Shuchao et al. (2021) [7] religious belief was also an individual factor that influenced entrepreneurial decision. Using micro data to examine the influence of individual cognitive ability on entrepreneurial decision, Yang Zhou et al. (2017) [3] found that higher cognitive ability can promote household entrepreneurial intentions. Secondly based on the family and social level, Guangsu Zhou et al. (2018) [8] studied the influence of social trust on family entrepreneurial decision trust found that strengthening information transfer, risk sharing and forming social networks are conducive to promoting family entrepreneurial decision. Zhichao Yin et al. (2015) [9] found that financial literacy increases household entrepreneurial intentions by improving household borrowing channels, increasing household demand for formal financing, and reducing household financing costs. Finally, based on the environmental and policy dimensions. Gang Chen et al. (2015) [10] show that government regulation significantly reduces individuals' probability of starting a business, and raises the cost of starting a business for individuals due to the decline in the probability of starting a business for employees. Jiancheng Wang et al. (2020) [11] base the rural dimension, suggesting that broadband construction also has a significant impact on rural households' entrepreneurial decisions. Many scholars have studied the impact of digital inclusive finance, access to finance and credit constraints on household entrepreneurial decisions. Lin Zhang et al. (2022) [12] and Dawei Feng et al. (2020) [13] found that the development of digital inclusive finance significantly increases the probability of starting a business among residents. IANG Lili et al. (2019) [14] and other

studies found that the financial inclusion index also has a significant impact on entrepreneurial decisions.

### 2.3 Inter-generational support and entrepreneurial decision-making

Chan Yang et al. (2017) [15] believed that farmers with elite family backgrounds are more likely to choose entrepreneurial activities, and the probability of entrepreneurial activities will be significantly reduced if the stability of family structure is damaged. Jing Dong et al. (2019) [16] agreed that inter-generational family economic support is an important financial support in the early stage of entrepreneurship] Qili Muge et al. (2022) [17] believed that the capital accumulation of the family of origin has a positive relationship with the entrepreneurial decision, scale, and profitability of the farmer family. Qingzheng Zhu et al. (2022) [18] By analyzing the general characteristics of peasant households, it is found that family income has a significant promoting effect on peasant households' entrepreneurial decision-making, and Emy Rachmawati et al. (2022) [19] concluded that family participation has a significant mediating effect between entrepreneurial orientation and family business performance.

Domestic and foreign scholars have conducted comprehensive studies on inter-generational support and family entrepreneurial decision-making, but most of the studies are based on the two, and few scholars have studied the impact of inter-generational support on family entrepreneurial decision-making and its mechanism, ignoring the correlation between the two. In addition, most of the existing researches focus on the entrepreneurial decision-making of farmers and college students, and there is no systematic study on the impact of inter-generational support on family entrepreneurial decision-making in the existing literature. In this paper, the research object is extended to the age range of 18-65, CFPS database is used, and according to literature review, the impact of inter-generational support on family entrepreneurial decision-making is discussed from a micro perspective from two dimensions of economic inter-generational support and non-economic inter-generational support amount. The possible innovations and marginal contributions of this paper are as follows: inter-generational support is combined with entrepreneurial decision-making, and its internal mechanism and effects are explored. Attach importance to the construction of family relations and maintenance of inter-generational support, create a good supporting environment for entrepreneurship, in order to promote and actively guide the family to the inter-generational support and recognition of entrepreneurs' entrepreneurial activities.

## 3. Theoretical analysis and research hypothesis

In terms of existing academic researches, there are few researches on the relationship between inter-generational support and entrepreneurial decision-making. Xuelian Li et al. (2015) [20] show that inter-generational flow of resources is an important channel to promote children's entrepreneurship. Bin Wang et al. (2020) [21] 36.58% of respondents believed that inter-generational support was reciprocal; Chen Zhu (2018) [22] believed that old-age support significantly improved the probability of children starting a business by helping to take care of other generations and reducing the economic burden; Dong liang Cai et al (2018) [23] believed that every 1% increase in the net wealth level of a family, the probability of family starting a business would obviously increase by 0.0162 percentage points. However, the relevant theoretical basis. Access to more limited, including the macro level and micro level research conclusions. From the perspective of micro individuals, some scholars found that the higher the dependency ratio between the middle-aged and the elderly in the family, the lower the entrepreneurial probability of their children. Previous studies on entrepreneurial decision-making mainly discussed the impact on entrepreneurship from the theoretical perspective of entrepreneurs' personal ability and financial literacy, and rarely examined the core issue of whether starting a business is affected by family economic inter-generational support or non-economic inter-generational support from the perspective of inter-generational support.

Based on the influencing factors of entrepreneurial decision-making, this paper controls other factors that have an impact on entrepreneurial decision-making, and studies how entrepreneurs transform family inter-generational support into their own entrepreneurial advantages, so as to form entrepreneurial decision-making. It not only improves our understanding of the interactive relationship between family and entrepreneurship, but also breaks through the limitations of previous inheritance studies that only focus on entrepreneurial literacy and financial literacy Pay attention to the influencing factors of entrepreneurship. By exploring the relationship between entrepreneurial decision making and inter-generational support, we can find out whether entrepreneurial decision making is affected by family factors, so as to better formulate entrepreneurial policies. Therefore, this study has certain theoretical support and practical significance.

Therefore, we put forward hypothesis 1: Economic inter-generational support can affect the effect of entrepreneurial decision-making.

Hypothesis 2: Non-economic inter-generational support cannot affect the effect of entrepreneurial decision making.

## **4. Data sources and model construction**

### **4.1 Sample Selection and Data Sources**

The research data of this paper are from 2020 "China Family Panel Studies"(CFPS). CFPS is implemented by the China Social Science Survey Center of Peking University, with samples covering 25 provinces, municipalities and autonomous regions. By tracking and collecting data of individuals, families and communities, all members of a family are investigated. The data of Chinese family tracking survey can better meet the research purpose of this paper. Individuals aged 18-65 years old are selected from the individual-level samples of the survey data in 2020, and the samples without the support of parents' economic factors and non-economic factors in the valid questionnaire are eliminated, and finally 670 valid samples are obtained.

### **4.2 Selection of variables**

#### **4.2.1 Explanatory variables**

The explained variable involved in this article is "whether to start a business". The entrepreneurial decision was measured according to the work owner in the questionnaire. If the work was for oneself/oneself, the entrepreneurial decision variable was assigned a value of 1; If employed by another person/his family/organization/unit/company, the entrepreneurial decision was assigned a value of 0.

#### **4.2.2 Core explanatory variables**

The core explanatory variable of this paper is "parents' inter-generational support to their children", which is measured respectively from two dimensions of non-economic inter-generational support and economic inter-generational support amount, among which non-economic inter-generational support is further divided into father and mother. According to the question "Did your father or mother take care of the house for you or take care of your children in the past 6 months?" Parental non-economic inter-generational support was assigned a value of 1 if the respondent said the father helped with household chores or child care, and a value of 13 if the respondent said the mother helped with household chores or child care, either a value of 1 or a value of 2 if neither the father nor the mother helped with household chores or child care It was assigned a value of 0. According to the question "Did your father or mother provide you with financial help in the past 6 months?" If the economic inter-generational support number of parents (unit: year) > ¥10000 is assigned as 1, and if the economic inter-generational support amount (unit: year) <¥10000 is assigned as 0.

### 4.2.3 Control variables

The control variables in this paper are as follows: (1) personal characteristics: educational background, political status, health status, gender, ethnic composition and age. (2) Family characteristics: spouse's education, current marital status, family size and number of children. (3) Regional characteristics: importance and region of the Internet.

The definition and description of variables in this paper are shown in the table 1 below.

**Table 1.** Variable definition table

Variable category	Variable name	Meaning
Explained variables	Entrepreneurial decision making	Respondent's job is entrepreneurial in nature assign a value of 1 otherwise 0
Explanatory variables	Non-economic inter-generational support1	Father provides housekeeping or babysitting is assigned a value of 1 otherwise 0
	Non-economic inter-generational support2	Mother provides housekeeping or babysitting is assigned a value of 1 otherwise 0
	Economic inter-generational support	Financial help from parents $\geq 1000$ per year is assigned a value of 1 otherwise 0
Control variables	Academic qualifications	Primary school and below is assigned a value of 1 Secondary school, including secondary school, is assigned a value of 2 University and above, including tertiary, is assigned a value of 3
	Political affiliation	Party members are assigned a value of 1 otherwise 0
	Health status	Very healthy is assigned a value of 1 otherwise 0
	Gender	Male assigns a value of 1 otherwise 0
	Ethnic composition	Assignment according to CFPS ethnic composition table
	Age	Age per household (years)
	Spouse's qualifications	A lower secondary school diploma is assigned a value of 1 A high school diploma is assigned a value of 2 A high school diploma or higher is assigned a value of 3
	Current Marital Status	Unmarried is assigned a value of 1 Married is assigned a value of 0
	Family size	Greater than five assigns a value of 1 Less than five assigned a value of 0
	Number of children	Greater than five assigns a value of 1 Less than five assigned a value of 0
	The importance of the Internet	Very important assign a value of 1 otherwise assigned a value of 0
	Regional characteristics	Current place of residence of the interviewee

### 4.3 Model construction

To test hypothesis 1, this paper draws on the logit model model used by Dany Wang [24, 25] to explore the effect of economic support (Economic support) and non-economic inter-generational support (Other support) on entrepreneurial decision (Entrepreneur), the regression equation is set as follows:

$$Entrepreneur_i = \beta_0 + \beta_1 \times pa_{ei} + \beta_2 \times pa_{oi} + \beta_k \times X_i + \mu_i$$

Where the explanatory variable  $Entrepreneur_i$  indicates whether or not entrepreneurship was started in the sample. The core explanatory variable  $pa_{ei}$  indicates whether the parents provide financial inter-generational support for the sample, and  $pa_{oi}$  indicates whether the parents provide fee economic inter-generational support for the sample.  $X_i$  denotes other control variables, including age, gender, household registration, educational attainment, regional characteristics, etc.  $\mu_i$  denotes the error term, the  $\beta_1$ ,  $\beta_2$ , and  $\beta_k$  are the parameters to be estimated.

## 5. Empirical Analysis

### 5.1 Descriptive statistical analysis

Descriptive statistical analysis was first conducted on the sample data, as shown in Table 5. In terms of the explanatory variable entrepreneurship, the mean value is 0.24, the maximum value is 1 and the minimum value is 0. The mean value is much smaller than the maximum value and close to the minimum value, indicating that the current level of entrepreneurial decision making is poorly developed, a few are better developed and the effect of entrepreneurial decision making varies to some extent between individuals. In addition, most entrepreneurial decisions are supported by economic inter-generational support, and the amount of variance in the amount of economic inter-generational support is large. While non-economic standby support is divided into fathers and mothers, and the two are discussed separately. It can be seen that the difference in mean and standard deviation is not significant, thus it can account for the difference in the effect of inter-generational support from both parents on entrepreneurial decisions is not significant.

**Table 2.** Table of descriptive statistics of variables

Variable category	Variable name	Average	Standard deviation	Minimum value	Maximum value	
Explained variables	Entrepreneurship	0.240	0.428	0	1	
Explanatory variables	Amount of inter-generational support	2883.000	14264.000	0	240000	
	Amount of non-financial inter-generational support1	0.428	0.495	0	1	
	Amount of non-financial inter-generational support2	0.497	0.500	0	1	
Control variables	Personal	Academic qualifications	1.804	0.567	1	3
		Political affiliation	0.007	0.086	0	1
		Health status	0.854	0.354	0	1
		Gender	0.531	0.499	0	1
		Ethnic composition	0.399	2.360	0	37
		Age	36.740	7.731	18	58
	Family	Spouse's qualifications	1.828	0.572	1	3
		Current Marital Status	3.081	3.120	0	14
		Family size	0.499	0.500	0	1
		Number of children	2.194	1.772	0	10
Region	The importance of the Internet	0.700	0.459	0	1	
	Region	1.870	0.827	1	3	

### 5.2 Regression analysis

#### 5.2.1 logit regression analysis

In order to match those who received inter-generational support with those who did not, a logit regression model analysis was first used to estimate the probability that those with entrepreneurial

decisions were influenced by inter-generational support, and the estimated results are shown in the table below. The results show that the effect of amount of inter-generational support on entrepreneurial decision is significant at the 5% level. The effect of parental and maternal non-financial inter-generational support on entrepreneurial decision is not significant. The effect of age on entrepreneurial decision is significant at the 5% level, indicating that the younger generation is more willing to start a business. The effect of region on entrepreneurial decision is significant at the 5% level, indicating that people in different regions have a greater difference in whether to start a business or not.

**Table 3.** Table of regression results

Entrepreneurship	Coef.	Std. Err.	z	P> z	95% Conf.	Interval
Amount of inter-generational support	1.65e-05	7.37e-06	2.230	0.025**	2.02e-06	3.09e-05
Non-economic inter-generational support1	0.0699	0.304	0.230	0.818	-0.525	0.665
Non-economic inter-generational support2	0.0305	0.307	0.100	0.921	-0.571	0.632
Academic qualifications	-0.0291	0.203	-0.140	0.886	-0.427	0.368
Political affiliation	0.544	1.093	0.500	0.618	-1.597	2.686
Health status	-0.441	0.254	-1.740	0.082*	-0.939	0.0568
Gender	0.0209	0.214	0.100	0.922	-0.398	0.439
Ethnic composition	-0.0418	0.0447	-0.940	0.350	-0.129	0.0458
Age	0.0359	0.0142	2.530	0.011***	0.00807	0.0638
Spouse's qualifications	-0.113	0.197	-0.570	0.565	-0.500	0.273
Current Marital Status	0.0814	0.0458	1.780	0.0760*	-0.00836	0.171
Family size	-0.0454	0.291	-0.160	0.876	-0.615	0.524
Number of children	0.0152	0.0589	0.260	0.796	-0.100	0.131
The importance of the Internet	-0.0879	0.208	-0.420	0.673	-0.496	0.320
Region	0.414	0.119	3.480	0.000***	0.181	0.646
cons	-2.988	0.911	-3.280	0.001	-4.774	-1.202

Note: "\*", "\*\*" and "\*\*\*" indicate significant at the 10%, 5% and 1% levels respectively.

### 5.2.2 Propensity score matching

Due to limitations in variables and data selection etc., the results of the above empirical regression analysis are still subject to problems such as selectivity errors. Entrepreneurial decisions do not satisfy random sampling but originate from self-selection, and thus direct regression with the above data is likely to lead to selectivity bias [26]. To ensure the robustness and non-chance of the results, the nearest neighbour propensity score matching method (PSM) will be used to construct a counterfactual framework for the effect of inter-generational support on farmers' entrepreneurial decisions and to correct for possible selective bias, which is in order to verify whether the positive effect of the amount of inter-generational support on farmers' entrepreneurial decisions and performance has a consistent and stable effect. Therefore, we choose the most representative nearest neighbour matching approach for estimation. The matching results are presented in the table 4, with good data matching results. When the dependent variable is entrepreneurial decision, the ATT estimate of PSM is 1.98, indicating that it is significant at the 5% level of significance, which is suggesting that economic inter-generational support has a significant positive effect on farmers' entrepreneurial decision and H1 is further validated.

**Table 4.** Table of propensity score matching results

Variable	Sample	Treated	Controls	Difference	S.E.	T-stat
Entrepreneurship	Unmatched	0.308	0.223	0.0848	0.0413	2.050
	ATT	0.298	0.207	0.0906	0.0458	1.980

Note: S.E. does not take into account the fact that the propensity score is estimated.

According to the matching results, the number of samples that did not complete matching in the experimental group was 0, and the number of samples that did not complete the matching in the control group was 2. The vast majority of samples met the propensity score matching.

**Table 5. Matches**

Psmatch2: Treatment assignment	Psmatch2: Common support		Total
	Off support	On support	
Untreated	0	537	537
Treated	2	131	133
Total	2	668	670

**5.2.3 Sample matching balance test**

In order to determine the accuracy of the propensity score results obtained through the above method, a balance test was required. The results obtained by conducting a sample covariate matching test are shown in the table below. After matching and comparing the standardized bias values before matching, the deviations of the variables after matching (outcome variable: entrepreneurial decision) were all less than 10%, reducing the bias to a large extent, and based on previous experience in the literature, the standardized deviations after matching were sufficient to support the results. According to the t-test results, the absolute values of t were all less than 1.96 and the p-values were greater than 0.05, indicating that all variables in the treatment and control groups had non-significant bias after matching, thus indicating that the model passed the balance test.

**Table 6. Balance test**

Variable	Unmatched	Mean		% bias	%reduct  bias	t-test		V(T)/V(C)
	Matched	Treated	Control			t	p>t	
Academic qualifications	U	1.8045	1.8045	0.0		0.00	0.999	0.95
	M	1.8168	1.8241	-1.3	-17308.5	-0.11	0.915	0.99
Political affiliation	U	0.00752	0.00745	0.1		0.01	0.993	.
	M	0.00763	0.00541	2.6	-3072.3	0.22	0.824	.
Health status	U	0.80451	0.86592	-16.6		-1.80	0.073	.
	M	0.80916	0.81958	-2.8	83.0	-0.22	0.829	.
Gender	U	0.53383	0.53073	0.6		0.06	0.949	.
	M	0.53435	0.52125	2.6	-321.4	0.21	0.833	.
Ethnic composition	U	0.43609	0.3892	1.7		0.20	0.838	2.43*
	M	0.44275	0.38015	2.3	-33.5	0.19	0.853	2.58*
Age	U	34.075	37.395	-44.6		-4.50	0.000	0.85
	M	34.29	34.438	-2.0	95.5	-0.18	0.860	1.13
Spouse's qualifications	U	1.8195	1.8305	-1.9		-0.20	0.843	0.95
	M	1.8244	1.8471	-4.0	-106.2	-0.33	0.745	0.98
Current Marital Status	U	3.2932	3.0279	8.6		0.88	0.380	0.90
	M	3.2901	3.2493	1.3	84.6	0.11	0.913	0.96
Family size	U	0.58647	0.47672	22.1		2.27	0.023	.
	M	0.58015	0.57173	1.7	92.3	0.14	0.891	.
Number of children	U	2.0376	2.2328	-11.8		-1.14	0.256	0.62*
	M	2.0382	2.0141	1.5	87.6	0.13	0.895	0.89
The importance of the Internet	U	0.79699	0.67598	27.7		2.74	0.006	.
	M	0.79389	0.79912	-1.2	95.7	-0.10	0.917	.
Region	U	1.9474	1.851	11.8		1.20	0.229	0.92
	M	1.9313	1.9334	-0.3	97.8	-0.02	0.983	0.90

\* if variance ratio outside [0.71; 1.41] for U and [0.71; 1.41] for M.

## 6. Conclusions and Recommendations

### 6.1 Conclusion

Based on the sectional data of CFPS in 2020, this paper follows the thought structure of "theoretical analysis - hypothesis - problem analysis - suggestion", and adopts the Logit model to analyze the impact of inter-generational support on entrepreneurial decision-making. The findings show that: (1) Economic inter-generational support has a significant positive impact on entrepreneurship, but non-economic inter-generational support has no significant impact on entrepreneurial decision. That is, inter-generational economic support has a significant contribution to entrepreneurial decision-making, and the higher the family economic support, the more likely entrepreneurs to choose entrepreneurship; while non-economic inter-generational support has no significant effect on entrepreneurial decision, probably because the risk of starting a business is high, the requirement for initial capital to start a business is high, and entrepreneurs need economic support more than emotional support to make entrepreneurial decision. (2) Among the control variables, region has a significant positive effect on entrepreneurship. This is reflected in the fact that residents in areas with higher levels of economic development are more motivated to start a business and more likely to do so, while those in areas with lower levels of economic development and education are less motivated to start a business and less likely to choose to do so. This may be due to the fact that the higher the level of economic development and the higher the level of per capita income, the more opportunities there are for entrepreneurship; and the higher the level of economic development, the better the infrastructure development, the more residents interact with each other and the more open the information is, while the more backward the level of economic development and education, the more likely it is that entrepreneurial resources are scarce and the information is closed. (3) Current marital status has a significant positive effect on entrepreneurship. This is reflected in the fact that unmarried entrepreneurs are more willing to start a business, while those who are married are less willing to start a business. (4) Gender has no significant effect on entrepreneurial decision. That is, gender has little influence on entrepreneurial decision-making, probably because: with economic and social development and the popularization of compulsory education, people's level of education has increased, gender equality awareness has increased, and the status of women has risen significantly, so that the inter-generational support women receive in entrepreneurial decision-making, especially inter-generational economic support, is basically equal to that of men, so gender becomes an insignificant factor.

### 6.2 Policy Recommendations

Based on the above findings, the following three policy recommendations are drawn:

To encourage entrepreneurship, the government should create a favorable entrepreneurial environment to promote entrepreneurship, improve and perfect the market environment, simplify and decentralize administrative approval matters, introduce and implement more preferential policies to support entrepreneurship, and enhance support and assistance for start-ups, so as to better release market vitality and promote entrepreneurship.

Entrepreneurs rely on family financial support, but also the high threshold of social financing, financing is difficult and expensive, entrepreneurs should pay attention to the positive role of social resources support in the general environment of government support, the government should take measures to help start-ups financing, for entrepreneurs to actively dock financial, scientific and technological, talent, market and other external entrepreneurial resources, to broaden the financing channels for entrepreneurs, to provide entrepreneurs with sufficient entrepreneurial resources support, to encourage and help entrepreneurs to take their first steps. In addition, starting a business requires financial and emotional support from the family. Having the support of the family will make one's journey much smoother. Entrepreneurs should first have full confidence in themselves and be good at communicating with family members to gain their support and recognition, so that they can see their determination.

Entrepreneurs' entrepreneurial decisions are also influenced by their own qualities and abilities. In the initial stage of entrepreneurship, entrepreneurs themselves should focus on learning and cultivating their own relevant knowledge and skills, taking the initiative to learn and become proficient in expertise and skills related to entrepreneurship, and continuously absorbing new technologies and knowledge as needed. At the same time, they should develop the habit of thinking, learn from the experience of others and develop their ability to analyse problems in a comprehensive manner. The government should improve the construction of entrepreneurship education and training systems in rural areas, focus on the education of knowledge and skills of the residents of the area, improve the educational level of the residents, so that more people have the opportunity to receive education and training, which in turn brings about the strengthening and sublimation of the entrepreneurial self-efficacy and other intrinsic elements of the entrepreneurial farmers, which can be strengthened through the strengthening of publicity, training and other supporting policies and services, so that the quality and ability of the entrepreneurs themselves are constantly improved. to promote the upgrading of entrepreneurial motivation.

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