

Awareness and Adoption of Crowdfunding Among University Students in Mauritius

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Abstract

This paper evaluates students' acquaintance with crowdfunding concepts, desire to participate in crowdfunding activities, and perceived barriers to adoption using a survey administered at multiple institutions. The data show that, while there is moderate knowledge of crowdfunding among students, actual adoption rates are low. The study finishes by underlining crowdfunding's potential to empower young entrepreneurs in Mauritius, assuming that knowledge and understanding of the platform improve dramatically. The findings recommend that institutions, in partnership with industry experts, take a proactive approach to introducing crowdfunding education into their courses. This could not only boost students' financial literacy, but also foster a more dynamic business ecosystem in the country.

Keywords

Crowdfunding, University, Students.

