

Effects of Human Behavior on Entrepreneurial Intention of Fourth Year University Students in Kenya



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ABSTRACT:

Objective: Entrepreneurial intentions are individual's willingness to learn about entrepreneurial activity or become self-employed. Yet, the antecedence of entrepreneurial intention is important to understanding the process of entrepreneurial intent. The relationship between human behavior and entrepreneurial intentions of undergraduate university students are neglected. Thus, the broad objective was to investigate the effect of human behavior (attitudes towards behavior, subjective norms and perceived behavioral control) on entrepreneurial intentions.

Design: Explanatory research design was employed in this study as it examined cause-and-effect relationships. The study population comprised the fourth pursuing entrepreneurship. The study employed proportionate, stratified, and simple random sampling to choose 400 respondents. Closed ended questionnaire with likert scale was used to obtain the data. The hypotheses were tested using Hayes model six.

Findings: The findings revealed that attitudes towards behavior had a positive and significant influence on entrepreneurial intent ($\beta_1=0.564$, p value = 0.000 ($p<0.05$) and t (13.357) higher than the critical t (1.96), subjective norms had no significant influence on entrepreneurial intention ($\beta_2=0.007$, p value = 0.849 ($p>0.05$) and t (0.190) which is lower than critical t (1.96) and perceived behavioral control had coefficient estimates which were significant ($\beta_3=0.256$, p value =0.000 ($p<0.05$) and the calculated t (6.122) is higher than the critical t (1.96).The findings conclude that human behavior encourages entrepreneurial intention among undergraduate university students.

Policy implications: These findings suggest that politicians and institutions should work to strengthen these motivating factors in order to increase students' entrepreneurial intentions. While more perceived behavioral control may be good, it is unlikely to influence students' attitudes toward entrepreneurship.

KEYWORDS: Entrepreneurial intention, Attitudes towards behavior, subjective norms, perceived behavioral control.

INTRODUCTION

Research on entrepreneurial intentions is rapidly expanding globally (Miralles et al., 2012; Iakovleva et al., 2011; Lián & Chen 2009; Krueger 2009). It has recently been popular to study the elements that impact people's decision to seek an entrepreneurial career over a standard job (Sesen, 2013; Zellweger, Sieger & Halter, 2011; Schwarz, Wdowiak, Almer-Jarz & Breitnecker, 2009; Gerba, 2012). Study on entrepreneurial intention models is crucial to new endeavor development (Linan et al., 2015).

Starting a new business is a personal decision, which is why entrepreneurial intentions are so important in the study of entrepreneurship (Zampetakis & Moustakis, 2006; Lavolette et al., 2012). Entrepreneurial intentions are individual willingness to learn about entrepreneurial activity or become self-employed. (Basu & Virick, 2008; Krueger, Reilly, & Carsrud, 2009). External factors influence attitudes, including personality traits, educational attainment, demographic, and environmental variables (Chen, 2007; Krueger, 2003; Segal, Borgia & Schoenfeld, 2005; Souitaris et al., 2007).

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An individual entrepreneurial intent is a critical tool in the establishment of new businesses (Thompson, 2009). Entrepreneurial intent is a crucial and continuous construct in entrepreneurship theory and study (Thompson, 2009; Carr & Sequeira, 2007; Vohora et al., 2004; Hmieleski & Corbett, 2006; Wilson et al., 2007; Zellweger et al., 2011). Despite vocational training institutions educating teenagers to become self-employed, many of them remain to pursue paid work, with many remaining jobless (Kilemi, 2012; Kinyanjui, 2017). According to comparable research, despite severe unemployment, barely 1% of Kenyan graduates will work in small-scale informal businesses (Maina, 2017).

What is missing from previous studies is that they ignore the external factors that are also responsible for the formation of entrepreneurial intentions, such as human behavior (in addition to internal factors of the individual) (Vesalainen and Timo, 2000). Another gap is that they have not explained how human behavior influence entrepreneurs' intentions (Adeyami, 2006; Liao, Welsch, and Stoica, 2003) As a result, this study investigated the effects of human behavior on entrepreneurial intention, developing and testing the following research hypotheses:

- H₀₁: Attitudes towards behavior has no significant effect on entrepreneurial intention
- H₀₂: Subjective norms has no significant effect on entrepreneurial intention
- H₀₃: Perceived behavioral control has no significant effect on entrepreneurial intention.

EMPIRICAL LITERATURE REVIEW

Attitudes towards behavior and Entrepreneurial Intention

Ajzen (1991) defines attitude as "the degree to which a person has a favorable or unfavorable evaluation or appraisal of the behavior in question." The association between attitude and entrepreneurial intent has been found to be substantial (Fini et al., 2009; Kautonen et al., 2009; Moriano et al., 2011). According to Do Paço et al., (2011), attitude is the most important component in explaining entrepreneurial intention.

"Attitudes are what we feel about a concept (object of the attitude), which may be a person, a brand, an ideology, or any other entity about which we can attach feeling," write Fini et al., (2010). Attitude is the tendency to respond positively to particular elements in the environment (Efendi, and Makhfudli, 2009). Entrepreneurship is the study of these objects (Cruz et al., 2015). The Theory of Planned Behavior states that three factors influence how a person intends to behave, one of which is attitude. They describe attitude as the capacity to effectively respond to business risks.

Affective attitudes toward change, money, and business were all good predictors of entrepreneurial desire, according to Schwarz et al., (2009). VanGelderens et al., (2008) discovered that financial security, prosperity, freedom from work, and autonomy greatly predict entrepreneurial ambition. Personal attitude toward entrepreneurship, according to Schlaegel and Koenig (2014), is an important predictor of entrepreneurial intention. Personal attitude, on the other hand, refers to a person's mindset toward a specific issue, such as venture creation (DINC & Budic, 2016). Personal attitude also refers to a person's positive or negative evaluation, and this psychological trait is present in all humans in the context of critical evaluation and appraisal (Eagly & Chaiken, 1993). Many researchers have previously worked on the psychology of students and demonstrated that this personal attitude influences them towards entrepreneurial intention (Paco et al., 2011; Maes et al., 2014, Moriano et al., 2012; Purusottama, 2019). And the more it understands, the more determined it is to engage in specific behavior (DINC & Budic, 2016). However, following a brief discussion in the previous section, the authors have chosen some important indicators of personal attitude that appear to influence students or individuals' attitudes toward entrepreneurial intention. These are Douglas and Shepherd's proven components or indicators of autonomy, risk, workload, and income (2002).

The first of two theory of reason action, components is attitude toward the behavior. As described by Ajzen (1991), this construct is an individual's appraisal of a given activity. Behavioral notions dominate this construct (Armitage & Conner, 2001). People connect these notions to concrete actions. The perception of these consequences as favourable or negative shapes an individual's actions (Lee et al., 2016). Intentional conduct is explained by attitude (Arpaci & Baloglu, 2016; Flores & Ekstedt, 2016; Herath et al., 2014; Jafarkarimi, Saadatdoost, Sim, & Hee, 2016; Moody & Siponen, 2013; Safa et al., 2016). (Parsons, McCormac, Butavicius, et al., 2014).

In Theory of planned behavior, attitude influences intention (Ajzen, 1991). Other theories focusing on this construct, such as TAM (Bagozzi & Yi, 2012) and theory of reason action (Bagozzi & Yi, 2012), also support this position (Bagozzi & Yi, 2012; F& A, 1975). According to Lebek (2014), eight out of ten IT studies using TPB found significant connections between attitude and intention, six of which were at the p 0.01 level. However, two of Lebek's research failed to demonstrate the correlation's importance. An

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attitude was found to be the strongest predictor of intention in eight non-IT research (Ajzen & Klobas, 2013; Ajzen & Sheikh, 2013; Castanier, Deroche, & Woodman, 2013; Dawson, Mullan, & Sainsbury, 2014; Efrat & Shoham, 2013; Greaves et al., 2013; Tipton, 2014; Zemore & Ajzen, 2014). The least significant predictor of intention in five additional experiments was attitude (Chan & Bishop, 2013; M. F. Chen & Tung, 2014; de Leeuw et al., 2015; Donald, Cooper, & Conchie, 2014; Mullan et al., 2015).

Subjective norms and Entrepreneurial Intention

A social factor called subjective norm, which refers to "perceived social pressure to perform or not perform the behavior," is another antecedent of intention (Ajzen, 1991, pp 188). The influence of subjective norm on entrepreneurship studies shows that focusing on a society's feelings about entrepreneurship rather than the general cultural norm is a better indicator of entrepreneurial activity (Engle et al., 2010; Stenholm et al., 2013, Spencer & Gomez, 2004). Also, societal pressures can act as a catalyst or deterrent to the emergence of entrepreneurship. Positive attitudes towards family businesses project perceived desirability and feasibility of starting their own business (Guerrero et al., 2008; Dabic et al., 2012; Ayob et al., 2013). Extreme circumstances or frequent changes predicted a positive impact on individuals' autonomy and attitude toward self-employment (Douglas et al., 2021).

The direct experience of a business venture or starting a new business may also influence attitudes and perceptions about entrepreneurship and career (Henderson & Robertson, 2000; Peterman & Kennedy, 2003). A system of valuation and support for students' entrepreneurial intentions is created by subjective norms of entrepreneurship in the close social and close environments (Bagheri, Akmaliah, & Pihie, 2011). Consistent with this, the indirect relationship between subjective norms and entrepreneurial intentions highlights the importance of individuals in evaluating and weighting the values of entrepreneurship in their immediate social and personal environments (Bagheri, Akmaliah, & Pihie, 2011).

Subjective norms are based on respondents' perceptions of what important people in their lives think about performing a particular behavior (Utami, 2017; Carr & Sequeira, 2007; Park & Smith, 2007). Family expectations about the desirability of becoming a lawyer, doctor, or entrepreneur are examples of such norms (Mwatsika, 2015; Goltz et al., 2015; Amine & Staub, 2009). The strength of the motivation to conform to these normative beliefs is weighed. An individual is more likely to engage in behavior if others who are important to them approve of it (Smith et al., 2008 and Smith & McSweeney, 2007). Conversely, a subjective norm prevents the person from performing the behaviour (Hamilton et al., 2017).

The subjective norm is an individual's point of view affected by others. Substantive norms, according to Wedayanti and Giantari (2016), are individuals' views on what is important to do or not do. Personal beliefs about how and what to think about important people drive people to act on them (Maulana, 2009). It veers away from the inner element, which is the human conscience (Sumaryono, 2012). Previous research has shown a link between subjective norms and entrepreneurial intent. The subjective norm is the belief that in order to be an entrepreneur, one must follow the advice of others (Cruz et al., 2015).

Perceived behavioral control and Entrepreneurial Intention

Perceived behavioural control refers to an individual's ability to perform a behaviour. This is based on the person's knowledge, experience, and assessment of potential obstacles. More control over behaviour means more intention to perform it (Samuel & Ernest, 2013). "Perceived ease or difficulty of performing the behaviour," says Ajzen (1991, p. 188). Many researchers, including Shook and Bratianu (2010), Moriano et al., (2011), Schwarz et al., (2009), and van Gelderen et al., (2008) The best predictor of entrepreneurial intention, according to Sommer and Haug (2011), is perceived behavioural control. The perceived ease or difficulty of performing a behaviour (Ajzen, 2006). Perceived behavioural control, on the other hand, varies with situations and behaviours. Perceived behavioural control is the ability of an individual to perform entrepreneurial behaviour (Leroy, Maes, Meuleman, Sels, & Debrulle, 2014). Separating internal and control beliefs carries a contrasting sense in influencing the person's intention. In other words, internal control beliefs are linked to personal capabilities, such as having the confidence to start your own business, while external control beliefs are linked to situational control.

Students who believed they could perform the tasks associated with entrepreneurship were more likely to start a business, according to Shook and Bratianu (2008). Moriano et al., (2011) and Fini et al., (2011) found that perceived behavioral control influenced entrepreneurial intention. According to Ajzen (1988), behavioral control is defined as "this factor refreshes to the perceived ease or difficulty performing the behavior and it assumes to reflect past experience as well as anticipates impediment and obstacles," it assumes a reflection of prior experience and anticipating of challenges. According to Cruz et al, self-efficacy is the belief that an activity is easy or difficult to accomplish (2015).

As per Cruz et al, (2015) self-efficacy is the belief that an activity is easy or difficult to accomplish. Entrepreneurship is regarded to be hampered by one of the difficult things to do. Starting and running a business might be perceived as easy or difficult by an

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individual (DINC & Budic, 2016). Many researchers have discovered a link between PBC and EI (Armitage & Conner, 2001; Kraft et al., 2005). PBC is a significant factor in the theory of planned behavior, according to the discussion in the previous part of the conceptual model. Furthermore, the theory of planned behavior suggests that, when combined with behavioral intent, PBC may be a strong predictor of an individual's success in a given area (Ajzen, 1991). Based on previous research, some indicators were chosen to conduct research on the level of influence of PBC. Individuals' self-efficacy and entrepreneurial alertness, according to Kristiansen and Indarti (2004), can influence their PBC toward EI; however, Armitage and Conner (2001) discovered that creativity and perseverance also influence that. As a result, the contextualized approach of this study supports the premise that PBC and entrepreneurial behavior are related.

TPB and TRA are distinguished by PBC (Ajzen, 1991). According to Lebek (2014), 92 percent of PBC-intention correlations were $p < 0.05$ significant. But many research find this construct weak or insignificant (Ajzen & Klobas, 2013; Ajzen & Sheikh, 2013; Castanier et al., 2013; Greaves et al., 2013; Prapavessis et al., 2015; Greaves et al., 2013). The individual's salient control beliefs affect this construct (Ajzen, 2002). Ajzen (1991) connected it to self-efficacy and locus of control. The belief that one can control external occurrences (Ajzen, 2002). Unlike locus of control, perceived behaviour control considers both the actor's belief that they can control their behaviour and the ease or difficulty of exercising that control (Ajzen, 2002). Self-efficacy is the belief in one's ability to attain a goal (Ajzen, 1991).

Previous research has used both locus of control and self-efficacy to define perceived behavioural control (Ajzen, 2002). (Cox, 2012; Ifinedo, 2014). People will engage in an activity if they believe they have the options and capabilities to do so (Ajzen, 2002). This construct has been shown to (Ajzen, 1991).

RESEARCH METHODOLOGY

Explanatory research design was employed in this study as it examines cause-and-effect relationships. The total population of the study was 6032 undergraduate students in public universities in Kenya enrolled in the fourth year of study pursuing entrepreneurship. This cohort was chosen because they are nearing graduation and are supposed to be carefully contemplating their post-graduate job options. The Taro Yamane (1973) sample size formula was used to pick 400 pupils from the target population. The study employed proportionate, stratified, and simple random sampling to choose respondents. A closed ended self-administered 7-point Likert scale questionnaire was used. Cronbach alpha (0.7) test was carried out to verify reliability.

Measurement of Variables

The antecedence of entrepreneurial intention was measured using 18 item scale developed by Krueger Jr et al., 2000. Researchers have applied single-item measures (Krueger Jr et al., 2000) to an 18-item self-efficacy scale to assess perceived behavioral control, which is comparable to subjective norms and attitudes toward behavior Kolvereid et al., (2006). According to the concept of self-efficacy, it is "people's conviction in their abilities to achieve preset levels of performance that exert control over events that affect their lives" (Bandura, 1994).

Data Analysis

For the demographic profile of target respondents, descriptive statistics were used to create tables and written descriptions that included mean and standard deviation. These demographic profiles consist of gender, age, etc.

ANOVA was used to examine groups of cases in order to see whether there were any differences in mean across variables. ANOVA is a statistical method for comparing the means of two or more populations.

Finally, multiple regression analyses were conducted. It examines relationships between multiple independent variables and one dependent variable

RESULTS

Descriptive Statistics

The findings on human behavior are broken down into attitude towards behavior, subjective norms and perceived behavioral control. Table 1 illustrates the results.

The first predictor of human behavior that the study focused on was attitude towards behavior. The more favourable one's attitude towards the behavior, the stronger one's purpose to perform it. For example, students who value entrepreneurship are more likely to become entrepreneurs after graduation. The findings on attitude towards behavior indicated that the respondents somewhat agreed that if they had the opportunity and resources, they would like to start business (mean = 5.93 SD = 1.490). In fact, being an entrepreneur to them implies more advantages than disadvantages (mean = 5.66, SD = 1.670). Also,

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being an entrepreneur would entail great satisfaction for them (mean = 5.77, SD = 1.518). Besides, a career as an entrepreneur is attractive for them (mean = 5.72, SD = 1.393). Consequently, among various options, they would rather be an entrepreneur (mean = 5.32, SD = 1.594). Overall, the findings on attitude towards behavior summed up to a mean of 5.769, standard deviation 1.1666, skewness -1.314 and kurtosis 1.869. The findings suggest that the targeted students have a positive attitude towards entrepreneurship. Consequently, if they had the resources, they would like to start a business. The reason for this they deem entrepreneurship as advantageous and of great satisfaction to them. This is in line with the research of Remeikiene, Startiene, & Dumciuviene (2013) which confirmed that the biggest factor of students' entrepreneurial intention in Lithuania was attitude towards entrepreneurship.

The second predictors of human behaviour are subjective norms. This construct examines individuals' impressions of what their loved ones think of their actions. With respect to subjective norms, the study established that if the students would decide on creating a firm, their decision would be approved by their close family (mean = 5.66, SD = 1.670), close friends (mean = 5.28, SD = 1.539), close friends from university (mean = 5.27, SD = 1.574), and their models (mean = 6.07, SD = 1.345) and their peers (mean = 4.82, SD = 1.686). Overall, the findings on subjective summed up to a mean of 5.389, standard deviation 1.113, skewness -0.436 and kurtosis -0.436. The implication is that close family and friends greatly influence students' decision to start a business. Consistently, Peng & Kang (2012) showed a link between Chinese students' subjective norm and entrepreneurial intent.

Perceived behavioural control refers to an individual's perception of starting and running a business. Concerning perceived behavioural control, students believed that they would have a high probability of success if they attempted to begin (mean = 5.72, SD = 1.393). Also, they can control the creation process of a new firm (mean = 5.42, SD = 1.455) and are aware of the necessary practical details to start a firm (mean = 5.39, SD = 1.591). Other than that, they are prepared to start a viable firm (mean = 5.00, SD = 1.668). However, they are not sure if starting a firm and keeping it running will be easy for them (mean = 4.44, SD = 1.732). The items on perceived behavioral control summed up to a mean of 5.117, standard deviation 1.226, skewness -0.420 and kurtosis -0.641. Despite the students having knowledge on starting a firm and the confidence of succeeding in the business, it appears that there still gaps with respect to starting a firm and keeping it running.

Table 1: Human behavior

| | Min | Max | Mean | Std. Dev | Skewness | Kurtosis |
|--|------------|----------|--------------|--------------|---------------|---------------|
| Being an entrepreneur implies more advantages than disadvantages to me | 1 | 7 | 5.93 | 1.490 | -1.623 | 2.359 |
| A career as an entrepreneur is attractive for me | 1 | 7 | 5.68 | 1.443 | -1.291 | 1.737 |
| If I had the opportunity and resources, I would like to start business | 1 | 7 | 6.39 | 1.283 | -2.712 | 7.837 |
| Being an entrepreneur, would entail great satisfaction for me | 1 | 7 | 5.77 | 1.518 | -1.381 | 1.453 |
| Among various options, I would rather be an entrepreneur | 1 | 7 | 5.32 | 1.594 | -0.861 | 0.213 |
| Attitudes towards Behaviour (Composite) | 1.2 | 7 | 5.769 | 1.166 | -1.314 | 1.869 |
| Your close family | 1 | 7 | 5.66 | 1.670 | -1.201 | 0.646 |
| Your close friends | 1 | 7 | 5.26 | 1.539 | -0.855 | 0.307 |
| Your close friends from University | 1 | 7 | 5.27 | 1.574 | -0.883 | 0.305 |
| Your role models | 1 | 7 | 6.07 | 1.345 | -1.482 | 1.816 |
| Your peers /age mates | 1 | 7 | 4.82 | 1.686 | -0.560 | -0.365 |
| Subjective Norms (Composite) | 2.2 | 7 | 5.389 | 1.113 | -0.436 | -0.476 |
| To start a firm and keep it running will be easy for me | 1 | 7 | 4.44 | 1.732 | -0.268 | -0.829 |
| I am prepared to start a viable firm | 1 | 7 | 5.00 | 1.668 | -0.622 | -0.200 |
| I can control the creation process of a | 1 | 7 | 5.42 | 1.455 | -0.501 | -0.609 |

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| | | | | | | | |
|---|-------------|----------|--------------|--------------|---------------|---------------|--|
| new firm | | | | | | | |
| I know the necessary practical details to start a firm. | 1 | 7 | 5.39 | 1.591 | -0.060 | 0.724 | |
| If I tried to start a firm, I would have a high probability of succeeding | 1 | 7 | 5.72 | 1.393 | -0.972 | 0.195 | |
| Perceived Behavioural Control (Composite) | 1.8 | 7 | 5.117 | 1.226 | -0.420 | -0.641 | |
| Human behaviour (Composite) | 1.33 | 7 | 5.340 | 1.050 | -1.468 | 3.686 | |

Source (Field data, 2022)

Multiple Regression Analysis

Its predictive potential was assessed using regression. The study's independent variables included attitudes towards behavior, subjective norms, and perceived behavioral control. The study's dependent variable was entrepreneurial intent. The model predicted that the sum of all variables explained approximately 50.5 percent of the variance in entrepreneurial ambition ($R^2 = .505$, Adjusted $R^2 = .501$). Additionally, the ANOVA model demonstrated that the combined prediction of all independent variables, as shown in Table below, was statistically significant. ($F = 117.475$, $p = .000$).

Hypothesis Testing

Based on the standardized coefficients beta and p-value it was possible to determine whether to reject or fail to reject each hypothesis as follows:

Hypothesis 1

H₀₁: Attitudes towards behavior has no significant effect on entrepreneurial intention

Attitudes towards behaviour had a positive and significant influence on entrepreneurial intention ($\beta_1 = 0.564$, p-value = 0.000 which is less than $\alpha = 0.05$). It can also be observed that the calculated t (13.357) is higher than the critical t (1.96). The implication is that an increase in attitude towards behavior would result in an increase in entrepreneurial intention (See table 2).

Hypothesis 2

H₀₂: Subjective norms has no significant effect on entrepreneurial intention

According to p-value = 0.849 (which is more than 0.05), subjective norms had no significant influence on entrepreneurial inclination. This is also shown by the t-test value of 0.190, which is below the critical t. (1.96). Thus, subjective norms have little impact on entrepreneurial intent.

Hypothesis 3

H₀₃: Perceived behavioral control has no significant effect on entrepreneurial intention.

The regression findings indicated that perceived behavioral control had coefficients of estimate which was significant basing on $\beta_3 = 0.256$ (p-value = 0.000 which is less than $\alpha = 0.05$) thus we conclude that perceived behavioral control has a significant influence on entrepreneurial intention. This suggests that there is up to 0.256-unit increase in entrepreneurial intention for each unit increase in perceived behavioral control. Finally, it can be observed that the calculated t (6.122) is higher than the critical t (1.96) implying that perceived behavioral control brings about entrepreneurial intention.

Table 2: Effect of human behavior on entrepreneur intention

| | Unstandardized Coefficients | | Standardized Coefficients | | | Collinearity Statistics | |
|-----------------------|-----------------------------|------------|---------------------------|--------|-------|-------------------------|-------|
| | B | Std. Error | Beta | T | Sig. | Tolerance | VIF |
| (Constant) | 1.486 | 0.269 | | 5.518 | 0.000 | | |
| Attitudes towards | 0.524 | 0.039 | 0.564 | 13.357 | 0.000 | 0.804 | 1.244 |
| Subjective Norms | 0.007 | 0.038 | 0.007 | 0.190 | 0.849 | 0.925 | 1.081 |
| Perceived Behavioural | 0.226 | 0.037 | 0.256 | 6.122 | 0.000 | 0.820 | 1.220 |
| Model Summary b | | | | | | | |
| R | 0.711 | | | | | | |
| R Square | 0.505 | | | | | | |

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| | |
|----------------------------|---------|
| Adjusted R Square | 0.501 |
| Std. Error of the Estimate | 0.765 |
| ANOVAa | |
| F | 117.475 |
| Sig. | 0.000 |

a Dependent Variable: Entrepreneurial Intention

CONCLUSION

The findings corroborate previous research indicating that an attitude toward behavior and perceived control over behavior positively influenced entrepreneurial intention.

Particularly on attitude towards behavior, the study confirmed that if the students were given the opportunity and resources, they would want to start a business. In fact, they find entrepreneurship to be advantageous. With respect to perceived behavioral control, the students possess the knowledge of starting a firm and are confident of succeeding in the business. These findings indicate that the students have the intention to become entrepreneurs. Like the results, Ferreira et al., (2012) found that among Portuguese secondary pupils, personal attitude influenced entrepreneurial aptitude. Similarly, in Xi'an, China, entrepreneurial mentality is strongly linked to entrepreneurial purpose (Peng & Kang, 2012).

However, subjective norms did not influence the students' entrepreneurial intentions. The findings confirm that of Moriano et al., (2012) which alluded that subjective norms are the least important predictor of students' entrepreneurial intentions. The implication is that close family and friends may not be key in influencing entrepreneurial intentions among students. However, Krithika, & Venkatachalam (2014) revealed that subjective norm played a crucial impact in influencing entrepreneurial inclination among Bangalore business students.

RECOMMENDATIONS

The study has an effect on educational institutions administrators, government agencies, and individuals' perceptions toward activities that promote students entrepreneurial intent. The study examined the students' attitudes towards behavior, subjective norms, and perceived behavioral control all contribute to the development of entrepreneurial purpose. These findings suggest that politicians and institutions should work to strengthen these motivating factors in order to increase students' entrepreneurial intentions. While more perceived control of behavior may be good, it is unlikely to influence students' attitudes toward entrepreneurship or their subjective norms in this area (Carrier 2005; Linan et al., 2011). As a result, content should be generated that aims to increase all three of these predictors to entrepreneurial intent. Suggestions for improving the attitudes toward behavior and subjective norms of entrepreneurial ambition may also be addressed to the institutions management, as well as to the students' family and friends.

In terms of policy, policymakers must recognize that government interventions can only support business creation if they have an effect on young people's attitudes, subjective norms, and Perceived behavioral control, motivating them to pursue a viable enterprise. The availability of funding, subsidies, decreased bureaucracy, fewer laws, and fewer requirements for beginning an enterprise all send the message that government and society respect entrepreneurship. In response, increased student awareness of the government's and society's support for entrepreneurship may result in more positive subjective norms and attitudes toward entrepreneurship among students.

RECOMMENDATIONS FOR FURTHER RESEARCH

From the study implications and shortcomings of the research, recommendations for further study are made. While this study successfully examined the effect of human behavior and entrepreneurial intention. It has also presented a rich prospect for other areas to be researched in future. In terms of scope, the study was only confined to fourth-year students in public universities. It would however be important to carry out similar research by comparing student's entrepreneurial intent at entry and exit in the university and other educational institutions. Future research could re-examine the conceptual model employed in this study with a bigger sample size in order to generalize the findings to a larger population.

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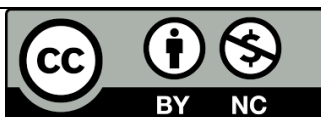
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