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Explaining Entrepreneurial Intention By Means Of The Theory Of Planned Behaviour In A Matrilineal Society

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Abstract

Purpose –This paper aims to investigate and validate Ajzen's theory of planned behaviour model in order to determine whether personal attitude, subjective norms, and perceived behavioural control are predictors of entrepreneurial intention within the context of kinship system.
Design/methodology/approach – The research design is empirical in nature, and the study was carried out in two stages: first, pilot testing and validation were carried out, and then the main study was carried out. The study focuses on 929 undergraduate and graduate students from colleges and universities located in Meghalaya. The study employs statistical methods such as path analysis, ANOVA, and regression analysis.
Findings – According to the findings of this study, only personal attitude toward behaviour and subjective norms have a significant effect on entrepreneurial intention. In contrast, perceived behavioural control has no effect on entrepreneurial intention.
Research limitations/implications –The study contributes to our understanding of the causes or antecedents of entrepreneurial intention, particularly in the context of a developing economy such as India and North-East India, where its findings are particularly applicable. It contributes to the current paradigm by empirically demonstrating the influence of individual and societal factors in a state of India characterised by a lack of entrepreneurial development.
Practical implications – The findings have numerous ramifications for academic institutions, and policymakers in emerging economies. Schools and higher education institutions can implement entrepreneurship education programmes and foster an environment that encourages students to pursue entrepreneurship as a career path.
Originality/value – The authors extend research on entrepreneurial intention beyond variables at the individual level and investigate the role of the kinship system. While TPB successfully predicted intention in Western contexts, this study provides robust empirical support for this research in emerging nations.

Keywords: Entrepreneurial Intention; Theory of Planned Behaviour; North-East India; Kinship System; Matrilineal Society.

Introduction

Entrepreneurship is a term that is usually associated with value creation, innovation, and risk-taking propensity. It is essential to the growth and development of the economy, and it is a major contributor to the level of innovation and product improvement in the marketplace. Entrepreneurship is regarded as a major driver of economic growth, job creation, and social adjustment in most developing countries.

Entrepreneurship as a concept is a viable strategy for achieving the long-term economic growth objectives of the majority of developing nations. It has played a significant role in the development of modern civilization throughout human history, and this has been true throughout all eras (Shane & Venkataraman, 2000).

In a country like India, where poverty and unemployment coexist, the importance of entrepreneurship cannot be overstated.

However, in North East India, particularly in Meghalaya, where the majority of youth prefer employment in the public sector, entrepreneurship is not a popular career option. In Meghalaya, the public sector employed 55,707 people in 2011–12, while the private sector employed 6,998. Similarly, the total number of establishments in the state engaged in economic activities other than crop production, plantation, public administration, defence, and compulsory social services is 1,06,758, accounting for approximately 3.95 percent of the total number of establishments in the North Eastern region and approximately 0.18 percent of the total number of establishments in the country (Directorate of Economics and Statistics, 2014). Given that the Central Government of India has designated the states in the North Eastern Region (NER) as special category states and formulated various schemes for the development of the region's infrastructure and economy, these findings are astounding. These kinds of findings provide a strong basis for future studies and investigation in the field of entrepreneurship.

In the majority of developing nations, interest in entrepreneurship research is growing. However, youth entrepreneurship has received significantly less attention from the policy framework than entrepreneurship in general. But because there are more unemployed young people now than in the past, there is more interest in youth entrepreneurship. Consequently, there is a growing interest in studying youth and entrepreneurship (Dash & Kaur, 2012).

Literature Review

Entrepreneurship and Entrepreneurial Intention (EI)

One of the primary focal points of these studies is the investigation of the intentions of future entrepreneurs-to-be, specifically the youth enrolled in higher education institutions. It demonstrates that academics have begun to recognise the significance of entrepreneurial intention as a crucial factor in the development of entrepreneurship in society (Engle et al., 2010; Fitzsimmons & Douglas, 2011). Intention is a crucial step in the entrepreneurial process for individuals contemplating the launch of a new enterprise (Israr & Hashim, 2015). It is the contemplative process preceding self-employment (Lián & Chen, 2009; Vesalainen & Pihkala, 1999). According to Zampetakis et al. (2009), EI has two effects on entrepreneurial behaviour. First, those with a high self-perceived EI may have a higher tolerance for stress and environmental stressors. Individuals with a high EI are also more proactive and inventive, thereby fostering entrepreneurial behaviour.

Despite the fact that EI is regarded as the most proximal and significant predictor of behaviour (Krueger et al., 2000), intention has a limited impact on behaviour (Schjoedt, 2018). Perceptual attributes, such as perceived feasibility and perceived desirability, are a crucial precursor to the development of entrepreneurial behaviour, according to the intention-based models of entrepreneurship (Krueger & Carsrud, 1993).

Theory of Planned Behaviour

Martin Fishbein and Icek Ajzen published a paper on the theory of reasoned action in 1975. The theory was created in order to predict a person's intention to engage in a specific behaviour at a specific time and place. According to this theory, if people evaluate the suggested behaviour as positive and believe that those around them want them to perform the behaviour, they have a higher intention to do so and are more likely to do so as a result (Fishbein & Ajzen, 1975). The Theory of Reasoned Action (TPA) is an extension of the Theory of Planned Behavior (TPB). Furthermore, the TPB is based on social psychology, which explains how human behaviour is planned and preceded by intentions to engage in that behaviour (Ajzen, 1991). According to Ajzen, intentions in general are influenced by perceptions of personal attractiveness, social norms, and feasibility (Krueger et al., 2000). The TPB is composed of three constructs: attitude toward behaviour, subjective norms, and perceived behavioural control. These constructs are also conceptually independent determinants of intention, as detailed below.

i. Attitude toward the behaviour: The first "attitude toward the behaviour" refers to the degree to which an individual has a favourable or unfavourable evaluation or appraisal of the behaviour under consideration (Ajzen, 1991). The term "attitude toward the behaviour" also refers to a person's overall assessment of the behaviour (Schjoedt, 2018).

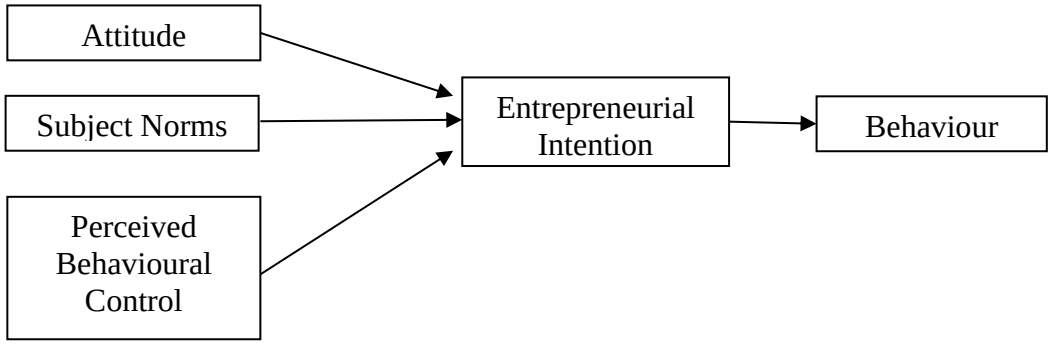
ii. Subjective Norms: Subjective norms is a social construct that refers to perceived social pressure to perform or refrain from performing a behaviour (Ajzen, 1991). Some researchers found subjective norms to be a significant predictor of entrepreneurial intention (Kolvereid, 1996b; Kolvereid & Isaksen, 2006; Tkachev & Kolvereid, 1999), while others found it to be insignificant (Kolvereid, 1996a; Kolvereid & Isaksen, 2006). Based on the TPB Autio et al. (2001) discovered that subjective norms has a direct impact on entrepreneurial intention; however, more empirical evidence on the effect of subjective norms on entrepreneurial intention is needed (Krueger et al., 2000). The findings of the existing literature, on the direct relationship between subjective norms and entrepreneurial intention, are, on the other hand, somewhat inconsistent (Tung, 2011).

iii. Perceived Behavioural Control: The perceived ease or difficulty of performing the behaviour by the individual is referred to as Perceived Behavioural Control, and it is assumed to reflect prior experience as well as anticipated impediments and obstacles (Ajzen, 1991; Lortie & Castogiovanni, 2015). Perceived Behavioural Control varies according to whether the behaviour requires resources, opportunities, or specialized knowledge, skills, and abilities (Schjoedt, 2018). Not only does Perceived Behavioural Control have an effect on intentions and subjective norms indirectly, but it is also the only one of the three constructs that has a direct correlation with the behaviour itself (Noworatzky, 2018).

According to Ajzen (1991), the greater a person's likelihood of desiring to engage in a specific behaviour, the more favourable their attitude and subjective norm toward it, and the more control they perceive they have over their own behaviour. Consequently, it is anticipated that the relative importance of attitude, subjective norms, and perceived behavioural control in predicting intention will vary across behaviours and situations.

According to Ajzen's Theory of Planned Behaviour (TPB) (Brannback & Carsrud, 2018), if people evaluate the suggested behaviour as positive and believe that others want them to perform the behaviour, this increases their intention to perform the behaviour, and they are more likely to do so (Fishbein & Ajzen, 1975). In addition, the TPB is based on social psychology theories regarding how human behaviour is planned and preceded by intentions pertaining to that behaviour (Ajzen, 1991). Ajzen contends that intentions depend on perceptions of personal attractiveness, social norms, and feasibility in general (Krueger et al., 2000). The TPB consists of three constructs: attitude toward the behaviour, subjective norms, and perceived behavioural control.

Figure 1 Ajzen's Theory of Planned Behaviour



Source : Adapted from Ajzen, 1991

As a result, the present paper uses the TPB conceptual model to seek empirical evidence of whether EI is influenced by Attitude towards the behaviour, subjective norms and perceived behavioural control while also keeping in mind the moderating role that the kinship system plays in bringing about changes in intention. The findings of a study conducted among business students found that amongst the three predictors, personal attitude and perceived

behaviour control have a stronger influence than the subjective norms in the determination of EI. Likewise, studies conducted by Pruett et al. (2009) and Zovko et al. (2020) reveal that cultural and social norms are statistically insignificant and account for a relatively small proportion of the EI of the students. So many studies argue that additional studies are necessary to corroborate the existing findings (Kolvereid 1996). Furthermore, investigations that have been undertaken in India have paid little or no attention to the North Eastern region in general and Meghalaya in particular to understand the dynamics that influence entrepreneurship and future entrepreneurial development.

Research Gap

A review of existing literatures reveals the following issues that can be addressed:

• A review of previous literature revealed that numerous studies on entrepreneurial intention among students have been conducted around the world with great success, utilising the TPB model. Many studies were conducted in Southeast Asian countries such as Indonesia and Malaysia, with Indonesia hosting the majority of them. There has been very little research done to examine the entrepreneurial intentions of Indian students (Pandit et al., 2018). Furthermore, studies conducted in India have paid little or no attention to the North Eastern region.

• Previous research on entrepreneurial intention among students has found that the factors that influence entrepreneurial intention differ depending on cultural background. Despite the fact that numerous studies have attempted to identify these factors, only a few have focused specifically on Indian society.

• To date, the majority of entrepreneurial studies have been based on the educational concept that leads to entrepreneurial intention. This study looked at a different aspect of entrepreneurial intention by taking the participants' kinship system into account (forms of society). There hasn't been a study to see if the three constructs of entrepreneurial intention, attitude, subjective norms, and perceived behavioural control, are linked to the kinship system, so this will be an important study.

Objectives of the Study

This paper mainly tries to investigate and thereby understand what the youth in Meghalaya thinks about the prospects of choosing entrepreneurship as a future career. The salient aspect of this paper is to see these issues through the prism of kinship system in the shape of a matrilineal society that exists in the state of Meghalaya of India. Keeping that in mind, this paper has the following objective:

To investigate if personal attitude, subjective norms, and perceived behavioural control are predictors of EI within the context of the theory of planned behaviour (TPB).

Hypotheses of the Study

This paper tests the following two hypotheses to understand the suitability of the Model of TPB to explain entrepreneurial intention in the matrilineal society of Meghalaya.

1. There is no effect of personal attitude, subjective norms and perceived behavioural control on entrepreneurial intention.
2. There is no significant effect of kinship system on Personal Attitude.
3. There is no significant effect of kinship system on Subjective Norms.
4. There is no significant effect of kinship system on Perceived Behavioural Control.

Research Methodology

As an empirical study to investigate the likelihood of Meghalaya's youth choosing entrepreneurship as a long-term career option, this study has chosen the undergraduate and postgraduate students of Commerce and Business Administration/Management of various colleges, institutions and universities of Meghalaya as the population of the study. The justification is that these students are more likely to have been exposed to entrepreneurial education and also they are approaching a career decision point at which they might become self-employed (Fitzsimmons & Douglas, 2011). There is also enough literature to show that business students form a very important clientele for research on entrepreneurship (Achchuthan & Nimalathasan, 2012; Dissanayake, 2013; Gelderen et al., 2008; Mahendra et al., 2017; Trivedi, 2017).

The sample population of the study was chosen from the colleges and universities offering commerce and management courses in the three main districts of Meghalaya, namely, East Khasi Hills, West Jaintia Hills and West Garo Hills. The justification is that these districts are the main commercial and economic centres of the state and, hence, there is a probability that commerce and management students studying in the educational institutions of these districts are more likely to choose entrepreneurship as a future career option.

The questionnaire used for data collection was pre-tested and necessary modifications were made therein based on the outcome of the pilot study. Research ethics were strictly observed during data collection. To mitigate the risk of a low response rate, 1,500 questionnaires were distributed and responses were received from 1,227 students, with a response rate of 81.8 per cent. Out of the 1,227 filled in questionnaire received, 298 questionnaires were discarded due to incomplete responses and missing data in various sections. Hence, the remaining 929 responses (with 61.9 per cent response rate) were used for data analyses and interpretations. After the relevant reliability and validity test on the data set, descriptive statistics, path analysis, ANOVA and regression models are used to draw meaningful conclusions to achieve the objectives of the study and also to test the hypotheses.

Data Analysis and Results

Background Profile of the Respondents

This section presents a background profile of the respondents.

Table 1 Distribution of the Respondents in terms of the Age Group and Gender

Age Group	Gender		Total
	Male	Female	
18-20	95	95	190
21-23	307	323	630
24-26	59	43	102
27-29	4	3	7
Total	465	464	929

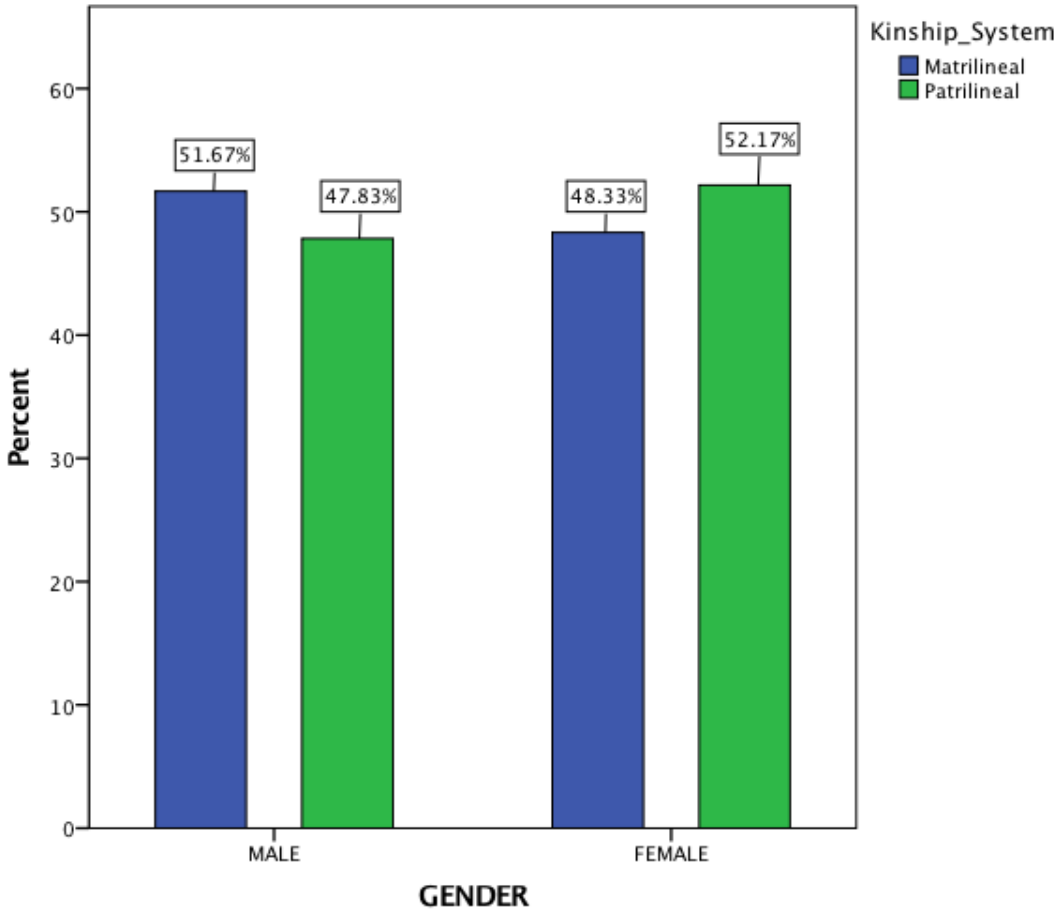
Source: Primary data

Table 2 Distribution of the Respondents in terms of the Kinship System and Gender

Gender	Kinship System		Total
	Matrilineal	Patrilineal	
Male	278	187	465
Female	260	204	464
Total	538	391	929

Source: Primary data

Figure 2 Kinship System vs Gender



As evident from figure 2, the majority of the respondents (57.91 percent) belong to the matrilineal form of society, while the remaining (42.09 percent) belong to patrilineal form of society. Furthermore, amongst the matrilineal society, 51.67 percent of the respondents were males and the remaining 48.33 percent were females. The respective percentages for males and females in the patrilineal society were 47.83 percent and 52.17 percent.

Reliability of the Data

Cronbach's Alpha is used in the study to assess the internal consistency (reliability) of the data in the present study. Cronbach's Alpha value greater than 0.7 indicates that the system is sufficiently reliable and consistent (Hair et al., 2010). A higher Cronbach's Alpha of greater than 0.9 indicates excellent quality, while a lower Cronbach's Alpha of less than 0.5 indicates unacceptable quality (George & Mallery, 2019). Since the Cronbach's Alpha values for different dimensions of the present study are more than 0.7, the data are taken as sufficiently reliable and consistent.

Table 3: The Reliability Coefficients of Subscale of EI

Dimension	Cronbach's Alpha
Over All	0.92
Entrepreneurial Intention	0.89
Personal Attitude	0.89
Subjective Norms	0.80
Perceived Behavioural Control	0.70

Source: Primary Data

Validity of the Model based on TPB

Model 1: Effect of Personal Attitude, Subjective Norms and Perceived Behavioural Control on Entrepreneurship Intention

With the help of the Root Mean Square Error Approximation (RMSEA), Goodness of Fit Index (GFI), Composite Fit Index (CFI), Tucker Lewis Index (TLI), and Standardized Root Mean Square Residual (SRMSR), an attempt is being made to determine the validity of the Entrepreneurial Intention Model based on TPB. A model's fit is evaluated in order to determine the extent to which the model as a whole is consistent with the empirical data under consideration.

Figure 3 Hypothesized Model

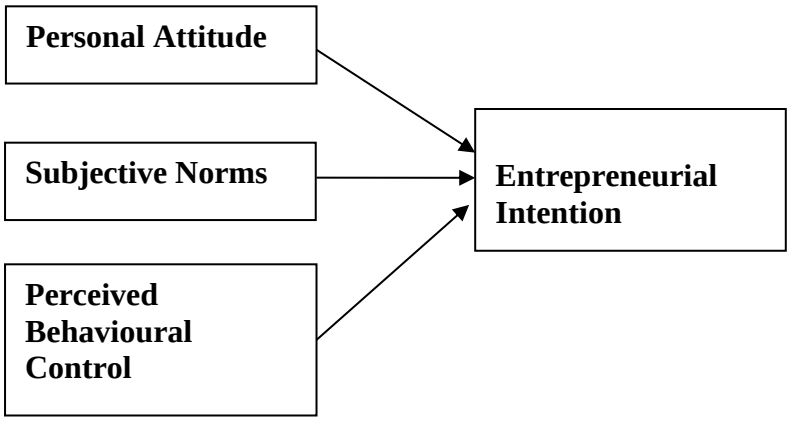


Table 4 Fit Statistics of Model 1

Fit Index	Estimated Value
Chi-Square/degrees of freedom (CMIN/df)	280.343
Root Mean Square Error of Approximation (RMSEA)	0.000
Comparative Fit Index (CFI)	1.000
Tucker-Lewis Index (TLI)	1.000
Standardized Root Mean Square Residual (SRMSR)	0.000

Source: Primary Data

Table 4 shows that likelihood ratio computed as Chi-square or CMIN/df is 280.343 suggesting poor fit of model to the data. However**,** the RMSEA, CFI, TLI and SRMSR indices satisfy the acceptable threshold level. This indicates that the construct model has sufficient sample size and demonstrates that the model has a good fit to prove the validity of the Model.

Figure 4 Path Analysis of Model

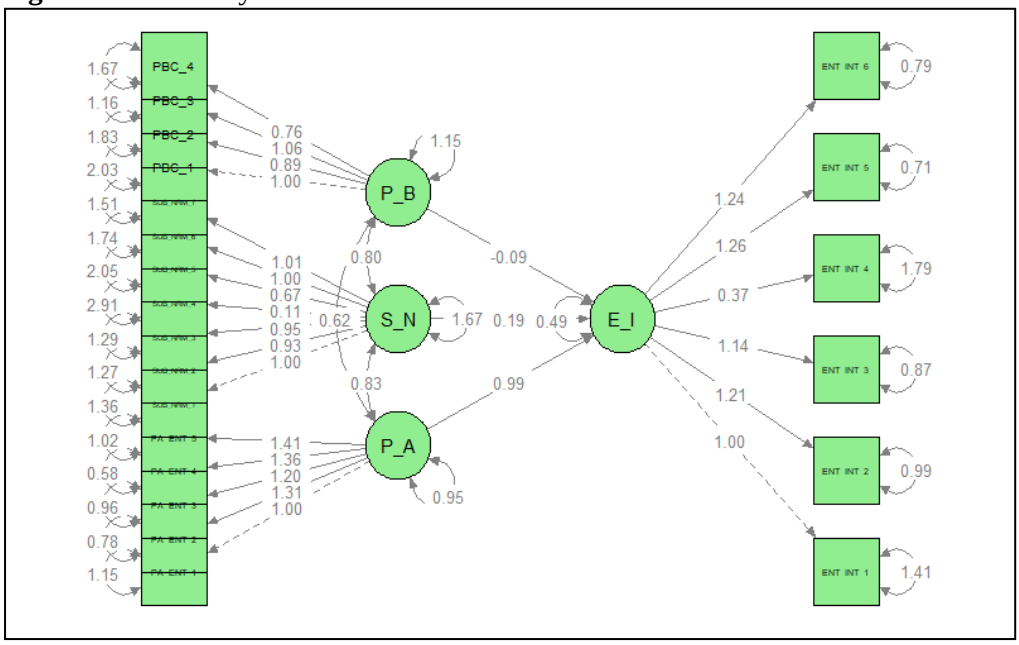


Figure 4 depicts the influence of personal attitude (Path Coefficient = 0.99), subjective norms (Path Coefficient = 0.19), and perceived behavioural control (Path Coefficient = -0.09) on EI. It explains that the covariance between personal attitude and subjective norms is 0.83, the covariance between personal attitude and perceived behavioural control is 0.62, and the covariance between subjective norms and perceived behavioural control is 0.80. The residual variances of EI are 0.49, personal attitude is 0.95, subjective norms is 1.67 and perceived behavioural control is 1.15.

Testing of the Hypotheses

H_O 1: There is no effect of personal attitude, subjective norms and perceived behavioural control on EI.

Table 5 Regression Analysis of the Model

	Estimate	Std. Error	t-value	p-value
Intercept	0.01413	0.14593	0.097	0.923
Personal Attitude	0.69759	0.02883	24.199	< 0.01
Subjective Norm	0.25103	0.03174	7.909	< 0.01
Perceived Behavioural Control	-0.01719	0.02879	-0.597	0.551

Source: Primary Data

Table 6 Residuals Statistics

Min	1Q	Median	3Q	Max
-4.2803	-0.4994	0.0837	0.5382	3.9986
Residual standard error: 0.8958 on 925 degrees of freedom				
Multiple R-squared: 0.5956,		**Adjusted R-squared: 0.5943**		
F-statistic: 454.1 on 3 and 925 DF		**p-value: < 2.2e-16**		

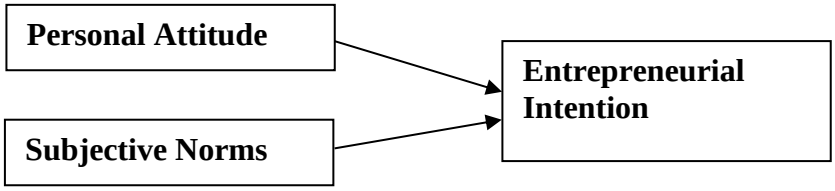
Source: Primary Data

Table 6 shows the coefficients (slopes) for the regression of personal attitude (0.0.698), subjective norms (0.251) and perceived behavioural control (-0.17) on EI. It has been observed that perceived behavioural control is very small and the p-value is greater than 0.05. So, perceived behavioural control is not found to have a significant effect on EI. Therefore, it is evident that personal attitude and subjective norms are the two antecedents of the willingness to start a business. This finding is consistent with many previous researches

which have revealed that having favourable subjective norms and personal attitude toward starting a business increases entrepreneurial intention (Bergmann, 2002; Veciana et al., 2005).

Hence, our refined path model is as under:

Figure 5 Refined Path Model



Model 2: Kinship system towards Personal Attitude, Subjective Norms and Perceived Behavioural Control.

Figure 6 Hypothesized Model 2

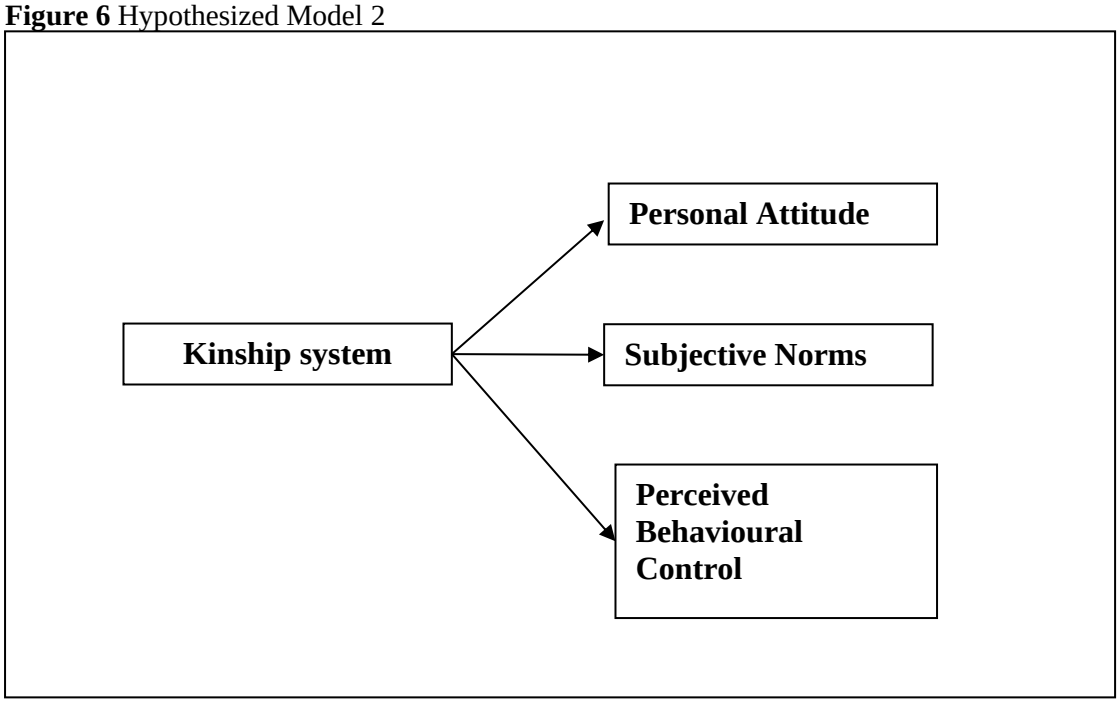


Table 7 Fit Statistics of Model 2

Sl No.	Fit Index	Estimated Value
1	Chi-Square/degrees of freedom (CMIN/df)	7.04
2	Root Mean Square Error of Approximation (RMSEA)	0.081
3	Comparative Fit Index (CFI)	0.894
4	Tucker-Lewis Index (TLI)	0.874
5	Standardized Root Mean Square Residual (SRMSR)	0.049

Source: Primary Data

Table 7 shows that the RMSEA, CFI, TLI and SRMSR indices satisfy the acceptable threshold level. This indicates that the construct model has sufficient sample size and demonstrates that the model has a good fit to prove the validity of Model 2.

Figure 7 Path Analysis of Model 2

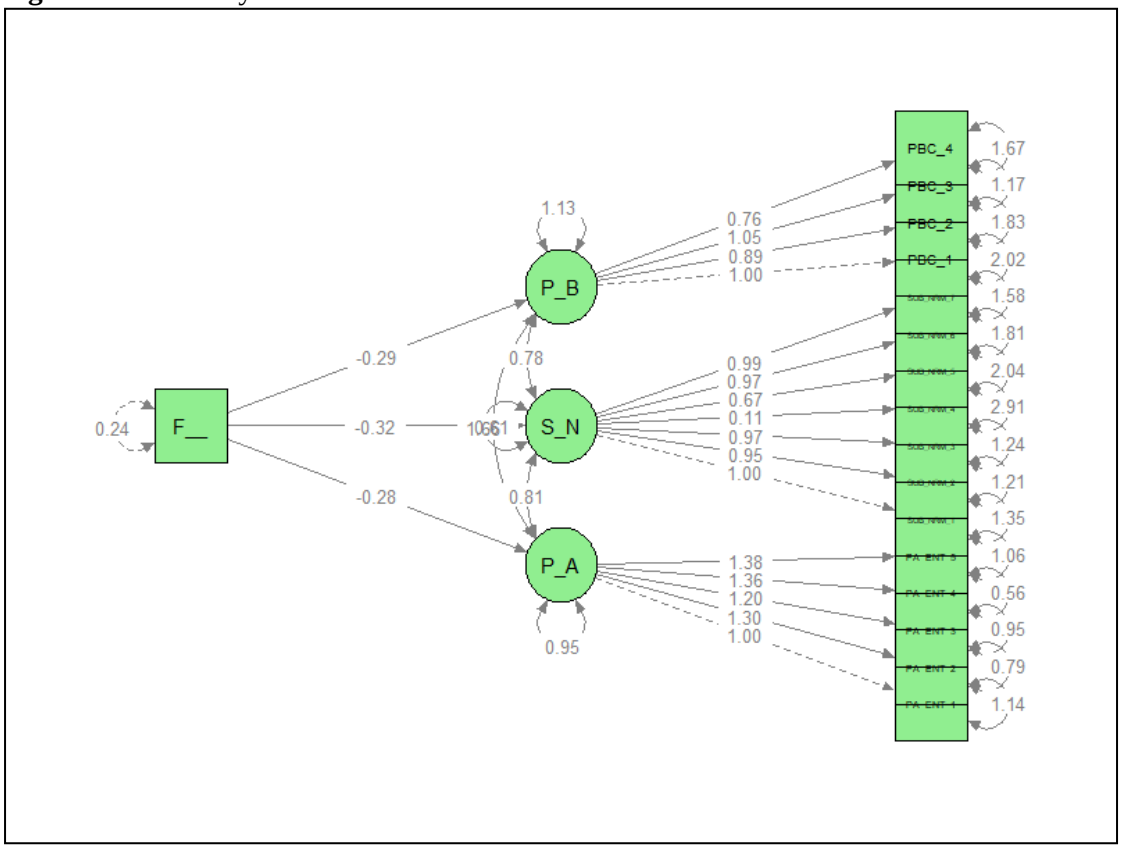


Figure 7 depicts the impact of kinship system on personal attitudes (Path Coefficient =-0.28), subjective norms (Path Coefficient =-0.32), and perceived behavioural control (Path Coefficient =-0.29). It explains that the covariance between Personal Attitude and Subjective Norms is 0.81, the covariance between Personal Attitude and Perceived Behavioural Control is 0.61, and the covariance between Subjective Norms and Perceived Behavioural Control is 0.78. The residual variance of kinship system is 0.24.

H_O 2: There is no significant effect of Kinship system on Personal Attitude.

Table 8 One-way ANOVA between Forms of Society and Personal Attitude

	Sum of Square	**df**	**Mean Square**	**F-value**	**p-value**
Kinship system	29.4	1	29.394	17.86	< 0.01
Residuals	1526	927	1.646		

Source: Primary Data

Table 8 shows that the p-value is less than 0.05, which means we failed to accept the null hypothesis, meaning the effect of forms of society on personal attitude is significant. The mean and standard deviation of personal attitude for matrilineal forms of society 5.347 ± 1.263 and the mean and standard deviation of Personal Attitude for patrilineal forms of society is 4.986 ± 1.310. It has been found that the students of matrilineal forms of society had high personal attitude than the students of patrilineal forms of society.

H_O 3: There is no significant effect of Kinship system on Subjective Norms.

Table 9 One-way ANOVA between Kinship system and Subjective Norms

	Sum of Square	**df**	**Mean Square**	**F-value**	**p-value**
Kinship system	15.7	1	15.651	11.74	0.000639
Residuals	1235.9	927	1.333		

Source: Primary Data

Table 9 shows that the p-value is less than 0.05, which means we failed to accept the null hypothesis, meaning the effect of forms of society towards subjective norms is significant. The mean and standard deviation of the subjective norms for matrilineal forms of society is 4.274 ± 1.165 and mean and standard deviation of subjective norms for patrilineal forms of society is 4.011 ± 1.140. It has been found that the students of matrilineal forms of society had high subjective norms than the students of patrilineal forms of society.

H_O 4: There is no significant effect of Kinship system on Perceived Behavioural Control.

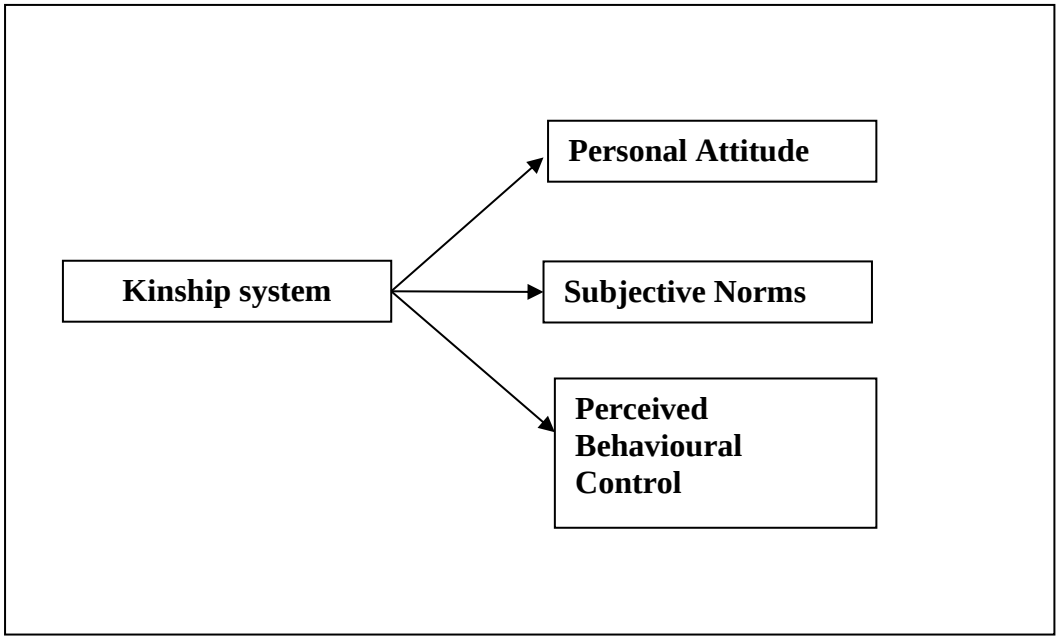
Table 10 One-way ANOVA between Forms of Society and Perceived Behavioural Control

	Sum of Square	df	Mean Square	F-value	p-value
Forms of Society	17.7	1	17.739	12.71	0.000383
Residuals	1294	927	1.396		

Source: Primary Data

Table 10 shows that the p-value is less than 0.05, which means we failed to accept null hypothesis, meaning that the effect of forms of society towards perceived behavioural control is significant. The mean and standard deviation of perceived behavioural control for matrilineal forms of society is 5.023 ± 1.175 and mean and standard deviation of perceived behavioural control for patrilineal forms of society is 4.743 ± 1.190, it has been found that the students of matrilineal forms of society had high perceived behavioural control than the students of patrilineal forms of society.

Figure 8 Refined Path Model 2



The above figure 8 shows the refined Model 3; Kinship system towards Personal Attitude, Subjective Norms and Perceived Behavioural Control.

Conclusion and Recommendation

The decision to pursue an entrepreneurial career may be considered voluntary and deliberate. Nonetheless, it seems reasonable to investigate the decision-making process that leads to such a conclusion. The purpose of this study is to empirically investigate the EI of the youth in Meghalaya and to investigate the various factors that may aid in predicting the youth's intention to pursue an entrepreneurial career.

The study's findings show that not all of the factors investigated have a direct impact on

young people's entrepreneurial intentions. According to the findings of this study, only personal attitude toward behaviour and subjective norms have a significant effect on entrepreneurial intention. In contrast, perceived behavioural control has no effect on entrepreneurial intention. Furthermore, the kinship system influences subjective norms and, as a result, plays a role in the formation of entrepreneurial intention.

As a result, policymakers and academics may be better able to devise strategies for creating a conducive entrepreneurial ecosystem on college and university campuses, as well as in society at large, assisting in the promotion and support of new and aspiring entrepreneurs.

Limitations of the Study

The study does have some limitations. First and foremost, this research is based on cross-sectional data from Meghalaya. The sample consisted of final-year or final semester undergraduate and postgraduate students from the state of Meghalaya studying business, commerce, and management. As a result of this limitation, it is impossible to apply the study's findings to all college and university students in Meghalaya. Furthermore, students from outside the state of Meghalaya are not eligible for inclusion.

Second, this study is more concerned with the impact of various factors on students' entrepreneurial intention (EI) rather than with the students' actual behaviour. As a result, the researcher is unable to determine how many students pursue entrepreneurial endeavours after finishing their studies.

Third, the study was restricted to a small number of independent variables to be investigated. There could be other factors influencing college and university students' entrepreneurial intentions. The study's ability to be empirically grounded is hampered by the lack of empirical evidence in Meghalaya.

Fourth, the method used to assess entrepreneurial intent is flawed. Self-reporting bias may have harmed this study. Subjective norms, in particular, may be skewed because respondents may be unsure of their significant others' perceptions of their entrepreneurship attitude and may also exaggerate their perceived ability to engage in entrepreneurial activity.

Suggestions for Future Research

It must be acknowledged that much research remains to be conducted in this field. Future researchers are encouraged to conduct longitudinal surveys to further our understanding of the connection between entrepreneurial intention and entrepreneurial behaviour.

This study advances the development and application of the theory of planned behaviour to entrepreneurship education from a theoretical standpoint by establishing a link between entrepreneurial intention and self-employment and by including the moderating variables of ethnicity and kinship system. A practical perspective is offered in the form of recommendations on how to establish entrepreneurship education programmes and how to foster an environment that encourages students to pursue entrepreneurship as a career path.

Consequently, the findings of this study can only be applied to societies whose culture is comparable to our own. Future researchers should broaden the scope of the investigation and conduct cross-cultural comparative studies, which could help to increase the model's generalizability and external validity, in order to uncover more intriguing results.

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