

Entrepreneurial intention among University students in India: using the theory of planned behavior

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ABSTRACT: The contemporary research portrays to develop an in depth understanding of the motivational processes involved in intentional entrepreneurial behavior. For this study it uses the theory of planned behavior (TPB) Here we find out which construct dominates among universities. The constructs of theory of planned behavior used in this study are:

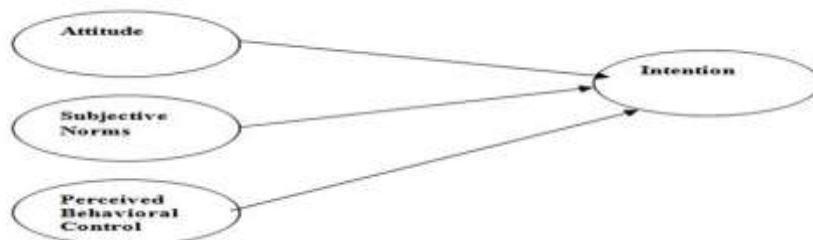
- Attitude
- Subjective Norms
- Perceived Behavioral Control.

I. INTRODUCTION:

Here we combine theory of planned behavior and SEM. Here the model is a comprehensive model to understand better, the link

from motivation to intention to be entrepreneurs. It supports the applicability of the TPB and the notion that intention can only be better predicted by its proximal attitudinal factors, attitude, SNs and PBC (Ajzen 2011). According to the TPB, the behavioral intention is determined by three conceptually independent antecedents, namely attitudes toward the behavior, SNs and PBC. Attitudes toward behavior refer to people’s overall evaluation (positive or negative) or appraisal of the behavior in question (Ajzen 1991). Prior to forming intention, people seem to make assessments in favor of or against a behavior. A favorable attitude toward a behavior, such as starting a business, is formed when it is perceived as having advantageous and desirable consequences.

THEORY OF PLANNED BEHAVIOUR



II. REVIEW OF LITERATURE:

2003	Knowledge sharing of behavior of physicians in hospitals	SeewonRyua,*, SeungHee Hob, Ingoo Han	Attitude was found to be the second important factor influencing physicians’ intentions. Perceived behavioral
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			control was also found to affect the intention to share knowledge, though in a lesser degree than subjective norms or attitudes. Implications are also discussed for physician's knowledge sharing activities.
2004	Measurement issues in the theory of planned behaviour: A supplement to the manual for constructing questionnaires based on the theory of Planned behavior	Jillian J Francis ¹ ; Marie Johnston ² ; Martin P Eccles ¹ ; Jeremy Grimshaw ³ ; Eileen F S Kaner ¹	Direct and Indirect measures of Attitudes, subjective norms and PBC
2006	The Role of Self-Efficacy in Predicting Rule-Following Behaviors in shelters of homeless youth a test of tpb	Broadhead-Fearn, Danielle; White, Katherine M	Self efficacy appeared as the strongest predictor of intentions
2007	General beliefs and the theory of planned behavior: The role of environmental concerns in the TPB	<u>J De Groot</u> , L Steg - Journal of Applied Social Psychology, 2007 - Wiley Online Library	This study tested whether the theory of planned behavior (TPB; Ajzen, 1985) could explain people's intention to use a park- and- ride facility (transferium) in Groningen, The Netherlands. We extended the TPB by including egoistic, altruistic, and biospheric concerns. A questionnaire study was conducted among 218 respondents who regularly visit the center of Groningen for work or shopping. Environmental concerns were directly related to attitudes toward using the transferium
2009	An experimental test of the theory of planned behavior	<u>F Sniehotta</u> - Applied Psychology: Health and Well- Being, 2009 -	The Theory of Planned Behavior (TPB) is one of the

		Wiley Online Library	leading theories of health behavior, yet supporting evidence is exclusively based on correlational research. This study aims to test the TPB experimentally. N= 579 participants were randomised to receive persuasive messages addressing salient beliefs elicited in a pilot study, following a 2* 2* 2 factorial design.
2010	Applicability of the theory of planned behavior in predicting intended use of Voluntary HIV Counseling and Testing services among teachers of Harari Region, Ethiopia	Shemsedin Omer1, JemalHaidar2	More than half (53.7%) who had never used VCT service were considered in the analysis for the intended VCT service use. All the modal variables correlated significantly with behavioral intention. Subjective norm (r=0.45, p<0.001), perceived behavioral control (r=0.42, p<0.001) attitude (r=0.33, p<0.001) and perceived susceptibility(r=0.25, p<0.001), were significantly and positively correlated while perceived severity to the illness (r= -0.14, P<0.001) was significantly but negatively correlated with behavioral intention. Perceived severity of the illness, normative belief and having high level of self control were the major predictors for intended use of VCT.
2011	The theory of planned behaviour: Reactions and	<u>I Ajzen</u> - 2011 - Taylor & Francis	The seven articles in this issue, and the accompanying meta-

	reflections		<p>analysis in Health Psychology Review [McEachan, RRC, Conner, M., Taylor, N., & Lawton, RJ (2011). Prospective prediction of health-related behaviors with the theory of planned behavior: A meta-analysis. Health Psychology Review, 5, 97–144], illustrate the wide application of the theory of planned behaviour [Ajzen, I.(1991). The theory of planned behavior. Organizational Behavior and Human Decision Processes</p>
2012	<p>An investigation of mobile learning readiness in higher education based on the theory of planned behavior Author links open overlay panel</p>	<p>JongpilCheon^aSangnoLee^bSteven M.Crooks^aJaekiSong^{bc}</p>	<p>This study investigated the current state of college students' perceptions toward mobile learning in higher education. Mobile learning is a new form of learning utilizing the unique capabilities of mobile devices. Although mobile devices are ubiquitous on college campuses, student readiness for mobile learning has yet to be fully explored in the United States. The paper describes a conceptual model, based on the theory of planned behavior (TPB), which explains how college students' beliefs influence their intention to adopt mobile devices in their coursework. Structural equation modeling was used to analyze self-report</p>

			data from 177 college students.
2014	An extension of the Theory of Planned Behavior to predict willingness to pay for the conservation of an urban park	Natalia López-Mosquera 1, Teresa García*,1, RamoBarrena	Community-based social marketing and local campaigns are the main strategies that should be followed by land managers with the objective of promoting responsible, pro-environmental attitudes as well as a greater willingness to pay for this type of goods.
2015	TRA, TPB AND INTEGRATED BEHAVIOUR MODEL	DANIEL E MONTANO AND DANUTA	HISTORICAL DEVELOPMENT OF TRA , TPB
2018	KNOWLEDGE SHARING AMONG ACADEMICIANS	M.PUNNIYAMOORTHY J ANTONETTE ASUMPTHA	A theory of planned behavior is used as a source model to develop two models: one with the causal path from subjective norms to attitude and the other with a causal path from subjective norms to perceived behavioral control. From the results of the significance of the subjectivenorms to the attitude path, it is possible to conclude that there is a similarity in faculty attitude toward knowledge sharing and what they feel about knowledge sharing due to social pressure. Similarly, the casual path created from subjective norms to perceived behavioral control reveals that the academician's behavior in knowledge sharing depends upon his/her feelings about the views of others.

2018	Entrepreneurial intention among University students in Malaysia: integrating self-determination theory and the theory of planned behavior Ibrahim	Al-Jubari1 & Arif Hassan2 & Francisco Liñán3,4	The present study endeavors to develop a deeper understanding of the motivational processes involved in intentional entrepreneurial behavior. For this purpose, it integrates the social cognitive approach of the theory of planned behavior (TPB) and the organismic theory of motivation of self-determination theory (SDT). More specifically, it tests the role of basic psychological needs of autonomy, competence and relatedness as defined in SDT in shaping university students' attitudes and intentions toward entrepreneurship.
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III. DATA COLLECTION:

We have used data collecting tool as a closed-ended questionnaire. The data obtained was 560. After dropping incomplete data we found 500 was suitable. The questionnaire was collected in person and there was no difficulty in collecting data.

Data Analysis: All the fit indices met the acceptance criteria. The discriminant validity, construct validity met the norms.

Data Interpretation: We used Simple Random Sampling here. The Sample frame was 560 respondents.

Findings: Attitude and Subjective Norms played a vital role. While PBC wasn't predominant.

IV. CONCLUSION:

Attitude and Subjective Norms prevailed more showing that the students were pleasant, happy about entrepreneurial intention. Friends , peers and faculty masked the concept of helping students develop more competencies in entrepreneurial intention.

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