

FACTORS INFLUENCING ENTREPRENEURIAL INTENTIONS AND ITS EFFECT ON ENTREPRENEURIAL INTENTIONS

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ABSTRACT

In this study, researcher Investigate the Factors Influencing Entrepreneurial Intentions and its Effect on Entrepreneurial Intentions. Researcher used a quantitative survey research design. A closed ended questionnaire (based on 5-point Likert scale) used to collect data from Business studies students at 23 universities in Khyber Pakhtunkhwa. The target population included all public universities, totaling 23 schools and 6,173 students enrolled in Business Studies programs. A proportional sample strategy was used to address the fact that total student enrollments among universities are not equal, treat each university as a separate stratum to ensure accurate sample size. A sample size of 364 was determined using Raosoft online sampling calculator. Descriptive statistical techniques (e.g. frequency and percentage) and inferential statistics like regression analysis were employed to analyze the data with the Statistical Package for the Social Sciences (SPSS). The study found that attitudes to entrepreneurship, perceived behavioral control (PBC), family backgrounds, entrepreneurial education, self-awareness and personal values all positively impacts on intention. At the same time, finances (personally or institutionally) put a check on all these kinds of influences toward starting one's own business or taking over an enterprise. These findings highlight the complex nature of factors responsible for creating entrepreneurial intentions. There still needs more research studies. Specifically, mediating effect on the entire process, something that needs further research. In any particular programmes and interventions designed to instill such an outlook in those students with grand dreams about entrepreneurship, how the parts go together adds up to the whole of meaning encompassed within those programmes and interventions.

I INTRODUCTION

The literature often emphasizes how essential and of substantial importance entrepreneurial activities are for any economy (Tomy & Pardede, 2020). The current situation is that entrepreneurship propagates innovative ideas, provides competition and employment, so its value is repeatedly stressed. Nowadays people all over the world agree that entrepreneurship is very important. A number of studies have shown that the existence of entrepreneurial goals accurately predicts subsequent entrepreneurial decisions and actions (Burgelman, 2015).

As Breet (2022) points out, as the technological environment changes rapidly in today's world, we are seeing more and more entrepreneurial traits among college students. Hence it is necessary for those who wish to obtain a higher education to possess not only knowledge but entrepreneurial spirit as well. A number of our research projects have been focused on identifying the factors that influence students' entrepreneurial intentions (EI), with the aim of cultivating an entrepreneurial mindset in young people.

In today's world, as quickly developing world-wide as it is rapidly growing and technologically advanced, all this makes entrepreneurship vital. For those countries still in the process of developing its business proprietors have played a very important role in providing a sustained competitive advantage. Nations undergoing the development process are changing and progressing. What is most important in driving the growth and development of any industry or organization is the entrepreneurial initiative and the individuals who get onto it (Babcock, 2020).

In the past many years, the international community has made no less than each effort to ameliorate its employment problems. In line with Tomy and Pardede (2020) findings, Entrepreneurship has been proposed as one possible solution to high unemployment. The reason for itself one is because its contribution as an important driving force for national economic growth is becoming more manifest with each passing day, its ability to promote innovation as well employment. All the time been employed records many efforts made by the central government to promote entrepreneurship by means of policy measures. When schoolchildren learn to think like an entrepreneur, It provides them with the motivation, knowledge and skills they will need to establish their own business. Moreover, it is necessary for people to create a favorable attitude towards entrepreneurship so that young people feel that considering business as a feasible career option (Fragoso, Rocha-Junior & Xavier, 2020; Anwar & Abdullah, 2021).

II PROBLEM STATEMENT

Business management students should think about both why people want to become entrepreneurs and what young people want to become entrepreneurs. To start your own company, however, you need some expert guidance. This means that you must know the key things that people who decide to start their own business generally have in common. According to Zhang, Liu, and Ruan (2020) a person can indeed learn the ways of conducting business.

Business classes in school may be one way, or it might be through observing how family member's friends or colleagues who also have their own businesses act. Another study revealed Pakistani students are beginning to set up their own businesses after they graduate. Many Pakistani students have started a business, a trend that is now becoming more evident. This is a major trend of current society and is something which can be advantageous for enterprises. There have never been any in-depth studies of the aims held by the people of Khyber Pakhtunkhwa in setting up their own business. College students' plans to start their own businesses are also something that has not been studied in great depth. There is a study afoot to discover what makes people want to set up their own company. They want to do a more specific study of how social norms and formal institutions and funds affect that goal.

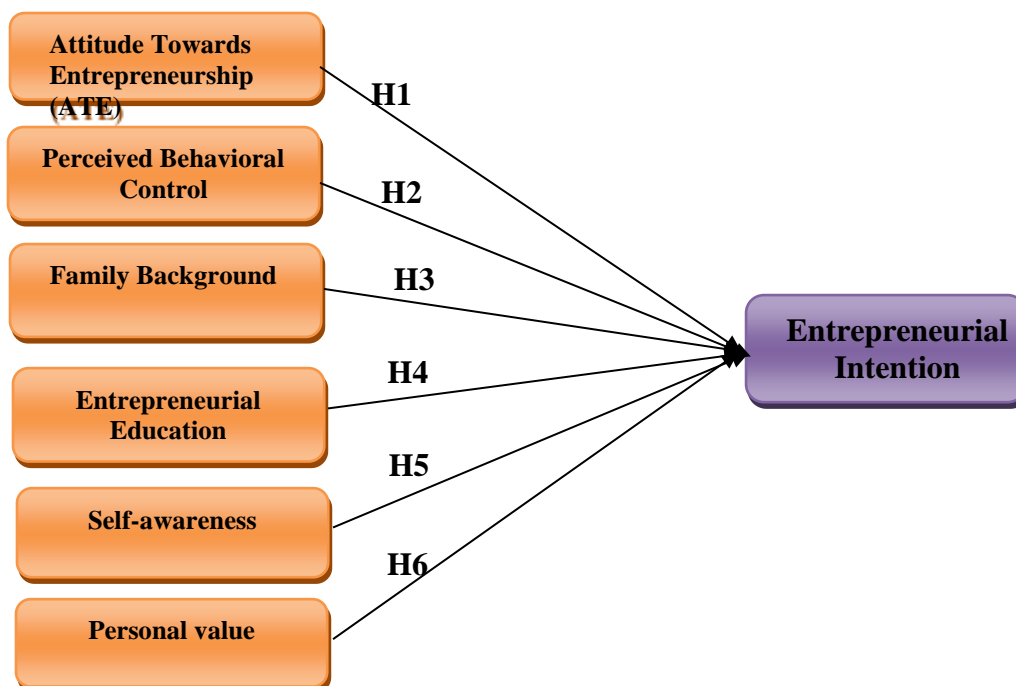
III OBJECTIVES OF THE STUDY

1. Investigate the factors influencing entrepreneurial intentions and its effect on Entrepreneurial Intentions

IV HYPOTHESES OF THE STUDY

- H1: There is significant effect of Attitude Towards Entrepreneurship on Entrepreneurial Intention
 H2: There is significant effect of Perceived Behavioral Control on Entrepreneurial Intention
 H3: There is significant effect of Family Background on Entrepreneurial Intention
 H4: There is significant effect of Entrepreneurial Education on Entrepreneurial Intention
 H5: There is significant effect of Self-awareness on Entrepreneurial Intention
 H6: There is significant effect of Personal value on Entrepreneurial Intention

V CONCEPTUAL FRAMEWORK



VI SIGNIFICANCE OF THE STUDY

The study is beneficial in pinpointing the most critical attributes for encouraging an entrepreneurial intention. Thus, the study will result in significant revelations; and entrepreneurship development programs such as business plan activities are designed and carried out. To this end, the main goal of this study is to review the influence of specific educational attributes on a person's intention, providing good material for planning successful classes in entrepreneurial education. Thus, inquiry into the specific entrepreneurial competences which can influence subjective norms and general attitudes toward entrepreneurship would be appropriate. For educational planners, program administrators, and educators, it highlights the need for teamwork to structure pro-entrepreneurial intention courses. Apart from this, the findings of this study will be welcome-many times over-for our universities and colleges, and the broader community as a whole. Furthermore, these data show that by applying a contingency view, there is one more very positive approach. Although there have been many studies of entrepreneurship nurturing before this study, its findings will be valuable and enlightening.

VII LITERATURE REVIEW

Entrepreneurial Intention

Entrepreneurship has lately turned its attention to identifying the psychological characteristics of those who initiate new businesses (Usman Yennita, 2019). Many say that individuals with strong intentions to launch and manage businesses should become entrepreneurs. (Fragoso *et al.*, 2020)Some studies have examined the factors

influencing student entrepreneurs' intentions, especially among those at universities who are inclined towards business ideas. Many studies have paid special attention to the connection between students' intent to be entrepreneurs and their decision-making process of undertaking entrepreneurship (Usman Yennita, 2019). Entrepreneurs are those who act out of a burning passion to launch business enterprises, an ideal which can yield immense joy and satisfaction to all who work in high-ranking positions as well as to themselves. All of these activities now contribute to the capitalist system, while also exposing prisoners as victims. Entrepreneurship Celebration (Kim, 2022). An individual's entrepreneurial behavior can be predicted by his or her entrepreneurial objectives, which are of great significance according to Jena (2020). In the view of Kobylńska (2022), "entrepreneurial intention" is the degree to which someone becomes ready for activities corresponding with entrepreneurship. "Intention" as Defined by Ibidunni, Mozie, and Ayeni (2020): The cognitive state which steers attention, perception and action towards a very specific goal or target; It establishes a positive association among entrepreneurial intentions and behavior (Ibidunni, Mozie, and Ayeni, 2020).

A study by Krueger and Carsrud (2000) tests Ajzen's theoretical framework, which takes as intentions the main determinant of expected behavior. For instance, the recognition of entrepreneurship as one set of consecutive actions emphasizes the need for purpose in entrepreneurial activities (Kör, Wakkee & Mutlutürk, 2020). In contrast then, it can be said that entrepreneurship is a deliberate pursuit driven by an individual's choice rather than some haphazard event (Huang, Xie, Huang, Cai & Apostolidis, 2021).

Factors Of Entrepreneurial Intention

Attitude towards Entrepreneurship

Attitudes are based on an individual's own positive or negative valuation of a specific behavior (Ajzen, 1991). In this case the behavior is to start a business. Those with a more resilient mindset have greater commercial potential (Lopez-Delgado *et al.*, 2019). According to Munir *et al.* (2019), attitudes are positively associated with entrepreneurial intentions. In terms of attitude towards entrepreneurial activity, environmental factors can affect one's own beliefs (Sanchez and Bannikova, 2018). Business investments, governmental regulation, finance, legal system, culture and social infrastructure are all important parts of this field. An individual's willingness to do thing is increased if they have a positive attitude towards the expected result, i.e. becoming an entrepreneur, such as getting substantial financial rewards after taking on some very difficult objective.

Attitude toward entrepreneurship is a topic often raised in the study of entrepreneurship. Given their research findings, Liñán and Chen (2009) have argued that there is a positive correlation between a positive attitude towards entrepreneurship among students graduate levels as and increased level of entrepreneurship.

Perceived Behavioral Control

When someone thinks about how easy or difficult it can be to do what they want to do, they have perceived behavioral control (PBC), This is akin to self-efficacy (Usman & Yennita, 2019). Such an idea links a person's goals and actions together with what resources are available and chances open. The more behavioral control a person has, the more resources and chances life gives them (Ajzen, 2005). Bandura (1977), on the other hand, points out that the concept of self-efficacy is a person's confidence in his or her ability to do a certain task, which is affected by that person's cognitive, affective, motivational, and selection processes. For a company, there are real as well as mental limits.

Also, perceived power is a sign of how difficult the behavior is; more difficulty yields a worse result. To put it simply, entrepreneurs' plans to be entrepreneurial or otherwise stem directly from perceived behavioral control (Al-Jubari, 2019). Exhaustive studies have shown that perceived behavioral control is linked to Bandura's (1977) perceived self-efficacy, and that perceived self-efficacy and a hunger to set up one's own business are closely related (Wilson *et al.*, 2007).

Recently, Zhou and Wu (2020) maintained that the findings of their questionnaire survey of Chinese university students show clearly that the chance of starting a new business rises with belief in one's control over what one does. Joksimović, Petrović, & Milovanović (2019) concluded that there is strong correlation between an entrepreneur's desire to be and use absolute behavioral control when it is real, but not in those cases. Actual behavioral control also strongly forecasts an expression of entrepreneurial interest. Their study results go against the idea that self-efficacy is a partial determinant in this case. Lévesque and Minniti (2020) synthesize their findings in a review piece that A strongly confirms how perceived behavioral control is tied to different measures of entrepreneurial-desire species.

Family Background

People often have inspirations to start a business by looking around. Every chance would be taken by the Englishers to exhibit their working skills to companies and businessmen (Nowiński and Haddoud, 2019). Those that want to get ahead in their careers are more likely to do business with close family and friends. There is substantial evidence that a person's background and family history may well determine how he or she operates as a business person (Usman, 2019). People go into business for themselves because they are naturally entrepreneurial and because their family is there to support them, according to Looi (2020) and Hou and Qi (2019). Numbers are used when we calculate the size of a business, its increase in size, and its decrease. As part of demography, different parts of persons, corporations, and entrepreneurs are connected to people in other ways

than just traditional family ties: by biological, psychological, social, and financial factors. Keywords: Liñán, Jaén, and Hueso (2020) A salaried job might affect the way you think about being a business in two ways. On the one hand, it could teach the business owner something that will improve the company. But it might become a habit difficult to break, and so restrict you from changing and providing a better service.

Entrepreneurial Education

According to data from Cockayne (2021), a person who has learned about entrepreneurship can more easily see when market opportunities arise. Exactly how dangerous such opportunities might be is difficult to predict. Here is what college students learn from entrepreneurial education. It gives people a sense of entrepreneurship and at the same time raises the abilities and business minds of managerial staff. Those who learn about entrepreneurship can raise their technical level and their business thinking at the same time. People who learned more business had more thoughts on Teles, Nieuwenhuizen and Schachtebeck (2021) than those who did not learn general business in college. Another thing is that these children are more likely to start their own businesses after they graduate from school. One reason is that unexpectedly high rate of college students who are willing to take a full load of management courses as an elective. It is a reference to the help which colleges especially give students to learn about starting a company, providing such essential skills and facts. drawn directly from Magasi (2022), a university should be responsible for this sort of work.

Self-awareness

It is very important when assessing the probability of an individual embarking on an entrepreneurial venture to take into account two critical factors: their own degree of self-awareness and views of personal agency.

Garaika and Nagara (2019) conducted a study to observe the relationships between first-year college students' enthusiasm for business start-ups and many personality traits among which included being success-savoring owners of family enterprises, self-awareness. Their research was based on data collected from first-year university students in Taiwan.

The use of multiple regression analysis by the researchers provided solid empirical proof on the conclusions reached by (Garaika & Nagara, 2019).

Self-awareness is greatly valued by entrepreneurs because it is closely associated with entrepreneurial success (Altinay, Madanoglu, Kromidha, Nurmagambetova & Madanoglu, 2021). Are you planning to start your own business? A study conducted by Zheng *et al.* (2021) has demonstrated a direct correlation between self-awareness and intention to start a business. I am interested in doing a study on how self-awareness affects organisational performance. Shamsuddin, Minai, Zain, and Al Idrus (2020) have found a positive correlation between the performance of small and medium sized enterprises (SMEs). How can people efficaciously lead or manage disparate teams within the framework of entrepreneurship? Leadership Self-awareness enables members of the team to identify and manage their own implicit discriminatory behavior, as well as their prejudices, which leads to a more diverse heterogeneity and inclusiveness at work (Roberts *et al.*, 2021). At present many companies are having to adapt their products or services to meet the requirements of a post-Covid era. They must also adapt and manage this process of change (Silberman, Aguinis & Carpenter, 2023). Success in the critical stage and at the end the survival of the entrepreneurs may depend on whether or not they have self-awareness with respect to their strengths and weaknesses, coupled with their ability to steer their organization safely through an uncertain and challenging period of transformation.

Personal value

Behavior should therefore fall into good or bad categories expression of personal values Entrepreneurship has two perspectives: experiential and instrumental; Attitude signifies the application and transformation of human experience into entrepreneurial activity In essence, a man who is bring back little shack from his business. Just, then, when good results and satisfaction result from an individual's business activities he will naturally have a bright view of its future; should things not have gone well (Purusottama 2019).

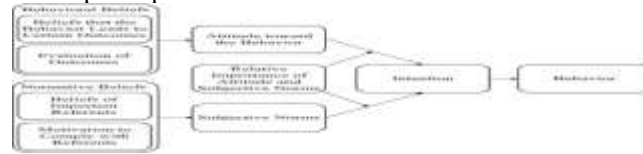
According to Jiang and Liu's (2021) investigation, there is a positive correlation between personal values, specifically self-enhancement aspirations. On the moderating role of social capital in the relationship between personal values and entrepreneurial intentions, higher levels of social capital improved any beneficial effect that personal values might produce. Rezaei, Moeini-Jazani, and Siadat (2021) found that there was a significant positive relationship between personal qualities, namely offering originality and inventiveness, as well as independence, and the attainment of entrepreneurial success.

VIII THEORETICAL FRAMEWORK

Theory of Planned Behavior (TPB)

For a long time, the robust Theory of Planned Behaviour (TPB) has been the focus of attention for entrepreneurship researchers and has been continued by scholars to describe their intentions in a plethora whole series (Liñán & Chen 2009; Al-Jubari, 2019). Since this theory is now used in a wider scope of science and engineering, like marketing, psychology, recreation studies, health science and other disciplines with long lists of applications outside the traditional fields of application (Sahut *et al.*, 2015), when we talk about the Theory of Planned Behavior it is important to note that it was really offered first of all by Ajzen back in 1988. Successful study conducted by using Theory of Planned Behavior by (Stiegler and Thanhauser, 2016).

Now it permeates the entire field. According to the Theory of Planned Conduct, two factors influence human behavior: one exists in himself and the other exists outside him (Purusottama, 2019). The human attitude is an innate one that comes from the individual's perceptions and experiences in life. In this respect the opposite of internal variables are external ones, influenced both by human influence and the environment. In the view of Al-Jubari (2019), the majority of expected outcomes can only be explained by respondents' intentions. Therefore, this paper, in line with decision-making model of the framework and Control Perception Construction theory behavior (TPB), considers entrepreneurship as a planned act.



(Icek Ajzen, 1985)

IX RESEARCH METHODOLOGY

This this research study the researcher opted survey-based research, positivism approach in terms of its paradigm choices. Closed ended 5-point likert scale questionnaire was used for collection of the data from 364 students who are studying business studies in 23 different public sector Universities of Khyber Pakhtunkhwa, there are total 6675 students studying. Researcher selected 364 students by using a proportional random sample technique. By this method, researchers treat each university as a stratum in order to assure that the sample is of size accuracy. A sample of 364 was calculated using the Raosoft online sampling calculator.

For collection of data researcher personally visited, the researcher meets the participants and gives them some background information about the researcher, as well as an introduction to what their role will entail in its reaches Upon entering all the data into the SPSS, after data has been collected. The researcher then applied statistical tests of two types (Descriptive and inferential): Frequency, Percentages and regression analysis were used according to hypotheses.

X RESULTS AND INTERPRETATION

Table 1 Demographic Profile

		Frequency	Percentages
Gender	Male	245	(67.31%)
	Female	119	(32.69%)
Family System	Nuclear	180	(49.45%)
	Joint	184	(50.55%)
Number of Family Members	3	113	(31.04%)
	3-5	200	(54.95%)
Father/Mother Education	5-10	51	(14.01%)
	SSC	56	(15.38%)
University have Incubation Centre?	HSSC	75	(20.60%)
	BA/Bsc	66	(18.13%)
	MA/Msc	167	(45.88%)
	Yes	94	(25.82%)
	No	270	(74.18%)

Based on the above-table about respondents' demographics, 67.31% were male students, and 32.69% female ones. In addition, 49.45% of respondents lived in nuclear families, while 50.55% lived in joint families. 54.95% of respondents had three to ten family members, 31.04% three or less and 14.01% five to ten. Only 15.38% of respondents' parents had an SSC, compared to 45.88% whose parents had MA or M.Sc., 20.60% HSSC, and 18.13% a BA or Bsc. The survey showed that 10.53% of the students responding were boarders, 75.72% were day students, and 13.75% commuted. Of all the students responding, 74.18% said that their university did not have an incubator, while 25.82% said it did.

Table 2 Correlation

Factors	Correlation								
	1	2	3	4	5	6	7	8	9
EI	1								
ATE	.465**	1							
PBC	.597**	.754**	1						
FB	.488**	.657**	.814**	1					
EE	.375**	.614**	.566**	.687**	1				
SA	.527**	.637**	.755**	.759**	.825**	1			
PV	.651**	.686**	.815**	.799**	.692**	.791**	1		
F	.529**	.581**	.555**	.558**	.775**	.816**	.767**	1	
SN	.594**	.521**	.668**	.655**	.671**	.826**	.697**	.747**	1

Correlation model was used to find out relationship among different factors. Result more favorably disposed toward entrepreneurship is probably associated with being more favorably disposed toward Attitude Towards Entrepreneurship $r = 0.465$, with significant, Perceived Behavioral Control $r = 0.597$ having significant and Family Background $r = 0.488$ also showing significant at 0.01. Moreover, Entrepreneurial Education $r = 0.375$ with p less than 0.01 shows significant relationship, Self-awareness $r = 0.527$ significant at point 0.01, Personal Value $r = 0.651$, $p < 0.01$) and Finance $r = 0.529$, $p < 0.01$. furthermore, Social Norms $r = 0.594$, $p < 0.01$. Similarly, Attitude Towards Entrepreneurship is positively correlated with the majority of the other primary constructs. Mostly strongly with Perceived Behavioral Control ($r = 0.754$, $p < 0.01$), Family Background ($r = 0.657$, $p < 0.01$), Entrepreneurial Education ($r = 0.614$, $p < 0.01$), Self-awareness ($r = 0.637$, $p < 0.01$), Personal Value ($r = 0.686$, $p < 0.01$), Finance ($r = 0.581$, $p < 0.01$), and Social Norms ($r = 0.521$, $p < 0.01$).

Validity of the Constructs

Table 3 Discriminant Validity

Factors	No of Items	CR	AVE	Cronbach Alpha
EI	5	0.93	0.75	.78
ATE	11	0.93	0.75	.87
PBC	6	0.94	0.62	.92
FB	3	0.93	0.70	.80
EE	4	0.92	0.80	.72
SA	6	0.88	0.72	.79
PV	6	0.92	0.74	.89
F	5	0.93	0.71	.78
SN	7	0.92	0.72	.85

As such, this study requires that internal consistency be evaluated within each construct in order to determine its scale level. Using composite reliability, the internal consistency of the scales was assessed. This entails analyzing the correlations between items. CR values supplied ranged from 0.89 to 0.94. In social science research, a CR score of 0.7 or higher is generally regarded as acceptable because it means that each constructs' items are adequately correlated and measure the same underlying concept. All of the constructs surveyed had coefficients

of determination (CR) exceeding 0.7, which shows robust reliability regarding continuation reliability and internal consistency.

Dispersion Extracted is the proportion of variance explained by the variable compared to that caused by measurement error. The observed AVE values range from approximately 0.63 to 0.80. A construct is considered acceptable if it has an AVE value over 0.5, denoting that the constructs provides more variance in its items than measurement error. That a construct has strong convergent validity suggests both that its AVE values are higher and closer to 1--meaning the construct accounts for a substantial proportion of variance among items. The current study shows mixed results for these constructs. Some have a composite relationship with much more variance than others their items (despite all being above 0.5).

Measured using a statistical measure of internal consistency reliability by Cronbach's Alpha can be useful to determine the extent of correlation among a group of variables. The CR Alpha values given range from 0.73 to 0.93. If a construct's internal consistency is greater, then that is reflected in the Cronbach alpha values. Generally, a Cronbach Alpha above 0.7 is considered acceptable for research purposes. All constructs examined in this study had CR (Cronbach's Alpha) values above 0.7, indicating robust reliability internally.

HYPOTHESES TESTING

Formula

The formula for a simple linear regression model:

$$Y = \beta_0 + \beta_1 X + \epsilon$$

Table 4 Hypotheses Testing

Hypotheses	R	R ²	Adj. R ²	Std. Error	F	Sig.	Decision
H1: There is significant effect of Attitude Towards Entrepreneurship on Entrepreneurial Intention	.665	.416	.214	.936	99.86	0.000	<i>Supported</i>
H2: There is significant effect of Perceived Behavioral Control on Entrepreneurial Intention	.797	.457	.355	.848	200.6	0.000	<i>Supported</i>
H3: There is significant effect of Family Background on Entrepreneurial Intention	.788	.538	.236	.923	113.2	0.000	<i>Supported</i>
H4: There is significant effect of Entrepreneurial Education on Entrepreneurial Intention	.775	.440	.138	.981	59.0	0.000	<i>Supported</i>
H5: There is significant effect of Self-awareness on Entrepreneurial Intention	.627	.478	.276	.899	139.2	0.000	<i>Supported</i>
H6: There is significant effect of Personal value on Entrepreneurial Intention	.651	.424	.423	.802	266.6	0.000	<i>Supported</i>

The correlation coefficient (R) is 0.665, which means that there is a positive relationship between one's attitude towards entrepreneurship and the moral incentive to start a business. With an F-statistic of 99.864 and significant value 0.000, the model is convincing. The coefficient of determination(R²) =0.416. In other words, the thought of entrepreneurship explains 41.6% of differences between wanting to be an entrepreneur and not wanting to be one. From the results can be seen: Those who have a positive attitude will likely start a firm in earnest.

Perceived behavioral control is positively related to 0.797, F= 200.6 p-value is 0.000, indicating that the model is compelling. R²=0.457. Perceived Behavioral Control explains 45.7 percent of why people want to be entrepreneurs. The results also showed that entrepreneurs are more likely to consider actually doing it.

A positive family background and sincere motivation to start a business are moderately positively correlated (R = 0.788). As can be seen from the 113.2 F-statistic and 0.000 significant value, the model is persuasive. Family background accounts for 53.8% of the desire to become an entrepreneur (R²=0.538). These findings strongly suggest that those who regard themselves as potential entrepreneurs would find themselves more likely to start their own businesses.

A positive attitude towards entrepreneurship and a true motivation to start a business have a moderate positive association (R) of 0.775. As indicated by the F-statistic of 59.06 and significant value of 0.000, the model is persuasive. R²=0.440, meaning that Entrepreneurial Education explains 44.0% of one's motivation to start a business. So also, the results strongly indicate those who genuinely believe in the potential of entrepreneurship as a career are more likely to actually do it.

A positive view of personal favorable environment and earnest motivation towards starting businesses has a moderate positive (R) of 0.627. As seen in the F-statistic of 139.2 and significance level at 0.000, this model persuades people to think that it "says something." Alone, self-awareness explains 47.8 percent of entrepreneurial

desperate focus. These results strongly indicate that those who regard entrepreneurship positively are more likely to start their own business.

A positive perception of personal worth and sincere drive to establish a company are moderately positively correlated ($R = 0.651$). The F-statistic gave a reading of 266.6, significant value was 0.000 and R^2 is 0.424, which means that personal worth accounts for 42.4% of desire to become an entrepreneur. These results strongly lead one to believe that those with a positive attitude toward entrepreneurship will be more likely -- and able--to set up their own businesses.

XI DISCUSSION

According to the survey, most business education students would like to become entrepreneurs and establish profitable enterprises by any means necessary. Their career goal is entrepreneurship, meaning that they really understand entrepreneurship and have the capacity to start a business. They want to use their knowledge of entrepreneurship in practice and start their own enterprises. They also plan to go into business themselves. I am likely to be a success. They are set on starting a business, and finding it easy to run.

A significant correlation suggests that although the positive score for entrepreneurial thinking helps individuals weigh the pros and cons of considering entrepreneurship (Le, 2020, Xuan), Costly Choice. The test reveals a significant link between high PBC and willingness to act on one's entrepreneurial conviction. This study adds to the existing research by supporting (Lopes, 2020, Teixeira, Ferreira et al). Going against common sense, entrepreneurs with favourable regulatory consciousness are inclined towards independent businesses.

Analysis based on a sample survey shows that a positive family background is correlated with desires for venturing out into business on one's own. This model indicates that people who are on good terms with their own families are more likely to turn out successful entrepreneurs. The current study goes along with (Dragin, 2022). Moreover, positive results are visible. The current study also reveals a strong link between good entrepreneurial education and genuine entrepreneurial motivation. Like the classic example of (Duong, 2021), the overall model indicates that entrepreneurship-related education has turned people into entrepreneurs.

A positive correlation between self-awareness and entrepreneurial motivation. This strongly supports the model that places a very high likelihood on the fact self-awareness is going to make people more entrepreneurial. Supporting this study was (Tan, 2020 Wang & Yang). Analysis shows a strong link between good personal values and genuine business motivation. The model strongly implications that those with good personal values start businesses. The last data support the study of (Sanchez, 2021).

XII CONCLUSION

Study findings indicated that the business studies students mostly want to run entrepreneurship and to become boss because they seek success on their own terms. They are extremely determined in wanting to work in the way they were taught and experienced everyday computing class and life. This study the variables that account for the institutional value of those future business owners. These aspects clearly demonstrate that the institutional value of these business activities is also visible to all: A student's attitude towards entrepreneurship. The belief that they can effectively control their own behavior toward entrepreneurship. They inspire from Business history in their family, their education in entrepreneurship. On the other hand, however, the research indicates certain students are motivated in their entrepreneurial pursuits by the influence of their self-identity and the folks they look up to. From this study, researcher know the importance of instilling a positive attitude. This attitude should be one were buying into the notion that starting your own business, it grows naturally from the environment. Given all this, it can be concluded that while there is a clear causation between an individual's entrepreneurial intention and the creation of such a entrepreneurship, there still needs more research studies. Specifically, mediating effect on the entire process, something that needs further research. In any particular programmes and interventions designed to instill such an outlook in those students with grand dreams about entrepreneurship, how the parts go together adds up to the whole of meaning encompassed within those programmes and interventions.

XIII IMPLICATION OF THE STUDY

Technology and Innovation:

- Incorporating advanced technology into entrepreneurship education will encourage innovation and give people the skills they need to manage the ever-changing technological environment.
- Instructing digital start-ups effectively requires incubator facilities to prioritise affording core resources as well as having mentorship teams and networking carriers.

Government and Policy:

- The governments could institute policies that cut through red tape, making it easier for prospective entrepreneurs to secure funds. This would stimulate economic growth and job creation.
- Policies that get social-minded business off to a flying start might ease people's everyday worries and help in the building of social organizations.

Corporate Sector:

- Facilitating Entrepreneurial Education: Businesses can collaborate with schools to promote entrepreneurial education. This will help guarantee that graduates are equipped with practical skills needed for industry.

- Corporate Social Responsibility (CSR) is a significant force for social entrepreneurship as a number of corporations implement their CSR expenditures for promotion. The culture that comes out of this is distinctly oriented towards social responsibility.

Global Business Environment:

- Universities all around the world forming cooperative efforts--that could offer diverse angles of approach--can bring into being an extensive structure of people aspiring to be entrepreneurs.
- Exploration of international financing sources and cooperative activities can increase the amount of foreign aid to social enterprises addressing global problems.
- By building environmentally sustainable principles into entrepreneurship education this can result in entrepreneurs who are conscious of environmental issues, and as a result work actively to encourage practices that are sustainable for the company.
- Governments and financial institutions may offer targeted financial assistance to entrepreneurs in such fields who are oriented environmentally.

Rural and Agricultural Entrepreneurship:

- Establish courses in entrepreneurial education exclusively for rural and agricultural areas, then people there can truly make use of local resources and lay the foundation for economic prosperity.
- Commitment of Resources: Government policy could support rural and agricultural areas in the development of entrepreneurship-oriented policies and budget allocation, thus fostering fair economic growth

Arts and Creative sectors:

- Incubator centers are in a position to cater for the unique needs of entrepreneurs engaged in creative sectors--providing them with working environments and the necessary logistics they require to foster creativity in their multiple forms.
- Altering public attitudes so that entrepreneurship in the arts is itself recognized as a creative field this will encourage people to take the plunge in creative endeavour.

XIV CONTRIBUTION OF THE STUDY

Launching up a comprehensive study that investigates the myriad of elements that determine one's entrepreneurial intentions a study on the pivotal roles which play in guiding young businesses, the availability of funds, and specialized social norms' nuanced impact. It's for education, social science and has played a pioneering role in entrepreneurship. Some of the most significant results among others:

Educational Meaning:

This research reminds people that it is essential for them to know about entrepreneurial learning. It points out some implications for educational institutions, too, how to reform their courses in entrepreneurship and give students the skills they need when they go out to meet actual business problems.

Policy Implications:

- The findings are of great significance for policy-makers in their design of effective interventions. The construction of policies that promote entrepreneurship can be guided by suggestions for improving access to capital and creating a supportive environment through socially institutionalized norms
- The study results can be employed by entrepreneurs, incubators and financial institutions for making wise decisions. For example, incubation centers can tailor their services according to the role play identified, while commercial financial organizations create programs focused in order to address need for funding

Specific Advice for Different Sectors:

- The implications for a wide range of fields offered in this study give one step-by step guidance to technology regulators, government executives, multinational business people, consultants green enterprises rural and agricultural workers, as well creators of the arts and other intellectual property goods.

Global Significance:

- The study's international perspectives, collaboration platforms and financial prospects help to demonstrate the extensive applicability of its findings. What it reports are relevant in different settings; thus, it constitutes a worldwide dialogue on entrepreneurship a conversation those interested will want to join.
- The recognition of mental health and wellness in entrepreneurship recognizes the importance of mental health, making a substantial contribution to overall Wellness.

XV LIMITATION OF THE STUDY

Generalizability:

- When the investigation's results are applied to other areas, cultures or startup environments, we must be careful as outcomes could be different depending circumstances prevailing locally. It is possible-though not certain a population characterized requires specially sampled.

Cross-Sectional Nature:

- More associations in a single time snap. The causal relationship will be harder to determine. The dynamic nature of entrepreneurial aspirations and elements which are thereof during extended periods are impossible to define this way.

Societal and Cultural Dynamics:

- On the other hand, social norms and cultural elements are changing and many-faceted. What is more, the study may also have overlooked some effects. After all, it is impossible to equate how society operates and paints chapters of the daily life of ordinary people with any support system. Nevertheless, certain sub-cultures or demographic sectors might regard social norm as one thing direction and another entirely opposite.

Limited Control for External Variables:

- Although various measures were used to control for different aspects of society, there is still a possibility that the study did not allow for all those other factors. This means unobserved or lost variables can affect on validity.

Resource Constraints

- Lack of space can affect the depths of data collected. Also since a smaller amount was gathered only for some groups as a result colonies and districts might have been influenced by it accordingly participates in the future.

XVI RECOMMENDATION OF THE STUDY

In consideration of the profound thoughts about the questionnaire, which reflect on the attitudes of individuals to entrepreneurship and their perceived intentions to do so; following recommendations are both specific and pragmatic.

University-Industry Collaboration

- The more frequent a network appears between academic education produces and workplaces, the greater will be its chances of success. Through these programs students are able to obtain connections and opportunities for business which might be very important.

Holistic Approach to Self-awareness and Personal Values

- To improve people's awareness of environmental impacts and their ability to make decisions in the light of those effects, it is vital that we create comprehensive programs incorporating various elements.

Social Entrepreneurship and Strategic Financial Planning

- For economy and its problem as well as overcome the problem related to economic systems, as well as with sustainability involved, we need courses and tools tailored specifically toward strategic financial planning for social empowerment.
- There are many ways to get money for social entrepreneurs, mainly from the social effects and value proposition of your project to investors. Pay special attention during this process.

RECOMMENDATIONS FOR FUTURE RESEARCHER

Studies over Time:

- It is prolific to conduct longitudinal research so as not only capture entrepreneurial aims' ever-shifting changes but also those factors that are tied with as time goes on. It can help to begin understanding this process in greater detail, in light of the complex temporal dynamics involved.

Comparative Cross-Cultural Research:

- Cross-cultural research is essential because before we can predict the effect of cultural differences on entrepreneurship, or how incubator facilities, funds availability, and social norms mediate or moderate any given relationship between these variables (and others still unidentified), with time - country matters. To conduct such analyses in different cultural settings might yield extremely significant results.

Qualitative Research:

- Qualitative study may be conducted by performing interviews and case studies in local contexts. With qualitative methods researcher gain not just an insight into entrepreneurs' real experiences and attitudes, but also who they are as people, how they became who they are today.

Comparative Sectional Analysis.

- Comparative may conducted to 7on same topic and also include variables which encourage entrepreneurs. Since different industries may present their own rather unique hurdles or opportunities, some investigations might need to be specialized.

Interdisciplinary Research Collaboration:

- Encouraging cooperation between members of different disciplines--such as economists, psychologists and entrepreneurs, and so on--is an absolute necessity. By taking this approach, scholars can bring together elements from a variety of fields in order to form an integrated body of knowledge.

ACKNOWLEDGMENT

I am highly thankful to Allah Almighty, who enabled me to complete this article. I am also greatly thankful to my kind supervisors, Dr. Naveed and Dr. Imran Khan. They took a keen interest and provided valuable guidance for this work, enabling me to complete this study.

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