

ENTREPRENEURIAL INTENTION AMONG PHYSICAL AND HEALTH EDUCATION STUDENTS IN PUBLIC SECTOR UNIVERSITIES OF PAKISTAN

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ABSTRACT:

Nowadays, a majority of the people of world is living in intolerable situations such as personal distress and poor health. To overwhelm that situations, entrepreneurship is regarded as a protagonist factor. In spite of that, there is still lack of empirical evidences that what factors are accountable for the development of intention towards entrepreneurship particularly in Pakistan. Realizing that, the present paper presents the investigation of factors that affect the entrepreneurial intention among physical and health education department of Pakistani universities. The theoretical framework was supported with Entrepreneurial Event Model (EEM). This is a cross sectional study in which quantitative data was randomly collected from the students of physical and health education from the different public sector universities of Pakistan through survey questionnaire. The results show that there is a positive and significant relationship among perceived feasibility, the perceived desirability, self-efficacy and entrepreneurial intention. This study may be useful for the strategy makers to frame the effective guidelines to promote the entrepreneurial activities especially in the public health sector context. In addition, it may become contribution for the literature of entrepreneurship field especially for the developing countries.

Key words: Entrepreneurial intention, perceived feasibility, perceived desirability, self-efficacy, Entrepreneurial event model.

1. Introduction

Nowadays, health is become a major problem of every country. A huge amount of people of the world is living in unbearable situations like personal distress and poor health. Due to these miserable conditions millions of the people are going into the mouth of death daily. To overwhelmed such conditions, entrepreneurship plays important role in providing

basic health facilities, increasing productivity and decreasing the level of poverty through creation of new business and providing own human capital in the form of health (Becker, 1993; Hindle and Rushworth, 2000; Kuip and Verheul, 2004; Fitzsimmons and Douglas, 2005; Gibb and Hannon, 2006; Mohar et al., 2007). However, unfortunately, this sector is mainly neglected in the entrepreneurship

research (Johansen, Schanke and Clausen, 2012). To fulfil such the targets, the diversion of intention towards performing entrepreneurial activities among the physical and health related students is very important of every economy. The entrepreneurial intention is associated with the individual's inclination to chase an assigned behaviour. In other words, it points to individual's pledge towards their target behavior (Shapero, 1982) due to best predictor of human behavior (Krueger, 1993).

Literature argues that, the development of entrepreneurial intention is a possible through the environmental and factors of theory of planned behaviour (TPB) such attitude towards behavior, subjective norms and the perceived behavioral control (Ajzen, 1991; Soomro and Shah, 2015; Ramoni, 2016). According to Shapero & Sokol (1982) that entrepreneurial event model (EEM) which is consisted on perceived feasibility, and the perceived desirability is the best to predict individual's intention related to entrepreneurship. Furthermore, the self-efficacy also a best predictor of entrepreneurial intention (Moghavvemi and Salleh, 2012; Solevik et al., 2012).

However, it still lacks empirical

testing of an entrepreneurial intention with the support of entrepreneurial event model (EEM) along with self-efficacy (Becker, 1993; Johansen et al., 2012) particularly in Pakistan and physical and health related individuals which is really neglected by the entrepreneurship research. To fill this lack, the researchers proposed to test the EET model along with the self-efficacy factor to examine the entrepreneurial intention among the physical and health education university students of Pakistan. Such study may be useful for the strategy makers to frame the effective guidelines to promote the entrepreneurial activities. This effort may create more employment and prosperity within the economy. In addition, it may become contribution for the literature of entrepreneurship field especially for the developing countries.

2. Literature Review

The entrepreneurship is very important for an economic growth and wellbeing. In such a regard, various scholars have tried to investigate what are the major factors which are actually contributing towards the development of entrepreneurial intention. In Mid-western region, Stone, Kisamore and Jawahar (2007) investigated through theory of planned behaviour (TPB) that carefulness is

positively related to intention to cheat. While, adjustment is not positively related to the variables like attitude, subjective norms and perceived behavioral control. The entrepreneurial intention is influenced by personal attitude, subjective norms and perceived behavioral control in Spain and Taiwan. The human capital and demographic variables have significant impact on entrepreneurial intention (Linan & Chen, 2009). In the same manner, in South Africa, there is a low level of entrepreneurship intention among the graduates. A majority of the students want to work in public and private sector organizations due to fear of unemployment (Fatoki and Olufunso, 2010). The factors such as personal attitude, subjective norms, future unemployment, perceived desirability and perceived feasibility are main factors that are responsible for the development entrepreneurial intention in Thailand and Ukrainian (Rittippant et al., 2011; Solesvik et al., 2012). There is a gender difference concerning entrepreneurial desirability and perceived feasibility (Dabic et al., 2012). Among the senior high school students in the Sunyani Municipality there is cheering and high entrepreneurship intention (Opoku-Antwi et al., 2012). The factors such as level of knowledge and awareness about entrepreneurship upsur-

ges self-efficacy and, then entrepreneurial intention is a possible to develop in British and Spain (Linan, Nabi & Krueger, 2013). In the similar way, the male students displayed double the potential to become future entrepreneurs as compared to female students in the Physiotherapy department in Pakistan context. Such study also found the high existence of the entrepreneurship among the graduate and post graduate students (Aslam, 2014).

Moghavvemi & Salleh (2014) conducted such a study through entrepreneurial evet model (EEM), and found that all the independent variables like the perceived desirability, propensity to use and the perceived feasibility are positively and significantly related to entrepreneurial intention to use IT innovation. Likewise, Muhammad et al. (2015), strongly suggested that behavioral control, subjective norms, attitude relating to entrepreneurship are important and significant predictors of entrepreneurial intention among the students of Nigeria. More freshly, among the tourism students Esfandiar et al. (2016) found that personal desirability, perceived desirability of a venture, perceived collective efficacy, perceptions of feasibility, perceived opportunity has a significant and a positive relation-

ship with entrepreneurial intention. In contrast to it, there was a negative relationship between perceived social norms and the perceived desirability of a venture.

Literature witnessed that entrepreneurial event model (EET) was tested with various factors such as propensity to use, perceptions of opportunity, social norms, superordinate goal, social support breadth, triggering event, opportunity evaluation, entrepreneurial experience and expected outcomes (Shapero, 1975; Shapero & Sokol, 1982; Krueger & Brazeal, 1994; Krueger et al., 2000; Elfving et al., 2009; Moghavvemi & Salleh, 2012; Solesvik et al., 2012; Esfandiari et al., 2016) for examining the entrepreneurial intention. The self-efficacy strongly influences the entrepreneurial intention (Linan & Chen, 2006).

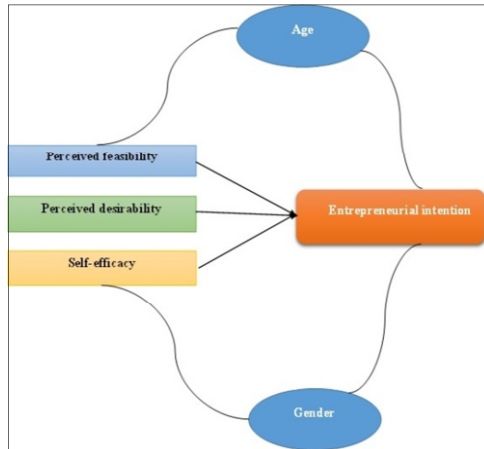
However, the researchers mostly ignored the testing of EET model along with self-efficacy in the context of Pakistan. To fill this lack, the researchers projected to test the EET model along with the self-efficacy factor to investigate the entrepreneurial intention among the physical and health education university students of Pakistan.

3. Theoretical framework

In the current era, entrepre-

neurship is hugely contributing in bringing prosperity, economic growth, employment creation and welfare of the society. In the view of that situation, development of individual's entrepreneurial intention is very crucial factor for every economy or region of the world. The entrepreneurial intention is defined as willingness or inclination towards performing a particular behaviour (Krueger, 1993). According to the literature of entrepreneurship, entrepreneurial intention is frequently predicted by the Theory of Planned Behaviour (TPB) (Ajzen, 1991; Linan & Chen, 2009). Likewise, entrepreneurial event model (EET) (perceived feasibility and desirability) is the best predictor of entrepreneurial intention (Shapero & Sokol, 1982). On the other hand, the self-efficacy aspect is most frequent and best factor of formation of entrepreneurial intention. Following the entrepreneurial event model (EEM) of Shapero & Sokol (1982) and self-efficacy factor, the current paper proposed the following Figure-1 for investigating the entrepreneurial intention among the physical and health education students of universities in Pakistan.

Figure-1
Theoretical model developed by
the researchers



The EEM model, is associated with the intention entrepreneurship. It is known as comprehensive and theoretical model that is mainly concerned with the achievement of the decision making. In the same sense, according to Shapero & Sokol (1982); Krueger (1993) & Krueger & Brazeal (1994), EEM is related to pre-existing attitude which supports the deed as desirable and feasible to act upon an opportunity. The perceived feasibility shows that what people think about the proficiency and ideas to initiate a successful business? (Shapero & Sokol, 1982). However, according to the view of Krueger (1993) this factor is appropriate for examining the intention related to entrepreneurship. In the same sense, the perceived feasi-

bility positively and significantly influence the entrepreneurial intention (Fitzsimmons & Douglas, 2005). While, among the business students, perceived feasibility has also a good influence or impact over entrepreneurial intention (Segal et al., 2002).

In a sum, the domain literature highlighted that the perceived feasibility positively and significantly impact on entrepreneurial intention in various contexts including Thailand and Ukrainian except Pakistan (Rittippant et al., 2011; Solesvik et al., 2012). However, due to void in Pakistan the researchers proposed following hypothesis.

H1. Perceived feasibility has a positive and significant relationship with entrepreneurial intention.

Defining to the perceived desirability, it is associated with the degree of attraction in which an individual can be able to perform a particular behaviour (Shapero & Sokol, 1982; Krueger & Brazeal, 1994; Krueger et al., 2000). Based on literature, there is the positive and significant associations' between perceived feasibility on entrepreneurial intention (Krueger, 1993; Segal et al., 2002; Fitzsimmons & Douglas, 2005). The positive

and significant associations were found among the different contexts such as engineering, tourism and business students (Linan & Chen, 2009; Rittippant et al., 2011; Solesvik et al., 2012). However, these confirmations are in limited usage. Based on this argument, the current paper proposes the confirmation of the perceived feasibility and entrepreneurial intention among the university students of physical and health education in Pakistan. Based on argument, the researchers have proposed the following hypothesis for testing.

H2. Perceived desirability has a positive and significant relationship with entrepreneurial intention.

With a regard to self-efficacy, it is defined as an individual's confidence in order to make effort in difficult situation (Bandura, 1995). According to Linan et al. (2013), self-efficacy is a major factor that brings awareness to individuals about entrepreneurship. It may influence the entrepreneurial intention along with personal attraction and social norms. In the similar manner, Linan et al. (2013) empirically confirmed the same results as a positive and significant between self-efficacy and entrepreneurial intention. In opposite to it, Owoseni and Olakitan (2014)

strongly emphasized that there is no relationship between self-efficacy and entrepreneurship intention. Due to contradiction in results, the researchers tried to confirm the contradictory results in the Pakistani context. Thus, following hypothesis was claimed.

H3. Self-efficacy has a negative and non-significant relationship with entrepreneurial intention.

4. Research methodology

It is a quantitative study in which cross sectional data was collected from different public sector universities of Pakistan randomly. The respondents were the physical and health education students which are pursuing their graduate and master degree education.

The data was collected through survey questionnaire that has been adapted from the literature and consisted of one dependent (entrepreneurial intention) and three independent variables (perceived feasibility, perceived desirability and self-efficacy) including demographic variables such as age and gender.

With a regard to measures, the entrepreneurial intention was measured on 3 items adapted from

the Theory of Planned Behavior (TPB) developed by Ajzen (1991). Perceived feasibility factor was measured on 6 items, perceived desirability was measured on 6 items developed by Krueger (1993) and Self-efficacy was measured on 10 items developed by (Rosenberg, 1965). All items were measured by using five point Likert scale ranging from strongly agree=1 to strongly disagree=5.

The survey questionnaires were distributed through personal visit and mailing returned service (TCS & Pakistani postal services). The language of the questionnaire was English. The 500 questionnaires were distributed or sent. Out of 500 the 231 questionnaires were returned. The response rate was noted as 46%.

5. Data analysis and results

5.1 Data cleaning and screening

After entering the data into Statistical Package for Social Sciences (SPSS) version 21.0 for windows, it was cleaned by detecting missing values and outliers (univariate and multivariate). The missing values were sorted through missing value analysis. On the other hand, outliers were detected by applying standardized z scores, a graphical method based on Box plot and Mahalanobis distance test (Hair et al., 2006).

As a result of it, from 231, the 17 samples were excluded because of standardized z scores is $\pm \geq 2.5$, appearance of extreme and Mild-Outliers and D^2/df (degree of freedom) value exceed 2.5 or $p \leq 0.05$ (Hair et al., 2006). While, the remaining 214 samples were utilized for the final analysis.

5.2 Descriptive statistics and reliability assessment

The distribution of data was assured for examining the response and trend of the respondents. The mean scores or mean and standard deviation was noticed 2.67-3.92 and 1.08- 1.46 respectively (Table 1). Further, the internal consistency among the items of the scale was confirmed through Cronbach's alpha. The overall reliability was found to be 0.83 that is reflected as excellent (George and Mallery, 2003). The individual's factor reliability was found satisfactory for the rest of the factors also (Table 1).

Table-1
Descriptive statistics and reliability of individual's factors N= 214

Sr. No.	Variables	Mean	Standard deviation	Alpha (α)
1	Entrepreneurial intention	3.92	1.12	.88
2	Perceived feasibility	2.67	1.46	.83
3	Perceived desirability	3.91	1.08	.86
4	Self-efficacy	3.60	1.29	.80

5.3 Hypotheses testing

Pearson's correlations and multiple regressions were applied for testing relationships and impact of independent variables over dependent variable. For the H1 the scores of Pearson's correlations and multiple regression ($r=.360^{**}$; $\beta=.243^{**}$; $t = 3.968$; $p < .01$) (Table 2 and 3) show that there is a positive and significant relationship between perceived feasibility and entrepreneurial intention. Thus, hypothesis 1 (H1) was supported.

With a regard to H2 the Pearson's correlations and multiple regression ($r = .578^{**}$; $\beta=.437^{**}$; $t = 7.381$; $p < .01$) (Table 2 and 3) highlighted that there is a positive and significant relationship between the perceived desirability and entrepreneurial intention. Therefore, hypothesis 2 (H2) was accepted.

Concerning to last hypothesis H3, the weights of Pearson's correlations and multiple regression ($r = .258^{**}$; $\beta=.361^{**}$; $t = 4.476$; $p < .01$) (Table 2 and 3) underline that there is a positive and significant relationship between self-efficacy and entrepreneurial intention. Hence, hypothesis 3 (H3) was not supported. As a result of it, out of three, the two hypotheses were accepted.

On the other hand, H3 was not supported by the data.

Table-2
Pearson's Correlation

Variables	1	2	3	4	5	6
1 ITEN	---					
2 PEFE	.360**	---				
3 PEDE	.578**	.354**	---			
4 SEEF	.258**	.541**	.514**	---		
5 Age	.141*	.240**	.130	.233*	---	
6 Gender	.325**	.134*	.266**	.221**	.110*	---

Note: ITEN= Entrepreneurial Intention, PEFE= Perceived feasibility, PEDE= Perceived desirability, SEEF= Self-efficacy

Table-3
Multiple Regression Analysis

Variables	β	t-value	p-value
Perceived feasibility	.243	3.968	.000
Perceived desirability	.437	7.381	.000
Self-efficacy	.361	4.476	.000
Age	.047	.988	.324
Gender	.007	.130	.891
R ²		.488	
Adjusted R ²		.470	
F value		26.903	

Note: Dependent: Entrepreneurial intention

5. Discussion and conclusion

The purpose of present study was to examine the entrepreneurial intention among the students of physical and health education in public sector universities of Pakistan. This was supported with the entrepreneurial event model (EEM) developed by Shapero & Sokol (1982). To examine such an entrepreneurial intention, the survey instrument was developed on the basis of EEM factors such as perceived feasibility, perceived desirability along with self-efficacy. In other words, the survey question-

naire was based on the three independent variables (perceived feasibility, perceived desirability and self-efficacy), one dependent variable (entrepreneurial intention) and control variables such as age and gender. The overall reliability was noted as 0.83 while, the reliability of individual factor was noted satisfactory also. After factor loading; the two items from the factor perceived feasibility, one from the perceived desirability and three items from self-efficacy were excluded because of their low level of communalities and values of factor loading that were below the suggested values 0.5 (Hair et al., 2006). On the other hand, items of entrepreneurial intention were not excluded due to fulfilment of the suggested values of communalities and factor loadings above than 0.5 (Hair et al., 2006).

Concerning with the hypothesis one (H1) the results of Pearson's correlations and multiple regression revealed that there is a positive and significant relationship between the perceived feasibility and entrepreneurial intention among the physical and health education students of Pakistani public universities. Such positive results are accorded with the various scholars like Krueger (1993); Segal et al. (2002); Fitzsimmons & Douglas (2005) & Esfandiar et al. (2016)

who already confirmed the positive and significant relationship between entrepreneurial intention and the perceived feasibility in different contexts. In the similar manner, for the hypothesis 2 (H2), the correlational and regression weights underlined that there is a positive and significant relationship between perceived desirability and entrepreneurial intention among the physical and health education students. These positive associations between the perceived desirability and entrepreneurial intention are matching with numerous scholars of the field like Shapero & Sokol (1982); Krueger & Brazeal (1994); Krueger et al. (2000); Fitzsimmons & Douglas (2005) & Esfandiar et al. (2016). The results of final hypothesis (H3) showed that there is a positive and significant relationship between self-efficacy and entrepreneurial intention. Therefore, H3 was not supported among the students of physical and health education students in Pakistani universities. These positive results are also accorded with Linan et al. (2013) and in contradiction with Owoseni & Olakitan (2014) who found a negative relationship between self-efficacy and entrepreneurial intention.

More precisely, the application of EEM model among physical and

health education of Pakistani universities students', the perceived feasibility and perceived desirability are good predictors of entrepreneurial intention. Keeping in views, the importance of that positive entity, there is strict need to implement policies that would further enhance likelihood among the physical and health students. By perusing such strategy, the students would be more capable and attached with the inkling to start a business. Furthermore, physical and health education students also found more capable or having self-efficacy by which they can start up their own business. However, the government and related authorities should provide a healthy entrepreneurial environment in order to reflect self-employment a conceivable career choice.

In conclusion, all the independent variables such as the perceived feasibility, perceived desirability and self-efficacy have a positive and significant relationship with dependent variable which was entrepreneurial intention among the physical and health education university students of Pakistan. The all positive associations reveal that the university students may realize that they are capable, proficient and enthralling ideas to run the business effectively. Such expertness makes them further

magnetism to perform the entrepreneurial activities. In this way, this confirmation through this in Pakistan may useful for the strategy makers to frame the effective guidelines to promote the entrepreneurial activities. This effort may create more employment and prosperity within the economy. In addition, it may become contribution for the literature of entrepreneurship field especially for the developing countries.

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