

Families' Entrepreneurial Background as a Moderator between Entrepreneurial Intentions and Its Antecedents among Undergraduate Students in Ethiopia

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Abstract : This study investigates the effect of attitude toward entrepreneurship, subjective norm, and perceived behavioral control on entrepreneurial intentions and examines the moderating role of families' entrepreneurial background in this causal relationship. Three hundred thirty-five undergraduate students from four universities in Ethiopia filled and returned a self-administrated questionnaire which was analyzed through independent sample t-test and process macro. The result obtained indicated that there was no mean difference in entrepreneurial intentions and its antecedents between students who have families with an entrepreneurial background and not. Besides, the study shows that families' entrepreneurial background has no moderating effect on entrepreneurial intentions due to attitude toward entrepreneurship, subjective norm, and perceived behavioral control. Hence, the study suggests no need of considering families' entrepreneurial background in nurturing entrepreneurship for undergraduate students in Ethiopian universities.

Keywords : attitude toward entrepreneurship, entrepreneurial intentions, families' entrepreneurial background, perceived behavioral control, subjective norm

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