

Predicting Entrepreneurial Intentions among Undergraduates Using Theory of Planned Behaviour

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Abstract : Theory of Planned Behavior (TPB) is a useful tool for predicting entrepreneurial intentions among individuals or groups of people. In view of the Nigerian government's renewed educational policies and programs to prepare Nigerian undergraduates towards self-reliance and employers of labor after graduation, it becomes pertinent to empirically examine and predict the undergraduate's entrepreneurial intentions at graduation. Thus, this study primarily examines the undergraduates entrepreneurial intentions using TPB, which includes perceived desirability, perceived social norm, and perceived feasibility factors. In so doing, a questionnaire research method was adopted in which 219 copies of a questionnaire distributed to final year undergraduates were belonging to five departments with a total population of 487 students. A combination of relative frequency, mean standard deviation and multiple regression statistical tools were employed for data analysis. The study found that TPB components exert a significant composite effect on undergraduate's entrepreneurial intentions. Based on individual contribution of the independent variables, Perceived Desirability is the strongest predictor of the undergraduate's entrepreneurial intentions, while Perceived Social Norm is a strong predictor of the undergraduate's entrepreneurial intentions. However, Perceived Feasibility is not a strong predictor of student's entrepreneurial intentions. The study therefore, recommends that the Perceived desirability, which is formed and shaped by ones level of education and skills acquisition, be improved upon to create the expected positive impact on graduates entrepreneurial intentions and possible venture creation.

Keywords : entrepreneurship, entrepreneurship education, entrepreneurial intentions, planned behaviour, prediction, Nigeria

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