



## THEORY OF PLANNED BEHAVIOR PREDICTING ENTREPRENEURIAL INTENTION AMONG WEST BENGAL STUDENTS

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**Abstract:** This study has been undertaken to analyse the Theory of Planned Behaviour (TPB) in predicting Entrepreneurial Intention (EI) among tertiary commerce and non-commerce students in West Bengal, India. To predict the EI based on the variables of TPB, Entrepreneurial Intention Questionnaire (EIQ) is used. The TPB variables includes Personal Attitude (PA) towards entrepreneurship, Subjective Norm (SN) and Perceived Behavioural Control (PBC). This study undertook correlation, regression and t- test analyses based on a sample of 104 tertiary undergraduate and postgraduate students of commerce and non- commerce back ground from different universities and colleges of West Bengal. Findings shows that, the Theory of Planned Behaviour is adequately predicting the Entrepreneurial Intentions of tertiary commerce and non- commerce undergraduate and postgraduate students with commerce and non- commerce educational background in West Bengal, India.

**Index terms – Entrepreneurship; Theory of Planned Behaviour; Entrepreneurial Intention; Commerce and Non-Commerce Educational Background; Contexts of West Bengal.**

### I. INTRODUCTION

Entrepreneurship is vital for creating new and innovative business ideas globally. These new businesses play a significant role in job creation, influencing politicians to recognize and support entrepreneurial start-up activity due to its positive contribution to the economy. In developing country like India, unemployment is a major dilemma. Furthermore, changes in the political and socio-economic environment have resulted in fewer opportunities for continuous organisational employment. The constant increase of uncertainty in the world economy, organizations and government reduction in staff strength, and declining number of corporate recruitment specialists on the budgetary frame work have encouraged the appeal for entrepreneurship and new venture creation. In addition, the increased dissatisfaction and disappointment in the corporate employment inspired the allure for self-employment especially among the youths. Entrepreneurship can be a good choice to resolve these issues.

Entrepreneurship can provide a satisfying and rewarding working life, flexible lifestyle and considerable business autonomy. Newly established work places can contribute to strengthening the local labour market. Sustainable growth based on innovation requires an increasing number of start-ups, which are likely to provide more and better jobs. The encouragement of youth entrepreneurship, is one of the strategies to reduce unemployment, enhance the production of wealth and build more career opportunity. Generally, entrepreneurship has been recognised as a vital contributor to the economic development of a country through employment generation, broadened tax revenue base, innovation, competition and the consequent increase in choices for consumers. So, entrepreneurship has become an everyday buzzword. Everyone is talking about entrepreneurship as this will be the rescue of our industrial society that is badly in need of redefinition. It is becoming increasingly important career option for young generation especially for university graduates.

There has been heightened debate on Entrepreneurial Intention (EI) and its antecedents. According to Liñán and Chen (2009), intention is the cognizant process prior to one's actual involvement into entrepreneurship. In the entrepreneurial context, a general definition is that Entrepreneurial Intention is the state of mind that directs and guides a person's attention, experience, actions, goal setting, communications, commitment, organization, and other kinds of work toward the enactment of entrepreneurial behaviour (Bird, 1988; Boyd & Vozikis, 1994). Based on the theory of planned behaviour (TPB), intention to start-up a business is a function of perceived favourable social norms, personal attitudes as well as perceived entrepreneurial capability.

#### Theory of Planned Behaviour

Intention is a central factor of the Theory of Planned Behavior (Ajzen, 1991), which shows one's willingness to try and exercise a behavior, and the amount of effort one plans to invest. A generic definition of behavioural intention is provided by Ajzen (2011, p. 1122), for whom intentions represent "indications of a person's readiness to perform a behaviour". The TPB indicates that

intention is the best predictor of an individual's behaviour. This is because "intention is an indication of how hard an individual is willing to try, of how much of an effort he or she is planning to exert, in order to perform the behaviour". As a general rule, the stronger the intention to engage in a behaviour, the more likely it will lead to performance. So, this theory is widely used to study the behavioral intention behind entrepreneurship.

The TPB assumes that the immediate antecedent of a specific voluntary deliberative behaviour is a person's intention to engage in the behaviour, while intention follows from the Person's Attitudes (PA), Subjective Norm (SN), and Perceived Behavioural Control (PBC) which are the proximal antecedents of a behavioural intention. TPB suggests that the more favourable the attitude and subjective norm, and the greater the PBC, the stronger should be the person's intention to perform the behaviour in question. Finally, given a sufficient degree of actual control over the behaviour, people are expected to carry out their intentions when the opportunity arises (Ajzen, 2006).

#### • **Personal Attitude**

Attitude towards the behaviour (Personal Attraction, PA) refers to the degree to which the individual holds a positive or negative personal valuation about being an entrepreneur (Ajzen, 2002, Kolvereid, 1996). It refers to "the degree to which a person has a favourable or unfavourable evaluation or appraisal of the behaviour in question" (Ajzen, 1991, p. 188). It is a psychological parameter showing the inclination of an individual towards the behavior, shaped by experience. In the entrepreneurship context, attitude toward entrepreneurship has been defined as "the difference between perceptions of personal desirability in becoming entrepreneur and organizationally employed" (Souitaris, Zerbinati, & Al-Laham, 2007, p. 570). It would include not only affective (I like it, it makes me feel good, it is pleasant), but also evaluative considerations (it is more profitable, has more advantages). So, the intention of launching a new business will be influenced by how personal values and attitudes have been shaped over time. The attitude reflects the extent to which the individual regards starting a venture as a good or bad thing to do, as judged by the individual. This is because such Individuals may believe that entrepreneurship, compared to other alternatives, offers better means for achieving these desirable outcomes. It is expected that individuals who find the rewards of starting and managing their own businesses attractive would not only find entrepreneurship valuable but they would also choose an entrepreneurial career.

#### • **Subjective Norm**

Perceived Social Norms (SN) would measure the perceived social pressure to carry out -or not to carry out- that entrepreneurial behaviour. It refers to the social pressure perceived towards the adoption of the behavior, originating from the broader environment of the individual. In particular, it would refer to the perception that "reference people" would approve of the decision to become an entrepreneur, or not (Ajzen, 2001). In relation to entrepreneurship, subjective norms reflect the extent to which the individual's relevant environment (peers, family, and society) regards starting a venture as a good or bad thing to do. This is because the prospect of social and emotional support for one's decision provides additional impetus to engage in such behaviour.

#### • **Perceived Behavioural Control**

Perceived Behavioural Control (PBC) refers to the subjective perception of the individual over the degree of difficulty or convenience with respect to a behavior. So, it is the "person's perception of the ease or difficulty of performing the behaviour of interest (becoming an entrepreneur)" (Ajzen, 1991, p. 183). PBC would include not only the feeling of being able, but also the perception about behaviour controllability. That is, the extent to which performing it or not is up to the person. With respect to entrepreneurship, PBC relates to the perception of technical competencies required, the financial risks, the administrative burden and the possessed resources and abilities. Perceived behavioural control would be high for individuals who feel they have the knowledge, networks and means needed to get a business going. Conversely, PBC would be lower for those who feel they lack one or more of those requirements. It is expected that individuals who not only consider themselves personally capable of starting and managing a business but also who regard entrepreneurship to be viable would choose an entrepreneurial career.

Although these three elements would constitute the constructs explaining entrepreneurial intention, according to the Theory of Planned Behaviour, their relative contributions to this intention are not established in the model, as they may change from case to case. In particular, in the nineteen empirical works analysed by Ajzen (1991), subjective norms tended to contribute very weakly to the intention of carrying out different behaviours. Similarly, in a meta-analysis of the TPB, Armitage and Conner (2001) found social norms to exert the weakest influence on intention among the three antecedents. The specific configuration of relationships among those constructs would have to be empirically determined for each specific behaviour (Ajzen, 1991, 2002).

#### **Literature review**

- B. Mwiya et al. (2017) in their research applied Theory of Planned Behaviour to predict the Entrepreneurial Intention of university students in Zambia, Africa. The findings shows that Entrepreneurial Intention is a function of perceived behavioural control, attitude to entrepreneurship and social norms.
- Francis Chuah, Hiram Ting, Ernest Cyril de Run, Jun-Hwa Cheah (2016) conducted research aimed at investigating entrepreneurial intention among university students in Malaysia. The extended theory of planned behaviour is adopted to specifically look at the effect of belief and behavioural factors on entrepreneurial intention. The findings suggest that behavioural factors, namely attitude, subjective norm and perceived behavioural control, have significant effect on entrepreneurial intention. It is also found that perceived barriers and perceived support have positive impact on attitude and subjective norms respectively. The study highlights the need to inculcate university students with entrepreneurial knowledge as well as provide platform for them to acquire entrepreneurial experience so as to transform entrepreneurial intention into actual behaviour.
- Wafa N. Almobaireek and Tatiana S. Manolova (2012) in their research explore the effect of perceived desirability, social support and behavioural control on the entrepreneurial intentions of Saudi university youth and the gender differences in these effects and found that both the perceived desirability and the perceived feasibility of the entrepreneurial behaviours are positively associated with entrepreneurial intentions, while perceived social support has no significant effect. In addition, perceived desirability has a stronger effect for men, while perceived social support and behavioural control have a stronger effect for women.
- Wassim J. Aloulou (2016), conducted research for Predicting entrepreneurial intentions of final year Saudi university business students by applying the theory of planned behavior and the results showed that the antecedents of theory of planned behavior significantly explain 33.4 percent of the variance in students' entrepreneurial intentions. However, the authors also found that Subjective Norm associated with entrepreneurial intention had a higher regression coefficient than those of the two

other antecedents. Hence, SN has a more significant influence on attitudes and less on perceived behavioral control (PBC). The results also showed that some demographic characteristics have an indirect influence on entrepreneurial intentions through SN and PBC. The findings suggest, therefore, that the TPB is a valuable tool for predicting entrepreneurial intentions.

- Warren Byabashija and Isaac Katono (2011) in their research aimed to determine the impact of college entrepreneurial education on entrepreneurial attitudes and intention to start a business in Uganda. The results show small but significant changes in attitudes and a significant mediating role of attitudes — perceived feasibility, perceived desirability and self-efficacy, but non-significant moderating influence of employment expectations.
- Francisco Liñán, David Urbano & Maribel Guerrero (2011) conducted research to identify some of the environmental cognitive elements that may explain regional differences in start-up intentions of university students in Spain. Results confirm that valuation of entrepreneurship in each region helps explain regional differences in entrepreneurial intentions. As expected, social valuation of the entrepreneur was higher in the more developed region (Catalonia), positively affecting perceived subjective norms and behavioural control. In Andalusia, the influence of perceived valuation of the entrepreneur in the closer environment was more important, affecting attitude towards the behaviour and subjective norms. These results explain some of the differences in the pool of potential entrepreneurs in each region. They also justify the need by public-policy decision-makers to promote more positive entrepreneurial values in relatively backward regions.
- Nurdan Ozaralli and Nancy K. Rivenburgh (2016) conducted research to investigate the antecedents to entrepreneurial behaviour with particular attention to social (experience and education), societal (economic and political climate), and personality factors in the U.S.A. and Turkey. The findings also indicate that there is a statistically significant relationship among personality attributes of optimism, innovativeness, risk-taking propensity and entrepreneurial intention. In a new line of inquiry, experiential activities known to promote creative thinking—exposure to other cultures, new experiences and art events—were found to contribute to perceived innovativeness. Both U.S. and Turkish students expressed a need for more training and education on entrepreneurship to start a new business. As U.S. students perceived a high level of risk associated with entrepreneurship, Turkish students evaluated the economic and political conditions of home country quite unfavourably to start own business.

Yet there is limited evidence from developing countries like India. There is little understanding of the factors that affects students' motivation of becoming entrepreneurs and the relationship between entrepreneurship, education and students' intentions and attitudes towards entrepreneurship. In this sense entrepreneurship is a strategic issue that has to be analysed at macro level and must be included in the educational policy of the nations. Since business start-ups are evidently a critical driving force of economic growth and development, creating jobs in generally increasing national productivity the investigation of entrepreneurial intentions causes the major interest. Hence, the aim of the present study is to analyse the theory of planned behaviour in predicting the entrepreneurial intentions among commerce and non-commerce students of west Bengal, India.

## II. RESEARCH METHODOLOGY

### Population and sample

This research is based on the population of tertiary under graduate and post graduate students of commerce and non-commerce educational background of West Bengal, India. Data has been collected using a convenience sample of 104 tertiary under graduate or post graduate students attending different courses from different universities in West Bengal, India as they are close to taking crucial career decision.

### Inclusion criteria.

- Participants must be a native of any district of West Bengal, India.
- Participants must be a student of any recognized college or university of West Bengal, India.
- Participants must be in the age group of 20 to 25 years.
- Participants must be of male or female in gender.
- Participants must be a student of under-graduation or post-graduation.
- Participants must be a student of final year or final semester (tertiary students).
- Participants can be of any course or stream – commerce, arts, science, management etc.

Based on the Statistical Package for Social Sciences (SPSS) data analyses *Table 1* shows the profile of the respondents with an average age of 22.15. Though we do not take in consideration the gender difference, 46.2% of the sample represented female students and the rest male students (53.8%). Meanwhile, while taken into consideration the course of study, 50% of the sample represent the students of commerce background and rest are of non-commerce background (50%). At last, 52.7% of the sample represents students, who are pursuing post-graduation and rest were pursuing under-graduation (42.3%).

### Measures

An online questionnaire has been prepared based on validated and reliable measurement scales found in the literature. The items examining the constructs of the TPB, were previously validated in the Entrepreneurial Intention Questionnaire (EIQ) introduced by Liñán & Chen (2009). All items will be measured on a 7-point Likert scale ranging from “1 = total disagreement” to “7 = total agreement.” A high score on an item will indicate a high degree of agreement with the statement; a high score on a factor will indicate more of the construct.

N=104		Mean	Frequency	Percentage
Age (years)		22.15	-	-
Gender	Female	-	48	46.2%
	Male	-	56	53.8%
Course of study	Commerce	-	52	50%
	Non-commerce	-	52	50%
Degree of course	Post-graduate	-	60	52.7%
	Under-graduate	-	44	42.3%

*Table 1: Respondents' profiles. (Source: SPSS generated from survey data for this study)***Result and Findings****• Descriptive statistics**

Descriptive statistics like Mean and Standard Deviation are used to describe the properties of the sample group (Commerce and Non-commerce) with respect to the given variables (Entrepreneurial Attitude, Subjective Norm, Perceived Behavioural Control and Entrepreneurial Intention). **Table 2** represent the means and standard deviations of the independent variable (Entrepreneurial Attitude, Subjective Norm, Perceived Behavioural Control), dependent variable (Entrepreneurial Intention) with respect to the grouping variable (Commerce and Non-commerce). But to ensure if there is any significant mean difference between the means of the sample groups (Commerce and Non-commerce) with respect to the variables (Entrepreneurial Attitude, Subjective Norm, Perceived Behavioural Control and Entrepreneurial Intention), t-test is performed further.

Sample Group	Number Of Students	Entrepreneurial Attitude		Subjective Norm		Perceived Behavioural Control		Entrepreneurial Intention	
		Mean	SD	Mean	SD	Mean	SD	Mean	SD
Commerce	52	24.2115	6.42708	14.0192	3.58364	14.1346	3.06165	13.5192	3.35185
Non-commerce	52	21.2115	8.42344	13.1538	4.36288	12.7500	4.04327	11.5769	4.05524

*Table 2: Descriptive Statistics (Source: SPSS generated from survey data for this study)***• Correlation and Regression Analysis**

Correlation is used to assess the direction and strength of the relationship among all the variables (Entrepreneurial Attitude, Subjective Norm, Perceived Behavioural Control and Entrepreneurial Intention). Regression analysis are used to find the effect of the construct of theory of planned behaviour (Entrepreneurial Attitude, Subjective Norm, Perceived Behavioural Control) on Entrepreneurial Intention. Here, Entrepreneurial Attitude, Subjective Norm, Perceived Behavioural Control are the independent variable and Entrepreneurial Intention is the dependent variable. **Table 3** provides the R and R Square values of each independent variable with respect to the dependent variable Entrepreneurial Intention. The R value represents the simple correlation and the R Square value indicates how much the total variation in the dependent variable can be explained by the independent variable.

In case of Entrepreneurial Attitude, the r value is 0.727, which indicates a high degree of correlation and the R Square value 0.529 indicate that the variation in Entrepreneurial Intention can be explained about 53% by Entrepreneurial Attitude, which is an average. In case of Subjective Norm, the r value is 0.585, which indicates a high degree of correlation and the R Square value 0.343 indicate that the variation in Entrepreneurial Intention can be explained about 34% by Subjective Norm, which is very small. In case of Perceived Behavioural Control, the r value is 0.826, which indicates a high degree of correlation and the R Square value 0.683 indicate that the variation in Entrepreneurial Intention can be explained about 68% by Perceived Behavioural Control, which is very large.

Variables	Entrepreneurial Attitude (Independent variable)		Subjective Norm (Independent variable)		Perceived Behavioural Control (Independent variable)	
	R	R square	R	R square	R	R square
Entrepreneurial Intention (Dependent variable)	0.727	0.529	0.585	0.343	0.826	0.683

*Table 3: Correlation and Regression Analysis (Source: SPSS generated from survey data for this study)***• T-test analysis**

T-test are used to test the significance of the difference between the means of the sample groups (Commerce and Non-commerce) with respect to the variables (Entrepreneurial Attitude, Subjective Norm, Perceived Behavioural Control and Entrepreneurial Intention). **Table 3** represents the t-value, degree of freedom and significance with respect to the variables (Entrepreneurial Attitude, Subjective Norm, Perceived Behavioural Control and Entrepreneurial Intention) comparing the sample mean of commerce and non-commerce students.

The result shows that, in the variable Entrepreneurial Attitude, the computed t-value 2.042 is found to be higher than the critical value of the significance level of 0.05. Hence, there is significant mean difference of the sample groups (Commerce and Non-commerce) with respect to the variable Entrepreneurial Attitude. It confirms that the commerce students have more positive entrepreneurial attitude than the non-commerce students. In the variable Subjective Norm, the computed t-value 1.105 is found to be lower than the critical value of the significance level of 0.05. Hence, there is no significant mean difference of the sample groups (Commerce and Non-commerce) with respect to the variable Subjective Norm. It confirms that both the commerce and non-commerce students receive similar kind of societal acceptance from their family, friend and peer group to become entrepreneur. In the variable Perceived Behavioural Control, the computed t-value 1.969 is found to be lower than the critical value of the significance level of 0.05. Hence, there is significant mean difference of the sample groups (Commerce and Non-commerce) with respect to the variable Perceived Behavioural Control. This indicates that commerce students have more Perceived Behavioural Control than the non-commerce students. In the variable Entrepreneurial Intention, the computed t-value 2.662 is found to be higher than the critical value of the significance level of 0.05. Hence, there is significant mean difference of the sample groups (Commerce and Non-commerce) with respect to the variables Entrepreneurial Intention. This indicates that commerce students have more entrepreneurial intention than the non-commerce students.

Variables	T-Value	df	Significance	Remarks
Entrepreneurial Attitude	2.042	102	0.063	Significance
Subjective Norm	1.105	102	0.325	Non- Significance
Perceived Behavioural Control	1.969	102	0.018	Significance
Entrepreneurial Intention	2.662	102	0.157	Significance

*Table 3: T-test analysis (Source: SPSS generated from survey data for this study)***III. DISCUSSION**

As predicted by Theory of Planned Behaviour, the findings in this study indicate that Subjective Norms, Attitude Toward Entrepreneurship and Perceived Behavioural Control are each uniquely significantly positively related with Entrepreneurial Intention. Subjective Norm has a weaker association, nevertheless in the expected direction. These results on the association of Personal Attitude and Perceived Behavioural Control to Entrepreneurial Intention are consistent with previous research of Liñán & Chen (2009), who also found Personal Attitude and Subjective Norms to be significantly correlated with Intentions. All findings by those researches were similar with minor differentiations among the various cultures. The results and findings of regression analysis shows that perceived behavioral control has the highest impact on entrepreneurial intentions, entrepreneurial attitude is the second higher influential construct, whereas subjective Norm has a weak but not statistically significant effect. The fact that the Subjective Norm, has a non-significant contribution to the predictive ability of the model, is consistent with prior research (Hui-Chen et al., 2014), as the construct often shows increased instability (Carsrud and Brännback, 2011). The fact that the Subjective Norm, has a non-significant contribution to the predictive ability of the model, is consistent with prior research (Hui-Chen et al., 2014), as the construct often shows increased instability (Carsrud and Brännback, 2011).

Regarding the applicability of the Theory of Planned Behaviour and the contribution of the three constructs involved, namely Perceived Behavioural Control, Personal Attitude and Subjective Norms (Ajzen, 1991), in the prediction of the Entrepreneurial Intention, we relied on the findings of regression analysis. Firstly, Perceived Behavioral Control is the highest affecting factor of Entrepreneurial Intention, which means that the belief of the individual in his/her capabilities is essential to the realization of intentions. This fact is also in line with previous research (Liñán et al., 2011; Veciana et al., 2005), showing the importance of self-capability evaluation in the shaping of intentions. Perceived behavioral Control can be developed with educational interventions, based on practical experience, business planning activities, interactive elements or integrated feedback processes (Mueller, 2011). Perceived behavioural control has often been found to exert the greatest influence on entrepreneurial intent (e.g., Autio et al., 2001; Kolvereid, 1996; Krueger et al., 2000; Tkachev & Kolvereid, 1999). Although there is nothing in Theory of Planned Behaviour to suggest that one component will be, or should be, a better predictor than another (Ajzen & Fishbein, 1980), Autio et al. (2001) suggested that perceived behavioural control should be the most important factor when investigating entrepreneurial intent, as opposed to other behaviours. They noted that the decision to start up a new business has more important consequences than, for example, the decision to vote or to lose weight, and that there is considerably less volitional control in starting a new business. They therefore concluded that the role of perceived behavioural control should be relatively more important for the decision to start a new business, than for other behaviours. This was confirmed in this study. In this study perceived behavioural control exert the greatest influence on intent. This suggests that perceived behavioural control over starting a business does contribute significantly to students' intentions to initiate a new business venture in West Bengal and it is the most important factor in forming that intention.

Secondly, Personal Attitude has the second highest impact on Entrepreneurial Intention, which was expected. The fact that Personal Attitude is an important predictor of Entrepreneurial Intention is established by previous research (Do Paço et al., 2011; Fretschner; Liñán et al., 2011; Veciana et al., 2005; Mukundan and Thomas, 2016). A positive personal attitude is a good starting point towards entrepreneurial behaviour (Wu and Wu, 2008). Therefore, a better understanding of the ways this attitude is shaped, could offer educators new methods to enhance entrepreneurial intentions. As a result, an increased number of students with an enhanced entrepreneurial attitude, are more likely to be found among actual entrepreneurs after their graduation (Zampetakis et al., 2009). Moreover, the right attitude assisted by the endowments of creativity, decision making, self-confidence etc, will reinforce students' adaptation in front of rapid economic changes (De Jorge-Moreno et al., 2012).

Finally, the result concerning the effect of Subjective Norm on Entrepreneurial Intention was ambiguous. Subjective Norm is considered the weakest predictor of the Theory of Planned Behaviour (Liñán et al., 2013), often gives non-significant results as a predictor of Entrepreneurial Intention (Goethner et al., 2012; Krueger et al., 2000), shows increased instability (Carsrud and Brännback, 2011) and in some cases it is totally omitted (Veciana et al., 2005). In a number of articles, Subjective Norm was found to have practically no effect on Entrepreneurial Intention (Hui-Chen et al., 2014; Solesvik et al., 2012; Wu and Wu, 2008), or having only an indirect effect, especially through Personal Attitude (do Paço et al., 2011; Ferreira et al., 2012)

Additionally, Krueger et al.'s study (2000) confirmed the overall efficacy of Theory of Planned Behaviour to predict entrepreneurial intent but found that the subjective norms component of the model was not a significant predictor of entrepreneurial intent in the regression analyses, even though it correlated significantly with intent. Subjective Norm is considered to be less influential to people with increased locus of control or a strong orientation in taking action (Krueger et al., 2000). However, the role of Subjective Norm should be handled with scepticism, since Subjective Norm is sometimes affected by cultural differences (Pruett et al., 2009). Autio et al. (2001) observed similar results in their study with MBA students. The weak influence of subjective norms on entrepreneurial intent questions the predictive efficiency of the Theory of Planned Behaviour model.

While comparing Entrepreneurial Intention and the predictor of Entrepreneurial Intention (Entrepreneurial Attitude, Subjective Norm, Perceived Behavioural Control) between commerce and non-commerce students the finding of t-test shows that there is a significant mean difference in Entrepreneurial Intention, Entrepreneurial Attitude and Perceived Behavioural Control; even, commerce students have more Entrepreneurial Intention, Entrepreneurial Attitude and Perceived Behavioural Control than the non-commerce students. Which is an expected result because-

Firstly, as commerce students have more understanding and knowledge of business and entrepreneurship and also have some practical knowledge about the field of business due to their course of study, they have more positive attitude towards entrepreneurship than the non-commerce students as they do not have that much knowledge and understanding in this field. As the students of commerce background pursue in-depth knowledge about the benefits and significance or importance of business and entrepreneurship, they it is very possible that most of them see it as a more attractive and valid good career option. This means that after completing their study. individuals seeking independence, self-fulfilment, wealth, and other desirable outcomes are more likely to find entrepreneurship attractive (Keeble, D., Bryson, J. and Wood, P., 1992; Orhan, M. and Scott, D., 2001). This is because such Individuals may believe that entrepreneurship, compared to other alternatives, offers better means for achieving these desirable outcomes (Segal, G., Borgia, D. and Schoenfeld, J., 2005; Shapero, A. and Sokol, L., 1982). It is expected that individuals who find the rewards of starting and managing their own businesses attractive would not only find entrepreneurship valuable but they would also choose an entrepreneurial career. This entails that those individuals who have a positive attitude towards entrepreneurship, who perceive it to be a good and attractive career path, are more likely to intend to start-up a business. (B. Mwiya et al., 2017).

Secondly, as commerce students pursue more in-depth knowledge about how to develop, run and manage a business, how to bear the financial risk, manage the accounts including profit and loss, managing taxes due to their course of study, they tend to be more efficient and competent to become entrepreneur than the non-commerce students as they have no such conceptual knowledge about this field. Commerce students thus have more perceived behavioural control of technical competencies required, the financial risks, the administrative burden and the possessed resources and abilities with respect to entrepreneurship. This entails that individuals who perceive that they are capable of starting, managing and growing their own businesses are more likely to develop an Entrepreneurial Intentions (B. Mwiya et al., 2017). When facing a specific opportunity, those with relevant education, experience or exposure may perceive themselves as more capable to exploit opportunities. This would motivate them to seize the opportunity. This resonates with expectancy theory (Vroom, V.H., 1964) which suggests that an individual will choose (be motivated) to engage in a particular behaviour if he or she believes that not only is the outcome of those actions attractive (i.e., valence) but also if he/she expects that those actions will be followed by a given outcome i.e., expectancy. Perceived behavioural control would be high for individuals who feel they have the knowledge, networks and means needed to get a business going (B. Mwiya et al., 2017).

Thirdly, as the commerce students pursue more positive entrepreneurial attitude and more perceived behaviour control as stated above, they tend to have more firm intention to become entrepreneur in comparison to non-commerce students. Entrepreneurship education can be a trigger for students in deciding to become entrepreneurs. It is expected to foster the desire or interest of students in entrepreneurship. (Sholih, M.W., Prayogo, I., Ubaidillah, M., Wardhani, A.P., & A'yun, A.Q., 2022). In general, entrepreneurial education is considered to be positively related to Entrepreneurial Intention of business students (Franke and Lüthje, 2004; Pittaway and Cope, 2007b; Zhang et al., 2013). Regarding the effect of entrepreneurial education, the majority of studies suggest that it has a positive effect on Entrepreneurial Intentions (Bae et al., 2014; Franke and Lüthje, 2004; Peterman & Kennedy, J., 2003). Number of studies have addressed to entrepreneurial intentions on college campuses. The majority of these studies focus on predicting entrepreneurial behaviour among business school students. The college students are influence to choose a major area of specialization on the basis of availability of jobs, their aptitude of subjects and earning potential. So, it seems reasonable that someone with entrepreneurial aspirations might select a business major in their degree (Mauldin et al. 2000). Academic trainings were found to significantly affect students' interest in starting their own business (Gerry. C et al., 2008). Keat Y. O. et al. (2011) investigate the relationship between entrepreneurship education and inclination towards entrepreneurship. He concluded that entrepreneurship education variables, i.e., the universities' role to promote entrepreneurship and the entrepreneurial curriculum and content are significantly correlated to the inclination towards entrepreneurship.

But in the meantime, there is no significant mean difference in subjective norm irrespective commerce and non-commerce students, which indicates that there are similar kind of social (subjective) norm regarding entrepreneurial intentions of both commerce and non-commerce students. Since subjective norm is sometimes affected by cultural differences (Pruett et al., 2009), in the context of West Bengal, educational background is least influential to the societal perception and acceptance of students' entrepreneurial intentions. The family background especially parents owing a business, economic conditions availability of employment in the respective society may affect the Subjective Norm.

Thus, with the previous literary support, the findings of this present study contribute to the accomplishment of the objective of the present study, analyzing theory of planned behavior in predicting interest in entrepreneurship among tertiary commerce and non-commerce students in West Bengal, India.

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#### IV. CONCLUSION

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Entrepreneurship is of great importance for the economic prosperity and the reduction of unemployment. Entrepreneurial Intentions, a construct of the Theory of Planned Behaviour (Ajzen, 1991), is a major predictor for the engagement to entrepreneurship and as a result it has attracted a lot of research attention in the recent years. Based on the previous discussion, it can be concluded that this study sought to contribute to the entrepreneurial intention literature by applying theory of planned behaviour in the context of West Bengal, India. Thus, it examines the influence of social (subjective) Norm, attitude towards entrepreneurship and perceived behavioural control on entrepreneurial intentions comparing the educational background of the students like commerce and non-commerce. Based on a sample of 104 tertiary undergraduate and postgraduate students of commerce and non-commerce background from different universities and colleges of West Bengal, this study undertook correlation, regression and t-test analyses. Consistent with extant literature, the study concludes that Entrepreneurial Intention is a function of perceived behavioural control, attitude to entrepreneurship and social norms (Ozaralli, N. and Rivenburgh, N.K., 2016; Aloulou, W.J., 2016; Siu, W. and Lo, E.S., 2013).

According to our findings, the Theory of Planned Behaviour is adequately predicting the Entrepreneurial Intentions of tertiary commerce and non-commerce undergraduate and postgraduate students with commerce and non-commerce educational background in West Bengal, India. The two of the three predictor variables, namely Personal Attitude and Perceived Behavioural Control constructs, expressing personal inclination towards entrepreneurship and belief to self-capabilities respectively, proved to be satisfactory predicting Entrepreneurial Intention, whereas the third variable, Subjective Norm, which expresses the social conception of entrepreneurship and the social pressure towards entrepreneurship, had less predictability of entrepreneurial intention in the present sample.

On the other hand, while comparing between the commerce and non-commerce students this study found significant difference between commerce and non-commerce students in terms of entrepreneurial attitude, perceived behavioural control and entrepreneurial intentions, which indicated that educational background is an effective factor while studying entrepreneurial intentions though there no significant difference in subjective norm. So, Educational initiatives aiming to promote entrepreneurial activity need to promote entrepreneurship and provide opportunities to experience entrepreneurship in a way that will foster positive attitudes toward entrepreneurship as well as present entrepreneurship as a viable and practical career alternative.

## V. LIMITATIONS AND FUTURE SCOPE

The study had some limitations which are the basis for suggestions in relation to directions for future research. Firstly, this study is done within a very short time and with very selective participants and the sample size used in this research is very small. The sample is not drawn from each district, colleges or universities of West Bengal. So, the results may not be generalized to the whole population because the sample is not the true representative of the actual population. In future, it would be necessary to conduct research with larger sample covering all the districts, colleges and universities of West Bengal to get a more valid and generalizable result. Secondly, this study doesn't consider the gender differences which may be a great concern of entrepreneurial intentions and may play a vital role in respect to the population of West Bengal. So, it would be necessary to conduct research considering the effect of gender differences on entrepreneurial intention to the population of West Bengal. Thirdly, this study doesn't consider the difference between the degree of course like under graduation and post-graduation while concerning to entrepreneurial attitude which can be effective factor of the results. So, future research may be conducted comparing the entrepreneurial intention of under graduation and post-graduation students separately. Lastly, personal background and environment variables are not considered in this research which may influence result of the research. So future research may consider these two variables while studying the entrepreneurial intention.

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