

“The Impact of Marital Status on the Entrepreneurial Intention of People”

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Abstract: Entrepreneurship helps the country to generate wealth and grow economy. If any country wants to generate more wealth and grow economy then more number of entrepreneurs should be developed in that country, so that economy will grow faster. But anybody cannot become entrepreneur unless he has an intention to become entrepreneur. A person with entrepreneurial intention has a courage and motivation to open a new venture in near future. Entrepreneurial intention helps to predict persons' entrepreneurial behaviour. There are many factors that affect Entrepreneurial intention. One of the factors is marital status of the entrepreneur. The main focus of this research is to find out whether marital status affects the entrepreneurial intention of the people or not? Do single and married people have same entrepreneurial intention or different? The statements are verified using questionnaire based on the sample size of 300 people. The results show that there is a significant relationship between marital status and entrepreneurial intention amongst the people. Married and single people's entrepreneurial intention is affected by different factors. Single have higher 'attitude toward behaviour' and 'perceived behavioural control' than married people. Furthermore married have higher 'subjective norm' than single people.

Keywords: entrepreneurial intention, marital status, married, single, theory of planned behavior.

1. INTRODUCTION

Intention has been recognized as an important element in the field of management (Sutton, 1998). Research that has been done previously showed that with the help of intention we can predict person's behaviour (Ajzen, 1991), and also we can predict the organizational performance, growth and existence (Mitchel, 1981). Therefore, to know exactly about others intention and then predicting something out of that has become the area of interest for entrepreneurs and for managers as well (Tubbs & Ekeberg, 1991).

Researchers have much talked about intentions in entrepreneurial literature (Bird, 1988; Krueger, Reilly, & Carsrud, 2000). Individuals' behaviour best prediction can be done by knowing their intentions, when it is difficult to see their unusual, occasional and irregular behaviour (Krueger & Brazeal, 1994). The commencement of a business and generating creative ideas in the current business has been recognized by Bird (1988) as two important elements of entrepreneurial intentions.

Intention can be defined as the idea or proposal an individual is thinking to implement in near future. Intention is like the mirror of thoughts an individual will perform in future. Intention is not an accidental or one time thoughts, it is an ongoing process that runs in the mind of the individuals. It motivates and encourages individuals' behaviour to do something with predetermined plans (Ajzen, 1991) and their plans give rise to an accomplishment, for e.g. creating a company and running it. Entrepreneurial intention is a well-recognized, reputed and established concept that has been taken a great place in entrepreneurial literature. It is an important area of interest of researchers. It is like a science by which we can judge about the entrepreneurial behaviour of others. We can analyse their behaviour and can decide about the reasons, why someone has taken entrepreneurship as a career. Marital status, personality characteristics, culture etc. are the approaches of identifying the entrepreneurial intention of the individuals. Simultaneously other demographic factors such as family, spouse, religion, age, education are also the important factors for resolving entrepreneurial intention.

Bird (1988) has defined entrepreneurial intention as persons' cognizance that prepare them (with respect to knowledge and awareness) to take specific action (goal) to accomplish something in their life and in return to get something out of that.

Tubbs and Ekeberg (1991) entrepreneurial intention can be interpreted as the internal thought representation of the two things, first is the end result (objective), someone is determined for and the second is the plan of accomplishment that will be used to reach that end result.

Parker (2004) defined entrepreneurial intention as persons' explicit tendency to take an action or number of actions. It is the outcome of cognizant rational that leads behaviour.

Entrepreneurial intention has been recognized a prominent forecaster of behaviour associated with entrepreneurial activities (Kureger et al 2000). Kureger et al. (2000) defined entrepreneurial intention as the judgement someone has taken to open a business that is induced rather than accustomed. Individuals can be good entrepreneurs not because of the external factors rather than the internal factors such as motivation; courage, intelligence and self-efficacy however they may not be able implement it because of deficiency in intention. S.Wu, & L.Wu (2008) stated that entrepreneurial intention means opening a new venture inside the present establishment. X, Quan (2012) stated two types of entrepreneurial intention:

1) Impulsive; 2) Deliberate

Impulsive entrepreneurial intention means someone is not showing a genuine intention about opening and running a business. The intention can be affected by personality traits, customs or demographic factors.

Deliberate entrepreneurial intention means someone intentionally want to get into the business due to inbuilt entrepreneurial behaviours. It is influenced by the external factors such as good knowledge and familiarity about the sector.

This paper is based on Ajzen (1991) Theory of Planned Behaviour (TPB). TPB has described three antecedents of intention. Ajzen (1991) described intention with the help of subjective norms, attitudes and perceived behavioural control. Attitudes refer to the positive thoughts of the person that reflects in the behaviour. The second forecaster of the intention is the subjective norm. This is related to the performance of the behaviour under social interaction. The third one is the perceived behavioural control. This refers to the performing perceived behaviour easily and to control the outcome of this behaviour.

Though intention affects the attitudes, subjective norm, or perceived behaviour but demographics also affect it. For example, in a study conducted by Conner et al. (2003), social norms mostly affect the male intentions rather than female intentions. In addition to that the other substantial persons such as spouse, friends, relatives, parents, colleagues, overlook this act that is subjective norms, also affects intentions (Ajzen, 1991; Ajzen and Fishbein, 2005). The significance of these relatives, parents, friends, spouse, or colleagues affects the individual's intention by extent to which these factors matter in individual's life.

The goal of the research is to find out the impact of marital status on the entrepreneurial intention of the individuals. What is the relation between the two and up to what extent the relation exists. The research is also able to find out which antecedents of Ajzen's Theory of Planned Behaviour (perceived behavioural control, subjective norms and behavioural attitude) is related to single or married individuals' entrepreneurial intention. It also shows is there any differences between them or not?

2. LITERATURE REVIEW

Bates (1995) have pointed out that the entrepreneurial intention of the person increases with the age and goes to the peak at age 40 and then remain same. Also, marital status has been examined in terms of a precursor of entrepreneurial intention. Evans and Leighton (1989), has shown in their research about ethnicity that married people are more easily get attracted to and get involved in entrepreneurial work.

In terms of civil status of entrepreneur the results are totally different. Seoane and Álvarez (2009) demonstrated that if individuals have their spouse then it did not affect them positively and the chances of becoming entrepreneur decreases. Flores, Landerretche and Sánchez (2011) have shown that if individuals have children and spouse then the chances of them becoming entrepreneur increases. In the area of investment, Love (2010) identified that individuals are affected by their marital status as far as risk taking capability is concerned. While taking about self-concept, Tamayo (1986) also identified the entrepreneurial intention differences among the people with respect to their marital status.

Individuals' marriage can have a great effect on their attitude, thinking and priorities. Circumstances decide the values and level of motivation. Individuals with responsibilities of partners and children cannot take risky decisions that will impact the interest of their children or spouse. Survival of their family becomes mandatory and therefore financial balance is must to run the family. Due to high risks involved in entrepreneurship, a married man cannot take any decision instantly. Whatever decision he takes he thinks in terms of family security only, so that family interest cannot be hampered. For a single person, as there is no responsibilities of spouse or children he can take any decision easily than the married one. He does not fear of losing the business or does not have any financial binding to be invested on someone as the married man has about his family. Whether married man is earning or losing but he has to bear a fixed expenditure for his family. So, single man is somewhere more motivated for entrepreneurship than the married man. Single man has courage and enthusiasm to confront with the risks. (Grable, 2000; Lazzarone, 1996; Sung & Hanna, 1996).

One of the researchers has examined that the married individuals have little bit hesitation of going for an entrepreneurship (Blanchflower & Meyer 1994; Bruce, 1999; Blanchflower, 2007). Studies have been done in the area of impact of family on the entrepreneurial intention of the individuals. (E.g. Aldrich et al., 1998; Hout & Rosen, 2000) but the impact of spouse is not explored to the much extent. Some studies have suggested a separation in marriage due to entrepreneurial activities (e.g. Caputo and Dolinsky, 1998; Bruce, 1999; Parker, 2008). Most of the research studies have shown that spouse can influence the choice of the work an individual will select. Single persons are free to opt any of the work according to their desire but when it comes about the married persons then somewhere spouse impacts their decisions. (E.g. Bernascoet *al.*, 1998; Bernardi, 1999; Blossfeld & Drobnic, 2001; 2008; Verbakel & de Graaf, 2009).

Research has been done by Jaiwasal & Patel (2012) has discovered a correlation between marital status and entrepreneurial behaviour. They have explained that single persons have more tendency to show their entrepreneurial behaviour than the married one. Single persons are more enthusiastic and motivated for the entrepreneurship but married persons are very cautious and controlled for the entrepreneurship. They are restrictive in showing their enthusiasm for entrepreneurship. Most of the married persons are passive in showing their entrepreneurial behaviour. Tamizharasi and Panchanatham (2010) have examined the demographic factors of the SME attitudes in Cuddalore district of Tamilnadu, India. The authors have specified that the more the entrepreneurial attitude will be positive the more the chances of becoming a good entrepreneur exists. If someone has a positive feeling regarding the entrepreneurship then the individuals are making themselves a strong entrepreneur. This attitude of the entrepreneurship increased with the marital status of the individuals. The tendency of entrepreneurial behaviour have increased with the variation in the marital status. Simultaneously the research done by Olowa & Olowa (2015) amid owners of the agribusiness in in Southwestern Nigeria pointed out that the marital status of the individuals are an important aspect which encourage them to go for entrepreneurship. They suggested that the change in their life from being single to the married one has motivated them to go for an entrepreneurship. Their level of association with business has been increased. Thus as the most research have suggested that the single persons are more inclined to the entrepreneurship than the married persons are contradicted with the opinion that married persons show more tendency towards the entrepreneurship than when they were single. Married persons' entrepreneurial attitude has been increased. Cultural values also act as the cause for the involvement in entrepreneurship. But it is still not much clear and more research has to be carried out to find result.

One of the research studies have shown the influence of the marital status on the choice made by the individuals. Reynolds (1999) stated that the individuals who were not married or were separated from their spouse or single were more associated with the entrepreneurial work than the married one who have responsibilities of their children and spouse. (Delmar &Davidsson 2000) have postulated that singles were more enthusiastic about the entrepreneurship than the married people.

The concept of entrepreneurial intention has been appeared in most of the literature of entrepreneurship. It was first put forth by the author B. Bird. He described entrepreneurial intention that it encourages someone to focus his capability to open a new venture and become entrepreneur rather than spending his energy for someone's business and in return getting a fixed salary per month. The high is the entrepreneurial intention of someone, the more is the probability of opening his own business in near future [Bird 1988, pp. 442–453].

The entrepreneurial intention in the other definitions consists of an actual great internal motivation, a focused cognizance for performing activities [Ajzen 1991]. Under the given circumstances, when the internal motivation is high then their mind directs them for performing the entrepreneurial activities for their venture. Krueger stated the entrepreneurial intention as a commitment to open a new venture. Here it demonstrates the determination and commitment of an entrepreneur to go for a business in the future [Krueger 1993 pp. 5–23]. Entrepreneurial intention defined by authors F. Linan and J.C. Rodriguez as opening a business in a creative way and taking efforts entrepreneurially to run it [Linan and Rodriguez 2004, pp. 23–27]. Author E.R. Thomson in 2009 said about entrepreneurial intention as self-motivated desire by an individual that they any how want to open a new venture and preparing a proposal to build a company in near future [Thomson 2009, pp. 676]. Through number of ways entrepreneurial intention was defined by the authors however with the help of entrepreneurial intention initially individuals potential can be explored and can make a scope for their entrepreneurship development [Gartner et al. 1994, pp. 5–9].

The Ajzen Theory of Planned Behaviour stated that if in advance we know the intention of the person then their behaviour can be forecasted. The intention is a function of three antecedents, which are: attitudes toward behaviour, subjective norms and perceived behavioural control. The first one is the attitude toward behaviour. Attitudes toward behaviour state the knowledge of the person about the outcomes of the behaviour and their thoughts on it. If the entrepreneurial intention of the person is more, then the probability of opening a new venture in near future will be more. The second one is the subjective norms. These come from the opinions and thoughts from one's close social surroundings (friends, colleagues, relatives, family, and neighbours) about his or her activities and influences. Social surroundings have a direct impact on the entrepreneurial intention of the person that can affect his intensity of entrepreneurial activities. The last antecedent of entrepreneurial intention is perceived behavioural control. It tells persons' trust about their expertise, abilities and availability of resources to develop themselves as an entrepreneur. These three factors are crucial for the development of the entrepreneurial intention; however the significance of three factors keep on changing according to the situation.

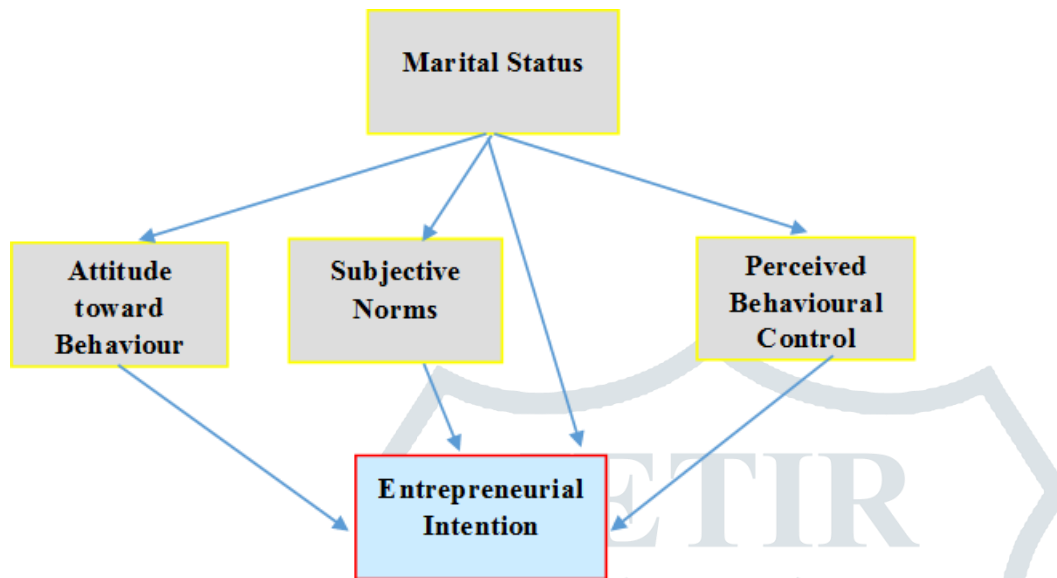
3. OBJECTIVES

- To study the role of marital status in the creation of Entrepreneurial Intention.
- To study about the differences between the entrepreneurial intentions of married and single people.
- To study about attitude toward behaviour, subjective norms, and perceived behavioural control of different single and married people.

4. RESEARCH MODEL

The research model of the study is as follows in figure 1:

Figure 1. Research Model



5. HYPOTHESIS

The hypotheses of the study are as follows:

Hypothesis I

There is no relation between marital status and entrepreneurial intention of the people.

Hypothesis II

There are different factors that influence entrepreneurial intention of single and married people.

Hypothesis III

Single people have higher level of attitude toward behaviour than married people.

Hypothesis IV

Single people have higher level of perceived behavioural control than single people.

Hypothesis V

Married people have higher level of subjective norms than single people.

6. RESEARCH METHODOLOGY

Type of Research

- Research type is exploratory research.

Method of Data Collection

Primary data

- Structured Questionnaire method.
- In-depth Interview method.

Secondary data

- Journals, Magazines.

Sample Design

Geographical area/ Universe:

Nagpur city (Maharashtra state) is considered.

Sampling Unit:

The units are single and married people.

Dependent Factor:

Entrepreneurial Intention

Independent Factor:

Marital Status

Married: 150

Single: 150

Sampling Method

For this research probability sampling is used.

The design of the sample is as follows:

- Type of the probability sampling: - Simple Random Sampling.
- Sample Size: - 300 people.

Tools Used

- Factor analysis is done for finding out the factors. Regression analysis is done where entrepreneurial intention is the dependent variable while the independent variables are subjective norms, entrepreneurial attitude, perceived behavioural control and marital status.

7. DATA ANALYSIS AND INTERPRETATION

Questionnaire were used to conduct research. It contains 26 questions, using Likert scale. Different questions were designed according to different topic into a numerous group. Responses for different statements are taken.

The Sum variables were interpreted using factor analysis (generalized least squares, Varimax with Kaiser Normalization). Four factors were found out, those were entrepreneurial intention, attitude towards behaviour, subjective norms, and perceived behavioural control. Lists of variables are presented at the end of the paper. Cronbach's alpha were calculated as shown in the table 1.

Table 1. Variables from Factor Analysis

Variables	Group	Number of respondents	of Items	Mean	Standard deviation	Cronbach's alpha
Entrepreneurial intention	Single	150	4	4.42	0.78	0.800
	Married	150	4	4.01	0.82	0.871
Attitude toward behaviour	Single	150	4	3.91	0.80	0.799
	Married	150	4	3.42	0.70	0.700
Subjective norms	Single	150	5	3.00	0.78	0.813
	Married	150	5	3.21	0.88	0.833
Perceived behavioural control	Single	150	7	4.00	0.84	0.900
	Married	150	7	3.92	0.99	0.854

Source: By researcher.

Table 2. Regression Analysis. Dependent Variable: Entrepreneurial Intention (R Square = 49%)

Specification	B	Standard deviation	Beta (standardized)	t-value	Significance
(Constant)	0.399	0.198		2.189	0.019
Entrepreneurial attitude	0.411	0.019	0.298	14.178	0.000
Subjective norm	0.399	0.029	0.400	16.501	0.000
Perceived behavioural control	0.478	0.039	0.433	18.403	0.000
Marital Status	0.312	0.051	0.047	11.287	0.000

Source: By researcher. Significance level is 1% ($p < 0.01$).

For the verification of the hypothesis regression analysis are applied. For the first hypothesis entrepreneurial intention is the dependent variable while the independent variables are subjective norms, entrepreneurial attitude, perceived behavioural control, and marital status (Table 2). In the next analyses the other hypothesis (H2, H3, H4, H5) were examined. Here entrepreneurial intention was the dependent variable and the independent variables were subjective norms, entrepreneurial attitude and perceived behavioural control (Tables 3 and 4). The interpretation of the results is based on a 1% significance level ($p < 0.01$).

Table 3. Regression Analysis for Married group. Dependent Variable: Entrepreneurial Intention = 47.7%

(R Square

Specification	B	Standard deviation	Beta (standardized)	t-value	Significance
(Constant)	0.489	0.233		2.178	0.029
Attitude toward behaviour	0.397	0.040	0.388	12.721	0.000
Subjective norms	0.523	0.043	0.528	11.823	0.000
Perceived behavioural control	0.504	0.050	0.396	10.300	0.000

Source: By researcher. Significance level is 1% ($p < 0.01$).

Table 4. Regression Analysis for Single Group. Dependent Variable: Entrepreneurial Intention = 54.7%

(R Square =

Specification	B	Standard deviation	Beta (standardized)	t-value	Significance
(Constant)	0.211	0.213		0.785	0.387
Attitude toward behaviour	0.521	0.041	0.513	9.614	0.000
Subjective norms	0.386	0.042	0.422	11.921	0.198
Perceived behavioural control	0.612	0.043	0.517	14.622	0.000

Source: By researcher. Significance level is 1% ($p < 0.01$).

From Table 2, it can be observed that regression analysis is done to verify all the hypotheses.

Hypothesis I

From table 2 it can be observed that there is a significant relation between entrepreneurial intention and marital status. From Table 2 the relation between other factors such as attitude toward behaviour, subjective norms and perceived behavioral control can also be established with entrepreneurial intention. These three factors are significantly associated with the entrepreneurial intention. As a result of that we reject H1 hypothesis. That means there is a significant relation between entrepreneurial intention and marital status.

Hypothesis II

From table 3 & 4 it can be analysed that different factors are affecting married and single, such as attitude toward behaviour, perceived behavioural control and subjective norms are affecting entrepreneurial intention of married. Subjective norms are supportive to married. However in case of single, subjective norms are not associated with the entrepreneurial intention. But the other two factors are affecting the entrepreneurial intention. So we accept H2 hypothesis.

That means, "There are different factors that influence entrepreneurial intention of single and married people".

Hypothesis III

From table 3 & 4, after applying regression analysis it shows that the attitude toward behaviour for single is higher than the married. The beta standardized value of single is greater than the married, i.e. the attitude toward behaviour has higher influence on the entrepreneurial intention of single than married. So our H3 hypothesis is validated. That means, "Single people have higher level of attitude toward behaviour than married people".

Hypothesis IV

From table 3 & 4, after applying regression analysis it can be observed that the perceived behavioural control of single is higher than the married. The beta standardized value of single (0.517) is greater than the married (0.396), i.e. the perceived behavioural control have higher influence on the entrepreneurial intention of single than married. So we accept H4 hypothesis. That means, "Single people have higher level of perceived behavioural control than married people".

Hypothesis V

From table 3 & 4, after applying regression analysis it can be observed that the subjective norm of single is not significantly related to entrepreneurial intention. The beta standardized value of single (0.422) is lower than the married (0.528). So we accept H5 hypothesis. That means, "Married people have higher level of subjective norms than single people".

8. FINDING AND CONCLUSION

The main objective of the research paper was to find out the impact of marital status on entrepreneurial intention of the people. After doing a regression analysis on the above factors, it is found that there is a relation between marital status and entrepreneurial intention of single and married people. Subjective norm do not affect single people but married people are affected by the subjective norm. Rest of the factors such as attitude toward behaviour and perceived behavioural control both affect the entrepreneurial intention of married and single people. That means there is a significant relation between entrepreneurial intention and marital status. Furthermore, single people have higher level of attitude toward behaviour and higher level of perceived behavioural control than the married people. While married people's subjective norm is higher than the single people.

Being a single or married, marital status affects the entrepreneurial intention of both the type more or less in terms of three factors such as perceived behavioural control, attitude toward behaviour and subjective norm. By knowing the entrepreneurial intention of the married and single people and the intensity by which both are affected, and the differences in both the type (single or married) will help us to focus on those factors that affect their entrepreneurial intentions. Training programs can be arranged for their weak areas and can make them strong to cultivate entrepreneurial skills. Knowing initially about entrepreneurial intention in their life stage will help us to mould them in a good entrepreneur. However not much research has been done in their area and knowledge is limited. Somore research has to be done to enhance the knowledge.

The research findings here can be taken into consideration for more detailed research in some other regions to find out how entrepreneurial intention is arising among single and married people. It can also form the basis of other research to find out other factor than the factors given in the research that affects the entrepreneurial intention of people. It will help us to enhance our understanding of factors affecting entrepreneurial intention.

9. APPENDIX 1**Entrepreneurial intention:**

- I want to become an entrepreneur than employee in a company.
- My goal is to develop myself as an entrepreneur in the future.
- I am going to earn as an entrepreneur for my living.
- Entrepreneurship is an attractive career for me.

Entrepreneurial attitude:

- Entrepreneurs are good people.
- Entrepreneurs are innovative, hardworking and risk takers.
- Entrepreneurs' business upgrade the standard of society.
- Entrepreneurs are good for the progress of economy.

Subjective norms:

- My surroundings motivates me towards entrepreneurship.
- In my field entrepreneurship is a respected career choice.
- My parents motivates me for entrepreneurship.
- My friends would appreciate me as an entrepreneur.
- In my nearby surroundings entrepreneurship is an attractive career option.

Perceived behavioral control:

- I believe that I am able to work as an entrepreneur.
- I trust I could be able to get all expertise in entrepreneurship.
- I believe I would be able to manage the problems in establishing a business.
- I have a faith of working as a manager of small enterprise.
- I have a confidence that I could do well as an entrepreneur.
- I believe I could survive as an entrepreneur.
- Becoming a successful entrepreneur is not too hard for me.

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