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An analysis of rural students' social entrepreneurial attitude, intention, and action on the basis of the S-O-B-A model: introspection of perceived family support, perceived government support.

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Abstract

Despite numerous papers, social entrepreneurship action has been the area that remains isolated This is the first attempt of its kind to predict the social entrepreneurship action of rural area students The current investigation aims at utilizing the SOBA model to understand the SEI as well as social entrepreneurship action The two prominent factors that were under scrutiny were perceived family support and perceived government sustenance A well-structured questionnaire was distributed among three hundred and fifty rural students in Nagpur district's rural area Structural equation modelling was pragmatic to legalize the SOBA model It was found that perceived family support, perceived government support, and ASE are significantly related Attitude towards social entrepreneurship and social entrepreneurship intention have a significant relationship Also, social entrepreneurship intention & social entrepreneurship action resemble same relationship It was also recommended to incorporate creativity and soft skills in predicting social entrepreneurship intention and action thereupon.

Keywords: - perceived family support, perceived government support, social entrepreneurship intention

Introduction

With 75% of its inhabitants residing in the hinterlands, India has always been a rural kingdom. India, home to more than 1.3 billion people, is said to be a country where true India resides in its countryside. In the belief of (DR. MD. SHAHNAWAZ ABDIN & RAHUL KUMAR, 2020), an economy of rustic India has been an important factor in the country's general advancement in economics and society. A significant aspect of entrepreneurial activity in India is social entrepreneurship (Chaudhari, 2024). (Salamzadeh et al., 2013a) SE is a continuous progression that starts with developing a communal idea and proceeds through identifying, creating, assessing, and exploiting opportunities. (Salamzadeh et al., 2013b) mentioned that social entrepreneurship is a two-pronged term that incorporates notions of "social" and "entrepreneurship." Like "orthodox" entrepreneurs, social entrepreneurs want to sustain themselves financially through a profitable firm and simultaneously positively impact social, cultural, or environmental challenges (Nandal, 2020). (Chaudhari, 2021) pointed out that unbelievably high rates of unemployment and the corresponding lack of social abilities are seen in the countryside. (Pandey & Sahay, 2022) pointed out that SE are only more probable to support public welfare in an economy if they employ their experiences in creating and upholding their social values in the rural part of the nation. (Lall & Park, 2022) pointed out that how we fund social projects and the next generation of social entrepreneurs are bound to become even more pressing issues in social entrepreneurship, both theoretically and practically, in the post-pandemic economic landscape. The radical, authorized, societal, and economic environments, as well as the ability of government agencies and emerging and current organizations to adapt their organizational strategies

and structures to the changing environment, are all necessary for social enterprises to reach their full potential (Santos, 2012). (Abu-Saifan, 2012) concluded that social entrepreneurship has grown dramatically, but theoretically it has not. The notion of "social entrepreneurship" has garnered weighty attention globally. It is viewed as a potential remedy for "social exclusion" since it offers creative and long-lasting answers to issues with the environment, society, and culture (Tiwari et al., 2017c). According to (Dr Parul Gupta et al., 2020) in remote places, social entrepreneurship may present difficulties in developing service delivery. Rural communities have an unspoken understanding that they will help one another, and officials think this is something that can be regulated and legislated. However, this impression might not be true because it seems to go against the informal nature of providing help and support. (Shockley & Frank, 2011) concluded that the government has countless purposes in SE. (Bozhikin et al., 2019) pointed out that scientific review articles on the various government regulatory measures put in place at multiple levels of government to promote social entrepreneurship and social entrepreneurship ecosystems still need to be included. According to (Wolk, 2007),seeking feasible, long-term solutions to complex social issues is of interest to both government officials and social entrepreneurs. Despite this shared objective, academics and researchers haven't written much about the connection between the two in their publications. This study utilising the SOBA model, which was earlier applied by (Awal et al., 2023) to analyze the entrepreneurial attitude and entrepreneurial intention. There is no indication that the SOBA archetypal was exploited in the realm of SE. The discussion yielded the following research question

(1) To investigate rural students' attitude toward social entrepreneurship (AE), social entrepreneurship intention and action as a result, family and government support.

(2) To integrate the S-O-B-A model into social entrepreneurship research.

Social entrepreneurship action among rural college students is the basis for this research. The theoretical framework and development of the hypotheses open the exertion. The middle unit consists of the testing the hypotheses and research methodology. The article's conclusion highlights its shortcomings and the need for additional study. Following that, conclusions are reached. Managerial implications and restrictions conclude the study.

- **Hypothetical Basis & Fruition of the Hypotheses**

Social Entrepreneurship

The technique of integrating human, financial, besides material resources creatively to fill a social vacuum that the traditional welfare system is unable to fill is known as social entrepreneurship (Trilok Kumar Jain, 2009). (Kamaludin et al., 2021) have defined SE as an approach to commencing innovative companies that are self-sustaining, profitable, and utilize creative, progressive management techniques. It sets it apart from different forms of entrepreneurship. (Austin et al., 2012) mentioned that SE is a non-profit endeavor that desires to find various means of funding and organizational structures that generate or pursue social impact. Based on substantial research. (Erpf et al., 2019) research states that SE, is a foundation of encouragement that makes the charitable area more commercial. SE is an pecuniary modernization progression that follows its rules and is based on value creation. It can occur in a variety of institutional contexts. SE is a strategy that will help improve capital and handle a number of the most imperative topics fronting present-day society (Santos, 2012). (Mair & Noboa, 2005) have identified SE as a revolutionary approach that addresses problems in fair-minded occupation, health, education, and anthropological truths. It is widely recognized as an essential element of an island's capacity to develop sustainably. (Hill et al., 2010) pointed out that not only can social entrepreneurship provide treasured understandings into the field of social entrepreneurship, but it may also aid academics in gaining a more profound comprehension of these sometimes-overlooked facets of business. (Santos, 2012) believed that SE is based on value beginning and activated by its guidelines and directives. (Alex Nicholls and Alex Murdock, 2012) suggested that Businesses are judged on their ability to make money for their shareholders, whereas social entrepreneurs place a higher priority on adding value to society. (John O. Okpara & Daphne Halkias, 2011) state that due to its greater emphasis on advancing social and development economic ideals, SE is thought to be distinct from other types of entrepreneurship. According to (Bettina Lynda Bastian et al., 2020) the personal potentials obligatory for a SE include leadership, collbration, or the capacity to establish and maintain a fundamental customary of dealings

for the business, the ability to align fiscal, societal, and ecological benefits, the capacity to produce evidence and clarity of the ground-breaking concept, business scheduling and publicizing services, community engagement, petite- and longstanding assistances management, and jeopardy management. (Iancu et al., 2021) found that intentions for social entrepreneurship are of greater importance in rural than urban settings because of the home environment.

- **SOBA Model**

The ability of a distinct or cluster to react to inner and external spurs thru their life is known as human behavior. This ability can be exhibited mentally, physically, or socially. It is complicated to evaluate human behavior. Numerous psychological and social variables must be considered. The noteworthy beginning when by (York, 1918) developed the SOR model, which relied on three things Stimulus-organism-response. Subsequent model SOA, i.e., antecedent– behavior–consequence, was developed by (Surratt et al., 1969). The well- known SOBC model was put forward by (Davis & Luthans, 1980). The SOBC prototypical is upgrading over the former two. The quatern props of SOBC model are stimulus-organism-behavior-response. This investigation is attempts to utilize the S-O-B-A model where perceived government support and perceived family support are stimulus (S) which sightsees social entrepreneurial attitude(O). This relationship is directed toward studying social entrepreneurship Intention(B) and ultimately social entrepreneurship Action (A). The study emphasizes the need to study family and government support in gauging social entrepreneurship purposes and deeds.

- **Perceived Family Support and Perceived Government Support**

(Ahmed et al., 2021) suggested that a person's family may influence them in many ways, notably their levels of assurance, mental state, behavior, capacity for creativity, and willingness to take risks. Parents and family can also greatly impact an individual's job decisions. (Osorio et al., 2017) piercing out that in the setting of occupational ownership, perceived expressive sustenance refers to the belief that one's family members approve and encourage one's entrepreneurial endeavors. According to (Baluku et al., 2020)perceived family support is an extremely strong motivating factor for putting entrepreneurial goals into practice. (Osorio et al., 2017) contend that college student's acuities of the appeal and viability of starting a business as a profession are positively influenced by their evaluations of their family's support. According to (Ahmed et al., 2021), college students' top remorse about embracing entrepreneurship as their future occupation is their families' lack of support. (Kusumojanto et al., 2021a); (Jagannathan et al., 2017)yielded positive relationship between FS and attitude toward entrepreneurship. Research by (Osorio et al., 2017); (Annisa et al., 2021); have found a momentous affiliation between Family support and EI. (Ashrafi et al., 2020) found that domestic support for social entrepreneurship is lacking among young people, as they believe social entrepreneurship is solely for those who are unemployed. (Salami et al., 2023) narrated that the contribution of the government to entrepreneurship is critical. (Khan & Imad Shah, 2020) suggested that with a growing emphasis on entrepreneurship over the previous twenty years, government interest in promoting an entrepreneurial culture has increased views of entrepreneurship among the citizens were those linked to fiscal and bureaucracies regulations, post-school training in entrepreneurship, and the built environment (Waseem et al., 2021). In the opinion of (Abdul Kadir & Mhd Sarif, 2016),social transformation cannot be undertaken simply by social entrepreneurs. They count on regulations that encourage their development and want support from the government. (Cagarman et al., 2020) summon that it is period to launch explicit societal enterprise programs and/or review present efforts to see how accommodating they are to social entrepreneurs. Contrary, (Hill et al., 2010) narrated that communal entrepreneurs were able to bridge the social gap because they were more agile and market-oriented than governmental institutions, using more effective business models. Weak, ineffective, and unresponsive governmental institutions made this possible. The explore steered by (Mohd Hidzir et al., 2021) originate a weighty bond between GS and Social entrepreneurship intention. (Lall & Park, 2022) stated that in a post-pandemic economic environment, how we fund social projects and the upcoming generation of social entrepreneurs is probably going to become an even more important question in social entrepreneurship theory and practice. The following hypotheses have been proposed in the previously mentioned literature.

H_1Rural students perceived university support as a significant positive connection with their attitude toward social entrepreneurship,

H_2. Rural students perceived family support to have a significant positive connection with their attitude toward social entrepreneurship

- **Attitude toward social entrepreneurship**

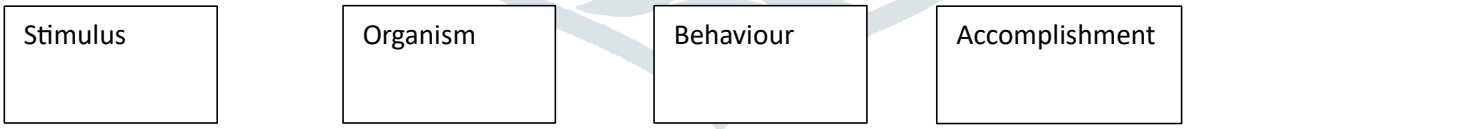
(Bain, n.d.) associates attitudes with convictions, ratings, standards, explanations, and comparison. (Sagiri & Appolloni, 2009) advocate that attitudes and beliefs are the aspects that influence a person's behavior. While perusing social entrepreneurial intention among Indian pupils (Rentala, 2017) initating that attitude is one of the noteworthy influences that promote SEI. (Aydogmus, 2021a); (Tiwari et al., 2017c); (Chipeta et al., 2015) discovered a optimistic rapport between attitude and social entrepreneurship. Similarly, (Rantanen, n.d.-a) initiate a optimistic bond between entrepreneurship attitude and entrepreneurship intention. the research (Roslan et al., 2022); (Kruse, 2020); (Luc, 2020); (Wahish Hashim et al., 2023); (Rantanen, n.d.-b); (Kusumojanto et al., 2021b); (Gilbert Fortino Orlando & Sabrina Sihombing, 2022a) reflected the positive relationship between attitude and social entrepreneurship, According to (Chaudhari, 2023) young, driven brains have to become entrepreneurs and spark the social and economic movement. The following hypothesis was put forth considering of the segment's literature.

H_3 The impact of rural students' attitudes toward social entrepreneurship on their SEI is positive and statistically significant.

- **Social Entrepreneurship Intention**

(Doherty et al., 2014) described SEI as people's desire to launch their own business to address social issues. (Yamini et al., 2022) narrated that the desire to address social issues is the source of SEI, and prosocial personality qualities like empathy and helpfulness are important ideas in SE studies. The intention formation model for social entrepreneurship established by (Jadmiko1 et al., 2024) exhibited the affiliation between behaviour and intention in SE. In the opinion of (Yamini et al., 2022), a drive to tackle social problems is the foundation of SEI. (Hockerts, 2017) proposed that policymakers and educators who wish to encourage more people to engage in social entrepreneurship must comprehend the antecedents of social entrepreneurial goals. (Htet, 2021) advised that students' social entrepreneurial intention is a proactive step toward developing ethical behaviors in youngsters, which has an opportunity to gradually enhance the economic well-being of the country. (Tan et al., 2020) recommended examining the association between social entrepreneurial intention and actual behaviour, (Gawell, 2013) Social entrepreneurship action hinges on imagined requirements, opportunities, and/or needs. As a consequence, the ensuing hypothesis was put out.

H3. Rural Students' social entrepreneurship intention positively affects social entrepreneurship action.



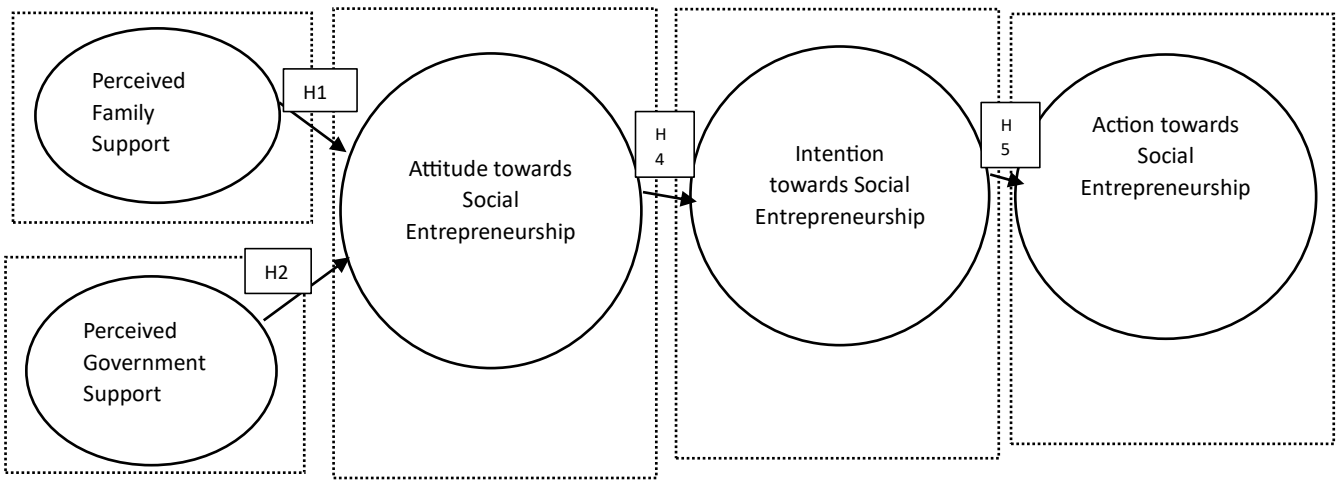


Figure 1 : Conceptual structure

In the view of (Sarstedt et al., 2021), when foreseeing and illumination a significant target paradigm or recognizing its pertinent forerunner constructions is the goal, PLS SEM is deemed credible. (Memon et al., 2021) declared that over ten thousand researchers have mentioned using Smart PLS. In their learning (Manley et al., 2021) concluded that PLS SEM use stays still in its infancy in entrepreneurship research. Hence, to exploit this complex structure, researcher has decided to use PLS-SEM. The thoughtfully constructed questionnaire with twenty-seven questions was created. Each item's provenance appears below. (Lei & Wu, 2007) have mandated that the SEM minimum criterion be two hundred.

Table 1: Questionnaire Components and Adaptation Reference

Sr. No.	Item		Source
1	Perceived Family Support	04	(Sagiri & Appolloni, 2009); (Mamun et al., 2017)
2	Perceived Government Support	05	(Nguyen et al., 2019); (Parvaneh Gelard, 2011)
3	Attitude towards social entrepreneurship	06	(Hamrell, 2011); (Nguyen et al., 2019); (Kusumojanto et al., 2021c);(Gilbert Fortino Orlando & Sabrina Sihombing, 2022b)
4	Social Entrepreneurship intention	06	(Hamrell, 2011); (Nguyen et al., 2019); (Maes, 2009); (Solesvik et al., 2012)
5	Social entrepreneurship Action	06	(Gieure et al., 2020); (Cui & Bell, 2022); (Valliere, 2015)

Table 2: Participant Description

Characteristics	Selections	Occurrence	%
Age	18-20	225	64
	20-22	66	19
	22-24	31	09
	Above 24	28	08
Marital Status	Married	28	08
	Unmarried	322	92
Education	Graduate	297	85
	Post Graduate	16	04
	Other	37	11
Monthly household income	Less than 25,000	301	86
	25,001 to 35,000	25	07
	35,001 to 50,000	10	03
	Above 50,001	14	04

Source: Personal Gathering of information

Results

- **Reliability and Validity of the Measurement Model**

To measure the measurement model, the investigators ought to carefully analyze (1) internal consistency reliability, (2) convergent validity and, (3) discriminant validity (Aburumman et al., 2023). While describing dependability and average variance, (Dijkstra & Henseler, 2015) stated that composite reliability overestimates the dependability of both latent variable scores, whereas Cronbach's alpha undervalues their reliability. It has been proposed that the Cronbach alpha value be over 0.70 (Butts & Michels, 2006); (Dijkstra & Henseler, 2015). (Fayolle et al., 2015) narrated that AVE should ideally be 0.50.

Table 3 Reliability and Average variance

	Cronbach 's alpha	(rho_a)	(rho_c)	Average variance extracted (AVE)
PFS	0.822	0.823	0.882	0.652
PGS	0.822	0.831	0.875	0.584
ASE	0.909	0.915	0.929	0.687
SEI	0.814	0.835	0.87	0.539
SEA	0.847	1.125	0.866	0.519

Source : Evaluation of data

rho_a – Composite reliability rho-c- composite reliability , PFS- Perceived Family Support; PGS- Perceived Government Support; ASE- Attitude towards social entrepreneurship, SEI- Social Entrepreneurship intention, SEA- Social entrepreneurship Action

- ***Discriminant Validity***
- ***Fornell-Larcker***

In the opinion of (Hair et al., 2019) suggested that a variance collective by items with their intended underlying construct is greater than the variance shared by individual constructs with another construct. (Henseler et al., 2015) narrated that popular tactic to measuring discriminant validity in covariance-based SEM is the Fornell-Larcker criterion. (TomassMHultt, 2021) conveyed that every paradigm should have a four-sided origin of the AVE superior than its peak parallel with any further paradigm in the model.

- **Table 4** ***Fornell-Larcker***

	ASE	PFS	PGS	SEA	SEI
ASE	0.829				
PFS	0.642	0.807			
PGS	0.698	0.699	0.764		
SEA	0.44	0.35	0.344	0.72	
SEI	0.732	0.529	0.617	0.316	0.734

Table 5 HTMT

(Henseler et al., 2015) launched a fresh strategy using the heterotrait-monotrait ratio of correlations (HTMT) in variance-based SEM to gauge discriminant validity. (Hair et al., 2019) advocated that the HTMT criterion needs to be utilized by researchers when testing discriminant validity. Bestowing to (Yusoff et al., 2020); (Shbail et al., 2022),the HTMT principles should not be more than 0.85.

	ASE	PFS	PGS	SEA	SEI
ASE					
PFS	0.736				
PGS	0.8	0.845			
SEA	0.346	0.278	0.245		
SEI	0.821	0.66	0.794	0.268	

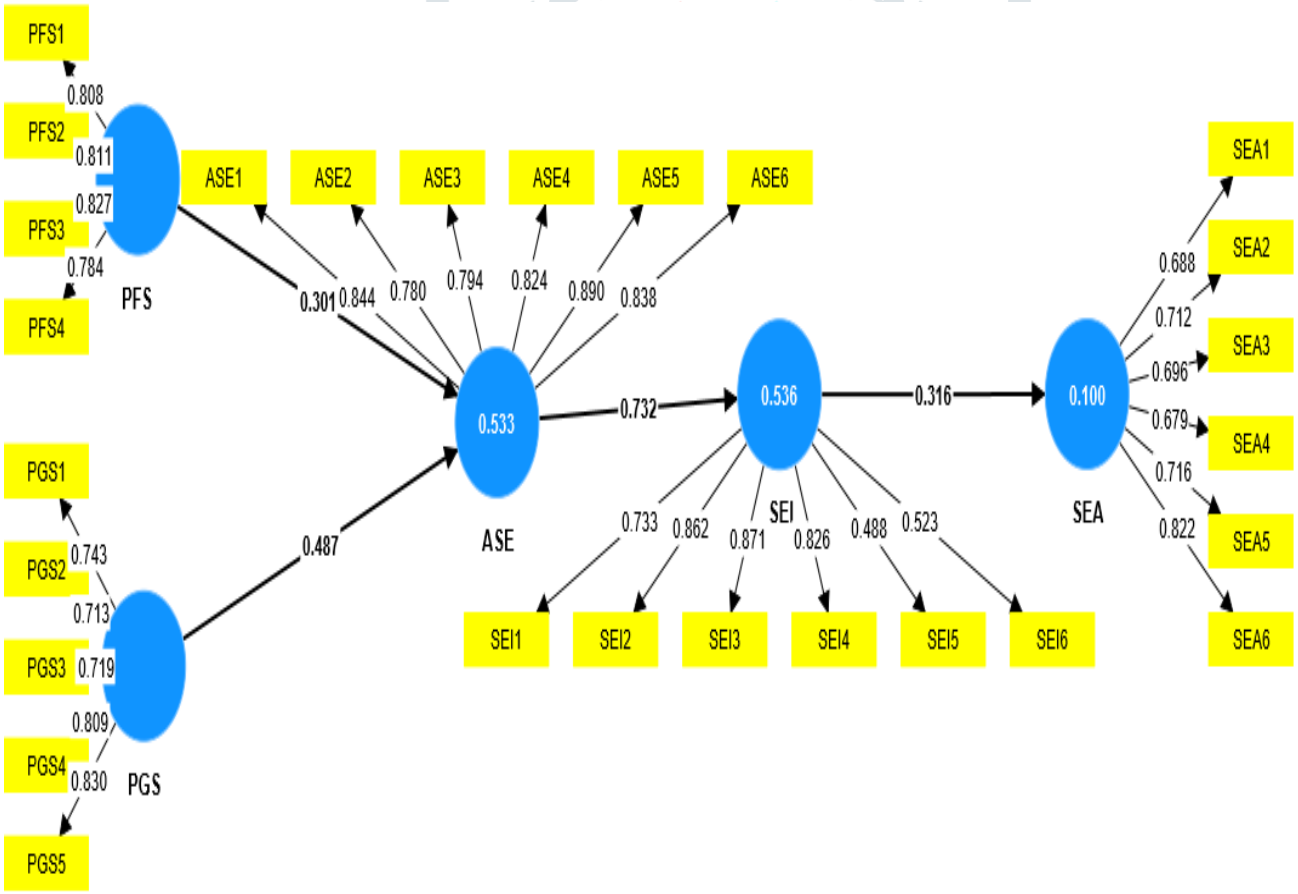
- **Hypothesis Testing**

(TomassMHultt, 2021) advocated that bootstrapping should be used to determine the path coefficients' importance and relevance based on t-values or confidence intervals. The Social entrepreneurship intention and action

is a matter of concern for this research. The affiliation amongst PFS and ASE, PGS and ASE, ASE and SEI, SEI, and SEA were fittingly confirmed with the support of PLS-SEM. To portion the dependability of the research's hypotheses, the projected theory of linkage between the latent variables was reviewed using bootstrapping test management, which necessitated 5,000 repeated sampling instances. The table shows that the Hypotheses were proved.

- Table 6 **Hypothesis Testing**

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values	Result
PFS -> ASE	0.301	0.3	0.065	4.622	0.0000	Significant
PGS -> ASE	0.487	0.49	0.063	7.794	0.0000	Significant
ASE -> SEI	0.732	0.737	0.027	27.234	0.0000	Significant
SEI -> SEA	0.316	0.333	0.046	6.802	0.0000	Significant



- **Findings**

The analysis of data found a significant relationship between PFS -> ASE which is similar to that of (Aydogmus, 2021b); (Rentala, 2017); (Ayob et al., n.d.); (Tiwari et al., 2017a). This study confirms the observations (Perceived Government Support and Social Entrepreneurship intention) of (Jadmiko, 2021); (Mair & Noboa, 2003); (Jadmiko, 2021). The result among attitude toward social entrepreneurship and social entrepreneurship intention display prodigious implications that are undistinguishable to (Tiwari et al., 2017b); (Tu et al., 2021). It has stayed revealed that a person's identity and passion are essential to social entrepreneurship. Additionally, social entrepreneurship appears to be a draw for socially conscious college students. A great deal of the time, it appears to be more done to satiate political inspiration than as a lubricant. It appears that female students are less inclined toward social entrepreneurship. Many students believe that government programs designed to encourage social entrepreneurship could be more effective. They lack an operational strategy and are planned in an a priori.

Conclusion

This research is in tune with (Chaudhari, 2022) statement that states the country's aptitude to progress economically be contingent on its entrepreneurs. Social issues including economic crises, environmental degradation, unemployment, poverty, and climate change, are becoming more and more of a challenge for governments. Individuals must acknowledge the factual prospects of social entrepreneurship, that, when carried effectively, may deliver earnings commensurate with those of their counterparts. It is concluded from this research that SE is a way meant for governments to address social issues. This research supports the opinion of (Mishra & Prashar, 2021) that SE has tremendous opportunity to address the missing requirements of the populace, particularly among peri-urban and rural settings. Research agrees with (Zin & Ibrahim, 2020) greater organised and aggressive advertising campaigns are needed, even though the government has recently launched multiple programmes to assist rustic businesspersons in offering their products and services. According to (Majeed et al., n.d.) form the standpoint of government policy, a deeper comprehension of social entrepreneurship in a nonprofit setting might facilitate the creation of regional civic strategies that fund and assist groups that seek to address societal issues. The investigation indicated that students' comprehension of federal legislation regarding social entrepreneurship is lacking.

Managerial implications

Researchers, academics, and government officials have shown a strong curiosity in societal entrepreneurship in recently. The majority of exertion has merely limited themselves to intention. The situation cannot be satisfied by purpose alone. It is critically obligatory to translate the aim of SE into social entrepreneurship. The SOBA model has never been applied within the discipline of social entrepreneurship, as far as academics are concerned. This study's implications can help anticipate the probability that rural learners will eventually develop into social entrepreneurs. Furthermore, it is trusted that the study's inferences will support maintain India's unemployment rate under control.

Limitations

The rural area was the exclusive emphasis of the study. Cities might be the site of the aforementioned investigate. A comparative analysis between urban and rural areas will provide additional understanding. In addition to perceived government and family support, the researcher would be well advised to investigate soft skills and inventiveness. Rural pupils were found to desire both of these factors.

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