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Exploring the Perceived Mediating Role of Entrepreneurial Intentions among Entrepreneurs: An Empirical Study of Young Peshawar-Based Entrepreneurs

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Abstract

The purpose of this study was to investigate the factors responsible for entrepreneurial behavior and to understand the mediating role of perceived entrepreneurial intentions in the entrepreneurial process. The study has collected data from young entrepreneurs in the Peshawar region who were registered in 2015 and beyond with the Registrar Firms and the Security and Exchange Commission of Pakistan (SECP). This study has sorted two groups according to the probability sampling technique and selected 410 respondents from the firm of the registered and the Security and Exchange Commission of Pakistan (SECP) equally. SPSS and Smart PLS have been used for study analysis. The results of the study reflect that there is a significant relation between the independent and dependent variables, and the theoretical model has been statistically significantly accepted as a whole.

Keywords: Entrepreneurship, Attitude, Planned Behavior, Idea, Peshawar, Pakistan.

Introduction

Despite the fact that many studies have been conducted on entrepreneurship, however, there is still a clear gap that exists in those studies as in our business schools, the student's concept of employment is more than entrepreneurship. According to the study of (Bogan and

Darity, 2008), it is entrepreneurship that needs to be replaced by employment. So, this research will primary focus over understanding model development and testing of the same model for entrepreneurship development in our societies.

This study has followed a cerebral method for the development of an entrepreneurship model. The study has a focus on why the entrepreneurs and their better presentation of entrepreneurship within society, as well as the intentions to make it a good entrepreneurial setup in the future. According to the study of Dinc (2016) there are three stimulating factors that affect entrepreneurial actions: the perceived approach of behavioral, control over behavior, and the perceived social standards.

The current economic conditions in Pakistan are below the threshold point where the cost of living is higher than the income; in such circumstances, moving towards entrepreneurship is becoming more important than going to work. Because entrepreneurs not only earn, but they also create employment opportunities as well. Frequently, the government of Pakistan offers new schemes for young entrepreneurs in the form of interest free loan. Similarly, many business institutions in the country through their business incubator center are offering the same to students. Due to the very same reasons, this area has been chosen for the research purpose to identify and develop a comprehend model for the young entrepreneurs.

Background of the Study

In Pakistan, men's orientation towards entrepreneurship is low due to the fact that traditional culture has a higher level of tendency towards job search and employment (Hassan et al., 2014). In economic progress of Pakistan, the role of the men is being neglected as an entrepreneur due to the dominant role of employment, and entrepreneurs are discouraged due to social barriers (Roomi & Parrott, 2008). Organizational environment also affects the male professional to work as a successful entrepreneur. These situations vary from place to place, where men feel safe, they show their efficiency with courage, and counties laws provide protection to every gender. According to the World Bank report, men are risk averse and took a small part being businessmen in the Middle East and North. This work aims at a theory-planned behavior (2002).

This research finds the behavioral impact of entrepreneurship. The aim is to coordinate forerunner of the real conduct; and the social aim more grounded, the more prominent the achievement of foreseeing conduct or genuine conduct. The writing on business has reliably perceived that recognition factors significantly affect the likelihood that an exceptional lady was associated with business (Gyorfy, 2014; Koellinger et al., 2007, 2013), and furthermore this gathering effect on ladies' choice to start another endeavor. In this investigation, further extending Ajzen's (2005) hypothesis of arranged conduct model by including new factors; in particular, social character, self-acknowledgment, confidence, sexual orientation segregation, self-efficacy, the locus of control, which can be originators of ladies pioneering expectation and their enterprising conduct.

Literature review

Theoretical support of the current study

The main theory that served as the base for the current study is the Theory of Planned Behavior. The following sections presented an overview of the base theory along with and other supporting theories.

The Theory of Planned Behavior

The idea of planned theory is related to entrepreneurship and is concerned with the psychological construct associated with entrepreneurship. Human behavior is predicted and understood by many theories, but the most popular theory is theory of planned behavior (TPB) (Ajzen, 1991) (Armitage and Conner, 2001).

The Role of Attitude towards the Entrepreneurship

Allport (1935) defined mind set as an intellectual and apprehensive condition of planning, prepared by understanding, which leads to a unique order or impact on the person's reaction to every one of the articles and circumstances it is related with". Frame of mind towards conduct is a portrayal of an individual's support or troublesome assessments of a particular conduct. Individuals build up their frame of mind as indicated by the convictions they have and

this thing impacts conduct and characters Ajzen (2005). These frames of mind and individual conduct are the results of individual encounters and intentions which an individual has as his stable piece of his character. These frames of mind and actions might be ideal or horrible, and this relies upon the fortunate or unfortunate encounters of the individual Ajzen & sheikh (2013). As per the individual execution of such frame of mind and conduct may have the two effects good or bad. A Rallis (1991) Career preference decision concept that underscores female profession ways of thinking, as an impact through the clarification of past encounters and their impression of the dispositions and desires for 'socializing' (guardians, companions, educators) professions. The frames of mind towards the organization's responsibility for normal association between the past experience of the matter of family and goals of business enterprise (Carr and Sequeira, 2007). The prior scientists distinguished some elements, which have an impact on women's innovation aim. In any case, the frame of mind is the significant factor for them. Geissler and Zanger (2013), the investigation recommended that there are a few experiential sorts of study, which indicates the significance of the idea of disposition as a solid and dependable mediator of business plan.

Investigators talked about that character and frames of mind are carefully associated, while collectively are anticipated practices. Frames of mind (states of mind) are reachable to change and can be affected by the educators and environment that progress business exercises (Florin, Peterson & Sequeira, 2009). Furthermore, the frames of mind of ladies affect the conduct by motive (Schwarz et al., 2009). Absolutely, a mindset plays an important role in the inspiration of business motive. Although broad studies have been executed in terms of mindset and motive, there were a couple of debates, which successfully spread the mentalities of the rustic system and the business motive (Khurshid et al., 2015). Ferreira et al. (2012) study the frame of mind, conduct, and data about the students to move in a specific way animate invigorate your desires and be capable to begin another experience inside the close to future.

A few investigations have utilized the frame of mind towards conduct as intermediary. Sloop (2006) discovered in their investigation the effective frame of mind towards conduct, more effective to the purpose of the ladies acting that conduct. Frame of mind towards conduct intervenes between apparent age standards and innovative purpose in the third age (Kautonen et

al. 2011). Khrshid et al. (2015) acknowledged the frame of mind as intervenes between their remarkable principles and social purpose. Tien & Mai, (2016), was utilized frame of mind towards conduct as intervenes between observe possibility and business enterprise. Thus, in this investigation, the frame of mind towards conduct will be utilized as it intervenes among social identification, self-awareness, confidence, and female innovative purpose.

The Role of Social Norms for Entrepreneurship

A social norm refers to the supposed social stress to carry out or not to carry out the behavior. Social backdrop cast an intuition on both perceived behavior and attitude toward appropriate an entrepreneur (Gitaka 2018). The more individuals identify that entrepreneurial behavior is acceptable by those people who are stronger will be their entrepreneurial goal on self-efficacy and motivation Vanevenhoven & Liguori (2013). Subjective norms and values support business behavior and improve business motivation through generating progressive business behavior and reinforcement perceived capacity and ability to begin any entrepreneurship (Moore, Petty, Palich, and Longenecker 2010). The theory of designed behavior proposes that professed support of family specifies the subjective norms that undeveloped men entrepreneurs may use to make a decision if their objective to start a business is usual and supported by others believed important by them (Ajzen, 1991).

Entrepreneurial behavior that is absolutely and immediately supported is an important requirement for a new venture and (Carr and Sequeira, 2007) proposes that an individual whose family unit is not encouraging can become discouraged and ultimately not processed with opening a business. In fact, the more support one receives from significant others, the greater the likelihood of an entrepreneurial intention. Thus, perceived family support mediates the connection between prior exposure to a family and entrepreneurial intention. Researchers (Koe, Omar, & Majid (2014) recognized the social norm significantly and positively linked with entrepreneurial intention.

Concerning the offer to approve behavior significantly influenced by social pressures as the view of persons or others. Numerous studies have used slanted norms as a referee. Kautonen

et al. (2011) found in his study subjective norms as a mediator between perceived age norms and entrepreneurial intention in the third age. Khurshid et al. (2021) recognized subjective norms as a mediator between their most important beliefs and behavioral meaning. In this study, subjective norms will be used as a mediator between family ritual, civilization and gender inequity influence, and men's entrepreneurial purpose. The subjective norm mediates between the build (family trend, gender percipience, and culture) and men entrepreneurial intention.

The Role of Perceived Idea for Entrepreneurship

The competent behavioral manage represents the persons; it also represents the skill and potential of the given behavior. The aim to begin a trade is determined by an individual's observation of their skill to carry out entrepreneurially Hagen, Denicolai, & Zucchella (2014) highlighted the difference connecting perceived idea may appear from self-trust and locus of control and apparent behavior control would comprise not only the feeling of energy but also the observation of manageability of the performance.

Townsend, Busentz & Artthurs (2010) confirmed supposed potential apply a larger Influence on the entrepreneurs initiative to establish an industry self-trust and locus of control are essential elements. It means that entrepreneurs who want to create any industry have to be obvious about their abilities and what would be the result of his business. Entrepreneurs must have the suitable ability to utilize and price the opportunities, recognize the skills in the business marketplace. Apparent behavioral management is firm by controls beliefs related to the availability of factors that can make easy the behavior. The preferred behavioral organize is true; it can be a place for actual control and contributes to actions predictions. Thus, business self-trusts the relationships between exposure to a relations business and entrepreneurial intention (Carr and Sequeira, 2007). Moriano et al. (2012) discovered that the social norm significantly and extremely related with entrepreneurial intention.

According to Chen Kuen-Hung & Chen (2014), creating the direct connection between business Efficiency and entrepreneurial objective; Self-efficacy is related ultimately with the Entrepreneurial objective-mediated role of attitudes towards entrepreneurship and professed style

organize. Another study used the supposed control of behavior as a mediator between perceived age norms and entrepreneurial objectives in the third age (Khurshid, 2021). They recognized perceived control of behavior as a mediator between their main attitude and the objective of behavior. Linan and Chen (2009) have been used perceived behavior Control as a mediator between human capital and other demographic variables and Entrepreneurial intention. Therefore, perceived idea for entrepreneurship will be used as a mediator between self-trust, the locus of control, and perceived entrepreneurial intention.

The Role of Entrepreneurial Intention as a Mediator

The Perceived entrepreneurial intention idea has been developed from the theory of planned behavior by Ajzen (1991) in which an individual converts the idea into practical action in the field. From the theory of planned behavior, it is clear that perceived entrepreneurial intention is a planned activity. Taking into consideration a new business idea involves investment, and hence this planning process becomes more intensive in nature. Without planned intentions, one cannot lead towards practical behavior. The study of Bandura (2001) elaborates that perceived entrepreneurial intentions work as a mediator towards behaviour. The earlier studies show that without planned behavior, one cannot convert an intention to practical side.

The theory of planned behavior falls under the big umbrella of intentions models, which later studies by many researchers to clarify and its role in entrepreneurial behavior (Solesvik, Westhead and Matlay, 2014). Intentionality and thinking ahead are perceived as focal parts of individual creatures (Bandura, 2001). The study of Mobaraki (2012) defined as proximal intentions timely and cognitive condition before the causal conduct/behavior wanted. However, it is more important that intentions that are shaped in mind are practically converted into behavior.

According to the study of Armitage & Conner (2001), intentions work like arrows in humans minds. It is the intentions that describe and clear a map in human minds for practical

implementation. Without entrepreneurial intention, it is not possible to have a successful entrepreneurial behaviour. To have a new startup, or practical behavior, one came across with entrepreneurial intention. The study of Krueger and Carsrud (2000) also describes that perceived entrepreneurial intentions lead towards entrepreneurial behavior. Hence, it can be summarized that perceived entrepreneurial intentions mediates towards entrepreneurial behavior.

Ferreira et al. (2012) describe in his study that behavior of a human depends upon perceived intentions one has in their minds. The behaviors of humans are first shaped in the minds. The expectations models of earlier studies also elaborate that good expectations can only be met if there are proper intentions. The entrepreneurial intention of a person is the beginning movements towards a certain business setup. In other words, to be a self-employed one need to come with a proper plan in mind (Gasse & Tremblay, 1999). Many other researches have focused on the personality traits for entrepreneurship, which includes psychological and social factors which are responsible for entrepreneurial intentions (Kristiansen & Indarti, 2004).

The current study focuses on the mediating role of perceived entrepreneurial intention toward entrepreneurial behavior. The same has been discussed by (Ajzen, 1991) that it is human intentions that lead to behavior. In the study of Kruger (1993) the entrepreneurial goal of men entrepreneurs influenced by emotional standards, perceptions of entrepreneurs, and social norms. However, it is the intentions that lead or mediate toward entrepreneurial behavior. Ajzen (1991) explores in his study that entrepreneurial intentions are mainly connected with the expected outcome. Though the outcome appears with behavior, and in order to get expected outcome, one has to play a role for balanced entrepreneurial intention and entrepreneurial behavior. More explicitly, if entrepreneurial activities/exercises are applied, then they can produce more job opportunities. It's better to be an employer than an employee. Nurdon & Nancy (2016) expressed that the best predictor of goals/intentions is a large part of entrepreneurial behavior. Solesvik (2013) found that important individuals think of themselves as family, companions, instructors, and society in general as entrepreneurs. Thus, in the previous literature, it has been proved that entrepreneurial intentions are planned efforts as also described by (Ajzen, 1991) in theory of

planned behavior that entrepreneurial intentions are structured and conceptually developed which later convert to practical behavior in shape of implementation (Krueger et al., 2000).

Theoretical framework of the study

On the basis of the literature, the following research model has been concluded. The following tables show the theoretical framework of the study. The entrepreneurial behavior is a dependent variable which depends upon The attitude towards entrepreneurship, social norms for entrepreneurship, and perceived idea for entrepreneurship.

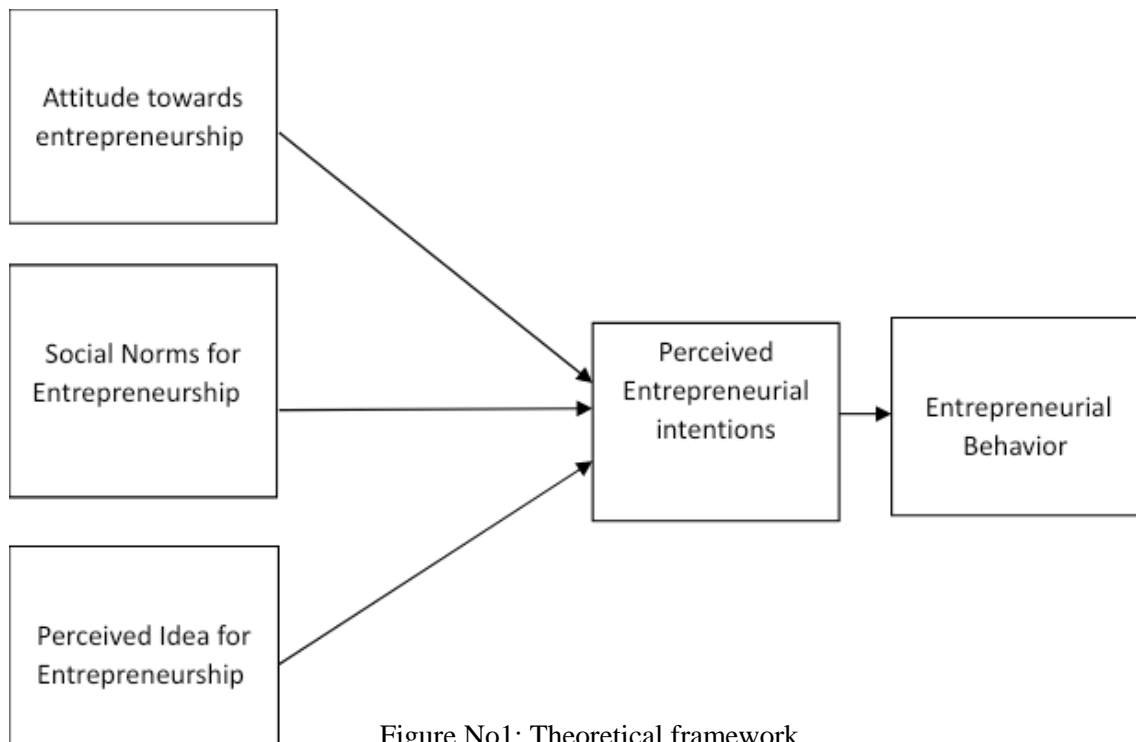


Figure No1: Theoretical framework.

Hypothesis Development

Based on the literature above model, the study has developed the following hypothesis.

H1: The attitude towards entrepreneurship has a significant relationship with perceived Entrepreneurial intentions.

H2: Social Norms for Entrepreneurship has a significant relationship with perceived Entrepreneurial intentions.

H3: Perceived idea for Entrepreneurship has a significant relationship with perceived Entrepreneurial intentions.

H4: Perceived entrepreneurial intentions mediate between The attitude towards entrepreneurship and entrepreneurial behavior.

H5: Perceived Entrepreneurial intentions mediate between social norms for entrepreneurial behavior and entrepreneurial behavior.

H6: Perceived entrepreneurial intentions mediates between Perceived idea for Entrepreneurship and Entrepreneurial Behavior.

H7: There is a significant relationship between perceived entrepreneurial intentions and entrepreneurial behavior.

Method of the Study

Population

The study population is young entrepreneurs from the region of KP of various districts who have an entrepreneurial setup. In particular, the owners of the Firm of Registrar and Securities and Exchange Commission of Pakistan (SECP) listed firms are considered a research population. For this purpose, the study has targeted registered owners with the Firm of Registrar and SECP for data collection. The study has aimed at personnel who have their own entrepreneurial setup. The study has aimed at men entrepreneurs. The study has focused on men entrepreneurs, as the study is targeting men entrepreneurs and their ambition for entrepreneurship.

Sample Size

The study has identified the number of registered firms with the Pakistan Securities and Exchange Commission and Firms of Registrar after 2015 in order to attract young entrepreneurs. The whole population or census cannot be made due to the large number. This is the reason the study has chosen a

sample size of 10% of the whole population. The study of Sekeran (2010) shows that a sample of 10 to 20 % is an appropriate sample size. Krejcie & Morgan (1970) suggest a sample of 300 to 400 is more appropriate in case of having a large population. The study has chosen a sample of 410. Of 410,205, responses were collected from SECP registered companies and 205 from Firm of Registrar. The final analysis has been made on a total sample of 401. Out of 9 questionnaires, 7 were not returned and 2 were incomplete.

Sampling Technique

The purpose of the sampling technique is to select a sample from the population that can represent the population properly. For this purpose, a Probability sampling technique by drawing two strata (SECP) and (Firm of registrar) has been used. 50 % of the sample was randomly selected randomly from the firms registered with firms of registrar and the remaining 50% sample was selected from companies owners registered with the Securities and Exchange Commission of Pakistan (SECP). The sample was chosen for 2015 onward, in order to catch the emerging and new entrepreneurs. A total of 410 samples were selected. Morgan (1970) supports a sample of 300 to 400. There were 2179 companies registered from January 2015 to 30 June 2022. Although there were 3029 firms registered from January 2015 to 30 June 2022.

Unit of Analysis

The study analysis unit is univariate. The individual firm or company owner who initiated his entrepreneurial setup was The study analysis unit of analysis of the study. The study targeted a total of 410 samples. Of which 205 units of analysis were selected from SECP and 205 from the firm of Registrar.

Research Instruments

The study has used a structured questionnaire for data collection. The questionnaire is based on two parts. The first part of the questionnaire was based on demographic characteristics of the respondents, while the second part of the study was based on the study variables mentioned in Figure no 1 on a five-point lickert scale starting from 1 = Strongly disagree, 2 = disagree, 3 = neutral, 4 = agree and 5= Strongly agree. The instruments have been adopted from the studies of Jamila (2017), Khan (2018) and Jurad (2015). The instruments have been tested for reliability and validity tests before final analysis. In addition, a pilot survey was conducted to test the results and verify instrument credibility.

Table No 1: Reliability of the research instrument

S.No	Variable	Sources	No of Items	Cronbach alpha
8	Attitude towards the entrepreneurship	Linan & Chen (2009)	4	.90
9	Social Norms for entrepreneurship	Adapted from Kolvereid (1996) and Krueger et al. (2000)	5	.89
10	Perceived idea for entrepreneurship	Adopted from Linen & Chen (2009) and Kolvereid (1996)	6	.76
11	Perceived Entrepreneurial intention	Adopted from Linan & Chen (2009)	5	.84
12	Entrepreneurial behavior	Van Gelderen, M. and Tornikoski, E.T. (2013), &Donald F. Kuratko, (2005)	6	.85

Demographic Analysis of Study

Table 2 below shows the demographic analysis of 401 respondents. The descriptive table below shows that 49.1% of the respondents are registered with SECP and 51.9% of the respondents are registered with the firm of registrar. Table 2 also explained that 13% of the respondents were in the age group of 18-22, while in the age range from 23-26, 22.2% of the respondents. In age of 27-30, only 33.7% respondents. 21.9% of the respondents are over 31-35 years of age and only 9.2% of the respondents are over 36-40 years of age. The study response shows that 25.2% of the respondents are Matric and FA Passed or undergraduate. While 52.1% are graduate respondents. Although 22.7% of the respondents have higher education.

Table 2: Demographical Result

Measures	Items	Frequency	Percentage
Age	18-22	52	13%
	23-26	89	22.2%
	27-30	135	33.7%
	31-35	88	21.9%
	36-40	37	9.2%
	41 above	0	0%
Registration	SECP	200	49.1%
	Firms of Registrar	201	51.9%
Education	Matric/FA	101	25.2%
	Bachelor	209	52.1%
	Master/Mphil	91	22.7%
Total		401	

Analysis of the Study

The study has carried out the following analysis to check and test the theoretical framework mentioned in (Figure 1).

Table No: 3 Construct reliability and Validity

Construct	CA	CR (rho_a)	CR (rho_c)	(AVE)
EB	0.836	0.866	0.881	0.559
PEI	0.843	0.852	0.889	0.618
PIFE	0.835	0.865	0.879	0.555
ATE	0.789	0.778	0.512	0.546
SNFE	0.771	0.705	0.819	0.603

According to Table no: 3 construct reliability and validity for entrepreneurial behavior, perceived entrepreneurial intentions, perceived idea for entrepreneurship, attitude toward entrepreneurship and social norms for entrepreneurship, composite alpha value 0.836 achieved the threshold value, composite reliability 0.866 and average variance extracted for the construct of entrepreneurial behavior were 0.559 and for the construct of perceived entrepreneurial intentions 0.618, perceived idea for entrepreneurship 0.555, The attitude towards entrepreneurship 0.546 and social norms for entrepreneurship 0.603.

Table No: 4 HTMT

Construct	EB	PEI	PIFE	ATE	SNFE
EB					
PEI	0.212				
PIFE	0.297	0.123			
ATE	0.247	0.229	0.249		
SNFE	0.201	0.204	0.201	0.212	

To achieve measurement model assessment, discriminant validity was applied, according to (Hair et al., 2014), discriminant validity explained the dissimilarity of each construct from its other counterparts. All diagonal values are greater than others. For HTMT criterion 0.90, all values are below 0.90.

Table No: 5 Factor Loadings (The attitude towards Entrepreneurship)

ATE1	0.804
ATE2	0.626
ATE3	0.003

*ATE = The attitude towards entrepreneurship

Table 5 examined the factor loadings for the construct of social personality; the criterion set for measuring factor loadings is -1 or 1 closer to this value indicates that factor strongly influences the predictors. In case of loadings close to 0 indicate that factor has a weak influence on the predictors. However, to achieve factor loadings for the construct of The attitude towards entrepreneurship ATE1, ATE2, and ATE3, all loadings were retained. According to the latest study of (Hair et al. 2014) if average variance extracted values are satisfied, so we can retain loadings more than 0.4 and less than 0.7.

Table No: 6 Factor Loadings (Social norms for entrepreneurship)

SNE5	0.736
SNE6	0.714
SNE7	0.871

* SNE = social norms for entrepreneurship

The factor loading values reported in Table no. 6 reflect that all the values achieved the threshold level, however SNE1, SNE2, SN3, SNE4 dropped due to low loadings. Therefore, the measurement model is suitable for all other items for the construction of social norms for entrepreneurship.

Table No: 7 factor loadings (perceived idea for entrepreneurship)

PIE1	0.620
PIE2	0.797
PIE3	0.847
PIE4	0.809
PIE5	0.829
PIE6	0.502

*PIE= Perceived Idea for Entrepreneurship

The factor loading values reported in Table no: 7 reflects that all values achieved the threshold level. Therefore, the measurement model is suitable for all other items to construct a perceived idea for entrepreneurship.

Table No. 8 Factor loadings (perceived entrepreneurial intentions)

PEI1	0.716
PEI2	0.866
PEI3	0.691
PEI4	0.824
PEI5	0.820

*PEI= Perceived entrepreneurial intentions

The factor loading values reported in Table No. 8 reflect that all values reached the threshold level. Therefore, the measurement model is suitable for all other items for the construct of perceived entrepreneurial intentions. The factor loading determined the correlation coefficient for the factor and the variable.

Table No: 9 Factor Loadings (entrepreneurial behavior)

EB1	0.519
EB2	0.679
EB3	0.874
EB4	0.766
EB5	0.873
EB6	0.713

The factor loading values reported in Table no. 9 reflect that all values reached the threshold level. Therefore, the measurement model is suitable for all other items for the construct of entrepreneurial behavior.

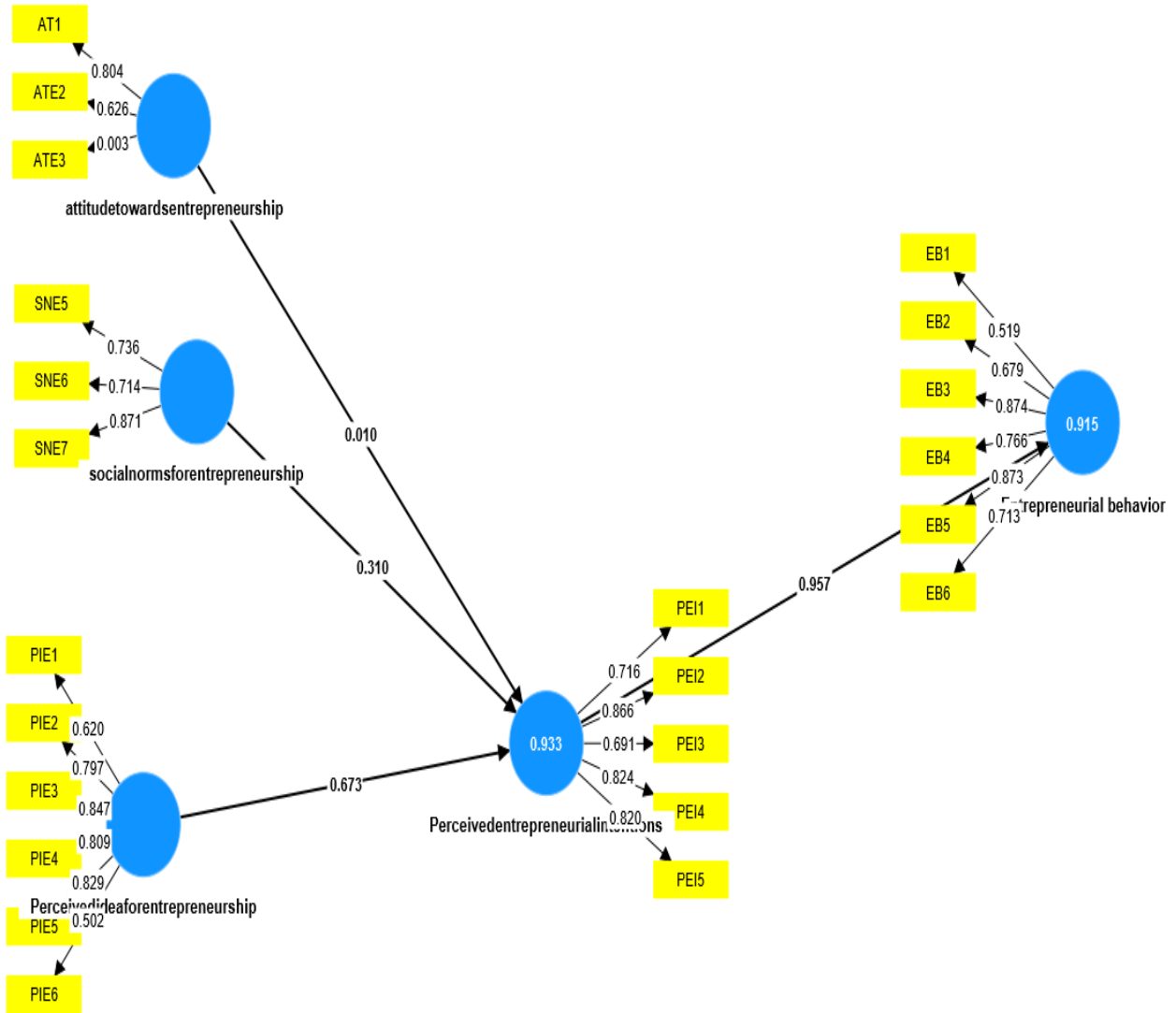


Figure No: 2 Measurement model

Table No: 10 Hypothesis Testing

Hypothesis	Path Assessment	Sample mean (M)	Standard deviation	T-values	P-values
H1	ATE -> PEI	0.010	0.014	2.570	0.000
H2	SNFE -> PEI	0.308	0.050	6.231	0.000
H3	PIFE -> PEI	0.675	0.050	13.333	0.000
H4	PEI -> EB	0.957	0.007	35.097	0.000

The results indicate that the The attitude towards entrepreneurship has a positive impact on perceived entrepreneurial intentions. Hypothesis H1 showed a significant relationship between attitude toward entrepreneurship and perceived entrepreneurial intentions with a value of $T = 2.570$. Subsequently, Hypothesis H2 showed a statistically significant relationship between social norms for entrepreneurial behavior and perceived entrepreneurial intentions ($\beta = 0.308$, $t = 6.231$). Hypothesis H3 developed a significant relationship between perceived ideas about entrepreneurialism and perceived entrepreneurial intentions ($\beta = 0.675$, $t = 13.33$). Hypothesis H4, determined a significant positive relationship between perceived entrepreneurial intentions and entrepreneurial behavior ($\beta = 0.957$, $t = 35.097$). According to the results, social norms for entrepreneurship significantly influence the perceived idea of entrepreneurship by 87.1%. The effect size of this relationship is large as the value is 5.296. These results are significant, as the t-value is 2.570, 6.231 and the p-value was 0.000. As described, 1 unit change in social norms brings about 87.1% change in perceived entrepreneurial intentions.

Table No: 11 Sequential Mediation

Hypothesis	Path Assessment	Sample mean (M)	Standard deviation	T values	P values
H5	ATE -> PEI -> EB	0.110	0.014	2.670	0.000
H6	SNE -> PEI -> EB	0.295	0.046	6.472	0.000
H7	PIFE -> PEI -> EB	0.646	0.052	12.278	0.000

Hypothesis H5 assumed that perceived entrepreneurial intentions have an indirect effect between The attitude towards entrepreneurship and entrepreneurial behavior. Table no. 9 reflects ($\beta = 0.110$, $t = 2.670$, $p < 0.05$). The sixth hypothesis H6 of the study showed a significant indirect effect of perceived entrepreneurial intentions between social norms for entrepreneurial behavior and entrepreneurial behavior, the results indicates ($\beta = 0.295$, $t = 6.472$, $p < 0.05$). The results of Hypothesis H7 from the above table showed ($\beta = 0.646$, $t = 12.278$, $p < 0.05$) which means that perceived entrepreneurial intentions have a sequential mediating relationship with the perceived idea of entrepreneurial behavior and business.

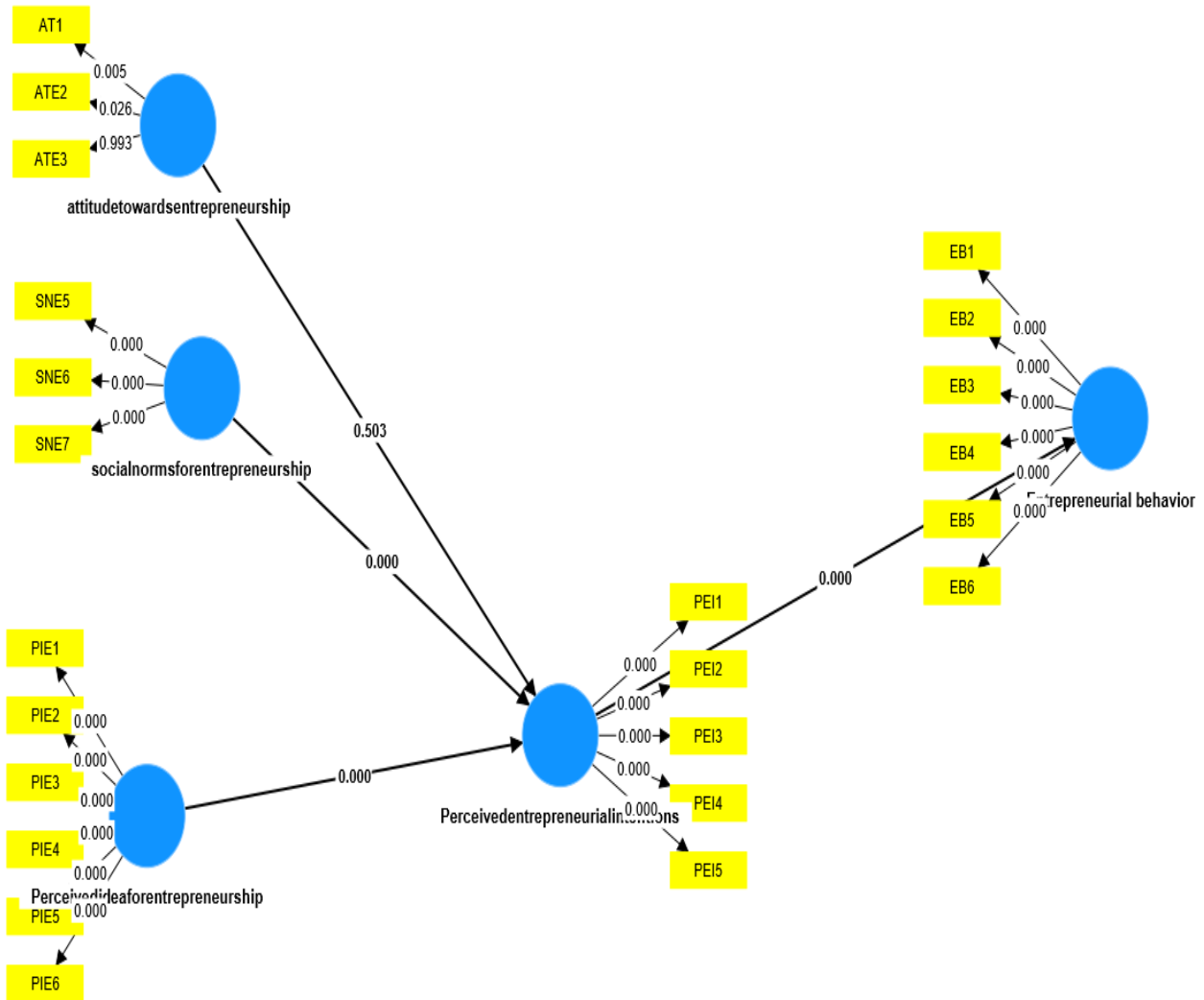


Figure No. 3 Hypothesis Testing

Discussion

According to the results, it is evident that the attitude toward entrepreneurship has a positive relationship between perceived entrepreneurial intentions. Furthermore, social norms for entrepreneurship have a significant relationship with perceived idea for entrepreneurship. The results of our study suggested that perceived entrepreneurial intentions play a critical role in driving people towards entrepreneurial behavior.

Based on the results, the attitude towards entrepreneurship can be a strong predictor of entrepreneurial behavior. Furthermore, this study showed a positive and significant relationship between the perceived idea of entrepreneurship and the perceived entrepreneurial intentions. Theory of planned behavior suggests that attitude towards entrepreneurship and social norms for entrepreneurship increases, and the greater the perceived entrepreneurial intentions, the greater the entrepreneurial behavior. Both empirical and theoretical justifications suggest that perceived entrepreneurial intentions should be treated and considered as a multidimensional construct. The attitude towards entrepreneurship reflects one's perception of skills and knowledge, which indicates the person's readiness to perform an entrepreneurial behavior. Previous studies provide strong support of the attitude towards entrepreneurship and perceived entrepreneurial intentions.

Taking into account the dimensionality of the constructs examined in this study, the perceived idea of entrepreneurship confirmed a positive and significant relationship with the perceived entrepreneurial intentions (Yap et al.,2013; Han & Chen,2015). This study revealed an interesting structural relationship for the sequential relationship of perceived entrepreneurial intentions between attitude towards entrepreneurship and entrepreneurial behavior. The study findings indicated that the indirect effect of perceived entrepreneurial intentions has a statistically significant predictor between attitude towards entrepreneurship and entrepreneurial behavior.

Regarding the sequential effect of perceived entrepreneurial intentions, the results are consistent with previous studies, providing a statistically significant relationship with social norms for entrepreneurial and entrepreneurial behavior. The theory of planned behavior is an extension of the theory of reasoned action. Therefore, based on the results and theoretically perceived entrepreneurial intentions, a positive sequential relationship was developed between the perceived idea of entrepreneurship and entrepreneurial behavior.

Conclusions

This study contributes to the literature on examining the role of higher order construct of The attitude towards entrepreneurship, social norms for entrepreneurship, and perceived idea for entrepreneurship on perceived entrepreneurial intentions. In an entrepreneurial age, there are

multiple factors that initiate entrepreneurial ability and could contribute to the quality of entrepreneurship. Subsequently, this study investigated the relationship between social norms of entrepreneurship with perceived entrepreneurial intentions and the sequential role with entrepreneurial behavior. While noting the evidence between perceived ideas for entrepreneurship with perceived entrepreneurial intentions, studies draw attention to the theory of planned behavior. To date, few studies have addressed the sequential role of perceived entrepreneurial intentions. However, entrepreneurial behavior is focused on tangible factors associated with individuals. Intentions are likely to be seen as actions and can be achieved through entrepreneurial behavior.

Authors' Contribution:

Conceptualization, SK, and DA; **Methodology**, SK, DA and AM; **Software**, SK. and DA; **Validation**, SK, DA and AM; **Formal analysis**, SK; **Investigation**, SK, DA, and AM; **Resources**, DA and SK; **Data curation**, SK, DA and AM; **Writing - Original draft preparation**, SK and DA; **Writing - Review and Editing**, SK, DA and AM; **Visualization**, DA, SK and AM; **Supervision**, DA and AM.

Conflict of Interest Statement:

All authors have read and agreed to the published version of the manuscript. No author has any conflict of interest.

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