

Personal and Contextual Factors Influencing Entrepreneurship Behavior among Business Students in Nepal: Moderating Effect of Attitude, Social Support and Self-Efficacy

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ABSTRACT

Personality traits provide an impetus to individuals who have an activity of entrepreneurship, and contextual factors also act as essential factors to influence entrepreneurial activity. Individuals' traits such as optimism, locus of control, risk propensity taking, innovativeness, and need for achievement are important and not limited to enhancing entrepreneurial behavior. Similarly, societal factors and perceived barriers are vital contextual factors impacting entrepreneurial behavior. Research confirms that intentions play an important role in the decision to start a new firm, and many factors influence these intentions, which can be moderated by different factors. In this context, the present paper intends to investigate the personal and contextual factors influencing entrepreneurship behavior with particular attention to the moderating role of attitude, social support, and entrepreneur self-efficacy. The study covered 230 undergraduate and postgraduate business students at different universities in Kathmandu, Nepal. The study design used was a descriptive and correlational research design with a convenience sampling procedure. The study only showed personal factors significantly affecting entrepreneurial behavior, but no effect of moderators was observed. This study will help identify factors that influence entrepreneurial inclination among business students and design the curriculum, integrating practical entrepreneurship experiences and theoretical knowledge.

Keywords: entrepreneurial behavior/intention, self-efficacy, personality attributes, social support,

Introduction

Entrepreneurs are often seen as the driving force behind innovation, job creation and economic growth and entrepreneurship plays a vital role in the economic and social development of societies around the globe. As stated

by the European Commission (2012) there is a growing recognition of entrepreneurship as a decisive factor for economic development as well as key enabler of innovation. Due to its critical economic impact, entrepreneurship has been gathering much increased attention for many years (Gieure et al., 2020).

The economic condition at present for most countries has been depressing as they are facing great economic problems and the key factors to blame are inequality in wealth distribution, poor governance, natural disasters, global economic downturns, trade conflicts, pandemics etc. to name some. Similar, is also the case with Nepal as its current economic situation is a quite challenging one indicated with high inflation, a trade deficit and a large public debt. Despite the current scenario, which is depressing enough, the country has a young and growing population, a diverse and untapped natural resource base and a growing tourism industry. These factors present the opportunities for entrepreneurs who are willing to take on the challenges and seize the opportunities of doing business in Nepal. New business creation entrepreneurship can also occur in an existing firm termed as intrapreneurship or corporate entrepreneurship (Hoogendoorn et al., 2019). According to World Bank, Doing Business Project, Nepal stands at 94th position in ease of doing business ranking and ease of doing business ranks economies from 1 to 190, with first place being the best. This year Nepal ranks 99th in innovation inputs, lower than both 2020 and 2019. As for innovation outputs, Nepal ranks 116th and the position is lower than last year but higher than 2019 (Asia, 2021). In other words, Nepal is not exactly a business-friendly country. But still, in the past few years, young entrepreneurs have been coming up with innovative business ideas.

Researchers have indicated the factors that stimulates the entrepreneurial inclination in an individual to be personal traits and attitudes, social and cultural norms, economic conditions, experiential factor, attitude towards entrepreneurship etc. but it is worth noting that these factors can interact and have a cumulative effect on an individual's entrepreneurial intention and the impact of each factor may vary from person to person. As per Mueller and Thomas (2001a) culture of a country influences the values, attitudes, and beliefs of the individuals residing there so we can assume that there are people with the entrepreneurial potential across cultures. Furthermore, indication of that entrepreneurial behaviors of individuals stimulated by their personality traits and socio cultural history was found (Mueller & Thomas, 2001b as cited in Ozaralli & Rivenburgh, 2016). Personality differences as investigated by many researchers which included entrepreneurs and non- entrepreneurs has shown particular personality traits to be a prerequisite characteristic for entrepreneurship (Utsch & Rauch, 2000). So, intention of being an entrepreneur is a construct which considerably relates with personality traits that determines the process of creating the venture (Zhao & Seibert, 2006; Zhao et al., 2005 as cited in Ozaralli & Rivenburgh, 2016). Personality traits are proven to be imperfect but remarkable in predicting entrepreneurial process including intention to startup and venture creation (Shaver & Scott, 1991 as cited in Çolakoğlu & Gözükar, 2016). According to Koh (1996) mostly used traits for entrepreneurship are need for achievement, internal locus of control, tolerance for ambiguity, risk taking propensity, innovativeness, control and self-confidence. According to Alvarez-Risco et al. (2021) specific programs are needed to be developed by universities to promote entrepreneurship so it is important to know the factors that can explain the intention of students regarding entrepreneurship as well as the perception of students regarding support. Based on this perspective the present study tends to analyze personal factors and contextual factors affecting entrepreneurship behavior with moderating role of attitude, social support and entrepreneurship self-efficacy among business students.

2. Literature Sources and Hypothesis Development

Most of the jobs are created of entrepreneurship which is mostly true for the least developed countries where job opportunities are few entrepreneurship serves as a means for upgrading as well as it helps in economic prosperity of country and factors of production are coordinated. Entrepreneurship contributes to the generation of national income, dispersal of economic power, it balances regional development makes use of resources available, innovates enterprise, brings improvement in living standards and develops the feeling of economic independence

Research of entrepreneurship has incorporated theories from social psychology and numerous studies have recognized the potential of intention approach that focuses on how to predict planned behavior to understand the antecedents of intentions (Krueger, Reilly & Carsrud, 2000 cited as in Gieure et al., 2020). Further, to start a business is an intentional act and entrepreneurial intention can be a strong predictor of planned behavior toward venture creation (Vamvaka et al., 2020). Theory of planned behavior (TPB) has emerged as one of the prominent models for understanding, predicting and changing human social behavior (Ajzen, 2012). This theory proposes

that an individual's behavior is determined by their intention to perform the behavior which is influenced by their attitudes towards the behavior, their perceived social norms and their perceived control over performing the behavior. Godin and Kok (1996) insisted that theory of planned behavior extends beyond the theory if reasoned action includes the concept of perceived behavioral control. Perceived behavioral control can influence intention, as can the attitudinal and normative components as well as it reflecting personal beliefs as to how easy or difficulty performing the behavior is likely to be. It is assumed to reflect external factors as availability of time or money, social support as well as internal factors as ability, skill, information (Ajzen & Timko, 1986). Psychological entrepreneurship theories as personality trait theories define an individual's unique character and determine how they interact with and respond to the world around them. According to Coon (2004) as cited in Simpeh (2011) personality traits are stable qualities that an individual's display in most of the situations. However, trait model is not highly supported by research evidence (Simpeh, 2011). Locus of Control of Reinforcement is related to expectation of success or failure in a judgmental task: judgments following earlier behavior. The theory states that human behavior is not only a function of reinforcement, but also dependent upon people's conception of Locus of Control of Reinforcement. People direct the reason for an occurrence either to themselves or to the external environment and those who experience having control over occurrences have an internal Locus of Control and will be referred to as internal (Hansemark, 2003). Need for achievement consists of the expectations of performing something better or faster than anybody else or better than their own earlier accomplishments. This can be learned and further may be developed depending upon how one's prevailing frame of reference is put against the individual's own desire to achieve (McClelland, 1990). In that way, the achievement motive will be a process of planning and striving for excellence. Psychological capital theory is a psychological perspective that studies the psychological resources and optimistic attitudes that can help individuals succeed in various life domains, including entrepreneurship. This theory suggests that psychological capital consists of four interrelated positive psychological constructs (self-efficacy, hope, optimism and resilience) is a key factor in explaining success and well-being. As demonstrated by Luthans et al. (2004) psychological capital also termed as positive psychological capital emphasizes that personal psychological sources with their basic four components (self-efficacy, hope, optimism, and resiliency) stresses on positive approaches, meanings, and results, and are described as "a common underlying capacity considered critical to human motivation, cognitive processing, striving for success, and resulting performance in the workplace. People fear and tend to avoid threatening situations they believe exceed their coping skills, whereas they get involved in activities and behave assuredly when they judge themselves capable of handling situations that would otherwise be intimidating. Not only can perceived self-efficacy have directive influence on choice of activities and settings, but, through expectations of eventual success, it can affect coping efforts once they are initiated. Efficacy expectations determine how much effort people will expend and how long they will persist in the face of obstacles and aversive experiences. The stronger the perceived self-efficacy, the more active the efforts (Bandura, 1978 p. 194). Entrepreneurial Orientation Theory theorizes that organizations with an entrepreneurial orientation are more likely to be innovative, proactive and responsive to changes in the market. As conceptualized by Miller (1983) there are three dimensions of EO have been identified and used consistently in the literature: Innovativeness, risk taking, and pro activeness**Optimism**

Optimistic behavior can have a positive effect on one's behavior and decision making given the fact that they are more likely to take risks and pursue new opportunities. Different from overconfidence that is usually mistaken as optimism is related to evaluation of one's skill (Moore & Healy, 2008). The study by Amore et al. (2021) found optimism to have a positive relation with entrepreneurial activities like product innovation.

H1: Among business students there is a significant positive influence of optimism to entrepreneurship behavior.

Innovativeness

As stated by Ali (2019) theory of personality traits suggests that people tend to treat different situations and interact with the environment differently in a natural manner and information about an individual's personality can provide valuable information pertaining to what is the best method of communicating with them and what types of jobs and tasks they are most suitable for. Mueller (2004) also described innovativeness as a significant component of entrepreneurship. Innovation is about creating a new value. This process involves both ideas and knowledge. Similarly, Koh (1996) found that entrepreneurial intention is positively correlated with innovativeness.

H2: Business students with personality trait of innovativeness have positive impact on entrepreneurship behaviors.

Need for Achievement

Individuals with strong need for achievement wishes to solve issues on their own, establish some goals and then make personal efforts to achieve these goals, and perform better when tasks are challenging, and they find creative approaches toward better performance (Utsch & Rauch, 2000 as cited in Çolakoğlu & Gözükar, 2016). According to Hansemark (2003) need for achievement has been shown to change and develop over time, referring to a learned characteristic and also showed positive relation between need for achievement and entrepreneurial inclination.

H3: Need for achievement among business students have a positive impact on entrepreneurship behavior.

Risk Taking

Risk aversion is the tendency to prefer certainty rather than the uncertainty of outcomes (Link et al., 2017). According to Hofstede (1980) societies with low uncertainty avoidance pushes individuals to be ambitious and competitive, so they strive for material success, and to take risk for material gain. In contrary, societies with high uncertainty avoidance expect the individuals to avoid risk-taking behavior for a material gain. More specifically, individuals starting a venture out of necessity are found to be more risk averse than individuals starting a venture to take advantage of a perceived opportunity (Block et al. 2015).

H4: Risk taking has a positive impact on entrepreneurship behavior among business students.

Locus of control

According to Chaudhary (2017) locus of control is a belief about the extent to which individual can control various events that happens in life segregating conceptually into internal and external locus of control. Individuals with a higher internal focus of control are more likely to exercise entrepreneurial behaviors and to have a higher need for achievement compared to those with a lower internal locus of control (Diaz & Rodriguez, 2003 as cited in Çolakoğlu & Gözükar, 2016). Study by Ang and Hong (2000) showed that internal locus of control could determine entrepreneurial intention.

H5: Locus of control among business students has a positive impact on display of entrepreneurship behavior.

Perceived Contextual Barriers

Financial resources are the universal need of entrepreneurs to start a venture and lack of financial resources is the biggest hurdle in establishing a new firm (Atieno, 2009; Pretorius & Shaw, 2004). In developing countries, having personal and family savings is a not a trend and there are also great difficulties in acquiring financial assistance (Lingelbach, de la Vina & Asel, 2005). Administrative complexities also play a significant role in explaining entrepreneurial drive and its complexity causes more effort on behalf of the entrepreneur. Many potential entrepreneurs could lose interest in setting up a business because of the complexities associated with starting a firm. We therefore expect “administrative complexity” to have a negative impact on entrepreneurial activity (Van Stel & Stunnenberg, 2006).

According to Gürol and Atsan (2006), the country's economic, social and political instability may lead people to prefer salaried jobs in public or private sectors instead of running their own business and is mostly observed among university students. A Strong economy can provide opportunities for entrepreneurship, while a weak economy may limit it. Similarly, a legal and regulatory environment that protects property rights, encourages competition and facilitate business formation and operation and can support entrepreneurship further political stability also effects the entrepreneurship behavior. As stated by Ozaralli and Rivenburgh (2016) intention and market-oriented behaviors of an entrepreneur is also influenced by the home country's existing and anticipated economic and political infrastructure. Furthermore, economic instability in a country usually goes together with political instability as well. The lack of intellectual property rights, bureaucratic barriers, corruption, and lack of corporate law and proper tax arrangements are factors, among many others, that undermine entrepreneurial activity. Environment characterized by supportive political and business leaders, latent entrepreneurs become motivated to act.

H6: Perceived contextual barriers have a negative impact on entrepreneurial behavior among business students.

Moderating Relationship

Attitude towards Entrepreneurship and Entrepreneurial Behavior

Behavioral attitudes are a function of possible outcomes of the target behavior and theory of planned behavior suggest attitude to be the most proximal determinants among others to impact entrepreneurial intention. In comparison to other predictors of entrepreneurial behavior, it has been suggested that attitudes have a greater effect than personality or demographic variables (Robinson et al., 1991). Hence, individuals are likely to engage in behavior if they see that outcomes are positive and of value to them. Moreover, an entrepreneurial attitude influences outcome expectations and consequently interest or disinterest in entrepreneurship (Baluku et al., 2021).

H7: There is a moderating effect of attitude on the relationship between personal factors and entrepreneurship behavior.

Social Support and Entrepreneurship Behavior

As defined by Sahban et al. (2014) social support is a perceived belief and prospects that an individual has in terms of advice, guidance and assistance that they will receive from their social groups. As discussed by Neneh (2022) social support has two parts first is support by family and other is support by peer groups. Imbaya (2012) states that family support has a significant effect in the life of every person as it provides and offers an indispensable support system throughout one's life. Reason to expect ESE to intention path will be moderated by social support affecting the passion is that individuals assess if they have needed skills to generate business with a known fact of risk and challenges associated with entrepreneurial career (Fitzsimmons & Douglas, 2011 as cited in Neneh, 2022). Such social support can provide financial, instrumental and emotional support, which could foster the development of entrepreneurial intentions amidst the uncertainty (Levesque 2014).

H8: Social support moderates the relationship between perceived contextual barriers and entrepreneurship behavior.

Link Between Entrepreneurial Self-Efficacy and Entrepreneurship Behavior

According to Ajzen's (1985) attitudes toward entrepreneurship and perceived self-efficacy beliefs regarding the likelihood of success or failure will subsequently influence the development of entrepreneurial intentions. Beginning a new venture itself is full of challenges so an individual makes a self-judgment about their abilities to perform the projected task. Self-efficacy is a context-specific construct leading to a higher predictive effect level if focused on a specific task (Bandura, 1997 as cited in Neneh, 2022). Neneh (2022) argues that individuals who are passionate about starting a new business (entrepreneurial passion), will persist in finding ways to develop the needed skills and capabilities to deal with the roles and challenges necessary to be an entrepreneur (ESE) and thus be more motivated to engage in entrepreneurial action (EI).

H9: Self-efficacy moderates the relationship between contextual factors and entrepreneurship behavior.

4. Research Methodology

4.1 Research Design

A quantitative approach utilizing a descriptive and correlational research design was used to conduct the study. Descriptive study designs are helpful in describing the desired characteristics of the sampled that is being studied (Omair, 2015). Correlational research has an conceptions in which the direction and strength of the relationship between two or more variables with no influence from any extraneous factor is intended to be found (Creswell, 2012; Johnson and Christensen, 2010 as cited in Şentürk & Zeybek, 2019).

4.2 Sample and Procedure

While conducting research, it is rarely possible to collect data from the whole population; instead, a sample is chosen. The total population for the study consists of students of both Bachelor and Master studying at universities in Kathmandu, Nepal. Convenience sampling procedures were used to collect the respondents. Questionnaires were distributed by electronic media using Viber and WhatsApp (college group) with the help of the college administration. The total number of students approached through the group was 300. However, only 230 completed the questionnaires and were used in the study. There were almost equal respondents in terms of gender,

representing 49.1% female and 50.9% male with 7.8% in age group of 18-22 years, 27 and above being 21.6% and majority of them being of age group 23-27 years 70.7 %. In addition, 56 % of respondents being master's level students representing 56 % and the rest 44% being students of bachelor's degree.

4.3 Measures

A 6-item self-assessment scale measured Entrepreneurial Self-Efficacy. All the items on this scale represents the competencies related to business/entrepreneurship behavior and were developed (Marlino & Wilson, 2003) cited in (Wilson et al., 2008). Respondents were asked to compare themselves to their peers in each statement. The items included "being able to solve problems," "making decisions," "managing money," "being creative," "getting people to agree with you," and "being a leader." The scales developed were on the basis of different literary sources and were measured on a 5-point Likert scale (1 = strongly agree; 5 = strongly disagree). All personal factors such as optimism, need for achievement, risk taking, and locus of control were measured based on the study of different theories and other empirical reviews from different scholars and were measured in a 5-point Likert scale ranging from 1(Strongly Agree) to 5(strongly disagree). The statement were selected based on different studies (Çavuş & Gökçen, 2015) (Mustapha & Selvaraju, 2015)(Luthans et al., 2004). Financial and administrative difficulties from the respondents' perspective were measured in this variable using 6 items statements as Banks does not readily give credit to startups, our society looks down upon entrepreneurs. These scales were measured using 5-point Likert scale ranging from 1(Strongly Agree) to 5(strongly disagree) and societal factors were also measured similarly using 5-point Likert scale. Attitude towards entrepreneurship and 4 item scale were constructed based on the study of (Robinson et al., 1991)(Baluku et al., 2021) with the statements as a career as an entrepreneur is totally unattractive to me, being an entrepreneur involves more advantages than disadvantages to me. These statements were measures using in 5-point Likert scale ranging from 1(Strongly Agree) to 5(strongly disagree). Based on the study done by (Imbaya, 2012)(Sahban et al., 2014)(Mustapha & Selvaraju, 2015) 5 items scale were constructed and business students continuing masters and bachelor's degree were asked to rate their thinking about the support from friends and family. 5-point Likert scale ranging from 1(Strongly Agree) to 5(strongly disagree) were used to construct the scale. Entrepreneurial behaviors were measured by asking participants to rate their interest in starting/ owning their own business on a 5-point Likert scale (1 = strongly agree, 5 =strongly disagree). The statements were presented as I never see myself becoming an entrepreneurship; I prefer a job with stable income as compared to start a business of my own. These statements were formed based on different studies (Baluku et al., 2021)(Cohen, 2018)(Miller, 1983).

5. Data Analysis

Means and standard deviation calculation for optimism, locus of control, Innovativeness, Need for Achievement, risk-taking, and Entrepreneurship Behavior. The analysis shows that the mean value for risk propensity taking among all the personal factors is the highest with a mean value of 10.54 meaning that the respondents value optimism more. Similarly, the lowest mean value is for locus of control which shows relatively unfavorable inclination towards the factor with a mean value of only 5.42. The standard deviation values show how spread the data set is here, the highest S.D is 3.09 for risk propensity taking showing the data for the variable risk propensity is the most spread out.

5.1 Measurement Model

Construct Reliability was assessed using Composite reliability, range of 0.70 to 0.90 representing high reliability, 0.50 to 0.70 representing moderate reliability (Sideridis et al., 2018), and values of composite reliability/Cronbach alpha between 0.60 to 0.70 are acceptable (Ab Hamid et al., 2017). The composite reliability for all lower order constructs was found to be above 0.5, and for two items, it was more than 0.70, representing that risk propensity taking and locus of control showed high reliability, whereas others had moderate reliability. Hence, construct reliability was established for each construct. Similarly, to assess the construct reliability for higher order constructs, a composite reliability test was performed, and composite reliability was found to be above 0.5 benchmarks for all construct,s establishing moderate reliability. Convergent validity of scale items was estimated using Average Variance Extracted (Fornell-Larcker criterion). The average variance extracted was not up to the threshold of 0.50 which suggests that the scales used for the present study lacks convergent validity for all lower order constructs as same was with the case of higher order constructs. (Table 1, Table 2).

Table 1

CR and AVE for Lower Order Construct

Items	CR	AVE
Optimism	0.5084	0.2622
Innovativeness	0.6663	0.4025
Need for Achievement	0.5728	0.3174
Risk Propensity Taking	0.7042	0.4451
Locus of Control	0.7143	0.4553
Perceived Contextual Barriers	0.6826	0.3122
Entrepreneurship Behavior	0.6619	0.4039

Note. CR represents composite reliability and AVE represents average variance extraction for lower level construct

CR and AVE for Higher Order Construct

Items	CR	AVE
Personal Factors	0.6806	0.3183
Perceived Contextual Barriers	0.6827	0.3183
Entrepreneurship Behavior	0.662	0.4048

Note. CR represents composite reliability and AVE represents average variance extraction for higher order construct

Discriminant validity in the study was assessed using Heterotriat- Monotrait (HTMT) Ratio. According to Fornell and Larcker criterion, discriminant validity is established when the square root of AVE for a construct is greater than its correlation with the other constructs in the study. However, Fornell and Larcker criterion has recently been criticized and a new method to assess the discriminant validity that is HTMT ratio is increasingly utilized. In the present study Discriminant Validity in the study was assessed using when using HTMT ratio, all ratios for both lower and higher order constructs were less than the required limit of 0.85(Henseler et al., 2015).

Table 3*HTMT Ratio (Lower order construct)*

	OP	INV	NFA	RPT	LOC	PCB	EB
OP							
INV	0.5704						
NFA	0.3470	0.4178					
RPT	-0.1110	0.3040	0.1239				
LOC	0.4065	0.2381	0.4374	0.0628			
PCB	0.2242	0.3072	0.3564	0.2535	0.3296		

EB 0.3439 0.3319 0.3817 0.1065 0.0863 0.2928

Note. Table 3 shows the heterotrait-monotrait ratio for the lower order construct calculated from AMOS. OP represents optimism, INV represents innovativeness, NFA represents need for achievement, RPT is risk taking propensity, LOC is locus of control, PCB is perceived contextual behavior and EB entrepreneurship behavior

Table 4

HTMT Ratio (Higher Order Construct)

	PERSF	CNTXT	EB
PERSF			
CNTXT	0.4991		
EB	0.4867	0.2880	

Note. Table 2 shows the heterotrait-monotrait ratio for the lower order construct calculated from AMOS. PERSF is personal factors, CNTXT is perceived contextual barriers and EB is entrepreneurship barrier. Confirmatory Factor Analysis (CFA) was calculated using AMOS to test the measurement models. Firstly, factor loadings were assessed for each lower order constructs and 3 items (Op1, Op2, Op5) from optimism, one item (IN2) from innovativeness, one item (NA1) from need for achievement, RT1 from risk taking, one item (LC2) from locus of control, 5 items (PC1, PC2, PC3, PC4, PC7) from perceived contextual barriers, (EB1, EB3) from entrepreneurial behavior was removed due to low factor loadings and the items that were near to 0.50 and above were retained. The model-fit measures were used to assess the model's overall goodness of fit (CMIN/df, GFI, CFI, SRMR and RMSEA). CMIN/df ratios to be within the range of 2 to 5 for a good fit whereas, the range of 2 to 1 or 3 to 1 are indicator of acceptable fit between hypothetical model and sample data herein CMIN/df = 1.730 which shows acceptable fit, RMSEA less than 0.05 can be considered as for close fit however a range of 0.05 to 0.08 indicate a fair fit (Mia et al., 2019) here RMSEA = 0.056 indicating a fair fit. GFI greater to 0.90 is considered as a good fit (Hair Jr. et al., 2014) here GFI = 0.883 indicating moderate fit, CFI close to 1 indicates a very good fit identified is > 0.9 (P.M. Bentler, 1990) the study showed CFI = 0.844 indicating a moderating fit and SRMR = 0.0671 which value closer to 0.05 is a good fit however it can range from 0.05 to 0.08 (Bentler & Hu, 1998) The model fit for the construct was yielded a moderate fit. Similarly, factor loadings were assessed for each higher order construct and some values were within their respective common acceptance and some not. The model fit for the construct was yielded a moderate fit for the data: CMIN/df = 1.772, GFI = 0.875, CFI = 0.824, SRMR = 0.0755 and RMSEA = 0.05

Figure 2

Measurement model for lower order construct

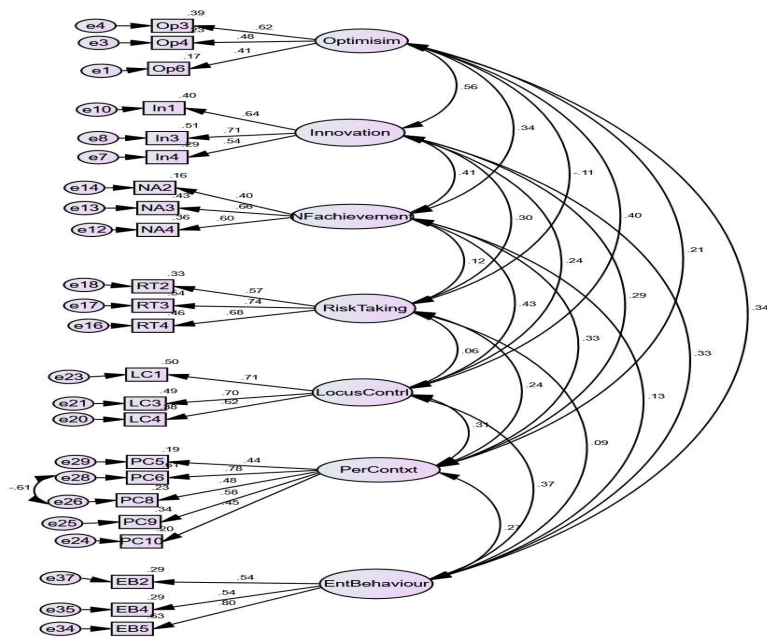
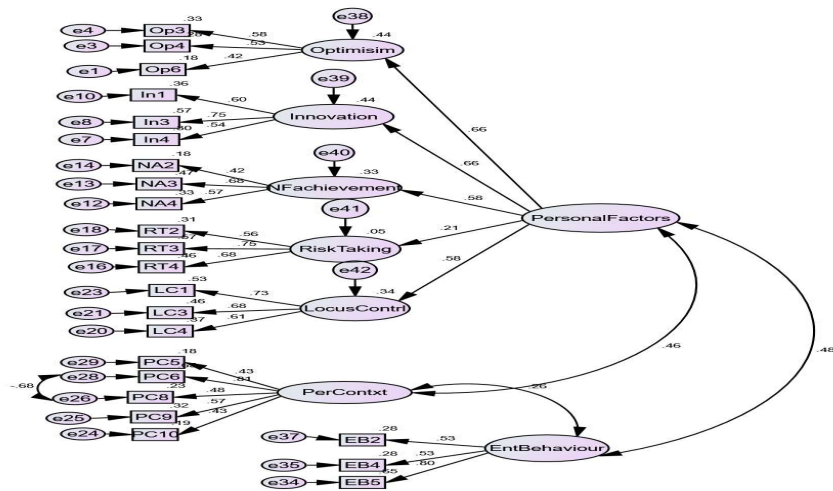


Figure 3

Measurement model for higher order construct



5.2 Structural Model Assessment

A structural equation model generated through AMOS was used to test for the relationships. A good fitting model is accepted if the value of the CMIN/df is < 5, the goodness of fit (GFI) indices, the Tucker and Lewis index (TLI), the Confirmatory Fit Index (CFI) is >0.90. Furthermore, an adequate fitting model is accepted if the AMOS

computed value of the standardized root mean square residual (RMR) , 0.05 and the root mean square error approximation (RMSEA) is between 0.05 and 0.08. The fit indices for the given model some were within their respective common acceptance levels and some not. The model for the fit indices yielded a moderate fit for the data: CMIN/df= 1.772, GFI= 0.875, CFI=0.824, TLI=0.799, SRMR = 0.0755 and RMSEA = 0.058. The squared multiple correlation was 0.23 for entrepreneurial intention which shows that 23 % variance in the entrepreneurship behavior is accounted for by personal factors and perceived contextual barriers. The structural model in the study was not found to have a perfect fit the reason being that may be of inadequate sample size. For a chi square to be valid the most important assumption is sample size (N) should be sufficiently large and it is believed that fitting a large SEM model (with many observed variables) to moderate or small samples results in biased estimate for chi-square i.e Type I error rate further, chi square test is not always the final word in assessing fit (Shi et al., 2019). It is difficult to get a non-significant chi-square for sample sizes over 200 or so even other indices suggest a decent fitting model(Usup & Winter, 2012) This study assessed the impact of personal factors and perceived contextual barriers on entrepreneurship behavior. The impact of all personal factors cumulatively on entrepreneurship behavior was positive and significant (b = 0.728, t = 3.035, p=0.002< 0.05), whereas the impact of perceived contextual barriers on entrepreneurship behavior was not significant (b = 0.070, t = 0.578, p = 0.563 > 0.05). (Table 5)

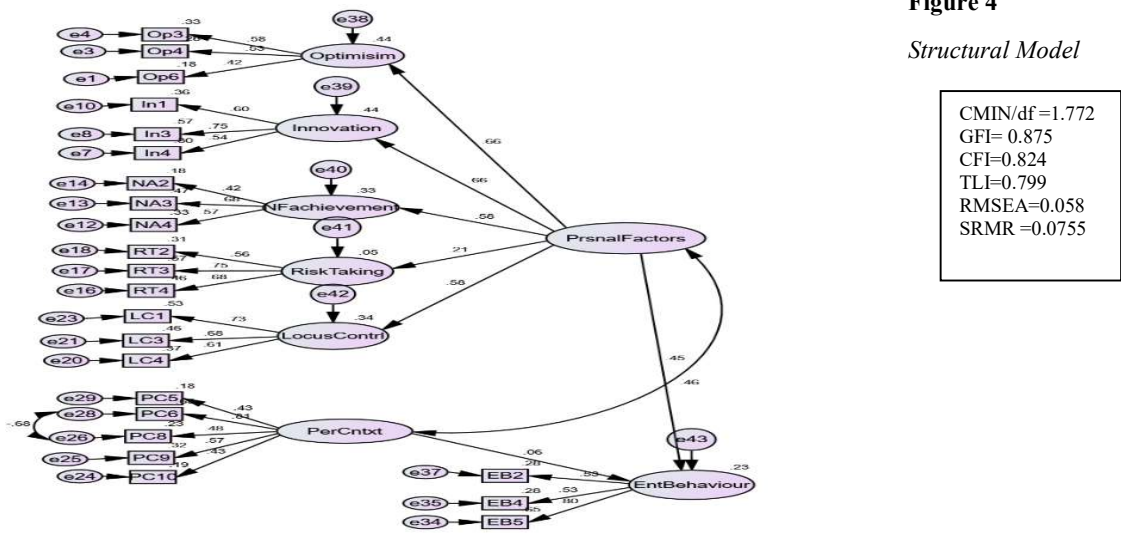


Table 5

Hypothesis Testing

Hypothesized Relationship	Standardized Estimates	t-value	P-value	Decision
Personal factors impact entrepreneurial intentions among business students	0.728	3.035	0.002< 0.05	Accepted
Perceived Contextual Barriers negatively impacts entrepreneurial intentions among business students	0.070	0.578	0.563>0.05	Rejected

R-square

Entrepreneurship Behavior

0.23

Model Fit

CMIN/df = 1.772, GFI = 0.875, CFI = 0.824, TLI = 0.799, SRMR = 0.0755 and RMSEA = 0.058

Similarly, other hypothesis were tested first hypothesis tested was to know the impact of optimism on entrepreneurship behavior which was not significant ($b = -0.013$, $t = -0.188$, $p\text{-value} = 0.851 > 0.05$) hence rejecting hypothesis 1, innovativeness among business students was regressed on entrepreneurship behavior and was significant ($b = 0.166$, $t = 2.433$, $p\text{-value} = 0.016 < 0.05$) hence accepting hypothesis 2, need for achievement was regressed upon entrepreneurship behavior and result was not significant ($b = -0.083$, $t = -1.186$, $p\text{-value} = 0.237 > 0.05$) hence rejecting hypothesis 3. Risk propensity taking when regressed upon entrepreneurship behavior showed no significant impact ($b = -0.050$, $t = 0.717$, $p\text{-value} = 0.474 > 0.05$) hence rejecting hypothesis 4. Locus of control when regressed upon entrepreneurship behavior showed positive significant impact ($b = 0.173$, $t = 2.506$, $p\text{-value} = 0.033 < 0.05$) hence accepting hypothesis 5. Perceived contextual barriers when regressed upon entrepreneurship behavior among business students showed positive significant impact ($b = 0.173$, $t = 2.550$, $p\text{-value} = 0.011$) rejecting hypothesis 6.

5.3 Moderation Analysis

The study assessed the moderating role of attitude (Att) on the relationship between personal factors (PF) and entrepreneurship behavior (EB). Similarly, the study also assessed the moderating role of self-efficacy (SE) and social support (SS) on the relationship between perceived contextual barriers (PCB) and entrepreneurship behavior (EB). To analyze the interaction product term between predictor and moderator was done however, issue of high collinearity with original constructs can be faced (Frazier et al., 2004) and one way to tackle it is mean centering. The results between the differences in mean centering and leaving it as it is same in raw form is same however, mean centering provides checking on potential collinearity issues and makes interpretation easier (Dawson, 2014). Here, mean centering was done by deducting the mean values of predictor variable and moderating variables then only interaction variable was formed. The analysis failed to show any kind of moderating effect between personal factors and entrepreneurship behavior ($b = -0.004$, $t = -0.543$, $p = 0.587 > 0.05$) rejecting hypothesis 7. Further the results also did not support the moderating effect of social support ($b = -0.010$, $t = -0.750$, $p\text{-value} = 0.453 > 0.05$) as well as of self-efficacy ($b = -0.011$, $t = -1.025$, $P\text{-value} = 0.305 > 0.05$) thus rejecting hypothesis 8 and 9. Moderation summary analysis is presented in table 6.

Figure 5

Moderation Analysis

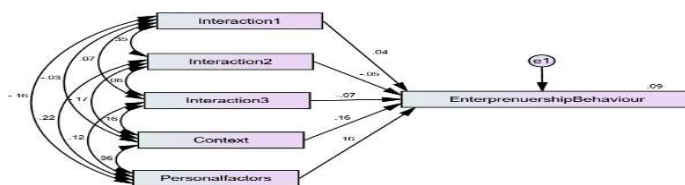


Table 6*Moderation Summary Analysis*

Relationship	Beta	CR	P-value
PF->EB	0.728	3.035	0.002
Att->EB	0.040	0.562	0.575
Att*PF->EB	-0.004	-0.543	0.587
PCB->EB	0.070	0.578	0.563
SS->EB	0.157	2.300	0.022
SS*PCB->EB	-0.010	-0.750	0.453
SE->EB	-0.157	-2.375	0.018
SE*PCB->EB	-0.011	-1.025	0.305

Note. Table 6 shows the moderation analysis wherein personal factors with the moderation of attitude in and individual and perceived contextual barriers with moderation of self-efficacy and social support are presented.

The significance of the overall model for personal factors while regressed on entrepreneurship behavior was seen predicting that all the factors or variables under personal factors altogether predict the display of entrepreneurship behavior. However, the individual factors under personal factors didn't show predictability on the criterion variables except for locus of control. Similarly, the overall model for contextual variables like societal and perceived barriers predicted the display of entrepreneurship behavior; however, the perceived barriers showed a positive impact, unlike the hypothesis of a negative impact, and no significant impact of societal factors was seen in the criterion variable. Furthermore, the effect of moderation with variables like attitude on relationship between personal factors and entrepreneurial behavior and moderation of self-efficacy and social support was analyzed on the relationship between contextual factors and entrepreneurship behavior. Results showed the significant effect of attitude as a moderator on the established relationship between personal factors and entrepreneurial behavior among business students. Further moderation effect of social support by family and friends tended to have an impact on the relationship between contextual factors like administration difficulties, government policy, and other societal factors and entrepreneurial behavior. However, as per the result, self-efficacy showed a negative yet significant moderating effect on the relationship between contextual factors and entrepreneurship behavior.

6. Discussion and Conclusion This paper has examined the effect of personal factors, perceived contextual barriers, and the moderating effect of attitude, entrepreneurial self-efficacy, and social support toward the display of entrepreneurship behavior among business students studying at different universities in Nepal. It was noted that personal factors in total were able to affect entrepreneurship behavior in an individual, which is consistent with the findings of (Fragoso et al., 2020). However, only the impact of innovativeness and locus of control was found to be significant, which is different from the findings of Popescu et al. (2016), according to which the need for achievement plays an important role in determining the entrepreneurial intention) and the risk-taking propensity represents a common characteristic of those who intend to develop businesses, which is validated. Similarly, the study also found no significant influence on the probability of starting a business, which is inconsistent with the findings of our study, which shows a significant impact. According to Koh (1996) innovativeness significantly impacts entrepreneurship behavior, which is consistent with our study findings but risk propensity taking has a significant impact as per his study, which is inconsistent with ours. The study revealed the significant impact of perceived contextual barriers with entrepreneurial intention but in a positive way and is not consistent with what others have found as per Fini et al. (2012) perceived contextual barriers can inhibit PBC and, thereby EB. It can

be suggested that the environmental conditions as less administrative difficulties, loans and credit possibilities, might create a scenario for the students to feel more confident to start and manage a new venture. Social support from friends and families can moderate the influence of perceived contextual barriers to start a new venture in a student. The study of Shahverdi et al. (2018) also supported the same. The moderating effect of attitude and self-efficacy in students was also not established, which was inconsistent with the study of (Fragoso et al., 2020). Factors that affect entrepreneurship behavior might also differ according to the culture. The difference might also be due to either a developing or developed economy. Entrepreneurship in Nepal is usually driven from necessity or taking over a family business, which may be why perceptions and different moderating factors may play a less role in EI compared to that of developed economies in particular (Hosseini & Ramezani, 2016).

Entrepreneurs drive economic growth, create jobs, and improve living standards. However, the government and private sector need to provide a supportive environment for entrepreneurship, including providing access to finance, improving infrastructure, reducing bureaucracy and promoting a culture of innovation and risk-taking. In conclusion, while Nepal's economic situation presents challenges, it also offers significant opportunities for entrepreneurs willing to take on the risks and embrace the possibilities of doing business in the country. The respondents for the study were students only, so the findings from the study are more or less relevant to the entrepreneurship education they have in their course so the course offered to the students at their university can be a good way to create a path to develop the intention of the students to start a new venture. This study might provide insight for the universities to provide students with proper training and make them skilled enough rather than blaming all contextual barriers in the country. Furthermore, concerned authorities must also play an important role in making the contextual difficulties administrative as well as financial to support the students, which will also impute students in starting their careers as entrepreneurs.

7. Implication and Limitations

Theoretically, the study contributes to a better understanding of the mechanisms behind the entrepreneurship behavior of business students in Nepal. The study focused on role personal factors as predictors of contextual factors as well as from the individual level. The result showed that personal factors are a more important predictor of entrepreneurship behavior in Nepal. Further, the study also contributed to a better understanding of the Theory of Planned Behavior's role in entrepreneurship. From a practical viewpoint, the study's results can help policymakers explore the factors that influence students' choice of entrepreneurship over other careers. Moreover, this will help design new policies to promote an entrepreneurial culture by developing the curriculum integrating practical entrepreneurship experiences along with theoretical knowledge.

Furthermore, policymakers can benefit from the study by creating a supportive framework encouraging entrepreneurship education, which can be done by supporting funds and incentives to foster an entrepreneurial ecosystem. This seems to be much more impactful in developing countries like Nepal, where skilled students go abroad for opportunities. Further, collaboration with industry by encouraging partnerships between universities and businesses can provide students with real-world insights and an opportunity to engage with the entrepreneurial community.

Future studies should include other variables such as culture, which has a significant effect on entrepreneurial intention as well as factors as the occupation of the parents and the effect of the vocational training they receive in school and colleges. Further, a longitudinal study may provide good insight into whether they pursue their intention of startup later in life.

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