

Entrepreneurial Intention of Undergraduates in Nigeria: The Role of Subjective Norm



Ranjana Gujrati, Lawan A. Lawan, Esha Jain, Varuna Tyagi

Abstract: *This study aims to measure the entrepreneurial intention of Nigerian undergraduates with interest in the predictive capacity of subjective norm. By using the theory of planned behavior, a self-developed questionnaire-based survey was employed. Three hundred and forty-two undergraduates participated in the study. They were selected from six universities across the three geo-political zones in the Northern part of Nigerian, using multi-stage stratified random sampling technique. Pearson Product-Moment Correlation along with Hierarchical Multiple Linear Regression have been used for data analysis purpose. The study finds that all the three antecedents of intention, as mentioned in the theory of planned behavior (attitude, subjective norm, and perceived behavioral control) are significant predictors of entrepreneurial intention. The important finding throws light that only about 20% of the variance could have been explained by the used model. Therefore, the study argues that other factors like entrepreneurship education, improved business scenario etc. may be the other possible factors of predicting the intention. Further, the results uniquely showed that subjective norm is the second most significant predictor in explaining the entrepreneurship intention of Nigerian undergraduate after entrepreneurial attitude. This may be attributed to the collectivist culture of Northern Nigeria from where the samples have been collected. Practical implications of the study have been discussed.*

Index Terms: *Entrepreneurial Intention, Northern Nigeria, Students, Subjective Norm, Theory of Planned behavior, Undergraduates.*

I. INTRODUCTION

Like other developing economies in the world, in Nigeria also, Micro, Small, and Medium (MSMEs) enterprises development are the gateway to economic growth, reduced unemployment, and improved standard of living. Considering this, the successive government in the country has adopted many measures to encourage entrepreneurial activities in the country. One of these measures includes the setting up of Entrepreneurship Development Centers (EDC) which have

been established in tertiary institutions of learning with the purpose to enable the students to acquire practical entrepreneurship abilities, in addition to the theoretical knowledge they acquired. In order to provide institutional support for the development of entrepreneurship across the country, the Government of Nigeria established entrepreneurship centers in the six geo-political regions in 2013.

Additionally, the Youth Enterprise with Innovation in Nigeria (YouWIN) initiative was launched in 2013 by the Federal Government of Nigeria to motivate young people with good entrepreneurial ideas. Youths between age of 18 to 45 years compete by submitting business ideas for the award of N1 million to N10 million for new venture creation. However, within the same period, the Global Entrepreneurship Monitor (GEM) reported that Nigeria's Entrepreneurial Activity Rate was just about 16%. (GEM report, 2013). This disappointing entrepreneurial activity rate requires a study that focuses on understanding the antecedents that influence entrepreneurial behavior among Nigerians. Krueger et al. [1] observed that entrepreneurial engagement is not simply a conditioned response to an incentive; it is a planned behavior involving irregular time lags, which can best be predicted by intention. Hence, understanding the precursors of intention for entrepreneurship would policy makers in taking well-informed decisions regarding the promoting entrepreneurship in the country. Ajzen's [2] Theory of Planned Behavior (hereafter, TPB) is the most widely used theory-based intention model in entrepreneurship intention studies. Shapero and Sokol's [3] Model of the 'Entrepreneurial Event' was also proposed, but not well verified from the field of entrepreneurship research (Krueger et al., 2000 [1]; Nabi & Linan, 2011 [4]). Comparing the two models, Krueger et al. [1] showed that have abilities to explain factors influencing entrepreneurship intention. Krueger et al. [1] added that both the TPB and MEE statistically strong and compatible in understanding the process of founding business. However, Gelderen et al. [5] argued the Ajzen's TPB is theoretically more detailed and consistent in comparison to Shapero's Model of Entrepreneurial Event. The application of the TPB as a research framework that can explain process of founding business and other intentional behaviors in different fields of human endeavor has received wider and stronger support among scholars (Kolvereid, 1996) [6]. According to the TPB, three kinds of thoughts direct the behaviors of human beings: "beliefs about the likely consequences of the behavior (behavioral beliefs), beliefs about the normative expectations of others (normative beliefs), and beliefs about the presence of factors that may facilitate or impede performance of the behavior (control beliefs).

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In their respective aggregates, behavioral beliefs produce a favorable or unfavorable attitude toward the behavior; normative beliefs result in perceived social pressure or subjective norm; and control beliefs give rise to perceived behavioral control" (Ajzen, 1991) [2].

In combination, the three beliefs - attitude towards the behavior, subjective norm, and perceived behavioral control lead to intention or lack of intention towards the behavior (Ajzen, 2012) [7].

The TPB provides more comprehensible and commonly appropriate research framework that allows for the understanding intention for entrepreneurial engagement by considering attitudinal and personal but also the societal factors (Krueger et al., 2000) [1]. The inclusion of subjective norm as against Shapero's propensity to act provides the opportunity to measure the influence of social norm in a collectivistic society like Nigeria (Hofstede, 2001) [8], where people tend to be in-group compliant and socially responsive. Oyserman (2008) [9] observed that people in collectivistic societies are likely to be interdependent and pursue group rather than individual goals. Hence, subjective norm may be a key factor in influencing career decisions.

The TPB has been adapted and explicitly used to understand the antecedents of intention for entrepreneurial engagement among students in many contexts. For instance, Malebana (2014) [10] sought to know whether TPB could predict the entrepreneurship intentions of students from rural areas in South African university. Although most students indicated their willingness to start a business in the future, the components of TPB had varying degrees of influences on respondents' intentions; attitude towards becoming an entrepreneur had the highest impact on the respondents' entrepreneurial intention, followed by the perceived behavioral control and subjective norm. The findings of these studies suggested that TPB is a valuable tool in understanding the entrepreneurial intention of rural university students in South Africa, with attitude towards entrepreneurship having the most influence. Other studies also underscored the superior influence of attitudes towards entrepreneurship on the intention to found business over subjective norms and perceived behavioral control (Gird & Bagraim, 2008 [11]; Basu & Virick, 2008 [12]).

Bagheri & Lope (2013) [13] showed that students' personal attitude and their perceptions of personal abilities to successfully launch and run a business have positive influence on entrepreneurial intentions. Subjective norms indicated no significant relationship with students' intention for entrepreneurship. The study was conducted using 722 students, sampled from both public and private universities in Malaysian. Similar result was found studies conducted by Kuttim et al. (2014) [28] and Lin et al. (2013) [33] in Europe. Both studies found that subjective norm do not have significant contribution to entrepreneurial intention while attitude towards entrepreneurship and perceived behavioral control showed positive association in both cases.

In a different approach, Krueger et al. (2000) [1] comparatively used the theory of planned behavior and the model of the entrepreneurial event to explain the entrepreneurial intention and its antecedents. All the components of MEE including perceived feasibility, perceived desirability, and propensity as well as the TPB's attitude and perceived behavioral control proved to be

significant predictors of intention for new venture creation. Subjective norm was, however, not significant.

On the contrary, perceived social pressure towards entrepreneurship (subjective norm), perceived self-efficacy, and personal attitudes were all found to be significant predictors of entrepreneurial intention in a study of 354 undergraduate students of Business, Science, and Economics in two public universities in Spain. Similarly, regression analyses of entrepreneurial intent among students in the Scandinavia and in the USA showed that perceived behavioral control, attitude towards entrepreneurship, and subjective have significant influences on entrepreneurial intention. However, the contribution of subjective norm was not as strong as the other two (Autio et al., 2001) [14]. Similar results were found in Germany (Tegtmeier, 2012) [15].

There seem to be agreement in extant literature with respect to the influence of attitude towards and perceived behavioral control on entrepreneurial intentions, however, the relationship between subjective norm and behavioral intention is still contentious, as existing literature is replete with contradictory findings. However, it is observed that most of the studies, which found weak or no significant effect of subjective norm in predicting entrepreneurial intentions, were conducted in individualistic societies (Hofstede, 2001) [8]. In such societies, people tend to be self-regulating in nature; societal conduct tends to be motivated by personal attitudes and individual preferences (Cherry, 2019) [16]. As such, effect of perceived societal pressure while making career decisions might be near zero. However, in a society like Nigeria, which is designated as a collectivistic (Hofstede, 2001) [8], people tend to be socially sensitive and interdependent; group goals are often emphasized over individual goals and desires. Hence perceived societal pressure would likely influence career decisions such as entrepreneurship. Although previous studies in Nigeria applied the theory of planned behavior in studying entrepreneurial intention (Muhammad et al., 2015 [17]; Osakede et al., 2017 [18]), their findings were limited to a small sample in one institution or the other, which restrict the extent of generalizability. Other studies in Nigeria, were not based on widely acclaimed theory-based models of intention (e.g. Taiwo & Ajayi, 2018 [19]; Ojiaku et al., 2018 [20]). Their studies were conducted based on demographic factors and personality traits, which explanatory power and often leads to poor prediction (Krueger et al., 2000) [1]. The present study attempts to clarify the issues surrounding the predictive capability of subjective norm by examining its relationship with entrepreneurial intention and other components of the theory of planned behavior on a relatively large sample that cut across six universities in the three regions of Northern Nigeria.

II. RESEARCH OBJECTIVES AND HYPOTHESIS

1. To examine the relationship between subjective norm and the other two antecedents of entrepreneurial intention (attitude towards entrepreneurship and perceived behavioral control).

2. To assess the influence of subjective norm on entrepreneurial intention of undergraduate students of universities in Northern Nigeria.

H₀₁: There is no significant relationship between subjective norm, attitude towards entrepreneurship, and perceived behavioral control.

H₀₂: Subjective norm does not significantly influence entrepreneurial intentions of undergraduate students of universities in Northern Nigeria.

III. MATERIALS AND METHODS

The study was conducted using a questionnaire-based survey. Survey design is said to be a relatively efficient when large amount of data collection is required (Gravetter & Forzano, 2006) [34]. Three hundred and forty-two final year students participated in the study. They were selected using a multi-stage stratified random sampling technique from six universities in the three geo-political zones of Northern Nigeria, representing the six states. The sampling procedure has been presented in Table I. The sample size has been determined based on Saunders et al., 2009 [21] absolute sample size table. Final year students were selected as sampling unit for this study because they are about to graduate; hence they would be contemplating career choices. The data were collected during scheduled class periods, after obtaining ethical clearance from the concerned authorities and the students. The students have briefed on the nature and purpose of the study and the point that participation in the study was entirely voluntary and it will not in any way, affect the assessment of their entrepreneurship courses. The questionnaire used in this study was partly self-developed and partly adapted from prior studies with similar focus including (Kolvereid, 1996 [6]; Peterman, & Kennedy, 2003 [22]; Liñán & Chen, 2009 [29]). Accordingly, the entrepreneurial intention in the present study was measured using 4-items Likert scale. Attitude towards entrepreneurship consists of 15-items Likert scale, Subjective norm comprised of 10-items Likert scale and perceived behavioral control was measured with 16-items Likert scale. All items were measured on five-point Likert scale ranging from 1 - strongly disagree to 5 - strongly agree. The final questionnaire items were tested for reliability - Cronbach alpha coefficients for Attitude towards entrepreneurship, Subjective norm, and perceived behavioral control were 0.70, 0.75, and 0.70 respectively. The collinearity diagnostic test of the data also indicates the absence of multicollinearity as the Tolerance and Variance Inflated Factors (VIF) of the independent variables are within the acceptable threshold of "VIF ≤ 10 and Tolerance ≤ 1" respectively. Finally, the Pearson Product – Moment Correlation and Hierarchical Regression have been used to test the hypotheses of the study.

Table I: Sampling procedure

Geopolitical Zones	State	Institutions	Schools	Sampling Frame 2	Sample Size	
North East	Borno State	University of Maiduguri (UNIMAID)	A (Arts)	1276	45	
			B (Social & Mgt Sciences) C (Sciences)	713 900		25 32
				2889	102	
North East	Gombe state	Gombe State University (GSU)	A (Arts)	196	7	
			B (Social & Mgt Sciences) C (Sciences)	122 117		4 4
				435	15	
North-West	Jigawa State	Federal University Dutse (FUD)	A (Arts)	82	3	
			B (Social & Mgt Sciences) C (Sciences)	78 88		2 3
				248	8	
North-West	Sokoto State	Usmanu Danfodiyo University	A (Arts)	512	18	
			B (Social & Mgt Sciences) C (Sciences)	812 901		29 32
				2225	79	
North Central	Niger State	Federal University of Tech. Minna	A (Arts)	192	7	
			B (Social & Mgt Sciences) C (Sciences)	915 835		32 29
				1942	68	
North Central	Nasarawa State	Nasarawa State University	A (Arts)	386	14	
			B (Social & Mgt Sciences) C (Sciences)	617 885		23 33
				1888	70	
		Total Sample size				342

IV. RESULTS

Table II: Descriptive statistics

Variables	Freq.	%	Mean
Gender			
Male	196	57.3	
Female	146	42.7	
Age Group			24.96
≤ 25 years	213	62.3	
≥ 26 years	129	37.7	
Institutions			
University of Maiduguri	102	29.8	
Gombe State University	15	4.4	
Federal University Dutse	8	2.3	
Usmanu Danfodiya University	76	22.2	
Fed. University of Tech. Yola	68	19.9	
Nasarawa State University	73	21.3	
Total	342	100	

The descriptive statistics (Table II) indicates that male students constitute about 57% of (196) out of a total of 342 students, who participated in the study. About 62% of the participants were 25 years old and below.



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The average age of participants in the study as revealed by the mean age was 24.96 ~25years. University of Maiduguri had the highest number of participants with approximately 30% followed by Usmanu Danfodiyo University with 22.2%. Federal university Dutse had the least number of participants in the study with only 2.3%. The number of participants drawn from each university is proportionate to the population of final students in the universities.

Table III: Correlation Matrix (n = 342)

Variables	Mean	SD	Y	X ₁	X ₂	X ₃
Y (Entrepreneurial Intention)	3.710	.491	1			
X ₁ (Attitude toward Entrepreneurship)	3.693	.515	.296**	1		
X ₂ (Subjective Norms)	3.722	.498	.317**	.192**	1	
X ₃ (Perceived Behavioral Control)	3.792	.466	.274**	.149**	.294**	1

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

To address the first objective, the Pearson Product – Moment Correlation has been used. The correlation matrix

(Table III) shows that the relationship between the three independent variables – attitude, subjective norm and perceived behavioral control and the dependent variable (entrepreneurial intention) were found positive and significant at 0.01 alpha level (.296, .317, and .274). The results also indicate a significant and positive relationship between subjective norm and attitude toward entrepreneurship ($r = .192, p = .000$). Moreover, the correlation between subjective norm and perceived behavioral control is found positive and significant ($r = .294, p = .000$). Attitude towards entrepreneurship also correlates positively and significantly with perceived control over entrepreneurial behavior ($r = .149, p = .000$). Subjective Norms ($r = .344, p = .000$). Therefore, **enough evidence is there to reject the null hypothesis-1 and it can be concluded that there is a significant, direct, and proportional relationship among students about perceived social pressure regarding entrepreneurship (subjective norm), attitude towards entrepreneurship and perceived control over entrepreneurial behavior.**

Hierarchical Multiple Regression has been used to understand whether subjective norm acts as an incremental predictor of students' entrepreneurial intentions with attitude and perceived behavioral control already in the model.

Table IV: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.377 ^a	0.142	0.137	0.45653	0.142	28.039	2	339	0
2	.431 ^b	0.186	0.179	0.44531	0.044	18.297	1	338	0

a. Predictors: (Constant), PBC, ATE

b. Predictors: (Constant), PBC, ATE, SN

c. Dependent Variable: EI

The model summary (Table IV) reveals whether the overall model is statistically significant or not. Model 1, which is the base model showed that 14.2% of the variation in the entrepreneurial intention of Nigerian undergraduate is accounted for by attitude towards entrepreneurship and perceived control over entrepreneurial behavior. This indicates that base model on its own was statistically significant [$F(2,339) = 28.039, p < .01, R^2 = .142$].

Model 2 in the model summary (Table 4) reveals the new R^2 values which consider the fact that subjective norm is included as a predictor variable. The inclusion of subjective norm as a predictor variable has increased the predictive capacity of the overall model in a statistically significant manner: $F(1, 338) = 18.297, p < .01, R^2 = 18.6$]. The percentage increase because of the inclusion of subjective norm (ΔR^2) was 4.4%. However, the R square increase from 0.142 to 0.186 as a result of subjective norm is associated with the $F(3,338) = 25.745$ in the ANOVA (Table V). Overall, Model 2, which consists of attitude, subjective norm, and perceived behavioral control is statistically significant in predicting the entrepreneurial intention of Nigerian undergraduates. However, only 19% of the variance in entrepreneurial intention is accounted for by all the three antecedents.

Table V: ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
2	Regression	15.316	3	5.105	25.745	.000 ^c
	Residual	67.026	338	.198		
	Total	82.342	341			

a. Dependent Variable: EI

b. Predictors: (Constant), PBC, ATE

c. Predictors: (Constant), PBC, ATE, SN

The Regression coefficients (Table VI) reveals the relative contributions of each of the independent variables in the model. In the first model, the standardized coefficient ($\beta = .261, t(339) = 5.134, p < .01$) indicates that one unit increase in attitude towards entrepreneurship leads to 25% expected increase in student's entrepreneurial intention and 26% increase in terms of standard deviation and these increases are statistically significant. Similarly, the standardized coefficient for perceived behavioral control ($\beta = .235, t(339) = 4.628, p < .01$) indicates that for one unit increase in perceived behavioral control, student's entrepreneurial intention is expected to increase by 25% and 24% increase in terms of standard deviation. In model 2, which includes all the independent variables, subjective norm has a significant incremental effect on entrepreneurial intention.



The standardized coefficient ($\beta = .222, t(338) = 4.277, p = < .01, pr = .23$) indicates that for one unit increase in subjective norm, student's entrepreneurial intention is expected to increase by 22% and the standard deviation also increases by the same percentage. Further, the partial correlation shows that 21% of the variance unaccounted for, in student's entrepreneurial intention, was due to perceived social pressure towards entrepreneurship. The final model (2) indicates that attitude towards entrepreneurship explains the most variance (23%), followed by subjective norm (22%), and perceived behavioral control accounted for the least variance in the entrepreneurial intention of Nigerian undergraduates. **Thus, we reject the hypothesis (HO2) and conclude that the subjective norm is a significant predictor of entrepreneurial intention.**

Table VI: Regression Coefficients^a

Model	B	Std. Error	Beta	t	Sig	Partial	Part	Tolerance	VIF
1	(Constant)	1.85	0.251		7.37	0			
	ATE	0.25	0.048	0.26	5.13	0	0.269	0.26	0.978
	PBC	0.25	0.054	0.24	4.63	0	0.244	0.23	0.978
2	(Constant)	1.39	0.267		5.22	0			
	ATE	0.22	0.048	0.23	4.53	0	0.239	0.22	0.954
	PBC	0.18	0.054	0.18	3.4	0	0.182	0.17	0.905
	SN	0.22	0.051	0.22	4.28	0	0.227	0.21	0.891

a. Dependent Variable: EI

I. DISCUSSION

The present study found a weak, but a positive relationship among student's entrepreneurial attitude, subjective norm, and perceived behavioral control. This result is consistent with Wang and Wang, 2015 [23], whose study showed that TPB constructs are weakly to moderately related. In line with Ajzen's (1991) [2] postulation, the present study found that all the three constructs of the TPB model (attitude towards entrepreneurship, subjective norm, and perceived behavioral control) are statistically significant predictors of entrepreneurial intention.

However, the present study finds that the TPB model explains less than 20% of the variation in entrepreneurial intention, in the context of the undergraduate university students in Northern Nigeria. It means that about 80% variance in the entrepreneurial intention of Nigerian university undergraduates is accounted for by other factors. This is a very interesting but an alarming finding regarding the application of the original TPB model with its existing three predicting constructs in the context of Northern Nigeria. There must be some other underlying factors behind these findings. The most prominent factors may be thought of like availability of entrepreneurship education (through the launching of compulsory entrepreneurship education policy for undergraduate students of all streams since 2006-07) and the people's perception about initiated government efforts towards the betterment of business scenario etc. towards developing entrepreneurship intention among the youth in Nigeria. In relation to this, the findings of the study of Gujrati et al., 2019 [24] can be attached here which shows that university students in Northern Nigeria have highly positive perception towards getting entrepreneurship education during

under graduation program (Zhang, 2017 [25]; Peter, 2016 [26]; Akeke & Eyo, 2014 [27]).

These recent studies show that in Northern Nigeria, other than the three factors of TPB model, the positive perception of university students of UG level towards the compulsory entrepreneurship education can also be one of the most promising underlying factors in proving the intention level of the students. Furthermore, Nigeria has witnessed a relatively steady improvement in its ease of doing business ranking, which has moved 24 places to 145th place in ranking of countries in the last one and half years (World Bank report, 2019). This feat, which earned Nigeria, a place in the top 10 countries recognized by World Bank to have shown notable improvement in its Ease of Doing Business, shows that the Nigerian government is also taking the culture of business seriously and putting efforts to attract entrepreneurs. Additionally, Nigerian government had early this year, introduced measures meant to improve the business environment, such as the immediate processing of visas at the point of entry for business executives (www.world-banks-ease-of-doing-business, 2018). This development in the business scenario must be felt by the people of Nigeria.

Another finding of the current study shows that attitude towards entrepreneurship is the most significant predictor of the entrepreneurial intention of Nigerian undergraduates, followed by subjective norm, and perceived behavioral control explains the least variance in entrepreneurial intention. The results of this study run contrary to the findings of Kruegar et al. (2000, in USA) [1], and Kuttim et al., 2014 [28], whose study of 17 European countries showed that subjective norm does not have significant effect on entrepreneurial intentions. The result is, however, consistent with findings of Tegtmeier (2012) [15], Liñán & Chen, 2009 [29], and the recent studies such as Haque et al., 2017 [30]. The unique disclosure of the present study is that subjective norm accounts for more variance in entrepreneurial intention than perceived behavioral control.

The major explanation for the resounding predictive capability of subjective norm in the present study can be attributed to the country culture and the religion. Northern Nigeria is high on the aspect of collectivism (with score of 30 as per Hofstede, 2001 [8]). In a collectivistic society, people tend to be socially sensitive and interdependent; group goals are often emphasized over individual goals and desires. Hence, the decision to take up a career in entrepreneurship or not might be influenced by subjective norm, which talks about perceived social pressure. While on the other hand especially in individualistic society, generally students have freedom to choose their career as per their interest and capability. Also, Nigeria which still comes under the developing country, lacks the high quality of infrastructure for being business-oriented society. Further, as identified by Gujrati et al., 2019 [31], the financial Status of family has a significant effect on option of availing the entrepreneurship education, which is subsequently related to higher entrepreneurial intention. Also, much research is required to make people of Nigeria to understand that they need to move towards the culture of job creation rather than job employment.

II. CONCLUSION

The purpose of this study was to understand the entrepreneurial intention of Nigerian undergraduates by using the theory of planned behavior, with particular attention to the role of subjective norm. The study showed that all the three antecedents of intention in the TPB are significant predictors of entrepreneurial intentions of university undergraduates in Nigeria. However, only approximately 20% of the variance in the entrepreneurial intention was explained by the TPB model. This suggested that factors (other than attitude, subjective norm, and perceived behavioral control), account for about 80% of the entrepreneurial intention of undergraduates in Nigeria. Nigeria's population reportedly stood at about 190 million people and more than 60% of these populations are young people below the age 35. As per IMF, the largest population of working age around the world would be in Africa by the year 2035 and a bulk of that population will undoubtedly be in Nigeria. However, like many other countries in African are facing serious developmental issues. It is, therefore, imperative for the African region, particularly Nigeria, to take a holistic look at the socioeconomic development of the country so that its people, especially the younger ones can have the opportunities to actualize themselves (Sanders, 2109) [32]. Hence, there is a need to understand the importance of the factors such as entrepreneurship education, improved business scenario, positive orientation of government towards developing business and other demographic factors like family income, religion and collectivistic culture etc. which have not been covered in this study and may account for the most part of the gap (80%) of entrepreneurship intention among university undergraduates. Hence, there is a need for further studies in these areas which can see the combined effects of the above-mentioned factors on entrepreneurial intention of undergraduate students.

The study also showed that subjective norm is the most significant in predicting entrepreneurial intention of Nigerian undergraduates after attitude. This finding, which contradicts results of most of the extant literature on entrepreneurial intention, could be attributed to the fact that the current study was conducted in a collectivistic society (Hofstede, 2001) [8]. In such societies, people tend to be socially sensitive and in-group compliance. Hence, normative beliefs, which leads to perceived social pressure might be a key factor in career decisions such as adopting the option of being an entrepreneur.

The present study has useful implications in terms of the alarms for the various stakeholders of higher education. The results of this study put the need for policy makers in Nigeria to put in place, the measures that can effectively mold students' attitude towards entrepreneurial career; by appealing to their normative beliefs about the favorable positions of entrepreneurs in the society. Entrepreneurship educators need to strengthen the perception of undergraduates towards their capability to launch and successfully grow new business. For this, they need to understand that there may be more than three predicting factors of developing entrepreneurial intention. Further, society is also one of the major stakeholders of higher education, and as per the findings subjective norm has been emerged as the second most important predictor of entrepreneurial intention in a

collectivistic society, after entrepreneurial attitude; hence government, higher education administration, and industry all need to change the mindset of the society towards the concept of job creation in place of preferring job employment. Although societal culture change is a complex phenomenon and needs a lot of planning, proper implementation, and patience, hence all stakeholders of the society need to work together in developing the Nigerian youth in the form of a business star in coming future. This will call for more studies in the future not only of entrepreneurial intention but also of entrepreneurial behavior.

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