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## **A Multicultural Perspective on Comprehending Entrepreneurial Intention**

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## ABSTRAK

Penelitian ini bertujuan untuk menginvestigasi dampak budaya terhadap perkembangan tujuan profesional. Penelitian ini berdasarkan pada Teori Perilaku Terencana. (TPB; Ajzen), yang biasa digunakan untuk memperkirakan niat, Sebagaimana keinginan untuk menjadi pengusaha. Namun, penelitian sebelumnya terutama difokuskan pada negara-negara yang termasuk dalam kategori "Barat". Penelitian ini bertujuan untuk menguji apakah terdapat korelasi antara faktor-faktor yang mempengaruhi keinginan untuk berkarir seperti pengusaha., dan apakah perkiraan faktor-faktor tersebut tetap sama di berbagai budaya. Penelitian ini menyelidiki enam negara (Jerman, India, Iran, Polandia, Spanyol, dan Belanda) dengan memiliki tingkat variasi yang signifikan. Data ini dianalisis dari sekelompok 1.074 siswa dan pendapat mereka tentang keinginan mereka untuk mengejar karir dalam kewirausahaan. Penelitian menunjukkan bahwa sikap dan pengendalian perilaku yang dirasakan (keefektifan diri) memiliki pengaruh yang seimbang pada keinginan untuk berkarir sebagai pengusaha dalam berbagai konteks budaya. However, the impact of subjective norms varies between cultures.

### ABSTRACT

The study aims to investigate the impact of culture. on professional advancement. This study is grounded in the Planned Behavior Theory (TPB; Ajzen), which is commonly employed to forecast intentions, such as the aspiration to pursue a career in entrepreneurship. However, past studies have mainly concentrated on countries categorized as "Western". The study intends to examine if the connection between the elements that impact the inclination to pursue a career as an entrepreneur, as well as the forecast of these characteristics, remains the same across different cultures. The study examined six nations (Germany, India, Iran, Poland, Spain, and the Netherlands) that had notable degrees of diversity. An analysis was conducted on data collected from a sample of 1,074 students regarding their aspirations for a career in entrepreneurship. Studies indicate that attitudes and perceived behavioral controls (self-efficacy) have an equal influence on aspirations for entrepreneurial professions in many cultural settings. Nevertheless, the influence of personal beliefs differs throughout different societies.

## INTRODUCTION

Researchers acknowledge the importance of the cultural setting in making professional choices. A recent study on students' career choices emphasizes the impact of ethnic identification and cultural diversity.

There are multiple cultural groupings within a nation that have an impact on profession choices. there are differences among countries when it comes to the choice of pursuing a career in management, as examined by Malach-Pines and Kaspi-Baruch. This article aims to complement current research on the correlation between culture and career goals. This research is aimed to

investigate whether characteristics that have been recognized to affect job aspirations have different effects depending on the cultural context. In this case, he explores the concept that culture can influence the relationship between these elements and career aspirations.

Research is currently investigated interests in engaging in entrepreneurship in six countries. This study uses the Planned Behavior Theory (TPB) as one of the well-known models for predicting intentions, including career goals. It also tests whether understanding or importance of the basic principles of TPB differs between different cultures. This essay seeks to explore if the same idea can be applied across different cultures to comprehend professional objectives. Additionally, he also assesses the overall validity of certain components of the theory.

This essay focuses on the aspirations to have a career in entrepreneurship, as entrepreneurialism is seen as an important factor in economic growth and benefiting society. It stimulates imagination, creates jobs, supports personal development, and addresses increased customer demands. However, only a small proportion of the population is working. Scientists have already used socio-cognitive frameworks and concepts to identify factors that influence the desire to become an entrepreneur, especially among young adults who are planning their careers.

The decision to become an entrepreneur is an intentional and aware one. Starting a new business takes a relatively long time, which involves comprehensive planning and a lot of thought. Therefore, choosing a career as an entrepreneur can be seen as a deliberate act that matches the model of intent. (Bird, 1988). Ambition in entrepreneurship, however, has a huge influence on the behavior of an entrepreneur.

The study employs the TPB framework suggested by Ajzen, which considers individual To clarify purposeful actions, one might examine both psychological and societal factors. The TPB is a highly efficient socio-cognitive theory that has been effectively applied in various domains.

It offers a more complete and consistent explanation of entrepreneurial ambitions compared to other models. TPB combines two areas of study on entrepreneurial intentions: the study of the relationship between attitude and intention of enterprise, and the research on the relation between self-efficiency and entrepreneurship intention. TPB has been successfully used in previous research to explain students' desires in entrepreneurship in various countries such as the United States, the Netherlands, Norway, Russia, Finland, Sweden, Germany, Spain, Taiwan, and South Africa.

However, prior studies examining the efficacy of TPB in various cultural contexts have been constrained in three aspects. In the past, TPB was commonly employed in research to examine students' interest in entrepreneurship in particular nations or to compare different cultures depending on the ethnic origins of individuals within a particular nation. Besides, there is a lack of research that compares Planned Behavior Theory (TPB) between different cultures by using similar measuring tools. However, this research often only compares two countries, such as Spain and Taiwan.

Besides, there is no study of whether TPB evaluates the same ideas in different cultural contexts in the field of entrepreneurship. This suggests that understanding of how to build TPB in previous research may differ across cultures, indicating a lack of intercultural consistency. Therefore, it is logical to study The outcomes of cross-cultural comparisons of the past have meaning, given that associations can be influenced by systematic biases in the way people understand and react.

The study aims to expand existing research by examining whether the TPB model can be applied in six distinct European and Asian nations: Germany, India, Iran, Poland, Spain, and the Netherlands. Besides, the aim is to check whether the relationship between the TPB components remains stable in different cultures. This research aims to overcome previous research constraints using SEM methods of multigroup structural equation modelling. This method allows to assess cross-cultural comparisons of the measured ideas before testing the hypothesis. A test to evaluate whether concepts have the same meaning in different cultures is called a cross-cultural equivalence test of ideas. It has a significant importance in career studies, as revealed in recent research.

## METHOD

### Research Design

The poll involved 1,074 students from educational institutions in six various nations. Table 1 shows the features of the subset. The team A total of 217 students from Germany (Marburg) were exceptionally talented. The average age of the sample was 23.93, with a standard deviation of 2.26. The team from India (Gurgaon) comprises 86 people, with an average age of 31.49 and a standard deviation of 6.41. A group There were 114 students from Iran, specifically Kermanshah, with an average age of 21.09 and a standard deviation of 1.66. In the case of Poland (Bydgoszcz and Lublin), a combined total of 291 students participated. The average age was 22.25, with a variation of 1.73.

In Spain (Madrid), a total of 227 students participated, with an average age of 27.16 and a standard deviation of 5.05. In Rotterdam, a combined number of 139 students are taking part in research. The average age of students was 22.12, with a standard deviation of 2.78. This example shows significant differences in Age ( $F(5/1068 \text{ degrees of freedom}) = 159.49$ ;  $p < .001$ ), gender, work status, and academic fields among enrolled students.

Participation in research is not mandatory. In several countries, students get credit points through participation. The surveys were conducted anonymously to guarantee anonymity. Surveys have been carried out in class (using traditional methods) in Germany, Iran, and Poland, as well as online (in India, Spain, and the Netherlands).

The first survey was carried out in Spanish. In every country, all items are translated using methods such as backward or collaborative-iterative translation to ensure that the meaning of the products remains constant during The process of translating. Students from Germany, Iran, the Netherlands, Poland, and Spain have participated in the survey using their mother tongue.

This study utilizes the structural equations technique (SEM) and Amos software for analysis. An advantage of SEM compared to hierarchical regression analysis is that this method explores relationships between latent variables rather than observable constructs. This suggests that there may be errors in the measurements of the structures that were noticed. Before investigating our hypothesis on whether predictor factors have equivalent effectiveness in predicting entrepreneurial ambitions across different cultures, we first confirm if the required criteria for evaluating the strength of connections are met.

In order to give further details, we conduct experiments to evaluate There are three types of measurement invariances: (a) configuration invariance (similarity of significant and non-significant component load patterns), (b) metric invariance (equal factor load), and (c) variance similarity of latency construction. To draw meaningful comparisons between ties in various groups, it is

important to have measurement methods that show a particular level of accuracy. Moreover, it is worth mentioning that the connection between predicting factors and result variables should be consistent, as demonstrated by Steenkamp and Baumgartner in 1998.

The term "partial" is used to indicate the presence of at least two visible indications of a hidden structure that implies its immutability. When examining measurement invariance, we ensure that the load factor and hidden concept variance are consistent across examine all groups, and then compare this model with the unbounded one. Model fit is evaluated using the  $\chi^2$  goodness-of-fit metric, Non-Normed Fit Index (NNFI), and CFI. Greater  $\chi^2$  model values suggest a weaker link between the model and the data. As stated by Byrne (2001, pp. 79-88), the mentioned value. A value of 90 is generally regarded as an outstanding matching rate for both relatively matching indices. Furthermore, the RMSEA is computed using a value of up to 0.08, which suggests a satisfactory level of agreement with the model.

## RESULTS AND DISCUSSION

The components of the study are described in Table 2. Please be aware that our research is intended to evaluate the extent of interaction among various cultures, rather than solely concentrating on average disparities. Thus, it is advisable to exercise caution when contemplating averages in this situation.

Explore elements for comparing diverse cultures: Assess the comparability of measurement in various cultures. As previously stated, prior to testing the hypothesis, we employ the multigroup SEM technique (confirmation factor analysis) to assess if the essential prerequisites for cross-cultural comparisons have been fulfilled. It entails assessing if there is a degree of comparability in measuring across various cultures. A model that assumes lack of substantiation on a simple configuration compared to a future model that incorporates the expected variances in partial and complete metrics. In terms of maintaining consistent configuration, the findings of the component analysis indicate that all items have significant associations with the intended underlying structure being assessed, with the exception of one item that is linked to a distinct construction.

In Iran, there is no significant correlation between the question "How likely are you planning to start your own business in the next five years?" and the component that analyzes entrepreneurial trends ( $b = 0.19$ ;  $B = 0.24$ ;  $SE = 0.16$ ). Regarding the second problem with metric invariance, when we apply the same limitation on the maximum weight of items in each group, it results in a significant decrease in the consistency of the model at all levels. Table 3 displays the outcomes for each scale, which will be taken into account in the following paragraph.

The following logic can be connected to these outcomes. When it comes to views on entrepreneurship, there are two aspects in the attitude component that are not consistently evaluated. Therefore, the influence of these factors is assessed without any limitation to a specific nation. Please refer to the included file for the measuring equipment. This is the issue. Coming across something unfamiliar.

Challenges that have a smaller impact on the underlying components of 'entrepreneurial mindsets' in India and Iran, as opposed to Germany, the Netherlands, Spain, and Poland. Shipping is expected to be without restrictions to the first two countries. In addition, the load value of this item is lower than the recommended threshold for Iran, which is 0.50 ( $b = 0.41$ ,  $B = 0.44$ , and  $SE = 0.11$ ). Moreover, the weightage for the "High Income Achievement" indicator is comparatively





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lower in Germany when compared to other countries ( $b=.25$ ,  $B=.41$ ,  $SE=.13$ ). All other components have a burden rate that is higher than 0.50.

Regarding subjective norms, the parents' viewpoint on entrepreneurship has a somewhat restricted impact on the overall perception of the subject standard in Poland. Similarly, the norms followed by colleagues have a smaller influence on the usual perceptions observed in Germany. All factor values are much greater than 50 for all countries.

There is only one factor in the scale that measures the effectiveness of entrepreneurship that shows significant differences among countries. The opinion of success in creating original business ideas and plans for companies seems to be less positive in Germany compared to the other five countries, as shown by the underlying factors of 'entrepreneurship effectiveness'. All the factors that contribute to the burden are considerably greater than the threshold of 50.

Ultimately, three out of the four items in the study that measured the tendency to engage in entrepreneurial activities showed differences in the level of influence in one or two countries. In Iran, the opportunity to set up your business in the next five years is not significantly affected by the assessment aspect of the entrepreneurial goal, as mentioned earlier. In India, however, the components have a more significant influence in comparison to other countries. Are you thinking about setting up your company in Spain in the future, with a greater focus on "entrepreneurship"? In Germany, considering the current situation and any applicable limitations, please explain which professions are more likely to be chosen due to their higher level of accountability compared to other nations.

Then, the researcher investigated whether there were differences in the levels of attitude, subjective norms, PBC, and entrepreneurial aspirations across various cultures. We found that the only factor that differs among cultures is the difference in attitude towards entrepreneurship, with a  $Dw2$  score (5 degrees of freedom) of 28.35 and a  $p$ -value less than .001. The rates of these values are higher in Iran (Variance =.96; Standard Error =.18), Spanish (Variance=.81; Standard Error =.12), and Poland (Variance =.74; Standard Error =.10), and lower in India (Variance =.53; Standard Error =.12), the Netherlands (Variance =.48; Standard Error =.09), and Germany (Variance =.35; Standard Error =.06).

In general, researchers have confirmed that the necessary circumstances to examine cultural variations in the strength of the relationship have been fulfilled. To be more accurate, we have identified at least one particular segment. Evaluation of Similarity (Steenkamp & Baumgartner, 1998). In any case, there are two elements to take into account when comprehending the result. The initial findings indicate that the impact of specific factors on deliberate perceptions in Iran is restricted, revealing minor variations in deliberate understanding in Iran when compared to other cultures. In addition, there are significant variations in entrepreneurship tendencies among other countries.

Hypothesis test: predicting optimism in entrepreneurship. To evaluate our hypothesis, we analyzed the relationship between attitudes towards entrepreneurship, subjective norms, and PBC on one side, and entrepreneurial desires on the other. We consider criteria such as sex, age, job environment, and area of study. Table 4 displays the outcomes for every group and subcategory. This model matches the data quite well. The overall compatibility of this model is acceptable, with a chi-square value of 786.23 (with 179 degrees of freedom),  $p < .001$ . The Fit Comparison Index (CFI) has a value of 0.93 and the Non-Normed Fit Index (NNFI) is 0.90. The Root Mean Square of



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Approximation (RMSEA) error has a value of 0.06. Distinctions among samples were examined using the technique of multigroup structural equation modeling (SEM). Thus, this model is tested at the same time on all the data. This enables the examination of differences in correlations among TPB components among different samples.

The model for the multigroup analysis also accurately aligns with the data.  $w^2$  (920 degrees of freedom) is equivalent to 1,580.71, with a p-value that is less than .001. The Comparative Fit Index (CFI) is 0.92, while the Non-Normed Fit Index (NNFI) is 0.88. The Root Mean Square Error of Approximation (RMSEA) is equal to 0.03. The efficacy of both single-group and multigroup investigations is favorable, with ratings of 0.96 and 1.00, respectively.

The results somewhat support the hypotheses regarding specific correlations between TPB components. In the overall sample, the views on initiating a business (Hypothesis 1a), individual convictions (Hypothesis 1b), and self-assurance in one's entrepreneurial skills (Hypothesis 1c) all had a significant influence on the aspiration to start a business. However, during the multigroup analysis, it was discovered that there are substantial differences in the predictive power of subjective norms across different countries ( $Dw^2$  (5 df) = 12.48,  $p < .05$ ). Connections between subjective norms (Hypothesis 1b) and entrepreneurial inclinations are substantial in just two of the six countries, namely India and the Netherlands. In Spain and Iran, these routes show a slight level of significance ( $p < .10$ ). No notable disparities were noted in the capacity to forecast attitudes,  $Dw^2$  (5 df) = 2.43, which lacked statistical significance, as well as entrepreneurial self-efficacy,  $Dw^2$  (5 df) = 6.42, which also lacked statistical significance. Thus, Hypotheses 1a and 1c were confirmed, whereas Hypothesis 1b only obtained limited support.

In summary, according to Hypothesis 2, subjective criteria have a stronger influence on entrepreneurial ambitions in collectivist countries, compared to individualistic nations. The findings do not support this viewpoint. Subjective norms show the strongest link with entrepreneurial inclinations in both the Netherlands and India.

This study seeks to improve our understanding of how culture can impact career decisions. The TPB was assessed to determine its suitability in predicting students' inclination to become entrepreneurs in six different countries, including their cultural variations. The current study expanded on prior research by doing extensive testing on the requirements for cross-cultural comparisons and using advanced structural equation modeling (SEM) methods to simulate cross-cultural comparisons of the Theory of Planned Behaviour (TPB). In addition, we investigated if cultural differences in individualism/collectivism may account for the differences in the importance of subjective norms shown in prior research.

Before doing hypothesis testing, we assessed the assumptions of cross-cultural configural and partial metric measurement invariance. This is a crucial measure to guarantee the relevance of cross-cultural comparisons of linkages. We found only a few departures and no clear breach of the concept of cross-cultural consistency. Just with the assumptions established in statistical approaches, the standards for cross-cultural equivalence are seldom fully met in real data.

As a result, it is typical to see slight differences in cross-cultural studies, which have also been seen in earlier studies that have examined the TPB model in various cultures, including the realm of physical activity. Thus, our study affirms that there are often minor variations in the significance of TPB elements across different cultures. Thus, TPB can be regarded as a theory that

applies to many cultures and can be utilized to forecast career goals accurately in numerous countries.

The influence of social norms was not found to vary depending on the level of collectivism-individualism in the countries, as we had expected. Traditional expectations have a significant impact on predicting entrepreneurial aspirations in both the Netherlands, recognized for its focus on individualism, and India recognized for its focus on collectivism. However, this discovery is consistent with the results of another study that used TPB to predict young people's intentions to engage in physical activity. During the investigation, a similar hypothesis was likewise not supported. Another potential reason could be the reduction in differences in demographic characteristics among the Dutch participants.

Armitage and Connor suggest that a better understanding of this discovery might be achieved by taking into account the restrictions of the test employed and expanding the concept of subjective standards. Given the focus on improving the evaluation of subjective factors based on Ajzen's recommendations, it seems that the second cause is more probable. Additional research should continue to explore which reference groups are important in various cultures. For instance, the current comprehension seems to be restricted by solely concentrating on immediate family members and close acquaintances as the main point of comparison. However, in societies that are more integrated and community-oriented, the extended family is acknowledged as having a significant impact.

Instead of using the country where data is obtained as the basis for defining culture, it would be more advantageous for future studies to employ more precise ways to assess culture. For instance, they could examine commonly held beliefs about cultural behaviors or cultural values. The results of this study also suggest that cultural factors, apart from individualism/collectivism, may affect the development of entrepreneurial intention. For instance, Stephan and Uhlaner found that in 40 different countries, a specific cultural characteristic, namely the perception of entrepreneurship as desirable, might indicate the levels of entrepreneurship in each nation. This study suggests that certain cultural settings might view specific professions as more or less appropriate to pursue, taking into account the total influence of culture on job choices.

The suitability of a particular career decision can be affected by societal standards, including the opinions of powerful people, on the wisdom of pursuing an entrepreneurial occupation. Potential future research could benefit from evaluating the precision of job placement when applying the Theory of Planned Behaviour (TPB) in various cultural contexts. As suggested by a reviewer, the attractive elements of an entrepreneurial vocation, such as difficulty, originality, ingenuity, satisfactory earnings, and autonomy, can also be found in other fields like management, particularly in societies where being an entrepreneur is not highly esteemed.

There are still certain limitations to the ongoing investigation. The study did not employ a way of selecting samples randomly. The study participants were students from multiple universities, but they were not chosen at random. In addition, taking into account the purpose of the study, which is to investigate students' desires to become entrepreneurs, all participants were students. However, this could limit the ability to apply the research findings to other populations. Additional research should investigate the relationships between TPB components, entrepreneurial intention, and subsequent behavior across different populations and cultures.



A notable contribution of this work to the literature is its methodical and rigorous approach. Assessing the cross-cultural suitability of the TPB model, which includes its basic components and suggested connections between these components, regarding students' choices regarding their entrepreneurial endeavors. The benefits of the study include the use of standardized evaluations for all aspects of the Theory of Planned Behaviour (TPB) and entrepreneurial objectives, together with a comprehensive analysis of the theoretical framework in a sample of six countries.

There are still some limitations of the current study. The study did not employ a way of selecting a sample randomly. The study participants were students from several universities, although they were not chosen at random. In addition, taking into account the objective of the research, which is to investigate students' desires for entrepreneurship, all individuals involved in the study were students. However, this may limit the relevance of the research findings to various demographic groups. The additional investigation should examine the links between TPB elements, entrepreneurial aspiration, and subsequent actions by utilizing samples from diverse populations and across varied cultural contexts.

The study involved a questionnaire that participants completed to evaluate the elements of the Theory of Planned Behaviour (TPB). The measure was carefully designed, taking into account Ajzen's suggestion, and the use of confirmatory factor analysis allowed for the handling of measurement error. Nevertheless, a self-report questionnaire is not a completely impartial evaluation. However, it can be challenging to determine subjective human perspectives without directly discussing them.

## CONCLUSION

Present research endeavors to get insight into how culture impacts the development of career objectives. This study employs the Theory of Planned Behavior (TPB; Ajzen), which is commonly used to forecast intentions, such as the aspiration to pursue a career in entrepreneurship. However, earlier research has primarily concentrated on nations categorized as 'Western'.

Ongoing research seeks to examine the degree to which the connections between the factors that impact an individual's aspiration to become an entrepreneur are tested, as well as if such factors stay stable across different cultures. The study examined six countries (Germany, India, Iran, Poland, Spain, and the Netherlands) that had notable variations. An analysis was conducted on data collected from a sample of 1,074 students regarding their interest in pursuing entrepreneurial careers. The findings indicate that perceptions of attitudes and behavioral controls (self-efficacy) have a consistent impact on the inclination to pursue an entrepreneurial profession.

However, the influence of personal beliefs differs throughout various societies. Entrepreneurship has a major impact on promoting economic and social progress. It has a significant impact on job creation and wealth generation at the national level. Consequently, several government initiatives are being implemented to promote individuals to pursue a career in entrepreneurship. In my opinion, becoming an entrepreneur is also a highly fulfilling occupation. Recent research offers guidance on how to enhance students' motivation to become entrepreneurs and achieve success in different nations.

Considering the significant connection between attitude and self-efficacy and intention in all the countries we have studied, it is crucial for educational programs to prioritize the promotion of a positive attitude towards entrepreneurial activities and enhancing student confidence in starting a

new business. Activities that improve the learning experience may include assisting students in developing connections with entrepreneurs who can serve as positive role models.

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