

INFLUENTIAL FACTORS OF STUDENT'S INTENTIONS FOR BEING SOCIAL ENTREPRENEUR: THEORY OF PLANNED BEHAVIOR

Wisuwat Wannamakok¹

Abstract

The research study has an objective to identifying social entrepreneurial intention of undergraduate students in Taiwan context by applying the theory of planned behavior as the research framework and correlation of all factors. The data in this research was analyzed in two systems: SPSS for descriptive statistics, Cronbach's alpha, and AMOS for Confirmatory factor analysis and developing the structural equation modeling. A questionnaire was in Chinese and collected by 275 students from Southern Taiwan University of Science and Technology in Tainan district, Taiwan. The number of respondents was calculated by applying Yamane formula to determine sample size and random sampling. 52% (N =144) of the respondents were female and 47.6% (N = 131) were male, the majority of respondents age 21 years old (N=171), studying in 3rd year (N=110 and majoring in Business (N=126). In addition, Theory of planned behavior which are attitude toward becoming a social entrepreneur, subjective norms and perceived behavioral control as independent variables that associated with two moderator which are desirability and Feasibility toward social entrepreneurial intention as a dependent variable. The result shows that Cronbach's alpha is acceptable as followings: Cronbach's alpha of Attitude towards becoming a social entrepreneur (ATB) value is at 0.698, Cronbach's alpha of Subjective norm (SN) value is 0.767 and Cronbach's alpha of Perceived Behavioral control (PBC) value is 0.776 and also found that all factors have statistically significant with all variables at the 0.01 level. Furthermore, Confirmatory factor analysis of our model is also considered acceptable with RMR at 0.046 , GFI at 0.937, CFI at 9.65 and RMSEA at 0.059, CMIN/DF at 1.945, respectively. Thus, the proposed model in the present study found that Perceived Behavioral control (PBC) is the most positive relationship and found that Subjective norms (SN) and Attitude towards becoming social entrepreneur (ATB) were negative relationship towards Social entrepreneurial intention.

Keyword: Social Entrepreneurship, Intention, Theory of Planned Behavior, Student's perspective

¹ Southern Taiwan of Science and Technology, Taiwan