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**Effect of Demographic, Personal and Environmental Factor on
Entrepreneurial Intention in the Case of Addis Ababa University
Business Students: The Moderating Role of Family Background**

**A Thesis Submitted to Addis Ababa University College of Business and
Economics, Graduate Studies in Partial Fulfillment of the Requirements
for the Degree of Master of Business Administration, Specialization in
Management (MBA)**

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Declaration

I, Tinsae Demissae hereby declare that the thesis entitled ***The Effect of Demographic, Personal and Environmental Factor on Entrepreneurial Intention: The case study on Addis Ababa University Business Students: The Moderating Role of Family Background*** is my own original work and has not been submitted for any degree in any other University. It is offered for the award of the degree of Master of Business Administration in Management from Addis Ababa University.

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STATEMENT OF CERTIFICATION

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This is to certify that the thesis prepared by Tinsae Demissae entitled: *The Effect of Demographic, Personal and Environmental Factor on Entrepreneurial Intention: The case study on Addis Ababa University Business Students: The Moderating Role of Family Background* submitted in partial fulfillment of the requirements for the degree of Master of Business Administration Specialization in Management compiles with the regulations of the university and meets the accepted standards with respect to originality and quality.

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Abstract

The purpose of this study is to investigate The Effect of Demographic Factor, Personal Factor and Environmental Factor on Entrepreneurial Intention: The case study on Addis Ababa University Business Students. It was conducted to determine what factors affect the entrepreneurial intention of the students. Some studies have been done in this area but only a few were conducted in Ethiopia. This research aims to address the gap that exists due to the weakness of previous studies to verify the factors that affect entrepreneurial intention and provide more clarification on the topic, by taking 202 samples from Addis Ababa university faculty of business and economics business students and Addis Ababa University School of Commerce business students, To identify whether a demographic, personal and environmental factors affect the entrepreneurial intention of Addis Ababa University business students and as a moderator family background was added to identify whether having an entrepreneurial family background in moderating the relationship between environmental factors & entrepreneurial intention has a positive impact. Moderated hierarchical regression has been applied to see how independent variables and moderator variable influence entrepreneurial intention. From the analyses it is confirmed that demographic factors have statistically insignificant effect on entrepreneurial intention, while personal factors and environmental factors have a statistically significant effect on entrepreneurial intention and having an entrepreneurial family background moderates the relationship between environmental factors and entrepreneurial intention. Based on the findings it is concluded that demographic factor does not affect entrepreneurial intention while personal factors and environmental factors affect entrepreneurial intention and also having an entrepreneurial family background moderates the relationship between environmental factors and entrepreneurial intention.

Key words: *entrepreneurial intention, demographic factor, personal factors, environmental factors.*

Table of contents

CHAPTER ONE	1
1.1. Back ground of the study	1
1.2. Statement of the Problem.....	3
1.3 Research Questions.....	5
1.4. Objective of the study	5
1.4.1. General Objective	5
1.4.2. Specific objective.....	5
1.5. Significance of the Study.....	6
1.6. Scope and Delimitations	6
1.7. Definition of Key Terms	6
1.8. Organization of the Thesis	7
CHAPTER TWO	8
2. Review of Related Literature	8
2.1 Theoretical Literature Reviews.....	8
2.1.1 Entrepreneur and Entrepreneurship	8
2.1.2 Entrepreneurial Intention	9
2.1.3 Theory on Entrepreneurial Intention.....	10
2.1.3.1 Theory of planned behavior	10
2.1.3.2 Theory of entrepreneurial event.....	11
2.2.4.1 Entrepreneurship development	12
2.2.5 Relationship between independent variables and Entrepreneurial intention	15
2.2.5.1 Demographic factors on Entrepreneurship Intentions	15
2.2.5.2 Environmental factors and entrepreneurial intention.....	16
2.2.5.3 Personal factor and entrepreneurial intention	18
2.5.5.4 Family background and entrepreneurial intention	22
2.2 Empirical Literature Review.....	23
2.3 Research Hypotheses	25
2.4 Conceptual Frameworks	25
CHAPTER THREE	27
3. Research Methodology	27
3.2 Research Design.....	27
3.3 Source of data and Instruments of Data Collection	28

3.4 Population and Sampling Design.....	29
3.4.1 Population	29
3.4.2 Sample size	29
3.5. Measurement of variables	32
3.6. Pilot test/ survey.....	32
3.7. Research Model Specification	33
3.8. Techniques of Data Analysis	34
3.9. Validity and Reliability.....	34
3.9.1 Validity	34
3.9.2 Reliability.....	35
3.10 Ethical Considerations	35
CHAPTER FOUR.....	36
4. DATA ANALYSIS and INTERPRITATION	36
4.1 Demographic Composition of Respondents	36
4.2. Reliability study	38
4.3. Data Analysis	39
4.3.1 Correlation Analysis	39
4.4. Diagnostics in Regression.....	40
4.4.1 Assumption #1. Linearity.....	40
4.4.2. Assumption #2 Normality.....	41
4.4.3. Assumption #3 Multicollinearity	42
4.4.4 Assumption #4 Homoscedasticity.....	43
4.4.5. Assumption #5 Autocorrelation.....	43
4.5. Regression Analyses and Hypotheses Testing.....	44
CHAPTER FIVE	51
5.1 Summary of Findings.....	51
5.2. Conclusion and Recommendations.....	53
5.3 Conclusions.....	53
5.4 Recommendations.....	54
5.5 Limitation of the study.....	56
5.6 Future research.....	56
References	57

List of Figures

Figure 2.1: Research Conceptual Framework.....	37
Figure4.1: Linearity Test	51
Figure 4.2: Histogram of standardized residuals	52
Figure4. 3: Scatter plot Of Standardized Residuals.....	54

List of Tables

Table 2.1 Entrepreneurial intentions in Ethiopia and other economies.....	26
Table 3.1 Summary of Target Population by campus.	40
Table 3.2 Sample Size.....	42
Table 3.3 Measures of variables.	43
Table.3.4 Reliability Statistics.....	46
Table4. 1 Respondent's Demographic Profile.....	48
Table4. 2 Reliability Test.....	49
Table4. 3 Correlation Analyses.....	50
Table4.4 Collinearity Analysis.....	53
Table4.5 Autocorrelation Analysis.....	55
Table 4.6 Direct Effect Statistics.....	57
Table 4.7 Interaction impact.....	59
Table 4.8 Summary Hypothesis.....	60

Acronyms

AC - Access to Capital

EE-Entrepreneurship Education

FB - Family Background

GN -Gendre

INT - Entrepreneurial Intention

PT - Personality Traits

SN -Social Norm

SPSS - Statistical Package for Social Science

CHAPTER ONE

1. Introduction

1.1. Background of the study

Entrepreneurship is one of the important issues today around the world. Many underdeveloped and developing countries encourage entrepreneurial activities that contribute to sustainable economic, social and environmental growth for the countries. Entrepreneurship is the art of turning ideas into a business by creating something new with value by applying the necessary time and effort, receiving the resulting rewards of monetary and personal fulfillment, freedom and independence. By articulate the risks of entrepreneurship, this definition suggest a possible large variety of experiences that may support or discourage entrepreneurial intention in a country's young generation (Hisrich & Peters, 2002).

The concept of Entrepreneurship stands for the capability of a person to initiate and run the business independently with willingness to face any risk or loss associated with the business outcome (Keith, 2006). According to Meredith, Nelson and Neck (1996) defined entrepreneurs as people who have the ability to notice and evaluate business opportunities. Intention plays a very important role in the decision to start a new business and to become an entrepreneur. Intention is a state of mind which motivates individuals to gain some specific goal. In the case of entrepreneurship, the intention to choose and prefer entrepreneurship as a career choice is called Entrepreneurial intention (Kolvereid, 2002).

Intention is an individual's specific propensity to perform an action or a series of actions and it came from conscious thinking that attitudes determine intentions and intentions determine behavior (Parker, 2004). Entrepreneurial activities require a perceived opportunity and intention toward following that opportunity since external phenomena are captured through the process of perception by people (Krueger, 2003).

Entrepreneurship is determined by various economic and non-economic conditions. In a wider sense, it is possible to differentiate three sets of factors, Those are personal characteristics of an

individual including its socio-demographics and personality traits; the other one is economic environment, including macroeconomic variables, industrial and financial market conditions; and functioning of institutions and sociological variables, including formal institutions, the role of cultural values and social networks (Cuervo & Muhanna, 2007).

The fact that entrepreneurs are made and not born is agreed upon by researchers (Boulton & Turner, 2005), in which entrepreneurs can be trained. Thus, as proven, entrepreneurial actions and activities are intentional based (Krueger, 2000), in which entrepreneurs started with some level of entrepreneurial intention before they turned out to become one. In other words, certain triggers and most importantly intention is needed for people to become an entrepreneur (Lindmark & Olofsson, 1999).

Entrepreneurship is essential in creating, fulfilling and forming a healthy economy. Thus, entrepreneurship has been considered as a possible solution to deal with poverty in developing countries. It is an engine of economic progress and job creation and it is also seen as a means of handling unemployment problems by providing new job opportunities (Nafukho & Helen, 2010).

In difficult times when educated people can't get jobs, it is becoming a challenge for least developed countries, like Ethiopia and it is rather harder when governments don't have enough resources to support the unemployed labor force. Entrepreneurship is being considered as the possible employment option among undergraduate students by the Ethiopian employment policy. Entrepreneurship has a great influence on economic development for developing countries, Because of this; most of the developing countries are encouraging and initiating their citizens to choose entrepreneurship as an employment option (Hurry, 2007). Entrepreneurship should seriously be considered as a career choice by students. Becoming an entrepreneur is not a result that might come from simple efforts. It needs a regular and permanent intention as part of personality. The aim of this research is to investigate the determinant of entrepreneur intention in order to know which factors that could affect the entrepreneurial intention of the students and foster entrepreneurial intention among the students. It is essential to evaluate the factors that make someone into an entrepreneur and the factors related to the development of entrepreneurs (Kadir, 2011).

1.2. Statement of the Problem

Understanding the factors that determine entrepreneurial intention is important because the factors highly affect entrepreneurial intention; because it is “the engines of economic growth”. Entrepreneurs have brought important positive contributions to a country's economic growth and social development. Since they come up with innovative business ideas which ultimately contribute to social and economic growth, they are also considered the backbone of the industries (Ajzen, 1991). The capacity to become more than just a great employee is provided for students with the right support from family or those who have someone to look up to as a role model (Wernerfelt, 1984).

To decrease unemployment Entrepreneurship is said to be one of the best strategic approaches, which in turn helps the youth to avoid dependency on family, society and country at large (Naude, 2008). In order for countries to gain awareness about the state of entrepreneurship in the society, entrepreneurial intention is the single best mechanism (Ajzen, 1991). It is also a way in which countries assess their citizens; whether they are a potential entrepreneur or not. This is because of the fact that an entrepreneurial intention is the best determinant of entrepreneurship (Krueger & Carsrud, 2000). Being an entrepreneur is a result of consciously planned behavior and not a matter of accident (Ajzen, 1991).

According to the study by Haile, (2005) among highly trained human resources of Ethiopia self-employment category of the labor market is less preferred. This implies that among students from both educators and policy makers more self-employment awareness is needed to bring out more entrepreneurs. It is known that Ethiopia has been striving towards joining countries of middle-income economy in the coming decades. In this process, since the country is home to one of the largest young populations in sub-Saharan Africa, the problem of young unemployment is gaining series attention (Guarcello, 2008). Thus, the government of Ethiopia gives weight to employment creation by formulating different policies and strategies. One of these mechanisms is promoting entrepreneurship. In this sense, entrepreneurship is seen as one of the ways for solving unemployment problems. In the past, the history of entrepreneurship in Ethiopia as the possible alternative for employment is seriously affected. In the past times, educated people used to aspire for government jobs which were the source of income, pride and security and

entrepreneurship was considered as an undesired profession; Therefore, in order to design an effective program, and create entrepreneurial intention among students, the policy makers and educators should know the level of students entrepreneurial intentions, and the reasons that may affect entrepreneurial intention among the students (Dawit, 1999). Therefore, the problem that this research seeks to consider is the twin challenges of a high unemployment rate and very low levels of entrepreneurial intention in Ethiopia; this study aims to provide useful information on entrepreneurial intention of university students, and to identify the factors that might affect the entrepreneurial intention of the students. Since the number of undergraduate students graduating from Public and Private Higher Education institutions in Ethiopia is increasing from time to time; unless they seriously consider self-employment as their career option this would result in unemployment problem among students. In order to bring a lot of changes in the economy the youth can be a main source of fresh ideas (Ahmed, 2010).

Entrepreneurship is said to be a rising business phenomena so understanding entrepreneurial intention would help to know whether the students are potential entrepreneurs or not, and to know what holds back students from choosing entrepreneurship as a career. Knowing these determining factors will help us to reduce the barriers or areas where they are facing difficulties that hold them back from pursuing entrepreneurship as a career option after they graduate.

Even if several studies were conducted relating to entrepreneurial intention and its determinants, their weaknesses were that they failed to adequately address the main factors that affect entrepreneurial intention of the students and didn't do an in-depth study on the various factors at the same time but instead took a particular variable and studied the relation with entrepreneurial intention and didn't consider the other factors in the meantime, which results in the study having a major flaw by not taking into consideration the other main factors that determine entrepreneurial intention. Since entrepreneurial intentions of the students are affected by a lot of variables the conclusion from the study of a single variable is not adequate. In order to fill this gap, this research took several variables and factors and studied the relation with entrepreneurial intention, which helps to give a more in-depth insight and a better understanding of where the problem lies in this area; with this comprehension we will know how to increase entrepreneurial intention of the students.

1.3 Research Questions

In order to achieve the purpose of the study, from the statement of the problem the following research questions are raised. Therefore, the research questions for this study are as follows: -

1. What are the effects of demographic factors on determining entrepreneurial intention among Addis Ababa University business students?
2. What are the effects of personal factors on determining entrepreneurial intention among Addis Ababa University business students?
3. What are the effects of environmental factors on determining entrepreneurial intention among Addis Ababa University business students?
4. How does having an entrepreneurial family background moderate the relationship between environmental factors & entrepreneurial intention of Addis Ababa University business students?

1.4. Objective of the study

1.4.1. General Objective

The general objective of this research is to investigate The Effect of Demographic, Personal and Environmental Factor on Entrepreneurial Intention: The case study on Addis Ababa University Business Students.

1.4.2. Specific objective

1. To examine whether demographic factors determine the entrepreneurial intention of Addis Ababa University business students.
2. To examine whether personal factors determine the entrepreneurial intention of Addis Ababa University business students.
3. To examine whether environmental factors determine the entrepreneurial intention of Addis Ababa University business students.
4. To examine the role of having an entrepreneurial family background in moderating the relationship between environmental factors & entrepreneurial intention of Addis Ababa University business students.

1.5. Significance of the Study

Thousands of university graduates prefer employment as their first choice rather than starting their own businesses. The aim of this study is to investigate what factors impact university students entrepreneurial intentions for starting a new business, by investigating the determinant factors that can influence them to go towards self-employment because the students prefer entrepreneurship as their career option if they have entrepreneurial intention and also policy makers need to have information on the students entrepreneurial intention to promote entrepreneurial intention of potential entrepreneur, They also need information to work on students career choice that would contribute to entrepreneurship development in the country.

According to the knowledge of the researcher there are very few previous studies conducted directly to this topic. This study can be used as a baseline and serve as a secondary source of data for those who want to conduct further in-depth investigation in this area and will contribute for the literature gap. For the researcher, this study helped to develop her research skills, to acquire good practice and to fulfill preconditions for graduation.

1.6. Scope of the Study

- ✓ The geographic location of this study was limited to Addis Ababa.
- ✓ The focus of this study were university graduates learning at business schools specifically found in Addis Ababa University and this university was chosen for its convenience.
- ✓ The sample of this study selected from final year students of business and economic in Addis Ababa University. This has limited the generalization of the finding of the study.
- ✓ The study focused on five independent variables. There might be other variables that can determine entrepreneurial intention, entrepreneurial intentions can change over time and could be influenced by other factors not covered in this study, the sample population and sets of variables can be extended in the future research

1.7. Definition of Key Terms

Entrepreneurship- entrepreneurship is the process of launching, designing and running a new venture. It has been described as the ability and willingness to develop, organize and manage business enterprise along with any of its risks in order to make a profit (Wickham, 2006).

Entrepreneur- Entrepreneurs are individuals who prefer to ‘control’ their career by creating and managing their own business. They are self-employed and at least have a small business enterprise (Mathieu & St-Jean, 2013).

Intention - is a state of mind that represents a commitment to carrying out an action in the future. It involves mental activities such as planning and consideration (Bratman, 1987).

Entrepreneurial intention is the plan to engage in entrepreneurial activity (Wickham, 2006).

1.8. Organization of the Thesis

This research report has been organized to comprise of the following five chapters.

CHAPTER ONE- INTRODUCTION: this chapter show the introduction part i.e. Background, Statement of the Problem, Research Questions, objectives, Research Hypotheses, Significance of the Study, scope and delimitations of the study, Definition of Key Terms and Organization of the Thesis.

CHAPTER TWO- LITERATURE REVIEW: This section discusses the theoretical review and empirical evidences, previous related researches, journals that include important concepts and reviews are discussed. Finally hypothesis of the study is presented, and conceptual framework is drawn from literature review.

CHAPTER THREE-RESEARCH METHODOLOGY: This section discusses the research design and approach of the study, data source and method of data Collection. Sampling method and sample size also presented in this section, and then measurement of variables included in the research is mentioned. Specification of the model to this study is determined. Finally, methods for data analysis were discussed, validity and reliability of the variables is measured, and then ethical considerations are explained in this section.

CHAPTER FOUR- DATA ANALYSIS AND INTERPRITATION: this chapter shows the data analysis. Discusses the respondents’ profile, and then tests the reliability of individual constructs Relationship between dependent and independent variable is shown, after results have been shown the result is also explained in detail.

CHAPTER FIVE- RESULTS AND DISCUSSIONS: In this section the main findings of the research are summarized and a conclusion of the findings is presented. Recommendations are given based on the research findings and the limitation of the study is mentioned. Finally, the study forwards some recommendation for further research.

CHAPTER TWO

2. Review of Related Literature

2. Introduction

This chapter focuses on review of related literature which is necessary for this study. The theory is base for development of theoretical framework and hypothesis formulation. The Dependent variable, independent variables and moderate variable of the study are discussed in this chapter, Entrepreneurial intention is a dependent variable, and independent variables are Gender, Social norm, Entrepreneurship education, Personality Traits, Access to capital and moderate variable family background. Finally, hypothesis of the study is presented, and conceptual framework is drawn from literature review.

2.1 Theoretical Literature Reviews

2.1.1 Entrepreneur and Entrepreneurship

Entrepreneurship has gained much attention over the last twenty years The Contributions of entrepreneurs are important, for examples, product and process Innovation, job creation is among the main contributions of entrepreneurs (Davidson, 2008). Some people thought entrepreneurs are not made but born. However, this myth is no longer practical since many studies done in the past have reached an agreement that entrepreneurs can be made and entrepreneurial behavior is not genetically inherited (Barringer & Ireland, 2010). Everybody has the potential to become an entrepreneur especially for those who have gone through educational process in higher education (Gelard & Saleh, 2011).

Entrepreneurship is believed to be a successful strategy in handling the issue of unemployment, particularly among the young generation. Entrepreneurship plays a critical role in improving prospective entrepreneurs and steering them towards entrepreneurship and development by providing them with scientific knowledge, skills and capability to establish and maintain new enterprises (Patty, 2011).

Entrepreneurship is seen as a well-known leverage of economic growth and success. It is believed that entrepreneurship benefits society by seeing business opportunities and generating ideas and resources that are employed in developing the design of products and services or by

increasing efficiency of existing products and services (Armstrong & Hird, 2009). Mitchell, (2007) emphasizes that the entrepreneur addresses the essential task of opportunity identification. Entrepreneurs develop and maintain the process of economic development in so many ways they identify and utilize opportunity, create employment both directly and indirectly, they advance living standard and they create business opportunities (Cuervo, 2010). Entrepreneurship includes the innovation of opportunities, the gathering of information, the acquiring of resources and the application of business strategies (Madrigal & Arechavala, 2012). However, before the undertaking of a venture itself, an entrepreneurial intention must be present in the individual. Entrepreneurial intention is the essential force to understand the entrepreneurial process, that which encourages people to become entrepreneurs.

2.1.2 Entrepreneurial Intention

According to Ajzen, (1991) Intention refers to the indication of how hard people are willing to try and how much an effort they are planning to apply, in order to perform the behavior. This means that, without intention there is no action. According to Bagozzi, (1989) an intention is a main determinant of subsequent planned behavior, consequently, Intention is a state of an individual's mind which directs the individual towards something or objects for achieving a specific goal. The intention of an individual manifests in the behavior of a person (Rasli, 2013). Entrepreneurial intention is a decision to create a new business enterprise that is planned rather than conditioned, It is also the result of the individual's attitude and values, it is the state of mind of an individual to encourage creativity in a business enterprise (Rasli, 2013). Entrepreneurial intention is a self-knowledge conviction by a person who intends to set up a new business enterprise and consciously plans to do so in the future (Thompson, 2009).

The roles of entrepreneurs for entrepreneurial intentions are essential for the nation, region or organization to have their power of recovery to ride out economic downfalls and self-reforming traits (Shapero, 1981). Intentions are considered to be a very important step in the entrepreneurship process for people who want to begin a new business venture. Creating a new business includes conscious activities so that the individual creates a primary idea of a business and plans in a safe environment and implements the business program with practical actions (Krueger, 2000).

The individuals' actions of going after opportunities are the main reasons for the happening of the entrepreneurial process. The decision of beginning a new business and becoming an entrepreneur includes tremendous intentional preparation, planning and thinking (Autio, 2001). Hence, Individuals and the environment control entrepreneurial intention, the stronger the intention, the higher the degree of possibility that a person will engage in a particular behavior. An individual may have the potential of being an entrepreneur because of personal competency and self-efficiency but they may not become an entrepreneur because of a lack of intention (Shane, 2003). For purpose of this research, entrepreneurial intention is defined as the willingness to become self-employed.

2.1.3 Theory on Entrepreneurial Intention

Study of entrepreneurial intention can be evaluated by different theory. They are two famous theories of entrepreneurial intention they are Theory of planned behavior and Theory of entrepreneurial event they are discussed briefly in this literature review

2.1.3.1 Theory of planned behavior

Behavioral activity such as entrepreneurship is an intentionally designed result (Mulugeta Chanee, 2010). Theory of planned behavior (TPB) was developed by Ajzen, (1991) as an extension to theory of reasoned action (TRA) by Fishbein and Ajzen, (1975). According to Engle, (2010) TPB model does come to be an essential cognitive process model for the assessment of entrepreneurial intention. The model explains the complexity of relationship between human behavior and its related determinants. Most importantly, it identifies that human behavior is a basis of intention. According to Ajzen, (1991) intention is directly affected by three antecedents; they are attitude, subjective norm and perceived behavioral control. In other words, the three factors mentioned above directly affect a person's intention to present a behavior. The author further explains that TPB can be useful in many areas of interests, specifically in understanding definite behaviors, such as purchasing behaviors, leisure behavior, drinking behavior etc. Krueger, (2000) point out that entrepreneurship is an outcome of intentional and planned behavior.

Thus, using TPB to investigate entrepreneurial intention is considered feasible. In fact, TPB has been found to be an efficient and significant model for studying and understanding entrepreneurial intention (Moriano, 2011; Shook & Bratianu, 2010; van Gelderen, 2008). Although TPB has proven as an effective method in entrepreneurial intention research, it is essential to incorporate other relevant variable into TPB model to increase its capacity to explain and determine intention. According to this theory, an intention is a single best predictor of the behavior. Entrepreneurship is best explained from entrepreneurial intention. The theory preserves that there are three explanatory variables of intention. These variables are; Attitude towards the behavior, social norms and Perceived behavior control. Attitude towards the behavior refers to the degree to which a person holds a positive or negative personal evaluation about being an entrepreneur. Perceived behavior control refers to the simplicity or difficulty in the fulfillment of the behavior of interest (becoming entrepreneur). Social norm refers to social pressure whether to carry out or not to carry out that entrepreneurial behavior. Ajzen, (1991) said that behavioral activity such as entrepreneurship is an intentionally planned outcome. So, by studying perception and how a person acts in a particular situation an individual can easily predict whether the person will eventually take a course of action or not. This theory assumes that the new business creation is a purposeful and designed behavior.

2.1.3.2 Theory of entrepreneurial event

According to this theory, business creation is a result of the connection among contextual factors, which would perform through their impact on the individual perceptions. The deliberation of the entrepreneurial option would take place as a result of some external change creating event (Peterman & kenned, 2003). There are two basic kinds of perceptions perceived desirability and Perceived feasibility. Perceived desirability refers to the degree to which he/she feels attraction for a given behavior (to become entrepreneur). Perceived feasibility defined as the degree to which people consider themselves personally able to perform certain behavior.

According to theory of planned behavior Ajzen, (1991) entrepreneurship is a process undertaken by individuals to build a new organization. In this sense, an entrepreneur is an individual who creates a new organization (Gartner, 1994). The most important question is how to determine whether someone is a potential entrepreneur or not. According to the theory of planed behavior Ajzen, (1991) entrepreneurial intention is the single best determinant of future entrepreneurs

(Roynolds, 1995). Entrepreneurial intentions are important to understanding the general process of entrepreneurship; as they serve as the important initial steps in the process of new business formation (Kartz & Gartner, 1998). In line with theory, this study tried to investigate the level of entrepreneurial intention among universities students in Addis Ababa.

According to theory of entrepreneurial event, the formation of the new business is based on perception of related factors. The related factors influence perceived feasibility and desirability; they two antecedents of entrepreneurial intention, those in turn affect entrepreneurial intention. In line with this theory, this study was tried to investigate the relationship between some contextual factors and entrepreneurial intention.

2.2.4 Entrepreneurship Development

According to UNDP 2016 report Ethiopia's Growth and Transformation Plan (GTP II) looks to bring about broad-based transformative structural changes required to guide the economy on a fast growth path towards being a middle-income country by 2025. The growth and transformation plan try at sustaining a two-digit economic growth per year that has been attained over the past seven years. The GTP focuses on even handed economic growth, encourages the development of agriculture to provide as a major source of growth; and, endorsement of women and youth employment. The country's strategy gives weight to the stimulating the rapid growth of micro, promotion of domestic private sector development and small and medium businesses to create wealth and employment prospects.

For young people graduating from colleges and women, employment prospects remain a challenge. Development of entrepreneurship and encourages business start-ups to help address this employment gap, assisting people to build up their own potential and find ways to produce income and employment for themselves and others.

Since the early 2000s, the Ethiopian government has applied consecutive development plans and spectral strategies to change the economy and form better jobs. The SME promotion and support packages give improved market access, technical and entrepreneurial training, access to financing and job opportunities. Despite the focus given to SMEs in Ethiopia's development efforts, there are vast knowledge gaps regarding their performance and the conditions in which

small venture entrepreneurs operate. Not much is known about the extent to which large entrepreneurial schemes have created employment or created dynamic entrepreneurs who are able to develop and willing to take risks (Wolday &Tassew, 2015).

Government has applied the five-year Micro and Small Enterprise (MSE) Development Strategy, which highlights on expanding young employment in urban areas. To this end, the government has been providing encouragement and support services to MSE operators in five major areas, giving production and marketing space, skill and business growth services, technology support, market development and linkage and financial access (Wolday &Tassew, 2015).

Even though, primary studies documented certain factors that can encourage or hinder the emergence of entrepreneurship, not much is known about the state of entrepreneurship and its determinants in Ethiopia. Besides, the influence of the entrepreneurial activity is based on a county's level of development (Stephen, 2005).

As stated by Mulugeta, (2010) entrepreneurial intention is essential for pursuing entrepreneurship. By taking the great part that an entrepreneurial intention has in the formation of entrepreneurship, it is significant to know the factors that predict entrepreneurial intention. According to Abdul, (2012) personal factors, environmental and demographic factors are the main factors that can strengthen or weaken the intention of prospective entrepreneurs.

Understanding the entrepreneurial intentions is important to understand entrepreneurial activity in Ethiopia Wolday & Tassew, (2015) in their study, respondents were inquired whether they plan to start a business, alone or with others, in the coming three years. As per the survey results (Table), Ethiopia's rate of entrepreneurial intention is found to be 22%, which is much lower than the average rate for factor-driven economies (49%) and the average rate for Sub-Saharan African countries (53%).Although Ethiopia has comparatively the highest perception in entrepreneurial chances and abilities, the intention to start a new business is comparatively very low.

Table 2.1: Entrepreneurial intentions in Ethiopia and other economies,

Phase of economic development	Entrepreneurial intentions
Factor-driven economies: averages	49%
Ethiopia (as factor-driven economy)	22%
Efficiency-driven economies: averages	27%
Innovation-driven economies: averages	13%
Sub-Saharan Africa: Average	53%

Source Wolday, Tassew, Eyoual, &Aregawi, 2015

According to a research made by ‘Sintayehu Shibru’ (2017) on the challenges and opportunities facing youth entrepreneurs in Ethiopia and hindrances for the development of entrepreneurship in our country: he stated that the major ones to be as: The societies wrong awareness on job creativity, the societies lack of willingness to live a life detached from the traditional life style, Wastage of one’s own and others’ assets due to lack of awareness, sufficient education and training programs, Lack of transparency and breaking promises, Lack of the practice of free and fair competition between people, Lack of self-confidence and independent economic background, lack of trust worthiness with each other and lack of collaboration for a common growth, the majority of the society also focuses on the short-term advantage they could get rather than long term development, expansion of the economic and social sector was also said to be lacking.

2.2.5 Relationship between independent variables and Entrepreneurial intention

Entrepreneurial intention is a dependent variable, and independent variables are Gender, Social norm, Entrepreneurship education, Personality Traits, Access to capital and Family background as a moderate variable.

2.2.5.1 Demographic factors on Entrepreneurship Intentions

According to previous studies, demographic factors such as gender can determine entrepreneurial intention of an individual's (Yusop, 2002, Crant, 1996; Matthew & Moser, 1996; Buttner & Rosen, 1989). Even though, there is no consensus in their findings, according to most studies, the female have less entrepreneurial intention than their male counter parts (Dunn, 2004; Sandhu, 2011 and Vaciana, 2005) depending on these studies, this study tries to investigate the impact of Gender on the entrepreneurial intention of the university students in the Ethiopian context.

– Gender and entrepreneurial intention

Several Studies have highlighted gender differences regarding entrepreneurial potentials, abilities and other entrepreneurial attributes (Shinnar & Janssen, 2012). Some of these studies are believed to have more involvement of males in better ways in entrepreneurship rather than females. Similarly, many more other researchers have explained gender as an important determinant of entrepreneurial intention and found out that males have more intentions towards entrepreneurship than females (Wilson, 2007). Males had an apparently higher entrepreneurial intention than females. Some ten years ago, women only accounted for about twenty percent of new business formations in the Scandinavian countries (Kolvereid, 1996).

According to Davidsson, (1995) while women efforts to establish a business involves high degree of self- efficacy men universally are always on high rank to have attitudes and values favoring them for competitiveness and achievement, thus women seem to have lower discernment in this aspect. Moreover, the supposed natural inequalities in gender roles are other concerns to be taken into consideration. For example; for many years, women were mainly seen as responsible for children care and kitchen responsibilities. Thus, the traditional occupations for women did not draw much entrepreneurship efforts. Further to that, the institutional approach

where there was patriarchal pressure in most society's hindered women into venturing into business.

Brush, (1992) found that men are more disposed towards entrepreneurial business than women with similar background. A large quantity of studies proved that men don't face as much difficulties in venturing process as compared to their female counterparts. Particularly, Women entrepreneurs face more hardship in arranging a capital to start or to support their business (Fay & Williams, 1993). The studies carried out in different nations found that the objective success rate for women entrepreneurs is very low and they are faced with slower rate of growth, low profits, and low sales (Brush, 2006). Several studies reveal that gender label influences the intentions of men and women to engage and pursue entrepreneurial activities as their career (Gupta, 2008). Kisolo, (2012) found that gender have insignificant effect on entrepreneurial intentions. This study considers gender as being male or female.

2.2.5.2 Environmental factors and entrepreneurial intention

Environmental factors contain a large set of factors that might determine the intention to be involved in entrepreneurship activities (Lüthje & Franke, 2003). Individual will stimulate their entrepreneurial potential if he/she thinks that there are environmental possibilities (Kirby, 2006). This means that the entrepreneurial intention of an individual can be impacted by perceived environmental factors. Accordingly, if the perceived environment is not favorable to the development of entrepreneurship, the individual entrepreneurial intention will be reduced and on the contrary, if the perceived environment is complimentary to the development of entrepreneurship; entrepreneurial intention of an individual will be improved, According to Thurikand Uhlener, (2002); there are various environmental factors that can influence potential entrepreneurs. Among these factors, this study tries to investigate the influence of social norm and entrepreneurship education on the entrepreneurial intention.

– Social norm and entrepreneurial intention

Another determinant of intention is an environmental factor called social norm, which refers to “perceived social pressure to perform or not to perform the behavior” (Ajzen, 1991).The pressures of other people that are close to a person can have as way on his or her intention to act

in a particular way. The theory of planned behavior terms this as subjective norms. It can be one's family expectations to become an entrepreneur influence the attraction of the same individual in setting up their own business. The more encouraging the social norm is the higher the intention (Wilson & Marlino, 2007).

The theory of planned behavior Ajzen, (1991) the student parent's, family and friend's reaction to their entrepreneurship aspiration will shape their entrepreneurial intention. It is expected that those students who get negative reactions from people close to them may be deterred from pursuing entrepreneurship. On the contrary, students who get positive reactions will be highly likely to pursue entrepreneurship.

An attractiveness and desire towards an entrepreneurship career choice will be positively influenced by the positive perception of a social group about starting a new business and vice versa. The desirability and intention of an individual towards a career choice will be influenced by social norms. Negative expectation for the resulting behavior from the social group will result in less attraction for the outcome behavior by the individual and feeble association with entrepreneurial intention (Ajzen, 1991).

Previous literature has shown conflicting results on the relationship between entrepreneurial intention and social norm. For instance, Moriano, (2011) stated that social norm is a significant determinant of entrepreneurial intention.

Gelderen, (2008) also found that social norm was essential in explaining intention towards entrepreneurship; they also discussed those students who have family members and friends who are entrepreneurs, were having positive social norm with regard to entrepreneurship. Similarly, Carrand Sequeira, (2007) has also attained a positive relationship between social norm and entrepreneurial intention in their studies. This research considers social norm as the weight exerted from friends and society at large to the students to pursue certain employment careers and not others.

– Entrepreneurship education and entrepreneurial intention

Entrepreneurship education is a very significant and important method to encourage entrepreneurship in a way that it allows individuals to be equipped with the knowledge required to apply in developing new business ventures, more assertiveness, independence, confidence, recognition of alternative career options, be able to distinguish opportunities better. Students that

are engaged in entrepreneurship can play an important role in the development of the country's economy by generating a job opportunity and reducing the level of poverty (Paco, 2015).

Entrepreneurial education is one of the elements that drive the development of entrepreneurial intention, hence, in order for people to achieve their individual goals, and collectively contribute towards the development of their area, society or country they better be entrepreneurial (Pihie, 2009). Therefore, in order to develop the important skills, attitude and knowledge is necessary to engage in entrepreneurial economic activities, some form of training and education is needed (Naude, 2008).

Through sufficient entrepreneurship education, an individual can gain skills and knowledge that are necessary for starting up and developing a new business (Paco, 2015). Overall entrepreneurial intentions are increased by entrepreneurship education programs (Murithii, 2013). Educational support has been identified as a determinant of entrepreneurial intention. Previous researchers agree that entrepreneurial education is an efficient method to provide for students with necessary knowledge about entrepreneurship (Mumtaz, 2012).

Entrepreneurship education also impacts students' career choice (Peterman & Kennedy, 2003). In order to survive in today's business world, the higher educational institutions are required to play a vital role in promoting entrepreneurship. A study conducted on the university students in Turkey found that university education has a positive and significant influence on entrepreneurial intention (Türker & Selçuk, 2009). They argue that entrepreneurship education is a main source for acquiring knowledge on entrepreneurship. A similar study conducted in Malaysia found that entrepreneurship education will influence the students to become an entrepreneur (Mumtaz, 2012). University education plays a vital role in promoting entrepreneurship as a career choice by giving necessary exposure through theoretical and practical knowledge about entrepreneurship.

2.2.5.3 Personal factor and entrepreneurial intention

There are various personal factors that can influence potential entrepreneurs. Among these factors, this study tries to investigate the influence of personality traits and access to capital on the entrepreneurial intention.

– **Personality traits and entrepreneurial intention**

Personality traits are becoming essential for an explanation of entrepreneurial intentions (Kamarudin, 2012). Personality traits have the capability of forming attitudes of people's regularly. It played a vital role in influencing the students' decision to become entrepreneurs, Personality trait are defined as a nature to exhibit a certain kind of response in various situations. Personality traits are also steadfast and show a high degree of stability at various times and in various situations (Rauch & Frese, 2007). McCrae & Costa, (1987) stated the concept of personality traits as a tendency to act. Therefore, personality traits are determinants of entrepreneurial intention (Rauch & Frese, 2007). Baron, (2000) acknowledges that personality traits need for achievement, internal locus of control, tolerance for ambiguity, and risk-taking propensity as determinants of entrepreneurial intention.

This study will focus on the following personal traits; Need for achievement, risk taking propensity, locus of control and tolerance for ambiguity which are the most commonly specified personality traits related to the personal attitudes towards entrepreneurship.

• **Need for achievement**

A personality trait such as the need for achievement sways individuals in the direction of entrepreneurial intentions. It has been stated as the most important part of achievement motivation theory which was developed by McClelland; need for achievement is defined as a self-motivation to higher degrees of personal achievement through one's own effort (McClelland, 1961).

People who rank high on the need for achievement usually appreciate personal responsibility and like taking risks, and they have a high level of interest in seeing the results of decisions they make. A person with high need for achievement has self-confidence, is not afraid to take carefully calculated risks, examines his environment actively, and is very much interested in measuring his progress (McClelland, 1965).

- **Locus of Control**

Individuals with an internal locus of control believe that success and failure are based on the effort invested and that they are in control of their own fate (Rotter, 1966). People with an external locus of control on the other hand; believe that their fate is out of their hands but that it is based on luck (Lii & Wong, 2008). Norman and Combs, (2006) indicated that individuals with an internal locus of control are more probable to overcome challenges and obstacles, and they solve those barriers by looking for constructive solutions. In Comparison with people with an external locus of control, internal locus of control individuals is likely to exhibit higher achievement motivation; thus, as a result, they are more eager to learn to improve their capabilities and knowledge when encountering challenges.

Locus of control is a main factor influencing entrepreneurship, and that an internal locus of control impacts positively on the expansion of entrepreneurship (Brandstatter, 2011). Elfringand Hulsink, (2003) stated that people with an internal locus of control effectively develop entrepreneurial activities because of their ability to develop, identify and assess external opportunities and are more emotionally steady and dependable in comparison to people with an external locus of control. Tsai & Ni, (2008) highlighted that people with an internal locus of control normally believe that they have control over their fate and that success depends on the level of personal effort they make.

In a research done by Hsiao, Lee and Chen (2015) to make sure if internal locus of control influences entrepreneurship the findings revealed that internal locus of control has a positive, substantial impact on entrepreneurship among managers of all levels.

- **Tolerance for Ambiguity**

McClelland, (1967) defines intolerance for ambiguity as a propensity to view threats as a result of ambiguity. Entrialgo, (2000) stated that people who have a high tolerance for ambiguity have also acquired greater success. In a study, Yonca, Gand & Nuray, (2000) showed that apart from self-confidence and ambiguity tolerance students scored highly on all entrepreneurial characteristics. Shan, (2003) showed in their research that ambiguity tolerance is one of the most essential motivations for entrepreneurship. Khademiet, (2004) found that there is a positive and

significant relationship between ambiguity tolerance and entrepreneurial intentions to see how much of the entrepreneurial intention is predictable by these variables

- **Risk- Taking Propensity**

Risk-taking and undertaking into so many activities is one of the main characteristics of entrepreneurs. The risk taker attitude plays an important role in the decision to become an entrepreneur (Cramer & Praag, 2002). Entrepreneurship researchers have argued it is precisely this risk-taking behavior which separates the entrepreneur from non-entrepreneurs (Elston & Audretsch, 2007).

Risk-taking and undertaking an activity is one of the major traits of entrepreneurs. In economics literature, risk is a high variability for an entrepreneur's willingness to face considerable loss in order to achieve a higher-level profit (Forlani & Mullins, 2000). There are four known types of risks for the entrepreneur, social risk, economic risk, career development risk and health and psychological risk (Bird, 1989). The risk taker attitude plays an important role in the decision to be an entrepreneur (Cramer & Praag 2002; Caliendo Fossen, & Kritikos, 2006).

It has always been said that, there would be no entrepreneurship, without the uncertainty and risk and it is showed that risk, as well as uncertainty, is at the center of the entrepreneurial process. Thus, it is assumed that risk is an entrepreneurial characteristic and those who are entrepreneurially inclined are expected to a higher tendency to take risk.

- **Access to capital**

Access to capital is obviously one of the main difficulties to the start-up of new businesses, especially in a developing economy with weak credit and venture capital institutions. Sources of capital may be an extended family network, personal savings, credit systems, community saving, banks and financial institutions.

According to Kristiansens and Indart, (2004) lack of access to capital and the limitation of financial systems are regarded by potential entrepreneurs as a main obstacle to business advancement and success in developing economies.

According to Fleming, (1996) study in Ireland Lack of capital is a barrier that affects preferred future career choice of university students. Due to finance constraints entrepreneurship is the least preferred future career choice of university students.

According to Grilo and Thurik, (2005) financial limitation has a negative impact on the choice to become an entrepreneur, and lack of financial support is an impediment to start a new business which has direct impact on being self-employed.

According to Greene, (2005), access to finance is essential to start a business. It is also perceived as one of the hindrances for younger people to start their own business. This study considers access to finance as startup capital required for starting new business

According to Fleming, (1994) study in Ireland, Lack of finance is a barrier that affects the future career choice of university students. Financial constraints make entrepreneurship a less preferred future career choice of university students.

2.2.5.4 Family background and entrepreneurial intention

In this study family background moderates the relationship between environmental factor and entrepreneur intention, the researcher choose family background because Family background has been found to be the most important factor that affects building of intention towards entrepreneurship.

An individual's family occupational background would impact career choices by influencing individuals to choose a career in which they are positively viewed and influences the attitudes of individuals towards entrepreneurship (Keat, Selvarajah, and Meyer, 2011).

Family and friends have a great impact on individual career choice because they are considered as finance providers. It is found in the literature that the role of friends and family is important in influencing the decisions to become an entrepreneur (Nanda and Sorensen, 2009). For instance, the expectations of family members, that an individual will become a pilot, architect, lawyer or an entrepreneur.

A person is highly likely to be impacted by a group of individuals such as family members, friends, peers, and others close relatives in an individual's life. For example: an individual who has an entrepreneurial family background and who grow up around a family that runs a business is likely to learn and model entrepreneurial activities, thinking that it is feasible, more socially desirable and rewarding than a formal employment. The desire to start or not to start a business may also be impacted by the outlook one has for business; which in turn is socially generated

and sustained. As for university students, this is very important because they are at the stage to decide on their career choices (Hmileski and Corbet, 2006).

By having a good example and support, an individual has more chance and confidence to become an entrepreneur. This will also motivate and encourage the individual to be a successful entrepreneur. Various studies described that it is not easy to start up a business for the first time; the majority of the entrepreneurs that set up their own business already have a family background of entrepreneurship (Ullah, Farooq, and Ahmad, 2012). Individuals who have families with business tend to show higher intention towards entrepreneurship than those families that don't have business background.

2.2 Empirical Literature Review

There are number of studies that were done on entrepreneurial intention to university students. Some of these studies are

According to Siraw Megibaru (2014), found that taking entrepreneurship education, gender and family Background has a significant effect on entrepreneurial intention of graduating students in Gondar University. According to Sileshi and Waktole (2017), found that internal locus of control and access to capital had a significant impact on students choosing entrepreneurship as a career choice. A study done by Sultan Jemal (2017), found that willingness to take risk is the factor that affects entrepreneurial intention of graduating students in Jimma University.

A study done by Phuong and Hieu (2015), on the Predictor of entrepreneurial intentions of university undergraduate Students in Vietnam shows that risk taking tendency, locus of control, perceived support, need for achievement and creativity had a strong effect on the intention to start business. On the contrary research in Eritrea by Petros Woldu and Dawit Teclemariam (2016), revealed that students' entrepreneurial education background and family background has no effect on the students' entrepreneurial intention. But risk taking has a positive and significant impact on Eritrean students' entrepreneurial intention.

A study by George (2017), in Kenya found that culture, family and friends are not significant in influencing student's intentions to starting a business but risk-taking propensity and access to capital were important in determining entrepreneurial intentions of students. According to

Boissin, Branchet, Emin and Herbert (2009), on entrepreneurial intention to French and American students found that the level of entrepreneurial intention was higher in the USA due to entrepreneurial cultural settings in which there was positive attitude in the creation of enterprise and this made students to be in favor of creating their own business.

According to Kristiansen and Indarti (2004), study was done to Indonesia and Norwegian students. The study found that the level of entrepreneurial intention was high in one culture and low in another culture. According to Uddin and Bose (2012), in Bangladesh risk taking, and entrepreneurship education given by university are the strongest determinant to start business.

According to Plant and Ren (2010), came up with another study on entrepreneurial intention to Chinese and American students. The study found that male University students in China exhibited a significantly higher intentionality toward entrepreneurship than University female students. According to Counsell (1996) found that the main influences on career decisions were information and advice from parents and close family followed by friends. According to Ertunaand Gurel (2011) the university students with self-employed family have significantly greater entrepreneurial intention to become an entrepreneur.

According to Wang and Wong (2004) study on university students in Singapore, found that students from entrepreneurship family background have greater interest in entrepreneurship than other students. According to Tervoand Haapenen (2007) highlight that there is a clear connection with entrepreneurial intentions and having role models inside family. According to Matthews and Moser (1996), study on university students found that gender and entrepreneurship family background influenced entrepreneurial intention among the students.

According to Crant (1996), the gender, educational level and entrepreneurship family background contribute towards influencing entrepreneurial intention. This study indicated that male students show significantly greater entrepreneurial intention compared to female students.

According to Chen and Sung (2011) found that male university students have higher entrepreneurial intentions than female university students. According to Suraju (2016) in Nigeria showed that entrepreneurship education and personality traits could significantly impact entrepreneurship intention among university students.

2.3 Research Hypotheses

Hypothesis is a logically speculated relationship between two or more variables expressed in the form of a testable statement, and it's a tentative assumption in which the researcher going to formulate based on the previous studies finding. Thus, for this study four hypotheses were formulated based on empirical and theoretical literature reviews.

H1: There is positive and significant relationship between demographic factors and entrepreneurial intention.

Demographic factors such as gender can determine entrepreneurial intention of an individual (Yusop, 2002). Several Studies have shown gender differences impact on entrepreneurial intention (Shinnar, 2012). Several studies reveal that gender influences the intentions of men and women to engage and choose entrepreneurial activities as their career choice (Gupta, 2008) Thus in order to examine the relationship between these variables alternative hypotheses is developed.

H2: There is positive and significant relationship between personal factors and entrepreneurial intention.

Personal factor is one of the main elements that can determine entrepreneurial intention. One of the factors is personality trait and it plays an important role in determining and influencing the students' decision to become entrepreneurs (Kamarudin, 2012). And the other one is access to capital; Lack of finance is an obstacle that affects the intention of the student's entrepreneur intention. Thus, in order to examine the relationship between these alternative hypotheses is developed.

H3: There is positive and significant relationship between Environmental factors and entrepreneurial intention.

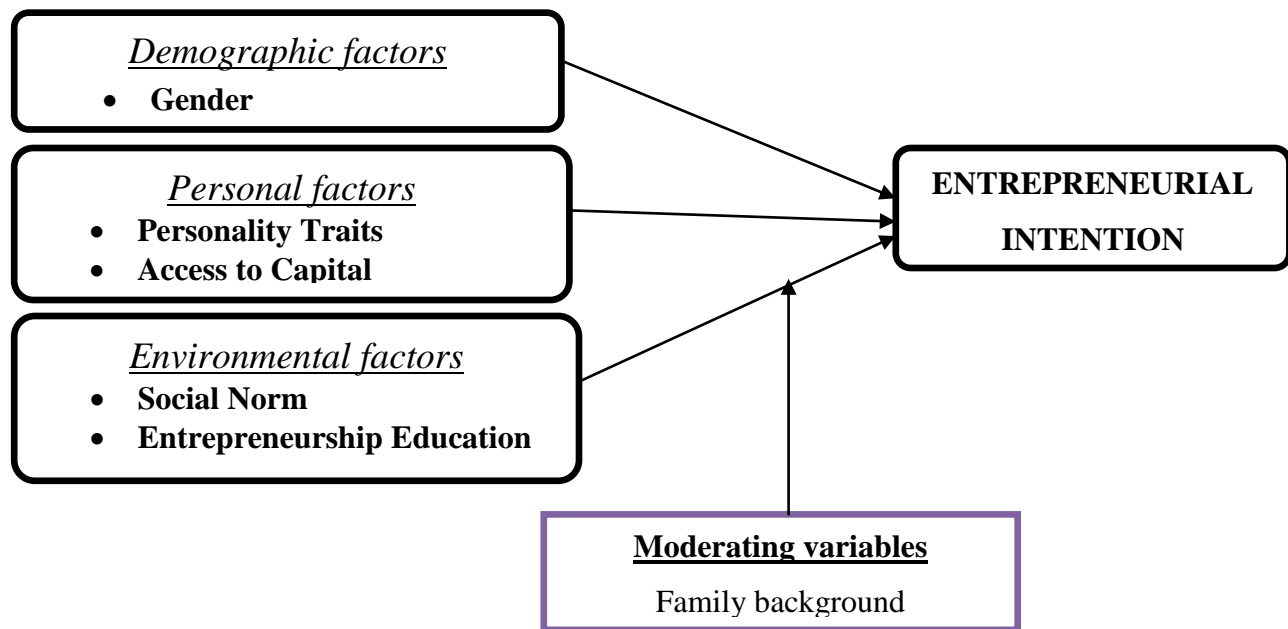
Environmental factors include so many factors that might influence the intention to involve in entrepreneurship activities or entrepreneur intention (Lüthje, 2003). Among environmental factors social norm is one of them, it is important in determining intention towards entrepreneurship (Gelderen, 2008). The other one is entrepreneur education. According to Peterman, (2003) Entrepreneurship educations influences and determine student's entrepreneurial intention. Thus, in order to examine the relationship between these alternative hypotheses is developed.

H4: Having an entrepreneurial family background moderates the relationship between Environmental factors & entrepreneurial intention.

2.4 Conceptual Frameworks

According to Kothari, (2003) conceptual framework shows the relationship between the independent variables and dependent variables. According to Gnyawali and Fogel, (1994) entrepreneurial intention is the foundation for pursuing entrepreneurship. Entrepreneurial intention plays a great role for the starting of entrepreneurship, because of that it is important to know the factors that determine entrepreneurial intention. The following framework shows how variables affect the dependent variable entrepreneurial intention. Therefore, based on the review of literature on the area of entrepreneurial intention and its determinants, the researcher developed the following framework which guides this study.

INDEPENDENT VARIABLES



Source: Developed based on literature review, 2020

Figure 2.1: Research Conceptual Framework

CHAPTER THREE

3. Research Methodology

3.1. Introduction

This chapter discusses the research design and methodology in detail to have a clear picture on the processes and techniques used to conduct the study. The research design shows the general plan of how to answer the research questions. It also gives information on how a sample respondent is drawn from the population and gives description on the number of respondents and how they were selected. It also discusses about the instruments for data collection, data analysis method and measures used to ensure validity and reliability of the study.

3.2 Research Design

A research design is a blueprint for conducting a research with highest control over factors that may hinder the validity of the findings (Burns & Grove, 2003). A choice of research design reflects the decisions about the priority given to a range of dimensions of the research method.

The aim of this study is to investigate factors affecting student's entrepreneurial intention, to answer the research questions and meet the objectives of the research both explanatory and descriptive designs are suitable for this study. Explanatory studies develop causal relationships between variables and focuses on studying a situation or a problem in order to explain the relationships between variables (Saunders, Lewis & Thornhill, 2009). Descriptive researches are those studies for which the purpose is to produce an accurate representation of persons, events or situations (Saunders, 2009). The main focus of descriptive research studies is to describe the characteristics of a particular individuals or group. Therefore, this study used both descriptive and explanatory method in order to examine what determine entrepreneurial intention. The Researcher gathered data systematically to gain more in-depth understanding about entrepreneurial intention.

This study is conducted by using quantitative research approach; to study the relationship between the independent and dependent variables, which are the independent variables Gender, Social norm, Entrepreneurship education, Personality Traits, Access to capital, moderating variable family background, affect the dependent variable which in entrepreneurial intention.

In this study, the survey strategy is employed through quantitative approach. The reason for the choice of a survey was to obtain comparable data from the sample and also it helps the researcher to collect data using optimum cost and time. A survey is suitable in the collection and gathering of the data, for describing and defining a population that is difficult and complicated to observe because of its size (Mouton, 1996).

A survey strategy presents quantitative, attitudes or opinions of population by studying a sample of population (Creswell, 2009) and it allow researcher to generalize or make a claim about the population from sample result. This design was suitable in identifying the factors that determines the entrepreneurial intentions among university students.

According to Creswell (2009), survey research strategy classifies under longitudinal and cross-sectional. A cross-sectional refers to data collection at one point in time while longitudinal survey design implies with data collection over time. In this study data and does not examine the entrepreneurial intentions on a time-line basis. Therefore, researcher uses descriptive and explanatory types of studying designs employed by using cross sectional data.

3.3 Source of data and Instruments of Data Collection

There are two types of data collection and gathering method, Primary and secondary data collection. According to Kothari (2004),The primary data are those which are collected for the first time, and original and collected through observation, interview method, through questionnaires while secondary data refer to the data which have already been gathered and analyzed by someone else, it is either published data or unpublished data. In this study the primary data was collected using self-administered questionnaires, which was in line with the research objectives. To obtain a high response rate and self-administered questionnaires were used because it can avoid the respondents from being influenced by the researchers. The questionnaires contain of closed ended questions. Secondary data's have also been included in the study from various research studies, books, websites and journals. The questionnaire was distributed to the respondents after reviewed and approved by the advisor. The questionnaire was pilot tested before being distributed.

3.4 Population and Sampling Design

3.4.1 Population

According to Parahoo, (1997) Population is the total number of parts from which data can be collected” such as individuals, events or organizations. Burns and Grove, (2003) describe population as all the elements that fit the criteria for inclusion in a study. The population represents the entire set of the total collection of elements on which inference is to be made (Cooper &Schindler, 2007).

In this study, the population is made up of graduating university students, i.e. potential youth entrepreneurs found in Addis Ababa university faculty of business and economics (business student) and School of Commerce AAU (business student). The reason behind selecting this school is considering frequent exposure on theoretical aspects of business world. In addition to that they are likely to be more exposed to the entrepreneurial education and have an idea of the subject.

The final year students were selected as they are ready to inter into the labor market or ready to decide their career path, because Faculty of Business and Economics offering different business courses including entrepreneurship which might promote entrepreneurial intention among students. The target population of this study is final year business student.

Campus	Number
Faculty of business and economics AAU business student	257
School of Commerce AAU business student	153
Total	410

Table 3.1: Summary of Target Population by campus

3.4.2 Sample size

Sampling is a method used to show a group of individuals that are selected from the whole population under study, and it is used to employ the primary information for research purposes (Latham, 2010). Sample size in this research study refers to the number of students from the populations that were taking part in the study.

In this study a purposive sampling technique was employed. The primary data was collected from samples that were selected from the general population of the graduating students; the research population for this study is final year undergraduate students of business, from Addis Ababa University business and economics campus. The final year students were selected because they are ready to enter into the labor market and ready to decide their career path.

Two schools of business and economics final year undergraduate students were selected by using purposive sampling technique; the reason behind selecting this school is considering frequent exposure on theoretical aspects of business world. In addition to that they are likely to be more exposed to the entrepreneurial education and have an idea on the subject.

Respondents were reached through simple random sampling techniques in order to give equal chance to all the respondents.

The sample size determination is based on Slovin's formula with confidence level 95% and confidence interval (error margin) 5%. The derivations above show that Slovin's formula is applicable only when estimating a population proportion using a confidence coefficient of 95% (Tejada & Punzalan, 2012).

$$\text{AAU FB Campus} = 257$$

$$\text{School of Commerce} = 153$$

$$\Rightarrow 257 + 153 = 410$$

$$\diamond \text{ Thus, } [n = N/1 + Ne^2]$$

Where n = is the sample size

N = is the population size (410),

e = error tolerance (0.05)

$$\Rightarrow \text{Thus, } [n = N/1 + Ne^2]$$

$$n = 410 / [1 + 410(0.05)^2]$$

$$= (202)$$

Based on Slovin's formula, the sample of 202 respondents has drawn from target population of 410 Students.

$$\diamond \text{ Thus, } [n = N/1 + Ne^2]$$

$$n = 410 / [1 + 410(0.05)^2]$$

$$= (202)$$

Then, the total sample size was allocated among the six departments based on their proportion to size as proposed by Bowley (1926). The proportional formula which helps to select unbiased and desirable number of observations is like this

$$❖ Ni = \frac{n}{N} \times 100 \text{ NS,}$$

Where; Ni= the total number of observations in one department.

n= the total number of students in one department

N= the total number of students

- AAU FB Campus = 257 = 101(sample)
- School of Commerce 153 = 101(sample)101 + 101 = 202

Table 3.2 Sample Size

Departments School of Commerce AAU	Target population	Sample Size	Returned	Response rate
Marketing Management	23	15	15	100%
Management	50	33	17	52%
Accounting and Finance	26	17	14	82%
Business Administration & Information System	24	16	13	81%
Logistic and Supply Chain Management	30	20	11	55%
Total	153	101	70	69%
Departments College of business and economics (FB)				
public administration & development management	48	19	15	79%
Management	107	42	21	50%
Accounting and Finance	102	40	35	86%
Total	257	101	71	70%
School of commerce AAU	153	101	70	69%
College of business and economics (FB)	257	101	71	70%
Total	410	202	141	70%

(Source: Own Survey, 2020)

As we can observe from the table above the total sample size is 202, but because of the COVID19 pandemic the researcher has only been able to collect 141 samples, since the research was done on Addis Ababa university students due to the pandemic the students were forced to go home before returning their filled out questionnaires, which made it difficult to gather the desired number of samples. Therefore, the researcher was only able to gather 141 samples.

3.5. Measurement of variables

The following table 7 indicates measurements of the constructs and the sources from which questionnaires are developed.

Table 3.3. Measures of variables

No	Variables	Measures	source
1	Entrepreneur Intention	Question no 1.1 upto 1.6	Golo (2013) Kisolo (2012) Indarti&Kristiansen (2003) Nitu(2017) Ramos (2014)
2	Gender	Question no 2.1 upto 2.6	Kisolo (2012) Indarti&Kristiansen (2003) Trilochansitoula(2015) Nitu(2017)
3	Personality Traits	Question no 6.1 upto 6.16	Kisolo (2012) Indarti&Kristiansen(2003)Nitu (2017) Ahu Karabulut(2016)
4	Access To Capital	Question no 5.1 upto 5.4	Golo(2013);Indarti& Kristiansen, (2003)
5	Social Norm	Question no 3.1 upto 3.5	Kristiansen, (2003)Nitu Choudhary (2017)
6	Entrepreneurship Education	Question no 4.1 upto 4.5	Golo(2013);Kisolo(2012);Indarti&Kristiansen, (2003)
7	Family Background	Question no 7.1 upto 7.3	Carla S., João J. Ferreira, Daniela N., Ricardo Rodrigues (2012)

Source: Own Survey, 2020

3.6. Pilot test/ survey

Prior to collecting and gathering data via questionnaire, it is important to conduct a pilot test. A pilot test is used to get advice and to modify the questionnaire, based on a small number of respondents to make sure the questionnaire is effective and efficient to collect research data that we need. The pilot test allows the researcher to make sure that respondents have no problems in answering the questions properly (Saunders, 2009). Twelve questionnaires were distributed for pre- test purposes to 12 respondents. This helped the researcher in understanding which questions were important or not and disclosed any flaws within the questionnaire design before the final research.

3.7. Research Model Specification

To determine the relationship between the variables, Gender, Family background, Social norm, Entrepreneurship education, Personality Traits and Access to capital to dependent variable entrepreneurial intention. Hypothesis testing was undertaken to test the difference between groups and relationships among variables. Variables are carefully selected in review of literature which needs to be specified. Hierarchical regression has been applied with the following model.

$$\diamond \quad \underline{Y_i = \beta_0 + \beta_1 X_{1i} + \beta_2 X_{2i} + \beta_3 X_{3i} + \beta_4 X_{4i} + \beta_5 X_{5i} + E_i}$$

- One dependent variable and five independent and one moderate variable.

Where:

- Y_i is dependent variable
- X_i is independent variable
- β_0 is the intercept;
- β_1 are regression coefficients
- ϵ_i is the error term for observation

This basic regression model is rewritten in terms of the variables used in this research to show the relationship among them based on the research conceptual framework.

$$\begin{aligned} INT &= \beta_0 + \beta_1 GN + \epsilon \dots\dots\dots 1 \\ INT &= \beta_0 + \beta_1 PT + \beta_1 AC + \epsilon \dots\dots\dots 2 \\ INT &= \beta_0 + \beta_1 AC + \epsilon \dots\dots\dots 3 \\ INT &= \beta_0 + \beta_1 FB + \beta_2 SN + \beta_3 SN * FB + \epsilon \dots\dots\dots 4 \\ INT &= \beta_0 + \beta_1 FB + \beta_2 EE + \beta_3 FB * EE + \epsilon \dots\dots\dots 5 \end{aligned}$$

Where : **EINT** Is entrepreneurial intention (dépendent variable)

B0 is indicate constant term, is a set of coefficients to be estimated

GN is Gender

SN is Social norm

EE is Entrepreneurship education

PT is Personality Traits

AC is Access to capital

E is “error term” stochastic error term

3.8. Techniques of Data Analysis

The quantitative data gathered through structured questionnaire which is developed by reviewing previous studies on entrepreneurial intention literatures and quantified them through questioners. The questionnaire which is properly filled by the respondents is selected, coded and entered into SPSS V23.

Descriptive statistics has been used to describe the general information about the respondents' demographic profile (Cohen, 1983). Since the research involves both independent variable and moderators, hierarchical regression has been used to test the proposed hypotheses. The collected data was analyzed in the form of descriptive, correlation and hierarchical multiple regressions. The correlation analysis was performed to identify the direction and the strength of the relationship between variables using Pearson correlation analysis. However, as a correlation analysis only explain the direction and degree of association between variables, hierarchical regression was performed to make causal inferences regarding the relationship between variables.

The data analyzed and presented in the form of diagrams, charts, and tables by using SPSS (Statistical Package for Social Science) software version 23. Finally, conclusions were made based on the findings/results of the study and recommendations were forwarded based on the data analyzed.

3.9. Validity and Reliability

3.9.1 Validity

Validity is the most important measure that indicates the degree to which an instrument measures what it is supposed to measure. It is the extent to which differences found with a measuring instrument mirror true variation among those being tested (Miller, 2017).

For this study the researcher has taken several articles as a reference for the subject. The information in those articles helped to increase the researcher's knowledge on the topic and made sure that the results were valid and reliable. The researcher in order to check the trustworthiness of the study has tried to see as much article as she could find until the researcher got clear with the information and also referred entrepreneurship journals. The research questions and

instruments used in data collection were standardized questioners and were confirmed to ascertain the reliability and validity so that the instrument used was considered valid for carrying out the survey.

3.9.2 Reliability

A measuring instrument is said to be reliable if it gives reliable results. Reliable measuring instrument plays a part for the validity (Crossman, 2013). The test of reliability is one of the most important tests of sound measurement in a research study (Fink, 2010). Accordingly test of reliability is not as important as test of validity, but as compared to validity it is easier to evaluate reliability (Kothari, 2004).

Table 3.4 Reliability Statistics

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.852	.858	7

3.10 Ethical Considerations

Conducting research, its design, and data gathering strategy require acceptable and suitable ethical considerations (Saunders, Lewis, & Thornhill, 2009). Concerning ethical consideration all the information and data from the respondents are confidential. Respondents were informed about the aim of the study clearly. Identity and other personal related information were not written or described on the questionnaire instead the researcher has given code to them. The responses for questionnaire not exposed to third party but the researcher uses them only for academic purpose.

CHAPTER FOUR

4. Data Analysis and Interpretation

The objectives of this study are to identify the effect of Demographic, Personal and Environmental Factor on Entrepreneurial Intention: The case study on Addis Ababa University Business Students. The sample taken from potential youth entrepreneurs found in Addis Ababa University. The questioners have been thoroughly checked for missing values before filling the information on SPSS, A total of 141 usable questionnaires were obtained and used for analysis. The data collected were analyzed using SPSS version 23. Mainly Moderated Hierarchical Regression has been applied in the quantitative analyses and to test the hypotheses. The objective of this chapter is to discuss and present the research's findings. Moreover, analysis and discussion of data collected through questionnaire helped the researcher to draw conclusion about the determinant of entrepreneurial intention based on the finding conclusion and recommendation is given in the fifth chapter.

4.1 Demographic Composition of Respondents

After collecting data from participants, the SPSS software was used to present and analyze the data. This result was based on 141 responses of graduate students from Addis Ababa University, who took part in this study. The result was presented in frequency table as follows.

Regarding the gender composition, according to the table below, the distribution is balanced with slight inclination to male (55.3%) and the rest (44.7%) are female, this shows that in this study the number of respondents from both genders have fairly participated evenly. When we see the age composition of the respondents" most of the sampled respondents" age group falls between the ages of 18 up to 24 which accounts for 93.6 % of the total number of sampled respondents and the rest 25-30 is only 6.4% respectively, this shows that the higher number of respondents are from the age group of 18-24 this implies most participants are in the youth category.

According to the table from the total sample of 141 respondents the majority of the respondents (34.7%) were in the department of accounting and finance followed by department of management (26.9%) and (10.6%) of them were in the department of PADM and the other (10.6%) in Department of marketing management (9.2%) is in Department of business administration & information system and the remaining (7.8%) in Department of Logistic and

supply chain management, this shows that adequate number of respondents have been taken from all the departments.

According to the table (90.8%) take entrepreneurship course and the remaining (9.2%) didn't take any entrepreneurship courses. According to the table below, (41.8%) responded saying that their family's engaged in entrepreneurship while the rest (58.2%) say their families not engaged in entrepreneurship. Right after graduation (47.5%) of the students career choice is to be to be an employee in a company or organization, (32.6%) of the respondent choose a career as an entrepreneur / self-employed, (11.3%) of the students plan to be in the family business, and the remaining (8.6%) don't have any plans.

Table4. 2 respondent's demographic profile

	Description	Frequency	Percent
Age	18-24	132	93.6%
	25-30	9	6.4%
Gender	Male	78	55.3%
	Female	63	44.7%
Department	Public Administration & Development Management	15	10.6%
	Management	38	26.9%
	Accounting and Finance	49	34.7%
	Business Administration & Information System	13	9.2%
	Logistic and Supply Chain Management	11	7.8%
	Marketing Management	15	10.6%
Entrepreneurship Course	Yes	43	90.8%
	No	33	9.2%
Other Family Members Engaged In Entrepreneurship	Yes	54	41.8%
	No	69	58.2%
Career Choice Right After Study.	Employee	85	47.5%
	Self-employed	21	32.6%
	to help out a family business		11.3%
	No plans	17	8.6%
Intention	Yes	122	86.6%
	No	19	13.4%

(Source: Own Survey, 2020)

We can conclude that all departments in Addis Ababa university faculty of business are included and almost all of them took an entrepreneurship course that means they are familiar and have known how about entrepreneurship in general.

4.2. Reliability study

The test of reliability is an essential and important test of sound measurement. A reliable measuring instrument is measured depending on whether or not it provides reliable results. Reliable measuring instrument contributes to validity (Kothari, 2004). One of the types of reliability is internal reliability, it is very important in connection with multi-scale items that determine whether each scale is measuring a single idea, and thus whether the items that make up the scale are internally reliable and consistent (Bryman & Cramer, 1999). Coefficient alpha measures internal consistency, this measure is expected to be over 0.7 before we say that our test is internally reliable and consistent (Muijs, 2010).

Table4. 2 Reliability tests

Variables	Cronbach's Alpha
Entrepreneurial Intention (INT)	.841
Gender (GN)	.853
Social Norm (SN)	.840
Entrepreneurship Education (EE)	.859
Access to Capital (AC)	.853
Personality Traits (PT)	.858
Family Background (FB)	.860
Reliability Statistics of Total scale	.852

(Source: Own Survey, SPSS 2020)

Based on the test for reliability shown in table above, Entrepreneurial Intention (7 items; $\alpha = .841$), Gender(7 items; $\alpha = .853$), Social Norm(7 items; $\alpha = .840$),Entrepreneurship Education(7 items; $\alpha = .859$), Access To Capital scale(7 items; $\alpha = .853$), Personality Traits(7 items; $\alpha = .858$) and Family Background(7 items; $\alpha = .860$)was found to be highly reliable with the reliability Cronbach's Alpha statistics of individual constructs ranging from 0.840 to 0.860. Thus, based on the test of the scales and constructs included, it is revealed that each scale represents a reliable and valid construct. As the entire alpha values are above 0.7, therefore all the variables are consistent and reliable.

4.3. Data Analysis

4.3.1 Correlation Analysis

A Pearson Correlation Analysis was performed in SPSS to check if there is a linear relationship between the independent and dependent variables. Correlation analysis shows the degree of association and relation between variables and it indicates the direction in which the variables relate and associate positively or negatively (Saunders, Lewis, & Thornhill, 2009).

		Correlations						
		INT	GN	SN	EE	AC	PT	FB
1	INT	1.						
2	GN	.494*	1.					
3	SN	.721*	.525*	1.				
4	EE	.583*	.584*	.592*	1.			
5	AC	.724*	.593*	.681*	.490*	1.		
6	PT	.694*	.592*	.474*	.475*	.495*	1.	
7	FB	.565*	.515*	.503*	.521*	.463*	.532*	1.
		**. Correlation is significant at the 0.01 level (2-tailed).						

Table4. 3Correlation Analysis (Source own survey, SPSS 2020)

The values of correlation ranges from - 1 to 1, Correlation coefficient able to measure the strength and the association of the linear relationship between two variables (Cohen and Holliday, 1983).As cited by Bryman and Cramer (1999) proposed the range of correlation coefficient as 0.19 and below = very low; 0.20 to 0.39 = low; 0.40 to 0.69 = modest; 0.70 to 0.89 = high, and 0.90 to 1 = very high. In this study, in order to easily classify the strength and association between variables the researcher has been used correlation coefficient range of Cohen and Hollidays(1982).

As we can see from the above correlation table, the dependent variable; entrepreneurial intention has a strong and positive correlation with social norm ($r=.721$, $P<0.01$) and access to capital ($r=.724$, $P<0.01$). As we see the dependent variable entrepreneurial intention it also has a modest correlation with Gender ($r=.494$, $P<0.01$), entrepreneurial education ($r=.583$, $P<0.01$), personality trait ($r=.694$, $P<0.01$), family background ($r=.565$, $P<0.01$) these independent variables has a positive and significant relation with the dependent variable entrepreneurial intention. Also, social norm correlates with access to capital($r=.681$, $P<0.01$) with positive and statistically significant coefficient. As we can see in the table above Most of the variables have modest relationship.

4.4. Diagnostics in Regression

There are several assumptions that need to be checked and ensured so that the data meets these assumptions for the analysis to be reliable and valid and to explain and make sure the relationships between dependent and independent variables. Accordingly, five assumptions tests of CLRM (I.e. linearity, homoscedasticity, autocorrelation, Multicollinearity, and normality) were conducted and discussed below and proved to be met reasonably well.

4.4.1 Assumption #1. Linearity

Linearity is the degree to which the change in the dependent variable is related and affected by the change in the independent variables the association and relation between the dependent variables and independent variables need to be linear function to perform linear regression analysis (Darlington, 1968). One method of avoiding non-linearity is to use theory of previous research study to inform the current analysis to support in choosing the suitable variables (Osborn & Waters, 2002).I.e. the relationship between the independent variables and the dependent variable can be characterized by a straight line.

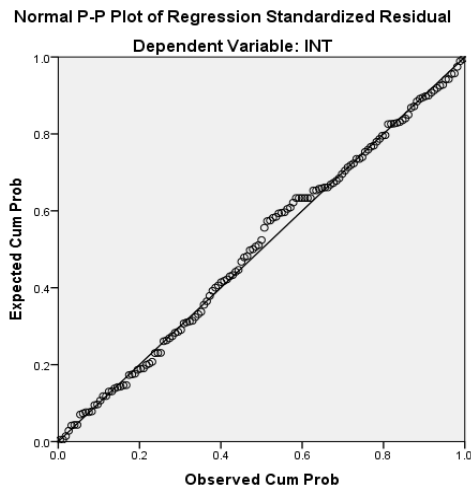


Figure 4.1: Linearity Test

The above Figure shows the plot of standards regression output of the study indicating linearity of the relationship between variables. You can see that the relationship between the independent and the dependent could be modeled by a straight line suggesting that the relationship between these variables is linear.

4.4.2. Assumption #2 Normality

According to Darlington, (1968) Regression assumes that variables have normal distributions. This means that errors are normally distributed, and that a plot of the values in the residuals will approximate a normal curve (Keith, 2006). This assumption is used to determine whether the residuals are normally distributed. This can be tested by looking at the Histogram and P-P plot for the model. To say the Normality assumption of this study is met, the Histogram should be symmetric along the center 0 and it should be bell-shaped and the dots at the P-P Plot should be closer to the diagonal line; Normal P-P plot –points should lie in reasonably straight diagonal line from bottom left to top right. In this case Histogram is symmetric and the P-P plot the dots are drawn closer to the diagonal line.

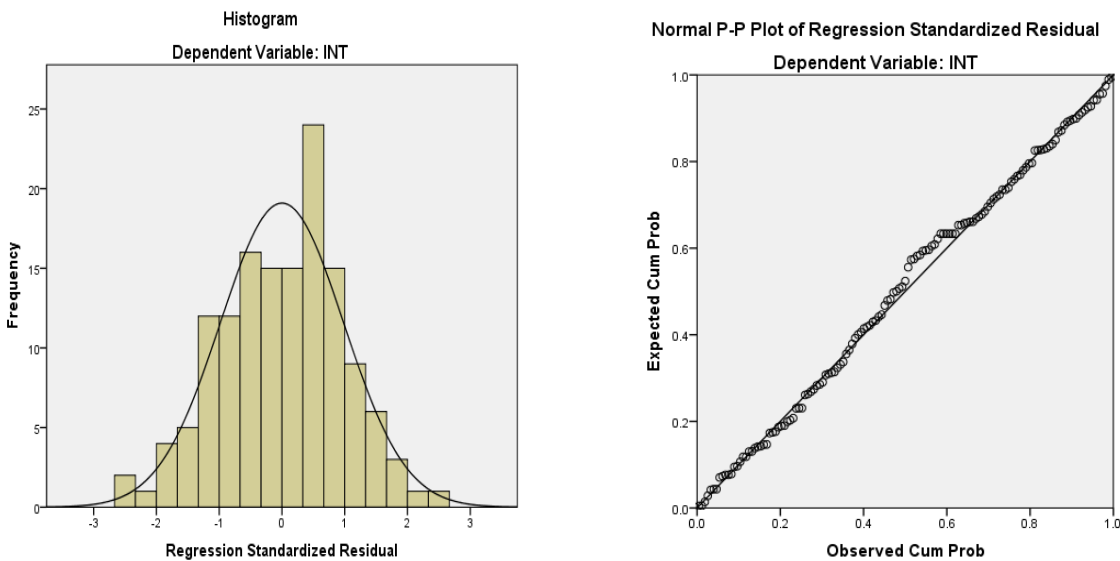


Fig.4. 2: Histogram of Standardized Residuals

To perform a hypothesis test about the model parameter, the normality assumption must be met. The normality assumption is about the mean of the residuals is zero (normality of the error distribution). In this study, the normality of the data was checked and as shown in the figure the histogram is bell-shaped, which leads to assume that the residuals are normally distributed the residual mean is zero and standard deviation approaches zero. In this case Histogram is symmetric shows that assumption of normality is met. Thus, no violations of the assumption normally distributed error term.

4.4.3. Assumption #3 Multicollinearity

According to Kothari, (2004) if there is a high degree of correlation between independent variables, we have a problem that is commonly described as the problem of multicollinearity it is a condition that happen when some predictor variables in the model are correlated with other predictor variables (Ramadan, 2017). It is a situation in which two or more explanatory variables in a multiple regression model are highly linearly related. In practice, we not often face perfect multicollinearity in a data set. More commonly, this issue arises when there is an approximate linear relationship among two or more independent variables. We can test this assumption by looking at the coefficients table. As explained by Muijs, (2010) Tolerance and Variance Inflation Factors (VIF) do the same thing; tolerance is the amount of variance in the individual variable not explained by the other predictor variables. It varies from 0 to 1; a value close to 1 indicates that the other predictors do not explain the variance in that variable. A value close to 0 implies almost all the variance in the variable is explained by the other variables. This permits us to more formally check that our independent variables are not too highly correlated. To meet multiple regression assumptions, we need tolerance score above 0.2 and VIF scores below 10.

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	GN	.517	1.934
	SN	.448	2.230
	EE	.610	1.640
	AC	.510	1.960
	PT	.553	1.808
	FB	.597	1.676
a. Dependent Variable: INT			

TABLE4.4: COLLINEARITY TEST

(Source own survey, SPSS 2020)

The results of the above table indicate that no multicollinearity problem exists among the predictor variables given that all the VIF values are below 10 and all the tolerance values are above 0.2 for the above model so this assumption has been met.

4.4.4 Assumption #4 Homoscedasticity

Homoscedasticity is the assumption that the variation in the residuals (or amount of error in the model) is similar at each point across the model. Homoscedasticity can be checked by visual examination of a plot of the standardized residuals by the regression standardized predicted value (Osborn & Waters, 2002). The below plot figures show, even though there are some out layers that are visible, the standardized residuals in this research are distributed evenly in the same direction but in a wider range indicating heteroscedasticity wouldn't be a serious problem for this data. In addition the graphs look like a random array of dots if the dots do have a pattern like a funnel or a curve shape there is a possibility of Heteroscedasticity problem but in this case the graph looks like random array of dots so it can be concluding the models didn't violate the assumption.

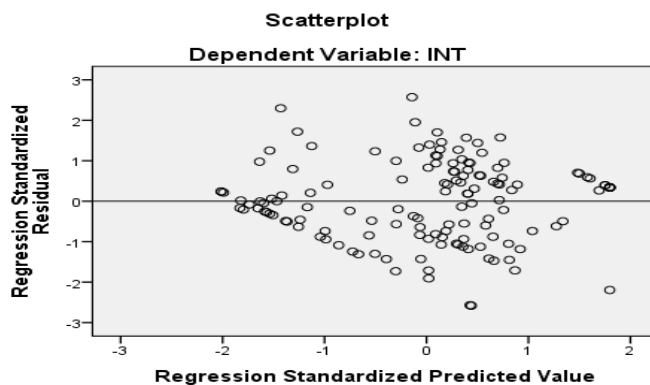


Fig4. 3: Scatter plot Of Standardized Residuals

4.4.5. Assumption #5 Autocorrelation

Autocorrelation is a characteristic of data that shows the correlation between the values of the same variables is based on correlated objects. Autocorrelation occurs when the residual is not independent of each other. It helps to know the independence of errors from one another, which implies that subjects are responding independently from each other. There is a very popular test called the Durbin Watson test that helps to detect the presence of autocorrelation. To check this assumption, we need to look at the regression output of model summary box. Durbin-Watson statistic uses to test the assumption that our residuals are independent (or uncorrelated). For no Autocorrelation assumption, Durbin-Watson statistic value needs to be close to 2. A value of two

shows no autocorrelation. A value of towards zero shows positive autocorrelation. A value towards four indicates negative autocorrelation (Saunders, 2009).

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.762 ^a	.581	.562	.39342	1.733
a. Predictors: (Constant),GD,PT,AC,SN,EE,FB					
b. Dependent Variable: INT					

Table: 4.5 Durbin Watson Statistics

(Source own survey, SPSS 2020)

Thus, from the table above, we can see that Durbin-Watson value for model is **1.733** which is a score near 2. A rule of thumb is that test statistic values between $1.5 < d < 2.5$ are relatively normal and show that there is no autocorrelation in the data. Field (2009) suggests that values under 1 or more than 3 are a definite cause for concern. Table 4.6 of the model summary shows the Durbin-Watson value of the study output as 1.733 indicating there is no autocorrelation in the data. Thus This value shows that values are between the range of 1 and 3 and we can conclude that there is no Autocorrelation problem as the Durbin-Watson statistic showed the value close to 2 so it can be said that the assumption of autocorrelation for the survey is met.

4.5. Regression Analyses and Hypotheses Testing

Regression Analyses is a reliable method that allows to examine the relationship between two or more variables and to identify which variables have impact on the other variable. This study has one independent variable, five independent variables and one moderator variable and the researcher use hierarchical regression analysis. Hierarchical moderated regression has been used to test the research hypotheses. Hierarchical regression analysis permits for a comparison between alternative models with and without interaction terms, where an interaction effect only exists if the interaction term contributes significantly to the variance explained in the dependent variable over the main effects of the independent variables (Jaccard &Turrisi, 2003).

As shown in the table below, the coefficient R in this model 1 summary indicates the square root of R and is the correlation between variables. From the table below, $R = .762$ indicates that there is a very strong positive correlation between the dependent variable and the other variables. R Square is a statistical measure that shows how close the data are to the fitted regression line. It is also known as the coefficient of determination or the coefficient of determination for regression, 0% indicates that the model explains none of the variability of the response data around its mean. The model 1 statistics of dependent variable entrepreneurial intention revealed that the R square value of .581. It means that all independent variables included in the model explained 58.1% of variance ($.58 \times 100\%$). R square change is added when other predictors are added (moderator variable) in dependent variable. The moderated regression results in model 2 and 3 illustrates that the interaction term explained slight additional variances ($\Delta R^2 = 0.005$, $p < 0.001$) and ($\Delta R^2 = 0.006$, $p < 0.001$) in the relationship between entrepreneurial intention and environmental factors and this variation is statistically significant. Although the impact of this moderator on the intention is small, the statistical significance tells that the addition of family background as a moderator influences the relationship between the dependent and independent variables. With the interaction effect, as shown in the table the full model explained a higher variance in intention (R squared = 0.688) and (R squared = 0.691).

		Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
					R Square Change	F Change	Sig. F Change
1	.762 ^a	.581	.562	.39342	.581	.543	.000
2	.830 ^a	.688	.682	.28624	.005	1.957	.000
3	.833 ^a	.691	.684	.26432	.006	2.492	.003

As shown in the table above, the coefficient R in model 2 and 3 summary indicates the square root of R and is the correlation between variables after moderator variable is added in the dependent variable. From the table above, $R = .830$ and $R = .833$ indicates that there is a very strong positive correlation between the dependent variable and the other variables when moderator variable is added. If the p-value is smaller than 0.05 (which is the most common alpha value used in research), the model can significantly predict the dependent variable. In the table, the p-value is lower than 0.05, this directs that there is a strong proof that the model of this study has explanatory power and that the variables help to predict the dependent variable.

TABLE.4. 6: DIRECT EFFECT STATISTICS

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.850	.379		-2.240	.027
	GN	.009	.120	.005	.076	.940
	PT	.182	.121	.112	1.500	.036
	AC	.188	.083	.165	2.267	.025
	SN	.521	.082	.481	6.351	.000
	EE	.104	.068	.101	1.524	.003

(Source own survey, SPSS 2020)

H1: There is positive and significant relationship between demographic factors and entrepreneurial intention of university students.

This study assumed that there is positive and significant relationship between demographic factors and entrepreneurial intention. From several demographic factors this study tries to investigate the effect of Gender on the entrepreneurial intention of the university students.

Based on the table above, gender was found to be statistically insignificant at $p = .05$ level ($\beta = .005, p = .940$), this shows that gender won't affect entrepreneurial intention.

From the above table we can see that gender has no statistically significant impact on entrepreneurial intention this result is consistent with prior empirical researches done by Nurul Indarti, (2003) and Francoise, Karla and Alexandra, (2017) on The Determinants Of Entrepreneurial Intention and in their findings gender has no significant effect on entrepreneurial intention, which shows that nowadays both male and female in Addis Ababa University are being given relatively equal opportunities so their gender doesn't pose any kind of barrier in their participation. In previous studies, it has been observed that Gender had an effect on entrepreneurial intention but this research's result shows that compared to the past the opportunities given to both genders have become more evenly distributed than previously, which is a significant development in the gender equality within the country and this implies that in the context of Addis Ababa University students the prospects provided to them have become more fairly given.

It can be observed in the table above, there is no significant relationship between gender and entrepreneurial intention which indicates that the proposed hypothesis is rejected.

H2. There is positive and significant relationship between personal factors and entrepreneurial intention of university students.

This study assumed that there is positive and significant relationship between personal factors (individual factors) and entrepreneurial intention. From several personal factors (individual factors) this study tries to investigate the impact of personality trait and access to capital on the entrepreneurial intention of the university students.

Based on the students reply, the results show that personality trait has a positive significant effect on entrepreneurial intention at $p = .05$ level, ($\beta = .112$, $p = .036$) this shows personality trait determines entrepreneurial intention. This result is consistent with prior empirical researches done by (Suraju, 2016) It can be observed on table above, there is a significant and positive relationship between personality traits and entrepreneurial intention.

Based on the above coefficient table, access to capital was found to be positive and significance relationship at $p = .05$ level, ($\beta = .165$, $p = .025$) this shows access to capital has an effect on entrepreneurial intention. The result from the survey is in line with the finding of a study by George, (2017) found that perceived financial barriers were important in determining entrepreneurial intentions of students.

It can be observed in the table above, there is significant and positive relationship between both personality traits and access to capital which indicates that the proposed hypothesis “H2: There is positive and significant relationship between personal factors and entrepreneurial intention of university students” is accepted.

H3: There is positive and significant relationship between Environmental factors and entrepreneurial intention.

This study assumed that there is positive and significant relationship between environmental factors and entrepreneurial intention. From several environmental factors this study tries to investigate the impact of social norm and entrepreneurial education on the entrepreneurial intention of the university students.

Based on table above, social norm was found to be statistically significance at $p = .05$ level, ($\beta = .101$, $p = .003$), this shows in Addis Ababa university student social norm determines entrepreneurial intention. And the other environmental factor is entrepreneurial education.

Based on table above, entrepreneurial education was found to be statistically significance at $p = .05$ level, ($\beta = .481$, $p = .000$), this shows that entrepreneurial education determines

entrepreneurial intention. The result from the survey is in line with the finding of a study by Petros Woldu & Dawit Teclmariam, (2016). The above result indicates that the proposed hypothesis“H3: There is positive and significant relationship between environmental factors and entrepreneurial intention of university students” is accepted.

H4: Having an entrepreneurial family background moderates the relationship between Environmental factors & entrepreneurial intention.

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
2	(Constant)	-.850	.379		-2.240	.027
	GN	.009	.120	.006	.079	.940
	PT	.180	.121	.114	1.506	.056
	AC	.179	.083	.160	2.126	.025
	SN	.512	.082	.486	4.213	.000
	EE	.101	.068	.103	1.531	.003
	FB	.387	.118	.334	3.270	.001
	SNXFB	.486	.164	.378	6.321	.000

Table.4.7. Family Background Interaction effect (Source own survey, SPSS 2020)

Based on the students reply, the results show that family background has a positive and significance moderating effect at $p = .05$ level, ($\beta = .378, p = .000$) on the relationship between Social norm and entrepreneurial intention. It can be observed in table above, having an entrepreneurial family background moderates the relationship between Social norm and entrepreneurial intention of university students.

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
3	(Constant)	-.850	.379		-2.143	.027
	GN	.007	.120	.003	.042	.896
	PT	.189	.121	.116	1.300	.046
	AC	.191	.083	.169	3.127	.045
	SN	.521	.082	.481	6.131	.000
	EE	.106	.068	.112	1.512	.000
	FB	.030	.117	.026	.258	.006

	EEXFB	.208	.137	.162	1.524	.003
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Table.4.8. Family Background Interaction effect

(Source own survey, SPSS 2020)

Based on the students reply, the results show that family background has a positive and significant moderating effect at $p = .05$ level, ($\beta = .162$, $p = .003$) on the relationship between entrepreneurial education and entrepreneurial intention.

This shows that having an entrepreneurial family background and a supportive family makes students more open to the idea of pursuing an entrepreneurial career and highly influences their decision to start their own venture and they are also more likely to develop an entrepreneurial mindset, which implies that the family background of students has a high influence on students' career choice.

It can be observed in the table above, there is significant and positive relationship between both social norm and entrepreneurial education which indicates that the proposed hypothesis "H4: Having an entrepreneurial family background moderates the relationship between environmental factor and entrepreneurial intention." is accepted.

4.6. Summary of the Regression Analysis and Hypothesis Testing

The summary table below shows the summary of regression results of the three models which were discussed in the above sections.

Variables	Model1				Model2				Model3			
	Unstandardized Coefficients		Standardized Coefficients		Unstandardized Coefficients		Standardized Coefficients		Unstandardized Coefficients		Standardized Coefficients	
	B	Std. Error	Beta	Sig	B	Std. Error	Beta	sig	B	Std. Error	Beta	sig
GN	.009	.120	.005	.940								
PT	.182	.121	.112	.036								
AC	.188	.083	.165	.025								
SN	.521	.082	.481	.000								
EE	.104	.068	.101	.003								
FB	.134	.081	.116	.009								
GN					.009	.120	.006	.940				
PT					.180	.121	.114	.056				
AC					.179	.083	.160	.025				
SN					.512	.082	.486	.000				
EE					.101	.068	.103	.003				
FB					.387	.118	.334	.001				
SNXFB					.486	.164	.378	.000				
GN									.007	.120	.003	.896
PT									.189	.121	.116	.046
AC									.191	.083	.169	.045
SN									.521	.082	.481	.000
EE									.106	.068	.112	.000
FB									.030	.117	.026	.006
EEXFB									.208	.137	.162	.003
R square	.581				.688				.691			
Adjusted R square	.562				.682				.684			

Table.4.9 Summary of regressions

The Hypothesis of this study is tested, and the results are summarized in the table below.

	Hypotheses	Result
H1	<i>There is positive and significant relationship between demographic factors and entrepreneurial intention.</i>	<i>Rejected</i>
H2	<i>There is positive and significant relationship between personal factors and entrepreneurial intention.</i>	<i>Accepted</i>
H3	<i>There is positive and significant relationship between environmental factor and entrepreneurial intention.</i>	<i>Accepted</i>
H4	<i>Having an entrepreneurial family background moderates the relationship between environmental factor and entrepreneurial intention.</i>	<i>Accepted</i>

Table.4.10. Hypothesis summary

Chapter Five

5 Conclusion and Recommendations

In this section the main findings of the research are summarized and conclusions on major findings are presented. Recommendations are given based on the research findings and the limitation of the study is mentioned. Finally, the study forwarded some suggestions for further investigations.

5.1 Summary of Findings

In this research the determinant factors of entrepreneur intention have been investigated in order to know perceived factors that could affect the entrepreneurial intention of the students to foster entrepreneurial intention among the students. All the variables and the respective measurements in this research are based on theory and adopted from literatures. The reliability and validity of the constructs and items were tested as per the recommendations made in literatures. To test the research hypotheses Hierarchical regression analysis has been applied and based on the results of the regression analysis the following summaries of findings were drawn.

The reliability and validity of the constructs and items were tested based on the test for reliability Cronbach's Alpha statistics of individual constructs ranging from 0.840 to 0.860. Thus, based on the test of the scales and constructs included, it is revealed that each scale represents a reliable and valid construct.

Before the regression analysis the correlation between variables were examined and it is confirmed that there is good association between all the independent and the dependent variables. The correlation among the independent and moderator variables is moderate and free from multicollinearity problem.

This study assumed that there is a positive and significant relationship between demographic factors "Gender" and entrepreneurial intention of university students. Based on the finding, gender was found to be statistically insignificant at $p = .05$ level, ($\beta = .005$, $p = .940$), in this study gender won't determine entrepreneurial intention it is in line with other findings in literatures as mentioned by (Melkam, 2019).

In hypothesis 2 positive and significant relationships between personal factors (individual factors) "personality trait and access to capital" and entrepreneurial intention results show that

personality trait has a positive significant effect on entrepreneurial intention at $p = .05$ level, ($\beta = .112$, $p = .036$) this shows personality trait has an effect on entrepreneurial intention. This result is consistent with prior empirical researches done by (Suraju, 2016).

Access to capital were found to be positive and significance relationship at $p = .05$ level, ($\beta = .165$, $p = .025$) this shows that access to capital influences entrepreneurial intention. The result from the survey is in line with the finding of a study by George, (2017): It can be observed there is significant and positive relationship between both personality traits and access to capital which indicates that the proposed hypothesis is accepted.

H3: There is a positive and significant relationship between environmental factors and entrepreneurial intention of university students” is accepted. Both social norm and entrepreneurial education has a positive significant effect on entrepreneurial intention. Social norm was found to be statistically significance at $p = .05$ level, ($\beta = .101$, $p = .003$), this shows in Addis Ababa university student social norm determines entrepreneurial intention. And the other environmental factor entrepreneurial education was found to be statistically significance at $p = .05$ level, ($\beta = .481$, $p = .000$), this shows entrepreneurial education determines entrepreneurial intention. The result from the survey is in line with the finding of a study by Petros Woldu & Dawit Teclemariam, (2016).

“H4: Having an entrepreneurial family background moderates the relationship between environmental factors and entrepreneurial intention is accepted. Based on the students reply, the results show that family background has a positive and significance moderating effect at $p = .05$ level, ($\beta = .378$, $p = .000$) on the relationship between Social norm and entrepreneurial intention. Based on the students reply, the results show that family background has a positive and significant moderating effect at $p = .05$ level, ($\beta = .162$, $p = .003$) on the relationship between entrepreneurial education and entrepreneurial intention, there is a significant and positive relationship between both social norm and entrepreneurial education which indicates that the proposed hypotheses H4: Having an entrepreneurial family background moderates the relationship between environmental factor and entrepreneurial intention is accepted.

Generally, in this research finding demographic factors does not determine entrepreneur intention while personal factors and environmental factors determine entrepreneur intention and having an entrepreneurial family background moderates the relationship between environmental factor and entrepreneurial intention.

5.2. Conclusion and Recommendations

The main objective of this study was to investigate the determinant of entrepreneur intention. And the specific objectives were to identify whether demographic factors determine the entrepreneurial intention, to identify whether personal factors determine the entrepreneurial intention, to identify whether environmental factor determine the entrepreneurial intention, to investigate whether the role of entrepreneurial family background moderates the relationship between environmental factor and entrepreneurial intention, This chapter addresses answers to the research questions and conclusions were drawn from the findings of this study, and recommendations are put forward accordingly.

The general objective of this research is to investigate the Determinant of Entrepreneurial Intention among Addis Ababa University Business Students.

5.3 Conclusions

Based on the findings summarized in section 5.1 the following major conclusions are drawn.

From the demographic related profiles, first it was observed that the majority of the students were in the same age group 18-24, and also it is concluded that the gender participation is reasonably balanced, in the number of female to male among the students the researcher has tried to make the available number of women to participate in the survey. Thirdly most of the student's belonged to Accounting and Finance and management class. It is also understood that most of the student take entrepreneurial education and has an idea of the subject, it can be concluded that the students have enough idea and know how about entrepreneurship considering frequent exposure on theoretical aspects of the business world. The majority of the students' parents were not on entrepreneurial activity. And the majority of the student's responded saying that career choice right after study is to be an employee even if 86.6% of them respond having entrepreneur intention, this shows there is something that holds the student back to become self-employed but all the respondents said that they do want to be engaged in entrepreneurship if opportunity rises.

Based on the findings it is concluded that demographic factors do not determine entrepreneur intention while personal factors and environmental factors determine entrepreneur intention and also having an entrepreneurial family background moderates the relationship between environmental factor and entrepreneurial intention.

5.4 Recommendations

This study examined the determinant of entrepreneur intention, On the basis of the findings of this research study and conclusions mentioned, the following recommendations were forwarded:

- This study shows that access to capital has determined entrepreneurial intention. Access to capital for starting a new business is difficult which may be due to the difficulty to get finance from formal financial institutions. Therefore, the government should create a better environment for entrepreneurs to easily get finance by making the financial intuitions to minimize their requirement for getting loans. More attention should be given to make access easy in terms of business funding for young entrepreneurs, who have a convincing business plan but come up short for a start-up capital to form the business enterprises. This kind of funding helps young entrepreneurs to attain more resources to expand their ventures and eventually create more job opportunity. Private institutions such as banks and other micro finance institutions should introduce young entrepreneurship and small startup enterprises funding as a part of their services.
- Based on finding Personality trait also determines entrepreneur intention Therefore, the government and society should motivate students to become entrepreneurs by providing different training and awareness in order to help them develop a strong entrepreneurial culture starting from their young ages and early on in their education. Doing this helps to improve personality traits and broaden the students' scope more about what entrepreneurship is and increases their entrepreneurial intention which will gradually benefit the country more especially by decreasing unemployment. These may include business advice, counseling, mentoring and training. The curriculum must be improved and primary and secondary schools should teach entrepreneurial skills so that children can realize their potential and become motivated in entrepreneurship early in life.
- An environment where youths could come together with more experienced entrepreneurs to share experiences and build a realistic picture of what the entrepreneurship journey looks like and overall improving the business know-how is strongly recommended.
- This study shows that entrepreneur education determines entrepreneur intention. Entrepreneur education has an impact on entrepreneur intention, so this implies that entrepreneurship education increases knowledge, skills and confidence of the students to

become entrepreneurs. Therefore, it is recommended that entrepreneurship course should be practical. In addition to teaching educators should work on advising students to choose entrepreneurship as career choice.

- In the finding social norm has an impact on entrepreneur intention also having entrepreneur family back ground moderates the relation between entrepreneur intention and social norm because of that the non-government organizations should also work on giving related training for students and the society to increase their knowledge of entrepreneurship association should be developed as a center of experience sharing between students and the society at large. In addition to educating the young generation the government and non-government should also work on teaching the society as a whole using different ways such as the media. More TV programs centered on entrepreneurship and its benefits to the economy should be aired. Otherwise parents become an obstacle if they don't know the use of entrepreneurship and only think employment in an organization is secure and respectable because in our finding, family background moderates the relationship between social norm and entrepreneurial intention.
- The government must include entrepreneurship in the early stages of the education in order to make them more aware of entrepreneurship as a career alternative. Their outlook towards entrepreneurship is an important part which should be developed during one's early stages, in order for a student to view entrepreneurship as an alternative and for the student to develop a positive outlook towards it. Unless otherwise the student will instead develop a positive attitude towards employment in an organization as career choice which he/she is very familiar with.
 - ❖ Based on the findings of this research given above, if the government, NGOs, societies and organizations as a whole take into account and follow the recommendations stated and are successful in minimizing the obstacles we can generate many entrepreneurs in the future because there are so many potential entrepreneurs who have the desire but are being held back by the barriers stated above, that can benefit the country by decreasing unemployment rate and developing the country's economy as a whole.

5.5 Limitation of the study

- The major constraints faced by the researcher while conducting this study were: First, lack of empirical research on the related study area especially in our country, and also the non-availability of adequately published and documented data on the topic
- Only one university was taken for this study. Even though engaging more campuses in the study would give out a better result, for the sake of time management it was narrowed to one university only.
- The major constraint the researcher faced was the level of difficulty in gathering data and information from individuals as well as institutions due to the COVID19 pandemic outbreak which hindered the overall process of completing this research.

5.6 Future research

- This research focused only on final year undergraduate students of Addis Ababa university business students. I would suggest including sample from other universities to make a better generalization and I also recommend comparative study between business students and non-business students, extension students and regular students, freshman students and final year students. For interested researchers, I would recommend including other variables that may determine entrepreneurial intention of university students.

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Annex

**አዲስ አበባ ዩኒቨርሲቲ
የቢዝነስ እና ኢኮኖሚክስ ኮሌጅ
የማኔጅመንት ትምህርት ክፍል ድኅረ-ምረቃ መርሀ ግብር
በ ቅድመምረቃ(ተመራቂ) ተማሪዎች የሚሞላ መጠይቅ**

ውድ የጥናቱ ተሳታፊ

በቅድሚያ በዚህ ጥናት ላይ ለመሳተፍና መረጃ ለመስጠት ፈቃደኛ ስለሆኑ ልባዊ ምስጋናዬን አቀርባለሁ።

የዚህ መጠይቅ አላማ በአዲስ አበባ ዩኒቨርሲቲ የሚገኙ የቅድመምረቃ ተመራቂ ተማሪዎች የስራ ፈጠራ ፍላጎትን የሚወስኑ ምክንያቶች ላይ ያላቸውን አስተያየት ለማወቅና አስፈላጊ እና የሚረዱ መረጃዎችን ለመሰብሰብ እንዲረዳታሁ ስለሆነ ተዘጋጅነው።

በመሆኑም እርስዎ የሚሰጡት ምላሽ ጥናቱ የታሰበውን ግብር እንዲሟሟታል መጠይቁ የቀረቡትን ጥያቄዎች በትክክል መሙላት እንዲቻል ጥሩ ጥረትዎን እጠይቃለሁ።

ውድ ጊዜዎን በመሰጠት ይህንን መጠይቅ በመሙላት ስለተባበሩኝ በቅድሚያ ከፍተኛ ምስጋና ለማቅረብ እወዳለሁ።

ክፍል አንድ

መመርያ አንድ: የሚከተሉትን መሠረታዊ መረጃዎች ምልክት በማድረግና በመጻፍ መልሱ

1. እድሜ - 18-24 25-30 ከ31 በላይ

2. ጾታ- ወንድ ሴት

3. የትምህርት ክፍል (ዲፓርትመንት)-

ማናጅመንት

የህዝብ አስተዳደር

አካውንቲንግ እና ፋይናንስ

ቢዝነስ አደሚንስትሬሽን እና ኢንፎርሜሽን ሲስተም

ሎጅስቲክ እና ሰፕላይን ማኔጅመንት

ማርኬቲንግ ማኔጅመንት

4 የስራ ፈጠራ ትምህርትና ስልጠና ወስደው ያውቃሉ ወይ?

አዎ አይ

5 ከወላጆችዎ የስራ ፈጠራ ላይ የሚሳተፍ ወይም ተሳትፎ የሚያውቅ አለ ወይ?

አዎ አይ

6 ከተመረቁበኋላ የስራ-ምርጫዎምን ድንኳን?

የስራ-ፈጠራ

ተቀጣሪ

ከቤተሰብ ጋር የቤተሰብ ስራ ላይ መሳተፍ

እቅድ የለኝም

ክፍልሁለት

መመርያሁለት-

እባክዎን ከዚህ በመቀጠል በቀረቡት ተከታታይ ሰንጠረዦች ውስጥ ባሉት ጥያቄዎች ላይ ህልውናዎን ያህል እንደሚስማሙ ከ 1 እስከ 5

በተሰጡት መለኪያዎች መሠረት መልስዎን በሚመለከተው ሳጥን ውስጥ ምልክት በማስቀመጥ ይስጡ።

1. በጣም እስማማለሁ 2. እስማማለሁ 3. መካከለኛ 4. አልስማማም 5. በፍፁም አልስማማም

ተ.ቁ	የስራ ፈጠራ ፍላጎት (አላማ)	1	2	3	4	5
1	ወደፊት የስራ-ፈጠራ ላይ መሰማራት እመርጣለሁ።					
2	ተቀጣሪ ከመሆን የስራ-ፈጠራን እመርጣለሁ።					
3	የግል ስራ-ፍንጮችን መመርየት ለጥራት ለማድረግ የሚያጋጥሙኝን እክሎች አልፋለሁ።					
4	ስራ-ፍንጮችን መመርከፍ ተኛ የሆነ የስራ-ፈጠራ ፍላጎት አለኝ።					
5	ቋሚ ስራ ከመቀጠር የራሴ አለቃ ብሆን እመርጣለሁ።					
6	የሚስብ እና ጥሩ የሆነ የስራ ሀሳብ አለኝ።					

ተ.ቁ	ጾታ	1	2	3	4	5
1	ጾታዬ የስራ-ፈጠራ ፍላጎቴ ላይ ተፅዕኖ ያመጣል።					
2	ከሴቶች ጋር ሲነጻጸር ወንዶች ወደ ስራ-ፈጠራ የመሰማራት ፍላጎታቸው ከፍተኛ ነው።					
3	የስራ-ፈጠራ ላይ ለመሰማራት ከወንዶች ይልቅ ሴቶች እድል ያነሰ ነው።					
4	የግል ስራ ላይ ስኬታማ ለመሆን ጾታ ተፅዕኖ አለው።					
5	ሴቶች የቤተሰቦቻቸውን ህይወት ለማሻሻል ስለሚፈልጉ የስራ-ፈጠራ ላይ ለመሳተፍ ትልቅ ጥረት ያደርጋሉ።					
6	የስራ-ፈጠራ የወንዶች ተግባር ነው።					

ተ.ቁ	ማህበራዊ ልማዶች	1	2	3	4	5
1	የቅርብንደኞቹ የስራ-ፈጠራ-ላይኒን ድሰማራ ይፈልጋሉ።					
2	የቅርብ የቤተሰብ አባላት የስራ-ፈጠራ-ላይኒን ድሰማራ ይፈልጋሉ።					
3	አብዛኛውን ጊዜ ይንክሩ የማሳልፋቸው ሰዎች ከሌላ የስራ መስክ ይልቅ የስራ ፈጠራን ይመርጣሉ።					
4	በኢትዮጵያውስጥ የስራ-ፈጠራዎች ጥሩ ምልክታት ይሰጣቸዋል።					
5	በኢትዮጵያውስጥ የስራ-ፈጠራ ተግባራዊ መሆን ይችላል።					

	የስራ ፈጠራ ትምህርት	1	2	3	4	5
1	በዩኒቨርሲቲዎች ውስጥ የስራ-ፈጠራ ትምህርት መስጠቱ ስለስራ-ፈጠራ የበለጠ እውቀት እንዲኖረኝና ስለዘርፉ ያለኝን አመለካከት ወደ ትክክለኛው አቅጣጫ እንዲመራ ያግዛል ብዬ አስባለው።					
2	በትምህርት ቤት የሚሰጠኝ የስራ-ፈጠራ ትምህርት የበለጠ ወደ ስራ-ፈጠራ ላይ ዝንባሌ እንዲኖረኝ ይረዳኛል ብዬ አስባለው።					
3	የስራ-ፈጠራ ትምህርት ወደ ፊት መስራት ለምሳሌ ገዢዎች ለሰላም ላይ ስላሉ እድል ሰጥቷል።					
4	የስራ-ፈጠራን ሎታ በስልጠና ማዳበር ይቻላል።					
5	በኢትዮጵያውስጥ የስራ-ፈጠራ ትምህርት ውጤታማ ነው።					

ተ.ቁ	መነሻ ገንዘብ የማግኘት እድል	1	2	3	4	5
1	እትዮጵያውስጥ ለግል ስራ የመነሻ ገንዘብ ማግኘት ቀላል ነው።					
2	ኢትዮጵያውስጥ ያሉ ባንኮች ለአዲስ ስራ-ፈጠራ ገንዘብ ለማበደር ዝግጁ ናቸው።					
3	ኢትዮጵያውስጥ የመነሻ ገንዘብ ማግኘት አመቺ ስለሆነ ለግል ስራ መጀመር ቀላል ነው።					
4	የገንዘብ አበዳሪ ተቋማት ለግል ስራ መጀመር ለሚፈልጉ ለማበደር ዝግጁ ናቸው።					

የግል ባህርያት

ተ.ቁ	ስኬታማ የመሆን ፍላጎት	1	2	3	4	5
1	ከጥናቴና ከስራዬ ጋር የተያያዙ ክስድ ያሉ ስራዎችን በደንብ እሰራለሁ።					
2	ለስራ ፈጣሪ የሚሆን ጥሩ የአስተዳደር ችሎታ አለኝ።					
3	ተቀጣሪ ሆኜ ጥሩ ከሚከፈለኝ ይልቅ የራሴ ስኬታማ ስራ ላይ ብሆን ይሻለኛል።					
4	በተሰጠኝ የስራ መሰከላይ ሆኜ ተጨማሪ እድሎችን አፈልጋለሁ።					
5	ፋክክ ይያዘኝ ብዙ ስራ ስለሆነ የስራ ፈጣሪ ላይ መሰማራት። እፈልጋለሁ					
6	ከተማር ከብቻ ላይ የራሴን የግል ስራ መስራት ለመጀመር አስባለሁ።					

ተ.ቁ	አካባቢ መቆጣጠር	1	2	3	4	5
1	ሁሉ ነገር በትክክል ሆኖ መንገድ ሲሄድ የእድል ጉዳይ ነው ብዬ አስባለሁ።					
2	የራሴን የግል ስራ ለመጀመር ባለኝ ችሎታ ጥሩ አቅም እተማመናለሁ።					
3	የራሴን እቅድ ሳይሆን ሌላ ማሳካት ሁሉም እርግጠኛ ነኝ።					
4	በብዛት ጠንክሮ መስራት ወደ ስኬታማነት ይመራል።					

ተ.ቁ	በድፍረት እድሎችን መጠቀም	1	2	3	4	5
1	ትርፍ ከፍተኛ ቢሆንም በድፍረት እድሎችን መጠቀም ያስፈራኛል።					
2	ከፍተኛ ትርፍ ሊያመጣ የሚችል ቢሆን ስኬታማነት የመውደቅ እድል ቢኖረው እንከዋን ገንዘቤን ለማዋል አላወላውልም።					
3	በሁሉም የህይወቴ መስክ ላይ የደህንነትን ጠቃሚነት ከግምት ውስጥ አስገባለሁ።					

ተ.ቁ	አሻሚነትን ማቻቻል	1	2	3	4	5
1	መፍትሄ አለው ብዬ የማላስበውን ችግር ለመፍታት ተነሳሽነት አይኖረኝም።					
2	መቆጣጠጥ የማልችለው የማህበራዊ ሁኔታ ላይ ስሆን ጭንቀት ይሰማኛል።					
3	ውስብስብ ችግሮችን ለመረዳት ከፋፍል ከማየት ይልቅ ጠቅልል እድርጎማ ሰብየተሻለኝ።					

ተ. ቁ	የቤተሰብ ሁኔታ	1	2	3	4	5
1	ለአንድ ሰው የስራ ፈጠራ ተነሳሽነት መኖር የቤተሰብ አስተዋጽኦ ክፍተኛነትን ይቀንሳል።					
2	በአስተሳሰብ በስራ ፈጠራ ዘርፍ ላይ የተሰማሩ ቤተሰቦች ያሏቸው ልጆች ከቤተሰብ ተለያይተው ድጋፍ ሊሰጧቸው ስለሚችሉ ከሌሎች በተሻለ ለስራ ተነሳሽነት ኖራቸዋል ብዬ አስባለሁ።					
3	በቤተሰብ ውስጥ በስራ ፈጠራ ዘርፍ የተሰማሩ የቤተሰብ አባላት ቢኖሩ ከትምህርት ባሻገር ቀደም ብሎ የስራ ልምድ ምኞትም ሆኖ የማግኘት እድል ስለሚኖር ወደስራ ፈጠራ መግባት የበለጠ ያነሳሳል ብዬ አስባለሁ።					

በፈቃደኝነት ምላሽዎን ስለሰጡ ከልብ አመሰግናለሁ።

**ADDIS ABABA UNIVERISTY
COLLEGE OF BUSINESS AND ECONOMICS
DEPARTMEN OF MBA**

Questionnaire

Addis Ababa, Ethiopia

Email: tinsaedemissae@gmail.com

Dear respondents

I am a graduate student at Addis Ababa University Master of Business Administration program. I am currently conducting a research on the factors that determining entrepreneurial Intentions of graduating students in Addis Ababa University.

I hereby request your assistance in filling in the provided questionnaire. The questionnaire is a tool used to achieve a research objective. This is an academic research and confidentiality will be strictly adhered to. Therefore, your genuine responses will contribute to the quality of the findings of the study. I do appreciate your valuable contribution for the study. Kindly spare your few minutes to fill the questionnaire attached

Yours Sincerely,

Tinsae Demissae

QUESTIONNAIRE

Part A: PERSONAL DETAILS

Kindly provide the information requested by ticking in on the spaces provided.

A) Age.

18-24 25-30 31year and above

B) Gender

Male Female

C) Kindly indicate the department that you are in

Department of public administration & development management

Department of management

Department of accounting and finance

Department of business administration & information system

Department of Logistic and supply chain management

Department of marketing management

D) Did you take any entrepreneurship course?

Yes NO

E) Are your parents ever having business background?

Yes NO

F) Indicate your career choice right after study.

Employee

Self-employed

Successor/to help out a family business

No plans

PART B: ENTREPRENEURIAL INTENTION

Based on your opinion, please indicate the most appropriate response with the scale given below.

1= Strongly Agree 2- Agree, 3= Neutral, 4 =Disagree, 5= Strongly Disagree

1. ENTREPRENEUTIAL INTENTION

Statements	1	2	3	4	5
I would choose a career as an entrepreneur / self-employed.					
I prefer to be an entrepreneur rather than to be an employee in a company or organization.					
I will make every effort & relish the challenge to start my own business.					
I have a strong intention to start a business one day.					
I would rather be my own boss than have a job that is secured.					
I have an appealing business idea.					

2. Gender

Statements	1	2	3	4	5
I think my gender would have an influence on my intentions to be an entrepreneur.					
I think males have more intentions towards entrepreneurship than females.					
I think females have less possibility in starting their business as an entrepreneur as compared to male counterparts.					
Gender has an effect on the successfulness of a business.					
I think women put great efforts to be involved in entrepreneurship because they want to improve their family's life standards which cannot be met adequately while doing low level jobs.					
I think entrepreneurship is one such male-typed activity.					

3. Social Norm

Statements	1	2	3	4	5
I believe that my closest friends think that I should pursue a career as an entrepreneur.					
I believe that my closest family members think that I should pursue a career as an entrepreneur.					
People who I spend most of my time with prefer entrepreneurship when compared to other career options.					
Entrepreneurs have a positive image in Ethiopian society.					
Entrepreneurship is a practical activity in Ethiopia.					

4. Entrepreneurship Education

Statements	1	2	3	4	5
I think entrepreneurship should be taught in University and be made a compulsory course in order to stimulate entrepreneurial spirit in campus thus helping students start their own business.					
I believe I have acquired the necessary knowledge to start business from the business courses I am taking.					
I think the entrepreneurship course would give me more ideas and opportunities to start a business in the future.					
I think entrepreneurial skills are acquired through training.					
I think entrepreneurship education is effective in Ethiopia.					

5. Access to Capital

Statements	1	2	3	4	5
It is easy to obtain startup capital in Ethiopia.					
Banks in Ethiopia are ready to give credit for new business.					
It is easy to start one's own business due to the availability of financial resources.					
Financial institutions are ready to give required finance to start business.					

6. Personality Traits

Need for achievement

Statements	1	2	3	4	5
I would do very well in difficult tasks relating to my study and my work.					
I have leadership skills needed to be an entrepreneur.					
I would prefer my own successful business than to be in a secure and well-paying job.					
I would seek added opportunities in the job assigned to me.					
I like to be an entrepreneur because of its competitive nature.					
I have seriously considered starting my own business sometime after I graduate.					

Locus of control

Statements	1	2	3	4	5
When everything goes right, I think it is mostly a question of luck.					
I am confident of my skills and abilities to start a business.					
When I make plans, I am almost certain to make them work.					
Diligence and hard work usually lead to success.					

Risk taking

Statements	1	2	3	4	5
Taking risks bothers me even if the gains involved are potentially high.					
I would not be uncertain to put my money into a new business that could fail, if the possible rewards were very high.					
I always consider security as an essential element in every phase of my life.					

Tolerance to ambiguity

Statements	1	2	3	4	5
A problem has little attraction for me if I don't think it has a solution.					
I get pretty anxious when I'm in a social situation over which I have no control.					
The way to understand complex problems is to be concerned with their larger aspects instead of breaking them into smaller pieces.					

7. Family background

Statements	1	2	3	4	5
I believe that family's background has a contribution to a person's entrepreneurial intentions.					
In my opinion people that grew up in a family of entrepreneurs will have more interest for the job since they will also be able to receive help from the families.					
I believe that having a family member engaged in entrepreneurial activity helps to gain practical experience which will help motivate more to be engaged in entrepreneurship.					

THANK YOU!

MEASUREMENTS OF VARIABLES

<i>NO</i>	<i>Variable</i>	<i>Items</i>	<i>Scale</i>	<i>Source</i>
1	Entrepreneur Intention	<p>EI 1. I would choose a career as an entrepreneur / self-employed.</p> <p>EI 2. I prefer to be an entrepreneur rather than to be an employee in a company or organization.</p> <p>EI 3. I will make every effort & relish the challenge to start my own business.</p> <p>EI 4. I have a strong intention to start a business one day.</p> <p>EI 5. I would rather be my own boss than have a job that is secured.</p> <p>EI 6. I have an appealing business idea.</p>	Five Point Likert Scale with 1-Strongly Agree To 5-Strongly Disagree	(Golo,2013; Kisolo,2012 Indarti& Kristiansen, 2003; Nitu Choudhary 2017; Ramos,A.M.,2014
2	Gender	<p>G 1. I think my gender would have an influence on my intentions to be an entrepreneur.</p> <p>G 2. I think males have more intentions towards entrepreneurship than females.</p> <p>G 3. I think females have less possibility in starting their business as an entrepreneur as compared to male counterparts.</p> <p>G 4. Gender has an effect on the successfulness of a business.</p> <p>G 5. I think women put great efforts to be involved in entrepreneurship because they want to improve their family’s life standards which cannot be met adequately while doing low level jobs.</p> <p>G 6. I think entrepreneurship is one such male-typed activity.</p>	Five Point Likert Scale with 1-Strongly Agree To 5-Strongly Disagree	(Kisolo, 2012) ; Indarti& Kristiansen, 2003 ; Trilochan sitoula 2015 ; NituChoudhary (2017)

3	Social Norm	<p>SN 1. I believe that my closest friends think that I should pursue a career as an entrepreneur.</p> <p>SN 2. I believe that my closest family members think that I should pursue a career as an entrepreneur.</p> <p>SN 3. People who I spend most of my time with prefer entrepreneurship when compared to other career options.</p> <p>SN 4. Entrepreneurs have a positive image in Ethiopian society.</p> <p>SN 5. Entrepreneurship is a practical activity in Ethiopia.</p>	Five Point Likert Scale with 1-Strongly Agree To 5-Strongly Disagree	(Golo,2013;Indarti&Kristiansen, 2003; Nitu Choudhary 2017;
4	Entrepreneurship Education	<p>EE 1. I think entrepreneurship should be taught in University and be made a compulsory course in order to stimulate entrepreneurial spirit in campus thus helping students start their own business.</p> <p>EE 2. I believe I have acquired the necessary knowledge to start business from the business courses I am taking.</p> <p>EE 3. I think the entrepreneurship course would give me more ideas and opportunities to start a business in the future.</p> <p>EE 4. I think entrepreneurial skills are acquired through training.</p> <p>EE 5. I think entrepreneurship education is effective in Ethiopia.</p>	Five Point Likert Scale with 1-Strongly Agree To 5-Strongly Disagree	Golo(2013);Kisolo(2012);Indarti & Kristiansen, (2003)
5	Access to Capital	<p>AC 1. It is easy to obtain startup capital in Ethiopia.</p> <p>AC 2. Banks in Ethiopia are ready to give credit for new business.</p> <p>AC 3. It is easy to start one's own business due to the availability of financial resources.</p> <p>AC 4. Financial institutions are ready to give required finance to start business</p>	Five Point Likert Scale with 1-Strongly Agree To 5-Strongly Disagree	Golo(2013); Indarti & Kristiansen, 2003)

6	Personality Traits	<p><u>Need for achievement</u> NA 1. I would do very well in difficult tasks relating to my study and my work. NA 2. I have leadership skills needed to be an entrepreneur. NA 3. I would prefer my own successful business than to be in a secure and well-paying job. NA 4. I would seek added opportunities in the job assigned to me. NA 5. I like to be an entrepreneur because of its competitive nature. NA 6. I have seriously considered starting my own business sometime after I graduate.</p> <p><u>Locus of control</u> LC 1. When everything goes right, I think it is mostly a question of luck. LC 2. I am confident of my skills and abilities to start a business. LC 3. When I make plans, I am almost certain to make them work. LC 4. Diligence and hard work usually lead to success.</p> <p><u>Risk taking</u> RT 1. Taking risks bothers me even if the gains involved are potentially high. RT 2. I would not be uncertain to put my money into a new business that could fail, if the possible rewards were very high. RT 3. I always consider security as an essential element in every phase of my life.</p> <p><u>Tolerance to ambiguity</u> TA 1. A problem has little attraction for me if I don't think it has a solution. TA 2. I get pretty anxious when I'm in a social situation over which I have no control. TA 3. The way to understand complex problems is to be concerned with their larger aspects instead of breaking them into smaller pieces.</p>	Five Point Likert Scale with 1-Strongly Agree To 5-Strongly Disagree	Kisolo (2012;Indarti&Kristiansen, 2003;Nituu Choudhary 2017 ;Ahu TuğbaKarabulut 2016)
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7	Family background	<p>FB1- I believe that family’s background has a contribution to a person’s entrepreneurial intentions.</p> <p>FB2- in my opinion people that grew up in a family of entrepreneurs will have more interest for the job since they will also be able to receive help from the families.</p> <p>FB3- I believe that having a family member engaged in entrepreneurial activity helps to gain practical experience which will help motivate more to be engaged in entrepreneurship.</p>	Five Point Likert Scale with 1-Strongly Agree To 5-Strongly Disagree	Carla S. Marques , João J. Ferreira, Daniela N. Gomes, Ricardo Gouveia Rodrigues 2012)
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