

**ATTITUDES, SUBJECTIVE NORMS AND PERCEIVED  
BEHAVIOURAL CONTROL ON ENTREPRENEURIAL  
INTENTION OF NIGERIAN POSTGRADUATES IN  
UUM**

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**ATTITUDES, SUBJECTIVE NORMS AND PERCEIVED  
BEHAVIOURAL CONTROL ON ENTREPRENEURIAL  
INTENTION OF NIGERIAN POSTGRADUATES IN UUM**

**By**

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**Thesis submitted to  
Othman Yeop Abdullah Graduate School of Business,  
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in fulfillment of the requirements for the award of the degree Master  
of Science (Management)**



Othman Yeop Abdullah  
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## **ABSTRACT**

The study used descriptive quantitative survey in order to examine the entrepreneurial intention among Nigerian postgraduate students of Universiti Utara Malaysia (UUM) in relation to attitude, subjective norms and perceived behavioural control. Data of the study were collected through a survey questionnaire of 156 Nigerian postgraduate candidates, covering masters (50) and PhD (106) students who are studying under the College of Business, College of Arts and Sciences and College of Legal, Government and International studies. Descriptive analysis has been used to give an insight on the respondent profiles, while inferential statistics have been used to make conclusions. Then, reliability test was performed using the cronbach Alpha method which shows all variables are reliable with a value of  $> 0.80$ . Later, correlation and VIF analysis were derived with result of Pearson correlation having  $< 0.9$  value and VIF having  $< 10$  indicating that the data is free from multicollinearity issue. Regression analysis was also used to determine the relationship and predictive capability of the variables to entrepreneurship intention. The findings showed that attitude towards entrepreneurship ( $\beta = .475$ ,  $p < .000$ ), and perceived behavioral control ( $\beta = .349$ ,  $p < .000$ ) are positively and significantly related to entrepreneurial intention among UUM Nigerian postgraduate students. However, subjective norm, is insignificant to entrepreneurial intention ( $\beta = .112$ ,  $p > .051$ ). Considering the Beta values, attitude is the strongest factor that influences the entrepreneurial intention among UUM Nigerian postgraduate students. The Nigerian government is therefore recommended to make more effort in redesigning its entrepreneurship development policies to fit the findings of this study.

## ABSTRAK

Kajian ini menggunakan kajian kuantitatif deskriptif untuk mengkaji niat keusahawanan di kalangan pelajar sarjana Nigeria dari Universiti Utara Malaysia (UUM) berhubung dengan sikap, norma subjektif dan kawalan tingkahlaku dilihat. Data kajian ini dikumpulkan melalui soal selidik dari 156 calon pascasiswazah Nigeria, meliputi pelajar sarjana (50) dan kedoktoran falsafah (106) di bawah Kolej Perniagaan, Kolej Sastera dan Sains, dan Kolej Undang-undang, Kerajaan dan Pengajian Antarabangsa. Analisis deskriptif telah digunakan untuk memberi pandangan tentang profil responden, manakala statistik inferensi telah digunakan untuk membuat kesimpulan. Kemudian, ujian kebolehpercayaan telah dilakukan dengan menggunakan kaedah Alpha cronbach yang menunjukkan semua pembolehubah boleh dipercayai dengan nilai  $> 0.80$ . Selepas itu, analisis korelasi dan VIF diperoleh dengan hasil korelasi Pearson yang bernilai  $< 0.9$  dan VIF bernilai  $< 10$ , menunjukkan bahawa data bebas dari masalah multikolinearitas. Analisis regresi juga digunakan untuk menentukan hubungan dan kemampuan ramalan pembolehubah untuk tujuan keusahawanan. Dapatan kajian menunjukkan bahawa sikap terhadap keusahawanan ( $\beta = 0.475$ ,  $p < 0.000$ ) dan kawalan tingkahlaku yang dilihat ( $\beta = 0.349$ ,  $p < 0.000$ ) secara positif dan signifikan mempengaruhi kecenderungan keusahawanan di kalangan pelajar pascasiswazah Nigeria di UUM. Walau bagaimanapun, norma subjektif didapati tidak signifikan untuk tujuan keusahawanan ( $\beta = 0.112$ ,  $p > 0.051$ ). Berdasarkan nilai Beta, sikap merupakan faktor yang kuat mempengaruhi niat keusahawanan di kalangan pelajar pascasiswazah Nigeria di UUM. Oleh itu, kerajaan Nigeria disyorkan untuk membuat lebih banyak usaha dalam mereka bentuk semula dasar pembangunan keusahawanan yang bersesuaian dengan hasil kajian ini.

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## **LIST OF ABBREVIATIONS**

TPB	Theory of Planned Behaviour
EIN	Entrepreneurial Intention
ATT	Attitude
SN	Subjective Norms
PBC	Perceived Behavioural Control
SEE	Shapero Entrepreneurial Event Model
UUM	Universiti Utara Malaysia
COB	College of Business
OYAGSB	Othman Yeop Abdullah Graduate School of Business
CAS	College of Arts and Sciences
COLGIS	College of Legal, Government and International Studies
MBA	Masters in Business Administration
DBA	Doctor of Business Administration
PhD	Doctor of Philosophy
NDE	National Directorate for Employment
NAPEP	National Poverty Eradication Programme
SURE-P	Subsidy Reinvestment Programme
YOUWIN	Youth Enterprise with Innovation
EIQ	Entrepreneurial Intention Questionnaire
SPSS	Statistical Package for Social Science

## **CHAPTER ONE**

### **INTRODUCTION**

#### **1.1 Introduction**

Entrepreneurship plays a vital role in economic advancement and economic changes of all countries. Innovation and job creation are some of the contributions of entrepreneurship (Koe, Sa'ari, Majid, & Ismail, 2012). Venture creation is, therefore, a significant source of employment in many countries, this assertion is applicable to both developed countries like the United States (Harris, 2013), and the developing countries like Bangladesh (Uddin & Bose, 2012) as well as Nigeria (Owoseni, 2014). Thus, entrepreneurship has an important position in the global fast changing socioeconomic environment (Ali, Topping, & Tariq, 2010).

Policy makers, institutions, government and other agencies are increasingly becoming interested in entrepreneurial development (Bakotic & Kruzic, 2010; Davey, Plewa, & Struwig, 2011; Karabulut, 2014; Owoseni, 2014). The field of entrepreneurship has been highly considered as a significant generator of economic growth, innovation and the creation of jobs (Badulescu & Badulescu, 2013; Bakotic & Kruzic, 2010; Uygun & Kasimoglu, 2013). This is evidenced from the efforts made by government, universities and related institutions to stimulate venture creation (Karabulut, 2014).

Nevertheless, the creations of new enterprises are difficult beyond expectations. This is because the creation of a new venture or entrepreneurship is a voluntary process with conscious intention (Linan, Nabi, & Krueger, 2013). According to Krueger, Reilly, and Carsrud (2000) entrepreneurial intention is the best predictor of entrepreneurial behaviour or action of creating a new business.

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