



Factors Influencing the Entrepreneurial Intention Among Senior High School Students to Become Social Entrepreneurs

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Abstract: The study examined the determinants of Social Entrepreneurial Intention like empathy with socially disadvantaged individuals, moral judgement to help, social entrepreneurial self-efficacy, perceived social support, and prior experience with social problems and the demographic variables namely gender, age, family business background and academic strand. The data analysis methods for the study were descriptive statistics and multiple regression analysis. This study is expected to benefit the Senior High School students, Senior High School faculty, and academic institutions offering Senior High School. The researcher used the quantitative type of research design. The primary data of the study were collected through the self-administered questionnaire method. The respondents of the study comprised of 120 selected Grade 12 senior high school students in a private university in Manila, they are at least 18 years old and taking the subject Entrepreneurship. The result of the study showed that from the perspective of the selected respondents, they have moderate intention to choose Social Entrepreneurship as a future career choice. The multiple regression results indicated that moral judgement to help, social entrepreneurial self-efficacy and prior experience with social problems influence the formation of social entrepreneurial intention of senior high school students. However, findings showed that empathy and perceived social support did not reveal significant effects on social entrepreneurial intention. Furthermore, the demographic variables, gender, age, family business background and academic strand do not influence senior high school students' social entrepreneurial intention. Future research may explore the influence of personality traits on social entrepreneurial intention of senior high school students.

Key Words: Social entrepreneurial intention; senior high school; social entrepreneurs

1. INTRODUCTION

Social entrepreneurial intentions are defined as 'the self-acknowledged conviction and preparation by a person who intends to establish a new social venture (Ip, Wu, Liu, & Liang, 2017). It was mentioned in the report of Global Entrepreneurship Mentor (GEM) Special Topic Report on Social Entrepreneurship (Bosma, Schött, Terjesen, Penny Kew, 2015) that, the younger generations may be more interested in making positive changes in their

world through social entrepreneurship. In the study of (Tkacz, 2016), as cited in Global Entrepreneurial Monitor (Bosma, Schött, Terjesen, Kew, 2016) shows that youth entrepreneurs at the age of 18–34 are more likely to set up socially oriented business than commercial ventures. Social entrepreneurship is a new phenomenon for the developing world.

In the study of (Fatoki, 2018), as cited in Mair and Noboa (2006), there are four antecedents of SEI, these are empathy, moral judgement, self-efficacy and perceived presence of social support,



however, Hockerts (2017) added experience with social organisations as a new antecedent of SEI.

It seems, the future of social entrepreneurship highly depends on the young entrepreneurs aged between 18-34 as statistically they contribution to social entrepreneurial activities is the highest (Tkacz, 2016).

The main problem that was investigated in this research was: What are the determinants of social entrepreneurial intentions that influence the senior high school students to choose social entrepreneurship as their future career path? By addressing the main problem, the researcher also focused on this specific research question: What is the extent of influence of the demographic factors - age, gender, family business background and academic strand in the social entrepreneurial intention of the respondents.

The general objective of the research is to analyze if the combined variables (demographic factors and five determinants of social entrepreneurial intentions) have an effect to the formation of social entrepreneurial intention among selected Grade 12 senior high school students. Correspondingly, the specific objectives of the study are to identify the effect of the following social entrepreneurial intention determinants- empathy with socially disadvantaged individuals, moral judgement to help, social entrepreneurial self-efficacy, perceived social support and prior experience with social problems to the formation of social entrepreneurial intention of the respondents. Lastly, to identify the following demographic factors- gender, age, family business background, and academic strand that influence to the formation of social entrepreneurial intention of the respondents.

Based on the research objective, the following nine hypotheses were proposed:

H1: Empathy with Socially Disadvantaged Individuals influences the social entrepreneurial intention of senior high school students.

H2: Moral judgement to help influences the social entrepreneurial intention of senior high school students.

H3: Social Entrepreneurial Self-Efficacy influences the social entrepreneurial intention of senior high school students.

H4: Perceived Social Support influences the social entrepreneurial intention of senior high school

students.

H5: Prior Experience with Social Problems influences the social entrepreneurial intention of senior high school students.

H6: Gender influences the social entrepreneurial intention of senior high school students.

H7: Age influences the social entrepreneurial intention of senior high school students.

H8: Family Business Background influences the social entrepreneurial intention of senior high school students.

H9: Academic Strand influences the social entrepreneurial intention of senior high school students.

2. METHODOLOGY

2.1 Theoretical Framework

Fatoki (2018), discussed that the intention to start a venture is supported the Theory of Planned Behavior (TPB) by Ajzen (1991). Mair and Noboa (2006) developed a theoretical model about the antecedents of SEI by adapting the TPB. Moreover, Fatoki (2018) explained that Mair and Noboa (2006) cited four antecedents of SEI, these are empathy, moral judgement, self-efficacy and perceived presence of social support. Empathy as a proxy for attitudes behavior. Moral judgement as a proxy for social norms. Self-efficacy as a proxy for internal behavioral control. Perceived presence of social support as a proxy for external behavior control. However, Hockerts (2017) added prior experience with social organizations as a new antecedent of SEI. The study of Fatoki (2018) used SEI model of Mair and Noboa (2006) and extended by (Hockerts, 2017). Another study authored by Lacap, Mulyaningsih and Ramadani (2018) also used the same framework.

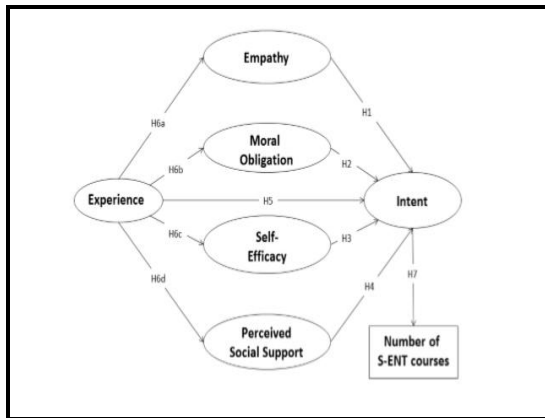


Figure 1. Determinants of Social Entrepreneurial Intentions Hockerts (2017)

2.2. Conceptual Framework

Figure 2 displays that the present study proposed a new structural model to further examine the determinants of social entrepreneurial intention: empathy, moral obligation, social entrepreneurial self-efficacy, perceived social support, and prior experience with social problems and the demographic factors: gender, age, family business background, and academic strand.

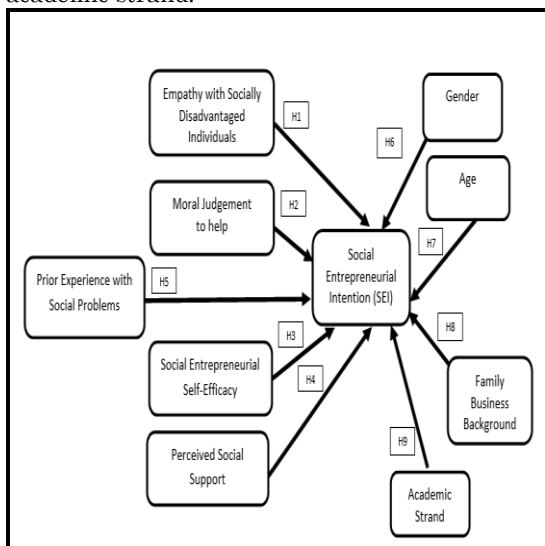


Figure 1. Conceptual Model of Social Entrepreneurial Intention Determinants

2.3 Research Design

This study employed a quantitative research design that involved the use of a survey. The research population comprised 120 Grade 12 senior high school students at a selected university in Manila.

The respondents were at least 18 years old, taking Entrepreneurship subject and lastly currently enrolled in the first semester, academic year 2019-2020. The researcher sent a consent letter to the Senior High School Vice Principal on November 6, 2019 and was approved at the same day. Data were collected in a classroom setting, whereby the respondents were given 15 minutes to answer the questions.

2.4 Research Instrument

The research instrument used in the study is a questionnaire. The data analysis methods for the study were descriptive statistics and multiple regression analysis. Jamovi software was used in the reliability and validity of the constructs and to estimate the relationships between variables.

A multiple regression analysis was employed in the study in order to measure the significant difference in the five determinants of SEI and respondents' social entrepreneurial intention when grouped according to gender, age, family business background, and academic strand. The researcher made use of the Cronbach alpha to measure the reliability of the survey instrument

3. RESULTS AND DISCUSSION

3.1 Results

Table 1. Multiple Regression Analysis of the effects of the determinants and demographic variables on social entrepreneurial intention



Predictor	Estimate	SE	t	p
Intercept	9.2703	8.6552	1.071	0.287
Empathy	0.0640	0.1150	0.556	0.579
Moral Judgement	0.2069	0.1066	1.941	0.055
Self-Efficacy	0.3022	0.0885	3.414	<.001
Social Support	-0.1120	0.0979	1.144	0.255
Prior Experience	0.2478	0.0695	3.565	<.001
AGE	-0.3553	0.4685	0.758	0.450
FBB:				
without – with	-0.2949	0.3273	0.901	0.370
GENDER:				
male – female	0.4506	0.3113	1.447	0.151
ACS:				
HUMSS – ABM	-0.3498	0.4202	0.832	0.407
STEM – ABM	-0.0743	0.3793	0.196	0.845

Model	R	R ²	F	df1	df2	p
1	0.631	0.399	7.23	10	109	<.001

Table 1 depicts the summary of the multiple regression results of the effects of the five determinants of the SEI and demographic variables of senior high school students.

3.2 Discussion

The regression model was determined to be appropriate. First, the p value of the overall F-test achieved a significance level ($p < 0.01$). Second, the independent variables accounted for 39.9% of the variance in social entrepreneurial intentions, signifying an acceptability of the model. This confirms the appropriateness of the regression model.

The results of the regression indicated that empathy ($\beta = 0.064$, $p = 0.579$) and perceived social support ($\beta = -0.112$, $p = 0.255$) do not have significant relationships with social entrepreneurial intention. Moral judgement ($\beta = 0.206$, $p = 0.055$), social entrepreneurial self-efficacy ($\beta = 0.302$, $p < .001$) and prior experience ($\beta = 0.247$, $p < .001$) have significant relationships with social entrepreneurship intention.

The findings of this present study showed that perceived social support showed no significant relationship with social entrepreneurial intention of senior high school students, this is contrary to the findings of Mair and Noboa (2006), Hockerts (2017),

(Lacap et al., 2018), and (Fatoki, 2018). According to (Ip et al., 2017) perceived social support was observed to be a vital factor in promoting social entrepreneurial intentions.

Because moral judgement, social entrepreneurial self-efficacy and prior experience significantly associated with social entrepreneurship intention, H2, H3 and H5 were accepted. However, empathy and perceived social support did not reveal significant effects on social entrepreneurial intention, H1 and H4 were rejected. Therefore, moral judgement to help, social entrepreneurial self-efficacy and prior experience with social problems influence social entrepreneurial intention of senior high school students. In addition, empathy with socially disadvantaged individuals and perceived social support do not influence social entrepreneurial intention of senior high school students.

The results of the regression of the demographic variables indicated that gender ($\beta = 0.450$, $p = 0.151$), age ($\beta = -0.355$, $p = 0.450$), family business background ($\beta = -0.294$, $p = 0.370$) and academic strand HUMSS-ABM ($\beta = -0.349$, $p = 0.407$); STEM-ABM ($\beta = -0.074$, $p = 0.845$) do not have a significant relationship with social entrepreneurial intention.

Because Gender, Age, Family Business Background and Academic Strand did not reveal significant effects on social entrepreneurial intention, H6, H7, H8 and H9 were rejected. Therefore, Gender, Age, Family Business Background and Academic Strand do not influence social entrepreneurial intention of senior high school students.

4. CONCLUSIONS

Based on the results of the study, the researcher was able to address the broad research problem and specific research question. The main problem that was investigated in this research was: What are the determinants of social entrepreneurial intentions that influence the senior high school students to choose social entrepreneurship as their future career path? The results indicated that moral judgement to help, social entrepreneurial self-efficacy and prior experience with social problems influence the SEI of senior high school students.



The result of the present study pertaining to the determinant prior experience with social problems is in contrast with Fatoki (2018). In Fatoki (2018) said that prior experience does not have a significant relationship with SEI. This explains that the respondents in this present study are aware on the social problems and by having prior experience with social problems they can explore opportunity from awful situations.

The present study revealed that empathy and perceived social support do not have a significant relationship with SEI, however, contrary with Fatoki (2018) findings. Lacap, (2018) supported that empathy showed no significant relationship with social entrepreneurial intent. The current study's respondents are Grade 12 Senior High students at least 18 years old, therefore, this can be one of the reasons why empathy is not yet developed within them. There is still a lack of understanding on the needs of other people. The students have also few networks necessary for the acquisition of trainings and resources that's why perceived social support is not a significant factor for them.

Moreover, the findings of the current study showed that moral judgement to help have a significant relationship with SEI, the result was consistent with Fatoki (2018) and Mair and Noboa (2006) but contrary with Hockerts (2017) and Ip et al. (2017). This clarifies that the respondents of the current study have this feeling that they are morally obliged to help in reducing social problems and they have less desire for status and recognition.

Lastly, the current study presented that social entrepreneurial self-efficacy have a significant relationship with SEI, the result is consistent with Fatoki (2018) and Hockerts (2017). Thus, the selected Grade 12 Senior High School students believe in their capabilities to undertake a course of action. They perceived that they have the ability to perform the responsibilities related to social entrepreneurship.

By addressing the main problem, the researcher also focused on this specific research question: What is the extent of influence of the demographic factors - age, gender, family business background and academic strand in the social entrepreneurial intention of the respondents? Findings of this study on the demographic variables

namely Gender, Age, Family Business Background and Academic Strand did not reveal significant influence on social entrepreneurial intention. The findings were consistent with Lacap et al., (2018). Moreover, findings on Academic Strand showed that whether you are ABM, STEM, or HUMSS does not have a significant relationship with social entrepreneurial intention.

5. IMPLICATIONS TO THE INDUSTRY AND FOR FUTURE STUDY

The significance of finding the answers to the research questions can encourage Grade 12 Senior High school students in understanding and cultivating the factors that are significant in creating social enterprises in the future. The present study on social entrepreneurship intention of Senior High School students is an additional literature in the field of social entrepreneurship.

This study is expected to benefit different recipients, namely senior high school faculty, and academic institutions offering senior high school. The study can be used as a reference by senior high school faculty in conducting future researches related in the field of social entrepreneurship.

It can also serve as an eye opener for senior high school faculty to improve their teaching styles and a need to add more practices that focuses on social entrepreneurship. Academic institutions offering senior high school will be benefited on this study specifically in the review of their entrepreneurial programs. The curriculum for entrepreneurial courses must exhibit practicality to encourage Grade 12 Senior High School students to become social entrepreneurs in the future.

By studying the factors influencing the entrepreneurial intention among senior high school students to become social entrepreneurs, this can be a helpful tool for DepED in promoting social entrepreneurship education to the youth.

The results of the present study showed that moral judgement to help, social entrepreneurial self-efficacy and prior experience with social problems influence the SEI of senior high school students. To improve moral judgement to help, educators' guidance to students' moral and emotional growth is



essential and trainings on ethical awareness and ethical judgment is also important. To develop social entrepreneurial self-efficacy, entrepreneurship trainings is needed for them to have an in-depth understanding on the concepts of social entrepreneurship. Students can go also for a practicum at successful social enterprises in the Philippines to gain practical experience. Students can volunteer also to work in social organizations to improve prior experience with social problems.

For future study, other researchers may use the same model to further test it and sample needs to be taken wider through collecting data through numerous universities to further measure the social entrepreneurial intention of Grade 12 senior high school students. Other researchers may consider other variables also like plan to pursue a college degree and school affiliation.

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