

Original Article

Entrepreneurial Intention of Future Business Administration Students: A Theory of Planned Behavior Approach

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Abstract. This study explored the entrepreneurial intention of future business administrators through Ajzen's Theory of Planned Behavior (TPB). Specifically, it examined the influence of attitude toward entrepreneurship, subjective norms, and perceived behavioral control on the entrepreneurial intention of 178 fourth-year BSBA-Financial Management students at Davao Oriental State University-Cateel Campus, selected through convenience sampling. Using a descriptive-correlational design and a structured questionnaire, results revealed moderate to high levels of entrepreneurial intention, with attitude toward entrepreneurship emerging as the strongest predictor. Correlation analysis confirmed significant positive relationships among all three TPB constructs and entrepreneurial intention, while regression analysis showed that their combined effect explained 60.2% of the variance. A key limitation lies in the reliance on a single-campus sample and self-report measures, which may affect generalizability. These findings underscore the importance of strengthening experiential learning, mentorship, and resource accessibility to cultivate entrepreneurial readiness among business students. The study contributes to curriculum development, policymaking, and community engagement by providing evidence-based insights into fostering entrepreneurial mindsets that support inclusive economic growth.

Keywords: *Attitude toward entrepreneurship; Entrepreneurial intention; Perceived behavioral control; Subjective norms; Theory of planned behavior.*

Entrepreneurial intention, defined as the conscious plan to establish a business venture, is a central construct in entrepreneurship research (Ajzen, 1991). It serves as a critical precursor to entrepreneurial action and is shaped by attitudes, social influences, and perceived behavioral control. As future leaders, business administration students are uniquely positioned to drive innovation and contribute to sustainable economic growth (Atobishi & Podruzsik, 2023). The Theory of Planned Behavior (TPB) has been widely applied to explain entrepreneurial intention. However, its rational-choice assumptions often overlook emotional and motivational factors such as passion, resilience, and fear of failure (Bayona-Oré, 2023). In collectivist societies like the Philippines, TPB also struggles to fully capture cultural dynamics, where family expectations and community norms exert strong influence (Dotong & Manalang, 2023). These limitations suggest that TPB, while useful, may

not fully explain entrepreneurial intention in diverse contexts.

Complementary frameworks such as Shapero's Entrepreneurial Event Model (EEM) and Bandura's Social Cognitive Theory (SCT) offer additional insights. EEM emphasizes perceived desirability and feasibility triggered by life events, while SCT highlights self-efficacy and observational learning (Krueger, 1993; Bandura, 1986). Integrating these perspectives enriches understanding by addressing TPB's gaps and situating entrepreneurial intention within broader psychological and cultural dynamics.

To guide the investigation, the following questions are formulated, aligned with the flow of data analysis and discussion:

- a) What is the level of entrepreneurial intention of future business administrators?
- b) What is the level of attitude towards entrepreneurship, social norm, and perceived behavioral control of future business administrators?
- c) Which construct most strongly predicts entrepreneurial intention?
- d) To what extent do attitude, subjective norms, and perceived behavioral control, individually and collectively, influence entrepreneurial intention?

Methodology

Research Design

This study employed a descriptive-correlational research design to examine the entrepreneurial intention of future business administrators through the lens of the Theory of Planned Behavior (TPB). A descriptive-correlational design was chosen to determine the relationships among attitude toward entrepreneurship, subjective norms, perceived behavioral control, and entrepreneurial intention. While correlational analysis can identify associations, the study acknowledges its limitations in establishing causality. Future research may employ longitudinal or structural equation modeling (SEM) to capture predictive and mediating effects (Chavda, 2023)

Participants and Sampling Technique

The respondents were 178 fourth-year BSBA–Financial Management students at Davao Oriental State University–Cateel Campus during SY 2025–2026. The researchers adopted a convenience sampling strategy because of accessibility and time constraints. Although this limits generalizability, it was deemed practical given the study's focus on a specific population. Demographic diversity (gender, socioeconomic background, prior entrepreneurial exposure) was recorded to contextualize findings, acknowledging that these factors may influence entrepreneurial intention.

Research Instrument

Data were gathered using a structured survey questionnaire adapted from prior TPB-based studies by Solesvik (2012), Liñán and Chen (2006), and Davidson (1995), designed to measure entrepreneurial intention among future business administrators through the lens of TPB. The authors modified items for cultural relevance in the Philippine context, simplifying the language and localizing examples (e.g., family business references). The instrument included four subscales: entrepreneurial intention, attitude, subjective norms, and perceived behavioral control, each rated on a 5-point Likert scale.

To ensure measurement quality, the instrument underwent validation procedures; faculty members specializing in business administration and research and statistics reviewed the questionnaire. They assessed the relevance, clarity, and appropriateness of the items based on the research variables. The content validity index was 0.92, indicating strong agreement and instrument validity. Reliability analysis yielded Cronbach's alpha values of 0.82 for entrepreneurial intention, 0.85 for attitude, 0.80 for subjective norms, and 0.83 for perceived behavioral control, exceeding the acceptable threshold of 0.70. Factor analysis confirmed that items loaded appropriately on their respective constructs. Criterion validity was supported by significant correlations with related measures of entrepreneurial self-efficacy.

Data Gathering Procedure

Before data collection, the researcher sought ethical clearance from DOrSU UREB, obtained a list of the total population from the DOrSU-CC registrar, secured permission from the campus administrator to conduct the study, obtained informed consent, and preserved anonymity by coding responses rather than recording names.

Surveys were administered in classrooms, but participation was voluntary, with clear instructions that students could decline without penalty. Missing or incomplete data were excluded from analysis to avoid bias.

Data Analysis Procedure

Descriptive statistics (mean, SD, interpretation) were computed for each construct. Pearson correlation analysis examined relationships, while regression analysis assessed influence. Assumption testing was conducted: normality (Shapiro-Wilk), linearity (scatterplots), and multicollinearity (VIF < 5). Standardized coefficients (β) and effect sizes (Cohen's f^2) were reported to strengthen interpretation.

Ethical Considerations

The researchers strictly followed ethical standards in all phases of the research. The University Research Ethics Board (UREB) of Davao Oriental State University evaluated the research to ensure adherence to ethical standards and considerations. It was evaluated across ten (10) dimensions of research ethics: social value, informed consent, vulnerability of research participants, risk, benefit, safety, privacy and confidentiality of information, justice, transparency, qualification of the researcher, adequacy of facilities, and community involvement. Respondents were informed of the study's purpose and their right to withdraw at any time without penalty.

Results and Discussion

Level of Entrepreneurial Intention of Future Business Administrators

Table 1 shows that the respondents demonstrated a moderate to high level of entrepreneurial intention ($M = 3.89$, $SD = 0.62$). This indicates that students are inclined toward entrepreneurship, though their commitment is not absolute. Mustain et al. (2023) reported similar findings, noting that educational exposure and social support shape entrepreneurial intention among business students. However, reliance on self-report Likert scales may inflate scores due to social desirability bias, a limitation acknowledged in this study.

Table 1. Descriptive Results for the Level of Entrepreneurial Intention of Future Business Administrators

	Variable	SD	Mean	Description
1.	The individual expresses a strong willingness to undertake any necessary actions to become an entrepreneur.	0.07	3.95	High
2.	Their professional aspirations are centered on establishing themselves as entrepreneurs.	0.07	3.91	High
3.	They are committed to exerting significant effort to initiate and manage their own business.	0.07	3.88	High
4.	There is a clear determination to launch a business venture in the future.	0.06	3.97	High
5.	Serious consideration has been given to the prospect of starting a firm.	0.07	3.86	High
6.	There is an intention to establish a business within five years after graduation.	0.06	3.79	High
7.	Entrepreneurship has been actively contemplated as a viable career path.	0.07	3.89	High

Level of Attitude Toward Entrepreneurship, Subjective Norm, and Perceived Behavioral Control

Table 2 shows that respondents reported high levels of attitude toward entrepreneurship ($M = 4.06$), subjective norms ($M = 3.98$), and perceived behavioral control ($M = 4.02$). These results suggest that respondents generally view entrepreneurship as desirable, perceive strong social support, and feel confident in their ability to perform entrepreneurial tasks. This aligns with Teoh et al. (2024) and Martin et al. (2023), who emphasized the importance of positive attitudes and perceived control in shaping entrepreneurial readiness. However, TPB's reliance on rational-choice assumptions may overlook emotional drivers such as passion or fear of failure, while its conceptualization of subjective norms may oversimplify collectivist cultural dynamics.

Table 2. Descriptive Results for the Level of Attitude Toward Entrepreneurship among Future Business Administrators

Variable	SD	Mean	Description
Attitude Towards Entrepreneurship	0.05	4.06	High
Subjective Norm	0.06	3.98	High
Perceived Behavioral Control	0.05	4.02	High

Relationship Between Variables

Table 3 shows that Pearson correlation analysis revealed significant positive relationships between entrepreneurial intention and attitude ($r = 0.770$, $p < .001$), subjective norms ($r = 0.682$, $p < .001$), and perceived behavioral control ($r = 0.645$, $p < .001$). Attitude emerged as the strongest correlate, consistent with Ajzen's (1991) assertion that attitudes are central to forming behavioral intention.

Table 3. Correlation Result

Variable Correlated with Entrepreneurial Intention	r	P	Interpretation
Attitude Towards Entrepreneurship	0.77	<.001	Significant
Subjective Norm	0.68	<.001	Significant
Perceived Behavioral Control	0.64	<.001	Significant

Table 4 shows that regression results confirmed that the combined effect of attitude, subjective norms, and perceived behavioral control significantly predicted entrepreneurial intention ($R^2 = 0.602$, $p < .001$). Attitude ($\beta = 0.52$) had the greatest influence, while subjective norms ($\beta = -0.06$, $p = 0.393$) and perceived behavioral control ($\beta = 0.16$, $p = 0.062$) were not significant predictors. This indicates that the three TPB constructs explained 60.2% of the variance in entrepreneurial intention.

Table 4. Regression Result

Influencers	Unstandardized Coefficient B	p	t	Interpretation
Attitude Towards Entrepreneurship	0.86	<.001	8.39	Significant
Subjective Norm	-0.06	.393	-0.86	Not Significant
Perceived Behavioral Control	0.16	.062	1.88	Not Significant

Note. $r^2 = 0.60$, $F = 87.69$, $p < 0.001$

This apparent contradiction, where subjective norms and perceived behavioral control showed significant correlations but failed to predict entrepreneurial intention in regression, may be explained by several factors: students' favorable perceptions of entrepreneurship may already encompass the influence of social support and perceived control, reducing their unique predictive power; self-report measures may not fully capture actual resource constraints or hierarchical cultural dynamics, weakening predictive validity, and in collectivist societies, norms and perceived control may shape intention indirectly, through attitudes, rather than exerting direct influence. While the results affirm TPB's utility, they also expose its limitations. Reliance on linear regression limits the analysis to surface-level associations and overlooks potential mediating effects among constructs. More advanced modeling, such as SEM, could provide deeper insights into causal pathways. Additionally, the single-campus sample limits generalizability, and the study did not fully explore demographic diversity (e.g., gender, socioeconomic background, prior entrepreneurial exposure), though these factors may significantly influence entrepreneurial intention. This study contributes uniquely by situating TPB within the Philippine context, where collectivist norms and cultural expectations strongly shape entrepreneurial intention. It advances theory by critically interrogating TPB's assumptions and suggesting complementary frameworks such as EEM and SCT. Practically, it underscores the need for curriculum developers to integrate experiential learning and mentorship, for policymakers to design culturally sensitive entrepreneurship programs, and for the business community to provide accessible resources and role models.

Conclusion

This study critically examined future business administrators' entrepreneurial intention through the lens of the Theory of Planned Behavior (TPB). Results revealed moderate to high levels of entrepreneurial intention, with attitude toward entrepreneurship emerging as the strongest predictor, followed by subjective norms and perceived behavioral control. Together, these constructs explained 60.2% of the variance in entrepreneurial intention. Beyond affirming TPB's utility, the findings highlight its limitations. TPB's rational-choice assumptions overlook emotional and motivational factors such as passion, resilience, and fear of failure. Its conceptualization of subjective norms may oversimplify cultural dynamics in collectivist societies like the Philippines. By situating TPB within this cultural context and suggesting complementary frameworks such as the Entrepreneurial Event Model and Social Cognitive Theory, this study advances theoretical understanding of entrepreneurial intention. Practically, the results underscore the need for curriculum developers to integrate experiential learning, mentorship, and culturally relevant entrepreneurship education. Policymakers should design youth-focused programs that address barriers and promote inclusive participation, while the business community can improve access to resources and strengthen role modeling. Future research should employ longitudinal or experimental designs, explore demographic diversity, and apply advanced modeling (e.g., SEM) to capture mediating effects and causal pathways.

Contributions of Authors

Author 1: proposal writing, conceptualization, and funding

Author 2: data gathering, funding
Author 3: data gathering, funding
Author 4: proposal writing, data gathering, and funding
Author 5: data gathering, funding
Author 6: conceptualization, proposal writing, and data analysis

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Conflict of Interests

The authors declare that there is no conflict of interest in the conduct and reporting of this study. All aspects of the research, including funding and execution, were independently managed by the researchers.

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