The Research on Influence Factors of entrepreneurial intention on Higher Vocational Students

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Abstract. The objective of this article is influence factors of entrepreneurial intention on Higher Vocational Students. This paper takes three hierarchical indexes and designs the corresponding questionnaire to analysis the problem, and builds the Structural Equation Model based on the relationship of indexes. Finally we use AMOS software to validate and analysis data, give the final results.

1. Introduction

This paper investigates the influencing factors of Vocational College Students' entrepreneurial intention. There are many articles focus this problem. Belas investigates the relationship of social and economic factors of students' inclination to entrepreneurship[1]. Arranz studies entrepreneurial intention and obstacles of undergraduate students [2]. Ning considers the effect of satisfaction with entrepreneurial policy on entrepreneurial passion and entrepreneurial intention[3]. Chen explores the relationship between entrepreneurial learning, social network, entrepreneurial intention by the method of questionnaire with 244 entrepreneurs[4]. Ginanjar elaborates entrepreneurship education experience in Sharia Banking Program that using combination between theory and practice in one semester[5]. Wang not only considers the factor structures of the five-factor model of personality, the general self-efficacy scale, the entrepreneurial intention scale, and but also testes the mediating effect of self-efficacy on the relationship between personality traits and entrepreneurial intention among agricultural students[6]. Based on the available articles, this paper designs three hierarchical indexes.

2. The construction of structural equation model

2.1 The index system

Table 1 The index system of influencing factors of entrepreneurial intention.

One level index	The second level index	The third level index
Entrepreneurial Intention (A3/Q0)	campus background (A4/Q1)	School support（A8/Q11）Entrepreneurial experience (A9/Q12) Work experience (A10/Q13) Specialty (A11/Q14)
	family background (A5/Q2)	Entrepreneurial help (A12/Q21) Family income (A13/Q22)
	personal quality (A6/Q3)	Professionalism (A14/Q31) Tenacity (A15/Q32) Marketing ability (A16/Q33) personal charisma (A17/Q34)
	social atmosphere (A7/Q4)	national policy (A18/Q41) risk investment (A19/Q42) Industry atmosphere (A20/Q43)

Note: The contents of Ai in brackets denote the corresponding title of the index in the questionnaire, and the contents of Qij denote the third level index under the second level index.

This paper takes the entrepreneurial as a primary level index. There are four second level indexes, namely school background, family background, personal quality and social atmosphere. According to the characteristics of each secondary level index, we select the third level index. Finally, these

indexes and the hierarchical relationships of influencing factors of entrepreneurial intention on vocational college students are as shown in Table 1.

2.2 The structural equation model

In this paper, the questionnaire uses Likert 5-point scale, 20 questions are designed, including basic information questions, acceptance of single-choice questions.

Five latent variables of the model are the influencing factors of entrepreneurial intention, school background, family background, personal quality, and external atmosphere. According to the interaction and restriction among the five latent variables, the following hypothesis was established:

H1："School background" has a positive impact on "Entrepreneurial intention";

H2："Family background" has a positive impact on "Entrepreneurial intention";

H3："Personal quality" has a positive impact on "Entrepreneurial intention";

H4："Social atmosphere" has positive e impact on "Entrepreneurial intention";

H5："School background" has a positive effect on "Personal quality";

H6："Family background" has a positive effect on "Personal quality";

H7："Social atmosphere" has positive e impact on "School background".

With the above hypothesis, a structural equation model （SEM） is constructed (as Fig 1).
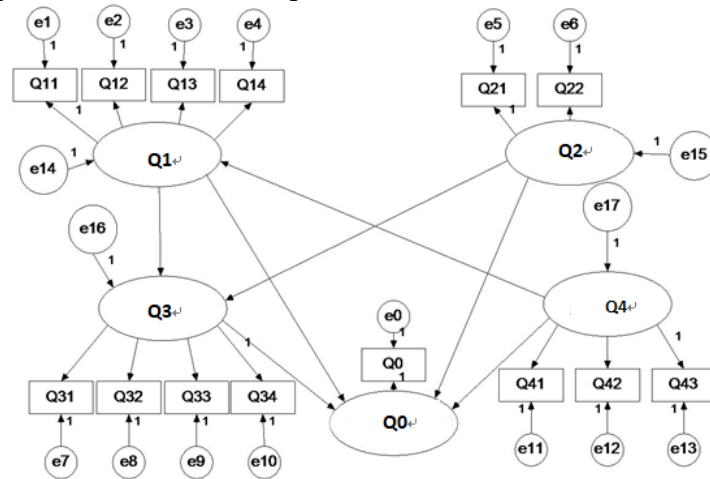

Fig 1 The structural equation model of influence factors of entrepreneurial intention.

3. Model modification

Table 2 The modified index table

			M.I.	Par Change
e15	<-->	e17	40.844	.209
e14	<-->	e15	19.275	.107
e4	<-->	e15	5.297	.099
e11	<-->	e15	14.898	.117
e11	<-->	e14	8.937	.056
e12	<-->	e16	6.156	-.029
e13	<-->	e12	4.546	.078
e6	<-->	e17	6.747	.072
e6	<-->	e12	7.243	.094
e5	<-->	e17	10.452	.098
e5	<-->	e14	7.165	.061
e3	<-->	e15	6.303	.099
e3	<-->	e13	4.780	-.079
e1	<-->	e4	6.218	-.106
e1	<-->	e3	4.244	.080

All the variances of the model are positive, and the standard deviation coefficients of each path are positive and the standardization coefficients are not more than 0.95. The results show that violation estimation doesn't exist in all the paths, that is, the model is reasonable and feasible.

Absolute fitting index, relative fitting index and information index also accord with the standard. The construction reliability of the four potential variables is about 0.60, indicating that the internal quality of the model is good. However, the model is deficient in goodness of fit and needs to be modified (as Table 2).

The relational routes are added based on the modified index table, and the optimal model is built (as Fig 2) .
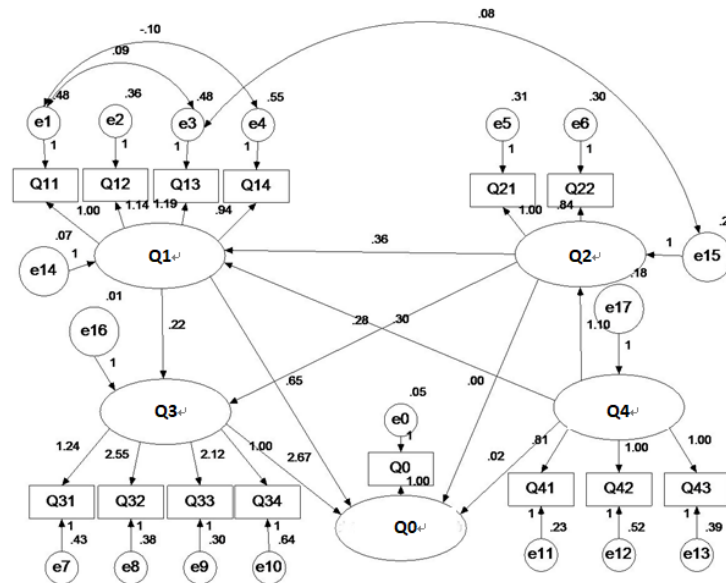

Figure 2 The optimal result

Table 3 Estimation of relationship coefficient

			Estimate
Q2	<---	Q4	.721
Q1	<---	Q4	.302
Q1	<---	Q2	.550
Q3	<---	Q1	.342
Q3	<---	Q2	.664
Q0	<---	Q4	.010
Q0	<---	Q2	.001
Q0	<---	Q1	.282
Q0	<---	Q3	.742
Q11	<---	Q1	.524
Q12	<---	Q1	.630
Q13	<---	Q1	.566
Q21	<---	Q2	.760
Q22	<---	Q2	.709
Q0	<---	Q0	.975
Q34	<---	Q3	.321
Q33	<---	Q3	.723
Q43	<---	Q4	.567
Q42	<---	Q4	.507
Q41	<---	Q4	.583
Q31	<---	Q3	.457
Q32	<---	Q3	.748
Q14	<---	Q1	.475

The relationship between the variables with the optimal model is shown as table 3.

51

The influence coefficient of personal quality to entrepreneurial intention is biggest. It proves that personal quality of students is the most important factor on entrepreneurial intention. Secondly, the influence coefficient of school background on entrepreneurial intention is higher, indicating that school background is also very important for students' entrepreneurial intention. The weak positive correlations between potential variables are that school background and personal qualities, family background and school background, social atmosphere and school background. It shows that school education and family support are helpful to improve their personal qualities and the support of national policies plays a guiding role for education student in school. There is a strong positive correlation between the social atmosphere and family background. So the social atmosphere has obvious and positive influence on children's values of family culture.

4. Summary

This paper analyses the influence factors of entrepreneurial intention through kinds of levels, and get some interesting result. The personal quality of students and school background are very important factors for entrepreneurial intention. And the school plays an important role on culture of students. In the future we will study how to improve students' entrepreneurial intention through school education.

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