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# Planned Behavior and the Entrepreneurial Intentions of Final Year Students of Adekunle Ajasin University Akungba Akoko, Ondo State, Nigeria.

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### ABSTRACT

This study investigated the relationship between entrepreneurial intention (EI) and planned behavior, which includes attitude (AT), subjective norms (SN), and perceived behavioral control (PB), among final-year students at Adekunle Ajasin University in Akungba Akoko, Ondo State, Nigeria. The study used both descriptive and explanatory research designs, with a foundation in the Theory of Planned Behavior (TPB). Using Krejcie and Morgan's (1970) formula, a sample of 370 students was selected, and 320 valid responses (86.4% response rate) were examined. A systematic questionnaire was used to gather data, and SPSS version 26 was used for analysis, which included multiple regression analysis and descriptive statistics.

The results showed that entrepreneurial intention was significantly predicted by all three elements of planned behavior. The strongest predictor was Subjective Norms ( $\beta = .628$ ,  $p < .001$ ), followed by Perceived Behavioural Control ( $\beta = .247$ ,  $p = .005$ ) and Attitude ( $\beta = .430$ ,  $p < .001$ ). With an  $R^2$  of 0.173 and a statistically significant model ( $F = 372.165$ ,  $p < .001$ ), planned behavior accounted for 17.3% of the variance in entrepreneurial intention. Students showed high levels of social support, self-efficacy, and entrepreneurial ambition, indicating a significant propensity for future entrepreneurial endeavors.

The study comes to the conclusion that university students' entrepreneurial intents can be greatly increased by creating a favorable social and institutional environment in addition to boosting their drive and self-confidence. Targeted mentorship and entrepreneurship education initiatives that prioritize psychological preparedness and social influence are among the recommendations.

### 1. Background to the study

Development and expansion are accelerated by entrepreneurship. In addition to promoting sustainable development (Veleva, 2021), entrepreneurship is crucial for creating jobs and lowering unemployment (Alshehemi et al., 2020; Almohammad et al., 2021). Because it creates jobs, entrepreneurship has been acknowledged as a key factor in a nation's economic development (Mwiya et al., 2017). Because of this, governments, students, and universities are now more concerned with entrepreneurship (Ghania, Al-Qaisib, & Gaadan, 2021), particularly in order to address the issue of unemployment rates, which present serious socioeconomic problems on a global scale. Entrepreneurship is increasingly seen by universities as a key way to improve employability and boost economic growth (Thetsane, 2024). Promoting graduates who intend to launch a business is one way for different stakeholders to address this issue. Mwiya and colleagues (2017). A person's determined attempt to launch and expand a firm is known as entrepreneurial intention (Majd, Muhammad, & Khatijah, 2024). The mindset that comes before doing entrepreneurial activity is known as entrepreneurial intention (Esfandiar et al., 2019).

According to Rijati et al. (2022), one of the elements influencing people's intentions to launch a business is planned behavior. Subjective norms (SN), perceived behavioral control (PBC), and attitude (ATT) are the other components of planned behavior. Students' intentions at university are greatly influenced by their planned behavior (Khadri et al., 2020).

Cera et al. (2020) found that although many students graduate from institutions, only a small percentage have ever thought about starting and operating their own business. Therefore, it is essential to look into the connection between planned conduct and our university students' aim to launch a new company at Adekunle Ajasin University Akungba Akoko Ondo State, Nigeria.

According to research in the literature, entrepreneurship goals are explained by planned behavior (Vejayantran 2018; Sultana & Rahman 2020; Maydiantoro, Jaya, Basri, & Yulianti, 2021; Majd, Muhammad & Khatijah, 2024; Bayona-Oré 2023; İlerisoy et al. 2021). However, the elements that influence university students' intents to start their own business are still unclear, even though entrepreneurship is increasingly acknowledged as a catalyst for economic expansion and job creation. Although attitude, subjective standards, and perceived behavioral control are identified by the Theory of Planned Behavior (TPB) as important predictors, actual research conducted in various circumstances has yielded inconsistent and context-dependent findings.

For example, whereas some research highlight perceived behavioral control, entrepreneurial self-efficacy, or even motivation and personality traits as more prominent determinants, others emphasize subjective norms as the biggest determinant of entrepreneurial intention. There is disagreement about which elements have the greatest impact in various educational and sociocultural situations, despite the fact that a large number of research support the applicability of TPB in explaining entrepreneurial inclinations. Policymakers, educators, and institutions are unable to create entrepreneurship education programs that effectively foster students' entrepreneurial desire due to this lack of clarity. Hence, this study ascertain if planned behavior can influence university students to start up a new business in Adekunle Ajasin University Akungba Akoko Ondo State, Nigeria

## **2. Literature review**

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### **2.1 Planned behavior**

#### **2.1.1 Dimension of Planned Behaviour**

##### **2.1.1.1 Attitude towards Behaviour:**

According to Ajzen (1991, p. 188), an attitude (ATT) toward a behavior is "the extent to which an individual has a favorable or unfavorable evaluation or appraisal of the behavior in question." Generally speaking, behavioral outcomes are predicted by the more positive ATT toward the behavior, SN connected to the behavior, and PBC over the behavior (Ajzen, 1991). Since intention is the most potent predictor of entrepreneurial behavior (Ajzen, 1991), it is crucial to look into the factors that influence intents in order to comprehend the process of starting a firm. The impact of ATT on IE has been empirically shown in a number of research. (Al-Jubari, 2019; Sampene et al., 2022).. It's crucial to note, nevertheless, that there is debate in the academic literature regarding how ATT affects IE (Zhang et al., 2015).

##### **2.1.1.2 Subjective Norm**

The subjective norm According to Basu and Virick (2008), the term "perceived social norm" (PSN) refers to people's opinions about the norms, values, and beliefs of those they respect or consider significant, as well as their desire to adhere to such norms. It also relates to how the person feels about societal pressure to engage in the behavior in question or refrain from doing so (Ajzen, 1991). That is, whether or not "reference people" would agree with the choice to start your own business.

##### **2.1.1.3. Perceived Behavioural Control**

Perceived behavioral control (PBC), or people's assessment of how easy or difficult it is to carry out the behavior of interest, is another crucial component of TPB (Ajzen, 1991). It relates to a person's control over their actions to engage in particular behaviors (assessment of skills, intellectual capacity, ability to overcome difficulties, coping with hurdles) (Gieure et al., 2019). People's views about their ability to exert control over their own functioning level and over the

events that impact their lives are known as PBC (Bandura, 1991, p. 257). The belief that one can control particular behaviors is known as perceived control (Sadat & Lin, 2020).

### **2.1.2 Entrepreneurial Intentions (EI)**

According to Ajzen (2002), an individual with entrepreneurial intention is prepared to engage in a particular conduct. According to Shinnar et al. (2012), it refers to a person's willingness to carry out specific tasks. According to Bae et al. (2014), it can also be described as the desire to pursue a specific self-employed vocation. Emotional intelligence (EI) depends on the individual's motivation to develop and implement a certain business idea (Lingfei and Li, 2011; Santos et al., 2016) and reflects the individual's passion to start a new business (Byrne and Fayolle, 2016) (Zhang et al., 2014).

Entrepreneurial intention, according to Bird (1998), is the mental state that focuses one's attention and actions on a particular goal or path in order to accomplish something. Intention also refers to the reasons behind one's decision-making or planning. Asking questions like "will you start a venture" (which measures desire), "what will you choose, work for yourself or work for others" (which measures preference), "are you planning to start a business" (which measures planning), and "estimate the chance that you will start a business in the next 5 years" (which measures expected behavior) are all ways to measure entrepreneurial intention (Gelderen et al., 2008).

#### **2.1.2.1 Self-Efficacy**

Behavioural behaviour is individual behaviour in addition to control behaviour. Individual self-control in conducting business is one of the aspects that affect success (Chatterjee et al., 2015; Haws et al., 2016; Efendi et al., 2019). Self-efficacy is one way to control entrepreneurial behavior. According to Piperopoulos and Dimov (2015), self-efficacy is a person's belief or perception about their capacity to engage in entrepreneurial behavior. This includes their confidence in their capacity to launch a business, exercise human resource leadership, function well under pressure, recognize possible business opportunities, and develop a variety of strategies based on those opportunities. Self-confidence is higher among successful people than among those who give up. In particular, those who are confident in their ability to succeed as entrepreneurs rely on the firm owner rather than outside influences (Javed et al., 2018; Martins et al., 2018).

## **2.2 Theoretical Review**

### **2.2.1 Theory of Planned Behaviour**

Ajzen's (1991) Theory of Planned Behavior (TPB) is a commonly used paradigm for comprehending how different psychological and attitudinal elements interact to influence entrepreneurial intentions. According to TPB, three fundamental attitudinal factors—attitudes toward entrepreneurship, subjective norms, and perceived behavioral control—mediate entrepreneurial goals in addition to psychological traits (Conner, 2020). These elements are crucial to comprehending how entrepreneurial aspirations are developed and pursued since they jointly influence an individual's propensity to pursue entrepreneurship.

According to TPB theory, human conduct is influenced by both internal and external variables (Purusottama, 2019). Human attitude is an internal factor that results from an individual's experiences and insights, whereas external factors are those that are influenced by their surroundings. Additionally, numerous earlier studies that used the TPB model, like Barton et al. (2018), Farooq et al. (2018), Aloulou (2016), and Almobaieek & Manolova (2012), demonstrated that this theory is the most effective way for researchers to analyze different types of behavior. De Pillis and Reardon (2007) define EI as "the intention to start the business." Wilson et al. (2007) state that becoming an entrepreneur and starting a new business is a conscious and deliberate decision requiring time, planning, and high cognitive processing. Ajzen (2002) states that the preceding activity of performing a specific behavior is the individual's intention to perform the behavior, and the stronger the intention towards the behavior, the more possibility of success of the actual behavior (Al-Jubari, 2019; Krueger et al., 2000; Kolvereid & Isaksen, 2006). That's why a career decision to be an entrepreneur is also considered as a planned behavior which can be expelled by the intention model TPB. TPB suggested three interconnected factors that can help to predict entrepreneurial intention, attitudes (personal positive/negative assessment of

entrepreneurship), subjective norms (approval or disapproval of action by significant others), and PBC (perception of one's abilities to perform entrepreneurially) (Ajzen & Sheikh, 2016). There are some brief discussions about the antecedents of TPB and many previous studies have also shown that they have a close influence on EI.

### 2.2.2 Social cognitive theory

This theory was developed by Albert Bandura (1997) self-efficacy is "an individual's conviction (or confidence) about his or her abilities to mobilize the motivation, cognitive resources, and courses of action needed to successfully execute a specific task within a given context" (Stajkovic & Luthans, 1998b: 66). This means that employees "with the same skills may, therefore, perform poorly, adequately, or extraordinarily, depending on whether their self-beliefs of efficacy enhance or impair their motivation and problem-solving efforts" (Wood & Bandura, 1989: 364).

Social Cognitive Theory is a cognitive formulation of social learning theory that explains human behavior as a dynamic interaction between personal factors, environmental influences, and behavior. It integrates concepts from cognitive, behavioristic, and emotional models of behavior change and emphasizes the importance of observational learning, reinforcement, self-control, and self-efficacy in influencing behavior. This theory can be applied to nutritional intervention for disease prevention and management, as well as other areas of behavior modification.

Social cognitive theory is a general theory that stresses learning from the social environment. From its early focus on [observational learning](#) through modeling, social cognitive theory has expanded in scope to address such processes as motivation and self-regulation.

Bandura's social cognitive theory postulates [reciprocal interactions](#) among personal, behavioral, and social/environmental factors. Researchers in this tradition have investigated the operation of vicarious, symbolic, and self-regulatory processes, in the various ways that individuals interact with their environments and one another.

A key point is that persons seek to develop a sense of agency for being able to exert a large degree of control over important events in their lives. Among the influential variables affecting one's sense of agency are self-efficacy, outcome expectations, goals, and self-evaluations of progress. We can expect further refinements in the theory as researchers apply this agentic perspective to human functioning in diverse areas in education and other domains.

### 2.3 Empirical Review

According to Bayona-Oré (2023), Peruvian university students enrolled in 2019–2020 who are pursuing a range of career routes have an entrepreneurial intention (IE) that is influenced by attitude (ATT), subjective norms (SN), and perceived behavioral control (PBC). This research is cross-sectional, causal, and quantitative. There were 642 students in the sample. Entrepreneurial intention is explained by the Theory of Planned Behavior (TPB). The data was analyzed using confirmatory factor analysis (CFA). The results demonstrate that perceived behavioral control and subjective norms positively impact entrepreneurial inclination. Therefore, it is recommended that academic programs be restructured to strengthen the competencies and skills of future job creators.

In Kolej Kemahiran Tinggi Mara (KKTm) Batu Pahat, Johor, final-year students' attitudes about behavior, subjective norms, and perceived behavioral control regarding entrepreneurial aim are all examined by Al-Ghania, Al-Qaisib, and Gaadan (2022). Additionally, by distributing questionnaires to responders among students, this study employs quantitative methodologies. According to the Krejcie & Morgan sample size chart, this study should include 155 respondents. Only 111 completed surveys were returned, though. Data analysis is done using the Statistical Packages for Social Science (SPSS) program. Descriptive and correlational analyses make up the analysis. The findings indicate that among Kolej Kemahiran Tinggi Mara (KKTm) final-year students, there is a substantial correlation between attitude toward behavior, subjective norm, and perceived behavioral control toward entrepreneurial aim.

Ali, KINACI & KINACI (2022) revealed the factors affecting the entrepreneurial intentions of individuals from different perspectives and to determine the relationship between them. For this purpose, the demographic characteristics of

individuals and TPB were chosen. The addition of the city of origin and the city of return as new variables makes the study different in terms of literature. Questionnaire method was preferred as the data collection tool in the research, a questionnaire was applied to 81 senior architecture undergraduate students in Turkey and Logistic regression was used as the analysis method. In this direction, it has been examined through three different models in order to observe the effects of both elements separately and together. As a result of the analysis, it was found that individual and situational factors had a higher rate of explaining entrepreneurial intentions.

In order to better understand how psychological traits and attitudinal factors shape entrepreneurial ambitions, Ncube (2025) examined the entrepreneurial intents of final-year diploma in Business Administration students at DUT's Faculty of Management Sciences. The goal of the study is to identify the factors that influence entrepreneurial inclinations among DUT's Faculty of Management Sciences final-year diploma students. 136 students participated in a survey that used Ajzen's Theory of Planned Behavior (TPB) as a framework to investigate how psychological characteristics affect entrepreneurial ambitions. As mediating variables, constructs like perceptions of behavioral control, subjective norms, and attitudes toward entrepreneurship were examined. Data were analysed through regression analysis to validate hypothesized relationships. The findings show significant correlations between psychological characteristics and entrepreneurial intentions, with attitudes, subjective norms and perceived behavioural control mediating these relationships.

Majd , Muhammad & Khatijah (2024) examined the effect of perceived behavioural control and personality traits on students' entrepreneurial intentions among final year student in the Jordanian public universities. Besides, the mediating role of entrepreneurial self-efficacy is examined as well. Method: this research follows quantitative research design. A sample of 389 graduating student from public universities in Jordan was selected by using stratified random sampling technique. SPSS and Smart-PLS SEM are used for the data analysis. Results: the results supported the hypotheses, in which perceived behavioural control has a direct effect of 0,363, indirect effect of 0,225, and total effect of 0,588; besides, personality traits have a direct effect of 0,180, indirect effect of 0,148, and total effect of 0,328. the two variables are important to improve the students' entrepreneurial intention in Jordan.

Maydiantoro, , Jaya,, Basri,, Yulianti, , Sinaga, & Arif, (2021) aimed to examine the effect of entrepreneurial attitudes on entrepreneurial intentions, self-efficacy on entrepreneurial intentions, and subjective norms on entrepreneurial intentions. The research model carried out is a quantitative type and is a cross-sectional study. The population in this study was students of the University of Lampung in Indonesia. The sampling technique used purposive sampling with the criteria for final semester students or at least semester 6 to consider decision making after graduation. The number of samples in this study was 436 people. Hypothesis testing was assisted by research data analysis using SPSS version 21 software. The results showed that entrepreneurial attitudes had a significant effect on entrepreneurial intentions. In addition, subjective norms also have a significant effect on entrepreneurial intentions. Likewise, self-efficacy also has a significant effect on entrepreneurial intentions. The test of the three variables that affect students 'interest in entrepreneurship can be said that the subjective norm variable is the variable that most influences students' entrepreneurial interest..

Sultana & Rahman (2020) aimed to explore the factors behind the entrepreneurial intention (EI) building of international university students of Sweden. With the help of Ajzen's (1991) Theory of Planned Behavior, this theory has been used by numerous researches to predict intentions, especially EI. However, in Sweden several studies have been done only on the Swedish students, but no study has done specifically on international students. A conceptual framework was developed for this study from Theory of Planned Behavior, where attitude, subjective norms and perceived behavior control (PBC) were main variables with several indicators of each, to explain what are affecting the most on international university students to build up EI. 18 interviewees of international students of Halmstad University of Sweden were taken. Furthermore, after analyzing their answers authors have found that three of those variables have almost similar effect on building the EI of international university students of Sweden, but not all of their indicators.

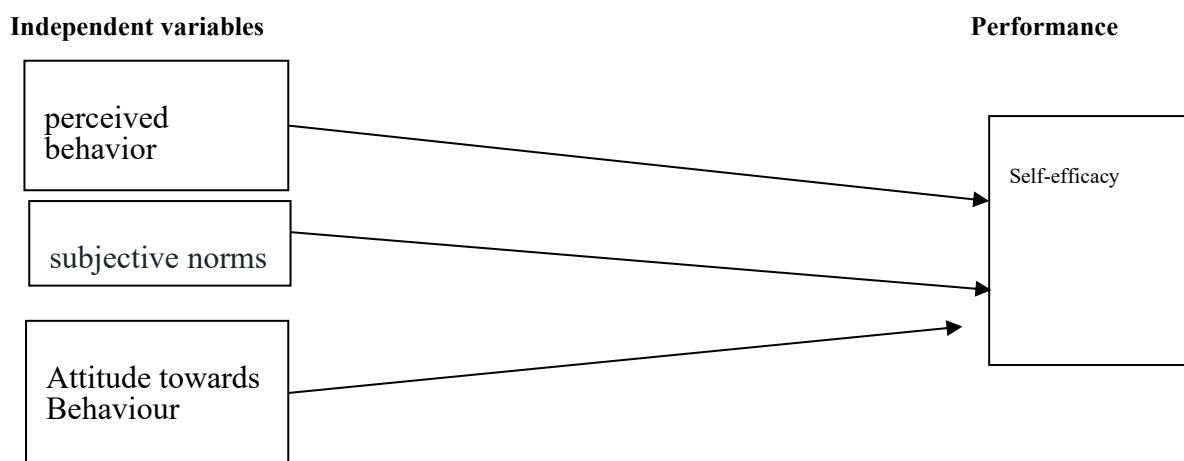
Vejayantran (2018) attempted to examine variables that influence entrepreneurial intention among postgraduate students which were entrepreneurial skills, perceived behavioural controls and motivation. A quantitative approach was used to collect data through a survey questionnaire and a total of 250 responses were collected from UUMKL postgraduate students, which was then analysed using SPSS version 27. The results of Pearson's Correlation confirmed the significance of entrepreneurial skills, perceived behavioural controls and motivation in determining entrepreneurial intention. A Linear Regression analysis was also conducted, which indicated that out of the three variables, motivation is the strongest predictor of entrepreneurial intention. The final analysis conducted was a Multiple Regression analysis which confirmed the significance of the theoretical framework employed in this study.

#### 2.4 Conceptual Framework

The conceptual framework of this study will be the relationship between the dependent variable and the independent variable. The independent variable is planned Behaviour which will be measured using : perceived behavior, subjective norms and Attitude towards Behaviour) , while dependent variable which entrepreneurial intention was measured with self-efficacy

This is diagrammatically shown in figure 2.1 here-under

Conceptual frame work for planned Behaviour and Entrepreneurial intention.



Source: Researcher's Design, 2025

### 3.0 METHODOLOGY

This study adopted both descriptive and explanatory research designs. Descriptive research design was used to describe various variables of interest while explanatory research design were used to establish the magnitude, direction and significance of various planned behaviour on the entrepreneur intention in final year student Adekunle Ajasin University Akungba Akoko. The population of the study is 10342 students who are admitted to Adekunle Ajasin university during 2019/2020 set. They are now in their final year. From the data base of admission department Adekunle Ajasin university, 2025), The sample size for this study was obtained using Krejcie and morgan (1970) formula which gave 370

The table for determining sample size is as follows:

**Table 1**

*Table for Determining Sample Size from a Given Population*

N	S	N	S	N	S
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10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2020	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	<u>420</u>	<u>201</u>	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20200	377
170	118	850	265	30000	379
180	123	900	269	40000	380

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190	127	950	274	50000	381
200	132	1000	278	75000	382

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The sample techniques used for this was multistage sampling techniques. Primary data were used for the purpose of this study. The instrument of this study was a thematic questionnaire designed to obtain information about planned behavior and entrepreneur intention in Adekunle Ajasin university. The questionnaire consisted of three sections (A, B, and C ). Section A was on socio-demographic information of respondent such as gender, age, department, in the school. Section B focused on the Examine the nature of Planned behaviour using a 5-point likert scale ranging from '1'= Strongly Disagreed to '5' = Agreed .Section C elicited information from the respondents on relationship between Planned Behavior and Entrepreneur Intention un Adekunle Ajasin university final year students using 5 point likert scale ranging from '1'= strongly disagree to '5' strongly agree. The dependent variable of this study was entrepreneur intention while planned behaviour is the independent variable. The independent variables were measured using three perceived behavior, subjective norms and Attitude towards Behaviour constructs: and entrepreneur intention were measured by self-efficacy. The two key variables in this study was operationalized in a model. A linear multiple regression model was used to assess the contribution of independent variables in predicting the entrepreneur intention. The model developed hereunder was used for this study:

Therefore,  $EI = f(PB)$ .....eqn 3.1

$EL = f(P, SN, AB)$ .....eqn3.2

$EL = \alpha_0 + \beta_1 P + \beta_2 SN + \beta_3 AB + U$ .....eqtn 3.3

EL= Entrepreneur Intention

$\alpha$  = Constant

$\beta$  = Coefficients of planned behaviour

P = Perceived behaviour,

SN = subjective norms

AB = Attitude towards Behaviour

U =Error term,

The study was analysed using regression analysis in order to infer the degree of relationship between the dependent and independent variables.

#### **4.0 DATA PRESENTATION, ANALYSIS AND INTERPRETATION**

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This session presents the results obtained from the study in the form of tables to which references were made. The study considered the analysis of data generated from the research study in relation to the responses obtained through the administration of questionnaire. A total of 370 questionnaire were administered but 320(86.4%) questionnaire were returned and was used for the purposed of the study. this was considered to be representative enough. The data presented, analyzed and interpreted were based on the retrieved useable questionnaire.

##### **4.1 DESCRIPTIVE ANALYSIS**



The descriptive analysis table captured the demographic and effect of Planned behavioral on entrepreneurial intention of final year students in Adekunle Ajasin University Akungba Akoko, Ondo State

**Table 4.1 : Demographic Characteristics of the Respondents**

<b>DEMOGRAPHIC CHARACTERISTICS</b>					
		<b>FREQUENCY</b>	<b>PERCENT</b>	<b>VALID PERCENT</b>	<b>CUMULATIVE PERCENT</b>
<b>GENDER</b>	<b>MALE</b>	230	71.9	71.9	71.9
	<b>FEMALE</b>	90	28.1	28.1	100.0
	<b>TOTAL</b>	<b>320</b>	<b>100.0</b>	<b>100.0</b>	
<b>AGE GROUP</b>	<b>18 – 21</b>	81	25.3	25.3	25.3
	<b>22 – 25</b>	149	46.6	46.6	71.9
	<b>26 – 29</b>	61	19.1	19.1	90/9
	<b>30 and Above</b>	29	9/1	9.1	100.0
	<b>TOTAL</b>	<b>320</b>	<b>100.0</b>	<b>100.0</b>	
<b>FACULTY</b>	<b>SOCIAL SCIENCE</b>	121	37.8	37.8	37/8
	<b>MANAGEMENT SCIENCE</b>	155	48.4	48.4	86/3
	<b>LAW</b>	19	5.9	5.9	92.2
	<b>ART</b>	25	7.8	7.8	100.0
	<b>TOTAL</b>	<b>320</b>	<b>100.0</b>	<b>100.0</b>	
<b>RELIGIONN</b>	<b>Christianity</b>	178	55.6	55.6	55.6
	<b>Islam</b>	63	19.7	19.7	75.3
	<b>Traditional</b>	44	13.8	13.8	89.1
	<b>Others</b>	35	10.9	10.9	100.0
	<b>TOTAL</b>	<b>320</b>	<b>100.0</b>	<b>100.0</b>	

Source: field survey, 2025



DW stat	2.010
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**Source: Field Survey, 2025**

a. Dependent variable EI

Predictors: (Constant) AT, SN, PB.

EI =entrepreneur intention

AT=attitude

SN=subjective norms

PB=perceived behaviour control

In addition to the descriptive analysis shown in table 4.3, an inferential analysis (regression analysis) was also used to test hypotheses of the study: planned behaviour has no significant effect on entrepreneur Intention. The results revealed that the predictor variables (Attitude, Subjective Norms and Perceived Behaviour Control) were individually statistically significant to entrepreneur intention. Attitudes explained 43% of the variance in entrepreneur intention to start a business, it has a significant positive influence on entrepreneurial intention, Subjective Norms explained 61.8% of the variance in the planned behaviour, it has strongest and most significant predictor of entrepreneurial intention., perceived Behaviour control explained 25.7% of the variance in planned behaviour on entrepreneur intention, Also significant, but comparatively weaker predictor than SN and AT. . However, the overall effect of planned behaviour on entrepreneur intention was significant ( $F=75.165$  ,  $p<0.00$ ).

In addition, multiple regressions simply measures the naturally occurring scores on a number of predictor variables and try to establish which set of the observed variables gives rise to the best prediction of the dependent variables. The R value was .516 which represented the simple correlation and therefore indicated a good degree of correlation. Adjusting to a degree of freedom, our model could still account for 17.7% of the variation in the planned behaviour while 82.3% in variation were accounted for by other variable not included in this study. The regression assumptions were also checked by autocorrelation and multi-collinearity tests. The results of the Durbin Watson (DW) was satisfactory at 2.010 implying that in this model the residuals are not auto-correlated as the value is greater than 2. The multi-collinearity of the variables in the model was verified by the Tolerance (Tol.) and the values were satisfactory. The Tolerance values were high ranging from .467 to .289 which are far above 0.1 the worrying level and the Variance Inflation Factor (VIF) values ranging from 4.917 and 3.462 were also lower than the worrying level of 10 and above indicating that there were no multi-collinearity problems among the independent variables in the data.

**5.0 SUMMARY, CONCLUSION AND RECOMMENDATION**

This study investigated the effect of planned behavior which are measured with Attitude (AT), Subjective Norms (SN), and Perceived Behavioural Control (PB) on the entrepreneurial intention (EI) of final-year students at Adekunle Ajasin University, Akungba Akoko. Respondents expressed strong positive attitudes toward becoming a successful businessperson and has desire to become an entrepreneurial. Perceived behavioural control , Attitude and Subjective norms showed strong social encouragement. The model was statistically significant ( $F = 75.165$ ,  $p < 0.001$ ), indicating that planned behaviour significantly predicts entrepreneurial intention. All three components (AT, SN, PB) had significant positive effects on EI: Subjective Norms (SN) had the strongest effect ( $\beta = .618$ ,  $p < 0.001$ ). Attitude (AT) also had a significant effect ( $\beta = .430$ ,  $p < 0.001$ ). Perceived Behavioural Control (PB) had a positive but comparatively weaker

effect ( $\beta = .257, p = 0.005$ ). The  $R^2$  value of 0.183 implies that 18.3% of the variation in entrepreneurial intention is explained by planned behaviour variables.

This study concludes that planned behaviour significantly influences entrepreneurial intention among final-year students at Adekunle Ajasin University. Specifically: Subjective norms (e.g., influence of parents, friends, and community) play the most critical role. Attitudes toward entrepreneurship, such as the desire for self-employment and emotional readiness, also have a strong positive effect. Perceived behavioural control, although slightly weaker, remains a significant factor, indicating that students' confidence in their entrepreneurial skills and knowledge positively affects their intention to start a business. This confirms the validity of the Theory of Planned Behaviour (TPB) in explaining and predicting entrepreneurial intentions in the Nigerian university context.

The study recommended that Curriculum Development: The university should integrate more entrepreneurial education and practical skill-building programs into the academic curriculum to further enhance students' entrepreneurial attitudes and control beliefs. Also, Family and Community Engagement: Stakeholders (parents, alumni, and community leaders) should be involved in mentorship programs to reinforce positive subjective norms supporting entrepreneurship.

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