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THE MEDIATION EFFECT OF SUBJECTIVE NORM ON THE RELATIONSHIP BETWEEN ATTITUDE AND ENTREPRENEURIAL INTENTION

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ABSTRACT

This research aimed to determine the mediating effect of the subjective norm on the relationship between attitude and entrepreneurial intention. We surveyed 358 entrepreneurs in the textile industry of the Gamarra Commercial Emporium in La Victoria, Lima, Peru. The statistical technique Partial Least Squares Structural Equation Modeling (PLS-SEM) was used for data analysis. According to the variance explained, attitude explains 34% of the variance of entrepreneurial intention. It was found that there is a complementary mediating effect of the subjective norm in the relationship between attitude and entrepreneurial intention. This was the first research to test the mediating effect of the subjective norm on the relationship between attitude and entrepreneurial intention in the textile industry of a developing country.

Keywords: Subjective Norm, Attitude, Entrepreneurial Intention, Mediation Effect, PLS-SEM

INTRODUCTION

Entrepreneurship is the engine of growth in the new economic world (Khan & Abdullah, 2019). Part of the entrepreneurial ecosystem is the micro, small and medium enterprises that have the most significant influence on any country's economic and industrial growth (Hossain & Kauranen, 2016). For economic and industrial development to be sustainable, entrepreneurs need to have entrepreneurial intention, attitude, and subjective norms (Norena-Chavez, 2020; Ajzen & Fishbein, 1980; La Barbera & Ajzen, 2021; Norena-Chavez & Guevara, 2020). Therefore, the lack of these competencies slows down businesses' scalability, innovation, replicability, and profitability (Norena-Chavez & Guevara, 2020).

According to Ajzen (2020), the intention to undertake an entrepreneurial activity is determined by attitude and subjective norms. Subjective norms, attitude, and entrepreneurial intention help make decisions related to the entrepreneur's activity in different fields (Just et al., 2010). Several studies have evaluated the level of entrepreneurship in a specific industry using these variables, as they rely on the compatibility principle (Ajzen, 1988; Hirschey et al., 2020; Ajzen, 1991; McDermott et al., 2015; Riebl et al., 2015; Winkelnkemper, Ajzen & Schmidt, 1919). This was the first research to analyze the interrelationships of variables with a mediating effect in a developing country and the most important textile cluster in Peru.

The research had the following objectives: (1) to determine the mediating effect of subjective norm on the relationship between attitude and entrepreneurial intention never studied before in the academic literature, (2) to contribute theoretically to the literature (3) to contribute to a better understanding of the interrelationships of the proposed variables, and (4) to generate a valuable model for both academia and the business world. This research answered the following

questions: (1) Is there a positive influence of attitude on the subjective norm, (2) Is there a positive influence of subjective norm on entrepreneurial intention?

Finally, this research followed a quantitative methodological approach of correlational-exploratory scope, cross-sectional cohort, non-experimental design. The second-generation statistical technique Partial Least Squares Structural Equation Modeling (PLS-SEM) was used. 358 entrepreneurs in the textile industry of the Gamarra Commercial Emporium in La Victoria, Lima, Peru, were surveyed.

LITERATURE REVIEW

Attitude-Subjective Norm

To date, several studies have investigated the relationship between attitude and subjective norm, concluding that both variables are positively related to each other (Askew et al., 2014; Aschwanden et al., 2021; DeVries & Ajzen 1971; Intayos et al., 2021). On the other hand, Syed, et al., (2021) stated that the impact of subjective norms on attitude indicates the importance of organizational principles because it develops employees' managerial competencies. Moreover, Zulaikha, et al., (2021) concluded that attitude and the subjective norm positively influence corruption intention.

In the tourism industry, Zhuang, et al., (2020) argue a solid and positive interrelationship between subjective norms and attitude for tourists' intention to use technology. These studies indicate that attitude and subjective norms are strong predictors of intention (Yang & Ahn, 2020; Al-Zaqeba & AL-Rashdan, 2020). Emotional value and utilitarian value strongly impact attitude and subjective norms (Yang & Ahn, 2020). Yusliza, et al., (2020) concluded that attitude and subjective norms are predictors of intention to cheat.

Subjective Norm-Entrepreneurial Intention

Studies show that subjective norms positively influence entrepreneurial intention in different fields (Igwe et al., 2020). Utami's (2017) research with Indonesian students concluded that subjective norms positively influence entrepreneurial intention. On the other hand, Putra and Antonio's (2021) research determined that subjective norms mediate antecedent variables of entrepreneurial intention, such as self-efficacy.

Uzoka & Nwaizugbo (2021) concluded that government intervention exerts a mediating effect between subjective norms and entrepreneurial intention. The research by Noor, et al., (2021) concluded that subjective norms positively influence entrepreneurial intention.

Attitude-Entrepreneurial Intention

Academic literature has studied these variables extensively in different fields. According to Naia, et al., (2017), attitude positively influences entrepreneurial intention. Bhattacherjee & Premkumar (2004) investigated the relationship between these variables in different settings such as technology usage, concluding that attitude positively influences entrepreneurial intention. Heuer & Kolvereid (2014) concluded that there is a positive relationship between attitude and entrepreneurial intention and other variables.

Therefore, based on theories, we hypothesize that:

H1: Attitude positively influences subjective norm.
H2: Subjective norm positively influences entrepreneurial intention.

H3: Attitude positively influences entrepreneurial intention.
H4: Subjective norm mediates the relationship between attitude and entrepreneurial intention.

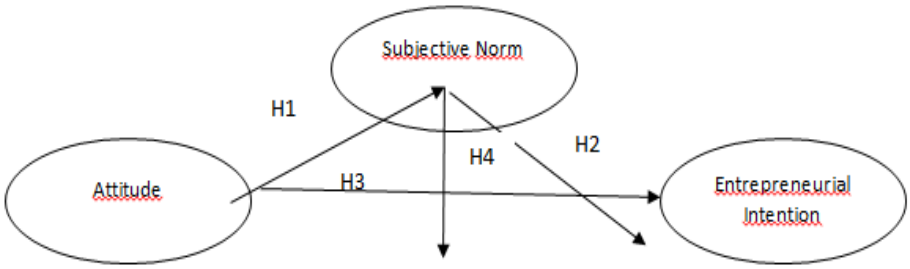

FIGURE 1
MODEL REPRESENTATION

RESULTS

Measurement Model

According to Hair, et al., (2019), the evaluation of the measurement model should include: a) evaluation of external loadings, b) convergent validity and internal consistency reliability, and c) discriminant validity. The first step was to evaluate the external loadings of the model, and thus only those indicators with loadings greater than 0.707 were excluded (Hulland, 1999). Figure 2 shows the variables, the indicators of the variables, and the external loadings of the indicators.

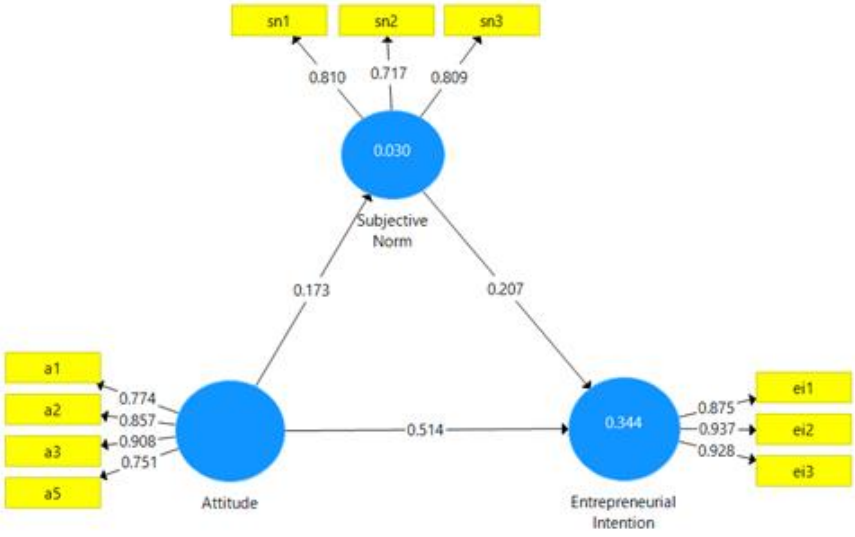

FIGURE 2
MODEL AND EXTERNAL LOADS

Note. The Figure was created using the 3.3.3 Version of the Smart-PLS Software and shows the External Loadings of the Latent Variable Indicators.

The second step was to evaluate convergent validity, internal consistency reliability, and discriminant validity. To assess convergent validity, the AVE and rho_A criteria were taken into account. According to Hair, et al., (2019), this indicator must be greater than 0.5; the proposed model meets this criterion. The rho_A indicator must be greater than 0.7 to achieve convergent

validity (Hair et al., 2019). Based on the AVE and rho_A analysis, the model meets convergent validity. To evaluate internal consistency, Cronbach's Alpha and Composite Reliability were used. Following Cronbach's (1951), for internal consistency reliability to exist, Cronbach's Alpha must be greater than 0.7; the model meets this evaluation criterion. Finally, the composite reliability was evaluated. According to Jöreskog (1971), for internal consistency reliability, the composite reliability must be greater than 0.7, and the model meets this criterion. Table 1 shows the latent variables, the indicators, the discriminant validity evaluation criteria, and the internal consistency reliability evaluation criteria.

Table 1
RESEARCH MODEL AND EXTERNAL CHARGES

CONVERGENT VALIDITY AND INTERNAL CONSISTENCY RELIABILITY						
Latent variable	**Indicators**	**Convergent validity**			**Internal consistency reliability**	
		Charges	**AVE**	**rho_A**	**Cronbach's Alpha**	**Composite Reliability**
		>0.70	**>0.5**	**>0.7**	**>0.7**	**>0.7**
Attitude	a1	0.777	0.681	0.85	0.842	0.894
	a2	0.856				
	a3	0.909				
	a5	0.749				
Subjective Norm	sn1	0.808	0.608	0.725	0.7	0.822
	sn2	0.723				
	sn3	0.805				
Entrepreneurial Intention	ei1	0.875	0.835	0.911	0.901	0.938
	ei2	0.937				
	ei3	0.928				

The following criteria were taken into account to evaluate discriminant validity: a) Fornell & Larcker, b) HTMT, and c) cross-loadings criterion. According to Fornell & Larcker (1981), to meet this criterion, the AVE values of the latent variable measured must be greater than the correlations of the latent variable with other variables. On the other hand, Hair, et al., (2019) stated that for the HTMT criterion to be met, the correlations of the indicators must be less than 0.85; the model meets this criterion. Finally, the model's cross-loadings were evaluated; for this criterion to be met, the indicators' loadings must be greater than their cross-loadings (Hair et al., 2019). Table 2 shows the Fornell & Larcker criterion and the HTMT criterion; Table 3 shows the model cross-loading criterion.

Table 2
DISCRIMINANT VALIDITY

Latent variable	**Fornell and Larcker**			**HTMT**		
	Attitude	**Subjective Norm**	**Entrepreneurial Intention**	**Attitude**	**Subjective Norm**	**Entrepreneurial Intention**
Attitude	0.825					
Subjective Norm	0.55	0.914		0.619		
Entrepreneurial Intention	0.173	0.296	0.779	0.213	0.351	

Table 3 DISCRIMINANT VALIDITY			
Cross-Loads Criterion	**Attitude**	**Subjective Norm**	**Entrepreneurial Intention**
To you, being an entrepreneur would mean facing new challenges.	0.774	0.362	0.099
To you, being an entrepreneur would mean creating jobs for other people.	0.857	0.454	0.12
To you, being an entrepreneur means being creative and innovating.	0.908	0.472	0.139
To you, being an entrepreneur means taking financial risks.	0.751	0.498	0.196
There is a good chance that I will start a business someday.	0.443	0.875	0.247
I am willing to do whatever it takes to become an entrepreneur.	0.508	0.937	0.264
I am determined to start a business or new business in the future.	0.547	0.928	0.297
My immediate family has always approved my decision to start a business.	0.155	0.3	0.81
My close friends have always approved my decision to start a business.	0.112	0.162	0.717
My peers or colleagues have approved my decision to start a business.	0.128	0.195	0.809

Evaluation of the Structural Model

First, the model's collinearity must be evaluated. The model collinearity was assessed through its VIF coefficients. According to Hair, et al., (2019), for collinearity to exist, the VIF values must be less than 5. The proposed model meets the collinearity criterion. Table 4 shows the collinearity statistics of the model.

Table 4 COLLINEARITY STATISTICS	
Latent variable	**VIF**
To you, being an entrepreneur would mean facing new challenges.	1.895
To you, being an entrepreneur would mean creating jobs for other people.	2.591
To you, being an entrepreneur means being creative and innovating.	3.245
To you, being an entrepreneur means taking financial risks.	1.444
There is a good chance that I will start a business someday.	2.329
I am willing to do whatever it takes to become an entrepreneur.	3.692
I am determined to start a business or new business in the future.	3.240
My immediate family has always approved my decision to start a business.	1.201
My close friends have always approved my decision to start a business.	1.559
My peers or colleagues have approved of my decision to start a business.	1.714

Secondly, the path coefficients of the structural model should be evaluated. Table 5 shows the positive statistical significance in the relationship of the variables. Therefore, it is concluded that: a) attitude positively influences subjective norm (H1), b) subjective norm positively influences entrepreneurial intention (H2), and c) attitude positively influences entrepreneurial intention (H3).

Table 5
DIRECT EFFECT

Latent variable	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
Attitude-> Entrepreneurial Intention	0.514	0.514	0.095	5.386	0.000
Attitude->Subjective Norm	0.173	0.177	0.061	2.844	0.004
Subjective Norm-> Entrepreneurial Intention	0.207	0.205	0.052	3.982	0.000

Table 6 shows an indirect relationship between attitude and entrepreneurial intention; this relationship is positive and significant. Therefore, it is concluded that there is a mediating effect (H4).

Table 6
INDIRECT EFFECT

Latent variable	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
Attitude-> Entrepreneurial Intention	0.036	0.036	0.014	2.532	0.011
Attitude->Subjective Norm					
Subjective Norm-> Entrepreneurial Intention					

Furthermore, after evaluating that the direct effect is positive and significant and the indirect impact is positive and effective, it is concluded that there is a complementary mediating effect of the subjective norm in the relationship between attitude and entrepreneurial intention. Table 7 shows that the total effects of the model.

Table 7
TOTAL EFFECT

Latent variable	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
Attitude-> Entrepreneurial Intention	0.55	0.549	0.098	5.609	0.000
Attitude->Subjective Norm	0.173	0.177	0.061	2.844	0.004
Subjective Norm-> Entrepreneurial Intention	0.207	0.205	0.052	3.982	0.000

Thirdly, the predictive power of the model was evaluated through the R Square and R Square Adjusted. The R Square of the model is 0.344, so according to theory, the predictive power is moderate (Hair et al., 2010). Additionally, we included the R Square Adjusted, a modified measure of the determination coefficient that considers the number of predictor constructs (Hair et al., 2019). Table 8 shows the R Square and R Square Adjusted of the model.

Table 8
PREDICTIVE POWER OF THE MODEL

Variable	R Square	R Square Adjusted
Entrepreneurial Intention	0.344	0.340
Subjective Norm	0.030	0.027

Fourth, the effect size was evaluated through the f Square used to analyze the relative importance of the independent construct over the dependent one (Hair et al., 2019). This research shows an f Square of 0.39, which is considered moderate according to Cohen (1998). Table 9 shows the effect size of the model.

Table 9
EFFECT SIZE

Variable	Attitude	Entrepreneurial Intention	Subjective Norm
Attitude		0.39	0.031
Entrepreneurial Intention			
Subjective Norm		0.064	

Finally, the predictive relevance was evaluated through the Q Square and the q Square. This model exhibits a Q Square of 0.274, which is considered medium according to Hair, et al., (2019). On the other hand, this model presents a predictive relevance of 0.237 measured through the average model measured through the q Square. Table 10 shows the predictive significance of the model.

Table 10
PREDICTIVE SIGNIFICANCE

Variable	Q SQUARE INCLUDED			Q SQUARE EXCLUDED			q^2
	SSO	SSE	Q^2	SSO	SSE	Q^2	
Attitude	1432.000	1432.000		1432.000	1432.000		
Entrepreneurial Intention	1074.000	779.719	0.274	1074.000	819.471	0.237	0.051
Subjective Norm	1074.000	1059.928	0.013				

DISCUSSION AND CONCLUSIONS

This research aimed to determine the mediating effect of subjective norm on the relationship between attitude and entrepreneurial intention based on the model proposed by (Norena-Chavez & Thalassinos, 2021; Ajzen, 2021; Norena-Chavez, 2020; Norena-Chavez & Guevara, 2020; Norena-Chavez et al., 2021). The direct and indirect relationships of the variables presented were tested (subjective norm, attitude, and entrepreneurial intention.

It was concluded that hypothesis 1 is statistically significant H1 (the relationship between attitude and subjective norm). This result is supported by previous research (Askew et al., 2014; Aschwanden et al., 2021; DeVries & Ajzen 1971; Intayos et al., 2021; Syed et al., 2021; Zulaikha et al., 2021; Zhuang et al., 2020; Yang & Ahn, 2020; Al-Zaqeba & AL-Rashdan, 2020; Yang & Ahn, 2020; Yusliza et al., 2020; Karabıyık et al., 2020). Regarding H2 (the relationship between subjective norm and entrepreneurial intention), the hypothesis is statistically significant. Previous research supports the result of this hypothesis (Igwe et al., 2020; Utami, 2017; Putra & Antonio, 2021; Uzoka & Nwaizugbo, 2021; Noor et al., 2021).

On H3 (The relationship between attitude and entrepreneurial intention), the hypothesis is statistically significant. Previous studies support this hypothesis (Naia et al., 2017; Bhattacherjee & Premkumar, 2004; Heuer & Kolvereid, 2014).

The hypothesis is statistically significant regarding H4 (subjective norm mediates the relationship between attitude and entrepreneurial intention). Additionally, the complementary mediating effect of the subjective norm was tested. According to the variance explained, attitude explains 34 % of the variability of entrepreneurial intention. Attitude is a strong predictor of entrepreneurial intention; these variables drive global entrepreneurship. This research is the first to

test the complementary mediating effect of subjective norms on the relationship between attitude and entrepreneurial intention. For that reason, this model can be tested in different sectors of the world by researchers in the entrepreneurship and leadership fields. It is recommended that future research include the variable cyber entrepreneurial intention as a mediator, use a longitudinal cohort, including the variable gender as a moderator, and use a qualitative approach to understand the entrepreneur's profile in depth and complement quantitative research.

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