

INTENTION TO START A NEW BUSINESS. USING THE THEORY OF PLANNED BEHAVIOR TO PREDICT THE STARTING OF A NEW VENTURE BY ENTREPRENEURS AND SELF-EMPLOYED INDIVIDUALS

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ABSTRACT

The majority of Entrepreneurial Intention studies attempt to foretell the potential undertaking of entrepreneurial action, by people, who are not in business for themselves. A considerable number of people however, who are already in business, can and do think of the possibility of starting a new enterprise, while a fraction of them the so-called “serial entrepreneurs” goes as far as opening several businesses. The purpose of this study is to record these people’s attitudes toward new venture formation, because, having the experience of self-employment and small business ownership differentiates this group from the remaining population, which may be considering a start-up as a move into uncharted territory vis-à-vis the experienced individuals.

The study is important since it tries to delve into the motivational dynamics that drive the entrepreneurial behavior of small business owners and the self-employed, aiming to help fully tap the potential of this dynamic group and assist in the creation of even more value, wealth and new jobs by those individuals.

The method used in data collection was snowball sampling. Approximately 600 small business owners and self-employed individuals responded and completed the questionnaire used. The statistical analysis used to test the hypotheses was Structural Equation Modeling (SEM).

The Findings indicate that there is a strong link between the Personal Attraction and Entrepreneurial Intention (EI), similar to the literature finding with other types of samples and also a strong relationship between Perceived Behavioral Control or Self-Efficacy and (EI). Finally, again as previously found in several studies Social Norms appear to affect both directly and indirectly EI.

Key Words: Entrepreneurs, Entrepreneurial Intention, Theory of Planned Behavior, Structural Equation Modeling, Self-employed, Perceived Behavioral Control, Personal Attraction