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APPLICATION OF THEORY OF PLANNED BEHAVIOUR ON THE SUSTAINABLE ENTREPRENEURSHIP INTENTION AMONG YOUTH IN IPOH, PERAK

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ABSTRACT

Sustainable entrepreneurship is one of the critical components of the environment, life support system, and community preservation. Therefore, in every developing country, the government will encourage people to be and participate as sustainable entrepreneurs. This study's purpose is to determine the level of sustainable entrepreneurship intention among youth in Ipoh, Perak. Additionally, this study used the Theory of Planned Behaviour (TPB) as the fundamental theoretical framework to identify the behavioural determinants associated with sustainable entrepreneurship intention among youth. This study used a quantitative method that relies on the primary data collected through survey questionnaires from 221 youths living in Ipoh using purposive and convenience sampling techniques. This study also used descriptive and inferential statistics for data analysis purposes. Based on the findings, it appears that the majority of Ipoh's youth had a high level of sustainable entrepreneurship intention. This study also found that there are positive relationships between attitude, subjective norms, perceived behavioural control, and sustainable entrepreneurship intention among youth in Ipoh, Perak. Based on the findings, limitations of the study and recommendations for future research were also discussed. This study's findings also include recommendations for providing appropriate training, expanding the application of sustainable entrepreneurship among youth, and preventing interference by actors in entrepreneurial ecosystems.

1. Introduction

Sustainable entrepreneurs have been an important part of this world for business. In every developing country, the government will encourage people toward a green environment in many aspects. This also applies to the field of entrepreneurship. Sustainable entrepreneurship aims to achieve sustainable development through the identification, evaluation, and exploitation of possibilities and value development, which leads to a rapidly growing economy, social harmony, and environmental protection (Katsiki and Kyrgidou, 2008). Sustainable entrepreneurship is a critical component of environmental protection, life support systems, and communities. Profit is typically defined to include both financial and non-financial benefits to individuals, the economy, and society when exploring possibilities to develop new goods, processes, and services for a profit. (Shepherd et al., 2011). While balancing the impact of corporate, social, and environmental activities, Schaltegger and Wagner define sustainable entrepreneurship as a business strategy. Businesses use this strategy to increase efficiency and competitiveness.

Achieve sustainability, requires finding, developing, and leveraging business possibilities that help the social and environmental conditions of society (Rosario et al., 2022). Hence, if we were not concerned with sustainable entrepreneurship, our world might be in danger. Currently, we live in a modern world that cannot restore and renew approximately 40 percent of its energy resources (Roslinda Ali, nd). Thus, the lifestyle needs to be changed for the better and to ensure that future generations can enjoy and not be affected by today's actions. For example, 95% of businesses in Malaysia are conventional restaurants that always have food waste. All the food waste can be collected and made into compost fertilizer (UTHM, 2019).

Essentially, the objectives of this present study are to examine the level of sustainable entrepreneurship intention among youth and the correlations between its antecedents. Thus, the following questions were created to help better understand the state of individuals's levels of sustainable entrepreneurship intention among youth in Ipoh, Perak. The rest of this paper is organised as follows: it explores the state of sustainable entrepreneurship through a review of literature on the current context in Malaysia. It also reviews the relevant variables in the literature on the Theory of Planned Behaviour (TPB). Next, it draws hypothesized relationships, constructs the research model, and concludes with a summary of the research methodology. The outline also includes a discussion of the data analysis and research findings. Finally, the research conclusions, limitations and future research suggestions are also depicted.

2. Literature Review

Sustainable Entrepreneurship Intention

Entrepreneurship is meant to produce financial rewards or, in certain situations, new employment opportunities. Historically, those were the elements that would determine how much entrepreneurship would contribute to the region's growth. Lalangui et al. (2018) describe sustainable entrepreneurship as the "study of how opportunities will bring into existence future commodities and services as discovered, generated, and exploited, by whom, and with what economic, psychological, social, and environmental repercussions".

Some interesting findings from this study indicate that, on a personal level, entrepreneurs frequently derive their motivation to operate in a more sustainable manner from personal values and characteristics. Internal business culture and resource reallocation are crucial criteria for adopting a sustainable attitude at the organizational level. The study's first focus on sustainable

entrepreneurship was primarily on entrepreneurship and how it relates to environmental issues and potential remedies.

Elkington (1997) gradually drew the phrase closer to the triple-bottom-line perspective. Sustainable entrepreneurship can create jobs, improve goods and procedures, find new businesses, and alter people's lives. Analysis of the social, economic, and environmental effects that corporate behaviour is having on regions is just as important as exploring market opportunities and potential threats. It is crucial to emphasise the role that small and medium-sized businesses, on the whole, play in the percentage of employment in most nations throughout the world between the typology of the organisations (Lalangui et al., 2018). Therefore, sustainable development is the most important source of business opportunities in the long term and where potential entrepreneurs can find durable business models.

Subsequently, a study by Gerlach (2006) demonstrated that sustainable entrepreneurship leads to the role of innovation where broad views encompass not only the first adoption but also the invention and diffusion of new ideas, practices, or products. Market success is the goal of adopting and disseminating new ideas, practices, or products. In particular, the focus lies on innovation that improves sustainability. Entrepreneurial actors achieve sustainable innovation by applying innovative environmental and/or social practices to gain a competitive advantage, such as economic success. Basic innovation produces a radical change, of course, that is far different from existing alternatives in the technological or sociocultural field, while improvement innovation leads to additional changes based on the further development of the previous basic innovation (Gerlach, 2006).

Thereafter, Volkman (2019) reported on how ecosystems may especially encourage sustainable entrepreneurship and support the Sustainable Development Goals (SDGs). It is believed that sustainable entrepreneurship plays a significant role in the transition to a sustainable economy (Hall et al., 2010). Its main business model involves entrepreneurial endeavours that consider the economic, ecological, and social components of sustainability (Schaltegger & Wagner, 2011). Therefore, sustainable enterprise differs greatly from conventional entrepreneurship in terms of anticipated and realized impact.

The study analyzed how business growth and economic prospects influence social and ecological arena processes and highlighted instances where entrepreneurial practices contribute to key ideas underlying sustainable entrepreneurial actions (Schaefer et al., 2015). For the benefit of future generations, the environment that fosters a balance between social, natural, and economic activity must be preserved or restored (Parrish, 2010; Schaefer et al., 2015). Sustainable entrepreneurs, who make up the majority of the economy, have a lot of dynamic potential but little financial success. In order to create sustainable, motivated, profitable economic prospects and achieve fundamental change, it is for this reason that it seeks to originate, adapt, and integrate these processes and activities.

Theory of Planned Behaviour (TPB)

The Theory of Planned Behaviour (TPB) by Ajzen (1991) was used as the basis for this study. In order to forecast a person's intention to engage in a behaviour at a certain time and location, the Theory of Reasoned Action (TRA) was renamed the Theory of Planned Behavior (TPB) in 1980. The hypothesis was developed to describe all actions that people can exercise self-control over. The most important element of this model is behavioural intent, which is influenced by attitudes toward the likelihood that a behaviour will result in the desired outcome, as well as a subjective assessment of the risks and advantages. According to TPB, attitude is recognised as a positive or

negative evaluation by an individual towards a particular behaviour (Ajzen, 1991). It is expressed in the form of expected results for implementing the behaviour. Moreover, subjective norms are normative pressures that arise from the perception that other relevant people want the relevant person to perform certain behaviours (Ajzen, 1991). Meanwhile, perceived behavioural control is expressed as perceiving the difficulty of behaviour (Ajzen, 2002: 669). Perceived behavioural control is a degree of people's perception, ability, means, and opportunity to perform a particular behaviour.

Shmueli's (2020) investigation using the Theory of Planned Behaviour (TPB) model investigates the behavioural factor that predicts deliberate sustainable entrepreneurs' intentions among youth. TPB aims to forecast a person's behaviour. Based on the TPB, this present study examines the relationship between attitudes, subjective norms, perceived behavioural control and entrepreneurs' intentions among youth. Based on a variety of factors, including attitude, subjective norms, and perceived behavioural control, the TPB model predicted sustainable entrepreneurial intention. In order to predict the significance of predictors that influence the sustainable entrepreneurship intention among youth in Ipoh, Perak, this study used the theoretical framework of the Theory of Planned Behavior.

Attitudes

The degree to which a person has a favourable or unfavourable judgment or appraisal of the action in issue is referred to as their attitude toward behaviour. The degree to which a person has a positive or negative personal evaluation of being an entrepreneur is known as their attitude toward startups (Vamvaka, 2020).

The study has been conducted to heighten the attitude toward sustainable entrepreneurship among students. There is a lot of research looking at people's views about the environment, the circular economy, sustainable entrepreneurship, and other relevant themes (Kalsoom, 2019; Langen et al., 2021; Dunne & Bijwaard, 2021; Balakrishnan et al., 2020).

Soomro et al. (2020) conducted a study in Pakistan that found a favourable association between students' eco-friendliness and their perspectives on sustainable entrepreneurship. They also found that customers who understand sustainability and are likely to purchase green products could be a major draw for people starting sustainable entrepreneurship (Koe et al., 2019).

A previous study by Thelken (2022) demonstrated that there is a positive influence on the attitude towards sustainable enterprise. This suggests that, despite the possible costs and reduced personal economic rewards associated with sustainable entrepreneurial behaviour, people can still derive pleasure and satisfaction from the concept of being a sustainable entrepreneur (Thelken, 2022).

Subjective Norms

The subjective norm, commonly referred to as a social norm, varies depending on the culture (Xu et al., 2022). The development of ecological civilization has revealed that subjective norms are a crucial factor influencing green purchasing behaviour (Wang et al., 2019). Customers develop a subconscious interest in green items and further build a purchase intention when they discover that members of the group are more inclined to purchase green products. Moreover, subjective norms could independently predict the intentions of a person's behaviour (Chatzisarantis & Biddle, 1998). Thus, understanding how these differ will help us better

comprehend how subjective norms affect behaviour (Xu et al., 2022). In this matter, subjective norms will determine the behaviour and intention of sustainable entrepreneurship (Xu et al., 2022). Subjective norms in the context of sustainable entrepreneurship could be seen as the opinions of important individuals in a person's life regarding being a sustainable entrepreneur (Romero-Colmenares & Reyes-Rodríguez, 2022). That is to say, people are less likely to develop sustainable entrepreneurial intentions and, ultimately, less likely to engage in the creation of a sustainable business if their significant others believe that such behaviour is too risky or does not have enough impact (e.g., on society or the biosphere) (Colmenares & Rodríguez, 2022). They have to do with perceived social pressure and expectations—in this case, the pressure to build a sustainable firm (Ajzen, 1991).

Subjective norms refer to the level of acceptance of a specific behaviour among close peers (such as friends, family, or mentors). Normative beliefs, which show a propensity to follow the advice of one's close peers, give rise to subjective norms (Ajzen, 1991). As a result, they discuss how the social environment affects someone's desire to become a sustainable business (Vuorio, 2018). Subjective norms serve as a representation of how the social environment affects people's conduct. Surprisingly, the factor with the least impact on conventional entrepreneurial goals is subjective norms (Linan and Chen, 2009). Furthermore, Munoz and Dimov (2005) show that perceived social environment support could lead to sustainable entrepreneurial activity.

Perceived Behavioural Control (PBC)

PBC is regarded as the TPB's most divisive construct due in part to inconsistent empirical results on its influence on intention and in part due to disagreements around its conceptualization and implementation (Vamvaka et al., 2020). The PBC concept, when introduced by Ajzen (1991) as another antecedent factor that can predict intention, was defined as a "person's perception of the ease or difficulty of performing the behaviour of interest" (Vamvaka et al., 2020).

Behavioural control has a great propensity to influence an entrepreneur's intentions to adopt, as claimed by Baden and Prasad (2017). Between entrepreneurial goals and perceived behavioural control, conventional entrepreneurship has created a significant link (Sugianto & Selamat, 2022). The research findings indicate that people with high perceived behavioural control are more likely to set goals and have a more optimistic conception of their ability to accomplish these goals while developing sustainable businesses (Sugianto & Selamat, 2022). The findings indicated that behavioural sustainability controls had a favourable impact on sustainable entrepreneurship (Sugianto & Selamat, 2022). The findings indicated that behavioural sustainability controls had a favourable impact on sustainable entrepreneurship (Sugianto & Selamat, 2022).

The idea that one is capable of doing an action is known as perceived behavioural control (Ajzen, 1991). According to traditional entrepreneurship studies, there is a significant correlation between perceived behavioural control and entrepreneurial inclinations (Krueger et al., 2000; Linan & Chen, 2009). It has been discovered that perceived control and competency are essential elements in implementing sustainability measures in a company context (Thelken & Jong, 2020). Therefore, it is anticipated that people are more likely to establish intent to launch a sustainable business when they feel they have strong behavioural control over it (Thelken & Jong, 2020). Moreover, the desire to launch a sustainable business is positively impacted by the highly perceived behavioural control of becoming a sustainable entrepreneur (Thelken & Jong, 2020).

Hence, the following hypotheses were proposed:

H1: The level of intention toward sustainable entrepreneurs is high.

H2: There is a significant correlation between attitude and sustainable entrepreneurship intentions.

H3: There is a significant correlation between subjective norms and sustainable entrepreneurship intentions.

H4: There is a significant correlation between perceived behavioural control and sustainable entrepreneurship intentions.

Figure 1 presents the theoretical framework that explains sustainable entrepreneurship intention, which is examined by three factors of independent variables which are attitudes, subjective norms, and perceived behavioural control. Thus, sustainable entrepreneurship intention was the dependent variable of this study that was substantially influenced by the attitudes, subjective norms and perceived behavioural control of youth. There were relationships between those independent variables mentioned and the sustainable entrepreneurship intention.

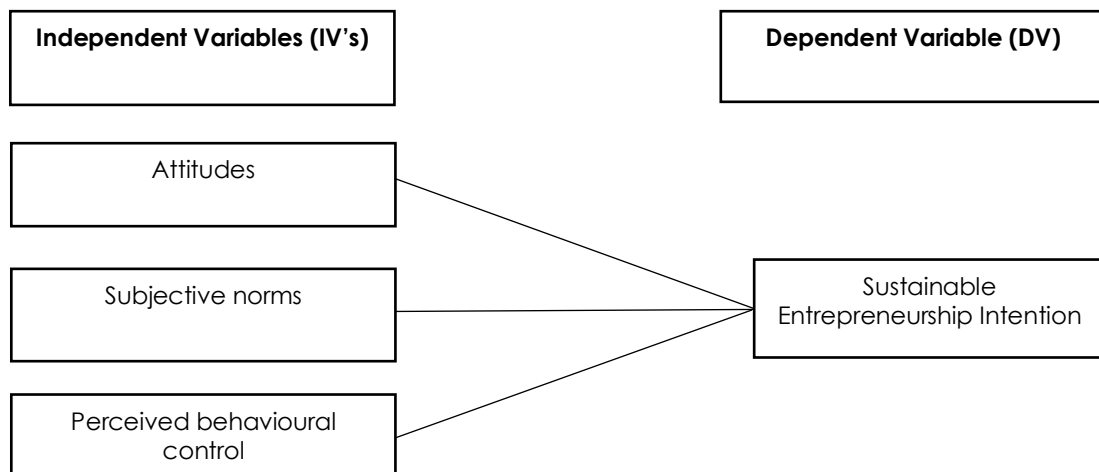


Figure 1. Theoretical Framework of the Study

3. Methodology

The study design is a quantitative and cross-sectional study in nature. This study tries to examine the relationships between attitudes, subjective norms, perceived behaviour control and sustainable entrepreneurship intention. For calculating sample size, Roscoe's (1975) set of recommendations has been a popular option for the past few decades. Roscoe indicated that for the majority of behavioural investigations, a sample size larger than 30 and less than 500 is appropriate (Memon, 2020). As a result, 250 young people from Ipoh, Perak, served as the study's sample size. The sampling technique in this research used a combination of purposive and convenience sampling techniques. In this study, a total of 221 respondents were successfully collected and analysed for the study's purpose. To investigate the profile and level of sustainable

entrepreneurship intention among the youth in Ipoh, this study conducted a descriptive analysis using percentages, frequencies, means, and standard deviations. This was followed by inferential statistics to look at the relationships using Pearson correlation analysis. The data were run and analysed using Statistical Package for Social Sciences (SPSS) Version 27.

4. Results and Discussion

Table 1 shows the profile of the respondents who participated in this study. A total of 221 respondents answered and returned the distributed questionnaire. Of the 221 youths that were analyzed, 44.1 percent were respondents men, while the rest were female respondents 58.8 percent. More than half of the respondents were 22–25 years old, with 120 respondents, 54.3 percent. The majority of the respondents 95.9 percent were represented by the Malays. In terms of occupation, most respondents were students 48.4 percent, followed by private employees, 26.7 percent, government sector 12.7 percent, and self-employed 12.2 percent. Most respondents had a tertiary level of education 78.7 percent. Finally, more than half of the respondents 51.6 percent had a family that runs a business.

Table 1
Profile of Respondents

| Variables | | Frequencies | Percentage |
|---|---------------------|--------------------|-------------------|
| Gender | Male | 112 | 41.2 |
| | Female | 142 | 58.8 |
| Age | 18–21 | 58 | 26.2 |
| | 22–25 | 120 | 54.3 |
| | 26–29 | 43 | 19.5 |
| Ethnicity | Malay | 212 | 95.9 |
| | Chinese | 4 | 1.8 |
| | Indian | 2 | 0.9 |
| | Others | 2 | 0.9 |
| Occupation | Government Sector | 28 | 12.7 |
| | Private Sector | 59 | 26.7 |
| | Self-Employed | 27 | 12.2 |
| | Student | 107 | 48.4 |
| Level of Education | No Formal Education | 2 | 0.9 |
| | Secondary Education | 35 | 15.8 |
| | Certificate | 10 | 4.5 |
| | Tertiary Level | 174 | 78.7 |
| I have a family that runs a business | Yes | 114 | 51.6 |
| | No | 107 | 48.4 |

The key objective of this study was to investigate the level of sustainable entrepreneurship intention among youth in Ipoh, Perak. In this study, the descriptive analysis was done to examine the variables' Mean (M) and Standard Deviation (SD). The standard deviation, a different way to evaluate dispersion for interval and ratio scaled data, provides a measure of the variability in the data as well as the spread of a distribution (Sekaran & Bougie, 2013). According to Sekaran and Bougie (2013), the mean is a measure of central tendency that provides a broad overview of the data without requiring showing all the observations in a data set. According to the reported results, the mean score was 3.93 and the standard deviation was 3.91. Therefore, it indicated that the majority of the youth in Ipoh had a high level of sustainable entrepreneurship intention. This is in line with the findings of Tehseen and Haider (2021), who reported a higher level of students' entrepreneurial intention. These suggest that the universities that have partnerships with other foreign universities may be able to offer higher-quality entrepreneurship modules for the youth. Table 2 displays the level of sustainable entrepreneurship intention among youth in Ipoh, Perak, based on variables, with a mean standard deviation of 3.93, supporting the H1 hypothesis.

Table 2
Level of Sustainable Entrepreneurship Intention

| Variables | Mean | Standard Deviation | Decision |
|--|-------------|---------------------------|-----------------------------|
| Sustainable Entrepreneurship Intention | 3.93 | 3.91 | H ₁ is supported |

Note: 1.00-2.50, low; 2.51-3.50, medium; 3.51-5.00, high.

Table 3 summarizes these relationships using Pearson correlation analysis. The significance of the relationship between two quantifiable variables is shown through measures of the relationship. A correlation coefficient, which ranges from -1.00 to +1.00, indicates the strength of the association between two variables. Cohen (1988) classified the range of R-values from 0.10 to 0.29 as low, the range from 0.30 to 0.49 as moderate, and the range from 0.50 to 1.0 as high. Table 2 shows the result of a Pearson correlation analysis between attitude and sustainable entrepreneurship intentions among youth in Ipoh, Perak. According to the results, the r-value was 0.573 and there was a significant positive correlation between the variables ($r = 0.573, p < 0.05$). Therefore, the significant correlation between attitude and sustainable entrepreneurship intentions supports H2. Table 2 also presents the result of a Pearson correlation analysis between subjective norms and sustainable entrepreneurship intentions among youth in Ipoh, Perak. Based on the results, the r-value was 0.572 and the p-value was 0.001. Thus, it shows a high relationship between subjective norms and sustainable entrepreneurship intentions among youth in Ipoh, Perak ($r = 0.572, p < 0.05$). Therefore, H3 is supported. Next, Table 2 also shows the results of a Pearson correlation analysis between perceived behavioural control and sustainable entrepreneurship intentions among youth in Ipoh, Perak. Based on the results, it appears that the r-value was 0.600 and that there was a strong relationship between perceived behavioural control and sustainable entrepreneurial intentions ($r = 0.600, p < 0.05$). There was a significant correlation between perceived behavioural control and sustainable entrepreneurship intentions.

Previous studies such as Thelken (2022), Sugianto and Selamat (2022), Colmenares and Rodríguez (2022); Linan and Chen (2009), and Krueger et al. (2000) support these findings. The most probable explanation is that despite the possible costs and reduced personal economic rewards associated with sustainable entrepreneurial behaviour, people can still derive pleasure and satisfaction from the concept of being a sustainable entrepreneur.

Table 3

The correlation between attitude, subjective norms, perceived behavioural control and sustainable entrepreneurship intentions among Youth in Ipoh, Perak.

| Variables | r-value | p-value | Decision |
|--|---------|-------------------------|-----------------------------|
| Attitude and Sustainable Entrepreneurship Intention among Youth in Ipoh, Perak. | 0.573 | 0.001 ($p < 0.05$) | H ₂ is supported |
| Subjective Norms and Sustainable Entrepreneurship Intention among Youth in Ipoh, Perak | 0.572 | 0.001 ($p < 0.05$) | H ₃ is supported |
| Perceived Behavioral Control and Sustainable Entrepreneurship Intention among Youth in Ipoh, Perak | 0.600 | 0.001 ($p < 0.05$) | H ₄ is supported |

5. Conclusion

In conclusion, a total of 221 respondents were used to conduct a study to forecast youth entrepreneurial intentions in Ipoh, Perak. Based on the results, the majority of respondents to the survey were female and ranged in age from 22 to 25 years old. Results demonstrated that attitude, subjective norms, and perceived behavioural control were found to be correlated with sustainable entrepreneurial intentions. In addition, the study also discussed the limitations encountered and some suggestions that should be considered when making future studies.

Firstly, the generalizability of the findings is also affected since this study only employed data from 221 respondents. As a result, future studies must expand their scope. The second limitation is the methodology applied. This study only used the quantitative approach. Future research may consider the use of other approaches, such as qualitative, which involves an in-depth interview, observation, and content analysis. For instance, the qualitative aspect will provide in-depth information about the study context. The third is the non-inclusion of the actual behaviour in the model, in this case, the actual creation of sustainable business among individuals. Future studies should focus on sustainable entrepreneurs who currently operate sustainable businesses. Finally, this study model is limited (i.e., three independent variables and one dependent variable); hence, future studies can advance and develop the present research model.

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Authors Contributions

Nor Hanizatul Azna Binti Noor Azam, Mohd Nazir Rabun, Nur Umaimah Binti Ikhsan. All contributed equally to all stages of this research. N. H. A. and N. U. I. analyzed the results, and M. N. R. took

the lead in writing the manuscript. All authors provided critical feedback and helped shape the research, analysis, and manuscript.

Conflict of Interest

We certify that the article is the Authors' and Co-Authors' original work. The article has yet to receive prior publication and is not under consideration for publication elsewhere. This research/manuscript has not been submitted for publication, nor has it been published in whole or in part elsewhere. We testify that all Authors have contributed significantly to the work, validity, and legitimacy of the data and its interpretation for submission to Voice of Academia.

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