



Factors Impacting Entrepreneurial Intentions and Entrepreneurial Behavior of Graduated College Students from Chengdu Polytechnic

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Abstract

Background and Aims: An individual's plans and motivations to engage in entrepreneurial activities, representing their desire to launch and oversee their business ventures, are referred to as their entrepreneurial intentions. On the other hand, entrepreneurial behavior refers to the activities that people engage in to achieve their entrepreneurial objectives. These activities include risk-taking, resource acquisition, innovation, and opportunity recognition, and they all translate an individual's entrepreneurial intentions into concrete actions and results. Thus, the purpose of this research is to examine the factors impacting entrepreneurial intentions and entrepreneurial behavior of graduated college students from Chengdu Polytechnic, China.

Methodology: This paper used quantitative techniques and questionnaires were employed to gather sample data. Before distribution, the content validity by three experts and the reliability of the questionnaire was assessed through Item-Objective Congruence and a pilot test. The collected data (500 copies of valid collected questionnaires) underwent analysis using Confirmatory Factor Analysis and Structural Equation Modeling. These analytical approaches were utilized to assess the model's overall suitability and to verify the causal connections among variables as part of hypothesis testing.

Results: The results explicated that entrepreneurial attitude, subjective norms, perceived behavioral control, creativity, and personal attitude, have a significant impact on entrepreneurial intention, and entrepreneurial intention has a significant impact on entrepreneurial behaviors; Six hypotheses were proven to fulfill research objectives.

Conclusion: The results show that a variety of factors, including subjective norms, perceived behavioral control, creativity, and attitude toward entrepreneurship, are important in determining an individual's entrepreneurial intentions, which in turn have a big impact on their actual behaviors. The success of the research objectives in comprehending the interaction between these variables and their influence on entrepreneurial endeavors is highlighted by the validation of six hypotheses.

Keywords: Entrepreneurial Attitude; Subjective Norms; Perceived Behavioral Control; Creativity; Personal Attitude; Entrepreneurial Intentions; Entrepreneurial Behavior

Introduction

Entrepreneurship offers developing countries different kinds of benefits, such as providing job opportunities and promoting the development of the economy (Vedula et al., 2022). This assertion is further substantiated by Muñoz and Cohen (2018), who have underscored the importance of entrepreneurship as one of the most significant engines for economic development. Moreover, Frese and Gielnik (2014) elucidate that providing employment chances and enhancing competitiveness are the advantages associated with participation in entrepreneurial endeavors.

As per the findings of Audretsch (2012), entrepreneurship is about aptitude and willingness to open a company in the marketplace, encompassing the inherent uncertainties, with the primary objective of generating financial gains. Introducing new enterprises is a notable manifestation of entrepreneurial endeavors (Dollinger, 2018). Within economics, entrepreneurship is intricately linked to utilizing various resources and capital, ultimately resulting in financial gains (Hisrich et al., 1998). The entrepreneurial vision encompasses the acts of exploration and assumption of risks, playing a crucial role in a nation's ability to thrive within a dynamic and increasingly competitive global economy (Frese & Gielnik, 2014). The term entrepreneur refers to someone who possesses the capacity and inclination to initiate, manage, and achieve success in a newly established business endeavor, while also assuming



the associated risks to generate financial gains (Blanchflower & Oswald, 1998). Entrepreneurs are frequently seen as individuals who generate novel concepts and act as catalysts for innovation, introducing fresh ideas into the market and supplanting outdated ones with new inventions (Hébert & Link, 2007).

There is widespread agreement among governmental bodies, academic institutions, and researchers engaged in research that entrepreneurship plays a crucial role in fostering economic advancement, scientific and technological innovation, and societal advancement (Nijkamp, 2003). The area of entrepreneurship has had a notable increase in scholarly interest over the past few decades. The general public has developed a favorable perception of entrepreneurship due to the frequent mention of highly successful entrepreneurs in popular media and their portrayal as role models in professional business and scientific periodicals (Coulibaly et al., 2018). As a result, there is a growing inclination among individuals, particularly students globally, to pursue entrepreneurship as a career path once completing their education (Kuratko, 2011).

In some nations, including China, student entrepreneurship is regarded as a potential remedy for the challenges associated with employment (Wei et al., 2019). Governments and institutions of higher education commonly endeavor to enhance employment rates by guiding college students in initiating entrepreneurial ventures (Lu et al., 2021). Based on the 2021 China College Student Entrepreneurship Report findings, around 11000 students were surveyed. The results indicate that a significant majority, precisely 96% of the participants, expressed the inclination and aspiration to initiate entrepreneurial endeavors (He, 2022). Furthermore, it was observed that almost 14% of the respondents had already commenced their entrepreneurial ventures or were actively engaged in the preparatory stages (He, 2022).

Objectives

The purpose of this research is to examine the factors impacting entrepreneurial intentions and entrepreneurial behavior of graduated college students from Chengdu Polytechnic, China.

Literature Review

Entrepreneurial Attitude

Attitude can be understood as a form of evaluative behavior (Byabashaija & Katono, 2011). According to Yousaf et al. (2021), attitude can be defined as a tendency of individuals to like or hate an object, individual, organization, or occurrence. Individuals tend to exhibit a particular disposition upon encountering an object. Individuals tend to accept or reject an object based on their evaluation. According to Kusumojanto et al. (2021), individuals exhibit a positive attitude when they perceive an object as good for them.

In contrast, a negative attitude is displayed when the object is perceived as bad for them. The Theory of Planned Behavior posits that the relationship between attitude and intention can be elucidated. Specifically, an individual's intentions about one thing are impacted by three factors, including attitude, subjective norms, and perceived behavioral control (Anwar et al., 2021). This study places significant emphasis on attitude towards behavior as a predictive factor for intention. It specifically examines the assessment of attitudes and the cultivation of a positive mindset regarding the intention of being entrepreneurs as a viable career choice for students (Mahfud et al., 2020).

This research aims to investigate the link between attitudes toward entrepreneurship and intentions to engage in entrepreneurial activity. In particular, the research aims to explore how the



mindsets of graduated college students at Chengdu Polytechnic, located in Chengdu, China, impact their intentions towards starting their businesses. **H1:** Entrepreneurial attitude has a significant impact on entrepreneurial intention.

Subjective Norms

Subjective norms pertain to an individual's perception of the viewpoints of social reference groups, such as family and friends, regarding the desirability or appropriateness of initiating a business venture (Azim & Islan, 2022). The concept of subjective norm pertains to the significance attributed by an individual to the influence exerted by others. According to Liu et al. (2022), subjective norms refer to the perspectives that hold significance for individuals, influencing their decision to engage or abstain from specific behaviors. These norms are accompanied by motivation and a willingness to act or refrain from action based on their perceived importance. Subjective social norms pertain to an individual's beliefs regarding how they perceive and evaluate individuals of significance and their subsequent inclination to adhere to such cognitive frameworks (Anderson, 2023). A subjective norm refers to a norm that deviates from the internal element or the individual's conscience (Robledo et al., 2015).

Many of these studies have used TPB as a theoretical framework to structure their analyses (Heuer & Liñán, 2013). In addition, a substantial amount of research has led to the conclusion that subjective standards are more likely to have a significant influence on people's behavioral intention about operating a company in many disciplines, such as information technology, food and beverage, and hospitality (Awang et al., 2016; Dinc & Budic, 2016; Krithika & Venkatachalam, 2014). **H2:** Subjective norms have a significant impact on entrepreneurial intention

Perceived Behavioral Control

According to Dinc and Budic (2016), an individual's perception of the difficulty involved in carrying out a behavior constitutes their control of that action. According to Vamvaka et al.'s research from 2020, an individual's impression of his or her capacity to carry out planned action and the sense that the activity is under control are factors that determine perceived behavioral control. According to Shabbir et al. (2016), it is also possible to see it as the individual's capacity to conduct the conduct of interest. According to Aga (2023), a person's sense of how simple or complex it is for them to participate in entrepreneurial action is one of the principles of the theory of perceived behavioral control. The perception that one has internal control is associated with one's capacities, such as the self-confidence to embark on an entrepreneurial endeavor, while the notion that one has external control is associated with one's ability to exercise situational control.

Creativity

The investigation of the concept of creativity has been undertaken by a multitude of scholars operating within the domain of entrepreneurship. Nevertheless, establishing a universally accepted and standardized definition of creativity still needs to be discovered. In a broad context, creativity can be defined as the ability to generate original ideas and approach problems and opportunities from innovative viewpoints (Zampetakis et al., 2011). Zampetakis and Moustakis (2006) posit that creativity is often associated with producing innovative methods rather than applying traditional procedures. The current investigation offers a precise characterization of creativity, defining it as the ability to produce original ideas or concepts (Smith et al., 2016). The correlation between the emergence of new concepts and perspectives, the exploration and advancement of innovative ideas, and the reassessment of current approaches to tackle challenges and exploit potential opportunities is significant (Jiatong et al., 2021). The study conducted by Kusmintarti et al. (2017) found that possessing creativity is an essential



prerequisite for individuals who aspire to become entrepreneurs. The absence of this crucial characteristic would impose limitations on an individual's entrepreneurial pursuits, confining them to the role of a conventional merchant rather than a genuine entrepreneur. Furthermore, it is crucial to recognize the immense importance of creativity for individuals who embark on an entrepreneurial path as their chosen profession (Laguía et al., 2019).

Personal Attitude

The comprehension of how experiences contribute to the formation of predispositions of attitudes is a fundamental aspect of the study of attitudes (Do Paço et al., 2011). According to Ferreira et al. (2012), attitude can be defined as a persistent framework of favorable or unfavorable assessments of an object. It denotes an individual's process of assessing and contrasting an object about the choices at hand, guided by their personal cognition, beliefs, and emotions toward said object (Schwarz et al., 2009). An individual's subjective judgment of an entrepreneur, which may be either favorable or unfavorable, is referred to as their attitude (Yurtkoru et al., 2014; Duong et al., 2020). Individuals' attitudes are contingent upon their subjective emotions or personal convictions regarding potential outcomes (Moriano et al., 2012). Shah et al. (2020) provide evidence to support the notion that attitude is manifested through the assessment of certain activities, characterized by a degree of preference or aversion, commonly referred to as psychological inclination. The psychological inclination being discussed is paramount for individuals, encompassing various forms of assessment, including cognitive and affective dimensions (Rosique-Blasco et al., 2018).

Entrepreneurial Intention

Entrepreneurial intention refers to the cognitive depiction of individuals' planned actions, which involve establishing new independent ventures or generating novel value within established organizations (Kautonen et al., 2015). The present study conceptualizes entrepreneurial intention as a cognitive construct that encompasses an individual's mental representation of planned actions to initiate and establish one or multiple new ventures (Abbasiachavari & Moritz, 2021). According to Krueger (2017), within the entrepreneurial literature, entrepreneurial intention is about to what extent people have expressions about operating their own business in the marketplace, accompanied by a deliberate and conscious plan to do so in the forthcoming period. The concept of intention plays a crucial role in elucidating the rationale behind an individual's decision to initiate a business venture before actively seeking a business opportunity (Kuehn, 2008; Do Paço et al., 2018; Yi, 2021). Moreover, intention is a fundamental prerequisite for accurately predicting entrepreneurial behavior (Crant, 1996; Esfandiar et al., 2019).

Entrepreneurial Behavior

Entrepreneurial behavior refers to systematically implementing an entrepreneur's visionary ideas and concepts (Welter & Smallbone, 2011). Entrepreneurship encompasses the activities individuals undertake to generate additional wealth and value and accomplish their entrepreneurial objectives (Bird & Schjoedt, 2017). This process involves utilizing owned information, resources, opportunities, or technologies. According to Collins et al. (2004), entrepreneurial behavior entails the persistent efforts of entrepreneurs to effect change and achieve their objectives by utilizing their creative abilities and influence. Entrepreneurship amalgamates cognitive awareness and deliberate actions (Gieure et al., 2020). Entrepreneurial behavior can be characterized as recognizing potential opportunities and effectively implementing innovative concepts. Executing these actions typically requires ingenuity, determination, and personal initiative, which can be undertaken by either an individual or a collective

entity (Yi, 2021). There exists a subset of individuals who possess inherent qualities and aptitudes that predispose them to becoming successful entrepreneurs (Collins et al., 2004). The behavioral attributes commonly associated with entrepreneurship play a significant role in enabling individuals and organizations to effectively navigate and adapt to external changes, thereby enhancing their chances of survival (Cai et al., 2021).

Conceptual Framework

This research aims to demonstrate factors that influence graduate college students' entrepreneurial goals and actions at Chengdu Polytechnic, located in China. When it comes to the conceptual framework of earlier research, the first study that comes to mind is the one that was carried out by Cruz et al. (2009). This particular study offered relevant research in the areas of entrepreneurial attitude (EA), subjective norms (SN), perceived behavioral control (PBC), entrepreneurial intention (EI), and entrepreneurial behavior (EB). Rodrigues et al. (2020) carried out the second study, and this research demonstrated the connection between creative thinking and entrepreneurial intention (EI). Mykolenko et al. (2022) carried out the most recent research, which included an investigation of individuals' personal views regarding business ownership and their levels of perceived behavioral control and entrepreneurial intentions.

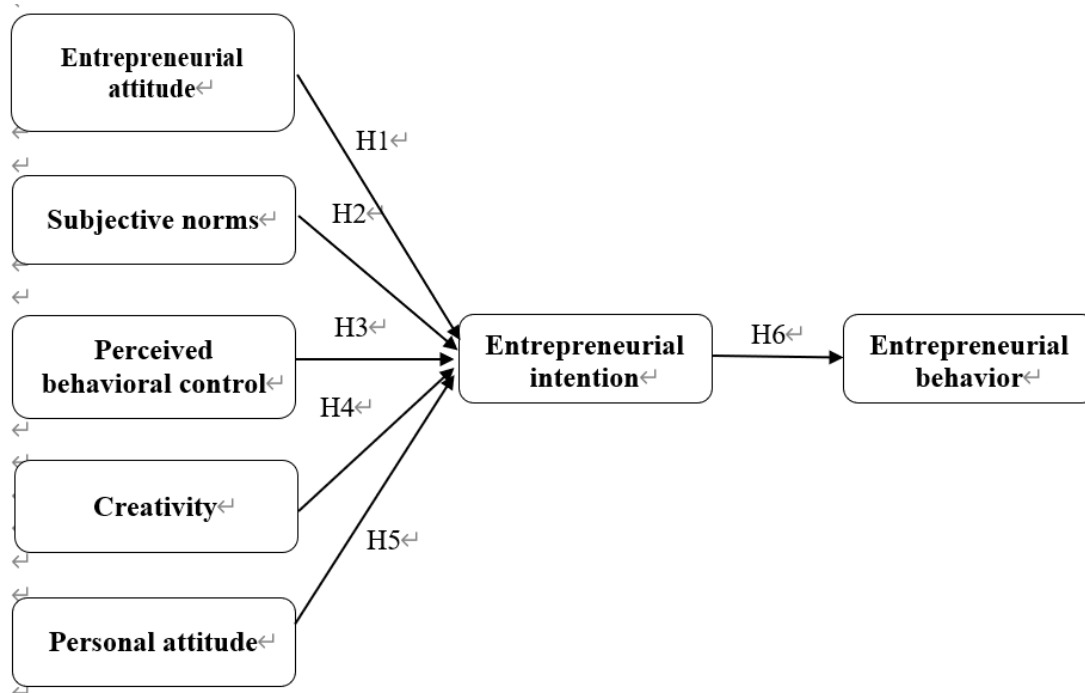


Figure 1 Conceptual Framework

Methodology

Research Design

To achieve the research objective, the study employed a quantitative research approach by administering questionnaires. To address the geographical separation between researchers and the target participants, the respondents were specifically instructed to complete the online questionnaire (Wright, 2005). Furthermore, the distribution of the questionnaire was conducted via a widely utilized online crowdsourcing survey platform known as WJX in mainland China (Wang et al., 2022). The online questionnaire is widely recognized as a highly convenient tool for researchers to gather various types



of information from respondents (Van Selm & Jankowski, 2006). This includes demographic data such as gender, age, education level, and employment status, as well as personal perspectives on research inquiries (Dewaele, 2018). Hence, the WJX platform is considered the most suitable platform for data collection in this study. Before formally collecting data through WJX, a pilot test was conducted to assist researchers in refining the structure, language, and content of the questionnaires. This process aimed to enhance the readability and logical coherence of the survey, thereby facilitating respondents' ease in providing answers (Lefever et al., 2007). The pilot test consisted of a total of 35 participants, and the data obtained from the test was analyzed using SPSS software version 27.0.

Research Population and Sample

The target population of this study encompasses the whole student population enrolled at the Urban Construction, International Business, and Culture and Tourism branches at Chengdu Polytechnic. Therefore, 8293 is the total population of this study. Boomsma (1985) indicated a minimal sample size of 100 or 200 is necessary for applicable structural equation modeling. However, the researchers selected a sample size of 500 students at the four target colleges in Chengdu Polytechnic.

Data Analysis

After analyses of content validity and internal consistency reliability were completed, questionnaires were delivered to 500 undergraduates from four target institutions. The researchers used the programs JAMOV and AMOS to add up the data. The researchers employed confirmatory factor analysis (CFA) to evaluate the loading factor, t-value, composite reliability (CR), average variance extracted (AVE), and discriminant validity. The structural equation model (SEM) was then used to examine the hypotheses' findings and the specific, indirect, and overall effects of the relationships between the two latent variables.

Results and Discussion

Demographics of Participants

Detailed demographic characteristics of 500 respondents are summarized in Table 1. Of all the respondents, 41.4% were male, 58.6% were female. For the year of enrolment, there were 39 enrolments in 2014 accounting for 7.8 %, there were 45 enrolments in 2015 accounting for 9%, there were 71 enrolments in 2016 accounting for 14.2 %, there were 103 enrolments in 2017 account for 20.6 %, there were 89 enrolments in 2018 account for 17.8 %, there were 153 enrolments in 2019 account for 30.6 %.

Table 1: Demographic Characteristics of Respondents

Demographic and General Data (N=500)		Frequency	Percentage
Gender	Male	207	41.4%
	Female	293	58.6%
Year of enrolment	2014	39	7.8%
	2015	45	9%
	2016	71	14.2%
	2017	103	20.6%
	2018	89	17.8%
	2019	153	30.6%

Confirmatory Factor Analysis (CFA)

In this study, Confirmatory Factor Analysis (CFA) was undertaken. Each item within every variable demonstrated significance, serving as a factor loading for testing discriminant validity. The significance of the factor loading for each item, along with acceptable values, indicates the goodness of fit (Hair, Black, Babin, Anderson, & Tatham, 2006). Factor loadings exceeding 0.30 with p-values below 0.05 were observed. Construct reliability surpassed the threshold of 0.7, and the average variance extracted exceeded the criterion of 0.5 (Fornell and Larcker, 1981), as presented in Table 3. All estimations were found to be statistically significant.

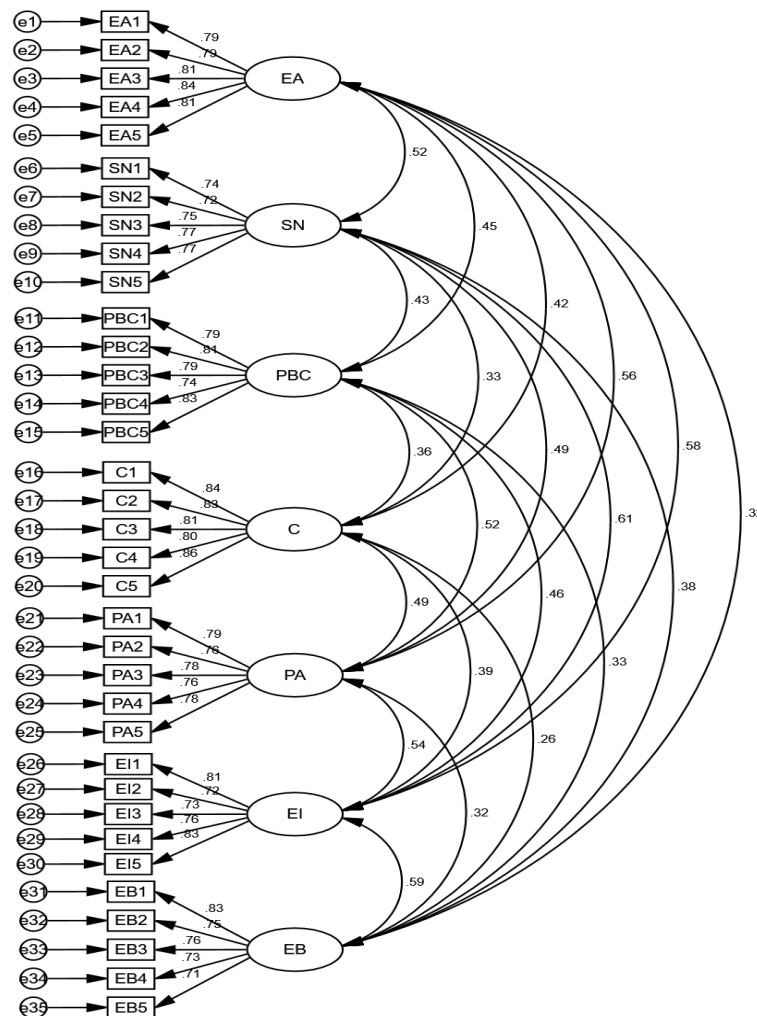


Figure 2 Measurement Model

The determination of the square root of the average variance extracted confirms that all correlations surpass the corresponding values for each variable, as detailed in Table 4. Additionally, GFI, AGFI, NFI, CFI, TLI, and RMSEA serve as indicators for assessing model fit in CFA analysis. Convergent and discriminant validity were verified, with the values in this study (as depicted in Table 2) exceeding acceptable thresholds. Hence, both convergent and discriminant validity are ensured. Furthermore, these measurement results of the model support discriminant validity and validate the subsequent estimation of the structural model's validity.



Table 2: Confirmatory Factor Analysis Result, Composite Reliability (CR) and Average Variance Extracted (AVE)

Variable	Source of Questionnaire (Measurement Indicator)	No. of Item	Cronbach's Alpha	Factors Loading	CR	AVE
Entrepreneurial Attitude (EA)	Awang et al., 2016	5	0.825	0.787-0.841	0.905	0.655
Subjective norms (SN)	Shah & Soomro, 2017	5	0.861	0.723-0.772	0.865	0.563
Perceived Behavioral Control (PBC)	Al-Jubari, 2019	5	0.901	0.742-0.833	0.895	0.63
Creativity (C)	Murad et al., 2021	5	0.878	0.796-0.857	0.915	0.684
Personal Attitude (PA)	Al-Jubari, 2019	5	0.931	0.761-0.795	0.883	0.601
Entrepreneurial Intention (EI)	Liñán & Chen, 2009	5	0.835	0.718-0.827	0.879	0.593
Entrepreneurial Behavior (EB)	Ahmed et al., 2018	5	0.824	0.712-0.834	0.871	0.576

Note: CR = Composite Reliability, AVE = Average Variance Extracted, *=p-value<0.05

Table 3: Discriminant Validity

	EA	SN	PBC	C	PA	EI	EB
EA	0.809						
SN	0.524	0.750					
PBC	0.451	0.432	0.794				
C	0.418	0.325	0.364	0.827			
PA	0.564	0.492	0.52	0.488	0.775		
EI	0.579	0.615	0.458	0.387	0.542	0.770	
EB	0.318	0.38	0.329	0.257	0.322	0.587	0.759

Note: The diagonally listed value is the AVE square roots of the variables

Structural Equation Model (SEM)

According to Hair, Black, Babin, and Anderson (2010), Structural Equation Modeling (SEM) serves to validate the causal relationships among variables within a proposed model while accommodating measurement inaccuracies in the structural coefficients. The goodness-of-fit indices for the Structural Equation Model (SEM) are evaluated, as illustrated in Table 4. It is recommended that the model fit measurements, such as the Chi-square/degrees-of-freedom (CMIN/DF) ratio, should not exceed 3, and both GFI and CFI should surpass 0.8, as suggested by Greenspoon and Saklofske (1998). Utilizing SPSS AMOS version 26 for SEM calculations and model adjustments, the fit index results indicate a good fit, with values including CMIN/DF = 2.171, GFI = 0.883, AGFI = 0.863, NFI = 0.897, CFI = 0.941, TLI = 0.935, and RMSEA = 0.048. These values align with acceptable thresholds, as referenced in Table 4

Table 4: Goodness-of-Fit for Measurement Model

Fit Index	Acceptable Criteria	Statistical Values
CMIN/df	< 5.00	2.171
GFI	≥ 0.85	0.883
AGFI	≥ 0.80	0.863
NFI	≥ 0.80	0.897
CFI	≥ 0.80	0.941
TLI	≥ 0.80	0.935
RMSEA	< 0.08	0.048
Model summary		Acceptable Model Fit

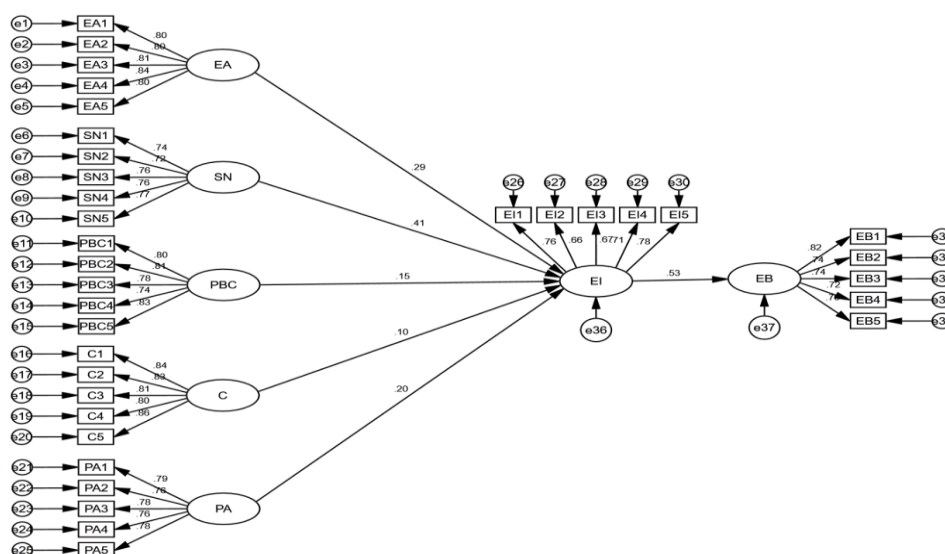


Figure 3 Structural Model Before Adjustment

Research Hypothesis Testing Result

The magnitude of correlation among the independent and dependent variables proposed in the hypothesis is measured by regression coefficients or standardized path coefficients. As presented in Table 5, seven out of six proposed hypotheses were supported.

The results indicated the following outcomes for the hypotheses: H1 was supported, with a β value of 0.231 and a t-value of 5.165*. H2 was accepted with a β value of 0.423 and a t-value of 8.449*. H3 was accepted with a β value of 0.14 and a t-value of 3.19*. H4 received support, with a β value of 0.094 and a t-value of 2.152*. H5 received support, with a β value of 0.209 and a t-value of 4.605*. H6 was accepted, with a β value of 0.553 and a t-value of 10.356*. In summary, for the undergraduate research group, all seven hypotheses exhibited significance and garnered support.



Table 5 Hypothesis Testing Result of the Structural Model

Hypothesis	Standardized Coefficients (β)	t-value	Result
H1: Entrepreneurial attitude has a significant impact on entrepreneurial intention	0.231	5.165*	Supported
H2: Subjective norms have a significant impact on entrepreneurial intention	0.423	8.449*	Supported
H3: Perceived behavioral control has a significant impact on entrepreneurial intention	0.14	3.19*	Supported
H4: Creativity has a significant impact on entrepreneurial intention	0.094	2.152*	Supported
H5: Personal attitude has a significant impact on entrepreneurial intention	0.209	4.605*	Supported
H6: Entrepreneurial intention has a significant impact on entrepreneurial behavior	0.533	10.356*	Supported

Note: *=p-value<0.05

The most substantial impact on entrepreneurial intention is subjective norms. The path relationship of subjective norms and entrepreneurial intention has a standardized path coefficient of 0.423 and a t-value of 8.499 in H2. This supports the previous studies of Santos and Liguori (2020), and Majeed et al. (2021). Subjective norms in terms of what closest friends think, what is interesting, and more benefits is another vital attribute of entrepreneurial intention

The entrepreneurial attitude significantly impacted entrepreneurial intention with a standardized path coefficient of 0.231 and a t-value of 5.165 in H1. An entrepreneurial attitude regarding personal preferences and advantages is essential for entrepreneurial intention. This supports the previous studies of Kusmintarti et al. (2017), and Zampetakis et al. (2006)

Perceived behavioral control significantly impacted entrepreneurial intention with a standardized path coefficient of 0.14 and a t-value of 3.19 in H3. Entrepreneurial attitude in terms of participants' confidence, readiness, expertise in business, and practical experience. This supports the previous studies of Sahinidis et al. (2019), and Majeed et al. (2021)

Creativity significantly impacted entrepreneurial intention with a standardized path coefficient of 0.094 and a t-value of 2.152 in H4. Creativity in terms of creative solutions to problems, innovative ideas, and practical ideas. This supports the previous studies of Rodrigues et al. (2020), and Anjum et al. (2021).

The personal attitude significantly impacted entrepreneurial intention with a standardized path coefficient of 0.209 and a t-value of 4.605 in H5. Personal attitude in terms of professional ambition, intents, and inclination. This supports the previous studies of Otchengco & Akiate (2021).

Entrepreneurial behavior significantly impacted entrepreneurial intention with a standardized path coefficient of 0.533 and a t-value of 10.356 in H5. Entrepreneurial intention in terms of cognitive state, inspiration, and foundation. This supports the previous studies of Ida (Belchior & Lyons, 2021).



Conclusions

This study is essential in examining the factors affecting graduated college students' entrepreneurship intentions and behaviors. It is imperative to comprehend the circumstances and variables influencing students' inclination and conduct toward entrepreneurship. The variables examined in this study consist of entrepreneurial attitude, subjective norms, perceived behavioral control, creativity, personal attitude, entrepreneurial intention, and behaviors. The main elements of the study are based on two theories, namely, the Theory of Planned Behavior (TPB) and The entrepreneurial event model (EEM), which are the two theoretical frameworks from previous studies.

The target group of this study is junior college students who graduated from three different branches of Chengdu Polytechnic (Urban et al. and Tourism) within six years. The study utilized a multi-stage sampling approach. This study focused on Chengdu Polytechnic as the research subject due to its prominence as a highly regarded vocational institute in the Chengdu region. Furthermore, the study's target population is graduate students enrolled at Chengdu Polytechnic in three branches. The second round of judgmental sampling would be carried out after the initial judgmental sampling procedure was completed. To provide further clarification, it is recommended that the chosen students possess prior experience in entrepreneurship education and graduated from three branches (Urban et al. and Tourism) between 2014 and 2019 while already having entrepreneurship behaviors (operating their businesses or forming a team, etc.).

Using the gathered data, the research conceptual model's validity and reliability were evaluated through confirmatory factor analysis (CFA). Various metrics, including composite reliability, Cronbach's alpha reliability, factor loadings, mean-variance extraction analysis, and discriminant validity, were scrutinized to ascertain the model's robustness and validity. Additionally, Structural Equation Modeling (SEM) was employed to analyze and investigate the factors influencing the intentions and behaviors of graduated college students about entrepreneurship. This analytical approach aimed to validate the study's hypotheses and address its research inquiries. All six hypotheses were substantiated and affirmed, leading to the achievement of the study's objectives.

Table 6: Hypothesis Testing Result of the Structural Model

Hypothesis	Standardized Coefficients (β)	t-value	Result
H1: Entrepreneurial attitude has a significant impact on entrepreneurial intention	0.231	5.165*	Supported
H2: Subjective norms have a significant impact on entrepreneurial intention	0.423	8.449*	Supported
H3: Perceived behavioral control has a significant impact on entrepreneurial intention	0.14	3.19*	Supported
H4: Creativity has a significant impact on entrepreneurial intention	0.094	2.152*	Supported
H5: Personal attitude has a significant impact on entrepreneurial intention	0.209	4.605*	Supported
H6: Entrepreneurial intention has a significant impact on entrepreneurial behavior	0.533	10.356*	Supported



Recommendation

The results of the study show that all the factors can be significantly impacted on entrepreneurial intention and entrepreneurial behavior. Subjective norms were the strongest predictor of behavioral intention. Consequently, promoting the usefulness of the system must be emphasized.

This study explains in detail the factors influencing entrepreneurial intention and entrepreneurial behavior. The study enriches the research scope of antecedent variables of entrepreneurial intention and lays a theoretical foundation for future research in the field of entrepreneurial intention. At the same time, the findings of the study provide a good basis for deepening innovation and entrepreneurship. At the same time, the findings of the study provide theoretical guidance and methodological reference for deepening the reform of innovation and entrepreneurship education and exploring the innovation and entrepreneurship education model, and methodological reference.

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