

Influence of Entrepreneurial Passion on Chinese College Students' Entrepreneurial Decision

Dongmei Chen and Sarana Photchanachan

School of Management, Shinawatra University, Pathum Thani 12160

*To whom correspondence should be addressed. e-mail: 499863639@qq.com

Received: 05 August 2021, **Revised:** 12 November 2021, **Accepted:** 03 January 2022

Abstract

This study takes individual entrepreneurship passion as the breakthrough point, introduces entrepreneurial commitment and entrepreneurial intention as intermediary variables, and entrepreneurial identity as adjustment variables, and analyzes the internal mechanism of individual entrepreneurial passion on entrepreneurial decision making. College students in nine provinces of China were surveyed. Using the method of quantitative research, the empirical test of 23 hypotheses proposed in this study is carried out.

The empirical analysis of this study draws the following conclusions. First, entrepreneurial passion has a significant positive impact on entrepreneurial decision-making. Second, entrepreneurial commitment has a significant positive impact on entrepreneurial decision making, entrepreneurial commitment plays a partially mediating role in the relationship between entrepreneurial passion and entrepreneurial decision making. Third, entrepreneurial intention has a significant positive impact on entrepreneurial decision making, entrepreneurial intention plays a partial mediating role in the relationship between entrepreneurial passion and entrepreneurial decision. Fourth, entrepreneurial identity has a significant positive moderating effect on the relationship between entrepreneurial passion and entrepreneurial intention. Fifth, entrepreneurial identity moderates the impact of entrepreneurial passion on entrepreneurial decision-making through entrepreneurial intention.

Keywords : College Students' Entrepreneurship, Entrepreneurial Passion, Entrepreneurial Commitment, Entrepreneurial Intention, Entrepreneurial Identity, Entrepreneurial Decision

Introduction

The research on college students' entrepreneurial decision-making has been concerned by scholars at home and abroad. Early studies on the entrepreneurial decision-making of college students mainly focus on the mechanism of external factors such as cultural environment and entrepreneurial atmosphere [1]. With the gradual deepening of entrepreneurship research, research on entrepreneurial decision making begins to present diverse perspectives. It is not comprehensive to analyze individual entrepreneurial decisions only from a macro external environment. The research gradually deepens from the external level to the individual level, starting to analyze the impact of individual traits, cognitive status, behavioral tendencies, and emotional factors on entrepreneurial decision-making [2]. Entrepreneurial passion is attracting more and more attention as an important emotional factor affecting individual behavior [3]. Entrepreneurial passion, as an emotional component, is deeply rooted in entrepreneurial practice and plays a critical role in the processes of exploring and identifying opportunity enterprises, creating enterprises, and growing enterprises [4]. Entrepreneurial intention is an important motivation factor for individuals to participate in entrepreneurial decision making and is one of the important predictive variables in behavioral decision making [2]. Entrepreneurial commitment reflects the degree to which emotional factors are embedded in entrepreneurial activities [5] and influence an individual's future behavior and decision direction. Entrepreneurial passion can motivate individuals to participate in entrepreneurial practice with high enthusiasm. The input of time and energy deepens the embedding degree of entrepreneurial commitment in individual behavior, and they decide to take an active part in entrepreneurial activities. Entrepreneurial passion is

a strong and positive emotion that encourages entrepreneurs to overcome difficulties, enhance their confidence in entrepreneurial success, and enhance their willingness to actively participate in entrepreneurial activities. Entrepreneurial identity is the process of an individual's self-worth, and its internalization affects the transformation process of an individual's entrepreneurial passion to behavior. So how do you turn that passion into the decision to start a business? Whether individual behavioral inclination and emotional engagement play a role in this process is unknown. How does the identity of entrepreneurs affect the development of individual entrepreneurial passions? Based on the above problems, we need to explore the formation mechanism of individual entrepreneurial decisions from the perspective of individual emotion and behavioral tendency.

Problem statement

How to transform entrepreneurial passion into entrepreneurial decision? Does individual behavior tendency and emotional input play a role in this process? How does the identity of entrepreneurs affect the development process of individual entrepreneurial passion? Based on the above problems, this study finds that the existing research has the following limitations by combining the relevant literature of entrepreneurial decision research: first, in the research on the pre-factors of entrepreneurial decision, the research on the influence of emotional factors on entrepreneurial process is in the theoretical stage. Secondly, there are few researches on analyzing antecedents of emotional factors affecting individual entrepreneurial decisions. Thirdly, the existing research ignores the variables that may have influence between entrepreneurial decision and its pre-factors. Fourth, the proportion of college students turning their entrepreneurial passion into entrepreneurial activities is relatively small. Therefore, the factors that affect college students' entrepreneurial decision need to be further discussed.

Research Objectives

1. Confirm whether the generation and making of individual entrepreneurial decisions are affected by emotional factors? What emotional factors have a significant impact on entrepreneurial decisions?
2. Confirm how do entrepreneurial commitment and entrepreneurial intention affect entrepreneurial decision making? What is the mechanism of the relationship between entrepreneurial passion and entrepreneurial decision-making?
3. Confirm how do individuals react to their external behaviors driven by entrepreneurial passion? What is the internal mechanism of entrepreneurial passion influencing entrepreneurial decision making?
4. Confirm whether the influence process of entrepreneurial passion on entrepreneurial decision is affected by other factors? Whether entrepreneurial identity plays a role in the relationship between the two?

Conceptual Framework

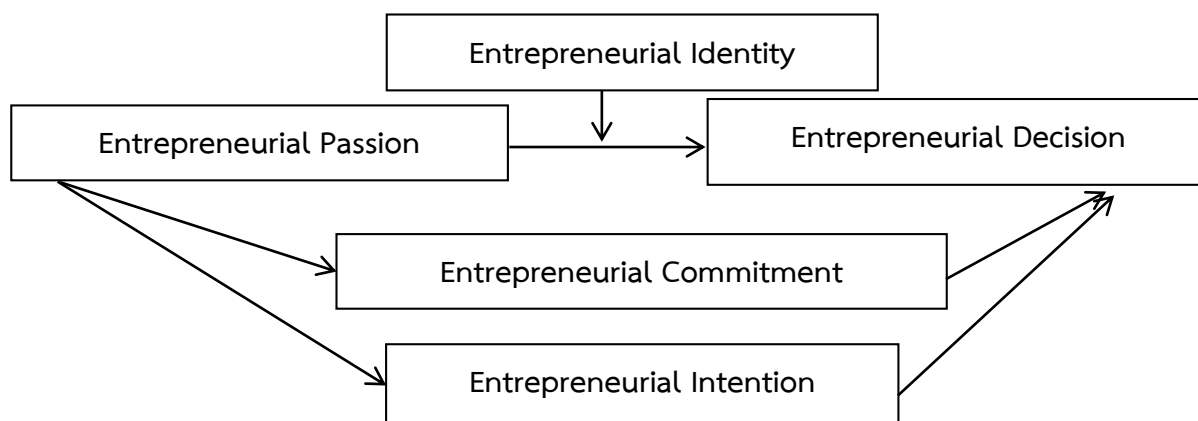


Figure1. Recommended Conceptual Framework

Materials and Methodology

This research uses SPSS and AMOS statistical software to process relevant data. The research methods adopted in this study mainly include: literature analysis, interview, questionnaire survey and statistical analysis.

Research Design

This study defines the scope of research objects as college students. The population is the total number of college students in the country. According to statistics from China's Ministry of Education, the total number of college students in China is 38.33 million. The sample size of this study comes from Taro Yamane formula. Assuming 95% confidence interval, the error level is 0.05. The minimum sample size is 400.

Variable Design and Measurement

It is the key link of the research to design the scale for the variables involved in the research and transform abstract variables into operational definitions. The variables in this research include entrepreneurial decision, entrepreneurial passion, entrepreneurial commitment, entrepreneurial intention and entrepreneurial identity. In the measurement method, choose Likert scale , "1-5" respectively means "totally disagree to totally agree".

Table 1. Confirmatory Factor Analysis

Model	χ^2/df	GFI	AGFI	RFI	IFI	TLI	CFI	RMSEA
Model A	13.915	0.609	0.553	0.634	0.677	0.651	0.676	0.109
Model B	11.444	0.743	0.708	0.699	0.737	0.718	0.736	0.096
Model C	9.094	0.784	0.753	0.761	0.798	0.781	0.797	0.085
Model D	5.954	0.852	0.827	0.843	0.878	0.866	0.878	0.066
Model E	5.743	0.859	0.836	0.849	0.884	0.872	0.884	0.065
Model F	5.431	0.866	0.844	0.857	0.891	0.880	0.891	0.063
Model G	3.884	0.906	0.887	0.898	0.932	0.922	0.932	0.051

Source: This research design

Note: A is to assign all items to a latent variable, B is to combine entrepreneurial commitment, entrepreneurial willingness, entrepreneurial identity and entrepreneurial decision into a latent variable, C is to combine entrepreneurial commitment, entrepreneurial willingness and entrepreneurial identity merge into a latent variable, D is to merge entrepreneurial commitment and entrepreneurial willingness into a latent variable, E is to merge entrepreneurial decision-making and entrepreneurial identity into a latent variable, F combines entrepreneurial decision-making and entrepreneurial willingness into a latent variable, and G is the research application model.

Research Discussion

1. We test that entrepreneurial passion has a significant positive impact on entrepreneurial decision making. The results show that innovation passion, creation passion, and development passion have significant positive effects on entrepreneurial decision making.

2. Entrepreneurial commitment is an important driving factor affecting individual decision making. It has a significant positive effect on entrepreneurial decision making. Among them, affective commitment, behavioral commitment, and continuous commitment have significant positive effects on entrepreneurial decision making.

In addition, it is also verified that entrepreneurial commitment plays a partial mediating role in the relationship between entrepreneurial passion and entrepreneurial decision-making.

3. Entrepreneurial intention has a significant positive impact on entrepreneurial decision-making, which plays a partial intermediary role in the relationship between entrepreneurial passion and entrepreneurial decision-making.

4. The moderating effect of entrepreneurial identity is tested. The results show that entrepreneurial identity has a significant positive moderating effect on the relationship between entrepreneurial passion and entrepreneurial intention. The moderating effect between entrepreneurial passion and entrepreneurial commitment is not significant.

5. We further examine the moderating mediating effect model of entrepreneurial identity on entrepreneurial intention and entrepreneurial decision making. It is also proved that entrepreneurial identity moderates the impact of entrepreneurial passion on entrepreneurial decision making through entrepreneurial intention.

Research Conclusions

The research model of entrepreneurial decision making is constructed and improved on the existing research on the relationship between entrepreneurial passion and entrepreneurial decision in this study, which further expands the research on individual entrepreneurial decision making from the perspective of emotion and behavioral intention. First, it has further enriched the research on entrepreneurial decision-making by promoting research on the mechanism of entrepreneurial passion on entrepreneurial decision-making. From the perspective of emotion and willingness, this study analyzes the path of the three elements of entrepreneurial passion, entrepreneurial commitment, and entrepreneurial willingness on entrepreneurial decision making. Furthermore, it provides an important conditional variable for analyzing how entrepreneurial passion affects entrepreneurial commitment and entrepreneurial intention, as well as a new perspective for entrepreneurial decision making research. Second, it broadens the research perspective of entrepreneurial commitment and entrepreneurial intention. The research deeply analyzes an individual's emotional investment in entrepreneurial activities and their tendency to participate in entrepreneurial behaviors. It reflects the individual's decision-making behavior driven by emotional factors and behavioral intention. The integration of affective and willingness factors reveals that entrepreneurial passion can partially improve individual entrepreneurial decisions by transmitting entrepreneurial commitment and entrepreneurial intention, broadening the research scope of the influence mechanism between entrepreneurial passion and entrepreneurial decision. Thirdly, a research model of entrepreneurial decision making under the influence of identity factors is constructed. This paper examines the moderating mechanism of entrepreneurial identity on the mediating effect between entrepreneurial intention, entrepreneurial passion, and entrepreneurial decision. The moderated mediating effect of entrepreneurial identity was verified. This study expands the thinking of entrepreneurial decision making and provides theoretical support for subsequent research from the perspective of emotional intention. This study analyzes the internal driving factors that influence individual entrepreneurial decision-making and provides a theoretical basis and practical support for exploring and stimulating entrepreneurial behavior and practice.

Suggestion

There are some limitations. First, the influence of other variables on the research model needs to be explored. The effective selection of key control variables needs further analysis. Second, to explore the applicability of this study to other groups. Different groups have different experience backgrounds, so different research conclusions may appear, which will further enrich the research on entrepreneurial decision-making. Third, the research sample needs to be further improved. In the future research, college students from different regions

of the country can be selected as samples for comparative research. In addition, some samples can be followed up to analyze from a longitudinal point of view.

Future research can be further deepened from two perspectives: the integration of entrepreneurial decision-making and the longitudinal study of entrepreneurial education on college students' entrepreneurship. First, the integrated research of entrepreneurial decision making. In future studies, the antecedent variables of entrepreneurial decision making and the outcome variables of entrepreneurial decision making can be integrated to analyze the importance of entrepreneurial decision making in the process of individual entrepreneurship through empirical tests. Second, the longitudinal study of the impact of entrepreneurship education on entrepreneurial passion and entrepreneurial decision-making. In order to more comprehensively analyze the influence path of college students' entrepreneurial passion on entrepreneurial decision-making, it is necessary to follow up some samples in the future research and analyze the final effect of entrepreneurial passion on individual behavior from the perspective of longitudinal time.

References

- [1] Thompson E R. Individual Entrepreneurial Intent: Construct Clarification and Development of an Internationally Reliable Metric. *Entrepreneurship Theory and Practice* 2009;33(3):669–694.
- [2] Ajzen I. The theory of planned behavior. *Organizational Behavior and Human Decision Processes* 1991; 50 (2): 179-211.
- [3] Cardon M S, Zietsma C, Saporito P, et al. A Tale of Passion: New Insights into Entrepreneurship from A Parenthood Metaphor. *Journal of Business Venturing* 2005; 20(1):23-45.
- [4] Baron R A, Ward T B. Expanding Entrepreneurial Cognition's Toolbox: Potential Contributors from The Field of Cognitive Science. *Entrepreneurship Theory and Practice* 2004; 28 (6): 553-573.
- [5] Tang J. Environmental Munificence for Entrepreneurs: Entrepreneurial Alertness and Commitment. *International Journal of Entrepreneurial Behavior and Research* 2008;14(3): 128-151.