



Research Article

© 2024 Ramírez-Salinas et al.
This is an open access article licensed under the Creative Commons
Attribution-NonCommercial 4.0 International License
(<https://creativecommons.org/licenses/by-nc/4.0/>)

Received: 16 September 2023 / Accepted: 21 May 2024 / Published: 5 July 2024

Entrepreneurial Intention and Gender: A Correlational Study in Business Administration Students from Private Universities in Perú

Luis Enrique Ramírez-Salinas¹

Luz Alicia Baltodano-Nontol²

Alcibiades Alirio Céspedes-Gil³

Carlos Alexis Alvarado-Silva²

Vania Aparecida Rosario de Oliveira⁴

Valerio Antonio Pamplona Salomon⁴

¹Escuela de Administración,
Universidad César Vallejo,
Trujillo, ID 13001, Perú

²Programa de Investigación Formativa,
Universidad César Vallejo,
Trujillo, ID 13001, Perú

³Facultad de Administración,
Universidad Santo Tomás,
Bogotá, ID 110110, Colombia

⁴Faculdade de Engenharia e Ciências de Guaratinguetá,
Universidade Estadual Paulista Júlio de Mesquita Filho,
UNESP, São Paulo, Brasil

DOI: <https://doi.org/10.36941/ajis-2024-0132>

Abstract

The current research aims to examine the entrepreneurial intentions of students enrolled in the business administration program at a private Peruvian University. This investigation employs Ajzen's renowned theory of planned behavior to gain insights. Additionally, the study aims to ascertain whether any gender disparities exist within the obtained results. The study employed a quantitative methodology, utilizing a cross-sectional design. A questionnaire was administered to assess the entrepreneurial intentions of the selected sample. The analysis commenced with the creation of comparative tables to delineate entrepreneurial intentions both holistically and across gender lines. Subsequent to this, correlational analyses were conducted, encompassing variables within both a general framework and those specific to gender. Additionally, both overall and gender-specific linear regression analyses were undertaken. Following this, an evaluation of data normality was executed, accompanied by the administration of the non-parametric Kruskal-Wallis test to identify group disparities. The results disclosed a robust and affirmative entrepreneurial intent among students, with a minor predominance of females over males. However, this discrepancy did not attain statistical significance in relation to gender. Correspondingly, the findings illustrated that the adopted model demonstrated considerable explanatory prowess, with the predictor variables significantly influencing entrepreneurial intentions.

Keywords: Entrepreneurial Intention; Gender; Ajzen's Theory of Planned Behavior; Business Administration Students

1. Introduction

The delivery service is a worldwide trend that has been steadily gaining momentum. As stated by Etemad-sajadi et al. (2020), the current economic surge centers around the delivery service. Nowadays, people seek not only prepared meal deliveries but also a wide array of supplies, medications, and even supermarket purchases brought to their doorstep. Economically speaking, the global delivery market was valued at 10 trillion USD in 2018, surged to 94 trillion USD in 2021, and is projected to reach 204 trillion USD by 2025 (Ponnaiyan et al., 2021). Given this context, companies must tailor their services to meet current market demands and drive innovation, particularly in times of confinement. During such periods, many families opted to remain indoors, relying heavily on delivery services (Altuntas & Kansu, 2019).

In the contemporary landscape, entrepreneurship stands as a paramount pursuit, bearing significant weight in individuals' lives and exerting a pivotal influence on a nation's economic fabric. This influence extends to employment creation, heightened income levels, and various other consequential outcomes. In the academic field, meanwhile, entrepreneurship is one of the areas for research that has grown the most in recent years; particularly, on the topic of entrepreneurial intention of university students, due to its ability to predict entrepreneurial behavior in general and the suggestion that education can improve entrepreneurial outcomes (Torres et al., 2017; Alam et al., 2023; Kör et al., 2020; Naim, 2018; Dias & Patuleia, 2023).

As per Rueda Sampedro et al. (2013), a series of literature reviews and meta-analytical investigations conducted across various timeframes have illuminated the swift evolution within the realm of entrepreneurship research. The authors contend that the proliferation of diverse definitions concerning the entrepreneurship concept unveils not only the shifts in society's fabric and its progression from agrarian production foundations to a commercial economy, and ultimately to an industrial and post-industrial society, but also underscores a realm of study characterized by interdisciplinary pursuits. This area sees the convergence of economic, psychological, and administrative perspectives (Do Nascimento Silva et al., 2022; Mahlaole & Malebana, 2022; Sarhan & Ab. Aziz, 2023; Zovko et al., 2020).

Within this context, with a keen eye on practicality, the Global Entrepreneurship Monitor (GEM) has explicitly delineated entrepreneurship as the act or progression of initiating a novel business venture (Hill et al., 2022). In this vein, it's noteworthy to recollect that GEM has been engendering and diffusing wisdom on entrepreneurship for over two decades, amassing insights concerning people's perceptions, evaluations, and aspirations regarding entrepreneurship across nations globally. This endeavor is grounded in the administration of the Adult Population Survey (APS), commonly known as the Adult Population Survey (Aljubari et al., 2019; Xie & Wu, 2022).

Indeed, within its Global Report 2021/2022, which undertakes a range of comparisons among 50 economies participating in the study—classified by income level—one of the utmost significant findings pertinent to this paper is the identification of four economies wherein Total Early-Stage Entrepreneurial Activity (TEA), representing the rate of entrepreneurial engagement at an early stage for women, surpasses that of men (Kazakhstan, Spain, Dominican Republic, and Morocco), (Contreras barraza et al., 2021; Shin et al., 2022). Nevertheless, five economies persist where two or more men are initiating and managing new businesses for every woman engaged in the same pursuit (Japan, Egypt, Turkey, Norway, and the United Arab Emirates), (Hendratmi et al., 2022; Huang et al., 2022).

Turning attention to the Peruvian context, an intriguing study conducted by (Mendoza, 2018) underscores the dearth of econometric research in Peru examining the determinants influencing the inclination to initiate a business. By leveraging data from the 2015 ENAHO (National Household Survey) database, the study's outcomes shed light on the business entrepreneurship rates across the country's 24 departments. The results distinctly reveal a pronounced variation, with higher rates observed in the highlands and jungle regions compared to the coastal areas. Of equal significance to this paper is the observation that gender emerges as a statistically significant factor in more than half

of the departments. However, the findings also delineate that within certain departments (Amazonas, Apurímac, Ayacucho, Cuzco, Huancavelica, Huánuco, Junín, San Martín, and Ucayali), gender ceases to exhibit a discriminatory impact. In these cases, the distinction of being male or female exerts an equal influence on the likelihood of venturing into business.

Within this context, considering that entrepreneurial education has become an integral facet of the academic-professional endeavors pursued by numerous higher education institutions on both international and national fronts, and recognizing that a student's entrepreneurial intention serves as a legitimate precursor to their prospective entrepreneurial conduct, the current study bears the dual objectives. On one hand, it aims to scrutinize the entrepreneurial intentions of students enrolled in the Administration program of a private Peruvian university. This investigation leverages Ajzen's renowned theory of planned behavior. On the other hand, the study endeavors to discern whether disparities based on gender exist within the outcomes (Ajzen, 1991; Jovanov Apasieva et al., 2020; Laguía et al., 2017).

Concerning the contextual backdrop of the present issue, a multitude of studies exists both on a global scale and within the region. For instance, Martins et al. (2019) conducted an empirical study aimed at assessing Liñan and Chen's entrepreneurial intention model, rooted in Ajzen's theory of planned behavior. This examination involved a sample of university students from the Faculty of Management at Megatrend University in Serbia, utilizing a set of sociodemographic factors, including gender, as control variables. The research verified that both the attitude towards entrepreneurial behavior and the perceived behavioral control variable exhibited a statistically significant, direct, and positive influence on entrepreneurial intention (Israr & Saleem, 2018; Mendoza, 2018; Oni & Mavuyangwa, 2019). Additionally, the subjective norm exerted a positive influence on these two prior variables. Furthermore, the study validated that gender did not wield a statistically significant impact on the entrepreneurial intention of the students.

Likewise, Roy & Das (2022) executed an inquiry directed towards the assessment of students' entrepreneurial intentions within higher education programs at the Federal Institute of Piauí in Brazil. Their study was anchored in Ajzen's model of planned behavior and encompassed students from all stages of the Bachelor's Degree in Business Administration and Fashion Design Technology. Various control variables, including gender, were factored into the analysis. The findings unveiled that both the inclination toward entrepreneurial behavior and the perceived behavioral control exhibited a favorable and affirmative impact on students' entrepreneurial intentions. However, the subjective norm did not manifest a similar influence. Additionally, the study disclosed that gender held no sway over the model's outcomes (Ferri et al., 2019; Torres et al., 2017). According to Morales-Urrutia et al. (2022) important factors, that have an impact on entrepreneurial intention, are policies, regulations and incentives aligned with the social and cultural needs of each country.

In conclusion, the outcomes of a study conducted by Gonzalez (2022) aimed at investigating the impact of gender on the entrepreneurial intentions of students at a technological university in South Africa. These findings revealed that gender held no statistically significant connection with the precursors of the entrepreneurial intention model, which is rooted in Ajzen's theory of planned behavior (Cruz-sandoval & Alonso-galicia, 2022; Osmani et al., 2022). Furthermore, it was established that these precursors—namely, the attitude towards entrepreneurial behavior, subjective norm, and perceived behavioral control—exhibited noteworthy correlations with students' entrepreneurial intentions. This validation further underscores the efficacy of the theory of planned behavior.

2. Theoretical Framework: Entrepreneurial Intention

Entrepreneurial intention, as outlined by Liu et al. (2022), represents a mental disposition guiding an individual towards self-employment instead of traditional employment under another entity. This inclination serves as a reliable indicator of potential entrepreneurial actions. Hence, comprehending the elements influencing this intention aids in gaining deeper insights into entrepreneurial conduct (Iwara & Kilonzo, 2022; Marwan et al., 2022). On the other hand, define entrepreneurial intention as a

manifestation of an individual's eagerness or blueprint to engage in the initiation or expansion of a novel enterprise.

As per Shin et al. (2022), numerous investigations into entrepreneurial intention have revealed that the theory of planned behavior maintains its dominance in the literature as a foundational framework. It surpasses other theories, bolstering the recognition that Icek Ajzen's studies stand as the most extensively employed to substantiate entrepreneurial intention. In this context, multiple reviews and meta-analytic examinations have corroborated that the theory of planned behavior presents substantial substantiation for the anticipatory validity of intentions. Consequently, it stands as a robust theory, largely capable of elucidating entrepreneurial intention and behavior (Arora & Jain, 2019; Krüger et al., 2021).

The theory of planned behavior, which underpins the current research, is, as de-scribed by Ajzen (1991), an expansion of the theory of reasoned action. This expansion became essential due to the original model's limitations in addressing behaviors where people hold incomplete volitional control. According to Rueda Sampedro et al. (2013), the theory of reasoned action represents a seminal and highly significant model within the corpus of literature concerning individual behavior. It explains subjects' conduct by tracing a continuum encompassing belief, attitude, attention, intention, and behavior. Precisely, this model examines two categories of determinant variables for behavioral intention: attitude towards behavior and subjective norm (see Figure 1).

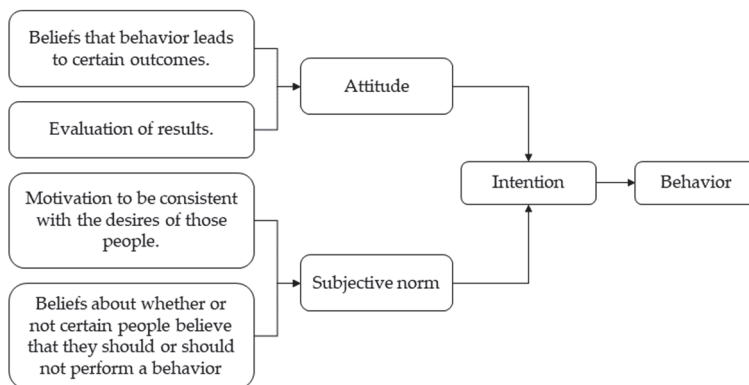


Figure 1. Theory of reasoned action.

According to Ajzen, then, the central factor in the original model is a person's intention to perform a given behavior, expressing his general rule that the stronger the intention to engage in a behavior, the more likely its performance will be. In any case, Ajzen clarifies that a behavioral intention can find expression in behavior only if it is under volitional control of the individual, i.e. if the person can decide at will to perform or not to perform the respective behavior (Arora & Jain, 2019; Hill et al., 2022).

Likewise, the focal point of the original model lies in an individual's intent to carry out a specific behavior. He underscores the general principle that the stronger the intention to engage in a behavior, the higher the likelihood of its execution. Nevertheless, Ajzen emphasizes that a behavioral intention can manifest into actual behavior solely when it lies within the volitional control of the individual. In other words, the person must possess the capacity to choose to perform or abstain from the respective behavior at their discretion (Ferreira et al., 2020; Mwiya et al., 2017).

Consequently, in a general context, the more positive the attitude and subjective norm are towards a particular behavior, and the higher the perceived level of behavioral control, the more robust the intention to execute that behavior is expected to be. Figure 2 illustrates the theory through

a structural diagram (Bjekić & Jelača, 2019; Cortez & Filho, 2020).

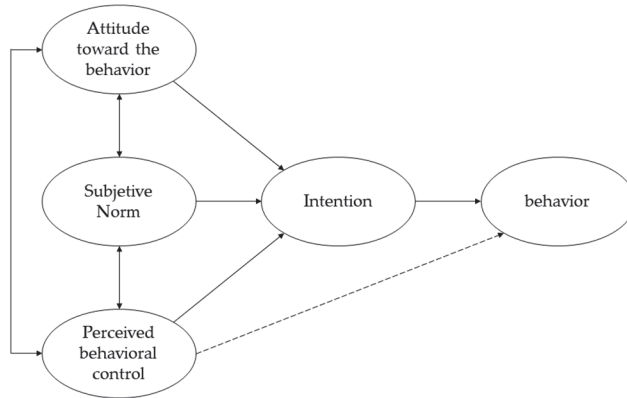


Figure 2. Ajzen's Theory of Planned Behavior, Ajzen (1991).

Conversely, concerning the empirical exploration of the theoretical framework, Jovanov Apasieva et al. (2020) undertook a comprehensive review study of specialized literature. Their aim was to discern instruments designed for gauging entrepreneurial intention, with a focus on those documented within the Web of Science and Scielo databases. This effort also entailed detailing their underlying theoretical foundations and psychometric attributes. The study's outcomes led to the observation that the scales encompassing theoretical insights from psychology, grounded in the theory of planned entrepreneurial behavior, exhibited the most noteworthy amalgamation of theoretical and empirical strength.

3. Methodology

This study constitutes applied research utilizing a non-experimental quantitative approach, employing a descriptive-correlational design, and utilizing cross-sectional data.

The study population comprised all students enrolled in the final stage of the Administration degree at a private Peruvian University, with campuses located across various provinces in the north and center of the country. Non-probabilistic convenience sampling was employed, considering the accessibility of all dispersed students across different locations, allowing them to self-select to respond to the questionnaire distributed via Google Forms links sent to their emails. The questionnaire was accompanied by a brief invitation emphasizing the voluntary and anonymous nature of participation. Ultimately, 335 responses were obtained, as detailed in Table 1, illustrating the characteristics of the utilized sample.

Table 1. Sample characteristics.

Years old	Gender		Total
	Men	Women	
19 to 20	14	30	44
21 to 25	89	146	235
26 to 30	23	27	50
31 to more	4	2	6
Total	130	205	335

Source: Researchers' elaboration.

The measurement instrument utilized comprised a 16-item questionnaire, employing a Likert scale of responses ranging from 1 to 5 points (5 = totally agree; 4 = agree; 3 = neither agree nor disagree; 2 = disagree; and 1 = totally disagree). This questionnaire was adapted from the Entrepreneurial Intention Questionnaire by Laguía et al. (2017), which had been validated in a sample of Colombian university students. The original questionnaire was developed in Spain in 2015 by Rueda Sampedro et al. (2013); Iwara & Kilonzo (2022); Marwan et al. (2022).

Furthermore, the questionnaire gathered demographic data such as the age and gender of the participants. The items or measurement indicators for each variable were distributed as follows: 5 items to assess entrepreneurial attitude, 3 items for subjective norm, 4 items for perceived behavioral control, and 4 items for entrepreneurial intention.

In the context of the current study, the 16-item questionnaire's reliability was computed, yielding a Cronbach's alpha coefficient of 0.978. To substantiate its validity, a factor analysis was conducted. This analysis involved the application of the Kai-ser-Meyer-Olkin (KMO) test for sample adequacy, which produced a commendable outcome of 0.962. Additionally, Bartlett's test of sphericity was administered, yielding highly significant results ($p < 0.001$).

In the process of data analysis, descriptive statistics were employed to capture measures of central tendency and dispersion, encompassing metrics such as mean, standard deviation, along with the minimum and maximum values of the variables under scrutiny. The inferential analysis was executed by constructing a multiple regression model that considered a response variable (entrepreneurial intention) and three explanatory variables, utilizing the SPSS V.26 statistical software. This analysis commenced by evaluating the correlation between the independent and dependent variables. Subsequently, the regression model underwent scrutiny through the coefficient of determination and the ANOVA test. Lastly, the obtained β coefficients within the regression model were reviewed and explicated.

To ascertain the equality or disparity among the groups, the group comparison test was administered. Given the prerequisite of confirming data normality, the Kolmogorov-Smirnov test and the nonparametric Kruskal-Wallis test were employed, the latter being appropriate due to the non-normal distribution of the data. The analysis was conducted on two distinct groups—men and women—where each variable was subjected to individual comparison.

4. Results

A. Descriptive Statistics

Table 2 presents the scores derived from assessing the variable "Attitude towards entrepreneurial behavior," alongside the respective standard deviations. Overall, the mean value for the entire sample was 4.25, signifying a robust inclination among students towards entrepreneurship. There was a minor female predominance (4.32) compared to males (4.15). The standard deviation was approximately 1, indicating relatively low variability in students' responses. This was particularly notable among females (0.886), in contrast to males (1.136).

It is also notable that among all the utilized indicators, the one concerning "I want to be my own boss (to be independent)" (4.41) stands out, with a slight prevalence among women (4.51) in contrast to men (4.27). This underscores that students hold a strong inclination towards envisioning their future as entrepreneurs, independent from conventional employment. Conversely, the indicator scoring the lowest is the one related to "I consider that I can take calculated risks" (4.08). This suggests that students often experience a degree of apprehension regarding the risks linked to commencing an entrepreneurial endeavor.

Table 2. Descriptive statistics of the variable Attitude towards entrepreneurial behavior.

Items	General					Men			Women		
	N	Min	Max	Mean	SD	N	Mean	SD	N	Mean	SD
I believe that I am willing to face new challenges.	335	1	5	4.25	1.130	130	4.14	1.262	205	4.32	1.035
I believe that by being an entrepreneur, i can create jobs for others.				4.36	1.070		4.28	1.214		4.40	0.969
I consider myself creative and innovative				4.17	1.026		4.05	1.167		4.25	0.919
I believe I can take calculated risks				4.08	1.050		4.00	1.161		4.13	0.972
I want to be my own boss (be independent)				4.41	1.066		4.27	1.269		4.51	0.905
Average	335	1	5	4.25	1.003	130	4.15	1.136	205	4.32	0.886

Source: Researchers' elaboration

On the contrary, Table 3 illustrates the scores acquired from gauging the variable "Subjective Norms," accompanied by their corresponding standard deviations. In a broader context, the mean value for the entire sample was 3.98, affirming the significance of the viewpoints held by pertinent individuals (family members, friends, and fellow students) in shaping the students' entrepreneurial behaviors. This is particularly pronounced in the case of women (4.04), surpassing that of men (3.91). The standard deviation also approximated a score of 1, indicating relatively modest variation in students' responses. This trend was especially pronounced among females (0.884) in comparison to males (1.107).

Table 3. Descriptive statistics of the Subjective Norm variable.

Items	General					Men			Women		
	N	Min	Max	Mean	SD	N	Mean	SD	N	Mean	SD
I believe that my closest relatives think that I should be an entrepreneur and start my own business.	335	1	5	4.06	1.055	130	3.98	1.184	205	4.11	0.964
I consider that my closest friends think that I should be an entrepreneur and start my own business.				3.94	1.061		3.86	1.218		4.00	0.947
I consider that my closest career colleagues think I should be an entrepreneur and start my own business				3.95	1.038		3.86	1.166		4.00	0.947
Average	335	1	5	3.98	1.051	130	3.91	1.107	205	4.04	0.952

Source: Researchers' elaboration

Similarly, it is evident that among all the employed indicators, the one relating to "I consider that my closest friends think that I should be an entrepreneur and start my own business" (4.06) holds particular significance. This suggests that the greatest societal pressure perceived by students in terms of embracing entrepreneurship originates from their family members. To a somewhat lesser extent, this pressure emanates from their closest friends (3.94) and fellow students (3.95). A parallel trend is observable among both men (3.98, 3.86, and 3.86, respectively) and women (4.11, 4.00, and 4.00, respectively).

On the contrary, Table 4 presents the scores attained from evaluating the variable "Perceived Behavioral Control," along with the corresponding standard deviations. Broadly speaking, the mean value for the complete sample was 3.97, indicating that students hold a sense of self-assuredness in their capabilities and competencies to engage in entrepreneurial activities. This is particularly notable among women (4.02), exceeding that of men (3.86). The standard deviation also approximated a score of 1, signifying that there exists relatively modest diversity in students' responses. This trend was particularly pronounced among females (0.850) compared to males (1.100).

Table 4. Descriptive statistics of the variable Perceived Behavioral Control.

Items	General					Men			Women		
	N	Min	Max	Mean	SD	N	Mean	SD	N	Mean	SD
I believe I can define the business idea and strategy of a new company.	335	1	5	3.99	1.042	130	3.95	1.170	205	4.01	0.955
I can keep under control the process of setting up a new company.				3.94	1.003		3.90	1.133		3.96	0.912
I can negotiate and maintain favorable relationships with potential investors and banks.				3.90	1.042		3.83	1.208		3.95	0.922
I am able to recognize opportunities in the market for new products and/or services.				4.04	1.018		3.89	1.163		4.14	0.905
Average	335	1	5	3.97	1.026	130	3.89	1.100	205	4.02	0.923

Source: Researchers' elaboration

It's also noticeable that, among all the utilized indicators, the one related to "I am able to recognize opportunities in the market for new products and/or services" (4.04) stands out. This implies that students are assured of their ability for market orientation, a crucial aspect for initiating an enterprise. This holds particularly true for women (4.14). Conversely, their confidence appears to wane when it comes to navigating the eco-nomic-financial landscape to facilitate their entrepreneurial endeavors. Evidently, the indicator registering the lowest value pertains to "I can negotiate and maintain favorable relationships with potential investors and banks" (3.90). This pattern is particularly pronounced among men (3.83).

Lastly, Table 5 presents the scores derived from the assessment of the "Entrepreneurial Intention" variable, along with their corresponding standard deviations. Broadly speaking, the mean value for the complete sample was 4.23, underscoring students' inclination towards future entrepreneurial pursuits. This inclination is particularly pronounced among women (4.29) compared to men (4.12). The standard deviation also closely approached a value of 1, indicating that the diversity in students' responses was relatively limited. This trend was particularly conspicuous among females (0.920) when juxtaposed with males (1.142).

It's also evident that within all the employed indicators, those related to "I am determined to start a business in the future" (4.27) and "My career goal is to be an entrepreneur" (4.27) take prominence. This reasserts the mentioned inclination towards entrepreneurship, notably among women (4.33 and 4.36, respectively), in contrast to men (4.16 and 4.14, respectively). Conversely, the indicator displaying the lowest value is "I am willing to make whatever effort is necessary to become an entrepreneur", both overall (4.15) and for both men (4.08) and women (4.19).

Table 5. Descriptive statistics of the variable Entrepreneurial intent.

Items	General					Men			Women		
	N	Min	Max	Mean	SD	N	Mean	SD	N	Mean	SD
There is a likelihood of creating a company someday.	335	1	5	4.24	1.083	130	4.16	1.231	205	4.29	0.976
I am willing to make whatever effort is necessary to become an entrepreneur.				4.15	1.044		4.08	1.172		4.19	0.954
I am determined to start a business in the future.				4.27	1.082		4.16	1.256		4.33	0.953
My career goal is to be an entrepreneur.				4.27	1.095		4.14	1.268		4.36	0.963
Average	335	1	5	4.23	1.076	130	4.12	1.231	205	4.29	0.961

Source: Researchers' elaboration

B. Inferential Statistics

Table 6 presents the correlation coefficients among the various variables within the utilized model. The collective outcome reveals a substantial positive correlation across the variables (Contreras-Barraza et al., 2021) which is of notable statistical significance. The most pronounced correlation exists between perceived behavioral control and entrepreneurial intention (0.835), while the least pronounced correlation is observed between subjective norm and entrepreneurial intention (0.770).

Table 6. Correlations between variables.

Statistics	Variables	Entrepreneurial intention	Attitude towards entrepreneurial behavior	Subjective norm	Perceived behavioral control
Pearson correlation in general	Entrepreneurial intention	-	0.801**	0.770**	0.835**
	Attitude towards entrepreneurial behavior	-	-	0.777**	0.778**
	Subjective norm	-	-	-	0.798**
	Perceived behavioral control	-	-	-	-
Pearson correlation in men	Entrepreneurial intention	-	0.878**	0.792**	0.867**
	Attitude towards entrepreneurial behavior	-	-	0.868**	0.861**
	Subjective norm	-	-	-	0.882**
	Perceived behavioral control	-	-	-	-
Pearson correlation in women	Entrepreneurial intention	-	0.689**	0.734**	0.784**
	Attitude towards entrepreneurial behavior	-	-	0.682**	0.667**
	Subjective norm	-	-	-	0.723**
	Perceived behavioral control	-	-	-	-

**Significance at 0.01.

In the context of men, the results similarly manifest a substantial positive correlation among the variables, underscored by significant statistical strength. Notably, the most pronounced correlation lies between perceived behavioral control and subjective norm (0.882), while the least notable correlation exists between subjective norm and entrepreneurial intention (0.792). For women, the outcomes illustrate a positive correlation, albeit with values slightly lower than those of men. This could be deemed a moderate positive correlation, underscored by significant statistical significance. The most prominent correlation is observed between perceived behavioral control and entrepreneurial intention (0.784), while the least prominent correlation emerges between perceived behavioral control and attitude towards entrepreneurial behavior (0.667).

Building upon the positive correlation observed among the independent variables—attitude towards entrepreneurial behavior, subjective norm, and perceived behavioral control—and entrepreneurial intention, a multiple regression analysis was executed to assess the impact of these variables on entrepreneurial intention. The out-comes of the regression analysis for the model are illustrated in Table 7, encompassing both a comprehensive overview and gender-specific analyses for men and women. Across all instances, the coefficient of determination (R²) surpasses the 0.7 threshold. This substantiates that the model exhibits substantial explanatory capacity, underscored by noteworthy statistical significance affirmed by the ANOVA test. Furthermore, in every scenario, the predictors within the model follow the same sequence: perceived behavioral control, followed by

attitude towards entrepreneurial behavior, and lastly, subjective norm.

Table 7. Summary of the regression model.

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate	ANOVA Significance
General	.873 ^a	0.759	0.759	0.50739	0.000
Men	.907 ^a	0.818	0.818	0.48643	0.000
Women	.832 ^a	0.688	0.688	0.51370	0.000

a. Predictors: (Constant), Perceived behavioral control, Attitude toward entrepreneurial behavior, Subjective norm.

Nonetheless, a more comprehensive examination of the model, with outcomes outlined in Table 8, reveals several key insights. Firstly, concerning men, the β coefficient linked to the subjective norm is negative (-0.164), albeit lacking statistical significance ($p = 0.077$). This implies that heightened societal pressure is connected to diminished entrepreneurial intention ($p = 0.077$), underscoring a potential inverse relationship between them. Conversely, for women, the β coefficient is positive (0.274), displaying significant statistical prominence ($p = 0.000$). This signifies that as social pressure in-creases, so does entrepreneurial intention ($p = 0.000$). Secondly, an additional note-worthy observation pertains to the β coefficient affiliated with the variable "attitude towards entrepreneurial behavior." In the context of men, this coefficient is larger (0.577) compared to that of women (0.213). On the other hand, considering that the study encompassed a sample exceeding 300 data points, the application of the Kolmogorov-Smirnov test was warranted to assess the data's normality, and the corresponding outcomes are displayed in Table 9. Given that the significance was lower than 0.05, the test concluded that the data did not con-form to a normal distribution. As a result, a non-parametric test, specifically the Krus-kal-Wallis test, was executed to evaluate the hypothesis of mean differences.

Table 8. Correlations between variables ^a.

Model	Variables of the Model	Unstandardized coefficients		Standardized coefficients	t	Sig.	Correlations		
		B	ED	Beta (β)			Zero order	Partial	Part
General	(Constant)	0.205	0.128	-	1.604	0.110			
	Attitude towards entrepreneurial behavior	0.337	0.048	0.326	6.952	0.000	0.801	0.357	0.187
	subjective norm	0.155	0.052	0.147	3.000	0.003	0.770	0.163	0.081
	Perceived behavioral control	0.499	0.053	0.464	9.460	0.000	0.835	0.461	0.254
Men	(Constant)	0.306	0.166	-	1.844	0.068			
	Attitude towards entrepreneurial behavior	0.577	0.083	0.574	6.935	0.000	0.878	0.526	0.260
	Subjective norm	-0.164	0.092	-0.159	-1.781	0.077	0.792	-0.157	-0.067
	Perceived behavioral control	0.532	0.090	0.513	5.883	0.000	0.867	0.464	0.221
Women	(Constant)	0.280	0.195	-	1.434	0.153			
	Attitude towards entrepreneurial behavior	0.213	0.059	0.205	3.601	0.000	0.689	0.246	0.141
	Subjective norm	0.274	0.064	0.263	4.286	0.000	0.734	0.289	0.168
	Perceived behavioral control	0.495	0.065	0.457	7.579	0.000	0.784	0.471	0.296

^a Dependent variable: Entrepreneurial intention.

Table 9. Normality tests.

Variable	Gender	Kolmogorov-Smirnov ^a		
		Statistic	gl	Sig.
Attitude towards behavior entrepreneur	Men	0.231	130	0.000
	Women	0.222	205	0.000
Subjective norm	Men	0.161	130	0.000
	Women	0.191	205	0.000
Perceived behavioral control	Men	0.185	130	0.000
	Women	0.205	205	0.000
Entrepreneurial intention	Men	0.240	130	0.000
	Women	0.221	205	0.000

^a Lilliefors significance correction.

Table 10 illustrates the findings of the Kruskal-Wallis test. Given that the asymptotic significance surpasses 0.05, this signifies that there is no statistically significant disparity in the entrepreneurial intention among students based on gender.

Table 10. Kruskal-Wallis test.

test statistics ^{a,b}	Attitude towards behavior entrepreneur	Subjective norm	Perceived behavioral control	Entrepreneurial intention
H of Kruskal-Wallis	0.427	0.282	0.073	0.221
gl.	1	1	1	1
Asymptotic Sig.	0.514	0.595	0.787	0.638

^a Kruskal Wallis test. ^b Grouping variable: Gender.

5. Discussion

Primarily, the outcomes of this study suggest that, on average, the surveyed students exhibit elevated levels of entrepreneurial intention (4.23/5.0), with a slight prevalence among women compared to men (4.29/4.12). These findings align with those of Eib & Siegert (2019), whose investigation centered on Bolivian university students within the context of the Global University Entrepreneurial Spirit Students' Survey 2021 (GUESSS). This marked Bolivia's inaugural participation in the survey, where the average entrepreneurial intention scores ranged between 5.47/7.0 and 5.85/7.0. Notably, a non-significant gender difference favored women over men (5.78/5.58). Correspondingly, these findings converge with the assertions made in the Global Report 23 of the Global Entrepreneurship Monitor (GEM). This report underscores that despite historical male dominance in the business realm, including emerging enterprises, successive GEM reports have indicated a swift and transformative shift, particularly evident in certain nations (Shastri & Shastri, 2019; Aljarodi et al., 2022)

Furthermore, the findings of this study align with the initial research conducted over a decade ago by Rico et al. (2022) and Li (2022). These early investigations validated their model built upon Ajzen's theory of planned behavior across culturally diverse nations. The first study encompassed samples from Spain and Taiwan, while the second involved Great Britain and Spain. In both cases, the conclusions underscored the model's applicability across distinct countries. Moreover, they confirmed that the cognitive progression from perception to intention holds a fundamentally similar nature across various cultures.

In this context, the outcomes of this inquiry exhibit two pivotal aspects. Firstly, there exists a substantial positive correlation between the model variables, which boasts marked statistical significance. Secondly, the multiple regression analysis firmly establishes the model's robust explanatory prowess (adjusted R² = 0.759), attested by significant statistical import. These latter findings mirror those of (Arranz et al., 2019; Echeverri-Sánchez et al., 2018), in their preliminary

results of the GUESS project, centered on 2013 data from students at the University of Las Palmas de Gran Canaria. This project marked Spain's initial participation. It concurred that the explanatory framework for entrepreneurial intention, founded on the theory of planned behavior, carried global relevance, yielding an adjusted $R^2 = 0.765$.

Similarly, the outcomes attained in this research parallel those obtained by Nikolić Tošović & Jovanović (2020) in his exploration of the entrepreneurial intention among undergraduate students from five business majors at public universities in Erbil, Iraq. This alignment is witnessed in the observation of a notably significant positive correlation between the model variables. Nonetheless, a contrast emerges in the strength of the association, which is somewhat diminished in Ali's findings. Furthermore, congruity prevails in the model's explanatory capability, as exemplified by the adjusted R^2 value of 0.623, deemed of notable statistical significance. A slight deviation surfaces in the sequence of predictors, where the subjective norm occupies the second position in Ali's study, whereas in our case, it assumes the third position.

Likewise, the conclusions of this study bear semblance, to some extent, to those unearthed by Jovanov Apasieva et al. (2020) and Sarhan & Ab. Aziz (2023), in their investigation into the entrepreneurial intentions of economics and business university students in the Republic of North Macedonia. Their study showcases a notable and significant positive correlation involving merely two of the model variables: attitude towards entrepreneurial behavior and perceived behavioral control. Moreover, their regression analysis underscores that although the model exhibits acceptable explanatory potency, denoted by an adjusted R^2 of 0.503, their results signify that the subjective norm variable lacks influence on students' entrepreneurial intention.

Contrarily, our research paints a distinct portrait. With an adjusted R^2 of 0.759 (as indicated in Table 7), our model manifests a formidable explanatory capacity, marked by high statistical relevance across all variables—save for the case of men, where the subjective norm variable emerges as statistically insignificant (as observed in Table 8). The p -value of 0.077 and a β of -0.164 signify its negative and trivial impact, indicating that in this context, the subjective norm not only fails to enhance but dampens entrepreneurial intention. This stands in contrast to the results pertaining to women, for whom these variable displays pronounced significance (with a p -value < 0.000 and a β of 0.274), signifying a notable positive effect. This divergence highlights a substantial gender contrast, not evident in the group difference assessment (Table 10).

6. Conclusions

The objective of the current study was twofold: firstly, to scrutinize the entrepreneurial intention among students enrolled in the Administration program at a private Peruvian university; and secondly, to discern potential gender disparities in the out-comes. The analysis of the processed data has revealed several key insights. Firstly, it unveiled a robust inclination among students towards entrepreneurship, slightly favoring women. Secondly, it underscored the significance of opinions from pertinent individuals in shaping their entrepreneurial behavior, particularly notable among women. Thirdly, it demonstrated the students' confidence in their capabilities and competencies for entrepreneurial endeavors, more pronounced in the case of women. Lastly, it firmly substantiated the students' disposition towards entrepreneurial intent.

On the flip side, the results have generically indicated a substantial positive correlation between the variables employed in the model, demonstrating pronounced statistical significance. Conversely, the multiple regression analysis has depicted that, in overall terms, the model utilized holds notable explanatory prowess, accompanied by strong statistical significance. Ultimately, the findings have concluded that no statistically significant distinction exists in the entrepreneurial intention of students based on gender.

Considering the studies detailed in this report as a backdrop to the analyzed topic, it is evident that the garnered results align with the prevailing trend, indicating the absence of statistically significant differences in students' entrepreneurial intention based on gender.

7. Acknowledgements

This work was supported by the Universidad Cesar Vallejo – Perú, for its development.

References

- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Al-jubari, I., Hassan, A., & Liñan, F. (2019). Entrepreneurial intention among university students in Malaysia: Integrating self-determination theory and the theory of planned behavior. *International Entrepreneurship and Management Journal*, 15(December), 1323–1342. <https://doi.org/10.1007/s11365-018-0529-0>
- Alam, M., Haroon, H. A., Yusof, M. F. bin, & Islam, M. A. (2023). Framework for Undergraduate Entrepreneurship Education in Australia: Preliminary Exploration. *Social Sciences*, 12(5). <https://doi.org/10.3390/socsci12050285>
- Aljarodi, A., Thatchenkery, T., & Urbano, D. (2022). Research in Globalization Female Entrepreneurial Activity and Institutions: Empirical Evidence from Saudi Arabia. *Research in Globalization*, 5(October), 100102. <https://doi.org/10.1016/j.resglo.2022.100102>
- Arora, S., & Jain, S. (2019). Influence of Gender on Entrepreneurial Intentions among Business Management Students. *Indian Journal of Industrial Relations*, 54(3), 482–496. <http://electra.lmu.edu:2048/login?url=https://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=135008492&site=eds-live&scope=site>
- Arranz, N., Arroyabe, M. F., & Fdez. de Arroyabe, J. C. (2019). Entrepreneurial intention and obstacles of undergraduate students: the case of the universities of Andalusia. *Studies in Higher Education*, 44(11), 2011–2024. <https://doi.org/10.1080/03075079.2018.1486812>
- Bjekić, R., & Jelača, M. S. (2019). Students' Entrepreneurial Intention in Respect To Their Psychological Traits, Gender and Study Program of the Faculty. *TEME Journal for Social Science*, 43(2), 375–394. <https://doi.org/https://doi.org/10.22190/TEME180213024B>
- Contreras-barraza, N., Espinosa-cristia, J. F., Salazar-sepulveda, G., & Vega-muñoz, A. (2021). Entrepreneurial Intention: A Gender Study in Business and Economics Students from Chile. *Sustainability (Switzerland)*, 13(4693), 1–14. <https://doi.org/https://doi.org/10.3390/sui3094693>
- Cortez, P. A., & Filho, N. H. (2020). Revisão de literatura de instrumentos de avaliação de intenção empreendedora Literature review of instruments of evaluation of entrepreneurial intent. *Cuadernos Latinoamericanos de Administración*, 16(30), 1–17. <https://doi.org/https://doi.org/10.18270/cuaderlam.v16i30.3023>
- Cruz-sandoval, M., & Alonso-galicia, P. E. (2022). Student Perception of Competencies and Skills for Social Entrepreneurship in Complex Environments: An Approach with Mexican University Students. *Social Sciences*, 11(314), 1–13. <https://doi.org/https://doi.org/10.3390/socsci11070314>
- Dias, Á., & Patuleia, M. (2023). (Re)defining Entrepreneurship in a Post-Pandemic Context. *Social Sciences*, 12(193), 1–3. <https://doi.org/10.3390/socsci12030193>
- Do Nascimento Silva, L., Dos Santos Silva Barroso, E., Israel Lima Teixeira, L., & Antonio Cavalcante de Oliveira Júnior, M. (2022). Empreender ou não? Eis a questão! Análise da Intenção Empreendedora dos universitários de uma Instituição Federal de Ensino. *Revista de Gestão e Secretariado*, 13(1), 94–119. <https://doi.org/10.7769/gesec.v13i1.1253>
- Echeverri-Sánchez, L., Valencia-Arias, A., Benjumea-Arias, M., & Toro, A. B. Del. (2018). Factores que inciden en la intención emprendedora del estudiantado universitario: Un análisis cualitativo. *Revista Electronica Educare*, 22(2), 1–19. <https://doi.org/10.15359/ree.22-2.10>
- Eib, C., & Siebert, S. (2019). Is Female Entrepreneurship Only Empowering for Single Women? Evidence from France and Germany. *Social Sciences*, 8(128), 1–19. <https://doi.org/10.3390/socsci8040128>
- Ferreira, A. da S. M., Loiola, E., & Gondim, S. M. G. (2020). Produção Científica Em Empreendedorismo No Brasil: Uma Revisão De Literatura De 2004 a 2020. *Gestão & Planejamento*, 21(1), 371–393. <https://doi.org/10.21714/2178-8030gep.v.21.5618>
- Ferri, L., Ginesti, G., Spano, R., & Zampella, A. (2019). Exploring factors motivating entrepreneurial intentions: the case of Italian university students. *International Journal of Training and Development*, 23(3), 202–220. <https://doi.org/10.1111/ijtd.12158>
- Gonzalez, L. (2022). Spurring inclusive entrepreneurship and student development post-C19: synergies between research and business plan competitions. *Journal OfResearch in Innovative Teaching & Learning*, 15(2), 197–206. <https://doi.org/10.1108/JRIT-05-2021-0042>

- Hendratmi, A., Siwi, T., Sucia, P., & Ayu, M. (2022). Heliyon Livelihood strategies of women entrepreneurs in Indonesia. *Heliyon*, 8(August), e10520. <https://doi.org/10.1016/j.heliyon.2022.e10520>
- Hill, S., Ionescu-Somers, A., & Coduras, A. (2022). Global Entrepreneurship Monitor 2021/2022 Global Report Opportunity Amid Disruption. In J. Shay (Ed.), *BABSON COLLEGE (1st ed.) Global Entrepreneurship Research Association*. <https://pureportal.strath.ac.uk/en/publications/global-entrepreneurship-monitor-20212022-global-report-opportunit>
- Huang, Y., Li, P., Wang, J., & Li, K. (2022). Innovativeness and entrepreneurial performance of female entrepreneurs. *Journal of Innovation & Knowledge*, 7(4), 100257. <https://doi.org/10.1016/j.jik.2022.100257>
- Israr, M., & Saleem, M. (2018). Entrepreneurial intentions among university students in Italy. *Journal of Global Entrepreneurship Research*, 8(1), 0–14. <https://doi.org/10.1186/s40497-018-0107-5>
- Iwara, I. O., & Kilonzo, B. M. (2022). Towards a Conceptual Understanding of an Effective. *Social Sciences*, 11(388), 1–25. <https://doi.org/https://doi.org/10.3390/socsci11090388>
- Jovanov Apasieva, T., Cabuleva, K., & Mitreva, M. (2020). Theory of Planned Behavior: Personal Attitude and Perceived Behavioral Control as Key Determinants in Creation of Entrepreneurial Societies and Social Inclusion of Young People. *Balkan Social Science Review*, 15(June), 275–297.
- Kör, B., Wakkee, I., & Mutlutürk, M. (2020). An investigation of factors influencing entrepreneurial intention amongst university students. *Journal of Higher Education Theory and Practice*, 20(1), 70–86. <https://doi.org/10.33423/jhetp.v20i1.2777>
- Krüger, C., Oliveira Homrich, P., De Freitas Michelin, C., & Da Silva Maciel, J. (2021). A intenção de empreender e a formação dos futuros contadores. *Contabilidad y Negocios*, 16(32), 91–109. <https://doi.org/10.18800/contabilidad.202102.006>
- Laguía, A., Moriano, J. A., Gámez, J. A., & Molero, F. (2017). Validación del Cuestionario de Intención Emprendedora en una muestra de estudiantes universitarios de Colombia. *Universitas Psychologica*, 16(1). <https://doi.org/10.11144/javeriana.upsy16-1.vcie>
- Li, F. (2022). Research On The Management System Of College Students ' Innovation And Entrepreneurship Education Based On B/S Architecture. *Journal Of Applied Science and Engineering*, 26(5), 597–604. [https://doi.org/http://dx.doi.org/10.6180/jase.202305_26\(5\).0002](https://doi.org/http://dx.doi.org/10.6180/jase.202305_26(5).0002)
- Liu, D., Han, S., & Zhou, C. (2022). The Influence of Physical Exercise Frequency and Intensity on Individual Entrepreneurial Behavior: Evidence from China. *International Journal of Environmental Research and Public Health*, 19(12383), 1–22. <https://doi.org/https://doi.org/10.3390/ijerph1912383>
- Mahlaole, S. T., & Malebana, M. J. (2022). Effects of Gender on Students' Entrepreneurial Intentions: A Theory of Planned Behaviour Perspective. *Open Journal of Business and Management*, 10(01), 57–76. <https://doi.org/10.4236/ojbm.2022.101004>
- Martins, F. S., Almeida Santos, E. B., & Silveira, A. (2019). Entrepreneurial intention: Categorization, classification of constructs and proposition of a model. *Brazilian Business Review*, 16(1), 46–62. <https://doi.org/10.15728/bbr.2019.16.1.4>
- Marwan, S., Tareq, H., Alhousary, M., & Taha, A. (2022). The status quo of omani female entrepreneurs: a story of multidimensional success factors. *Quality & Quantity*, 56(4), 2063–2089. <https://doi.org/10.1007/s1135-021-01208-5>
- Mendoza, J. L. (2018). Entrepreneurship in Peru: The role of individual sociodemographic factors at the departmental level. *Estudios Gerenciales*, 34(146), 19–33. <https://doi.org/10.18046/j.estger.2018.146.2810>
- Morales-Urrutia, X., Morales-Urrutia, D., & Simbaña-Taípe, L. E. (2022). Entrepreneurial intention and gender: an analysis of environmental factors. *International Journal of Entrepreneurship and Small Business*, 47(1), 42–58. <https://www.inderscienceonline.com/doi/abs/10.1504/IJESB.2022.126349>
- Mwiya, B., Wang, Y., Shikaputo, C., Kaulungombe, B., & Kayekesi, M. (2017). Predicting the Entrepreneurial Intentions of University Students: Applying the Theory of Planned Behaviour in Zambia, Africa. *Open Journal of Business and Management*, 05(04), 592–610. <https://doi.org/10.4236/ojbm.2017.54051>
- Naim, S. J. (2018). Analysis of Entrepreneurial Intention Among Students in Business Schools of Bangladesh. *International Journal of Management & Business Studies*, 8(1), 21–26.
- Nikolić Tošović, M., & Jovanović, V. (2020). Entrepreneurial Intention Model: Empirical Results with Management Students in Serbia. *Management Journal of Sustainable Business and Management Solutions in Emerging Economies*, 26(2), 15–28. <https://doi.org/10.7595/management.fon.2020.0023>
- Oni, O., & Mavuyangwa, V. (2019). Entrepreneurial intentions of students in a historically disadvantaged university in South Africa. *Acta Commercii - Independent Research Journal in the Management Sciences*, 19(2), 1–8. <https://doi.org/10.4102/ac.v19i2.667>

- Osmani, M., El-Haddadeh, R., Hindi, N. M., & Weerakkody, V. (2022). The influence of creativity on the entrepreneurial intention of university female graduates: An SEM approach. *Industry and Higher Education*, 36(5), 556–567. <https://doi.org/10.1177/09504222211061231>
- Rico, H., Rico, F., de la Puente, M., De Oro, C., & Lugo, E. (2022). SBL Effectiveness in Teaching Entrepreneurship Skills to Young Immigrant Mothers Head of Household in Colombia: An Experimental Study. *Social Sciences*, 11(148), 1–19. <https://doi.org/https://doi.org/10.3390/socsci1040148>
- Roy, R., & Das, N. (2022). Exploring entrepreneurial intention among engineering students in India: a multiple basket approach. In *International Journal of Technology and Design Education* (Vol. 32, Issue 1). <https://doi.org/10.1007/s10798-020-09596-9>
- Rueda Sampedro, I., Fernández-Laviada, A., & Herrero Crespo, Á. (2013). Aplicación de la teoría de la acción razonada al ámbito emprendedor en un contexto universitario. *Investigaciones Regionales*, 26, 141–158.
- Sarhan, M. L., & Ab. Aziz, K. (2023). Can Inclusive Entrepreneurialism Be a Solution for Unemployed Female Graduates? A Study on Inclusive Entrepreneurial Intention. *Social Sciences*, 12(3). <https://doi.org/10.3390/socsci12030151>
- Shastri, S., & Shastri, S. (2019). Motivations and challenges of women entrepreneurs: Experiences of small businesses in Jaipur city of Rajasthan. *International Journal of Sociology and Social Policy*, 39(5/6), 338–355. <https://doi.org/10.1108/IJSSP-09-2018-0146>
- Shin, M. B., Garcia, P. J., Dotson, M. E., & Valderrama, M. (2022). Evaluation of Women's Empowerment in a Community-Based Human Papillomavirus Self-Sampling Social Entrepreneurship Program (Hope Project) in Peru: A Mixed-Method Study. *Frontiers in Public Health*, 10(June), 1–14. <https://doi.org/10.3389/fpubh.2022.858552>
- Torres, F. C., Méndez, J. C. E., Barreto, K. S., Chavarría, A. P., Machuca, K. J., & Guerrero, J. A. O. (2017). Exploring entrepreneurial intentions in Latin American university students. *International Journal of Psychological Research*, 10(2), 46–59. <https://doi.org/10.21500/20112084.2794>
- Xie, X., & Wu, Y. (2022). Doing Well and Doing Good: How Responsible Entrepreneurship Shapes Female Entrepreneurial Success. *Journal of Business Ethics*, 178(3), 803–828. <https://doi.org/10.1007/s10551-021-04799-z>
- Zovko, L., Dulčić, Ž., & Bilić, I. (2020). Determinants of students' entrepreneurial intention: An empirical research. *Journal of Contemporary Management Issues*, 25(1), 25–44. <https://doi.org/10.30924/mjcmi.25.1.2>