YEDITEPE UNIVERSITY
GRADUATE SCHOOL OF SOCIAL SCIENCES

ENTREPRENEURIAL INTENTION in TURKEY

Buse Dayır

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By
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ABSTRACT

ENTREPRENEURIAL INTENTION in TURKEY

This thesis explores the factors influencing entrepreneurial intentions among adults, utilizing the Theory of Planned Behavior (TPB). It investigates the relationship between TPB and entrepreneurial goals by analyzing data sourced from the Global Entrepreneurship Monitor (GEM) in 2021. Specifically, the study focuses on individual-level data from participants identified as entrepreneurs in the adult population survey conducted by GEM in Turkey. The aim is to analyze entrepreneurial intentions within the Turkish population, with a particular emphasis on understanding the impact of factors such as societal role models and self-efficacy on entrepreneurial intention. The analysis was used IBM SPSS version 28.0.1.1. Basic statistical methods like descriptive statistics, Chi-square test and binary logistic regression were employed to analyze the data.

The following findings provide valuable insights into the factors influencing entrepreneurial intentions. Regarding the factors influencing entrepreneurial intentions, it's intriguing that only perceiving good opportunities positively impacted the intention to become an entrepreneur. This suggests that while recognizing opportunities plays a crucial role in motivating individuals to pursue entrepreneurship, perceptions of entrepreneurship as a career choice and attitudes toward risk-taking may not have as significant an impact on entrepreneurial intentions in this context.

It's significant that subjective norms, particularly in the form of knowing other entrepreneurs or networking, positively impact entrepreneurial intention. This suggests that social influences and networking play a crucial role in shaping individuals' perceptions and motivations toward entrepreneurship.

Similarly, the importance of perceived behavioral control, as indicated by the required skill and knowledge about business, highlights the significance of individuals' confidence in their ability to start and manage a business. This aligns with the theory of planned behavior, which suggests that perceived behavioral control is also determinant of behavioral intentions.

It seems like there are some significant gender and age differences in entrepreneurial intentions, with women and older individuals showing less inclination toward starting their own businesses compared to their male and younger counterparts, respectively.

Together, these findings underscore the multidimensional nature of entrepreneurial intentions and suggest that interventions aimed at promoting entrepreneurship should consider not only individual attitudes and perceptions but also social influences and perceived control factors. By addressing these various aspects, policymakers and organizations can better support aspiring entrepreneurs and foster a more conducive environment for entrepreneurship to thrive.

KEYWORDS: Adult Population Survey; Attitude toward entrepreneurship; Entrepreneurial Intention, Social role models, Self-efficacy*, Theory of Planned Behavior, Turkey, GEM.*

ÖZET

TÜRKİYE'DE Kİ GİRİŞİMÇİLİK NİYETİ

Bu Tez, Planlı Davranış Teorisi'ni (TPB) kullanarak yetişkinler arasında girişimcilik niyetlerini etkileyen faktörleri araştırmaktadır. TPB ile girişimcilik hedefleri arasındaki ilişkiyi 2021 yılında Küresel Girişimcilik Monitörü'nden (GEM) elde edilen verileri analiz ederek araştırmaktadır. Çalışma özellikle, Türkiye 'de GEM tarafından yürütülen yetişkin nüfus anketinde girişimci olarak tanımlanan katılımcılardan elde edilen bireysel düzeydeki verilere odaklanmaktadır. Amaç, toplumsal rol modelleri ve öz yeterlilik gibi faktörlerin girişimcilik niyeti üzerindeki etkisini anlamaya özel bir vurgu yaparak, Türk nüfusu içindeki girişimcilik niyetlerini analiz etmektir. Analizde IBM SPSS versiyon 28.0.1.1 kullanılmıştır. Verileri analiz etmek için tanımlayıcı istatistikler, Ki-kare testi ve ikili lojistik regresyon gibi temel istatistiksel yöntemler kullanılmıştır.

Aşağıdaki bulgular, girişimcilik niyetlerini etkileyen faktörler hakkında değerli bilgiler sağlamaktadır. Girişimcilik niyetlerini etkileyen faktörlerle ilgili olarak, sadece iyi fırsatların algılanmasının girişimci olma niyetini olumlu yönde etkilemesi ilgi çekicidir. Bu durum, fırsatları fark etmenin bireyleri girişimciliğe motive etmede önemli bir rol oynamasına karşın, girişimciliğin bir kariyer tercihi olarak algılanması ve risk almaya yönelik tutumların bu bağlamda girişimcilik niyetleri üzerinde o kadar önemli bir etkiye sahip olmayabileceğini göstermektedir. Özellikle diğer girişimcileri tanıma veya ağ kurma şeklindeki öznel normların girişimcilik niyetini olumlu yönde etkilemesi önemlidir. Bu durum, sosyal etkilerin ve ağ kurmanın bireylerin girişimciliğe yönelik algı ve motivasyonlarını şekillendirmede önemli bir rol oynadığını göstermektedir.

Benzer şekilde, işle ilgili gerekli beceri ve bilginin gösterdiği gibi algılanan davranışsal kontrolün önemi, bireylerin bir iş kurma ve yönetme becerilerine duydukları güvenin önemini vurgulamaktadır. Bu durum, algılanan davranışsal kontrolün davranışsal niyetlerin de belirleyicisi olduğunu öne süren planlı davranış teorisi ile uyumludur. Girişimcilik niyetlerinde bazı önemli cinsiyet ve yaş farklılıkları var gibi görünmektedir; kadınlar ve yaşlı bireyler, sırasıyla erkek ve genç meslektaşlarına kıyasla kendi işlerini kurmaya daha az eğilim göstermektedir.

Bu bulgular birlikte, girişimcilik niyetlerinin çok boyutlu doğasının altını çizmekte ve girişimciliği teşvik etmeyi amaçlayan müdahalelerin sadece bireysel tutum ve algıları değil, aynı zamanda sosyal etkileri ve algılanan kontrol faktörlerini de dikkate alması gerektiğini göstermektedir. Politika yapıcılar ve kuruluşlar bu çeşitli hususları ele alarak girişimci adaylarını daha iyi destekleyebilir ve girişimciliğin gelişmesi için daha elverişli bir ortam yaratabilirler.

Anahtar kelimeler: *Girişimçilik niyeti; Planlı Davranış Kuramı; Küresel Girişimçilik Monitorü; Davranışsal Tutum*; Davranışsal *Kontrol; Davranışsal Niyet.*

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And never allow me to give up on my beloved sister, Aleyna Nil Dayır. And I want to express my gratitude for İlyas Gündüz's support. Thank you for acknowledging my presence. Regardless of everything, you continue to live your life. Make a mental note to never surrender and have confidence in yourself. You can achieve it.

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1. INTRODUCTION

This thesis explores the factors influencing entrepreneurial intentions among adults, utilizing the Theory of Planned Behavior (TPB). It investigates the relationship between TPB and entrepreneurial goals by analyzing data sourced from the Global Entrepreneurship Monitor (GEM) in 2021.

The study aims to explore the following questions;

Is there a relationship between demographic characteristics and future entrepreneurial intentions?

This question addresses the potential influence of demographic factors such as gender and age, by examining demographic characteristics in relation to entrepreneurial intentions, the study can identify any patterns or disparities that may exist within different demographic groups.

Does having a positive attitude toward entrepreneurship influence entrepreneurial intentions?

This question explores the role of attitudes toward entrepreneurship in shaping individuals' intentions to pursue entrepreneurial ventures. By assessing the relationship between positive attitudes toward entrepreneurship and entrepreneurial intentions.

Are subjective norms regarding entrepreneurship impact with entrepreneurial intentions?

This question examines the impact of subjective norms, specifically social influences and perceptions of what others expect or approve of regarding entrepreneurship, on entrepreneurial intentions. By investigating the relationship between subjective norms and entrepreneurial intentions, the study can elucidate the role of social networks, peer influences, and cultural attitudes in shaping individuals' motivations to become entrepreneurs.

Do perceptions of behavioral control regard entrepreneurship impact future entrepreneurial intentions?

This question assesses the influence of perceived behavioral control, which refers to individuals' beliefs about their ability to successfully engage in entrepreneurial activities, on entrepreneurial intentions. By examining the relationship between perceptions of behavioral control and entrepreneurial intentions, the study can identify the extent to which individuals' confidence in their entrepreneurial skills and capabilities influences their intentions to pursue entrepreneurial ventures. Insights from this analysis can inform efforts to enhance entrepreneurial self-efficacy and provide support mechanisms to empower aspiring entrepreneurs to overcome barriers and pursue their entrepreneurial goals.

Overall, by addressing these research questions using the GEM dataset, the study aims to deepen understanding of the factors influencing entrepreneurial intentions and provide insights that can inform policies, programs, and initiatives aimed at fostering entrepreneurship and promoting economic development.

The thesis proceeds in the following manner. First, the theoretical framework is explained. In this section, the study outlines the theoretical foundation that underpins the research. Specifically, it discusses the Theory of Planned Behavior (TPB), which posits that behavioral intentions are influenced by three main factors: attitudes toward the behavior, subjective norms, and perceived behavioral control. The section likely elaborates on how these factors relate to entrepreneurial intentions and sets the stage for understanding the subsequent analysis.

Second, the literature review is explored. The literature review section begins by synthesizing previous research related to entrepreneurial intention and the Theory of Planned Behavior. It provides an overview of the key concepts, theories, and empirical findings in the field, highlighting the importance of understanding the factors influencing entrepreneurial attitudes, behaviors, and intentions. The review likely discusses studies that have examined the role of attitudes, subjective norms, and perceived behavioral control in shaping entrepreneurial intentions, as well as any relevant contextual factors that may influence entrepreneurship in Turkey.

Thirdly, a comparative examination of entrepreneurial attitudes, behaviors, and intentions in Turkey is analyzed. This section introduces the primary focus of the study, which is to conduct a comparative examination of entrepreneurial attitudes, behaviors, and intentions in Turkey. It specifies that the study utilizes data from the Global Entrepreneurship Monitor (GEM) for the year 2020/2021 to analyze these factors within the Turkish context.

Then, the conceptual model used in GEM is explained. Here, the study discusses the conceptual model used to guide the analysis. It describes the theoretical framework underpinning the model, which may include the Theory of Planned Behavior or other relevant theories. The conceptual model likely specifies the key variables under investigation (e.g., attitudes, subjective norms, perceived behavioral control, and entrepreneurial intentions) and the hypothesized relationships between them. This section serves to provide a theoretical foundation for the research design and data analysis.

Later, research design and data collection methods is discussed. This section outlines the research design and methodology employed in the study. It discusses the approach taken to collect and analyze data, including details about sampling procedures, data collection instruments, and any relevant measures or variables used in the analysis. The section likely explains how the GEM dataset was utilized to examine entrepreneurial attitudes, behaviors, and intentions in Turkey, providing transparency about the study's methodology.

Finally, research findings and implications are discussed. The study presents the research findings derived from the analysis of the GEM dataset. It examines the key findings related to entrepreneurial attitudes, behaviors, and intentions in Turkey, comparing them to global trends or benchmarks where relevant. The section likely discusses the implications of these findings for theory, practice, and policy, highlighting any insights for fostering entrepreneurship in Turkey.

2. THEORETICAL RESEARCH FRAMEWORK

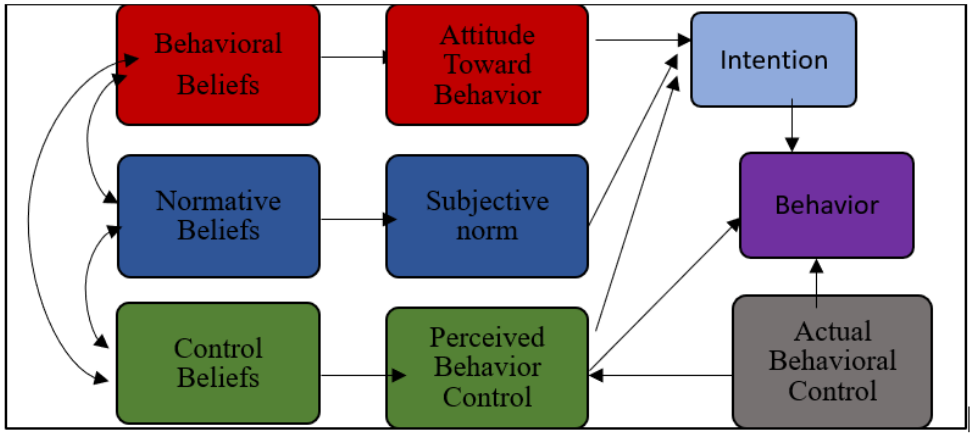
This study is based on the Theory of Planned Behavior (TPB/Ajzen's theory). According to TPB, there will be specific instruments taken from the theory. According to the theoretical framework, *behavioral beliefs, normative beliefs, and control beliefs* are the three different categories of thoughts that have an impact on human conduct. Behavioral beliefs are associated with an individual's beliefs about the expected results and experiences that they may have from participating in a specific behavior. Conversely, *normative beliefs* pertain to an individual's perceptions of the social expectations and actions of significant individuals or groups. Finally, *control beliefs* are a person's perceptions about the existence of elements that could help or restrict the performance of a particular behavior.

When taken as a whole, *behavioral beliefs* can produce a positive or negative response toward a specific behavior. Conversely, *normative beliefs* result in the experience of subjective standards or social pressure. Finally, the sense of behavioral control or self-confidence is influenced by *control beliefs.* Perception of behavioral control influences the relationship between attitude toward behavior and subjective norms and intention. An individual's inclination to engage in a specific behavior is generally more likely to be present when they have a more positive perspective, a higher sense of control, and a subjective norm.

Ultimately, individuals are expected to achieve their objectives when given the chance, provided they possess genuine control over their actions. The immediate precursor of behavior is commonly thought to be intention. In addition to its vertical nature, perceived behavioral control can function as a substitute for actual control and improve the ability to forecast the targeted behavior. The following figure is a schematic representation of the theory (Ajzen & Schmidt, 2020)

Figure 1:

Theory of Planned Behavior



Sources: (Ajzen & Schmidt, 2020)

Behavioral Beliefs and Attitudes

A behavioral belief is an individual's estimation of the probability that a specific conduct will lead to a particular experience (known as experiential behavioral beliefs) or produce a specific outcome (known as instrumental behavioral beliefs). For example, a person may believe that exercising (the behavior) improves physical fitness (the outcome) or gives them a sense of energy (the experience). According to theoretical frameworks, people's overall behavioral beliefs have a role in determining whether they have a favorable or negative attitude toward a particular behavior (Ajzen & Schmidt, 2020).

Normative Beliefs and Subjective Norm

According to Cialdini and Trost (1998), there are two different types of normative belief: injunctive and descriptive (Fishbein & Ajzen, 2010). The expectation or subjective likelihood that a certain person or group (friends, family, spouse, coworkers, one's doctor, or boss) will express approval or disapproval towards engaging in a particular activity is known as an injunctive normative view.

On the other hand, descriptive normative beliefs describe people's opinions about the actions of important people. The subjective norm, which is the collective sense of social pressure to engage in a specific behavior, is shaped by both types of beliefs.

For example, someone who wants to become an entrepreneur can run into resistance from their family or friends, who think it's a risky business. Their beliefs are cited as the cause of their rejection. An inadequate understanding of entrepreneurship negatively affects people's beliefs. The person gave up on their dreams of becoming an entrepreneur.

Conversely, an individual with an inclination towards entrepreneurship. He or she knows someone who is successful in a business environment. Therefore, it is believed that having an entrepreneurial role model has a positive impact on a person's desire to pursue entrepreneurship.

Control Beliefs and Perceived Behavioral Control

Control beliefs concern the presence of factors that could help or impede the performance of a specific behavior. Control factors are a group of variables that affect a specific situation. These variables include necessary abilities and skills, the availability or lack of financial and other resources, the cooperation of other parties, and the probability that either favorable or adverse variables will exist in the circumstance of interest. The prevalent view of behavioral control is influenced by readily accessible control ideas when taken as whole. (Ajzen & Schmidt, 2020)

The possibility of starting a business within a year, for example, may be evaluated by collecting and evaluating data to determine the degree to which people carry out their business plans successfully. Several unexpected circumstances, including time limits, financial limitations, insufficient resources, or a deficiency in essential skills, among other things, may prevent people from implementing their planned goals**.**

In this study, the analysis of determinants of entrepreneurial intentions in Turkey is based on the relationship between intention and conduct. The positive attitudes and encouraging subjective norms serve as motivators for individuals to engage in entrepreneurial activities.

3. LITERATURE REVIEW

The Literature Review section will examine previous studies that have investigated the Theory of Planned Behavior (TPB) and determinants of entrepreneurial intentions. There will be several studies that examine the relationship between TPB and entrepreneurial intention. There were various articles on entrepreneurial intentions. writers with different countries on entrepreneurial intentions.

Türker & Selçuk's study examined entrepreneurial intention in university students was the most known research in this field. The study built and empirically tested a model that examined the effects of key contextual elements on a sample of 300 university students. The sample was selected randomly from a total of 4 universities (two public and two private) in Turkey. The data results showed that 49 percent of respondents were female. Additionally, the average age was 21.27.

The survey results revealed that only two subgroups from the suggested model were identified as significant predictors of entrepreneurial intention. The initial aspect is educational assistance, particularly within a university environment where aid and support are readily available. According to the results, if a university provides adequate academic guidance and encouragement for entrepreneurship, it is probable to increase the chances of young people choosing a path in entrepreneurship. This study conclusively validates the crucial significance of education in developing entrepreneurial purposes. Thus, based on the present investigation, it can be concluded that entrepreneurship may be fostered through a process of acquiring knowledge and skills. This outcome is not only exciting from a theoretical perspective, but it also presents a challenge for academic instructors and decision-makers. Given the increasing importance of entrepreneurial activities for a country's economic development, both these factions must give precedence to enhancing academic policies that are more streamlined and effective. While there is no consensus regarding the precise content and structure of academic guidance on entrepreneurship fields, the findings of this research suggest that universities should, at a minimum, encourage the development of creative concepts for aspiring entrepreneurs, provide a fundamental understanding of entrepreneurship, and foster the essential

skills required for entrepreneurship. However, the relationship between educational assistance and entrepreneurial intention remained unaltered regardless of the level of self-assurance.

The survey revealed another important aspect, which was the presence of structural assistance. Promoting entrepreneurship necessitates a more extensive and inclusive support system that involves the cooperation of all sectors within society. Although the analysis had little explanatory capability, it also revealed that this form of structural assistance could potentially influence the entrepreneurial intentions of university students. An interesting finding in the research is the influence of a mediating variable on the suggested connection between perceived structural assistance and entrepreneurial intentions. The test of hypothesis validated that individuals with high self-confidence view structural assistance more favorably compared to individuals with lower self-confidence. In this scenario, an individual's level of self-assurance can influence their view of the surrounding external environment. While individuals residing in the same context may experience comparable structural conditions, their perceptions, attitudes, and behaviors can differ. Therefore, offering strong structural assistance for entrepreneurship is essential in inspiring individuals to pursue entrepreneurship.

An interesting discovery from the study arises when examining the explanatory powers of educational and structural assistance; the former shows a slightly higher beta coefficient compared to the latter. In this instance, the significance of educational assistance outweighed that of structural assistance. The potential cause for this outcome could be time-related disparities between these two supporting elements. The primary emphasis of structural assistance focuses on supporting established entrepreneurs within the economic sphere. While students are presently aware of this assistance, they may harbor concerns about the potential impact of such extensive help on their future. Conversely, academic assistance may be seen as a direct influence. Hence, it is reasonable to conclude that the influence of educational assistance surpassed that of structural assistance.

This study also revealed that there was no correlation between entrepreneurial intentions and this particular attribute. Indeed, this outcome is rather astonishing for two distinct reasons. Initially, it is anticipated that social connections hold considerable importance for an individual residing in a collectivist society, such as Turkey. The career choice of a young person may be

influenced by their relatives and friends, as people get more integrated into society. Furthermore, the comparatively inadequate amount of structural assistance in Turkey, in comparison to other industrialized nations, is likely to amplify the significance of relational assistance, particularly in financial problems. Nevertheless, the survey results indicated that the support of relatives and friends did not have an impact on the respondents' entrepreneurial intention. Due to the limited availability of entrepreneurship programs for mentorship in Turkish institutions, which are still in the early stages of entrepreneurial education, the current study did not take into account peer and mentoring support.

Ferreira & et. all's study aimed to create and assess a comprehensive structural equation model merging psychological and behavioral viewpoints to identify the factors that impact the entrepreneurial intentions of high school students. The research involved the involvement of high school students in Portugal. Data was gathered through a self-managed questionnaire survey encompassing various categories of inquiries concerning demographic traits, behavioral and psychological factors, and entrepreneurial intentions. The questionnaires were dispersed among two distinct cohorts of high school students aged between 14 and 15 years. Among the participants, 47.3 percent identified as female, and the mean age was calculated to be 14.3 years.

The present study incorporates the Entrepreneurial Intention Model, which encompasses various variables about psychological attributes. The characteristics encompass locus of control, willingness to take risks, self-assurance, desire for accomplishment, acceptance of uncertainty, and creativity. When it comes to the behavioral approach, it is clear that the framework consists of a model that includes the constructs of individual beliefs, social influences, and perceived ability to act. These structures collectively lead to the formation of entrepreneurial intentions. The construct of individual beliefs consists of five indicators, the construct of social influences consists of three indicators, and the construct of perceived ability to act consists of six indicators.

The model incorporates various psychological constructs locus of control, willingness to take risks, self-assurance, desire for accomplishment, acceptance of uncertainty, and creativity which on entrepreneurial intentions.

The results suggest that entrepreneurial drive is impacted by variables like the desire for success, self-assurance, and individual mindset. Additionally, individual beliefs and social

expectations influence how behavior is perceived. Education and training should prioritize the transformation of personal attitudes rather than the acquisition of knowledge, as this can have a more profound impact on the process of starting a firm and overcoming perceived obstacles to entrepreneurship. The educational systems should prioritize and appreciate entrepreneurship to foster a culture of enterprise. Further exploration of teaching methodologies for entrepreneurship is warranted. The primary contribution of this research is the empirical findings that aim to enhance the current primarily theoretical literature on the influence of behavioral and psychological points of view in explaining entrepreneurial intention. Additionally, the paper presents a proposed model to encourage entrepreneurial intention. The results could have a substantial influence on our understanding of how the behavioral theory contributes to entrepreneurial intention. This study demonstrates the feasibility of developing a test that incorporates psychological and behavioral methods to assess entrepreneurial intentions in high school students. This test also considers many factors that may influence secondary students' attitudes toward entrepreneurship. In addition to the elements outlined in the model, the inclination to engage in entrepreneurial behaviors can be influenced by other factors, including needs, values, desires, beliefs, and motivational precursors.

Another study was Kautonen, et, all. (2013). The article was examined the Theory of Planned Behavior (TPB) in relation to individuals' intentions to initiate a business and their consequent behaviors. The analysis was conducted by examining survey data gathered in two separate periods from the individuals of working age in Western Finland, with a 3-year gap between the data collection for assessing intentions (2006) and actions (2009).

This study enhances the generalizability of prior research on entrepreneurial goals by using data from a broader number of individuals within the working age range (18-64 years) as opposed to a restricted sample of students. The study's significance goes beyond the existing research on entrepreneurship as a career option. Furthermore, it enhances the worth of economic literature as a whole by showcasing the TPB's efficacy in forecasting uncommon, obscure, and frequently unforeseeable economic actions.

In the initial phase of data collection, a total of 5600 questionnaires were distributed to a randomly chosen demographic comprising individuals aged 15 to 74. The sample was obtained from The Population Register Centre of Finland, ensuring a representative selection.

Based on the TPB framework, intention is influenced by three key factors: the assessment of the behavior, the societal influence to engage or abstain from the behavior, and the perceived level of ease or challenge in executing the behavior. In the realm of entrepreneurship, a person's intention to partake in entrepreneurial activities is likely to be stronger if they hold a favorable attitude towards entrepreneurial behavior, believe that their significant others are encouraging of such behavior, and have confidence in their ability to carry out entrepreneurial tasks, provided that all other variables remain unchanged.

This research investigates the efficacy of the Theory of Planned Behavior (TPB) in forecasting entrepreneurial conduct within a group of 117 working-age adults in Western Finland. The empirical analysis provides evidence that aligns with the Theory of Planned Behavior (TPB) and previous research in the field of entrepreneurship, as well as other research fields. It demonstrates that individual beliefs, social influences, and perceived ability to act are important factors that can accurately predict entrepreneurial intentions. The findings indicate that both intention and perceived ability to act are play crucial role in determining the likelihood of an individual participating in entrepreneurial activities in the upcoming period. Overall, the findings confirm the TPB's ability to accurately forecast business start-up behavior.

In another study, Yang (2013) assessed the accuracy of the Theory of Planned Behavior (TPB) in predicting the entrepreneurial intentions of Chinese undergraduate students and compare the results with Western studies (USA, Canada, Spain/ Taiwan).

The research encompassed a cohort of 1,500 Chinese university students, who were instructed to complete a self-administered survey. Out of the total sample of 1,330 participants, 89% survey was successfully completed, with demographic information being submitted. Within this group of individuals, 55% were women, 34% had undergone training in entrepreneurship, and 58% had a parent who possessed entrepreneurial knowledge. Moreover, all the participants fell within the age range of 17 to 26.

Chinese culture places significant importance on collectivism. Consequently, individuals' entrepreneurial inclinations are strongly influenced by those they perceive as important. If individuals who hold significance in the lives of Chinese students, such as their educators and guardians, hold the belief that the students should establish novel associations, or if these individuals endorse the students' entrepreneurial endeavors, then the students' drive to engage in entrepreneurial activities will be intensified. Entrepreneurial perceived behavioral control refers to the personal assessment of one's entrepreneurial skills, available resources, and the likelihood of achieving entrepreneurial success. Individuals who possess an optimistic outlook on their available resources and abilities perceive entrepreneurship as a chance for advancement rather than a potential hazard.

Consequently, they exhibit a more pronounced inclination towards engaging in entrepreneurial activities compared to individuals with a negative mindset. Consequently, it is logical to infer that the TPB will serve as a solid basis for studying the entrepreneurial intentions of Chinese students.

The Theory of Planned Behavior (TPB) has been utilized by certain Western scholars to forecast entrepreneurial intention among Western students. Based on the author's understanding, there is no existing academic research that has investigated the effectiveness of the Theory of Planned Behavior (TPB) in predicting the entrepreneurial intentions of Chinese undergraduate students. This is noteworthy considering the significant cultural differences between China and Western countries.

The findings demonstrated the effectiveness of the Theory of Planned Behavior (TPB) in accurately predicting the entrepreneurial intentions of Chinese undergraduate students. Entrepreneurial intentions among Chinese students were found to be influenced by factors such as entrepreneurial beliefs, social influences, and perceived abilities to action, highlighting their significance in explaining the variability in entrepreneurial intention. Both the gender of individuals and the entrepreneurial experience of their parents had a substantial impact on their individual beliefs, social influences, perceived abilities to action, and entrepreneurial passion. Entrepreneurship education greatly enhanced the perception of one's ability to control their behavior and their goal to become an entrepreneur.

The findings in this study diverge from those found by researchers in Western countries on two specific aspects. Social influences had a substantial impact on the growth of entrepreneurial ambition. Additionally, social influences proved to be a more accurate predictor of Chinese students' entrepreneurial intention compared to perceived abilities to action. Conversely, certain Western studies have discovered that social influences do not have a significant impact on entrepreneurial intention. Chinese individuals are consistently assimilated into robust and unified collectives from the moment they are born. Within these collectives, individuals are unwaveringly committed to safeguarding one another, contingent upon absolute loyalty.

Furthermore, while perceived abilities to action did have a notable impact on the participants' entrepreneurial intention in the study, its influence was considerably weaker compared to that of entrepreneurial beliefs and social influences. Nevertheless, researchers investigating individuals in Western societies have discovered that perceived abilities to act emerged as the most accurate predictor of entrepreneurial intentions entrepreneurial beliefs and social influences, following closely behind. In Western cultures, individualism is prioritized, leading individuals to highly value their abilities and remain unaffected by the opinions of influential figures. In contrast, Chinese culture emphasizes collectivism, placing great significance on the perspectives of notable individuals while giving less attention to personal abilities. Hence, the influence of social influences on the entrepreneurial intention of the Chinese students in this study outweighed the impact of perceived abilities to act.

The female participants in this research achieved lower scores compared to their male counterparts, likely due to the impact of gender stereotypes prevalent in traditional Chinese culture. These stereotypes suggest that women tend to prefer a subordinate role in society and prioritize stable careers to fulfill their family responsibilities. In addition, Chinese women often perceive themselves as having lower business ability compared to men, which can result in a lack of self-confidence when it comes to business activities.

Students whose parents possessed business experience achieved superior results in entrepreneurial beliefs and social influences, perceived abilities to action. Additionally, these students exhibited a greater inclination towards entrepreneurship compared to students whose parents lacked such expertise. Parents serve as the primary educators for their children, and their

beliefs and behaviors have a significant impact on their offspring. Hence, children who acquire favorable entrepreneurial mindsets and abilities from their parents and exhibit a sense of connection with entrepreneurship are more inclined to contemplate pursuing self-employment. Perceived ability to action was notably impacted by entrepreneurship education.

Nevertheless, when comparing, entrepreneurial beliefs and social influences the influence of perceived abilities to action on college students' entrepreneurial intention was relatively weaker. To optimize the utilization of limited educational resources in entrepreneurship courses, it is crucial to prioritize the promotion and enhancement of college students' entrepreneurial mindset. This should be followed by the cultivation of entrepreneurial social influences and the influence of perceived abilities to action.

The study is found in Yurtkoru & et all., 2014. The present study seeks to investigate the influence of contextual factors on the entrepreneurial intention of undergraduate students. The Theory of Planned Behavior Model (TPB) is employed as a theoretical framework, as current evidence indicates that intentions can forecast future entrepreneurship. Relational, educational, and structural assistances are seen as contextual elements that precede personal beliefs and perceived abilities to action. It is believed that these factors will influence entrepreneurial intention.

The survey for this study was carried out on university students from both private and public universities in Istanbul. A total of 425 respondents, who were students, completed the questionnaire. The total population was comprised of 197 females, accounting for 46.4% of the whole, and 228 males, making up 53.6% of the total. A total of 137 students, which corresponds to 32.6% of the total, are enrolled in state universities. On the other hand, 288 students, representing 66.4% of the total, are attending private colleges. According to the survey, the majority of students (83.2%) reported that their department offered an entrepreneurship course. On the other hand, a smaller percentage (27.6%) of students stated that they had received education in entrepreneurship as a component of their university studies. However, the majority of individuals believe that it is necessary to have such a course, with a percentage of 90.4%. 51% of the participants reported having at least one entrepreneur in their family. The average age of the responders was 22.4.

The study initially investigated the influence of individual perspectives and perceived ability to control behavior on entrepreneurial intentions. The study revealed that personal beliefs and perceived abilities to act, exerted a substantial influence on entrepreneurial intention. Both variables have a favorable impact. The individual's personal beliefs have a big and powerful impact on their entrepreneurial purpose. On the other hand, the perceived abilities to act has a considerable but small effect. According to the study, the only factor that significantly affected people's thoughts about their desire to become entrepreneurs on a personal level was the availability of relational assistance. The impact of relationship assistance on personal belief was characterized by a modest positive effect. The study revealed that educational and relational assistance had a notable impact on perceived abilities to action, while structural assistance did not have the same effect. Both variables, educational assistance, and relationship assistance, exhibited a modest beneficial impact on perceived abilities to action.

The study's framework also suggests that personal beliefs and personal abilities to action mediate the relationship between assistance and entrepreneurial intention. Among the three components of entrepreneurial assistance, only relational assistance demonstrated a significant impact on entrepreneurial intention.

The relationship between entrepreneurial intention and personal beliefs and perceived abilities to action was examined, with personal beliefs found to have a greater impact. Relational assistance exerts a beneficial influence on personal beliefs, while the combination of relational assistance and educational assistance has a good impact on perceived abilities to action. Upon analyzing the impact of elements supporting entrepreneurship on the intention to become an entrepreneur, they found that only relational assistance had a noteworthy effect. This effect was entirely influenced by personal beliefs and perceived abilities to action.

The study is found in Ahmad & et all, (2014) The primary objective of this paper primarily centered around examine entrepreneurial intentions among adults within the Malaysian context. The objective of this paper is to investigate the entrepreneurial intentions of the adult population in Malaysia using the cognitive approach model. This paper utilizes data gathered from the nationwide Global Entrepreneurship Monitor survey, which includes inquiries regarding the entrepreneurial perspectives held by the populace of the country. The empirical analysis was

conducted using data from the 2011 National Global Entrepreneurship Monitor (GEM) survey in Malaysia.

The data utilized for the analysis was sourced from the GEM Malaysia National team. Specifically, the 2011 APS Data at the individual level encompassed a total of 2,053 observations (sample size). The sample's gender distribution was 47.1% female and 52.9% male. The age distribution of the sample covered the range of 18 to 64.

The analysis showed that the respondents' intentions to become entrepreneurs are greatly influenced by criteria like gender, employment status, age, income, and education. The analysis also showed that role model and self-efficacy had substantial connections on entrepreneurial intention. Of all the variables studied, self-efficacy has the strongest effect. Nevertheless, no noticeable impact was seen, even though there was a higher chance of failure being reported. However, the score shows a declining trend, indicating a diminished capability toward entrepreneurship.

The findings also suggest that, similar to many developing nations, men typically exhibit greater levels of entrepreneurial intention. This pattern emphasizes the strong impact of societal expectations and gender stereotypes on forming entrepreneurial intentions and is consistent with the effects of patriarchal norms, powerful people, and self-belief. These results support previous research highlighting the crucial role these factors play in influencing entrepreneurial intentions within a community.

The researchers behind the study were (Ali & Jabeen, 2020) Used the theory of planned behavior, identify the factors influencing people's decisions to launch companies in India. Using the 2016 Global Entrepreneurship Monitor (GEM) Adult Population Survey (APS). The sample size was 3400.This study aims to determine the variables that affect individual beliefs about entrepreneurship, personal expectations, perceived behavioral controls, and demographic traits in relation to the formation of startups in India. Its framework for examination is the theory of planned behavior.

A binary regression model was employed, where the dependent variable is the intention to start a business, represented as a binary variable. This model includes a number of independent

variables, such as perceptions of behavioral control about entrepreneurship, beliefs about entrepreneurship, and societal standards. Within the regression model, the study also looked at how age, gender, family size, education, employment status, and household income affected startup expectations. The results of the investigation showed that gender has a significant and unfavorable impact, suggesting that women are more likely than men to start their own businesses. Additionally, people with jobs and better household incomes have a good and significant impact on launching a new business. The first hypothesis, which states that a person's demographic traits have a major impact on their business goals, is validated. The desire to launch a firm is strongly influenced by one's views about entrepreneurship. Adults who are risk-averse, see startups as a desirable career path, and anticipate favorable opportunities are 1.8 times more likely to work on startups

Social pressure significantly impacts career decisions, and an individual's intention to start a new business is influenced by various social factors. These factors include awareness about entrepreneurs, inspiration from success stories, societal respect for entrepreneurs, perceptions of equality, and considerations of social welfare. Regression analysis demonstrates that subjective standards have a substantial impact on startup intention, indicating that the decision to start a new venture is shaped by a variety of social influences. The study suggested that a more favorable outlook about entrepreneurship correlates with higher startup intentions is confirmed.

Regression analysis ultimately reveals that startup intentions are highly influenced by social factors, such as self-efficacy about knowledge, ability, and experience as well as expected ease of starting a new business. Individuals possessing self-efficacy in these domains and perceiving the process of starting a new business as easy are 4.8 times more inclined to engage in startups. More positive startup intention is correlated with a stronger perceived behavioral control over entrepreneurship.

The current research strongly validates the theory of planned behavior in forecasting startup intentions in India. Drawing from these findings, the study offers substantial and well-organized insights into fostering startup ventures within the country by addressing pivotal factors that impact entrepreneurial endeavors.

The study highlights that an individual's entrepreneurial mindset is affected by society's subjective standards, which in turn are influenced by the perceived behavioral control essential for adopting entrepreneurial behaviors and establishing a business.

The study was conducted by Al Halbusi, & et all., (2022, based on the social cognition theory, and examines the impact of specific factors which are entrepreneurship motivation, role models, and self-perceived creativity—which affect intentions for e-entrepreneurship. It also investigates whether social media usage enhances the positive effects of these factors on e-entrepreneurship intention.

The study utilizes a sample size of 354 students who are currently enrolled in institutions in Iraq. In terms of the sample's demographics, 67.4% of the participants were male and 33.56% were female. The majority of students, accounting for 57.5%, were enrolled in their second and third academic years. The respondents' ages ranged from 25 to 29, with the highest percentage being 26.3%. This was followed by the age group of 18-24, which accounted for 20.6% of the respondents, and the age group of 30-39, which accounted for 11.6%. Regarding entrepreneurial experience, 71.2% of the respondents possessed prior company experience. The proposed model was tested using Partial Least Squares structural equation modeling.

This study enhances the current body of knowledge on entrepreneurship in multiple ways. The study examines the impact of important factors, such as entrepreneurial passion, entrepreneurial role model, and, self-assessed creativity in entrepreneurship on the desire to become an e-entrepreneur. The paper investigates the influence of social media usage in moderating these associations. The findings confirmed that entrepreneurial passion, the presence of role models, and self-perceived creative thinking have a beneficial impact on the intention to engage in e-entrepreneurship. The results further confirmed that the strong connections between entrepreneurial passion and e-entrepreneurship intentions are further enhanced when there is a substantial utilization of social media.

The present study's theoretical framework has been constructed by drawing upon prior empirical research that utilized the theory of planned behavior to forecast attitudes towards entrepreneurship, subjective norm entrepreneurship, and perceived behavior control entrepreneurship as factors influencing entrepreneurial intention in the context of Turkey. The following hypotheses incorporate our expectations will be tested;

H-1: Demographic variables (AGE and GENDER) have a significant impact on future start-up intention.

H-2: The attitude toward entrepreneurship [(good opportunities for starting a business (OPPORT21), entrepreneurship is a desirable career choice (NBGOOD21), and fear of failure (FFAIL21))] have a significant impact on future start-up intention

H-3: The subjective norm toward entrepreneurship, [(knowing an entrepreneur (KNOWEN21) and a high level of status and respect for entrepreneurs (NBSTAT21))] have a significant impact on future start-up intention.

H-4: The perceived behavioral control toward entrepreneurship, [(have the knowledge, skills, and experience about entrepreneurship (SUSKILL21) and easy start to business (EASYST21))] have a significant impact on future start-up intention.

4. ENTREPRENEURIAL ATTITUDES, PERCEPTION, and INTENTION in TURKEY

This study conducts a comparative examination of entrepreneurial attitudes, behaviors, and intentions in Turkey, utilizing data from the Global Entrepreneurship Monitor (GEM) for the year 2020/2021. The analysis relies on the Adult Population Survey (APS), which gathered responses from over 2400 adults in Turkey. Entrepreneurial attitudes, perceptions, and intentions are central to Ajzen's Theory of Planned Behavior, and this study tracks these aspects alongside demographic data in Turkey. Furthermore, it conducts comparative analyses between Turkey, OECD nations, BRICS countries, and other GEM participant countries in the 2020-21 cycle. The study aims to provide critical insights into the evidence supporting the Theory of Planned Behavior. Additionally, it compares the data with findings from previous years (Karadeniz& et all,2023).

The available data covers the period from 2021 back to 2006. The current chapter focuses on analyzing the entrepreneurial perceptions, attitudes, and intentions of the adult population in Turkey specifically for the year 2021 (Karadeniz& et all,2023).

4.1. The Attitude of Turks towards Entrepreneurship

The Theory of Planned Behavior has a significant section on the attitude toward entrepreneurship. A crucial requirement for entrepreneurial action is a perspective that reflects society's perception of entrepreneurship. The following business-friendly attitudes that are crucial to the entrepreneurial process are measured by GEM: Establishing a new business earns a great degree of respect and status. (1) Starting a business is a smart professional decision. The Adult Population Survey defines entrepreneurship as an excellent job choice and attributes a high social standing to successful entrepreneurs.

High Status to Successful Entrepreneurs Rate: The proportion of adults aged 18 to 64 who concur that prosperous business people in their nation enjoy high status.

Entrepreneurship as a Good Career Choice Rate: The proportion of adults between the ages of 18 and 64 who concur that most people in their nation view establishing a business as a desirable career path.

Table 1:

The Attitude Toward Entrepreneurship (as a business is a good career choice) to 2006-2021.

YEAR	Entrepreneurship as a Good Career Choice
2021	66.80
2018	80.79
2016	80.80
2013	64.03
2012	67.07
2010	71.15
2008	71.73
2007	75.44
2006	77.24

Source**:** GEM, APS **(**2006,2007,2008,2010,2012,2013,2016,2018, 2021)**.**

The percentage of the Turkish adult population that believed that starting a business is a desirable career choice in 2016 was 77.2%. Between 2006 and 2021, the lowest percentage of the Turkish adult population who believed that starting a business is a favorable career choice was 64.03% (in 2013). Despite the worldwide economic crisis that occurred from 2008 to 2010, the percentage of Turkish adults who believed that starting a business was a favorable career choice remained relatively low. In 2008, the percentage of the Turkish adult population that believed that starting a business was a favorable career choice was 71.73. In 2010, that number decreased by only 0.58%. In 2010, the percentage of the Turkish adult population that believed that starting a business is a favorable career choice was 71.15%.

*Table 2 :*The Attitude toward Entrepreneurship (High Status to Successful Entrepreneurs) to 2006-2021.

Year	High Status to Successful Entrepreneurs
2021	75.06
2018	66.09
2016	72.10
2013	73.95
2012	76.14
2010	76.40
2008	79.42
2007	82.46
2006	85.60

Sources**:** GEM, APS **(**2006,2007,2008,2010,2012,2013,2016,2018, 2021)**.**

In 2006, 85.60% of the Turkish population agreed that successful entrepreneurs hold a high social status. During the global economic crisis that took place from 2008 to 2010, the Turkish population strongly agrees that successful entrepreneurs have a high social status, with a percentage of 79.72%. The number is high. In 2018, despite the global pandemic, the Turkish population agreed that successful entrepreneurs have a notable social status, with a support percentage of 66.06%. This is the minimum rate seen for the years from 2006 to 2021, as anticipated. Following the pandemic, the Turkish population saw an 8 percent rise in the consensus that successful entrepreneurs hold an important social standing. In 2021, %75 of the Turkish population agrees that successful entrepreneurs have high social status.

Table 3: Attitudes Towards Entrepreneurship in Turkey, OECD and BRICS Countries (2021).

OECD countries	**Entrepreneurship good career choice**	**OECD countries**	**High status to successful entrepreneurs**
United States	76,2	United Kingdom	83,5
United Kingdom	70,4	Ireland	83,0
France	68,5	Germany	82,7
Slovenia	68,2	Israel	82,7
Ireland	67,0	United States	80,4
Turkey	66,8	Switzerland	75,8
Greece	64,8	Turkey	75,1
Hungary	64,2	Poland	66,4
Israel	63,3	Hungary	64,5
Italy	61,1	Greece	64,1
Poland	54,7	Japan	62,4
Latvia	52,7	Colombia	61,9
Slovakia	52,4	Spain	60,7
Colombia	52,2	Latvia	59,7
Germany	50,6	Italy	56,3
Spain	50,0	Slovakia	55,6
Switzerland	40,5	France	55,4
Japan	24,0		
OECD Average	**58,2**	**OECD Average**	**69,8**
BRICS Countries	**Entrepreneurship good career choice**	**BRICS Countries**	**High status to successful entrepreneurs**
India	89,5	India	87,0
South Africa	81,8	South Africa	81,9
Russia	71,9	Russia	69,8
BRICS Average	**81,0**	**BRICS Average**	**79,6**
Global Average	**68,7**	**Global Average**	**75,2**

Source: (GEM,APS, 2021)

The data presented in Table 4 indicates that 66.8% of Turkey's adult population believes that entrepreneurship will remain a viable career option in the nation in 2021. Between 2018 and 2021, the share dropped by 17%. Turkey ranked seventh among OECD countries due to its performance above the average of 58.20% for OECD countries globally (Table 4.1). However, in contrast to the BRICS nations, Turkey is a less desirable place to pursue an entrepreneurial career. Russia has 71.85%, South Africa has 81.82%, and India has 89.47% (Karadeniz& et all,2023). (Karadeniz, 2019) (Karadeniz & Ozdemir, 2009).

The higher status attributed to successful entrepreneurship serves as the second indicator of public attitude regarding entrepreneurship. With a performance that is greater than the OECD average, Turkey is ranked eighth among OECD countries internationally with 69.76%. Except for Russia (69.79%), Turkey's score is lower than that of South Africa (81.92%) and India (87.01%) among the BRICS nation (Karadeniz& et all,2023). (Karadeniz, 2019) (Karadeniz & Ozdemir, 2009)

4.2. The Perceptions of Turks towards Entrepreneurship (in TPB known as Perceived Behavior Control)

Entrepreneurial perceptions indicate whether individuals perceive entrepreneurial opportunities in their environment, how they perceive their entrepreneurial ability, and what their perception is toward business failure. GEM measures the following perceptions that are important for the entrepreneurial process:

(1) The degree to which an individual feels that opportunities exist in the surroundings;
(2) The degree to which an individual thinks that his or her abilities can launch a new business
(3) The degree to which an individual is hesitant to engage in entrepreneurial activities due to a fear of failure
(4) The Theory of Planned Behavior relies heavily on three fundamentally important factors: perceived opportunities, perceived capabilities, and fear of failure. When the TPB is examined, these figures become much more important. Perceived opportunities, perceived capabilities, and fear of failure are defined as determining elements in the GEM framework.

- **Perceived Opportunities Rate**: Percentage of 18-64 population (individuals involved in any stage of entrepreneurial activity excluded) who see good opportunities to start a firm in the area where they live.

- **Perceived Capabilities Rate**: Percentage of 18-64 population (individuals involved in any stage of entrepreneurial activity excluded) who believe they have the required skills and knowledge to start a business**.**

- **Fear of Failure Rate:** Percentage of 18-64 population (individuals involved in any stage of entrepreneurial activity excluded) who indicate that fear of failure would prevent them from setting up a business**.**

Table 4 **:** Turkey's Perceived Opportunities Rate to 2006-2021.

Year	Perceived Opportunities
2021	31.90
2018	44.31
2016	49.57
2013	38.63
2012	39.88
2011	32.36
2010	36.14
2008	36.19
2007	39.45
2006	33.91

Sources: GEM, APS, (2006,2007,2008,2010,2011,2012,2013,2016,2018,2021)

In 2006, 33% of the Turkish population observed the existence of favorable business chances. Typically, just about half of the population recognized the potential of that first business environment. In 2016, the Turkish population exhibited a 49.5% attitude towards seizing entrepreneurial opportunities, marking the highest rate observed between 2006 and 2021. During the pandemic, the perceived rate of opportunity among the Turkish people decreased from 49.5% to 44%. There was a predicted decline of nearly 5% in light of the prevailing circumstances. Following the pandemic, 31% of Turkish individuals identified a business chance to start a new venture. This is a significant fall of around 12% in the perceived opportunity rate compared to before the pandemic.

Table 5: Turkey's Perceived Capability Rate to 2006 -2021.

Year	Perceived Capabilities
2021	59.27
2018	56.84
2016	54.19
2013	52.24
2012	49.44
2011	42.08
2010	54.18
2008	48.77
2007	49.08
2006	54.66

Sources: GEM, APS, (2006,2007,2008,2010,2011,2012,2013,2016,2018,2021)

Approximately half of the Turkish population believes that they possess the necessary skills to initiate a business venture. In 2008, 48% of the Turkish population possessed the necessary skills to launch a business. Following the 2008 economic crisis, the rate of individuals with the necessary skills and resources to initiate a business saw a rise of over 6%. Before the pandemic, the perceived rate of capabilities among the Turkish population was 56.8%. Following the pandemic, there has been an observed increase in the rate of perceived capabilities from 56% to 59%.

Table 6: Turkey's Fear of Failure Rate to 2006-2021.

Year	Fear Of Failure Rate
2021	39.84
2018	28.10
2016	30.88
2013	30.39
2012	30.39
2011	22.49
2010	24.97
2008	34.01
2007	23.13
2006	26.59

Source: GEM, APS, (2006,2007,2008,2010,2011,2012,2013,2016,2018,2021)

The fear of failure rate reached its lowest point of 22.5% in 2011. The rate of fear of failure in the Turkish people is rather low. The fear of failure rate among Turkish people is relatively low. The majority of the Turkish population predominantly rely on their feelings. Their rate of fear of failing is less than 50%. In 2018, before the pandemic, the proportion of the Turkish population experiencing an average amount of fear of failure was 28%. However, following the pandemic, this number significantly rose to 39%, reaching its peak. This rate is anticipated due to the outbreak, as individuals have stayed away from initiating new business ventures.

*Table 7 :*Perception towards Entrepreneurship in Turkey, OECD and BRICS Countries (2021).

OECD countries	**Perceived opportunities**	**OECD countries**	**Perception of capabilities**	**OECD countries**	**Fear of failure**
Sweden	79,61	Chile	70,72	Spain	58,4
Norway	74,31	United States	64,55	U. Kingdom	58,4
Poland	72,54	Poland	60,13	Greece	55,9
Canada	70,50	Turkey	59,27	Slovakia	54,4
Netherlands	69,93	Canada	58,93	Israel	53,8
United States	63,15	Slovenia	58,54	Ireland	53,7
U. Kingdom	61,22	Ireland	57,78	Canada	53,0
Finland	61,04	Colombia	56,24	Italy	50,9
Chile	59,75	Latvia	53,33	France	49,7
Ireland	57,29	Greece	53,10	Chile	49,7
Switzerland	54,71	Luxembourg	52,91	Finland	48,8
Luxembourg	54,07	U. Kingdom	51,05	Luxembourg	48,6
France	52,13	Sweden	49,90	United States	48,4
Slovenia	51,49	Spain	49,75	Colombia	47,6
Greece	48,63	Switzerland	49,57	Germany	45,5
Germany	48,17	France	48,61	Slovenia	44,9
Israel	45,83	Netherlands	45,41	Poland	44,7
Latvia	39,64	Italy	44,70	Sweden	44,1
Colombia	38,11	Finland	42,75	Japan	39,5
Hungary	36,54	Norway	41,95	Latvia	39,1
Italy	34,67	Slovakia	41,76	Hungary	38,2
Slovakia	33,39	Israel	37,54	Switzerland	38,2
Turkey	31,90	Germany	37,13	Turkey	35,9
Spain	30,02	Hungary	36,00	Netherlands	35,4
Japan	11,74	Japan	12,26	Norway	34,5
OECD Average	**50,86**	**OECD Average**	**48,47**	**OECD Average**	**46,7**
BRICS Countries	**Perceived opportunities**	**BRICS Countries**	**Perception of capabilities**	**BRICS Countries**	**Fear of failure**
Brazil	54,80	Brazil	66,72	Russia	50,9
India	83,41	India	85,99	South Africa	49,3
Russia	33,50	Russia	34,51	Brazil	48,4
South Africa	57,88	South Africa	69,69	India	48,2
BRICS Average	**57,40**	**BRICS Average**	**64,23**	**BRICS Average**	**48,7**
Global Average	**54,76**	**Global Average**	**57,86**	**Global Average**	**45,0**

Sources: (GEM, 2021)

According to Table 7, the average score of GEM countries, as well as the average scores of OECD and BRICS countries, indicate that the Turkish population has a smaller percentage of perceived opportunities. Only Spain and Japan are ranked lower than Turkey, which comes in at number two among OECD nations (Karadeniz& et all,2023).

Turkey's population has high assessed capabilities; it ranks fourth out of the OECD, above the average of 48.47%. With the exception of Russia, the Turkish population has lower perceived capacity scores than the citizens of the other BRICS nations. Table 7 shows that South Africa scored 69.69%, Russia scored 34.51%, Brazil scored 66.72%, and India scored 85.99% (Karadeniz& et all,2023).

The fear of failure significantly impacts entrepreneurial actions. common reason why people decide against pursuing entrepreneurship is fear of making mistakes, failing, and losing money. According to Table 7, 35.89% of Turkish people stated that they were afraid of failing when they tried to launch a business in 2021. According to the Global Entrepreneurship Monitor (GEM), fear of failure is a major barrier to people starting their own businesses, and Turkey has one of the lowest rates of this anxiety among all countries. In terms of fear factor, Turkey is ranked first among the BRICS and third out of 26 OECD nations (Karadeniz& et all,2023).

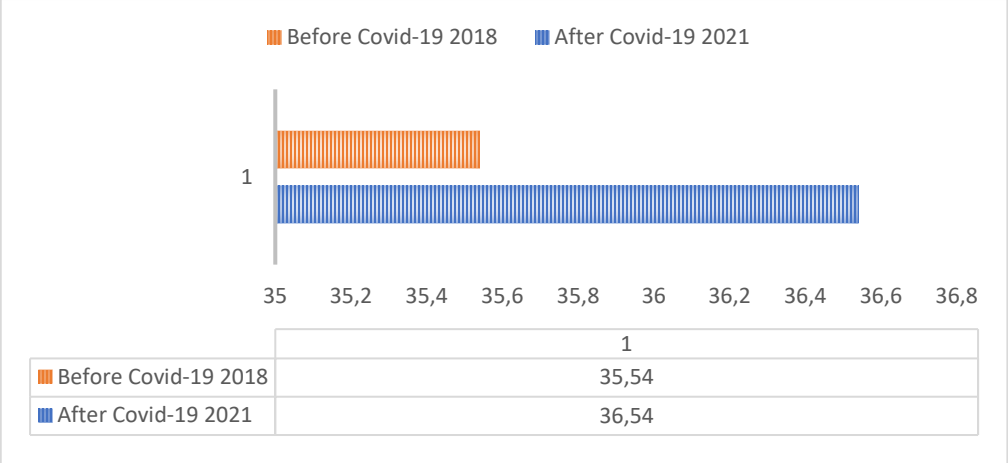
The countries with the highest percentages of fear of failure were Greece, the United Kingdom, and Spain (55.85%, 58.36%, and 58.43%, respectively). In contrast, a sizable portion of people only in Norway (34.46%), the Netherlands (35.36%), and Turkey (35.89%) say that they are afraid of failing when they want to pursue an entrepreneurial career (Table 7) (Karadeniz& et all,2023).

4.3. Entrepreneurial Intentions

Entrepreneurial Intention as a percentage of the 18-64 population (individuals involved in any stage of entrepreneurial activity excluded) who are latent entrepreneurs and who intend to start a business within three years.

In Turkey, nearly one in three people plan to launch a business over the next three years. As indicated by Figure 2, the percentage of adults who intend to open a business in Turkey is expected to increase from 36% in 2018 to 37% in 2021. In Turkey, about thirty-three percent of people say they would like to start a business in the next three years. Karadeniz & et all. (2023)

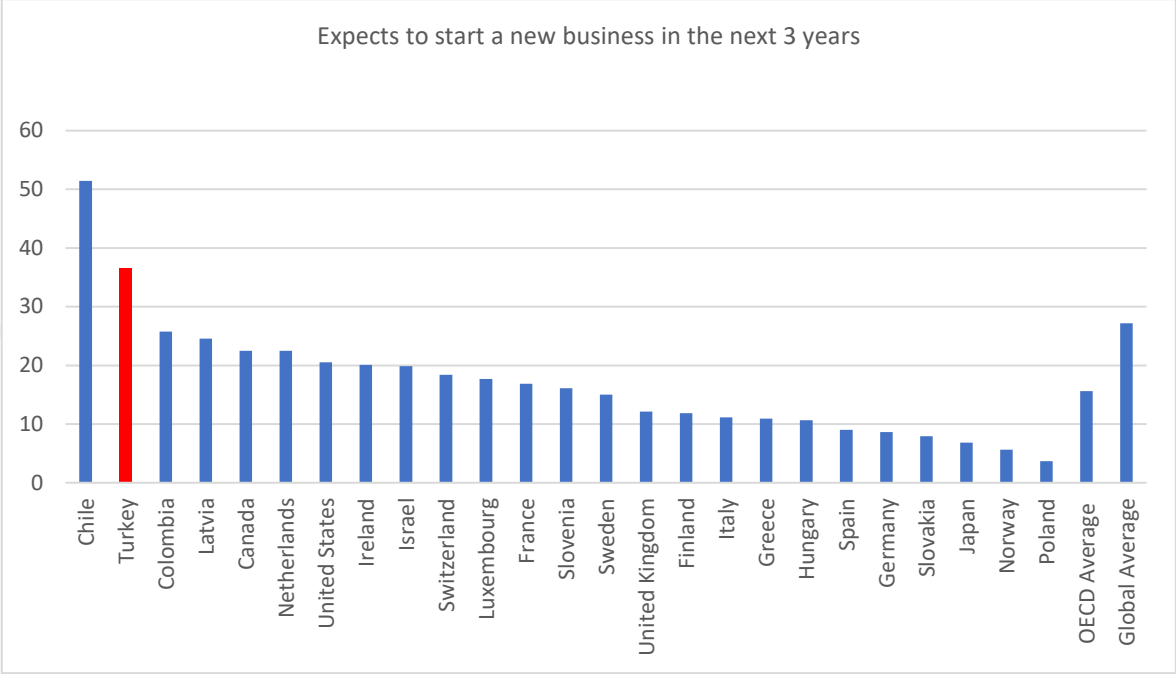
Figure 2: Entrepreneurial intentions



Source: (GEM ; APS, 2021)

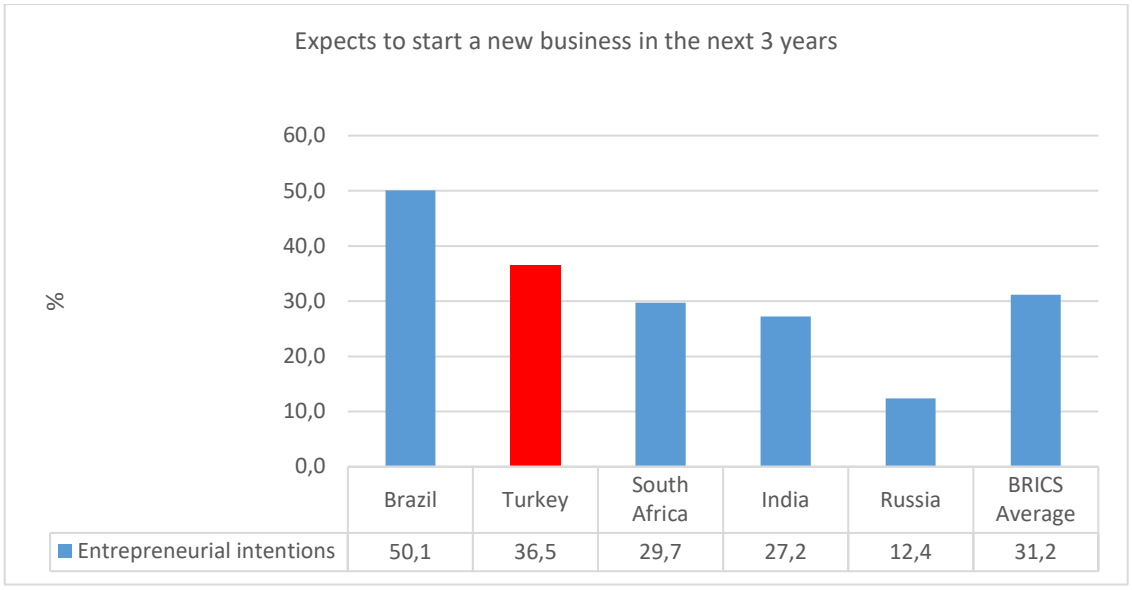
With a very high intention rate worldwide, Turkey ranks second among the OECD (Figure 5) and second among the BRICS (Figure 3). Turkey is eager to contemplate taking on necessity-driven entrepreneurial endeavors, as seen by its lower views of opportunities, lower fear of failure rate, and higher entrepreneurial intention when compared to global norms (Karadeniz& et all,2023).

Figure 3: Entrepreneurial Intentions in Turkey and OECD Countries (2021)



Source: GEM (2021)

Figure 4: Entrepreneurial Intentions in Turkey and BRICS Countries (2021)



Source: GEM (2021)

5. METHODOLOGY

5.1. Definition of Global Entrepreneurship Monitor (GEM)

The Global Entrepreneurship Monitor (GEM) was established in 1997 through the collaboration of esteemed scholars from Babson College (US) and the London Business School (UK). Two years later, in 1999, the inaugural GEM report was released, with the participation of 10 countries in this initiative. Over the course of 23 years, GEM has consistently provided comprehensive insights into the attitudes, perceptions, intentions, motivations, and activities of both entrepreneurs and non-entrepreneurs from various regions across the world. The tools and data offered by GEM are distinct and offer significant benefits to a wide range of stakeholders. Through engagement with GEM, different groups can leverage these resources in the following ways:

1. Academics utilize GEM's unique methodologies to conduct in-depth studies on entrepreneurship at the national level.

2. Policymakers rely on GEM data to make well-informed decisions that foster the growth and prosperity of their respective entrepreneurial ecosystems.

3. Entrepreneurs gain valuable insights from GEM, enabling them to make informed investment decisions and identify potential areas of opportunity.

4. International organizations incorporate GEM's entrepreneurial insights into their reports and events by combining GEM data with their own datasets. This integration enhances the depth and accuracy of their analyses.

5.2. The GEM Conceptual Framework

The GEM framework, in its essence, aims to understand the intricate relationship between entrepreneurship and economic development. Its primary objective is to identify the various factors that either foster or hinder entrepreneurial activity, with a specific focus on societal values, personal attributes, and the entrepreneurship ecosystem.

Figure 5 illustrates the essential elements and connections that the GEM uses to categorize the entrepreneurial process and entrepreneurs based on their level of organizational development. The conceptual framework comprises the following components:

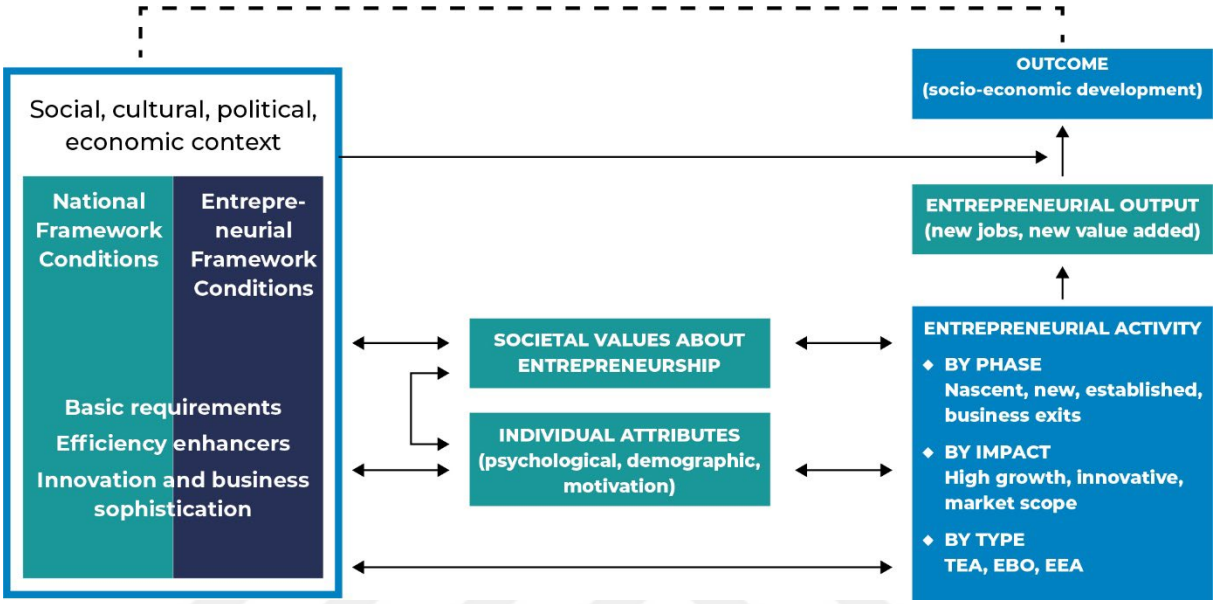
The national framework conditions provide a depiction of the social, cultural, political, and economic contexts. These encompass various aspects such as entrepreneurial finance, government policy, government entrepreneurship programs, entrepreneurship education, research and development (R&D) transfers, commercial and legal infrastructure, physical infrastructure, internal market dynamics, and entry regulation, as well as cultural and social norms.

Societal perspectives on entrepreneurship encompass various aspects, such as the perception of entrepreneurship as a favorable career path, the social standing attributed to entrepreneurs, the portrayal of entrepreneurship in the media, and the level of ease associated with initiating a business venture.

Demographic characteristics such as gender, age, and education level, along with self-perceptions like perceived capabilities, perceived opportunities, and fear of failure, as well as reasons for initiating a business, all fall under the category of individual attributes. These attributes can be classified as either necessity-driven or opportunity-driven.

Entrepreneurial activity encompasses various phases of the business cycle, namely nascent, new business, established business, and closing stages. It also has the potential to yield several outcomes, including job creation, innovation, and internationalization. Moreover, entrepreneurial activity can be classified into different types, such as total early-stage entrepreneurial activity (TEA), established business ownership (EBO), and employee entrepreneurial activity (EEA).

Figure 5: GEM Conceptual Framework



Source*:* GEM 2021/22 Global Report

5.3.Methodology of GEM

Every national team that takes part in the GEM in a specific year agrees to carry out two national surveys to document the dynamics between individuals and their surroundings. These surveys include the Adult Population Survey (APS) and the National Expert Survey (NES).

5.4.Adult Population Surveys (APS)

At least 2000 persons were chosen at random from each nation to participate in a telephone survey utilizing a standard survey instrument. The survey's objectives include estimating the nation's entrepreneurial participation rate as well as capturing the nation's entrepreneurial actions, attitudes, motivations, and capacities. The analysis's findings are derived on the working age group's responses (18 to 64 years old), and the stratification shows the age, gender, and location of the country's core population (urban/rural population). The APS questionnaire is answered over the phone, during an in-person interview, and occasionally online. After that, the GEM technical team verifies and validates the accuracy of the data supplied by survey suppliers. They balance and harmonize the data as well.

5.5. National Expert Survey (NES):

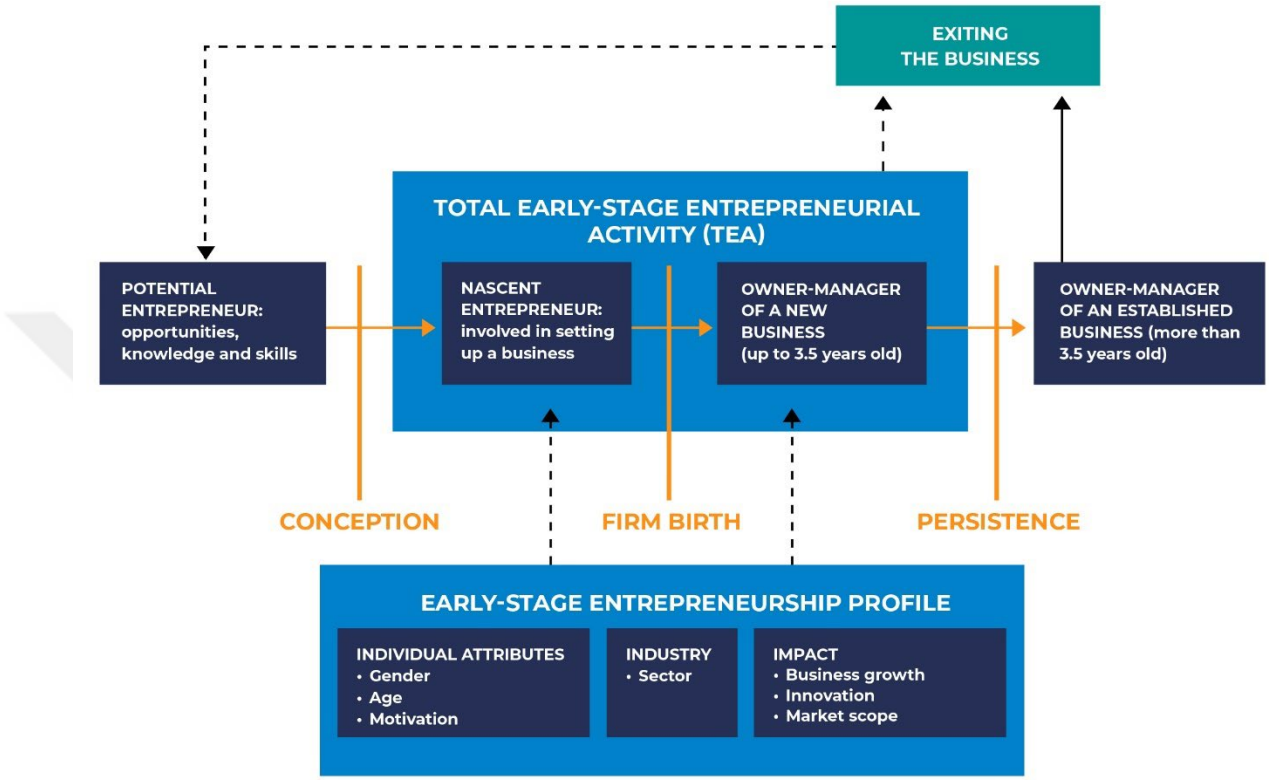
The National Expert Survey attempts to take into account the political, social, cultural, and economic aspects of an economy that may either strengthen and promote entrepreneurship or weaken and restrict it. Each national team must propose and justify the nomination of at least 36 people possessing pertinent knowledge and/or experience in important areas related to entrepreneurship to evaluate the nation's climate for the growth of entrepreneurial activity. The GEM team has approved national experts, and they are asked to answer the standard NES questionnaire. Likert-Scale indices on the state of each of the nine framework conditions were created using the structured questionnaire data, and they are comparable across the participating nations.

The GEM national research team conducted interviews with 36 key informants in Turkey, including venture support professionals and entrepreneurs, to collect data that represented the nine conditions of the entrepreneurial framework: the availability of funding, government policies, and programs, higher education and training, research and development transfer, commercial and professional infrastructure, the openness of the internal market, availability of physical infrastructure, and social and cultural norms associated with entrepreneurship**.**

5.6.Measuring Entrepreneurial Activity

The Global Entrepreneurship Monitor (GEM) research program defines active entrepreneurs as “adults in the process of setting up a business which they will (partly) own and/or are currently owning and managing an operating young business” and defines entrepreneurship as “any attempt to create a new business enterprise or to expand an existing business by an individual, a team of individuals, or an established business” (Reynolds et al., 2005). Entrepreneurs in GEM are classified according to the age of their establishments and their motivations. Based on the age of enterprises, GEM classifies potential entrepreneurs, nascent entrepreneurs, new business owners, early-stage entrepreneurs, and established business owners. Figure 6 summarizes the entrepreneurial process and GEM’s operational definitions.

Figure 6: Entrepreneurial process and GEM entrepreneurship indicators.



Source: GEM 2021/22 GLOBAL REPORT

Figure 6 shows GEM distinguishes between three stages of entrepreneurial activity:

Potential entrepreneurs are either working to launch a company right now or are considering doing so in the future.

Among those between the ages of 18 and 64, **nascent entrepreneurs** are those who are actively seeking to launch a business, have not yet paid any salaries or wages, or have paid less than three months' pay.

Among adults between the ages of 18 and 64, **New firm entrepreneurs** are currently operating businesses that have paid salaries or wages for longer than three months but less than forty-two months.

Total early-stage entrepreneurs (TEA) As the name suggests, it brings together adult individuals between the ages of 18 and 64 who are beginning to establish new businesses with nascent entrepreneurs. In some instances, this rate is less than the combined percentages for nascent entrepreneurs and new firm entrepreneurs. This is because, in circumstances where respondents are only counted once when they meet the criteria for both nascent and new firm.

Established business owners are adults between the ages of 18 and 64 who founded companies that they have maintained as their own, managed, and that have paid wages or salaries for longer than 42 months.

Existing Business: Closing a business is also regarded as a significant stage of entrepreneurship; people might choose to engage in other forms of entrepreneurship or launch new ventures. The GEM also focuses on this stage**.**

5.7. Leading Economies in GEM 2021

Fifty national teams participated in the 2021 GEM. These fifty economies are grouped according to their income levels (see Table 8):

Table 8: Economies as shown by income level in the 2021/22 GEM Global Report

LEVEL A >$40,000	LEVEL B >$20,000<$40,000	LEVEL C <$20,000
Canada	Belarus	Brazil
Finland	Chile	Colombia
France	Croatia	Dominican Republic
Germany	Cyprus	Egypt
Ireland	Greece	Guatemala
Israel	Hungary	India
Italy	Kazakhstan	Iran
Japan	Latvia	Jamaica
Luxembourg	Lithuania	Mexico
Netherland	Oman	Morocco
Norway	Panama	South Africa
Qatar	Poland	Sudan
Republic of Korea	Romania	
Saudi Arabia	Russian Federation	
Sweden	Slovak Republic	
Switzerland	Slovenia	
United Arab Emirates	Spain	
United Kingdom	Turkey	
United States	Uruguay	

Source: GEM 2021/22 Global Report

(a) Level A economies are defined as nineteen high-income economies with a GDP per capita exceeding $40,000. (b) Level B economies are characterized as nineteen economies with a GDP per capita ranging between $20,000 and $40,000. (c)Level C comprises twelve economies with a GDP per capita below $20,000. In the GEM global report, the term "economies" is used instead of "countries" to denote regions with unique economic structures, which may not be recognized as independent countries. However, the term "countries" is still used when there is no ambiguity. The gross domestic product per capita at purchasing power parity is measured in current international dollars for the year 2020.

6. DATA AND RESEARCH MODEL

The Global Entrepreneurship Monitor (GEM) has conducted the Adult Population Survey (APS) in the year 2021, covering 2,440 respondents of Turkey, which is a unique survey focusing on the level and nature of entrepreneurial activity across the country.

A variety of variables have been included in the study based on the Adult Population Survey (APS) of the Global Entrepreneurship Monitor (GEM). The future start-up intention (FUTSUP) has been recorded based on the question if the respondent is expected to start a business in the next 3 years. Primary demographic factors, such as gender and age, have been incorporated to analyze the variation in the characteristics of the participants based on their start-up intentions

Attitude toward entrepreneurship refers to the degree to which a person has a favorable or unfavorable intention of starting a new venture. Three variables were used to assess an individual's attitude toward entrepreneurship in this study. An individual who perceives favorable business opportunities in their local area (OPPOR21) and views entrepreneurship as a viable career option is more likely to have a strong intention to start a firm (NBGOOD21). This positive attitude is regarded as favorable to entrepreneurship.

However, individuals who do not think that there will be good opportunities will probably not be interested in engaging in start-up activities and, therefore, will not have a negative attitude toward entrepreneurship. Thus, individuals with fear of failure would prevent them from starting a new business (FFAIL21), which is a negative attitude toward entrepreneurship. Each of the variables of attitude toward entrepreneurship has been coded as a binary variable with “1” indicating a “yes” response and “0” indicating “else” response.

Subjective norm in entrepreneurship refers to the social pressure individuals encounter while initiating a new business endeavor. Personal connections with entrepreneurs (KNOWEN21), and viewing entrepreneurship as a status symbol (NBSTAT21) positively impact the intention to start a firm due to societal pressure. For this study, two variables were considered: subjective norms (KNOWEN21 and NBSTAT21), which were coded as binary variables with "1" representing a "yes" response and "0" representing any other response.

Perceived behavioral factors relating to individual ability and ease of starting a business in the county are important in entrepreneurship. The study covered individual self-efficacy (SUSKIL21) and perception of ease in starting a business (EASYST21) by transforming them into a binary variable known as perceived behavioral control. A value of "1" represented a "yes" response, while a value of "0" represented any other response. The table 9 contains definitions of variables.

6.1. Definition of variables

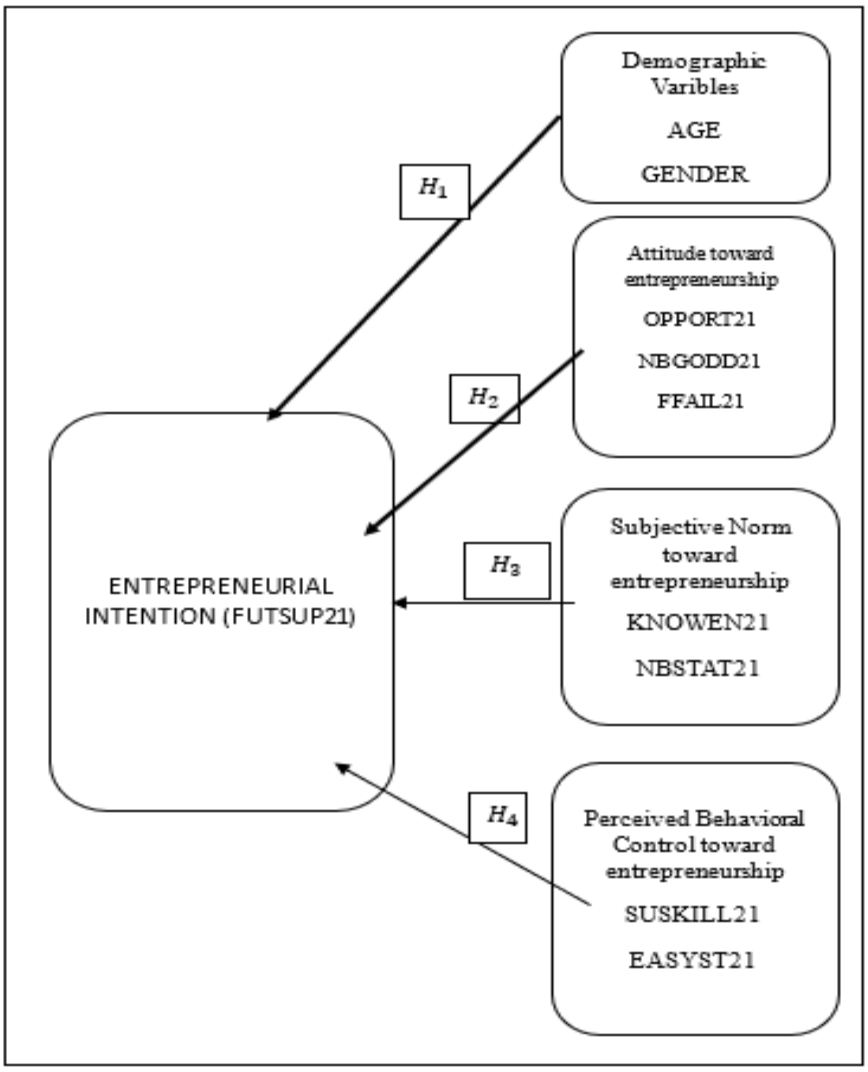
Table 9: Definition of Variables

Variables	Code	Description
Future start-up intentions	FUTSUP	Percentage of all respondents (18-64): who are, alone or with others, expecting to start a new business, including any type of self-employment, within the next three years.
Good opportunities for starting a business	OPPORT	Percentage of all respondents (18-64): who think that in the next 6 months, there will be good opportunities for starting a business in the area where they live.
Entrepreneurship is a desirable career choice	NBGOOD	Percentage of all respondents (18-64): who believe that in their country, most people consider starting a new business a desirable career choice.
Fear of failure	FFAILL	Percentage of all respondents (18-64): who said fear of failure would prevent them from starting a new business.
Knowing an entrepreneur	KNOWEN	Percentage of all respondents (18-64): who know someone personally who started a business in the past 2 years.
High level of status and respect for entrepreneurs	NBSTAT	Percentage of all respondents (18-64): who believe that in their country, those successful at starting a new business have a high level of status and respect.
Have the knowledge, skills, and experience about entrepreneurship	SUSKILL	Percentage of all respondents (18-64): who say they have the knowledge, skill, and experience required to start a new business
Easy Start to Business	EASYST	Percentage of all respondents (18-64): who believe that in their country, it is easy to start a new business." In your country, it is easy to start a business, agree/disagree.

Source: (GEM 2014 APS Natronla Level Variable Descriptions, 2014).

6.2. Conceptual Research Framework

Figure 7: Conceptual Research Framework



The Figure 7 illustrates the concept of a research model. Attitude toward entrepreneurship, subjective norm toward entrepreneurship, and perceived behavior control towards entrepreneurship are the independent variables in relation to future start-up intention as a dependent variable.

6.3. Research Model

This study examines how various factors such as age, gender, good opportunities for starting a business, entrepreneurship is s desirable career choice, fear of failure, knowing entrepreneurs, high level of status and respect for entrepreneurs, have the knowledge, and skill about entrepreneurship, and easy to start a business that variables individually effect the probability of future start-up intentions.

RQ: How well various factors such as age, gender, good opportunities for starting a business, entrepreneurship is s desirable career choice, fear of failure, knowing entrepreneurs, high level of status and respect for entrepreneurs, have the knowledge, and skill about entrepreneurship, and easy to start a bbusiness, easy to start a business that variables predict the probability of future start-up intentions.

Basic statistical methods like descriptive statistics, include frequency table for the all variables, Omnibus test for the model and analysis of sequential logistic regression. Sequential binary logistic regression analysis was used to evaluate if the given variables affect the probability of future start-up intentions. We used Sequential binary logistic regression analysis because dependent variable is nominal and Categorical. (FUTSPUP: Participants asked that they have an intention to starting a business in the next 3 years; (1=Yes, No)

Figure 8: Logistic Regression Equation

Logistic regression was performed to assess the research hypotheses. A logistic regression has been calculated to determine the factors influencing start-up intention using the equation (1) below (*Figure* 8)

$$P(Futsup21) = \alpha + \beta_1 Age + \beta_2 Gender + \beta_3 Oppor21 + \beta_4 NBGood21 + \beta_5 FFail21 + \beta_6 Knowen21 + \beta_7 NBStat21 + \beta_8 Suskill21 + \beta_9 Easyst21 + \epsilon \quad (1)$$

6.4. Participants

The study collected data from a randomly selected sample of 2404 individuals. There are various general principles for selecting an appropriate sample size for regression analysis. One of them is a ratio of 1:10 ($N \geq 10 \times k$, where k is for the number of independent variables) (Peduzzi & et al., 1996) (Tabachnick & Fidell, L. S., 2001)

Considering that there are nine predictors with dummy variables in the study, the appropriate sample size should be greater than 90. Thus, the study successfully met the sample size criterion of a 1:10 ratio ($N = 2404 > 90$).

6.5. Variables:

The study's data set includes information about gender, age, good opportunities for starting a business (OPPORT21), entrepreneurship is s desirable career choice (NBGOOD21), fear of failure (FFAIL21), knowing entrepreneurs (KNOWEN21), high level of status and respect for entrepreneurs (NBSTAT21), have the knowledge, and skill about entrepreneurship (SUSKIL21), and easy to start a business (EASYST21) and participant asked that have an intention to starting business in the next 3 years (FUTSUP), (0= No, yes=1).The Table 10 contains descriptions of variables.

Table 10: Variables of the Study with Their Explanations

Variables	Explanation
Predictor Variables	
Gender	1: Male 2: Female
Age	18-64
OPPPORT21	0: Disagree 1: Agree
NBGOOD21	0: Disagree 1: Agree
FFAIL21	0: Disagree 1: Agree
KNOWEN21	O: None 1: At least one
NBSTAT21	0: Disagree 1: Agree
SUSKILL21	0: Disagree 1: Agree
EASYST21	0: Disagree 1: Agree
Dependent Variable	
FUTSUP21	O: NO 1: YES

In line with the research question, FUTSUP21 is the outcome variable, potential, was whether the participants were asked they have an intention to start a business in the next 3 years or not (0= No, 1= Yes). There were nine predictor variables. Gender which is a nominal and categorical variable with two levels (1=Male, 2=female), Age is a continuous variable, opportunities which is a nominal and categorical variable with two levels (0=Disagree,1=Agree), NBGOOD21 which is a nominal and categorical variable with two levels (0=Disagree,1=Agree), FFAIL21 which is a nominal and categorical variable with two levels (0=Disagree,1=Agree), KNOWEN21 which is a nominal and categorical variable with two levels (0=None,1=At least one), NBSTAT21 which is a nominal and categorical variable with two levels (0=Disagree,1=Agree), SUSKILL21 which is a nominal and categorical variable with two levels (0=Disagree,1=Agree), EASYST21 which is a nominal and categorical variable with two levels (0=Disagree,1=Agree).

6.6. Model Building Process

This study aimed to evaluate the probability of participants' intention to start a business within the next 3 years based on variables including age, gender, opportunities, desirable career choice, fear of failure, knowledge of entrepreneurs, high level of status and respect, having knowledge and skills, and easy to start a business.

Since the aim is to predict the probability of a categorical outcome variable consisting of two levels, binary sequential logistic regression analysis was applied. the data were subjected to sequential logistic regression analysis to address the research question. The analysis was conducted using IBM SPSS (Statistical Package for Social Science) version 28.0.1.1.

The model has one outcome variable, which is also a dummy variable, and nine predictor dummy variables. Total of 9 predictor variables are gender, age, OPPORT21, NBGOOD21, FFAIL21, KNOWEN21, NBSTAT21, SUSKILL21, EASYST21 and FUTSUP21 is outcome variable.

Two dummy variables, “Male (1)” and “Female (2)”, were generated to represent the gender categories, with male (1) being the reference. If a participant responded with “Male (1)” regarding that **“What is your gender** “this essentially indicates the differences between male vs. female. If the participant responded with “Female (2)” regarding **“What is your Gender”** this essentially indicates the differences between Female vs. Male.

In age categories that participants answer their current age who is between 18 and 64. Age groups in the data set are restricted to the 18–64 age range rather than being separate categories. In the age categories that participants answer their current age therefore age is a continuous variable.

Two variables, “Agree (1)”, and “Disagree (0)” were generated OPPORT21 categories with “Agree (1)” being a reference. If a participant responded with "Agree (1)" regarding that “**Sees good opportunities for starting a business in the next 6 months”,** this essentially indicates the differences between agree and disagree. If a participant responded with “Disagree (0)” regarding that “**Sees good opportunities for starting a business in the next 6 months”,** this essentially indicates the differences between disagree vs agree.

In the NBGOOD21 categories have 2 variables with two levels. “Agree (1)”, and “Disagree (0)” were generated in NBGood21 categories with “Agree (1)” being the reference. If a participant responded with "Agree (1)" regarding that **“In your country, most people consider starting a new business a desirable career choice”** this essentially indicates the differences between agree and disagree. If a participant responded with “Disagree (0)” regarding that “**In your country, most people consider starting a new business a desirable career choice”,** this essentially indicates the differences between disagree vs agree.

The FFAIL21 categories have 2 variables. Two variables, “Agree (1)”, and “Disagree (0)” were generated in FFAIL21 categories with “Agree (1)” being a reference. If a participant responded with "Agree (1)" regarding that “**Would not start a business for fear it might fail”** this essentially indicates the differences between having a fear of failure vs not having a fear of failure. If a participant responded with “Disagree (0)” regarding that **“Would not start a business for fear it might fail”** this essentially indicates the differences between not having a fear of failure vs having a fear of failure.

In KNOWEN21 categories have 2 variables. Two variables, “At least one (1)” and “None (0)” were generated in KNOWEN21 categories with “At least one (1)” being a reference. If a participant responds with “At least one (1) “regarding that **“How many people do you know personally who have started a business or become self-employed in the past 2 years?”** this essentially indicates the differences between Knowing an entrepreneur vs not knowing an entrepreneur. If a participant responded with “None (0)” regarding that **“How many people do you know personally who have started a business or become self-employed in the past 2 years**?” this essentially indicates the differences between not knowing an entrepreneur vs Knowing an entrepreneur**.**

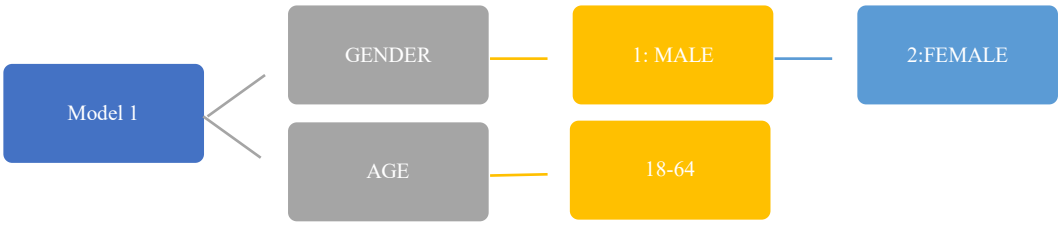
In NBSTAT21 categories have 2 variables with two levels. “Agree (1)”, and “Disagree (0)” were generated NBSTAT21 categories with “Agree (1)” being reference. If a participant responded with "Agree (1)" regarding that” In **your country, those successful at starting a new business have a high level of status and respect”** this essentially indicates the differences between agree and disagree. If a participant responded with “Disagree (0)” regarding that” In **your country, those successful at starting a new business have a high level of status and respect”** this essentially indicates the differences between disagree vs agree.

In SUSKILL21 categories have 2 variables with two levels. “Agree (1)”, and “Disagree (0)” were generated in SUSKILL21 categories with “Agree (1)” being the reference. If a participant responded with "Agree (1)" **Has the knowledge, skill and experience required to start a new business”** this essentially indicates the differences between has knowledge and skills to start a new business vs has not knowledge and skills to start a new business. If a participant responded with “Disagree (0)” regarding that" **Has the knowledge, skill and experience required to start a new business”** this essentially indicates the differences between has not knowledge and skills to start a new business vs has knowledge and skills to start a new business

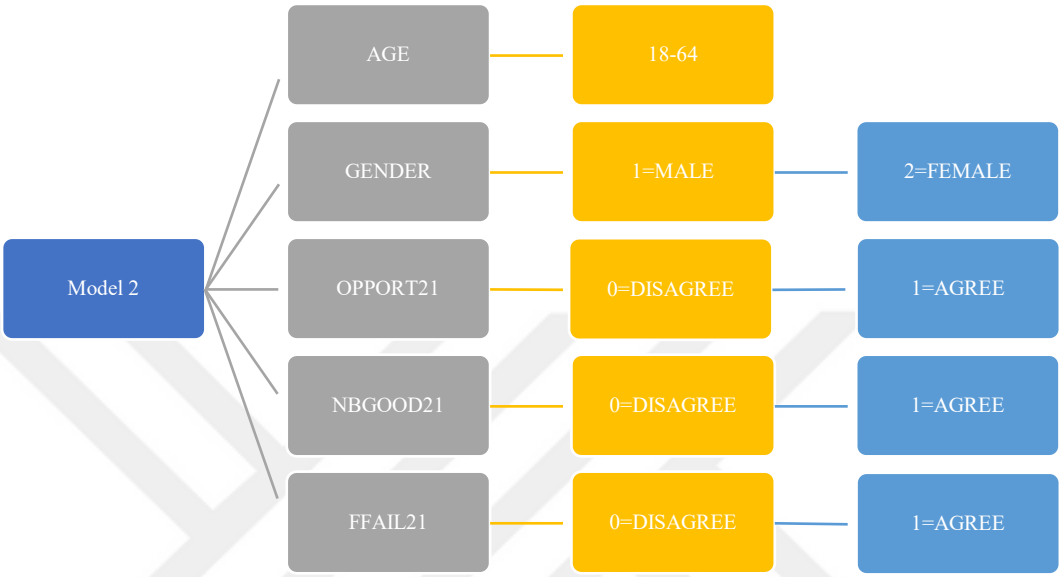
In EASYST21 categories have 2 variables with two levels. “Agree (1)”, and “Disagree (0)” were generated EASYST21categories with “Agree (1)” being reference. If a participant responded with "Agree (1) **“In your country, it is easy to start a business”** this essentially indicates the differences between agree vs disagree. If a participant responded with “Disagree (0)” regarding that **“In your country, it is easy to start a business”** this essentially indicates the differences between disagree vs agree.

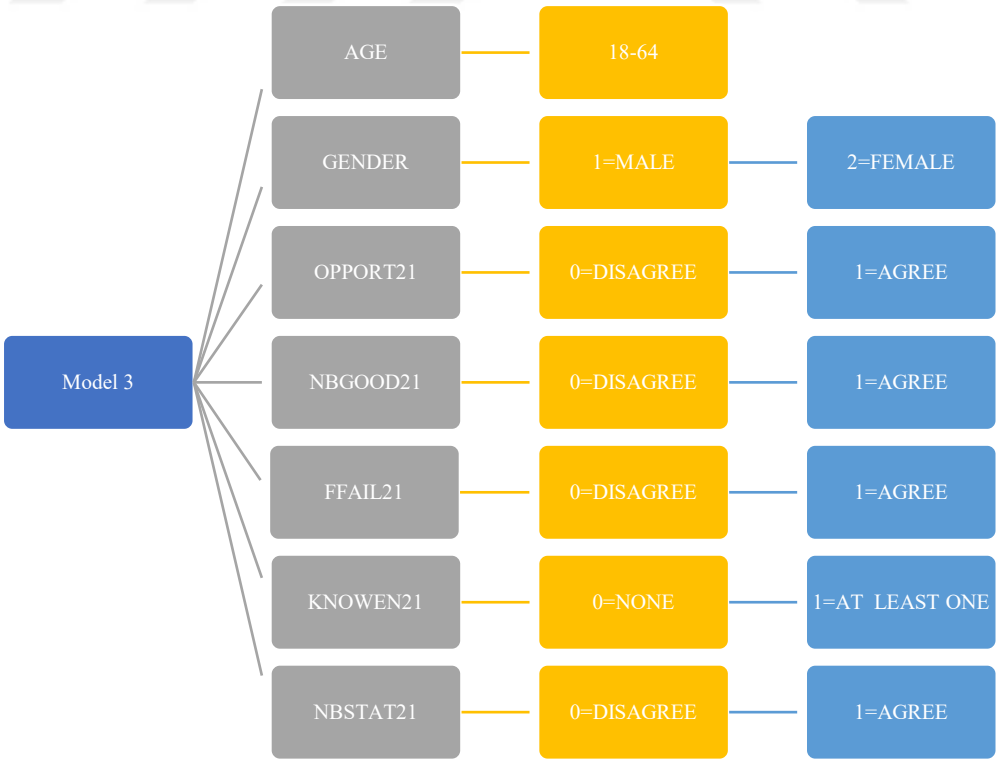
The data entry process of the hierarchical logistic regression analysis is presented in Figure 9.

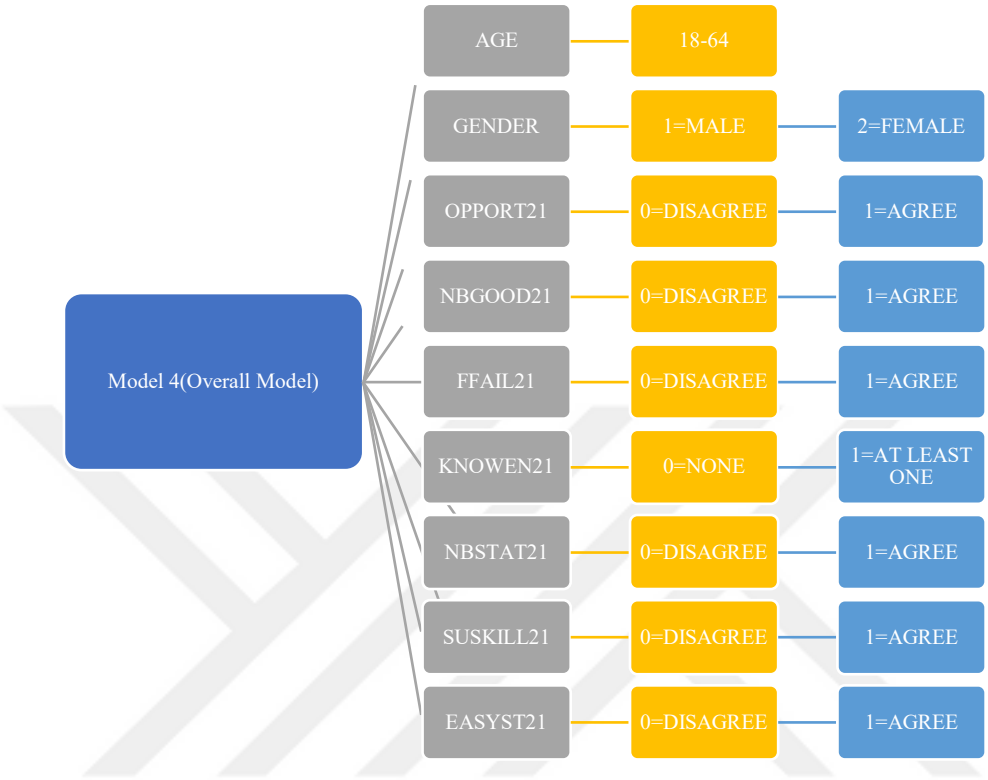
Figure 9: Model Building Process[1]



[1] The model-building process relies on analysis.


Model 2
AGE
18-64
GENDER
1=MALE
2=FEMALE
OPPORT21
0=DISAGREE
1=AGREE
NBGOOD21
0=DISAGREE
1=AGREE
FFAIL21
0=DISAGREE
1=AGREE


Model 3
AGE
18-64
GENDER
1=MALE
2=FEMALE
OPPORT21
0=DISAGREE
1=AGREE
NBGOOD21
0=DISAGREE
1=AGREE
FFAIL21
0=DISAGREE
1=AGREE
KNOWEN21
0=NONE
1=AT LEAST ONE
NBSTAT21
0=DISAGREE
1=AGREE



7.Data Results

The main objective of this section is to assess and analyze the findings, particularly in relation to the study question and hypothesis. This section includes ***findings of descriptive statistics*** and ***sequential binary logistic regression analysis*****.** This part includes **frequency table for the all variables, Omnibus test for the model and analysis of sequential logistic regression.**

The frequency table of variables and their analysis are shown below. [2]

[2] Based on the calculations, the frequency table for the variables is constructed.

7.1. Assessing the Frequency table

Table 11: Frequency table for the variables

GENDER	Male	1225	Valid Percentage	% 51.0
	Female	1179		% 49.0
AGE	The age distribution is 18-64.			
OPPORT21	Disagree	1267	Valid Percentage	% 68.6
	Agree	580		% 31.4
NBGOOD21	Disagree	597	Valid Percentage	% 32.9
	Agree	1216		% 67.1
FFAIL21	Disagree	1533	Valid Percentage	% 63.8
	Agree	871		% 36.2
KNOWEN21	None	1343	Valid Percentage	% 57.8
	At least one	981		% 42.2
NBSTAT21	Disagree	479	Valid Percentage	% 24.7
	Agree	1464		% 75.3
SUSKILL21	Disagree	763	Valid Percentage	% 40.3
	Agree	1132		% 59.7
EASYST21	Disagree	1498	Valid Percentage	% 73.5
	Agree	536		% 26.3
FUTSUP21	Disagree	1411	Valid Percentage	% 64.1
	Agree	789		% 35.9

Total sample size was =2404. In terms of the sample's demographics, 51% of the participants were male (f=1225) and 49% were female (f=1179). The age distribution of sample was 18-64. The majority of the participants' s ages were above the 30s.

According to the findings**,** 68.6% of the sample disagreed with the statement that they perceived **"good opportunities for starting a business within the next six months,"** according to the findings (f=1267). 31.4% of the sample agreed with the statement that they perceived **"good opportunities for starting a business within the next six months,"** according to the findings (f =580). The results indicate that the majority of the sample does not intend to start a business within the next six months.

According to the findings**.** % 32.9 of the sample disagreed with the statement of "**In your country, most people consider starting a new business a desirable career choice**," (f= 597 Also % 67.1 % of the sample agreed with the statement of "**In your country, most people consider starting a new business a desirable career choice**" (f=1216). The results indicate that the majority of the sample agrees that entrepreneurship is an admirable profession option.

According to the findings, % 63.8 of the sample disagreed with the statement of "**Would not start a business for fear it might fail" (**f=1533) According to findings, the majority of sample don't have fear of failure. % 36.2 of the sample agreed with the statement of "**Would not start a business for fear it might fail**" (f=871). The results show that the majority of the sample agrees that the fear of failure would not prevent them from establishing a new business**.**

According to findings, % 57.8 of the sample disagreed with the statement of "**How many people do you know personally who have started a business or become self-employed in the past 2 years?" (**f=1343). The results show that the majority of the sample agrees that they are not known with any entrepreneur personally. % 42.2 of the sample agreed with the statement of "**How many people do you know personally who have started a business or become self-employed in the past 2 years?" (**f=1343). The results show that %42.2 of the sample agrees that they are at least one personally knowing an entrepreneur.

According to findings, % 24.7 of the sample disagreed with the statement of' **In your country, those successful at starting a new business have a high level of status and respect" (**f=479). The results show that % 24.7 of the sample disagrees that being an entrepreneur is not associated with a high level of status and respect. % 75.3 of the sample agreed with the statement of' **In your country, those successful at starting a new business have a high level of status and respect" (**f=1464). The results show that % 75.3 of the sample agreed with an being entrepreneur is associated with a high level of status and respect. The majority of the sample believes that becoming an entrepreneur gives a high status and respect.

According to findings, % 40.3 of the sample disagreed with the statement of "**Has the knowledge, skill and experience required to start a new business"** (f=763). The results show that % 40,3 of the sample believes that they don't have the required skills and knowledge for the starting a new business. % 59.7 of the sample agreed with the statement of "**Has the knowledge, skill and experience required to start a new business" (**f=1132). The results show that % 59,7 of the sample believes that they have required skills and knowledge for starting a new business. The majority of the sample believes they have required skills and knowledge for starting a new business.

According to findings, % 73.5 of the sample disagreed with the statement of **"In your country, it is easy to start a business" (**f=1498). % 26.3 of the sample agrees with the statement of **"In your country, it is easy to start a business"** (f=536). The results show that % 26.3 of the sample believes starting a business in Turkey is easy. The majority of the sample believes starting a business in Turkey is challenging endeavor

According to findings, % 64.1 of sample disagreed with the statement of **"have an intention to starting business in the next 3 years "(**f=1411). % 35.9 of the sample agrees with the statement **"have an intention to starting business in the next 3 years "**(f=789). The results show that % 35.9 of the sample have an intention to start business in the next 3 years. The majority of the sample do not have any intention to start a business in the next 3 years.

7.2. Assessing the Models

Omnibus test for the model and their analysis are shown below.

Table 12: Omnibus Test for Model 1[3]

		Chi-square	df	p
Model 1	Step	25.66	2	<.001
	Block	25.66	2	<.001
	Model	25.66	2	<.001

In model 1, 1 dummy-coded variable (GENDER) and 1 continuous variable (AGE) were asses to how well affects the probability of future start up intention. Omnibus Test indicates that the dummy coded variable "Male (1)" and “Female (2)” significantly predict the outcome variable ($X^{2(1)}$=25.66, p<0.05) (Table 12).

[3] An omnibus test analysis was conducted using the SPSS 28.0 version.

Table 13: Omnibus Test for Model 2[4]

		Chi-square	df	p
Model 2	Step	18.896	3	<.001
	Block	18.896	3	<.001
	Model	44.563	5	<.001

For the second model, OPPORT21, NBGOOD21 and FFAIL21 were added as predictor variables. We check the Block chi-square to investigate the improvement of Model 2 over Model 1. That is, we investigate the change resulting from the addition of OPPORT21, NBGOOD21, and FFAIL21. As seen in Table 13, OPPORT21, NBGOOD21, and FFAIL21 are also significant predictor variables in contributing to the outcome variable ($\chi^{2(2)}$ =18.896, p<0.05) (Table 13).

[4] An omnibus test analysis was conducted using the SPSS 28.0 version.

Table 14: Omnibus Test of Model 3[5]

		Chi-square	df	p.
Model 3	Step	15.774	2	<.001
	Block	15.774	2	<.001
	Model	60.336	7	<.001

For the third model, KNOWEN21 and NBSTAT21 were added as predictor variables. We check the Block chi-square to investigate the improvement of Model 2 over Model 3. That is, we investigate change the resulting from addition of KNOWEN21 and NBSTAT21.As seen in Table 14, KNOWEN21 and NBSTAT21 are also significant predictor variables in contributing to the outcome variable.($\chi^{2(3)}$ =15.774, p<0.05) (Table 14)

[5] An omnibus test analysis was conducted using the SPSS 28.0 version.

Table 15: Omnibus Test for Overall Model[6]

		Chi-square	df	p
Model 4	Step	32.901	3	<.001
	Block	32.901	3	<.001
	Model	93.237	10	<.001

For the fourth model (overall), SUSKILL21 and EASYST21 were added as predictor variables. We check the Block chi-square to investigate the improvement of Model 3 over Model 4. That is, we investigate change the resulting from addition of SUSKILL21 and EASYST21. As seen in Table 17, SUSKILL21 and EASYST21 are also significant predictor variables in contributing to the outcome variable ($\chi^{2(4)} = 32.901$, p value<0.05). (Table 15)

The overall model was eventually finished. For the overall model completed, we checked model chi-square and p value as well. So, according to Model chi-square in Table 15, the overall model with ten predictors significantly predicts the outcome variable.($\chi^{2(5)} = 93.237$, p<0.05)

[6] An omnibus test analysis was conducted using the SPSS 28.0 version.

7.3. Assessing the Individual Variables

Table 16: Logistic Regression Analysis of Participants' Probability of future start up intentions. (N=2404)[7]

Variables in the Equation (overall model)							
		β	S.E.of β	Wald	df	p.	Odds Ratio
Step 1[a]	Gender	-.538	.185	8.444	1	.004*	.584
	Age	-.018	.008	5.378	1	.020*	.982
	Opport21(1)	.651	.212	9.428	1	.002*	1.918
	NBGOOD21(1)	-.054	.200	.072	1	.788	.948
	FFAIL21(1)	-.027	.185	.022	1	.883	.973
	KNOWEN21(1)	.483	.185	6.829	1	.009*	1.620
	NBSTAT21(1)	.322	.220	2.145	1	.143	1.380
	SUSKILL (1)	1.052	.194	29.384	1	<.001*	2.863
	Easyst21			1.100	2	.577	
	EASYST21 (1)	-.244	.233	1.100	1	.294	.783
	EASYST21 (2)	-20.935	27739.421	.000	1	.999	.000
	Constant	-.848	.384	4.870	1	.027*	.428

a. Variable(s) entered on step 1: Has the knowledge, skill, and experience required to start a new business, agree/disagree, In your country, it is easy to start a business, agree/disagree.

This section presents the characteristics of each predictor that are used for predicting the outcome variable. Table 16 contains the regression coefficients, Wald statistics, and odds ratios for each predictor. The table demonstrates that, out of the total 9 predictors, five of the predictor variables [Gender, Age, OPPORT21(1), KNOWEN21(1), SUSKILL21(1)) were Statistically significant except 4 predictor variables [NBGOOD21(1), FFAIL21(1), NBSTAT21(1) AND EASYSTART21(1)] were statistically insignificant in predicting the outcome variable. The results showed that[iii8]:

[7] Logistic Regression analysis was conducted using the SPSS 28.0 version.
[8]Logistic Regression Model builds on the regression analysis results.

Figure 10: Logistic Regression Equation of Model

$$P(FUTSUP) = -.848 + (-.538) * \text{GENDER} + (-.018) * \text{AGE} + (.651) * \text{OPPORT21}(1) + (-.054) * \text{NBGOOD21}(1) + (-.027) * \text{FFAIL21}(1) + (.483) * \text{KNOWEN21}(1) + (.322) * \text{NBSTAT21}(1) + (1.052) * \text{SUSKILL21}(1) + (-.244) * \text{EASYST21}(1)$$

In terms of Gender, the dummy variable Male (1) significantly predicts the probability of future start up intentions,($Wald\ \chi^{2(1)}$ =8.444, p=.004<0.05) and it is negative sign with the outcome variable. Since Male (1), compares to Female, this result means that the odds of future start up intention is .584 times less for females than males.

In terms of Age is continuous variable. Age is significantly predicting the probability of future start-up intentions, ($Wald\ \chi^{2(1)} = 5.378, \text{p} = .020 < 0.05$)and it is negative sign with the outcome variable. This means that the odds of future start up intention is 0.982 times less likely older than younger.

In terms of OPPORT21, the dummy variable Agree (1) significantly predicts the probability of future start up intentions,($Wald\ \chi^{2(1)} = 9.428, p = .002 < 0.05$) and it has positive sign with the outcome variable. Since Agree (1), compares to disagree, this result means that the odds of future start up intention is 1.918 times more likely for agree than disagree. In terms of NBGOOD21, the dummy variable Agree (1) does not significant for predicts the probability of future start up intentions. ($Wald\ \chi^{2(1)} = -072, p = .788 > 0.05$). In terms of FFAIL21, the dummy variable Agree (1) does not significant for predicts the probability of future start up intentions. ($Wald\ \chi^{2(1)} = -0.22, p = .883 > 0.05$).

In terms of KNOWEN21, the dummy variable At least one (1) significantly predicts the probability of future start up intentions,($Wald\ \chi^{2(1)} = 6.829, p = .009 < 0.05$) and it is positive sign with the outcome variable. Since at least one (1), compares to none, this result means that the odds of future start up intention is 1.620 times greater for at least one than none. In terms of NBSTAT21, the dummy variable Agree (1) does not significant for predicts the probability of future start up intentions. ($Wald\ \chi^{2(1)} = 2.145, p = .143 > 0.05$).

In terms of SUSKILL21, the dummy variable Agree (1) significantly the predicts the probability of future start up intentions($Wald\ \chi^{2(1)} = 29.384, p = 001 < 0.05$) and it is positive sign with the outcome variable. Since Agree (1), compares to agree and disagree, this result means that the odds of future start-up intention are 2.863 times greater for agree than disagree. In terms of EASYST21, the dummy variable Agree (1) does not significant for predicts the probability of future start up intentions. ($Wald\ \chi^{2(1)} = 1.100, p = .294 > 0.05$).

8. DISCUSSION

The variables have been organized to examine the research hypotheses according to the Theory of Planned Behaviour (TPB). This theory posits that an individual's behaviour is influenced by their attitude, subjective norms, and perceived behavioural control when adopting a behavioural change. Three variables were used to assess an individual's attitude toward entrepreneurship in this study (OPPORT21, NBGOOD21, FFAIL21). For this study, two variables were considered as subjective norms (KNOWEN21 and NBSTAT21). Two variables were assessed as perceived behaviour control (SUSKIL21 and EASYST21).

Attitude toward entrepreneurship refers to the degree to which a person has a favourable or unfavourable intention of starting a new venture. Three variables; opportunity recognition, entrepreneurship, a favourable career option and the fear of failure were used to assess an individual's attitude toward entrepreneurship in this study. An individual who perceives favourable business opportunities in their local area has a significant effect on the entrepreneurial intention; however, entrepreneurship as a viable career option and fear of failure has no impact on entrepreneurial intention to start a firm. Therefore, the study supports Hypothesis 2 only, indicating that a more positive attitude toward entrepreneurship significantly influences the intention to start a new firm, particularly in terms of opportunity recognition.

However, it challenges the assumption that perceptions of entrepreneurship as a career option and fear of failure do not affect entrepreneurial intention. NBGOOD21 and FFAIL21 were found to be no significant predictor but only one predictor variable (OPPORT21) has significant sign, these findings suggest that fostering an environment conducive to opportunity recognition may be more crucial in promoting entrepreneurship than merely emphasizing the desirability of entrepreneurship as a career choice or mitigating the fear of failure.

The concept of subjective norms in entrepreneurship, which refers to the social pressures individuals face when embarking on a new business venture. This study examines two specific variables related to subjective norms: personal connections with entrepreneurs (KNOWEN21) and the perception of entrepreneurship as a status symbol (NBSTAT21).

Firstly, the study finds that personal connections with entrepreneurs have a significant positive impact on the intention to start a business. This suggests that individuals who have direct relationships with entrepreneurs are more likely to feel encouraged or influenced by social pressures to start their own ventures. These personal connections may provide valuable support, advice, or inspiration, leading to a higher intention to pursue entrepreneurship.

On the other hand, the study does not find a significant impact of viewing entrepreneurship as a status symbol on the intention to start a business. This challenges the assumption that societal perceptions of entrepreneurship as a high-status endeavour directly influence individuals' intentions to become entrepreneurs. In other words, aspiring entrepreneurs may not necessarily feel compelled to start a business solely because of the perceived prestige associated with entrepreneurship.

In summary, the results indicate that subjective norms in entrepreneurship, particularly in terms of personal connections with entrepreneurs, positively influence the intention to start a new firm. The results showed that only one predictor variable (KNOWEN21) has a positive sign and is statistically significant, but NBSTAT21 was found to be no significant predictor. Therefore, the study supports Hypothesis 3 only, indicating that subjective norms in entrepreneurship, particularly in terms of personal connections with entrepreneurs, significantly influences the intention to start a new firm.

However, it challenges the assumption that the perception of entrepreneurship as a high-status pursuit directly affects entrepreneurial intentions. These findings suggest that personal relationships and connections with entrepreneurs play a more significant role in shaping entrepreneurial intentions than the mere status associated with entrepreneurship.

This study highlights the importance of perceived behavioural factors, specifically self-confidence and ease of starting a business, in entrepreneurship. The study examines two variables related to perceived behavioural control: individual self-efficacy (SUSKIL21) and perception of ease in starting a business (EASYST21).

The study's findings reveal that only one predictor variable, SUSKILL21 (individual self-efficacy), has a statistically significant positive impact on future entrepreneurial intention. This implies that individuals who believe in their ability to perform entrepreneurial tasks and overcome challenges are more inclined to express an intention to start a business. This aligns with the concept of self-efficacy, which refers to one's belief in their ability to accomplish specific tasks or goals. Hence, the results suggest that individuals with knowledge and experience in business are more likely to express an intention to start a business in the future. The results showed that only one predictor variable (SUSKILL21) has a positive sign and is statistically significant. Therefore, the study supports Hypothesis 4 only, indicating that perceived behavioural in entrepreneurship, particularly in terms of self-confidence significantly influences the intention to start a new firm.

Interestingly, the perception of ease in starting a business (EASYST21) is found to be non-significant in influencing future entrepreneurial intention. This suggests that individuals' perceptions of the ease or difficulty of starting a business may not directly impact their intention to pursue entrepreneurship in the future.

This study also showed that there are some significant gender and age differences in entrepreneurial intentions, with women and older individuals showing less inclination toward starting their own businesses compared to their male and younger counterparts, respectively. This finding underscores the influence of gender and age in shaping entrepreneurial aspirations. Generally, men may perceive fewer social and cultural barriers to entrepreneurship compared to women, leading to a higher propensity for startup intentions. Additionally, younger individuals may possess greater risk tolerance, fewer family responsibilities, and more openness to innovation, all of which can contribute to a stronger inclination toward entrepreneurial ventures.

By accepting Hypothesis 1, the study highlights the importance of considering demographic factors in understanding and fostering entrepreneurial intentions. It suggests that interventions and policies aimed at promoting entrepreneurship should be tailored to address the specific needs and challenges faced by different demographic groups. Furthermore, recognizing the differential impact of gender and age can guide efforts to promote diversity and inclusivity within entrepreneurial ecosystems.

9. CONCLUSION

This study is structured according to the Theory of Planned Behavior (TPB), a well-established psychological framework used to understand and predict human behavior, particularly in the context of behavioral change. TPB posits that an individual's behavior is influenced by three main factors: attitude, subjective norms, and perceived behavioral control.

Attitude toward Entrepreneurship:

Three variables are used to assess attitude in this study: OPPORT21, NBGOOD21, and FFAIL21. These variables likely measure different aspects of attitude, such as perceptions of business opportunities, the desirability of entrepreneurship as a career option, and fear of failure associated with entrepreneurship. According to TPB, a positive attitude toward entrepreneurship is expected to increase the likelihood of engaging in entrepreneurial behavior.

Subjective Norms:

Subjective norms are social influences or pressures perceived by individuals regarding a specific behavior. In this study, two variables, KNOWEN21 and NBSTAT21, are considered as subjective norms. KNOWEN21 likely reflects personal connections with entrepreneurs, while NBSTAT21 may represent societal perceptions of entrepreneurship as a status symbol. TPB suggests that subjective norms play a crucial role in shaping individual behavior by influencing perceptions of social approval or disapproval regarding the behavior.

Perceived Behavioral Control:

Perceived behavioral control refers to individuals' beliefs about their ability to perform the behavior in question. Two variables, SUSKIL21 and EASYST21, are assessed as perceived behavior control in this study. These variables likely measure individuals' perceptions of their skills and the ease of starting a new venture. According to TPB, perceived behavioral control directly influences behavioral intentions and behaviors themselves, with higher levels of perceived control leading to greater likelihood of engaging in the behavior.

This study also showed that e there are some significant gender and age differences in entrepreneurial intentions, with women and older individuals showing less inclination toward starting their own businesses compared to their male and younger counterparts, respectively.

This study delved into the intricate dynamics of entrepreneurial intentions by analyzing various factors through the lens of the Theory of Planned Behavior (TPB). Through an examination of demographic variables, attitude toward entrepreneurship, subjective norms, and perceived behavioral control, the study provides valuable insights into the predictors of future startup intentions.

The findings underscore the multifaceted nature of entrepreneurial decision-making. While personal connections with entrepreneurs were found to positively influence startup intentions, perceptions of entrepreneurship as a status symbol did not significantly impact individuals' intentions. Moreover, while individual self-efficacy emerged as a significant predictor of entrepreneurial intentions, the perception of ease in starting a business did not demonstrate a significant effect. By considering attitudes, subjective norms, and perceived behavioral control, the study can offer insights into the complex interplay of psychological factors that drive individuals' decisions to start a new venture.

Additionally, the study highlighted the influence of demographic factors, such as gender and age, on entrepreneurial aspirations. Accepting Hypothesis 1 emphasized the importance of considering these demographic variables in crafting policies and interventions aimed at promoting entrepreneurship. Understanding the differential impact of gender and age can inform strategies to foster inclusivity and diversity within entrepreneurial ecosystems.

Based on these findings, several recommendations can be made to support aspiring entrepreneurs and cultivate a vibrant entrepreneurial environment. Firstly, initiatives should be developed to strengthen personal connections with entrepreneurs, as these relationships can provide valuable support and encouragement for aspiring entrepreneurs. Secondly, efforts to enhance individual self-efficacy through training, mentorship, and skills development programs can empower individuals to pursue entrepreneurial ventures with confidence. Additionally, policies and programs aimed at reducing gender disparities and addressing the specific needs of different demographic groups can promote greater diversity and inclusivity within the entrepreneurial landscape.

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