

# Entrepreneurial Intentions of Students in the University of Energy and Natural Resources, Ghana: Does Personality Trait Matter?

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## Abstract

Expanding entrepreneurial activity in an developing economy begins with an objective to foster innovation, wealth creation, industrialisation and job creation. This paper, therefore, examined how personality traits moderate the effect of behavioural control and perceived attitude on entrepreneurial intentions of 350 entrepreneurship students from the University of Energy and Natural Resources, Ghana. Structural equation modelling (SEM) was employed in analyzing the field data. The results revealed that personality traits do not significantly moderate the relationship between behavioural control, entrepreneurial attitude and students entrepreneurial intentions. However, perceived entrepreneurial attitude and behavioural control contribute significantly to students entrepreneurial intentions. The study recommends policymakers and other stakeholders to foster entrepreneurship among university students to address the massive job inequalities in a developing nation like Ghana.

## Keywords

entrepreneurial intention; theory of planned behaviour; perceived entrepreneurial attitude; social norm; perceived behavioural control; youth unemployment, personality traits.

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## 1. Introduction

Addressing the unemployment menace is a pertinent issue in developed, developing, and underdeveloped countries. For instance, in 2021, the global unemployment rate was estimated at 6.5 per cent and 10.6 per cent, specifically in Africa (International Labour Organization, 2022). The rate of unemployment for some developing economies within the Sub-Saharan region in 2020 was 24.9, 9.7, 8.3, 5.7 and 4.7 per cent for Botswana, Nigeria, Angola, Kenya and Ghana (The World Bank, 2021). The International Labour Organisation (2016) projected that about 71 million youths worldwide were without a job. The cost of young unemployment to economic and social development is projected to be quite substantial. It fosters the inter-generational cycle of poverty and is sometimes related to greater crime, violence, civil unrest, drug misuse and the emergence of political extremism. Furthermore, due to global economic hardships and some unforeseen challenges, securing a formal employment after school is no longer assured or guarantee (Denayoh, Adjei & Nyemekye, 2015).

Entrepreneurial activities within a nation have the potential to positively contribute to the nation's economic

progress, industrialisation and employment (Paul & Shrivastava, 2015). In addition, entrepreneurial activities can decrease unemployment in developing and emerging countries, particularly among young students and graduates. Ghana has a high youth unemployment rate, particularly prominent among young graduates. For instance, in Ghana, Baah-Boateng (2015) and Zakaria, Adam and Abujaja (2014) noted that graduate unemployment increased by 25.3% from 1987 to 2011. The current state of youth joblessness is largely due to entrepreneurial unawareness and skills set of young people. Another factor contributing to the high rate of youth joblessness is the significant dependence on government.

Entrepreneurship is often viewed as an important economic instrument available to every growing economy (Kumasaru & Kumara, 2016). Omoruyi, Olamide, Gomoemo and Donath (2017) noted that entrepreneurship is a variable that directly or indirectly influences a country's economy: it has a significant part in determining the economic landscape. Entrepreneurship is a piece of machinery that drives economic progress. It is viewed as a catalyst for expanding productive activities and their encouragement in every sector of the global economy. Therefore, entrepreneurship is a strategic and critical element in a country's growth. In addition, entrepreneurship is a mechanism that is used to encourage young graduates to engage in self-employed work.

In realising the vital role of entrepreneurship among the youth and entrepreneurial students, the Government of Ghana launched GhC 100 billion CARES Programme in 2020. The initiative aims to stabilise, reinvigorate and reform Ghana's economy to create employment and wealth for Ghanaians over three years (Ministry of Finance, 2021). Understanding the elements that influence students' entrepreneurial goals can assist the government in attracting more entrepreneurs and correcting misconceptions. Students in the university are well trained and equipped with skills and competences that are needed in the 21st century. As such graduates are expected to be entrepreneurial and financially sound after school. However, in developing economies, such as Ghana's, this is not the case as the country is bedeviled with high rates of graduate unemployment (Denayoh, Adjei & Nyemekye, 2015). Data from developing economies like Ghana remain scant despite the wealth of existing research on entrepreneurial intention. Most entrepreneurial research has concentrated on developed nations (Nowinski & Haddoub, 2019; Hsu, Wikluud, & Cotton, 2017; Camelo-Ordaz, Diáñez-González, & Ruiz-Navarro, 2016; Nabi & Linan, 2011). As a result, research on a developing country is sparse.

What contributes to the widening of this research gap is the over-concentration of technical and private universities at the expense of public universities. The study addresses this context gap by focusing on the University

of Energy and Natural Resources, Sunyani, because it offers a four-year curriculum programme on entrepreneurship and enterprise management. This study, therefore, examines how personality traits moderate the relationship between behavioural control, perceived attitude and students' intent of students. According to Abiodun, Isaac and Titilayo (2017), intentionality predicts entrepreneurial behaviour, and intentionality is based on perceptive mindset, which aims to describe human action. This study's primary premise is the belief that the university environment fosters the development of entrepreneurial activities which are critical to the national economic development. Thus, it is necessary to detect, motivate, and support students' entrepreneurial ambitions since entrepreneurs are developed in a supportive environment.

After studying the extant literature, the researchers complemented the theory of planned behaviour with personality traits as a model for this study as recommended by (Nowinski & Haddoub, 2019; Salami, 2019). Yazdanpanah and Farouzani (2015) further suggested the addition of an ancillary construct to improve the prediction ability of the theory. TPB was employed due to its capacity to describe human attitudes toward a behaviour. Additionally, entrepreneurship is a deliberate behaviour that cannot be developed without careful planning (Jena, 2020). Ajzen (1991) intimated that attitudes toward a behaviour, perceived behavioural control and subjective norms can all be used to predict intentions to engage in specific behaviours. Using SEM, this paper envisages that personality traits significantly moderate the relationship between behavioural control, perceived attitude and students' intents. This study contributes to knowledge by establishing a framework for solving graduate unemployment in an emerging economy by identifying individuals or students with an entrepreneurial mindset and the capacity to cause a paradigm shift. Obschonka, Silbereisen and Schmitt-Rodermund (2012) stress that entrepreneurship provides a platform for young people to cope with widespread unemployment and social vices.

The study supports the Government of Ghana's attempts to combat youth unemployment through a variety of entrepreneurial policies and programmes. Among the programmes to curb the increasing unemployment are the National Entrepreneurship and Innovation Programme, and the Ghana CARES (Obaatan pa) programme. These programmes are designed to develop young Ghanaians' entrepreneurial abilities by offering startup funds and technical assistance to launch enterprises. The prior discussions emphasise the reasons to examine how personality traits moderate the relationship between behavioural control, perceived attitude, social norms and students' entrepreneurial intentions. However, no extensive study has been conducted among university students within the context of a public university that offers a 4-year degree programme in entrepreneurship and enterprise manage-

ment to ascertain their entrepreneurial goals. This study aims to bridge the gap in literature and practice. The remaining sections are organised as follows: literature review is captured in Section two. Section three outlines the study methods. Data analyses and research findings are documented in Section four, Section five details the study findings. Finally, the overall conclusions, implications and recommendations regarding these results are presented in Section six.

## 2. Literature Review

### 2.1 Theory of planned behaviour

Ajzen's theory of planned behaviour (TPB) alludes to a set of behaviours associated with a certain amount of planning (Aloulou, 2016; Rueda, Moriano, & Liñán, 2015). Such action can be anticipated by the intention to embrace that behaviour. These intentions are described by the subject's attitudes, perception of behavioural control and norms. The inception of this theory resulted from the criticism of the theory of reasoned action which posits that behaviour would be adopted when there is a positive attitude toward it and the existence of social norms to support it (Bazan, Datta, Gaultois, Shaikh, Gillespie & Jones et al., 2019). Combining these two variables enhanced the predictability of many behaviours. However, perceived behavioural control is a third factor in expanding the factors. The theory of planned behaviour (TPB) suggests that three elements determine intentions (Aloulou, 2016; Rauch & Hulsink, 2015). These determinants of intention include attitude towards the behaviour, perceived behavioural control and social norm. The more constructive the, social norm, attitude and perceived behavioural control, the more grounded the person intends to accomplish the behaviour under consideration (Bazan et al., 2019; Ambad & Damit, 2016).

### 2.2 Personality trait and entrepreneurial intentions

Personality qualities have a crucial influence in shaping an individual's behaviour (Tran & Von Korflesch, 2016). Literature provides that personality attribute is a predictor of a person's intent to set up a business (Farrukh, Ying, & Mansori, 2016; Khan & Ahmed, 2011). Previous studies have identified a favourable correlation between personality factors and entrepreneurial intent (Zhao & Seibert, 2006). However, significant findings of prior studies have been proven conflicting. For example, research (Zhao & Seibert, 2006) showed personality features as a strong indication of entrepreneurial intentions.

Furthermore, the study (Krueger & Carsrud, 1993) indicated that a person who selects entrepreneurship as a vocation is different in personality qualities than choosing the job in an organisation. Krueger, Reilly and Carsrud (2000) intimated that the most widely employed personality qualities are desire for accomplishment and risk-taking tendency. Individuals with a strong achievement need

and personality qualities are never happy with their performance and are always looking for ways to improve. Substantial research has indicated that persons with a strong desire for achievement are more attracted to entrepreneurship than those with less need for achievement (Entrialgo et al., 2000; Begley & Boyd, 1987; DeCarlo & Lyons, 1979).

Another critical personality feature is a locus of control, viewed as an individual perceived power to affect his/her life situations (Hisrich, Langan-Fox & Grant, 2007). Locus of control is conceptualised in two forms, namely; internal and external; the former is related to an individual's self-efficacy to affect results and later deals with effect of external factors on outcomes. For example, literature suggests that internal locus of control plays a crucial role in starting a business (Entrialgo, Fernández & Vázquez, 2000; Mazzarol, Volery, Doss & Thein, 1999). Tendency to take risks is another significant personality characteristic. It is characterised as a person's inclination to participate in a challenging situation and entrepreneurship is seen as one of such risky occurrences. Studies have demonstrated that people with risk-taking tendency have a more significant need to participate in entrepreneurship (Hmieleski & Corbett, 2006).

### 2.3 Personality traits and attitudes toward entrepreneurship

Fini, Grimaldi, Marzocchi and Sobrero (2012) argued that motivational and emotional factors, conceptualised as psychological traits, have been discovered as important elements to three major theoretical traditions: functional perspective, reinforcement perspective and the cognitive consistency viewpoint. Fini et al. (2012) maintains that when people believe they will be exposed to an event, they engage in cognitive process to assess the ability to cope with it. This they do by alternating their attitudes and developing a favourable or unfavourable behaviour toward it, similar to how the theory of planned behaviour describes it. Furthermore, prior studies have associated achievement, internal personal control and internal locus of control with entrepreneurial attitudes (Luthje & Franke, 2003; Hatten & Ruhland, 1995; Robinson et al., 1991).

The willingness to take risk indirectly influence a person's entrepreneurial intent through the attitude towards entrepreneurship (Luthje & Franke, 2003). It was also observed that attitude toward entrepreneurship has a moderating influence on risk-taking inclination with entrepreneurial intentions (Fini et al., 2012). In this regard it is hypothesised that personality traits toward entrepreneurship have a moderating function in linking perceived attitude and entrepreneurial intentions. This implies a rise in entrepreneurial intentions with an improvement of risk-taking inclination and drives for accomplishment. Thus, the study postulates the following hypothesis:

*H<sub>1</sub>. Personality traits significantly moderate the relationship between perceived entrepreneurial attitude and intentions*

## 2.4 Personality traits and perceived behavioural control

Some studies have predicted that personality traits impact the association between behavioural control and entrepreneurial intent. Nevertheless, demand for accomplishment promotes self-confidence and competence to cope with adverse conditions (Tran & Von Korfflesch, 2016). Hence, it is said that a rise in a drive toward success would increase one's confidence to commence a commercial activity, which promotes a more admirable entrepreneurial intentions. Consequently, Kiviluoto, Brännback and Carsrud (2011) study established an association between the need for achievement and entrepreneurial self believe. The locus of control is a person's perception of his or her power over life's occurrences while external locus of control proponents exhibit lower self-believe and consider efforts worthless (Bandura, 1977).

It is noted that a person contemplating starting a new business feels that one can manage the environment via the skills acquired, and the consequence of the actions would depend only on the talents possessed. Hence, the person with a sense of internal locus of control tend to worry less and confident of finishing the intended activity. The entrepreneurship literature has addressed the correlation of risk-taking with perceived behavioural control. According to Zhao et al. (2005), risk-taking inclination relies on the perspective of a person regarding his or her psychological status. Persons with greater risk-taking dispositions deal with risky situation such as starting a business. It is envisaged that personality traits play a moderating effect through perceived behavioural control and entrepreneurial intentions. Personality qualities raise perceived behavioural control elements of people, which aids in improving behavioural intents. Personality qualities impact the link between intentions and perceived behavioural control indirectly (Obschonka et al., 2012). Thus, following the above arguments, it is hypothesised that:

*H<sub>2</sub>. Personality traits significantly moderate the relationship between perceived behavioural control and entrepreneurial intentions*

## 3. Materials and Method

### 3.1 Profile of study area

The Act of Parliament, Act 830, 2011 established the University of Energy and Natural Resources (UENR) starting with Sunyani and Dormaa campuses. The university is currently operating with a total students population of 10,221 and a workforce of 835. The University have a land size of 184.74 acres, which is approximately

45,714 square kilometres (UENR, Vice-Chancellor's Report, 2021). UENR is a public institution mandated to offer leadership in energy and natural resources. The university has a special way in approaching programmes and research. Much emphasis is placed on interdisciplinary collaboration in include management, entrepreneurship, enterprise management, technology, economics and engineering issues that affects the exploration, management and accounting of energy and natural resources.

The University is quickly gaining a reputation for producing qualified students in the fields of natural resources and energy. Students are well trained and fortified with the competencies needed in the field of entrepreneurship. Accordingly, the university imbibes the entrepreneurial mindset required to function effectively and efficiently as an entrepreneur. Given the university's vision, mission, and core objectives to facilitate students' entrepreneurial spirit and attitude, the university serves as an ideal setting to understand whether personality traits moderate the relationship between perceived behavioural control, entrepreneurial attitude and entrepreneurial intentions of students.

### 3.2 Study Methods

The exploratory research design was employed by the researchers to examine the how personality traits moderate the relationship between perceived behavioural control, entrepreneurial attitude and entrepreneurial intentions of students. The quantitative research method was adopted. Questionnaires were designed and employed in data collection. The data was duly collected from 350 university students. Respondents for the study were selected using the simple random sampling technique. Shinnar, Giacomini and Jansen (2012) posits that using students as sample for a study about entrepreneurial intention is appropriate, this is because students have a high tendency in facing immediate career choices and for them to select entrepreneurial career as a path is a viable alternative. Also, relying on students sample varies in entrepreneurial intentions and attitudes. Before the administration of the questionnaire, students were informed about the study's objectives and assured of anonymity and confidentiality. Out of the three hundred and sixty questionnaires that were distributed, 350 were successfully completed and retrieved, giving a response rate of 97%. The study's main variables were perceived attitude, behavioural control, social norms and entrepreneurial intentions. The independent variables were perceived attitude, behavioural control and social norms. Personality trait was the moderating variable and entrepreneurial intention as the dependent variable.

This study used items from previous TBP studies (e.g. Greene & Saridakis, 2008; Krueger, Reilly & Carsrud, 2000; Chen, Greene & Crick, 1998) in measuring the constructs due to their construct reliability and validity. Also considering the relevance of it to the purpose of

this study (Newman et al., 2019). The Likert scale was adapted in measuring the main variables as employed by previous researchers (e.g. Jena, 2020; Salami, 2019). The data collected were processed and analysed with IBM SPSS version 23 and Smart PLS. According to Hair, Hull, Ringle & Sarsted (2014), SEM is a tool that gives the most appropriate and efficient estimation technique for a set of multiple regression equations that are estimated at the same time. Because it allows for the use of multi-item latent variables for an independent or dependent variable, structural equation modeling was considered the most viable technique for this study. SEM also provides the benefit of correcting measurement mistakes, which are common in some studies. SEM (structural equation modeling) is a statistical tool for testing hypotheses about the relationships between observed and unobserved variables. It integrates two statistical methods of factor analysis and path analysis according to Hair et al., (2016).

### 4. Results

The results include a description of respondents’ demographic information as well as an examination of how personality traits moderate the relationship between perceived behavioural control, entrepreneurial attitude and entrepreneurial intent of students.

#### 4.1 Respondents’ demographic characteristics

Respondents’ demographic characteristics such as sex, age range, personality traits and experience in any business were reported. The study employed a closed-ended questionnaire to categorise respondents’ demographic characteristics. The results showed that majority 57.6% of the respondents are males, whileas 42.4% are females. The students average age was around 24.3 years. For the respondents’ personality traits, 30% indicated openness. This was followed by 29.3% of the respondents who indicated agreeableness as their personality traits. About 14.3% affirmed extraversion. The majority, 66.4% of the respondents, stated in the affirmative that they have some experience in business ventures. In comparison, 33.6 per cent suggested that they do not have any experience in the business.

#### 4.2 Measurement model

The hypotheses were tested by analysing the PLS-estimated path coefficient’s direction, strength, and level of significance (gammas). Structural Equation Modelling results must first pass a set of reliability and validity tests before they can be trusted. The construct validity was investigated using the convergent and discriminant validity tests.

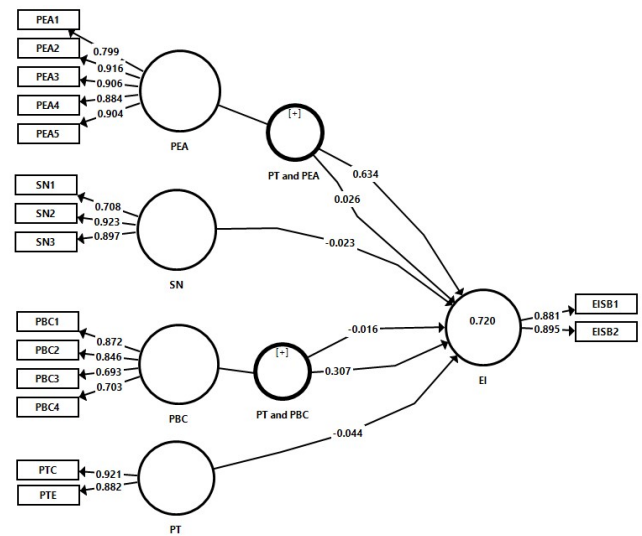


Figure 1. Model test (n = 350)

#### 4.3 Reliability

Five factors from perceived entrepreneurial attitude (PEA6 = -0.073, PEA7 = 0.416, PEA8 = 0.256, PEA9 = 0.625, PEA10 = 0.622), six factors of perceived behavioural control (PBC5 = 0.631, PBC6 = 0.630, PBC7 = 0.429, PBC8 = 0.487, PBC9 = 0.499, PBC10 = 0.455), six factors of social norm (SN5 = 0.628, SN6 = 0.512, SN7 = 0.543, SN8 = 0.487, SN9 = 0.478 and SN10 = 0.404) and three factors of personality traits (PTA = 0.440, PTN = 0.467, PTO = 0.508), were reported with substandard factor loadings (<0.67), when the loadings were examined and therefore eliminated. The composite factor reliability coefficients for all the constructs range from 0.862 to 0.946 (Hair et al., 2016).

#### 4.4 Convergent validity

The average variance extracted values ranged from 0.613 to 0.813, indicating that the convergent validity conditions were met. The values indicate that the scale employed had convergent validity. Table 1 presents the factor loadings, composite reliability, and Average Variance Extracted (AVE) values derived by PLS.

**Table 1.** Factor Loadings, Constructs Reliability and AVE

Variables	Factor Loadings	Composite reliability	AVE
Perceived entrep. Att.		0.946	0.779
PEA1	0.799		
PEA2	0.916		
PEA3	0.906		
PEA4	0.884		
PEA5	0.904		
Social norm		0.884	0.72
SN1	0.708		
SN2	0.923		
SN3	0.897		
SN4			
Perceived beh. control		0.862	0.613
PBC1	0.872		
PBC2	0.846		
PBC3	0.693		
PBC4	0.703		
Personality Traits		0.897	0.813
PTC	0.921		
PTE	0.882		
Entrep. intentions		0.882	0.788
EISB1	0.881		
EISB2	0.895		

**4.5 Discriminant validity**

Discriminant validity was determined using the Fornell-Larcker criterion. It compares the latent variable correlations to the square root of the AVE values. The square root of each construct’s AVE, according to Hair et al. (2016), should be higher than its strongest association with any other construct. The square root of the AVEs is greater than the squared correlations for all constructs, demonstrating discriminant validity. Because the items load more strongly on their own than others, the results in the Table indicate acceptable discriminant validity.

**Table 2.** Results Summary for Reflective Outer Models

	EI	PBC	PEA	PT	SN
EI	<b>0.888</b>				
PBC	0.693	<b>0.783</b>			
PEA	0.813	0.624	<b>0.883</b>		
PT	-0.071	0.003	-0.047	<b>0.902</b>	
SN	0.455	0.363	0.579	-0.02	<b>0.848</b>

EI – entrepreneurial intentions, PBC – perceived behavioural control, PEA – perceived entrepreneurial attitude, PT – personality traits, SN – social norm,

**4.6 Structural model analysis**

The hypothesised path coefficients, “T” values, are presented in Table 3. The study used a questionnaire that was carefully designed after evaluating various pieces of literature on the subject to measure five latent variables on entrepreneurial intention. The values in Figure 1 and Table 3 show that perceived entrepreneurial attitude is the most significant contributor (63%) in explaining students intention variations. This is followed by perceived

behavioural control (31%). However, social norms and students’ personality traits disclosed an insignificant relationship with entrepreneurial intent. The model explains 72% of variability in entrepreneurial intention of students, which is higher than that of Trivedi’s (2016) study which reported a variability of 69%.

**4.6.1 H<sub>1</sub>: Moderating role of personality traits on the relationship between perceived entrepreneurial attitude and students’ entrepreneurial intentions**

Research hypothesis one determined whether personality traits significantly moderate the relationship between perceived entrepreneurial attitude and students intentions. Examining the nature of the interaction outcome of personality traits on the influence of perceived entrepreneurial attitude on students’ entrepreneurial intentions showed that personality traits had a positive significant influence (t = 13.274; p = 0.000) on university students’ entrepreneurial intentions (Table 3). From Table 3, personality traits had an insignificant influence on students’ entrepreneurial intentions (t = 1.325, p = 0.186), and thus indicate that students’ personality traits do not significantly influence university students’ entrepreneurial intentions. Personality traits do not significantly moderate that relationship between perceived entrepreneurial attitude and students’ entrepreneurial intentions (t = 0.469, p = 0.639). This implies that students’ personality traits do not significantly influence perceived entrepreneurial attitude on students’ entrepreneurial intentions. Therefore, hypothesis one was not supported.

**Table 3.** Path Coefficients along with their Bootstrap Values, “T” values for H<sub>1</sub>

	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
PEA -> EI	0.634	0.632	0.048	13.274	0.000
PT -> EI	-0.044	-0.045	0.033	1.325	0.186
PT, PEA -> EI	0.026	0.032	0.055	0.469	0.639

PBC – perceived behavioural control, PEA – perceived entrepreneurial attitude, PT – personality traits, SN – social norm, EI – entrepreneurial intentions

**4.6.2 H<sub>2</sub>: Moderating role of personality traits on the effect of perceived behavioural control on students’ entrepreneurial intentions**

Hypothesis two aimed to ascertain whether personality traits significantly moderate the relationship between perceived behavioural control and entrepreneurial intentions. Examining the nature of the interaction effect of personality traits on the influence of perceived behavioural control on students’ entrepreneurial intentions revealed that perceived behavioural control had a positive significant influence (t = 5.967, p = 0.000) on university students entrepreneurial intentions (Table 4). Personality traits had an insignificant effect on university students’ entrepreneurial intentions (t = 1.325, p = 0.186). Personality traits do not significantly moderate the relationship

between perceived behavioural control and students' entrepreneurial intentions ( $t = 0.325$ ,  $p = 0.746$ ) hence hypothesis two is rejected.

**Table 4.** Path Coefficients along with their Bootstrap Values, "T" values for  $H_2$

	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
PBC -> EI	0.307	0.304	0.051	5.967	0.000
PT -> EI	-0.044	-0.045	0.033	1.325	0.186
SN -> EI	-0.023	-0.022	0.036	0.648	0.517
PT, PBC -> EI	-0.016	-0.017	0.05	0.325	0.746

PBC – perceived behavioural control, PEA – perceived entrepreneurial attitude, PT – personality traits, SN – social norm, EI – entrepreneurial intentions

## 5. Discussion

This present study investigated how personality traits moderate the relationship between perceived behavioural control, attitude and entrepreneurial intent of university entrepreneurship students from a public university in Ghana.

### 5.1 Perceived entrepreneurial attitude towards entrepreneurial intentions: Moderating role of personality traits

The study envisioned that personality traits would moderate the relationship between perceived entrepreneurial attitude and students' entrepreneurial intentions. The empirical testing did not find this relationship. The study hypothesis one did not support the moderating role of personality traits on the relationship between perceived entrepreneurial attitude and students' entrepreneurial intentions. This implies that personality traits do not significantly moderate perceived entrepreneurial attitude's influence on students' entrepreneurial intentions. The finding did not support previous studies (Luthje & Franke, 2003; Hatten & Ruhland, 1995), which linked personality traits with entrepreneurial attitudes. The disposition to take risks have been shown to impact an individual's entrepreneurial ambitions indirectly.

Fini et al. (2012) also found that attitude toward entrepreneurship has a moderating effect on risk-taking tendency with entrepreneurial intent. Students perceived entrepreneurial attitude positively influences entrepreneurial intentions among students who pursue entrepreneurship courses in the university. This finding aligns with previous literature (Bandura, 2002), which reveals perceived entrepreneurial attitude significantly explain entrepreneurial intentions. According to Buli and Yesuf (2015), attitude toward entrepreneurship has a favourable statistical impact on entrepreneurial inclinations among university students. Also, Trivedi (2016), study revealed a strong link between perceived entrepreneurial attitude and entrepreneurial intent.

### 5.2 Perceived behavioural control towards entrepreneurial intentions: Moderating role of personality traits

The study showed that the personality traits do not significantly moderate the relationship between perceived behavioural control and entrepreneurial intentions. Hence, the moderating role of personality traits on the influence of perceived behavioural control on entrepreneurial intentions was not corroborated; thus, hypothesis two was not supported. This implies that personality traits do not amplify perceived behavioural control on students' entrepreneurial intentions. This finding does not corroborate Obschonka et al. (2010) study which concluded that personality traits could indirectly influence entrepreneurial intentions through perceived behavioural control. Zhao et al. (2005) study averred that risk-taking tendency depends on an individual's perception regarding the psychological state. Persons with more risk-taking tendencies are more likely to cope with risky conditions, like establishing a business. Therefore, it can be said that personality traits can have a moderating role in relating perceived behavioural control with entrepreneurial intentions. These personality traits boost students' perceived behavioural control factors, which helps enhance behavioural intentions.

Perceived behavioural control significantly impacts entrepreneurial intentions of students. This finding supports previous studies (Liñan, 2011; Varadarajan, Majumdar, & Gallant, 2010; Krueger, Reilly, & Carsrud, 2000), which highlight that students who have solid entrepreneurial intentions to become entrepreneurs are likely to possess a high sense of confidence to carry out entrepreneurial activities. The findings further support Liñan and Chen (2009) study, which revealed that perceived behavioural control have significant influence in measuring intentions to start a business.

## 6. Conclusion

This study examined the applicability of the TPB model in the Ghanaian context to investigate how personality traits moderate the relationship between perceived behavioural control, attitude and entrepreneurial intentions of students in a public university. Concerning research hypothesis one, it is concluded that personality traits do not significantly affect the relationship between perceived entrepreneurial attitude and students' entrepreneurial intentions. However, perceived entrepreneurial attitude has a statistically significant impact on students' entrepreneurial intentions. This implies that there is a high entrepreneurial intention among students when it comes to establishing a business. This further shows that the influence of attitudes on intention is significant for increasing entrepreneurial intention. This finding implies that practical strategies should be fused in the entrepreneurship curriculum run by the university to promote students' attitudes towards job creation. It can be concluded that

if academic institutions emphasise entrepreneurial training, students will be in a better position equipped with the needed competencies and attitudes to establish and operate a business.

The study concluded that personality traits do not significantly affect the influence of perceived behavioural control on students' entrepreneurial intentions; hence, research hypothesis two is not supported. Although the study recommends several practical interventions and techniques to improve students' perceived behavioural control, previous research has shown that entrepreneurship education can influence perceived behavioural control. As a result, when developing the curriculum, entrepreneurial role models should be addressed. They can boost students' confidence to start a new enterprise by providing them with valuable experience. Furthermore, some experts believe that qualities like the urge for achievement and the willingness to take risks can be formed and modified through time.

The students perceived that some social norms affect their entrepreneurial intentions. The perceived fear of failing when one starts a business implies that not much attention will be given to nurturing one's own business because of high societal expectations. Entrepreneurship is a valuable tool that should be fostered among students to cope with today's demanding lifestyle and hectic needs. One of the most prominent features of entrepreneurial ventures is that they can absorb more employees. The entrepreneurial projects will effectively reduce the rising unemployment, which negatively affects economic stability and growth.

The theory of planned behaviour model can be employed to plan and prioritise resources to provide the necessary support. This assistance would enhance university students' entrepreneurial potential. As a result, students will have a better understanding of entrepreneurial activity and will be better able to achieve their professional goals. Because today's youth are seen as potential future entrepreneurs, and for this reason must be motivated and assisted in order to help the country achieve its aims by supporting entrepreneurship and creating suitable employment opportunities. As a result, identifying the elements that influence university students' entrepreneurial intents will help to develop the field of entrepreneurship among Ghana's youth. The study recommends that public universities and other institutions of higher learning should create linkages with successful entrepreneurs/mentors and venture capitalists and create a conducive environment in hosting different pieces of training workshops. This will go a long way to boost students' perceived behavioural control.

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