

Investigating the Role of Entrepreneurship Education and Individual Entrepreneurial Orientation on Entrepreneurial Intention in the Leather and Fashion Industry

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Received 05/05/2024

Accepted 26/05/2024

Abstract

The research was carried out with the aim of investigating the role of individual entrepreneurial orientation and entrepreneurship education on entrepreneurial intention in the leather and fashion industry. According to Morgan's table, the research population was considered uncertain and 384 questionnaires were considered, and for more certainty, about 400 questionnaires were randomly distributed among people working in the leather and fashion industry. According to distributed questionnaires, 15 questionnaires were distorted and incomplete, and a total of 385 questionnaires were analyzed. The collected data was analyzed by SPSS24 software. The results of the research hypotheses test showed that entrepreneurship education has a positive and significant effect on individual entrepreneurial tendencies. Entrepreneurship training has a positive and significant effect on entrepreneurial intention in the leather and fashion industry. Individual entrepreneurial tendency has a positive and significant effect on entrepreneurial intention in the leather and fashion industry.

Keywords: entrepreneurship education, entrepreneurial intention, individual entrepreneurial tendency.

Introduction

Entrepreneurial behavior is a subset of entrepreneurial activities that play a role in the growth and stability of organizations in a complex environment by understanding, predicting and influencing human behavior (McAdam and Cunningham, 2019). Entrepreneurial behavior has increased dramatically in the past few decades and it can be emphasized as an important factor in the development of entrepreneurship. It can be said that entrepreneurial behavior is a practical skill that is a combination of individual characteristics and traits (Pooja et al., 2014). Some researchers have also highlighted the role of personality factors that are related to entrepreneurial orientation and believe that when examining the entrepreneurial orientation of people, this question should be

taken into consideration that the characteristics or personal attitude that increases a person's desire to participate and succeed in entrepreneurial activities. What is? The answer to this question affects a person through three environmental flows, personality and attitude and tendency to entrepreneurship. Therefore, individual entrepreneurial orientation with the dimensions of innovation, being active and risk-taking, independence, supporting activity and competition has been studied (Gupta and Gupta, 2015). The study of entrepreneurship not only finds the characteristics and characteristics of an entrepreneur and social or environmental factors, but also says that the decision and intention to launch a business project is also very important. Some researchers have also shown that intention plays an important role in deciding to start a new entrepreneurial activity (Barbara-Sanchez and Atinza-Saculio, 2018). Entrepreneurial intention is considered as a state of mind that directs a person's attention and action towards self-employment as opposed to organizational employment, and it is the first step in the process of starting a business and the most important factor studied in creating an organization. It is also believed that entrepreneurial intention is first of all entrepreneurial behavior and is a reliable predictor of entrepreneurship (Ganjali and Bagheri Majed, 2019).

The leather and fashion industry has various fields for carafini, for example, the production of bags and shoes, leather clothes, decorative effects, etc. To be successful in this industry, you need to know your target market well. Researching the needs and desires of customers, competitors and market trends is essential. In order to attract customers and stand out from competitors, attention should be paid to creative and innovative designs. In this industry, product quality is very important. Choosing high quality materials, using advanced technologies and ensuring quality standards can help to satisfy customers. Using the right strategies can lead to success in the field of entrepreneurship in the leather and fashion industry. Entrepreneurship training and individual entrepreneurial orientation are very important for the intention of entrepreneurship in the leather and fashion industry. Entrepreneurship training and entrepreneurial orientation help a person to learn the knowledge and skills necessary to start and manage a business well. Entrepreneurship training can help increase the motivation and self-confidence of a person to make the best decisions in his business field. Entrepreneurship training helps a person to identify the market and competitors well and implement appropriate strategies to compete in the market. Entrepreneurship education helps a person to strengthen and develop the skills necessary to manage a business, including communication, negotiation, marketing and financial skills. Having sufficient training in the field of entrepreneurship and entrepreneurial orientation, the probability of success in starting a business in the leather and fashion industry will be much higher. Therefore, entrepreneurship training and individual entrepreneurial orientation can help a person to improve his performance and achieve more success in the field of entrepreneurship in the leather and fashion industry.

Literature Review

Entrepreneurial intention includes a wide range of purposeful behaviors such as starting a business, mobilizing resources, creating legitimacy, forming a team, searching, planning, etc. Entrepreneurial intention is defined as the intention to start a new business and they believe that the decision to become an entrepreneur and create a new business is a conscious decision. Zelogro colleagues (2011) examined the entrepreneurial intention of an individual and measured this issue with the individual's determination and will to start a personal company and success in it. Sharif and Saud (2009) also investigated the attitude of students towards entrepreneurship in Malaysia and found that differences in self-esteem and personal control affect the intention of

entrepreneurship. Yurtkoro et al. (2014) entrepreneurship is an intentional process that likes risk and willingness to risk positively affects an individual's entrepreneurial intention. Other studies in examining entrepreneurial intention have used the theory of planned behavior, which was introduced by Aijen (1991) and consists of three components: attitude to behavior, mental norms, and the degree of perceived behavioral control. which predicts entrepreneurial intention (Koi, 2016). There is an important criticism of perception towards entrepreneurial behavior, which is based on individual characteristics and attitude and fundamental micro-issues and situational or contextual factors. This can be because, under similar conditions, all people have the same perception and behavior. they do not, therefore, the behaviors and perceptions regarding entrepreneurial intention are different in different situations (Ganjali and Bagheri Majd, 2019). Based on the mentioned materials, the main necessity of the current research is to investigate the impact of support on entrepreneurial intention with the mediating role of personal attitudes and perceived behavioral control.

Ben Youssef et al. (2021) in research titled "Digitalization of the Economy and Entrepreneurial Intention" presented a model that links the entrepreneurial intention of students to the digitalization of the economy based on evidence from a small transition economy, Kosovo. The sample consisted of 310 students from two universities in Kosovo (University of Pristina and University of Applied Sciences in Frisaj). In this research, the modified version of the Entrepreneurial Intention Questionnaire (EIQ) by Linan and Chen (2009) was used. The findings showed that personal attitude and behavioral content are the main determinants of entrepreneurial intention. Yei (2020) in research entitled from green entrepreneurship goals to green entrepreneurial behaviors: the role of university entrepreneurship support and external institutional support showed that green entrepreneurship intention has a positive effect on green entrepreneurial behavior and university entrepreneurship support together with the support of external institutions has a mediating role. They are key. Gyori et al. (2020) in research titled Entrepreneurial process: the link between intention and behavior showed that the person's attitudes, mental norms and entrepreneurial skills are effective on entrepreneurial intention and entrepreneurial intention directly affects entrepreneurial behavior. Kumar et al. (2020) in research titled Entrepreneurial Tendency and Goals of Students stated that the dimensions of entrepreneurial orientation are effective in entrepreneurship intention. Men show more perseverance towards individual entrepreneurial orientation and entrepreneurial goals, and gender, educational background and region are effective on students' entrepreneurial intention. Farahmand and Binaizadeh (2023) showed in their research that entrepreneurship education has an effect on entrepreneurial capacity, knowledge absorption capacity and entrepreneurial intention, and entrepreneurial capacity and knowledge absorption capacity have an effect on entrepreneurial intention. Also, entrepreneurship education has an effect on entrepreneurial intention through entrepreneurial capacity and knowledge absorption capacity. Ganj Ali and Bagheri Majed (2019) in research entitled the effect of entrepreneurial orientation on entrepreneurial behavior with the mediation of entrepreneurial intention in postgraduate engineering students studied engineering postgraduate students of Sistan and Baluchistan University with a sample of 260 people. The research tools were three standard questionnaires of individual entrepreneurial orientation of Bolton and Lin (2012), entrepreneurial behavior of Schmidt et al. (2018) and entrepreneurial intention of Linan and Chen (2009). Confirmatory validity and reliability of all three instruments were reported. The method of analysis was using Lisrel 8/5 software of structural equation model. The results showed that individual entrepreneurial orientation is effective directly and indirectly through entrepreneurial intention on entrepreneurial behavior. Also, entrepreneurial intention had a direct effect on entrepreneurial

behavior. It can be said that the values of risk-taking, being active and innovative will play a constructive role in entrepreneurial behavior along with entrepreneurial intention. In a way, the attitudes and personality of a person along with a certain goal play a constructive role in the mobility and creation of entrepreneurial behavior of students.

Research Hypotheses

The main purpose of this research is to investigate the role of entrepreneurship education and individual entrepreneurial orientation on entrepreneurial intention in the leather and fashion industry. Based on the research objectives, the hypotheses that can be proposed in this research are:

First hypothesis: entrepreneurship education has a significant effect on individual entrepreneurial orientation.

Second hypothesis: Entrepreneurship training has a significant effect on entrepreneurial intention in the leather and fashion industry.

Third hypothesis: individual entrepreneurial orientation has a significant effect on entrepreneurial intention in the leather and fashion industry.

Conceptual Model of Research

Based on the existing literature and theoretical foundations, the conceptual model of the research is drawn as Figure 1.

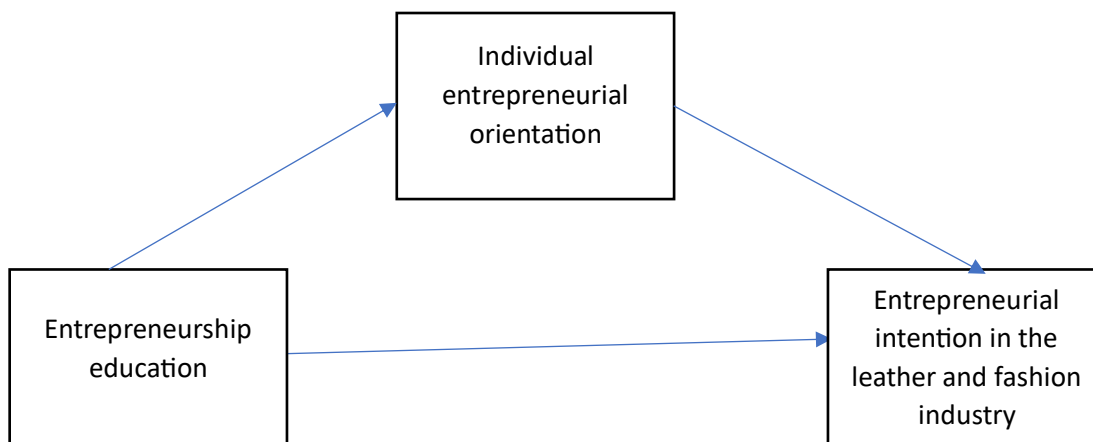


Figure 1- The conceptual model of the research

Research Method

The current research is applied research in terms of its purpose, and in terms of its method, it is included in descriptive research, and in terms of how to obtain the required data, it is non-experimental. The library method has been used to collect the theoretical foundations of the subject, and this method has been chosen for studying the literature of the subject and examining the research background and opinions on the subject, as well as providing a suitable framework for studying the subject. A questionnaire was used to collect data. Also, because a questionnaire was used to collect the research data, this research is classified as survey research.

Population And Statistical Sample

The practical determination of the sampling plan begins with defining the statistical population. Society refers to the set of people or things that we want to study one or more characteristics about them. The meaning of the statistical population is the same as the main population, from which a visible or representative sample has been obtained. In other words, a number of desired elements that have at least one specific attribute create the statistical population. The statistical population of this research is all people working in the leather and fashion industry. Based on Morgan's table, the research population was considered unspecified and 384 questionnaires were considered, and for more certainty, about 400 questionnaires were randomly distributed among people working in the leather and fashion industry. According to the distributed questionnaires, 15 questionnaires were distorted and incomplete, and a total of 384 questionnaires could be fully analyzed.

Data Collection Tools

The data collection tool of this research is in the form of a questionnaire. The research data was collected by distributing the questionnaire among 384 people as a sample of the statistical population. The current research questionnaire is the result of interviews with a number of buyers of Apple phones from mobile phone stores in Rasht city regarding the composition and overall shape of the questionnaire and how it was designed and in the general form of hypotheses and research questions. The answers of this questionnaire are based on a 5-option Likert scale Agreed to strongly disagree. In this research, by referring to the opinions of experts, professors and valid domestic and foreign articles, the validity of the measurement tool has been ensured in measuring the research variables. Cronbach's alpha method was used for the reliability of the questionnaire. Considering that the obtained values are more than the standard value (0.7), it can be concluded that the questionnaire has the necessary reliability. The composition of questionnaire items to measure the variables to test the hypotheses is according to Table 1.

Table 1- Questionnaire items for measuring variables

questionnaire	Cronbach's alpha coefficients	Number of questions
Entrepreneurship education	0.821	1 to 5
Individual entrepreneurial orientation	0.811	6 to 10
Entrepreneurial intention in the leather and fashion industry	0.840	11 to 15
The whole questionnaire	0.835	1 to 15

Data analysis and hypothesis testing

In this research, in order to analyze the statistical data and examine the research questions, SPSS statistical software was used to calculate descriptive statistics and inferential tests according to the type of data and variables. In this research, Kolmogorov-Smirnov test was used to check the normality of the distribution of variables, and then Spearman's correlation test was used to check the existence of a significant relationship between the variables. Friedman's test was used to rank the variables.

Table 2 shows the descriptive statistics of the research variables.

Table 2- Descriptive statistics of research variables

Variable	Number	The least amount	The highest amount	average	standard deviation	crookedness	tension
Entrepreneurship education	384	2.75	5.00	4.17	0.52	-0.41	-0.48
Individual entrepreneurial orientation	384	1.60	5.00	3.34	0.63	-0.18	-0.07
Entrepreneurial intention in the leather and fashion industry	384	1.00	5.00	3.23	0.60	0.66	-0.03

In Table 2, entrepreneurship education with an average of 4.17 has the highest average among the variables and individual entrepreneurial orientation with a standard deviation of 0.63 has the highest average deviation compared to other variables.

Since in order to use the appropriate statistical techniques, it must first be determined whether the collected data has a normal or non-normal distribution, at this stage we will examine the results of the Kolmogorov-Smirnov test for each of the variables. The results indicate that the data distribution is not normal. Since the variables of this research were found to be non-normal, Spearman's correlation coefficient, which is a non-parametric technique, was used to check the research hypotheses. Table 3 shows the results of the normality test of the variables.

Table 3- The results of the normality test of the variables

Test result	sig	Test statistics	Number	variable/index
It is not normal	0.000	0.137	372	Entrepreneurship education
It is not normal	0.000	0.097	372	Individual entrepreneurial orientation
It is not normal	0.000	0.081	372	Entrepreneurial intention in the leather and fashion industry

The first hypothesis: The first hypothesis states that entrepreneurship education has a significant effect on individual entrepreneurial tendencies.

Table 4- The result of the first hypothesis test

Test result	confidence level	Significance level	Spearman's correlation coefficient	hypothesis
the reception	99%	0.000	0.485	First

As the results of Spearman's correlation test show, there is a significant relationship between entrepreneurship education and individual entrepreneurial orientation (Spearman's correlation coefficient: 0.485, significance level: 0.000) and as seen in the table, since sig=0.000 and this value It is less than $\alpha=1\%$, so the hypothesis is confirmed and it can be stated at the 99% confidence level that entrepreneurship education has a significant effect on individual entrepreneurial tendencies. And since the obtained Spearman correlation coefficient (0.485) is positive, this relationship is positive.

The second hypothesis: The second hypothesis states that entrepreneurship training has a significant effect on entrepreneurial intention in the leather and fashion industry.

Table 5- The result of the second hypothesis test

Test result	confidence level	Significance level	Spearman's correlation coefficient	hypothesis
rejection	99% rejection	0.000	Second 0.552 0.000	Second

As the results of the Spearman correlation test show, there is a significant relationship between entrepreneurship education and entrepreneurial intention in the leather and fashion industry (Spearman correlation coefficient: 0.552, significance level: 0.000) and as seen in the table, since sig=0.000 and this value is less than $\alpha=1\%$, therefore, the hypothesis is confirmed and it can be stated with a confidence level of 99% that entrepreneurship training has a significant effect on entrepreneurial intention in the leather and fashion industry. And since the obtained Spearman correlation coefficient (0.552) is positive, this relationship is positive.

The third hypothesis: The third hypothesis states that individual entrepreneurial orientation has a significant effect on entrepreneurial intention in the leather and fashion industry.

Table 6- The result of the third hypothesis test

Test result	confidence level	Significance level	Spearman's correlation coefficient	hypothesis
the reception	99%	0.000	0.752	First

As the results of the Spearman correlation test show, there is a significant relationship between individual entrepreneurial orientation and entrepreneurial intention in the leather and fashion industry (Spearman correlation coefficient: 0.721, significance level: 0.000) and as seen in the table, since 0.000= sig and this value is less than $\alpha=1\%$, so the hypothesis is confirmed and it can be stated at the 99% confidence level that individual entrepreneurial orientation has a significant effect on entrepreneurial intention in the leather and fashion industry. And since the obtained Spearman correlation coefficient (0.721) is positive, this relationship is positive.

The first hypothesis: entrepreneurship education has a significant effect on individual entrepreneurial orientation.

The second hypothesis: Entrepreneurship training has a significant effect on entrepreneurial intention in the leather and fashion industry.

The third hypothesis: individual entrepreneurial orientation has a significant effect on entrepreneurial intention in the leather and fashion industry.

Conclusion

Based on the results of the analysis, entrepreneurship education has a positive and significant effect on individual entrepreneurial tendencies. Entrepreneurship training provides people with the necessary information and skills to start and manage a business. This information enables people to start their business with more confidence. By providing the knowledge and successful experiences of others, entrepreneurship education increases people's self-confidence in facing entrepreneurial challenges and encourages them to take risks and self-efficacy. Entrepreneurship training teaches people the necessary skills for market analysis, determining marketing strategies, financial and human resource management, etc. These skills prepare people to face entrepreneurial challenges. Entrepreneurship education encourages people to be creative and innovative and prepares them to find new and unique solutions to business problems and challenges. Entrepreneurship training teaches people the ability to solve problems, make decisions and accept responsibility. These abilities make people stronger in complex and unknown entrepreneurial situations. Therefore, entrepreneurship education plays an important and vital role in strengthening individual entrepreneurial tendencies and helps people to act as successful entrepreneurs. Entrepreneurship training has a positive and significant effect on entrepreneurial intention in the leather and fashion industry. Entrepreneurship training gives people the knowledge and skills necessary to start and manage a business in the leather and fashion industry. These information and skills prepare people for market analysis, product design and production, marketing, financial management, etc. The leather and fashion industry needs creativity and innovation. Entrepreneurship training encourages people to be creative and innovative and prepares them to find new and unique solutions in the design, production and marketing of leather and fashion products. Entrepreneurship training gives people the opportunity to create professional networks in the leather and fashion industry. These networks can help people access new resources, colleagues, suppliers, and markets. The leather and fashion industry faces various challenges such as rapid changes in customers' tastes, fierce competition and changes in different seasons of the year. Entrepreneurship training teaches people the ability to solve problems, make quick decisions and accept responsibility and prepares them to face the challenges of the industry. By providing knowledge and successful experiences of others, entrepreneurship education increases people's self-confidence in facing the challenges of the leather and fashion industry and encourages them to take risks and be self-efficacious. Therefore, entrepreneurship education can help people in the leather and fashion industry to find the knowledge, skills and intention to start and manage a successful business. Individual entrepreneurial tendency has a positive and significant effect on entrepreneurial intention in the leather and fashion industry. Entrepreneurial orientation helps people to enhance their creativity and innovation. In the leather and fashion industry, creativity and innovation are very important for designing and producing attractive and unique products. People with an entrepreneurial orientation have the ability to find creative and new solutions that can help develop their business. Entrepreneurial orientation gives people more self-confidence.

This self-confidence can encourage them to make bold decisions and take the necessary risks to start a new business. People with entrepreneurial orientation have the ability to solve problems and accept challenges. In the leather and fashion industry, they may face various challenges such as changes in customers' tastes, intense competition and changes in the market. People with entrepreneurial orientation have the ability to find suitable solutions for these challenges.

Entrepreneurial orientation gives people the opportunity to develop professional networks in the leather and fashion industry. These networks can help people access new resources, colleagues, suppliers and markets. People with an entrepreneurial orientation are interested in learning and being up-to-date. They tend to acquire new knowledge and experiences in the field of leather and fashion industry that can help improve their performance and success. Therefore, entrepreneurial orientation can help people in the leather and fashion industry to strengthen their entrepreneurial intention and get closer to success in this industry. Practical suggestions for leather and fashion industry entrepreneurs regarding the positive impact of entrepreneurship education and individual entrepreneurial orientation on entrepreneurial intention in this industry include; Participating in entrepreneurship training courses can help entrepreneurs to better understand the concepts of entrepreneurship, develop the skills necessary to start and manage a business, and improve knowledge in the field of business strategies. Increasing managerial, marketing, financial and operational skills can help entrepreneurs in developing and managing a successful business in the leather and fashion industry. Connecting with other entrepreneurs, business owners and influential people in the leather and fashion industry can help entrepreneurs access resources, colleagues and new opportunities. Developing an entrepreneurial attitude and increasing self-confidence can help entrepreneurs to accept the necessary risks to start a new business and support it in facing the challenges of the leather and fashion industry. Getting to know new technologies and using them to improve production, marketing and sales processes can help entrepreneurs improve their business performance and growth. According to these suggestions, entrepreneurship training and strengthening of entrepreneurial orientation can greatly help leather and fashion entrepreneurs in making decisions, setting up and successfully managing a business in this industry.

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