



Social Entrepreneurial Intention: A PLS-SEM Approach

Mohd Nazri Zakaria^(✉), Aisyah Bahiah Aidul Bahrein, Noorshella Che Nawi,
and Azwan Abdullah

Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan,
Kota Bharu, Kelantan, Malaysia

{mnazri.z, norshella, azwan.a}@umk.edu.my, aisyah_bahian@yahoo.com

Abstract. The aim of this paper is to examine the effects of perceived desirability and perceived feasibility on social entrepreneurial intention and the moderating role of culture. The study on culture as a moderator is still limited and this study can provide a better explanation regarding the moderating impact of culture. The data collected from 386 undergraduate and postgraduate students are analysed by using partial least squares structural equation modelling (PLS-SEM). The findings discover that perceived feasibility has a positively significant relation with social entrepreneurial intention while perceived desirability does not and culture is proven to not moderate the existing relationships in this study. Lastly, some limitations and several recommendations for future studies are discussed.

Keywords: Culture · Perceived desirability · Perceived feasibility and social entrepreneurial intention

1 Introduction

Social entrepreneurship, a new scope of entrepreneurship, has emerged since a few years ago and become one of the vital keys that offer a solution for sustainable and equitable economic growth in Malaysia (MaGIC 2015). Social entrepreneurship serves as a platform to create social enterprises, new ventures that permit revenue generation with or without the employment of the disadvantaged (Tiwari and Tikoria 2013). Social enterprises have the potential to provide solutions for pressing social and environmental issues, such as educational outcomes, access to healthcare and youth unemployment, in Malaysia and other countries in the world (MaGIC 2015). Besides, social enterprises, as well as social entrepreneurs, create innovative initiatives and solutions to unresolved social problems, putting social value creation at the heart of their mission in order to create a benefit to different individuals, communities and other groups (Sekliuckiene and Kisielius 2015).

Even the issue regarding unemployment among youth can be overcome through social entrepreneurship (Bosch 2015; Catford 1998; MaGIC 2015), Malaysia is still having a difficulty to dealing with the rising number of unemployed people from year to year. For instance, the number of unemployed people on April 2018 is 510,000 (Mohd