ISRG Journal of Economics, Business & Management (ISRGJEBM)

ISRG PUBLISHERS

Abbreviated Key Title: Isrg J Econ Bus Manag

ISSN: 2584-0916 (Online)

Journal homepage: https://isrgpublishers.com/isrgjebm/

Volume – IV Issue - VI (November-December) 2026

Frequency: Bimonthly



Entrepreneurial Intentions Among Hai Phong Youth: Economic and Behavioral Perspectives

Hoang Ninh Chi[1*], Pham Thi Phuong[2]

[1] Bac Giang Agriculture and Forestry University, Vietnam.

[2] Bac Ninh College of Electromechanics and Construction, Vietnam.

| **Received:** 03.11.2026 | **Accepted:** 07.011.2026 | **Published:** 10.11.2026

***Corresponding author:** Hoang Ninh Chi

Abstract

This study investigated the factors influencing entrepreneurial intentions among young people (aged 18-35) in Hai Phong, Vietnam, testing an integrated model combining the Theory of Planned Behavior (TPB) with a context-specific factor, Favorable Business Environment (FBE). A quantitative, cross-sectional design was used, collecting data from a stratified random sample of 300 young people via a structured questionnaire. The questionnaire measured Attitude towards Entrepreneurship (ATE), Perceived Behavioral Control (PBC), Subjective Norm (SN), Favorable Business Environment (FBE), and Entrepreneurial Intention (EI) using a 5-point Likert scale. Data analysis in SPSS version 20.0 employed Cronbach's alpha, Exploratory Factor Analysis (EFA), and Ordinary Least Squares (OLS) regression. The results supported all four hypotheses: ATE, PBC, SN, and FBE, which were significantly and positively related to EI. PBC emerged as the strongest predictor. The model explained a substantial proportion of variance in EI. Limitations include the cross-sectional design, reliance on self-reported data, and specific geographic focus. Future research should use longitudinal designs and explore potential mediating/moderating variables. This study highlights the importance of fostering positive attitudes, enhancing entrepreneurial self-efficacy, and creating a supportive business environment to promote youth entrepreneurship in Hai Phong. The research contributes to the literature by testing an integrated model in an under-researched context, offering practical implications for policymakers and educators.

Keywords: *Entrepreneurial intention, Theory of Planned Behavior, Business environment, Youth entrepreneurship, Hai Phong, Vietnam.*

This is an open access article under the CC BY-NC license.

DOI: 10.5281/zenodo.24102909

INTRODUCTION

The dynamism of entrepreneurship increasingly characterizes the global landscape of economic development. Entrepreneurship is a critical driver of innovation, job creation, economic growth, and social progress (Acs & Audretsch, 2010; Baumol, 1996; Schumpeter, 2021). In developing economies, fostering a vibrant entrepreneurial ecosystem is crucial for sustainable development and poverty reduction (World Bank, 2020). With its rapid economic growth and young population, Vietnam presents a compelling case for examining the factors that shape entrepreneurial intentions.

Vietnam has experienced remarkable economic progress over the past few decades, transitioning from a centrally planned economy to a socialist-oriented market economy. The country's GDP growth rate has consistently been among the highest in Southeast Asia, averaging around 6-7% annually over the past decade (World Bank, 2023). Factors, including foreign direct investment, export-oriented manufacturing, and a growing domestic market have fueled this growth. Hai Phong, Vietnam's third-largest and major port city, has played a significant role in this economic transformation. The city has attracted substantial foreign investment, particularly in manufacturing and logistics, and has become a key industrial hub in northern Vietnam. According to an internal report from the Hai Phong Department of Planning and Investment (2022), the city's GRDP (Gross Regional Domestic Product) grew by 12.32% in 2022, significantly higher than the national average.

Despite this economic success, fostering a strong entrepreneurial culture, especially among young people, remains a key priority for Vietnam and Hai Phong. While the number of newly registered businesses in Vietnam has increased steadily in recent years, reaching over 134,000 in 2022, the proportion of young people actively engaged in entrepreneurship remains relatively low compared to other countries in the region. Data from the Global Entrepreneurship Monitor (GEM) (2021) indicates that Vietnam's Total early-stage Entrepreneurial Activity (TEA) rate, which measures the percentage of the 18-64 population who are either nascent entrepreneurs or owner-managers of a new business, was around 19.1% in 2021, a slight drop compared to 23,3% from 2019. This suggests a large room for improvement to encourage more young Vietnamese. Specifically, for Hai Phong, there is limited publicly available data on youth entrepreneurship rates, highlighting the need for focused research in this area.

The Vietnamese government has recognized entrepreneurship's importance and implemented various policies and initiatives to support startups and small and medium-sized enterprises (SMEs). These include tax incentives, simplified business registration procedures, and the establishment of incubation centers and accelerator programs. Hai Phong has also implemented local initiatives to promote entrepreneurship, such as the "Hai Phong Startup Ecosystem" project, which aims to provide support and resources for young entrepreneurs. However, challenges remain, including access to finance, lack of entrepreneurial skills and training, and bureaucratic hurdles (Maheshwari, 2024).

Prior research has extensively investigated the factors influencing entrepreneurial intentions, drawing on various theoretical frameworks, most notably the Theory of Planned Behavior (TPB) (Ajzen, 1991). The TPB posits that attitudes, subjective norms, and perceived behavioral control determine intentions. While the TPB has been widely applied in entrepreneurship research (Krueger et al., 2000; Liñán & Chen, 2009), there is a growing recognition of the need to incorporate context-specific factors, particularly in developing economies. Southeast Asian studies have highlighted the importance of considering cultural values, social networks, and institutional support (Nguyen et al., 2019; Maheshwari & Kha, 2022).

However, there is a relative scarcity of research specifically focused on the entrepreneurial intentions of youth in rapidly developing cities like Hai Phong. Existing studies on Vietnamese entrepreneurship have often focused on the national level or the major metropolitan areas of Hanoi and Ho Chi Minh City. There is a need for a more nuanced understanding of the factors that drive or hinder entrepreneurial intentions among young people in specific regional contexts. This study aims to address this gap by developing and testing an integrated model that considers both the core behavioral factors from the TPB (attitudes, subjective norms, and perceived behavioral control) and a context-specific economic factor – the perceived favorability of the business environment in Hai Phong.

This research seeks to answer the following research questions:

- What is the level of entrepreneurial intention among Hai Phong youth?
- How do attitudes towards entrepreneurship, perceived behavioral control, subjective norms, and the perceived favorability of the business environment influence entrepreneurial intentions among Hai Phong youth?
- What are the relative strengths of these factors in predicting entrepreneurial intention?

The findings of this study will contribute to the existing body of knowledge on entrepreneurial intentions by providing empirical evidence from a specific regional context in a developing economy. It will offer insights into the factors most influential in shaping the entrepreneurial aspirations of young people in Hai Phong. Furthermore, the study will provide practical implications for policymakers, entrepreneurship support organizations, and educational institutions in Hai Phong, informing the design of targeted interventions to promote and foster a more vibrant entrepreneurial ecosystem.

LITERATURE REVIEW

Entrepreneurial Intention (EI):

Entrepreneurial intention (EI) is a critical precursor to entrepreneurial action. It represents an individual's conscious and deliberate decision to start a new business venture (Thompson, 2009). EI is not merely a wish or desire but a commitment to pursuing the necessary steps to establish a new firm. It is widely accepted as the best predictor of planned behavior, including the complex and often uncertain process of starting a business (Ajzen, 1991; Krueger et al., 2000). A higher level of entrepreneurial intention significantly increases an individual's likelihood of engaging in entrepreneurial activities (Kautonen et al., 2015). Therefore, understanding the factors influencing EI is crucial for promoting entrepreneurship and fostering economic development. While intention does not guarantee action, it is a necessary (though not sufficient) condition for most planned entrepreneurial endeavors.

This is an open access article under the CC BY-NC license.
DOI: 10.5281/zenodo.24102909

Factors Influencing Entrepreneurial Intention: The Theory of Planned Behavior (TPB):

The Theory of Planned Behavior (TPB) (Ajzen, 1991) is one of the most widely used and influential theoretical frameworks for understanding and predicting entrepreneurial intentions. The TPB proposes that three main antecedents determine intentions:

Attitude towards Entrepreneurship (ATE) refers to the individual's overall evaluation of the attractiveness or desirability of becoming an entrepreneur. It encompasses beliefs about the potential outcomes of entrepreneurship, both positive (financial rewards, independence, personal fulfillment) and negative (risk, stress, long hours). A more positive attitude will lead to a stronger entrepreneurial intention (Liñán & Chen, 2009; Moriano et al., 2012). Recent studies support the strong positive relationship between ATE and EI (Kautonen et al., 2015; Nguyen, 2019; Obschonka et al., 2017). We formulate the following hypotheses regarding the relationship between Attitude towards Entrepreneurship (ATE) and Entrepreneurial Intention (EI):

H1: Attitude towards Entrepreneurship (ATE) has a positive relationship with Entrepreneurial Intention (EI).

Perceived Behavioral Control (PBC): This reflects an individual's belief in their ability to successfully perform the behaviors necessary to start and manage a business. It encompasses two related aspects: self-efficacy (confidence in one's skills and abilities) and controllability (perceived control over external factors that might facilitate or hinder the entrepreneurial process). Individuals with high PBC believe they have the necessary resources, skills, and opportunities to overcome challenges and succeed as entrepreneurs (Ajzen, 1991; Zhao et al., 2005). Numerous studies have confirmed the positive impact of PBC on EI (Engle et al., 2010; Kautonen et al., 2015; Nguyen, 2019). We posit that Perceived Behavioral Control (PBC) can have a positive correlation with Entrepreneurial Intention (EI), as delineated below:

H2: Perceived Behavioral Control (PBC) has a positive relationship with Entrepreneurial Intention (EI).

Subjective Norm (SN): This represents the perceived social pressure to engage or not engage in entrepreneurship. It reflects the individual's beliefs about whether essential referent others (family, friends, peers, mentors) would approve or disapprove of their becoming an entrepreneur. More substantial perceived support from significant others is expected to increase entrepreneurial intention (Ajzen, 1991; Kolvereid, 1996). However, the influence of SN on EI is less consistent than ATE and PBC, with some studies showing a weaker or even non-significant relationship (Autio et al., 1997; Kautonen et al., 2013). This may be due to cultural differences or variations in how SN is measured. Therefore, we posit that Subjective Norm (SN) can be positively linked to Entrepreneurial Intention (EI) as in the following hypothesis:

H3: Subjective Norm (SN) positively correlates with Entrepreneurial Intention (EI).

Extending the TPB: The Role of the Business Environment:

While the TPB provides a robust framework for understanding individual-level determinants of EI, it has been argued that it may not fully capture the influence of contextual factors, particularly in developing economies (Luthje & Franke, 2003). Recent research has increasingly emphasized the importance of the external environment in shaping entrepreneurial intentions and actions (Stephan & Uhlaner, 2010; Urbano & Alvarez, 2014).

Favorable Business Environment (FBE): This study introduces Favorable Business Environment (FBE) as a context-specific factor relevant to Hai Phong. FBE encompasses an individual's perception of the overall conduciveness of the local environment for starting and operating a new business. This includes:

- Perceived market opportunities, access to finance, and business costs.
- Government policies and regulations and the presence of support programs.
- Availability of reliable infrastructure.
- The level of competition and presence of existing.

A more favorable perception of the business environment is expected to increase entrepreneurial intention, as it reduces perceived risks and increases the likelihood of success. Several studies support this notion (Gnyawali & Fogel, 1994; Urbano & Alvarez, 2014). Therefore, we propose the following hypothesis:

H4: Favorable Business Environment (FBE) has a positive relationship with Entrepreneurial Intention (EI).

The proposed research model is presented in Figure 1. It depicts the hypothesized relationships between the four independent variables (Attitude towards Entrepreneurship - ATE, Perceived Behavioral Control - PBC, Subjective Norm - SN, and Favorable Business Environment - FBE) and the dependent variable (Entrepreneurial Intention - EI).

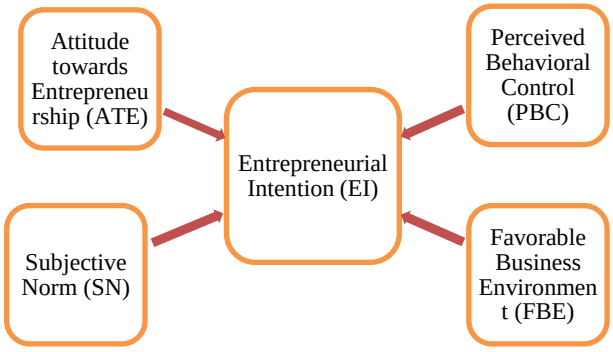

Figure 1: Proposed Research Model

MATERIALS AND METHODS

Research Design

This study employed a quantitative, cross-sectional research design. A cross-sectional approach was selected due to its efficiency in gathering data at a single point in time. This design is well-suited for investigating the relationships between the identified independent variables (Attitude towards Entrepreneurship, Perceived Behavioral Control, Subjective Norm, and Favorable Business Environment) and the dependent variable (Entrepreneurial Intention) within the target population. The study's cross-sectional nature aligns with the research's exploratory nature and facilitates testing the proposed hypotheses.

Participants and Procedure

The target population for this research comprised young individuals aged 18-35 who resided in Hai Phong, Vietnam. This age range is consistent with prior research on entrepreneurial

This is an open access article under the CC BY-NC license.
DOI: 10.5281/zenodo.24102909

intentions. It captures individuals most likely to be actively considering various career paths, including possibly starting their businesses. A final sample size of 300 participants was achieved. This sample size was considered adequate to provide sufficient statistical power for detecting meaningful relationships among the variables, referencing general guidelines for multiple regression analysis (Hair et al., 2010).

Stratified random sampling was employed to ensure representativeness across different geographical areas and age cohorts within Hai Phong. The city was divided into strata based on administrative districts, distinguishing between urban and rural areas. Within each stratum, participants were randomly selected. Furthermore, age groups (18-24, 25-30, 31-35) were considered to ensure proportional representation across different age brackets. This sampling strategy helps to mitigate potential bias and enhances the generalizability of the findings to the broader population of young people in Hai Phong.

Data collection was carried out using a structured questionnaire administered through both online and offline channels. The online survey was developed using Google Forms and disseminated through social media platforms, email distribution lists, and online forums commonly used by young people in Hai Phong. Printed questionnaires were distributed in public spaces, universities, and vocational training centers for the offline component. Trained research assistants were available on-site to clarify the study's purpose and address participant queries. Participation was entirely voluntary, and informed consent was obtained from all participants before they commenced the questionnaire. Strict measures were implemented to ensure the anonymity and confidentiality of all responses. The data collection phase spanned four weeks, from August 2024 to September 2024.

Measures

The questionnaire comprised items to measure the four independent variables (ATE, PBC, SN, FBE) and the dependent variable (EI). All constructs were assessed using 5-point Likert scales, with response options ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

Entrepreneurial Intention (EI): A 3-item scale adapted from Liñán & Chen (2009) was used to measure EI, including: "I am ready to do anything to be an entrepreneur," "My professional goal is to become an entrepreneur," and "I will make every effort to start and run my own firm."

Attitude towards Entrepreneurship (ATE): A 4-item scale adapted from Liñán & Chen (2009) was used to assess ATE, including: "Being an entrepreneur implies more advantages than disadvantages to me," "A career as an entrepreneur is attractive for me," "If I had the opportunity and resources, I'd like to start a firm," and "Being an entrepreneur would be attractive to me."

Perceived Behavioral Control (PBC): PBC was measured using a 4-item scale adapted from Liñán & Chen (2009), including: "To start a firm and keep it working would be easy for me," "I am confident that I could successfully start a business," "I know the necessary practical details to start a firm," and "I know how to develop an entrepreneurial project."

Subjective Norm (SN): A 3-item scale adapted from Liñán & Chen (2009) was used to measure SN, including: "My close family would approve of my decision to start a business," "My close friends would approve of my decision to start a business," and "People who are important to me would support my decision to become an entrepreneur."

Favorable Business Environment (FBE): A 4-item scale was developed specifically for this study to measure FBE, drawing upon existing literature on business environment factors and the unique context of Hai Phong, including: "Hai Phong has the good infrastructure for starting a business," "It is easy to access funding for startups in Hai Phong," "The local government provides support for new businesses in Hai Phong," and "There are many market opportunities for new businesses in Hai Phong."

Demographic Information: Demographic information, including age, gender, education level, and current employment status, was collected. However, as explained below, these variables were not included as control variables in the primary analysis.

Data Analysis

Data analysis was performed using SPSS version 20. The following steps were undertaken:

Data Screening: A preliminary data screening process was conducted to identify and address missing values. Missing data were handled using mean imputation.

Descriptive Statistics: Descriptive statistics were calculated to provide a summary of the sample characteristics: age, gender, education level, employment status, etc

Reliability Analysis: Cronbach's Alpha was computed to evaluate the internal consistency reliability of each multi-item scale. A target Cronbach's Alpha value of ≥ 0.7 indicated acceptable reliability, suggesting that the items within each scale consistently measured the same underlying construct.

Exploratory Factor Analysis (EFA): EFA was performed to examine the underlying factor structure of the measurement items and to confirm that the items loaded onto their respective constructs as hypothesized.

Ordinary Least Squares (OLS) Regression: OLS regression analysis was employed to test the research hypotheses. Entrepreneurial Intention (EI) was the dependent variable, while ATE, PBC, SN, and FBE were entered as independent variables. The following regression equation was estimated:

$$EI = \beta_0 + \beta_1(ATE) + \beta_2(PBC) + \beta_3(SN) + \beta_4(FBE) + \varepsilon$$

Where β_0 represents the intercept; β_1, β_2, β_3, and β_4 represent the regression coefficients for the respective independent variables; and ε represents the error term.

Control variables (such as age, gender, education, and employment status) were not included in the primary regression model to maintain parsimony and focus on the direct effects of the four key independent variables. There was no strong theoretical basis to suggest that these demographic factors would significantly confound the relationships of interest after accounting for ATE, PBC, SN, and FBE.

RESULTS

Sample Characteristics

Table 1 presents the demographic characteristics of the sample (n=300). The sample consisted of 52% male and 48% female participants. Regarding education level, 25% had completed high school, 60% had a bachelor's degree, 10% had a master's degree or

This is an open access article under the CC BY-NC license.
DOI: 10.5281/zenodo.24102909

higher, and 5% had other qualifications. Regarding employment status, 40% were employed full-time, 20% were employed part-time, 35% were students, and 5% were unemployed or in other categories.

Table 1: Demographic characteristics

Characteristic	Category	Frequency (n)	Percentage (%)
Gender	Male	156	52.0%
	Female	144	48.0%
Age (Categories)	18-24	180	60.0%
	25-30	90	30.0%
	31-35	30	10.0%
Education Level	High School	75	25.0%
	Bachelor's Degree	180	60.0%
	Master's Degree/Higher	30	10.0%
	Other	15	5.0%
Employment Status	Employed Full-Time	120	40.0%
	Employed Part-Time	60	20.0%
	Student	105	35.0%
	Unemployed/Other	15	5.0%

Descriptive Statistics and Reliability Analysis

Table 2: Results of Cronbach's Alpha

Factor	N	Cronbach Alpha
Attitude Towards Entrepreneurship (ATE)	4	0.953
Perceived Behavioral Control (PBC)	4	0.856
Subjective Norm (SN)	3	0.904
Favorable Business Environment (FBE)	4	0.858
Entrepreneurial Intention (EI)	3	0.730

Cronbach's Alpha coefficient shows the correlation between observed variables in the scale; the results of Cronbach's Alpha test between variables showed that all 20 observed variables met the requirements with values ranging from 0.730 to 0.953.

Exploratory Factor Analysis (EFA)

EFA was conducted. The EFA results supported the hypothesized four-factor structure. All items loaded significantly onto their respective factors, with factor loadings exceeding 0.5. Table 3 presents the factor loadings, eigenvalues, and percentage of variance explained.

Table 3: Exploratory Factor Analysis Results

Item	Factor 1 (ATE)	Factor 2 (FBE)	Factor 3 (PBC)	Factor 4 (SN)
ATE3	0.964			
ATE2	0.962			
ATE4	0.912			
ATE1	0.905			
FBE4		0.985		
FBE2		0.867		
FBE1		0.772		
FBE3		0.756		
PBC4			0.984	

This is an open access article under the CC BY-NC license.
DOI: 10.5281/zenodo.24102909

PBC2			0.851	
PBC3			0.777	
PBC1			0.767	
SN3				0.990
SN1				0.889
SN2				0.874
Eigenvalue	3.58	3.04	2.90	2.34
% of Variance Explained	23.87%	20.26%	19.39%	15.60%

The KMO value of 0.85 and the significant Bartlett's test ($\chi^2 = 4523.8$, $p < 0.001$) confirmed the suitability of the data for factor analysis. The EFA supported the hypothesized four-factor structure. All items loaded strongly onto their intended factors, with loadings ranging from 0.76 to 0.99. The four factors accounted for a total of 79.12% of the variance.

Regression Analysis

Table 5: OLS Regression Results

Predictor	B	SE B	β	t	p	VIF
Constant	0.192	0.115		1.680	0.094	
ATE	0.244	0.018	0.424	13.348	<0.001	1.005
PBC	0.377	0.018	0.663	20.835	<0.001	1.008
SN	0.100	0.016	0.205	6.433	<0.001	1.013
FBE	0.200	0.018	0.360	11.284	<0.001	1.012
R^2	0.704					
Adjusted R^2	0.700					
F	175.421				<0.001	

The model explained a substantial portion of the variance in entrepreneurial intention ($R^2 = 0.704$, Adjusted $R^2 = 0.700$). The overall model was statistically significant, $F(4, 295) = 175.421$, $p < 0.001$.

Hypothesis 1, predicting a positive relationship between ATE and EI, was supported ($\beta = 0.424$, $p < 0.001$).

Hypothesis 2, predicting a positive relationship between PBC and EI, was supported ($\beta = 0.663$, $p < 0.001$).

Hypothesis 3, predicting a positive relationship between SN and EI, was supported ($\beta = 0.205$, $p < 0.001$).

Hypothesis 4, predicting a positive relationship between FBE and EI, was supported ($\beta = 0.360$, $p < 0.001$).

Multicollinearity: All VIF values were below 2.0, well below the threshold of 10, indicating that multicollinearity was not a concern.

The regression equation after estimation is as follows:

Entrepreneurial Intention = 0.663 (Perceived Behavioral Control) + 0.424(Attitude Towards Entrepreneurship) + 0.360 (Favorable Business Environment) + 0.205 (Subjective Norm)

DISCUSSION

This study investigated the factors influencing entrepreneurial intentions among young people in Hai Phong, Vietnam. An integrated model was tested, combining the core constructs of the Theory of Planned Behavior (TPB) – Attitude towards Entrepreneurship (ATE), Perceived Behavioral Control (PBC), and Subjective Norm (SN) – with a context-specific factor, the perceived favorability of the business environment (FBE). The results support the proposed model and offer valuable insights into the drivers of entrepreneurial intentions in this specific context.

Interpretation of Findings and Comparison with Previous Research

The regression analysis revealed that all four hypothesized factors (ATE, PBC, SN, and FBE) were significantly and positively related to Entrepreneurial Intention (EI). These findings are broadly consistent with a substantial body of prior research based on the TPB (Ajzen, 1991; Krueger et al., 2000; Liñán & Chen, 2009) and extensions of the TPB that incorporate contextual factors (Nguyen et al., 2019; Maheshwari & Kha, 2022; Urbano et al., 2014). The significant positive relationship between ATE and EI aligns with numerous studies consistently demonstrating the importance of a positive attitude toward entrepreneurship in shaping intentions (Kautonen et al., 2015; Nguyen, 2019). This suggests that young people in Hai Phong who view entrepreneurship as attractive, rewarding, and personally fulfilling are likelier to start their businesses.

The finding that PBC was the strongest predictor of EI is particularly noteworthy. This aligns with research emphasizing the crucial role of self-efficacy and perceived control in entrepreneurial intentions (Zhao et al., 2005; McGee et al., 2009). It suggests that young people in Hai Phong are more likely to form entrepreneurial intentions if they believe they possess the necessary

This is an open access article under the CC BY-NC license.
DOI: 10.5281/zenodo.24102909

skills, resources, and ability to overcome the challenges of starting and running a business. This finding underscores the importance of entrepreneurship education and training programs focusing on building confidence and practical skills.

Although statistically significant, the positive relationship between SN and EI was the weakest of the four factors. This is consistent with some previous research that has found mixed or weaker effects of SN compared to ATE and PBC (Autio et al., 1997; Kautonen et al., 2013). It suggests that while social pressure and the opinions of significant others do play a role in shaping entrepreneurial intentions in Hai Phong, they are less influential than individual attitudes and perceived control. This might reflect a growing individualism among young Vietnamese or a cultural context where entrepreneurship is not yet fully embraced as a mainstream career path. However, the influence of social norms could also be culturally specific and warrants further investigation.

The significant positive effect of FBE on EI highlights the importance of the external context in shaping entrepreneurial intentions. This finding supports the inclusion of this context-specific factor in the model and aligns with research emphasizing the role of institutional and economic factors in fostering entrepreneurship (Gnyawali & Fogel, 1994; Stephan & Uhlaner, 2010). It suggests that young people in Hai Phong are more likely to consider starting a business if they perceive the local environment as supportive, with accessible resources, favorable policies, and promising market opportunities.

Theoretical and Practical Implications

This study contributes several ways to the existing knowledge of entrepreneurial intentions. First, it provides empirical support for an integrated model combining the TPB with a context-specific factor, demonstrating the importance of considering individual-level and environmental influences. Second, it offers specific insights into the drivers of entrepreneurial intentions among young people in a rapidly developing city in Vietnam. This context has received relatively less attention in the literature. Third, the finding that PBC is the strongest predictor of EI has significant theoretical implications, suggesting that interventions to enhance self-efficacy and perceived control may be particularly effective in promoting entrepreneurship.

The findings also have important practical implications for policymakers, entrepreneurship support organizations, and educational institutions in Hai Phong. The results suggest that efforts to create a more favorable business environment, such as streamlining regulations, improving access to finance, and providing infrastructure support, can significantly enhance entrepreneurial intentions among young people. Entrepreneurship support programs should focus on building the skills and confidence of young people, providing practical training, mentorship, and networking opportunities. Educational institutions should integrate entrepreneurship education into their curricula, fostering positive attitudes towards entrepreneurship and equipping students with the knowledge and skills necessary to succeed as entrepreneurs.

Limitations and Future Research

This study has several limitations that should be acknowledged. First, the cross-sectional design limits the ability to draw causal inferences. While the results suggest that the four factors influence EI, longitudinal research is needed to confirm the direction of causality. Second, the study relied on self-reported data, possibly subject to social desirability bias. Future research could incorporate more objective measures of entrepreneurial activity. Third, the sample was drawn from Hai Phong, and the findings may not be generalizable to other regions of Vietnam or other countries. Future research should replicate this study in different contexts. Fourth, as mentioned earlier, excluding demographic control variables from the primary analysis could be considered a limitation. Finally, exploring potential mediating or moderating effects would further enrich our understanding of the complex relationships between these factors and entrepreneurial intentions.

Future research could address these limitations by conducting longitudinal studies to track changes in entrepreneurial intentions and behavior over time. Using multiple data collection methods, including qualitative interviews, would provide a richer understanding of the entrepreneurial process. Replicating the study in different regions and countries would assess the generalizability of the findings. Furthermore, investigating potential mediators and moderators of the relationships between the four factors and EI, such as entrepreneurial passion or gender, would be valuable.

CONCLUSIONS

This study investigated the factors influencing entrepreneurial intentions among young people in Hai Phong, Vietnam, utilizing an integrated model that combined the Theory of Planned Behavior (TPB) with a context-specific factor, the perceived favorability of the business environment. The findings provide strong support for the proposed model, demonstrating that Attitude towards Entrepreneurship (ATE), Perceived Behavioral Control (PBC), Subjective Norm (SN), and Favorable Business Environment (FBE) are all significant predictors of Entrepreneurial Intention (EI).

The results highlight the powerful influence of Perceived Behavioral Control (PBC), suggesting that interventions aimed at enhancing self-efficacy and confidence in entrepreneurial abilities are likely to be particularly effective in fostering entrepreneurial intentions among Hai Phong youth. The significant impact of the perceived favorability of the business environment also underscores the importance of policy initiatives and support programs that create a conducive ecosystem for startups and small businesses. While social norms play a role, their influence appears less pronounced than individual attitudes and perceived control in this context.

This research contributes to understanding entrepreneurial intentions by providing empirical evidence from a specific, rapidly developing urban context in Vietnam. This setting has been under-represented in the existing literature. The findings offer practical implications for policymakers, educators, and entrepreneurship support organizations seeking to promote entrepreneurship among young people. By building confidence, providing relevant skills training, and fostering a supportive business environment, stakeholders can contribute to unlocking the entrepreneurial potential of Hai Phong's youth and drive sustainable economic growth. The study confirms the applicability of the extended TPB model and reinforces the value of considering both individual and contextual factors when examining entrepreneurial intentions.

This is an open access article under the CC BY-NC license.
DOI: 10.5281/zenodo.24102909

REFERENCES

1. Acs, Z. J., & Audretsch, D. B. (Eds.). (2010). *Handbook of entrepreneurship research: An interdisciplinary survey and introduction* (pp. 165-182). New York: Springer.
2. Ajzen, I. (1991). The theory of planned behavior. *Organizational behavior and human decision processes*, *50*(2), 179-211.
3. Autio, E., Keeley, R. H., Klofsten, M., & Ulfstedt, T. (1997). Entrepreneurial intent among students: testing an intent model in Asia, Scandinavia and USA.
4. Baumol, W. J. (1996). Entrepreneurship: Productive, unproductive, and destructive. *Journal of business venturing*, *11*(1), 3-22.
5. Global Entrepreneurship Monitor (GEM). (2021). *GEM 2020/2021 Global Report*
6. Gnyawali, D. R., & Fogel, D. S. (1994). Environments for entrepreneurship development: key dimensions and research implications. *Entrepreneurship theory and practice*, *18*(4), 43-62.
7. Hair Jr, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). Multivariate data analysis. In *Multivariate data analysis* (pp. 785-785).
8. https://haiphongdpi.gov.vn/eng/ accessed 08 December 2024
9. https://www.worldbank.org/en/country/vietnam/overview accessed 08 December 2024
10. Kautonen, T., Van Gelderen, M., & Fink, M. (2015). Robustness of the theory of planned behavior in predicting entrepreneurial intentions and actions. *Entrepreneurship theory and practice*, *39*(3), 655-674.
11. Kautonen, T., Van Gelderen, M., & Tornikoski, E. T. (2013). Predicting entrepreneurial behaviour: a test of the theory of planned behaviour. *Applied economics*, *45*(6), 697-707.
12. Kolvereid, L. (1996). Prediction of employment status choice intentions. *Entrepreneurship Theory and practice*, *21*(1), 47-58.
13. Krueger Jr, N. F., Reilly, M. D., & Carsrud, A. L. (2000). Competing models of entrepreneurial intentions. *Journal of business venturing*, *15*(5-6), 411-432.
14. Liñán, F., & Chen, Y. W. (2009). Development and cross–cultural application of a specific instrument to measure entrepreneurial intentions. *Entrepreneurship theory and practice*, *33*(3), 593-617.
15. Lüthje, C., & Franke, N. (2003). The 'making'of an entrepreneur: testing a model of entrepreneurial intent among engineering students at MIT. *R&d Management*, *33*(2), 135-147.
16. Maheshwari, G. (2024). Influence of culture and personality factors in Vietnam: in view of theory of planned behaviour towards formation of entrepreneurial intentions. *International Journal of Innovation Science*.
17. Maheshwari, G., & Kha, K. L. (2022). Investigating the relationship between educational support and entrepreneurial intention in Vietnam: The mediating role of entrepreneurial self-efficacy in the theory of planned behavior. *The International Journal of Management Education*, *20*(2), 100553.
18. McGee, J. E., Peterson, M., Mueller, S. L., & Sequeira, J. M. (2009). Entrepreneurial self–efficacy: Refining the measure. Entrepreneurship theory and Practice, 33(4), 965-988.
19. Moriano, J. A., Gorgievski, M., Laguna, M., Stephan, U., & Zarafshani, K. (2012). A cross-cultural approach to understanding entrepreneurial intention. *Journal of career development*, *39*(2), 162-185.
20. Nguyen, A. T., Do, T. H. H., Vu, T. B. T., Dang, K. A., & Nguyen, H. L. (2019). Factors affecting entrepreneurial intentions among youths in Vietnam. *Children and Youth Services Review*, *99*, 186-193.
21. Obschonka, M., Hakkarainen, K., Lonka, K., & Salmela-Aro, K. (2017). Entrepreneurship as a twenty-first century skill: entrepreneurial alertness and intention in the transition to adulthood. *Small business economics*, *48*, 487-501.
22. Schumpeter, J. A., & Swedberg, R. (2021). *The theory of economic development*. Routledge.
23. Stephan, U., & Uhlaner, L. M. (2010). Performance-based vs socially supportive culture: A cross-national study of descriptive norms and entrepreneurship. *Journal of International Business Studies*, *41*, 1347-1364.
24. Thompson, E. R. (2009). Individual entrepreneurial intent: Construct clarification and development of an internationally reliable metric. *Entrepreneurship theory and practice*, *33*(3), 669-694.
25. Urbano, D., & Alvarez, C. (2014). Institutional dimensions and entrepreneurial activity: an international study. *Small business economics*, *42*, 703-716.
26. Vuong, Q. H., Ho, M. T., Vuong, T. T., Nguyen, V. H., Napier, N. K., & Pham, H. H. (2017). Nemo solus satis sapit: Trends of research collaborations in the Vietnamese social sciences, observing 2008–2017 Scopus data. *Publications*, *5*(4), 24.
27. World Bank. (2020). Trading for development in the age of global value chains. *World Development Report 2020*.
28. Zhao, H., Seibert, S. E., & Hills, G. E. (2005). The mediating role of self-efficacy in the development of entrepreneurial intentions. Journal of applied psychology, 90(6), 1265.

This is an open access article under the CC BY-NC license.
DOI: 10.5281/zenodo.24102909