

# Re-exploring Entrepreneurial Intention and Personality Traits among Tourism and Hospitality Students in a Post-pandemic Era

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**Abstract** | This study aims to extend Ajzen's TPB model for a more in-depth analysis of the impact of personality traits on the EI of tourism and hospitality students in a post-pandemic era. The study also tests the mediation effects of TPB constructs on the link between personality traits and EI. The convenience sampling technique was used to conduct the online survey in several universities in India. A total of 315 valid responses were collected. The data was analysed using SPSS and AMOS. The results showed that RTP, LOC, and NFA significantly positively influence the EI of tourism and hospitality students. Students with an entrepreneurial family background were found to have higher EI than those without an entrepreneurial family background. It was discovered that ATT mediates the association between RTP and EI, SN mediates the link between RTP, LOC, and NFA with EI, and PBC mediates the relationship between LOC and NFA with EI. The findings of this study provide valuable insight into the direct and indirect impact of personality traits on the EI of tourism and hospitality students. The study suggests that educators should give students a chance to engage in various learning programs that would reduce the perceived risk of starting their own businesses among students and help raise potential entrepreneurs. This study was conducted in a post-pandemic era which would increase awareness among business educators.

**Keywords** | Entrepreneurial intention, Theory of Planned Behaviour, personality traits, tourism and hospitality students, post-pandemic

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## 1. Introduction

Entrepreneurship is vital for economic development as it stimulates innovation, advances technology, creates jobs, and strengthens economic structures (Giampiccoli & Mtapuri, 2022; Gurel et al., 2010; Soliman, 2011). From the psychological perspective, an individual's involvement in entrepreneurial activity can be best predicted by intention, and it is the driving force behind the formation of a new business (Ajzen, 1991; Carsrud & Brännback, 2011; Guerrero et al., 2008). Ajzen (1991) defined intention as an indicator of an individual's readiness to attempt and the effort a person is ready to make to act in a particular manner. Thus, intention guides the person's willingness to do a specific action and directly predicts the behaviour (Virick et al., 2015). The more an individual intends to be involved in a particular behaviour, the more the chances to carry out that behaviour (Ajzen, 1991).

Many studies have been carried out to look into the variables that affect a person's decision to launch a business (Altinay et al., 2012; Dao et al., 2021; Ehsanfar et al., 2023; ElSaid & Fuentes Fuentes, 2019; İlhan Ertuna & Gurel, 2011; Jovicic-Vukovic et al., 2020; Liu & Zhao, 2021; Pinto Borges et al., 2021; Soliman, 2011; Tsaknis et al., 2022; Zovko et al., 2020). As university students are often considered future entrepreneurs (Hou et al., 2019), students' entrepreneurial intentions have been the subject of previous research; still, only a few studies have looked into the tourism and hospitality students' entrepreneurial intentions (Soliman, 2011). The tourism industry offers entrepreneurs a fertile and appealing environment (Getz & Carlsen, 2005; Getz & Petersen, 2005). As the tourism industry contributes to regional economic development, encouraging tourism and hospitality students can aid them in transforming their entrepreneurial intention into entrepreneurial behaviour, resulting in more job creation and a positive economic impact (Altinay et

al., 2012; Zhang et al., 2020). Therefore, for the growth of the tourism industry, it is crucial to explore how to boost the entrepreneurial intention of tourism and hospitality students (Zhang et al., 2020). This could be especially beneficial for developing countries where despite the expansion of the travel and tourism industry, there is a shortage of well-trained workers (Echtner, 1995; Esfandiar et al., 2019). Identifying the tourism and hospitality students' entrepreneurial intentions could also help to design tourism curricula (Soliman, 2011).

Moreover, the effect of Covid-19 in predicting entrepreneurial intention cannot be ignored (Cater et al., 2022). Covid-19 has impacted every aspect of life and changed people's behaviour (Khan et al., 2022). The intention of Indian adults to launch a company within the next three years was found to be the lowest (below 20%) of all the Level C participating economies in the GEM 2021/2022 Global Report ("GEM Global Entrepreneurship Monitor", 2022). It has also been observed that individuals with distinct personality traits exhibit diverse behaviours, outcomes, and psychological responses in various domains of life during the Covid-19 pandemic (Zheng & Zheng, 2023). As a result, there is also a great need to re-examine the well-established theories explaining how people's personalities and behaviour vary depending on the situation (Cater et al., 2022). According to person-situation theories, the interaction between the individual and the environment is a suitable model to test the previously proven relationships between personality traits and behavioural intention (Buss, 2009; Judge & Zapata, 2015; Sauerberger & Funder, 2017). Therefore, this study was conducted in the post-pandemic period as there is a great need to know the influence of Covid-19 on entrepreneurial intention. It is crucial to know if students' perspectives changed after the pandemic (Cater et al., 2022) by re-examining personality traits and entrepreneurial intention in the post-pandemic period. Moreover, it is crucial to consider the significance of this matter in the context of developing

nations such as India. This way, the present research contributes to the existing literature by expanding the theory of planned behaviour by adding specific personality traits to test their association with entrepreneurial intention.

Personality traits are essential in explaining why entrepreneurs are inclined to operate in an entrepreneurial manner and why their conduct varies in identical circumstances (Sun et al., 2020). The present study identified three best-known personality traits as indicators of entrepreneurial intention along with the three constructs of TPB. The authors selected these specific personality traits because these are the most cited entrepreneurial characteristics in prior research (Cater et al., 2022; Sun et al., 2020; Uysal et al., 2022).

Although entrepreneurial intention (EI) has been extensively researched in many countries globally, there are still few studies on students' entrepreneurial intentions in India. Also, there is a scarcity of research investigating entrepreneurial intention in the context of tourism, particularly in developing countries, especially in India. Moreover, to the author's knowledge, no research has explored the EI among Indian tourism and hospitality students. This research seeks to fill this gap by extending the Ajzen (1991) TPB model to explore the entrepreneurial intention of tourism and hospitality students in India. The objectives of the study are: 1) to identify the tourism and hospitality students' entrepreneurial intention, 2) to identify the association between personality traits and tourism and hospitality students' EI, and 3) to identify the impact of core variables of TPB on tourism and hospitality students' entrepreneurial intention. This paper also aims to check if a difference exists between students with an entrepreneurial family background and those without an entrepreneurial family background regarding their EI. Given the impact of the pandemic on the closure of numerous businesses in India, it is pertinent to investigate whether students' entrepreneurial intentions are still influenced by their entrepreneurial

family background.

The present study offers critical insights and significant contributions into TPB, entrepreneurial intentions, and personality traits. Replication becomes increasingly essential when conditions change considerably, especially when those changes may impact people's perspectives and future planning (Cater et al., 2022). As replication plays a crucial role in developing theories and validating earlier research (Berthon et al., 2002; Cater et al., 2022; Evanschitzky & Armstrong, 2013), this study was conducted in a post-pandemic era and has provided valuable suggestions for the practitioners. Moreover, this is the first study to provide empirical evidence about the personality traits and EI among tourism and hospitality students of India.

## 2. Review of Literature

Entrepreneurship is supposed to be a reflection of intention and planned behaviour, due to which the importance of theories and models that predict and explain individuals' intentions toward entrepreneurship has increased. For the present study, the authors investigate EI, Ajzen's (1991) TPB, and three personality attributes: risk-taking propensity (RTP), need for achievement (NFA), and locus of control (LOC).

### 2.1. Entrepreneurial Intention and Theory of Planned Behaviour

An entrepreneurial intention (EI) is an essential feature that the person must-have for establishing a new enterprise. The entrepreneurial intention arises from an individual's desire to choose entrepreneurship as a career. Individuals with entrepreneurial desire usually describe their planning by gathering the required and essential information,

calculating the perceived risks, and creating their businesses (Kadir et al., 2012; Okręglicka et al., 2017; Pinto Borges et al., 2021). Engle et al. (2011) described entrepreneurial intention as the level of willingness that a person has to start a successful business. According to Thompson (2009), entrepreneurial intention is a self-recognition by an individual for their will to start a business and hence plan accordingly. The idea of creating a new business is led by entrepreneurial intention, which can be derived from long-term planning, thoughts, and research about the plan. Hence, the analysis of the entrepreneurial intention of an individual is presumed to predict certain behaviours related to business creation (Torres Velásquez et al., 2018).

The TPB is commonly used for forecasting an individual's behaviour and is one of the most extensively used theoretic models for describing entrepreneurial intentions and behaviour (Ajlouni, 2021; Al-Jubari et al., 2019; Ali & Negasi, 2021; Cater et al., 2022; Hossain et al., 2023; Kautonen et al., 2015; Maheshwari, 2022; Munir et al., 2019; Roy et al., 2017; Schlaegel & Koenig, 2014; Tsaknis et al., 2022; Valencia-Arias & Montoya Restrepo, 2019). According to Ajzen's (1991) TPB, the intention is followed by action and is impacted by attitude, subjective norm, and perceived behavioural control. Attitude (ATT) is described by Ajzen (1991) as an individual's tendency to respond in a favourable or unfavourable way toward a particular thing. According to Ajzen (1991), the second component of TPB, subjective norm (SN), is impacted by the attitude of the people whose opinions are important to the individual (Roy et al., 2017). Individuals are most likely to follow the behaviour accepted and approved by their close ones (Stephan & Uhlaner, 2010). Finally, perceived behavioural control (PBC) is the opinion of a person about being able to execute a particular action (Gieure et al., 2020; Khan et al., 2023). The higher the person feels self-confidence about executing a specific behaviour, the more are chances for the person to behave in that manner (Engle

et al., 2010). After going through the above literature, the authors formulate the subsequent hypotheses:

*H1. ATT positively influences EI.*

*H2. SN positively influences EI.*

*H3. PBC positively influences EI.*

The present study expanded upon the TPB model by incorporating three personality traits: RTP, NFA, and LOC. The model under consideration is depicted in Figure 1.

## 2.2. Risk-Taking Propensity

According to Holienka and Holienkova (2014), risk-taking propensity is an entrepreneur's capacity to embrace or disregard risks based on the specific situation. Empirical studies not only support entrepreneurs taking risks, but some also suggest that because entrepreneurs have to make decisions in complex situations, they must innately have a penchant for taking risks (Altinay et al., 2012; Espiritu-Olmos & Sastre-Castillo, 2015). Risk-taking propensity is one of the crucial entrepreneurial qualities that has been thoroughly researched (Altinay et al., 2012; Mueller & Thomas, 2001). Hormiga and Bolívar-Cruz (2014) and Brachert et al. (2020) emphasized that people who are risk-takers are more inclined toward entrepreneurship. Even though the propensity for taking risks is frequently emphasized as a factor determining entrepreneurial intention, several studies indicate that small entrepreneurs do not view risk favourably or regard themselves as risk-takers (Baron, 1998; Davidsson, 1989). Therefore, it is still unclear from the research whether there is a connection between RTP and EI (Dinis et al., 2013). After reviewing the literature on RTP and EI, the subsequent hypothesis is formulated:

*H4. RTP positively influences EI.*

### 2.3. Need for Achievement

McClelland (1961) introduced the concept of the need for achievement in the 1950s. The NFA is an individual's drive to excel in different tasks and complete them more effectively than others (Greenberg & Baron, 2008). Choosing a reasonably difficult task and requiring a response on performance are further aspects of the need for achievement (McClelland, 1961; Rauch & Frese, 2007). Those people are likelier to be entrepreneurs with a great need for achievement as they have a stronger determination to succeed (Chye Koh, 1996). People with a stronger need for achievement are individuals who want to resolve issues on their own, set goals and make an effort to reach them, perform better when faced with complex tasks, and are innovative (Littunen, 2000; Utsch & Rauch, 2000). Chye Koh (1996) points out that the need for achievement is considered to have the longest history among all the personality traits that have been assumed to be connected with entrepreneurship. Since several studies supported the positive relationship of NFA with EI, the subsequent hypothesis was formulated:

*H5. NFA positively influences EI.*

### 2.4. Locus of Control

Another important characteristic that has been extensively researched is the locus of control. Locus of control can be described as the extent to which a person is certain of what governs their lives (Munir et al., 2019). Rotter (1966) explained that internal and external locus of control are entirely different phenomena, in which the former includes the person's traits and his/her ability to control future actions, while the latter includes the external factors over which the person has no control. Several studies have found that locus of control significantly positively impacts entrepreneurial intention (Anwar & Saleem, 2019; Gürol & Atsan, 2006;

Khanka, 2009; Uysal et al., 2022). For example, Anwar and Saleem (2019) have shown that entrepreneurially inclined undergraduates have more locus of control than none inclined graduates. Moreover, Fietze and Boyd (2017) found that students with low entrepreneurial intentions perceive their locus of control as relatively lesser, i.e., they do not think they can set up a business. However, some studies have also shown an insignificant association of locus of control with entrepreneurial intention. Ehsanfar et al. (2021) found no significant relationship of locus of control with entrepreneurial intention. On the basis of the above literature, the subsequent hypothesis was formulated:

*H6. LOC positively influences EI.*

### 2.5. Mediating Role of TPB Constructs

When examining the connection between entrepreneurial traits and attitude, it becomes evident that individuals with ambitions for entrepreneurial endeavours are naturally inclined to embrace risks; moreover, they demonstrate a capacity for generating innovative business concepts and actively pursuing potential avenues for venturing into untapped markets (Anwar, 2021; Cromie, 2000; Munir et al., 2019). Many scholars have identified a correlation between one's sense of competence and the intention to exhibit entrepreneurial behaviour (Al-Jubari et al., 2019; Anwar, 2021; Roy et al., 2017). Many researchers have argued that an individual's personality traits are inherently intertwined with their perceived competence (Anwar, 2021; Munir et al., 2019). Based on the available literature, the subsequent hypotheses were formulated:

*H7a. ATT mediates the relationship between RTP and EI.*

*H7b. ATT mediates the relationship between NFA and EI.*

*H7c. ATT mediates the relationship between LOC*

and EI.

*H8a. SN mediates the relationship between RTP and EI.*

*H8b. SN mediates the relationship between NFA and EI.*

*H8c. SN mediates the relationship between LOC and EI.*

*H9a. PBC mediates the relationship between RTP and EI.*

*H9b. PBC mediates the relationship between NFA and EI.*

*H9c. PBC mediates the relationship between LOC and EI.*

## 2.6. Entrepreneurial Family Background

Prior studies indicate that individuals who come from an entrepreneurial family exhibit a higher propensity to initiate their own business ventures (Altinay et al., 2012; Gurel et al., 2010; Herman, 2019; Lara-Bocanegra et al., 2022; Ntshangase & Ezeuduji, 2023; Onjewu et al., 2022). As a positive association of entrepreneurial family background was found with entrepreneurial intention, the subsequent hypothesis was formulated:

*H10. Entrepreneurial family background positively influences entrepreneurial intention.*

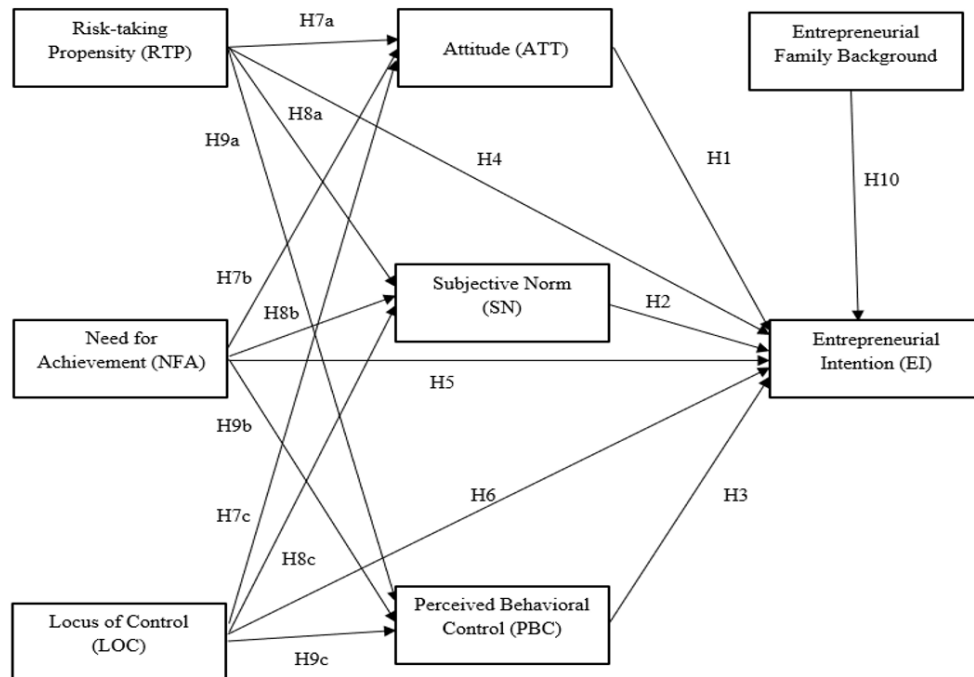


Figure 1 | Proposed Model

## 3. Research Design and Methodology

The present study has analysed the personality traits of tourism and hospitality students. The data has been collected from three central universities in India, as university students are considered to have high entrepreneurship potential. The study utilized an online survey created through go-

ogle forms. The data was acquired through the convenience sampling technique. From April 2022 to August 2022, the URL of the survey questionnaire was shared among undergraduates, postgraduates, and doctoral fellows through emails and WhatsApp. A total of 450 questionnaires were administered, of which 353 responses were gathered, with 332 of the participants identifying as In-

dian nationals. Data screening and cleaning were done prior to doing the final analysis of the gathered data. Initially, a visual inspection of the data was conducted to eliminate inadequately completed and disengaged responses. Given that the data was obtained via google forms, it is noteworthy that all questions were designated as mandatory, so there were no issues of missing values. The accuracy of the data is verified through the identification of outliers. After removing unengaged responses and outliers (17 responses were excluded from the analysis), a total of 315 valid responses were obtained.

### 3.1. Research Instrument

A self-structured questionnaire was developed using the construct scales from pertinent entrepreneurship literature on a seven-point Likert scale, from strongly disagree(1) to strongly agree (7). There were three sections to the questionnaire. The questions related to the demographic information were included in the questionnaire's first part. The second part included questions related to personality traits. The five items for risk-taking propensity were adopted from Anwar and Saleem (2019) and Chye Koh (1996), five items were used to measure the locus of control were adopted from Anwar and Saleem (2019) and Levenson (1974), and five items for the need for achievement were adopted from Anwar and Saleem (2019). Questions pertaining to the constructs of TPB were included in the questionnaire's third section. Five items for attitude, six for perceived behavioural control, three for subjective norm, and six for entrepreneurial intention were adopted from Liñán and Chen (2009).

## 4. Results

### 4.1. Data Analysis and Screening

SPSS and AMOS were used for the data analysis. Firstly, the data was assessed for outliers and any unengaged responses. After that, data was examined for normality and common method bias. The data was found to be normally distributed as the value of skewness and kurtoses lie between +2 and -2 (Kline, 1998), as shown in Table 1. Harman's single-factor test was performed to check the common method bias. 37.807% is highest variance explained by a single factor, which is < 50%, showing that data is free from common method bias.

### 4.2. Demographic Information of Respondents

Out of all 315 respondents, 222 (70.48%) were male, and 93 (29.52%) were female. Regarding education qualifications, most of the students were undergraduates (51.11%), followed by postgraduation (38.10%) and doctoral fellows (10.79%). Approx. 46.35% of total students fell under the age group of 22 to 24 years. Most of the students (34.29%) had a family monthly income between INR 50 thousand to 1 lakh. Of the total students, 81 (25.71%) students had an entrepreneurial family background.

**Table 1** | Descriptive Statistics and Factor Loadings

Items	Mean	SD	Skewness	Kurtosis	Loadings
<b>Risk-taking propensity</b>	4.166	1.368	-0.401	-0.494	
RTP1					.872
RTP2					.877
RTP3					.886
RTP4					.870
RTP5					.859
<b>Need for achievement</b>	5.015	1.730	-0.961	-0.534	
NFA1					.943
NFA2					.894
NFA3					.910
NFA4					.911
NFA5					.938
<b>Locus of control</b>	4.853	1.375	-0.955	-0.244	
LOC1					.867
LOC2					.869
LOC3					.847
LOC4					.791
LOC5					.861
<b>Attitude</b>	4.771	1.867	-0.628	-1.159	
ATT1					.956
ATT2					.924
ATT3					.932
ATT4					.934
ATT5					.951
<b>Subjective norm</b>	4.571	1.882	-0.532	-1.276	
SN1					.940
SN2					.898
SN3					.949
<b>Perceived behavioral control</b>	4.475	1.508	-0.379	-0.979	
PBC1					.905
PBC2					.879
PBC3					.862
PBC4					.867
PBC5					.888
PBC6					.924
<b>Entrepreneurial intention</b>	5.024	1.564	-0.997	-0.466	
EI1					.869
EI2					.790
EI3					.862
EI4					.900
EI5					.901
EI6					.944

### 4.3. Factor Analysis

EFA (exploratory factor analysis) was used to analyse the variables and to check if the adopted indicators load in their respective variable columns. KMO value was found to be 0.938, which is  $> 0.6$  (Kaiser, 1970, 1974), and Bartlett's test was also found to be significant (12843.836,  $p = 0.000$ ) (Bartlett, 1954), representing the fitness of data for further analysis. For extraction, the maximum likelihood method with promax rotation was used. EFA results showed that all the indicators were loa-

ded under their respective columns with minimum loading of 0.790, as shown in Table 1. CFA was used to confirm that the fitness indices were met and that the data fit the model. Model fit results are shown in Table 2.

**Table 2** | CFA Fit Indices

	Fit Index				
	CMIN/DF	GFI	TLI	CFI	RMSEA
<b>Study model</b>	1.459	.876	.979	.981	.038
<b>Recommended Value</b>	Acceptable Range 1-5	$> .85$	$> .90$	$> .90$	$< .08$

Internal consistency and reliability were measu-



red through Cronbach's alpha, the value of which was found to be well above .70, as shown in Table 3, providing great support for the reliability of the scale. CR and AVE were further assessed to check the convergent validity. The value of CR exceeded the threshold limit of .70, and the value of AVE exceeded the threshold limit of .50, as shown

in Table 3. Fornell and Larcker's (1981) criterion was utilized for the assessment of discriminant validity. Discriminant validity was confirmed as the AVE's square root of each construct was more than their correlation with other constructs (Hair et al., 2017) (Table 4).

Table 3 | Reliability and Convergent Validity

Variable	CFA Loadings (Lowest to Highest)	Alpha ( $\alpha$ )	CR	AVE
Risk-taking propensity	.838-.906	.944	.941	.762
Need for achievement	.895-.941	.968	.967	.854
Locus of control	.811-.880	.931	.928	.719
Attitude	.914-.955	.975	.975	.887
Subjective norm	.919-.947	.954	.956	.878
Perceived behavioral control	.878-.908	.957	.957	.790
Entrepreneurial intention	.869-.918	.960	.960	.800

Table 4 | Discriminant Validity

Constructs	ATT	RTP	NFA	LOC	SN	EI	PBC
ATT	<b>.942</b>						
RTP	.397**	<b>.873</b>					
NFA	.233**	.363**	<b>.924</b>				
LOC	.225**	.319**	.531**	<b>.848</b>			
SN	.286**	.348**	.424**	.365**	<b>.937</b>		
EI	.496**	.509**	.543**	.487**	.510**	<b>.895</b>	
PBC	.151**	.175**	.314**	.375**	.174**	.349**	<b>.889</b>

\*\*significant at .01 level.

#### 4.4. Hypotheses Testing

The hypotheses were tested using SEM (structural equation modelling). Results (Table 5) showed that all six hypotheses related to direct relationships were accepted. ATT ( $\beta=.270$ ,  $p < .001$ ), SN ( $\beta=.208$ ,  $p < .001$ ), PBC ( $\beta=.131$ ,  $p < .01$ ), RTP ( $\beta=.197$ ,  $p < .001$ ), NFA ( $\beta=.217$ ,  $p < .001$ ), and LOC ( $\beta=.132$ ,  $p < .05$ ) were found to have a significant positive influence on tourism and hospitality students' EI, resulted in the acceptance

of all direct hypotheses (H1 to H6). The conceptual framework also postulates nine hypotheses pertaining to mediation relationships (Table 6). Results showed that H7a ( $\beta = .118$ ,  $p < .05$ ), which states that ATT mediates the relationship between RTP and EI of students, was accepted. However, H7b ( $\beta = .010$ ,  $p = .525$ ), and H7c ( $\beta = .033$ ,  $p = .144$ ), which state that ATT mediates the relationship of LOC and NFA with the EI of students, were not accepted. H8a ( $\beta = .051$ ,  $p < .05$ ), H8b ( $\beta = .050$ ,  $p < .05$ ), and H8c ( $\beta$

= .043,  $p < .05$ ), which states that SN mediates the relationship of RTP, LOC, and NFA with students' entrepreneurial intention respectively, was accepted. H9a ( $\beta = .004$ ,  $p = .562$ ) states that PBC mediates the relationship between RTP and EI of students but was not accepted. However,

H9b ( $\beta = .017$ ,  $p < .05$ ) and H9c ( $\beta = .049$ ,  $p < .05$ ), which state that PBC mediates the relationship of LOC and NFA with the EI of students, were accepted. The total variance explained by these variables in the EI of tourism and hospitality students is 58.5% ( $R^2 = .585$ ).

Table 5 | Results of Hypotheses Testing (Direct Relationship)

Hypothesis	Independent variable		Dependent Variable	$\beta$ value	t-value	Result
H1	ATT	→	EI	.270	6.069***	Accepted
H2	SN	→	EI	.208	4.462***	Accepted
H3	PBC	→	EI	.131	2.986**	Accepted
H4	RTP	→	EI	.197	4.023***	Accepted
H5	NFA	→	EI	.217	4.134***	Accepted
H6	LOC	→	EI	.132	2.455*	Accepted

\* $p < .05$ , \*\* $p < .01$ , \*\*\* $p < .001$

Table 6 | Results of Hypotheses Testing (Indirect Relationship)

Hypothesis	Indirect Relationship	Std Estimate $\beta$	S.E	LLCI	ULCI	Result
H7a	RTP → ATT → EI	.118*	.030	.069	.187	Accepted
H7b	NFA → ATT → EI	.010	.018	-.023	.053	Not Accepted
H7c	LOC → ATT → EI	.033	.024	-.011	.084	Not Accepted
H8a	RTP → SN → EI	.051*	.022	.018	.108	Accepted
H8b	NFA → SN → EI	.050*	.020	.019	.100	Accepted
H8c	LOC → SN → EI	.043*	.020	.007	.087	Accepted
H9a	RTP → PBC → EI	.004	.010	-.014	.027	Not Accepted
H9b	NFA → PBC → EI	.017*	.011	.002	.046	Accepted
H9c	LOC → PBC → EI	.049*	.021	.018	.108	Accepted

#### 4.5. Results of Independent Sample t-Test

In order to test if significant difference exists between students with an entrepreneurial family background and those without an entrepreneurial family background regarding their entrepre-

neurial intentions, an independent sample t-test was conducted. As shown in Table 7, significant difference was found in entrepreneurial intention between students with an entrepreneurial family background and those without an entrepreneurial family background.

**Table 7 | Entrepreneurial Intention among Students with Entrepreneurial Family Background and without Entrepreneurial Family Background**

	Mean	SD	Levene's Test for Equality of Variances		t-test for Equality of Means						
			F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
										Lower	Upper
Students with family entrepreneurial background	5.5967	1.15706	34.893	.000	4.605	197.009	.000	.77050	.16733	.44050	1.10049
Students without family entrepreneurial background	4.8262	1.63844									

## 5. Discussion

The present study has identified the tourism and hospitality students' entrepreneurial intentions by expanding TPB, as this theory is widely used to predict individuals' behaviour. The study's findings revealed a statistically significant positive relationship between all three elements of TPB and entrepreneurial intention. The results of the present study align with previous research in tourism that has investigated the association of attitude with behavioural intention. The present study corroborates previous research on entrepreneurial intention, which indicated that attitude directly impacts entrepreneurial intention (Ajlouni, 2021; Hossain et al., 2023; Roy et al., 2017; Tsaknis et al., 2022; Valencia-Arias & Montoya Restrepo, 2019). The results suggest that individuals who hold a favourable view of entrepreneurship or perceive it as an appealing profession are more likely to pursue to make entrepreneurship their career. Attitude toward entrepreneurship was found to be the strongest predictor of entrepreneurial intention. The possible reason could be that respondents are aware of the possible entrepreneurial opportunities that arise during and after the pandemic.

Subjective norm was found to be the third strongest predictor. India is a country where the opinion of close ones influences people's decisions in choosing their career, so the results are not surprising. Concerning the association between SN and EI, the study's result is consistent with prior research, which suggests that SN has a positive in-

fluence on students' EI (Hossain et al., 2023; Liñán & Chen, 2009; Roy et al., 2017). It contradicts the findings of Roy et al. (2017) and Valencia-Arias and Montoya Restrepo (2019) who found a significant but weak association of SN with EI.

Similarly, the result related to the association of perceived behavioural control with entrepreneurial intention was found to be consistent with previous research, which shows that PBC is significantly positively related to EI (Hossain et al., 2023; Roy et al., 2017; Valencia-Arias & Montoya Restrepo, 2019). The findings suggest that a positive self-perception regarding one's capacity to initiate business can serve as a driving force for students pursuing entrepreneurship.

This study considered the three personality traits, viz. RTP, NFA, and LOC. This study employed the TPB by utilizing three key personality traits previously used in this field to check whether these constructs are still valid in post-pandemic situations. All three personality traits were found to be positively associated with EI. The findings support the earlier studies showing that those with a higher RTP, NFA, and LOC are more likely to be entrepreneurs (Altinay et al., 2012; Anwar & Saleem, 2019; Cater et al., 2022). Cater et al. (2022), in their study conducted during the Covid-19 pandemic, found no significant impact of LOC on students' entrepreneurial intention and explained that due to the pandemic, people might have felt stressed due to which they feel incapable of controlling the effects. Although locus of control was found to have insignificant impact on entrepreneurial intention during Covid-19 but in the post

pandemic period it was found that entrepreneurial intention is significantly positively impacted by LOC as indicated by the findings of this study. The possible explanation for this finding could be that in the post pandemic period situations are improving and people have gained confidence that they can control the outcomes.

For the mediating analysis, the results showed that ATT mediates the relationship between RTP and students' EI. It can be inferred that students who take risks and have a favourable attitude are more likely to pursue entrepreneurship. For the mediating role of subjective norm, it was found that the relationship of RTP, NFA, and LOC with students' entrepreneurial intention is mediated by the subjective norm. It shows that students who exhibit these traits are more likely to pursue entrepreneurship if they have the support of their family, friends, and peers. Perceived behavioural control was also found to mediate the relationship of LOC and NFA with entrepreneurial intention. The findings for mediation analysis are found to be consistent with the findings of Munir et al. (2019), except for the mediating impact of attitude in the relationship of LOC and NFA with entrepreneurial intention and the mediating impact of PBC in the link of RTP and EI.

A significant difference in entrepreneurial intention between students with entrepreneurial family backgrounds and those without entrepreneurial family backgrounds was also found. Students with an entrepreneurial family background were found to have higher entrepreneurial intentions than those who do not have an entrepreneurial family background. The possible reason could be that students who have an entrepreneurial family background feel that they have learned from the experience of their close ones and can also take advice easily as and when required. In contrast, students without an entrepreneurial family background still fear business success due to the changed situations in the post-pandemic period.

## 5.1. Theoretical Implications

The proposed conceptual model has provided a thorough understanding of tourism and hospitality students' entrepreneurial intentions. This study extends Ajzen's (1991) TPB model by adding three personality traits: RTP, NFA, and LOC. Although previous studies (Altinay et al., 2012; Anwar & Saleem, 2019; Chye Koh, 1996; Khan et al., 2023; Khanka, 2009; Littunen, 2000; Mueller & Thomas, 2001; Utsch & Rauch, 2000; Uysal et al., 2022) have tested the influence of these personality traits on students' EI, this study is amongst the few studies to test the mediating role of all three constructs of TPB.

Moreover, this is the first study to test the impact of NFA on EI through the mediating impact of ATT, SN, and PBC. Although the connection of TPB constructs with entrepreneurial intentions is well established (Ajzen, 1991), the findings of this study showed that SN and PBC mediated the relationship of NFA and EI.

## 5.2. Practical Implications

This research has made a valuable contribution to theories and practices that link personality traits to entrepreneurial intention. This study provides practitioners, educators, and decision-makers with various practical implications. This is the first study to provide empirical evidence about the personality traits and EI among Indian tourism and hospitality students. This study's findings have implications for policymakers and educators seeking to promote entrepreneurship as a means of economic recovery and growth in the wake of the pandemic. To promote entrepreneurial endeavours in the country, policymakers in India should formulate policies that significantly impact entrepreneurial intention. As attitude was found to be the most influential factor among tourism and hospitality students, policymakers and educators should incorporate provisions that specifically address the

students' attitudes. As the entrepreneurial intention among students is significantly shaped by subjective norm as well, so policymakers should also focus on creating an entrepreneurial culture in the country as most Indian families prioritize government job for their offspring, particularly during unfavourable market conditions.

Educational institutes should provide tourism and hospitality students with various learning and development opportunities. Educators should also arrange awareness programs where entrepreneurs and business leaders may be invited to provide students with an insight regarding various internship programs, projects, and entrepreneurship opportunities in the tourism sector. Educational institutes may also help students get experience by arranging opportunities to work in tourism enterprises. Students may also be encouraged to collaborate with students from different universities on various tourism projects. Providing such opportunities may enhance students' confidence, motivating them to consider entrepreneurship a viable career path.

Practitioners should also look into students' personality traits and utilize this information for creating entrepreneurship assistance programs. Furthermore, if educational institutes want to increase students' interest in tourism entrepreneurship, they should first improve the curriculum, focusing more on entrepreneurship education. Educational institutes should also improve their teaching methods by considering the personality traits of students: RTO, NFA, and LOC.

As it was found that students without an entrepreneurial family background have lower entrepreneurial intentions in comparison to those with an entrepreneurial family background, educational institutes may provide those students without entrepreneurial family backgrounds with various learning opportunities, such as special counselling sessions could be arranged. It would help students to gain self-confidence to start their businesses and also help students to develop their personality traits.

### 5.3. Limitations and Future Direction

Although this study has made a valuable contribution, this study has some limitations, as mentioned below. In this study, authors have taken only three personality traits: RTP, NFA, and LOC. Future research may focus on other personality traits to check whether those traits still significantly positively impact entrepreneurial intention in the post-pandemic period. This study was conducted on students from three Indian universities, due to which results cannot be generalized; thus, future studies may take the sample from other countries. Moreover, this study has focused only on tourism and hospitality students, so it would be interesting to see if these personality traits have a similar influence on the EI of students from other fields. So future studies may take students of different streams.

### 5.4. Conclusion

This study was conducted with the belief that identifying the entrepreneurial intention and personality traits of tourism and hospitality students among the university students in India in a post-pandemic period would help policymakers as the government of India is launching various programs to promote the start-up culture in India. Enhancing the entrepreneurial inclination among students specializing in tourism has the potential to facilitate the translation of this inclination into entrepreneurial actions, thereby contributing to an increase in employment prospects and fostering overall economic advancement (Altinay et al., 2012). As this study has provided information regarding personality traits, this would also help educators arrange educational programs that would help further develop the personality traits of students.

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