

Determining the antecedents of social entrepreneurial intention in Madagascar

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ABSTRACT

Social entrepreneurship is widely viewed by scholars as a way to address social challenges that governmental and non-governmental agencies have neglected. In the case of Madagascar, a country characterized by corruption, poor governance acute poverty and a victim of recurring natural disasters, the topic of Social Entrepreneurship (SE) appears to be relevant. This research provides a comprehensive understanding on the antecedents that enhance Social Entrepreneurial Intention (SEI) in a unique African context that has been under-researched.

The study adopted a quantitative approach and is cross-sectional in nature. With a total sample size of 330, the questionnaires were directly administered to the respondents which constituted the data for the research. Relationships and influences of the independent variables on the dependent variable were tested using correlational analysis and multiple linear regression analysis. With regards to perceived desirability, it was revealed that empathy is the only dimension that had a significant and positive influence SEI. Also, the findings suggested that only social support had a positive and significant influence on SEI.

In a context where SE seems to be a necessity, this study has various implications for researchers and practitioners alike. First, it could contribute as a starting point for policy and strategic reforms pertaining to entrepreneurship. Secondly, it highlights the need of social entrepreneurial education and practices in both the academic and organizational contexts, hence, the need for the involvement of all formal institutions. From an academic perspective, it provides a modest contribution towards existing theories and reinforces what previous studies have put forward. Equally, it provides a basis for future researchers to further extend the topic towards the identification of other influential factors of SEI in Madagascar and, perhaps even test for social entrepreneurial activities as a follow up study.

Keywords: Entrepreneurship, Social entrepreneurship, Entrepreneurial intention, Social entrepreneurial intention, Perceived desirability, Perceived feasibility.

DECLARATION

I, Marius Nirina, declare that this research report is my own work except as indicated in the references and acknowledgements. It is submitted in partial fulfillment of the requirements for the degree of Master of Management in Entrepreneurship and New Creation (MMENVC) in the university of Wits Business School, University of Witwatersrand, Johannesburg, South Africa. It has not been submitted before for any degree or examination in this or any other university.

Marius Nirina

Signed at Johannesburg

On the 24th day of February 2023

DEDICATION

I would like to dedicate this research to my mother (Voahirana), my aunt (Josiane) and my grandmother (Alette) for their unwavering and continuous support. I would like all of you to know how grateful I am and that I wouldn't be here today without you. This paper is a small token of my gratitude towards everything that you have done for me, and everything you will still do.

The road ahead is filled with challenges, but I know that with God, everything is possible.

If God brings you to it, He will bring you through it.

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LIST OF ACRONYMS

Corporate Social Responsibility	CSR
Exploratory Factor Analysis	EFA
Entrepreneurial Intention	EI
Entrepreneurial Orientation	EO
Kaiser-Meyer-Olkin	KMO
Moral judgement	MJ3/4
Resource-Based Theory	RBT
Social Cognitive Theory	SCT
Social Entrepreneurship	SE
Social Entrepreneurial Event	SEE
Social Support	SS
Self-efficacy	SE1/2/3/4Rev)
Social Entrepreneurial Intention	SEI
Social Network Theory	SNT
Theory of Planned Behavior	TBP
Total early-stage Entrepreneurial Activity	TEA

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CHAPTER 1: INTRODUCTION

1.1. Introduction

Social entrepreneurship (SE) is widely viewed as a possible solution to address social challenges (Mair and Noboa, 2004). It entails the use of innovative approaches to solving issues in various areas such as environment, education, healthcare, and social inequality that traditional enterprises (public, private and non-governmental) have failed to address (Anh, Lan, & Loan, 2021). Numerous entities have taken the responsibilities to tackle challenges such as the inclusion of women in socio-economic activities, affordable healthcare, and the creation of educational institutions. Examples of these entities include the Grameen Bank in Bangladesh, the Aravind Eye Hospital in India and Sekem in Egypt (Yumus, 1999; Mair & Martí, 2006; Seelos & Mair, 2005).

Social entrepreneurship plays a major role in different types of economies but could be seen as crucial for those where social problems are abundant (Mair & Martí, 2006), as it is the case for Madagascar. Considered as a developing economy, Madagascar has faced acute poverty in these past decades that led to an increase in social needs (World Bank, 2021). Based on the examples provided above, social entrepreneurial activities could potentially provide relief for the most vulnerable population of the island. However, as Venter and Urban (2015) pointed out, actions are preceded by intention. Equally, intention is preceded by antecedents that drive that intention (Ajzen, 1991). As such, this research seeks to identify the antecedents of SEI in Madagascar and test the degree of influence that these antecedents have on SEI. This chapter draws attention to the context of the study and the theory on which it relies on. It highlights the research questions, purposes, and provides the conceptual definition of terms as well as the motivation for undertaking the study. The contribution of the study closes the chapter.

1.2. Context of the study

Referred to as the red island, Madagascar gained its independence in 1960 from French colonialism. The same year, Philibert Tsiranana was elected as the first President and was then re-elected in 1965 for a second term. The first political unrest took place in 1972 that resulted in martial law headed by General Ramanantsoa (UCA Department of Political Science, n.d.). This unrest was the precursor of many more to come, that, in present day, resulted in an economic and political instability. Indeed, 70.7% of the population is living under the poverty line of US\$ 1.90 per day, with a GDP per capita of US\$518; classifying the red island as one of the poorest countries in the world. From a social perspective, the Human Capital Index (HCI) revealed a score of 0.43, ranking the country 155th out of 174 in 2020 (World Bank, 2021). Furthermore, the data reveals that a child born in present day is expected to spend 6.1 years at school by the age of 18 years old and, will only be able to use 38% of his/her total capacity; an alarming discovery for an already fragile educational and health system (World Bank, 2021).

In addition to political instability, recurring natural disasters such as droughts, floods, cyclones and epidemics have been observed since 1980 (World Bank Climate Change Knowledge Portal, 2021). These occurrences have not only worsened social outcomes but also further strained public funds, especially in an economy characterized by corruption and poor governance (World Bank Group, 2013). These have led to a rise of poverty and multiple socio-economic challenges that traditional formal institutions and foreign assistance cannot tackle alone.

With an approximate population of 29.9 million, there are officially 22 regions in Madagascar (Figure 1) that are further divided into sub-regions and districts. With a unique culture, climate and economy for each region, mobilization and allocation of resources have been part of an ongoing debate (World Bank, 2021; Razafindrakoto & Roubaud, 2010) which also seems to be relevant in the entrepreneurial context.

1.3. Theory section

Ajzen's Theory of Planned Behavior (TBP) (1991) as well as Shapero and Sokol's Entrepreneurial Event model (SEE) are widely used in studies related to entrepreneurial intentions (Venter & Urban, 2015). First, Ajzen (1991) argues that the antecedents of intentions are attitude towards the act, subjective norms and perceived feasibility. This suggests that one's actions are influenced by their intention, which are determined by the previously mentioned antecedents. In this regard, social pressures, and self-perception of control shape intentions, which in turn guide behavior. On the other hand, Shapero and Sokol (1982) propose that perceived desirability, perceived feasibility, and propensity to act are antecedents to intention. It further suggests that entrepreneurship is initiated by specific events or opportunities in the environment that entrepreneurs identify and leverage on (Venter & Urban, 2015). The entrepreneurial event model emphasizes the importance of extrinsic and intrinsic factors as well as entrepreneurial actions in determining the entrepreneurial process. Ultimately, entrepreneurial intention and actions lead to venture creation and economic growth (Foo, Vissa, & Wu, 2020). Upon closer look, there are significant similarities between both theories as they take cognizance of the influence of individual and environmental factors in forming intention (Venter & Urban, 2015).

Building on these theories, Mair and Noboa (2006) introduced the social entrepreneurial intention formation model. The authors proposed empathy and moral judgement as dimensions of perceived desirability, and self-efficacy and social support as dimensions of perceived feasibility. Much like the Entrepreneurial Event theory, the authors posit that behavioral intention is dependent on self-perception of capabilities and the support of others. However, with regards to perceived desirability, social change seems to be the desired outcome (Miller et al., 2012).

Although other authors have put forward other frameworks to understand the antecedents of SEI (i.e., VanSandt, Sud, and Marmé, 2009; Tiwari, Bhat and Tikori, 2017) which include emotional intelligence, creativity, effectual logic, information technology and enhanced legitimacy, this study relies on the model proposed by Mair and Noboa (2004)

which was founded on the TPB and SEE theories. Nevertheless, it is important to note here that the list of factors influencing SEI is not exhaustive (Shapero & Sokol, 1982).

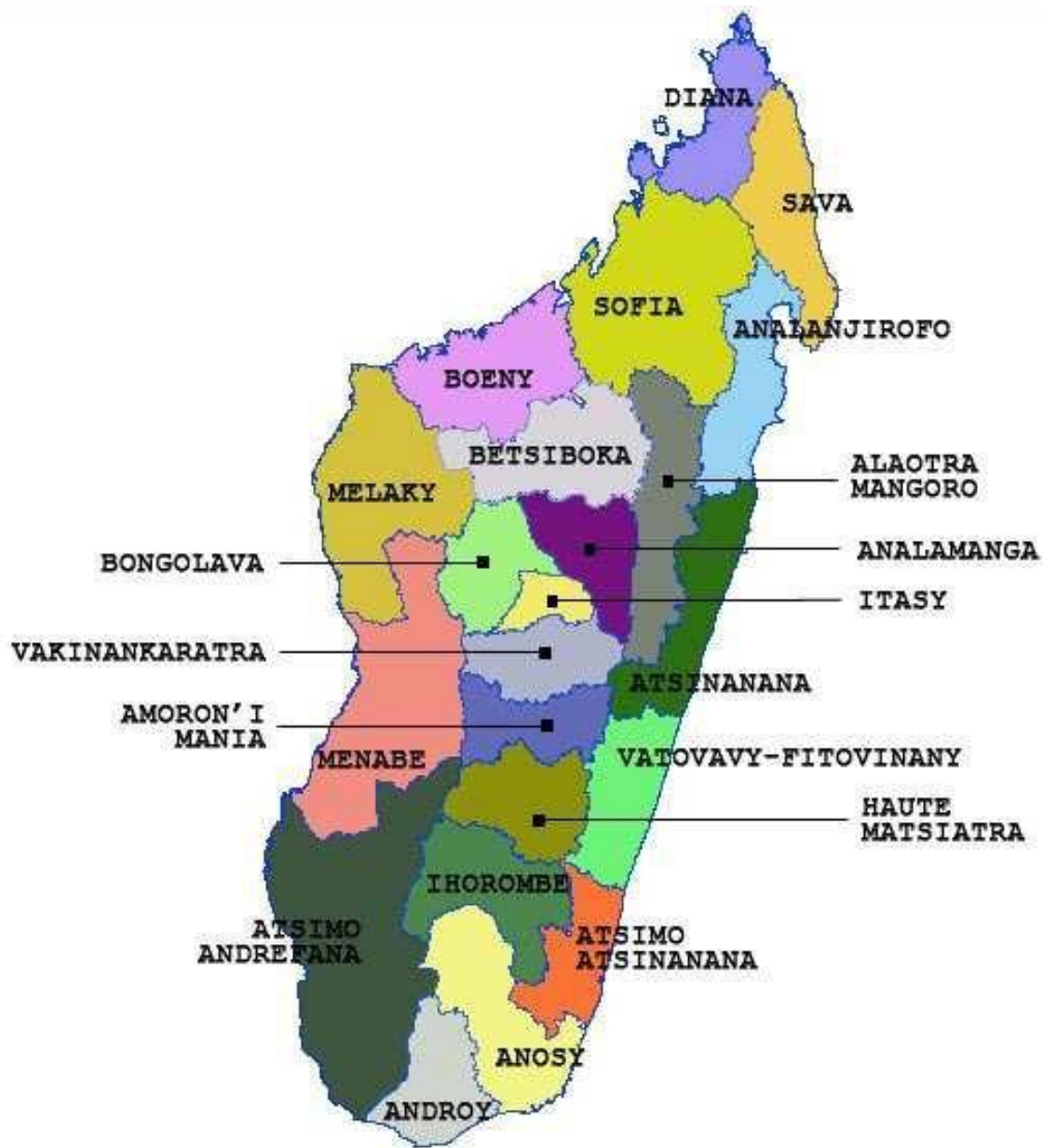


Figure 1: Map of Madagascar with the 22 regions

Source: Ravaoarisoa, Randrianatoandro, and Rakotonirainy (2018).

1.4. Motivation for the study and problem statement

Similar studies have addressed the topic within the African context (i.e., Chinaire, Chimucheka and Khayundi, 2021) and previous studies on entrepreneurial intention in Madagascar (i.e., Urban & Ratsimanetrimanana, 2019) have been conducted. However, the largest number of studies on SEI focused on Asia and only a small number published literature has been attributed to the African context which mostly covered South Africa, Nigeria and Zimbabwe (Anh, Lan, & Loan, 2021). As such, the lack of studies regarding SEI within the African context represents an opportunity to further knowledge and understanding in the academic context. Additionally, from a social perspective, given the unique circumstances and recent environmental issues (Droughts and recurring cyclones) that have sharpened social needs (Zhong, 2021), the need to test for SEI as an antecedent to social entrepreneurial activities seemed relevant, the latter representing a viable solution towards supporting Madagascar's government efforts in alleviating social challenges affecting the population. Furthermore, considering the impact of COVID-19 in 2020, Madagascar's poor economic performance was accentuated by a sudden recession, bringing an additional 1.8 million people under the international poverty line, with an estimated poverty rate of 80.7% (World Bank, 2022). Given this situation, it is crucial to prioritize employment creation and encourage innovative practices among established businesses. As pointed out by Foo, Vissa and Wu (2020), entrepreneurial activities have the potential to bring economic growth. In this regard, social entrepreneurship emerges as a viable solution for economic growth and social change. Therefore, it becomes important to investigate the antecedents of SEI within this specific context, as it holds significant relevance.

1.5. Research purpose, research questions and aims of the study.

The study seeks to provide empirical evidence to the factors influencing SEI in Madagascar, given the country's unique context and the various wicked problems that need to be addressed (Zhong, 2021). This comprehensive understanding will allow for the identification of positive factors influencing SEI in an economy which is classified as one of the poorest in the world (The World Bank Group, 2013). In this regard, it looks at

the antecedents of Social Entrepreneurial Intention (SEI) and how each factor influences SEI. To this end, the research questions read as follow:

[1] To what extent does perceived feasibility, in terms of its dimensions, influence social entrepreneurial intention in Madagascar?

[2] To what extent does perceived desirability, in terms of its dimensions, influence social entrepreneurial intention in Madagascar?

Following the research questions, the aims of the study are as follow:

[1] To examine the influence of perceived feasibility, in terms of its dimensions, on SEI in Madagascar.

[2] To examine the influence of perceived desirability, in terms of its dimensions, on SEI in Madagascar.

1.6. Conceptual definition of terms

1.6.1. Entrepreneurship

Numerous definitions of entrepreneurship have been provided by various authors (i.e., Low & MacMillan, 1988; Amit, Glosten & Miller 1993; Lumpkin & Dess, 1996; Kloepfer & Castrogiovanni, 2018; etc.). For example, Low and MacMillan (1988, p. 141) view the term as 'the creation of new enterprise', Lumpkin and Dess (1996, p.136) added that it can be done through 'internal corporate venturing' whereas Kloepfer and Castrogiovanni (2018) describe the phenomenon as a process. The vast scope of the field makes it difficult for researchers to agree on a single definition (Burg & Romme, 2014). Nevertheless, as described by Kloepfer and Castrogiovanni (2018), most embed the notion of newness and creation. In this regard, the definition provided by Thornton is adopted as it encompasses a broader perspective of the term entrepreneurship and yet is simple enough for the purpose of the study. It reads as follow 'The creation of new organizations which occurs as a context-dependent, social, and economic process' (Thornton,1999, p.20).

1.6.2. Social entrepreneurship

With regards to Social Entrepreneurship (SE) Venter and Urban (2015) define it as a venture aimed at “solving social problems and social entrepreneurs are the change agents in society, finding new and innovative ways to solve some of the most pressing social issues” (p. 550-551). Based on these definitions, there are clear distinctions between entrepreneurship and SE; equally, there are similarities cannot be denied. In fact, both are centred around the creation of a new venture but exist for different purposes (Venter & Urban, 2015).

1.6.3. Entrepreneurial intention and social entrepreneurial intention

As discussed previously, intention towards entrepreneurship is required to bring actions. Therefore, it is important to understand entrepreneurial intention and SEI. Entrepreneurial intention is referred to as a “self-acknowledged conviction by a person that they intend to set up a new business venture and consciously plan to do so at some point in the future. That point in the future might be imminent or indeterminate and may never be reached.” (Thompson, 2009, p. 676). In line with the definition of entrepreneurial intention and the topic under study, Tran and Von Korflesch’s (2016) provides a definition of social entrepreneurial intention (SEI) who describes it as an individual’s willingness to start a new social venture; a definition that is deemed appropriate for the purpose of the study.

1.6.4. Perceived desirability and perceived feasibility

Going beyond the definition of SEI, it is seen as important to define perceived desirability and perceived feasibility as these are the key concepts that drive the study. Perceived desirability refers to the attractiveness in creating a new venture while perceived feasibility refers to an individual’s self-perception of capability in bringing that venture into existence. These are concepts that were derived from Shapero and Sokol’s (1982) model of Entrepreneurial Event (EE) and applied by Mair and Noboa (2006) in their studies. Subsequently, these definitions are also applied in this study.

1.7. Contribution of the study

Economic development is often associated with entrepreneurship (Foo, Vissa & Wu, 2020). More importantly, social entrepreneurship has been established to be positively

correlated with poverty alleviation (Ashraf, 2020). However, despite numerous development activities, this goal has still not been achieved in most developing countries (Ashraf, 2019). In the case of Madagascar, the President, Andry Nirina Rajoelina, reiterated the need and the importance of entrepreneurial activities as a tool for economic growth. In his speech, he emphasized on the need for self-sufficiency and fundings that will be made available for young entrepreneurs (Viva Tv Madagascar, 2021). However, no allusion to policy reforms or development was mentioned to enable such program, especially regarding social entrepreneurial activities. Consequently, raising awareness regarding social entrepreneurship seems relevant to foster social entrepreneurial activities.

From an academic perspective, studies regarding SEI have mainly been focused in Asia (Anh, Lan, & Loan, 2021). For example, Ashraf (2020) focused his study on Islamic social entrepreneurship and fused Islamic principles into the theoretical model. A study in Malaysia, although conducted in an emerging economy, focused solely on undergraduate students (Ayob et al., 2013). Another study in the same country focused on the role played by social entrepreneurial education in reducing the barriers of SEI (Abdullah et al.,). In Istanbul, a study took a specific angle by looking at the influence of personality traits, organizational commitment, and management strategies on SEI. Additionally, the respondents included students in the field of applied entrepreneurship (Irengun & Arikboga, 2015). These studies seem to emphasize on the importance of national culture as well as the role of entrepreneurial education in predicting SEI. However, the contextual environment in Madagascar is somewhat different from the cited Asian countries. First, there is a lack of quality entrepreneurial education in Madagascar despite existing business and vocational trainings (Herrington & Coduras (2019). Secondly, the national culture is strongly influenced by Christianity (Razafindrakoto, 2006).

With regards to SEI studies in Africa, most have been conducted in South Africa where socio-economic and cultural dynamisms could differ from those found in Madagascar. In fact, the findings related to SEI in developing economies have yielded different results in the past. Whilst some suggest that all four factors are strong predictors of SEI (i.e., Chinaire, Chimucheka & Khayundi, 2021; Urban & Kujinga, 2017), others have observed

that it was not the case with empathy and perceived social support (i.e., Sousa-Filho et al., 2020). As such, building on the topic as a contribution to research is seen as relevant, especially in an under-researched country.

In this regard, an outlook within a different geographical context could provide solid foundations for researchers to further extend the topic. Equally, policy makers could use these findings to develop policy frameworks that would promote social entrepreneurial activities. Furthermore, SE could be part of the national discussion and the gap between SEI and total early-stage entrepreneurial activity (TEA) as a solution to reducing social challenges could be bridged, especially that social entrepreneurship is not a foreign term to Malagasy entrepreneurs.

1.8. Chapter summary

This chapter introduced the importance of social entrepreneurship in an economy that is characterized by poor governance and presents several socio-economic challenges. It also provided the various theoretical foundations that underpin SEI studies and discusses the theoretical framework that the study is relying on. Additionally, it provided motivation in undertaking the study and highlighted its potential significance for policy makers and researchers alike. The next chapter will provide a comprehensive overview of the topic, in addition to establishing the context and background of SE and SEI.

CHAPTER 2: LITERATURE REVIEW

2.1. Introduction

Given the importance of social entrepreneurship and SEI, a comprehensive understanding of these concepts is crucial for this study. To this end, the study first explores the concept of social entrepreneurship by providing the background, conceptualization as well as the key differentiators of SE from other forms of entrepreneurship. Although various forms of entrepreneurs exist (Venter & Urban, 2015), the study emphasizes on commercial ventures and philanthropy due to the degree of similarities between them and SE (Austin, Stevenson, & Wei-Skillern, 2006). Secondly, the study looks at different models of SEI by first introducing the entrepreneurial intention models on which Mair and Noboa (2006) based their research. The dimensions of SEI will be explained, and a conceptual framework will be provided at the end of the chapter.

2.2. Social entrepreneurship

2.2.1. Background

Social entrepreneurship is a phenomenon that was first identified in the nineteenth century in Europe, which attracted researchers and practitioners alike in the 1980s and 1990s. The popularity of SE lies in its objective of bringing social change and addressing inequality, which is a concept that William Drayton, founder of Ashoka contended in the 1980s. Being among the authors and advocates of SE, Drayton believed that investments should be geared toward sustainable and innovative business models (World Youth Report, 2020). Additionally, unlike commercial ventures that perceived profit gains as the ultimate goal, he posited that social innovation should be measured based on social impact (World Youth Report, 2020). Around the same time, the concept of financial sustainability came about. Indeed, Edward Skloot advanced the idea to use income generated from activities for the pursuit of social goals (Skloot, 1988). Both perspectives have influenced modern practices of SEs which have gained tremendous attention in the field of research (World Youth Report, 2020).

2.2.2. Conceptualization

The term entrepreneurship is not new. It has been used for decades in various disciplines and different contexts, hence, the lack of consensus in providing a universal definition of the term. Various theories are embedded in entrepreneurship (behavioural, resource-based, economic, management, etc.) which is not surprising considering the vast scope of the field (Tiwari, Bhat & Tikori, 2017). Studies on entrepreneurship range from the entrepreneurial intent to the ventures' impacts at a national level (GEM Report, 2020). As such, entrepreneurship is seen as a process because it deals with the identification of new opportunities, the pursuit of these opportunities by allocating resources and creating values for an identified market (Kloepfer & Castrogiovanni, 2018). Such process is not attributable to commercial ventures only; in fact, the same approach applies to social ventures (Venter & Urban, 2015). Social enterprises are those aimed at "solving social problems and social entrepreneurs are the change agents in society, finding new and innovative ways to solve some of the most pressing social issues" (Venter & Urban, 2015, p. 550-551). To further unfold the concept of social entrepreneurship, a thorough understanding of social entrepreneurs is important, including who they are and what they do.

Thompson, Alvy & Lees (2000) attribute social entrepreneurs as the driving forces behind SE. As such, the authors define social entrepreneurs as individuals who have identified a gap in society that has not been met by existing institutions; and mobilize the necessary resources to make a social impact. Much like for-profit entrepreneurs, social entrepreneurs undergo the process of opportunity recognition/identification, leveraged by opportunity alertness, with the aim of creating social values; as opposed to simply seeking profits (Kizner, 1973, as cited in Zahra, Gedajlovic, Neubaum, & Shulman, 2009, p. 525). Indeed, as noted by Abhi (2017), social entrepreneurs are also actively engaged in economic growth. Brinckerhoff (2009) further assigns entrepreneurs as risk taking individuals for the benefit of the people. With regards to the role played by this type of venture, Abeysekera (2019) argues that it has a significant social impact on developing countries which are often characterized by weak economies, poverty and resource scarcities. This sentiment is echoed by Venter and Urban (2015) who view governmental support as insufficient due to "wicked problems" (p. 554) such as social and cultural issues

that are often difficult to address. Thus, the necessity for social entrepreneurs to tackle these tasks effectively while maintaining financial sustainability.

Table 1: Social Entrepreneurship and Social Entrepreneurs

Social Entrepreneurship and Social Entrepreneurs	
Authors	Description
Venter and Urban (2015)	SEs are ventures aimed at “solving social problems and social entrepreneurs are the change agents in society, finding new and innovative ways to solve some of the most pressing social issues” (p. 550-551).
Thompson, Alvy & Lees (2000)	Individuals who have identified a gap in society which have not been met by existing institutions and mobilize the necessary resources to make a social impact.
Brinckerhoff (2009)	Risk taking individuals for the benefit of the people that the organization serves.
Abhi (2017)	Individuals that are engaged in economic growth in addition to tackling social challenges.
Kizner (1973), as cited in Zahra, Gedajlovic, Neubaum, & Shulman (2009)	Social entrepreneurs undergo the process of opportunity recognition/identification, leveraged by opportunity alertness, with the aim of creating social values as opposed to simply seeking profits.

Source: Adapted from Chinaire, Chimucheka and Khayundi (2021, p.3)

2.2.3. The unique attributes of SE

2.2.3.1. Differences between SE, for-profit entrepreneurship, and philanthropy

Unlike other forms of enterprises, there are clear distinctions that are attributed to SE which are translated into their social value creation, derived from their social mission as well as their approach to deliver those values. For example, Corporate Social Responsibilities (CSR) undertaken by corporates are best described as an act of generosity towards a social cause and do not represent the real purpose of the business. Equally, philanthropy exists for the purpose of bringing about social changes only, with no concern for financial sustainability (Venter & Urban, 2015). SE, On the other hand, exists for the purpose of addressing social problems by tapping into diverse sources of funding which could be generated internally or externally for financial stability purposes. Indeed, income generated activities can take the form of selling products/services to paying customers (with another segment of customers who are nonpayers or pay less for the product/service) or funding can be secured through grants, donations, program- related investment by foundations, social venture capitals, etc. (Venter & Urban, 2015). As such, activities undertaken by social enterprises can be seen as more sustainable and more impactful when compared to other entities.

2.2.3.2. Drives of SE

Unlike for-profit enterprises whose main purpose is to generate profit, (Austin, Stevenson, & Wei-Skillern, 2006) SE entrepreneurs are driven by the desire to act towards social change which is strongly influenced by the social context in which he/she in. These challenges are often based on institutional voids that fall under basic human rights such as access to education, healthcare, water, and food security, etc. (Venter & Urban, 2015). Beyond external factors, internal factors such as the need for achievement, unemployment and personal independence have also been identified. These views depict the push and pull factors that are similar to the reasons that drive for-profit entrepreneurs in starting a new venture (Wanyoike & Maseno, 2021). However, studies have regarded the social context as one of the key differentiators between for-profit and social ventures, upon which, the social mission is formed.

2.2.3.3. The uniqueness of SE missions

The mission provides enterprises with a sense of direction and purpose that dictates the way things are done in relation to the organization's overall strategies. In the case of SE, the mission offers a duality of perspectives which is reflected in the social and economic aspect of the venture. Indeed, the economic mission relates to the enterprise's financial sustainability to ensure survival, whereas the social mission relates to public benefits (Stevens, Moray, & Bruneel, 2015) which is the venture's reason of existence. This is perhaps the main key differentiator between SE, philanthropists, and commercial ventures. Whereas philanthropists mainly focus on public benefits, commercial ventures mainly focus on economic gains. SE falls between both worldviews and pursue both financial and social benefits (Venter & Urban, 2015). There are notable benefits and drawbacks to such a perspective. For example, sources of funding are diversified as they may come from social venture capitalists, corporate social responsibilities 'activities, governmental funds, philanthropists, and the economic activities undertaken by the entrepreneur. On the other hand, diversity in funding sources also means that entrepreneurs must compete in all sectors: private, governmental and non-profits (Venter & Urban, 2015).

2.3. Entrepreneurial intention and social entrepreneurial intention

The act of creating a new venture does not happen randomly. As explained by Venter and Urban (2015) and demonstrated by Ajzen (1991), intention precedes behaviour. Looking particularly at the Theory of Planned Behaviour (TPB) which was developed within the field of psychology (Ajzen, 1991), provides a solid foundation for entrepreneurial studies, especially in the role that intention plays in the decision-making process (Ndofirepi & Rambe, 2017). Equally, the theory of Entrepreneurial Event (SEE) by Shapero and Sokol (1982) allowed researchers to extend their studies in different fields and topics (i.e., Urban & Ratsimanetrimanana, 2019; Venter, Carruthers & Botha, 2019). Among those researchers, Mair and Noboa (2006) developed the SEI model based on the aforementioned theories. As the study relies on the model proposed by Mair and Noboa (2006), it is deemed important to first discuss these theories before diving into SEI models.

2.3.1. Overview of entrepreneurial intention

Various authors have contributed to the definition of entrepreneurial intention (EI) (Krueger & Carsrud, 1993; Thompson, 2009; Bird, 1988). For example, Thompson (2009) views the concept as a personal conviction of an individual to create a new venture in the future. The author further adds that the possibility of such creation might take place in the future or not at all. In line with this theory, Krueger and Carsrud (1993) refers to EI as the dedication to start a new firm. There is a consensus around EI involving both intent and commitment in the creation of a new firm which is further emphasized by Bird (1988) who views venture creation and value creation in existing firms as the outcome of entrepreneurial intentions. Unlike the previous definitions, Bird (1988) further includes the creation of values in existing businesses. Nevertheless, all definitions provided encompass the notion of newness which incorporates the definition of entrepreneurship (Kloepfer & Castrogiovanni, 2018).

Table 2: Entrepreneurial Intention

Entrepreneurial Intention	
Authors	Description
Thompson (2009)	“Self-acknowledged conviction by a person that they intend to set up a new business venture and consciously plan to do so at some point in the future. That point in the future might be imminent or indeterminate and may never be reached” (p. 676).
Krueger and Carsrud (1993)	The dedication to start a new firm.
Bird (1988)	Venture creation and value creation in existing firms are the outcome of entrepreneurial intentions.

Source: Adapted from Chinaire, Chimucheka and Khayundi (2021, p.3)

2.3.2. Entrepreneurial intention models

To a great extent, behavioural theories have been used to explain EI formation, with leading authors such as Ajzen, Shapero and Sokol. Ajzen's (1991) Theory of Planned Behaviour (TPB) is made of antecedents including attitude, subjective norms, and perceived behavioural control. The author argues that attitude relates to the individual's evaluation of outcome, whether the outcome is perceived as favourable or not. Subjective norms relate to the perception of others and deals with the opinions of the individual's social network (whether or not the individual possesses the capabilities to engage in the intended entrepreneurial venture); and lastly, behavioural control which encompasses the perceived ease or difficulty in performing the behaviour. As explained by Kautonen et al., (2015), intention is the mediator between attitude, subjective norms, perceived behavioural control and behaviour. Much like Ajzen's theory, Shapero and Sokol's Entrepreneurial Event model correlate intention with perceived desirability, perceived feasibility, and the propensity to act (Venter & Urban, 2015). In this model, desirability and feasibility are closely linked to attitudes and perceived behavioural control.

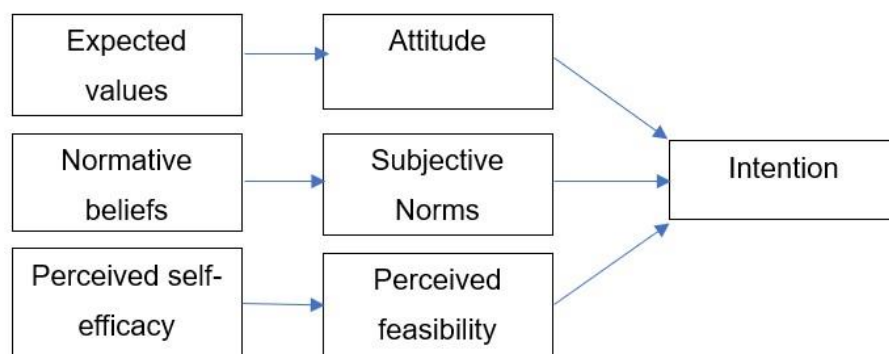


Figure 2: Ajzen's Theory of Planned Behaviour (TPB)

Source: Venter and Urban (2015, p. 48).

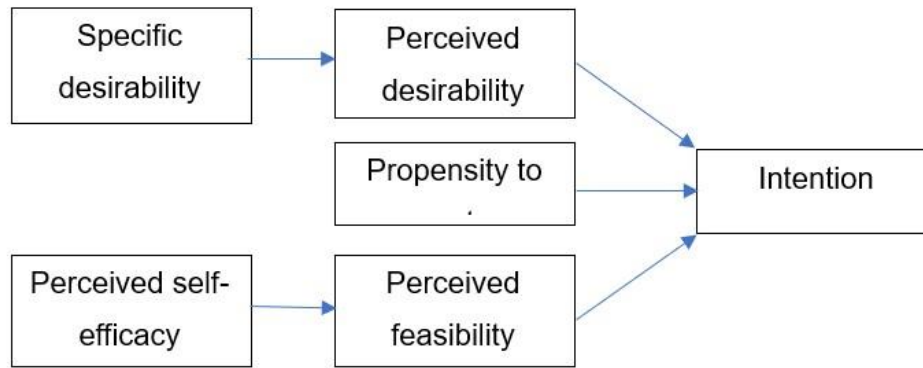


Figure 3: Shapero's model of the Entrepreneurial Event.

Source: Venter and Urban (2015, p. 49).

2.3.3. Social entrepreneurial intention models

As explained previously, despite the similarities between SEs and for-profit ventures, there are notable differences in purpose. Therefore, it comes as no surprise that differences also exist between SE and commercial ventures when it comes to intention.

Inspired by the above-mentioned theories and as indicated by Abeysekera (2019), Mair and Noboa (2004) were among the first researchers to introduce the antecedents of social entrepreneurial intentions. As such, the latter proposed empathy and moral judgement as proxies for perceived desirability, self-efficacy, and social support as proxies for perceived feasibility. There are notable similarities between SEI and EI with regards to perceived feasibility as both deal with self-efficacy. However, in Mair and Noboa's (2004) model, social support falls under feasibility which is explained by the authors as part of the resource mobilization process positing that entrepreneurs cannot succeed on their own. As such, feasibility is very much dependent on the support of others. Secondly, Mair and Noboa (2004) argue that empathy and moral judgement form part of perceived desirability as the well-being of others and social justice are desired outcomes (Miller et al., 2012).

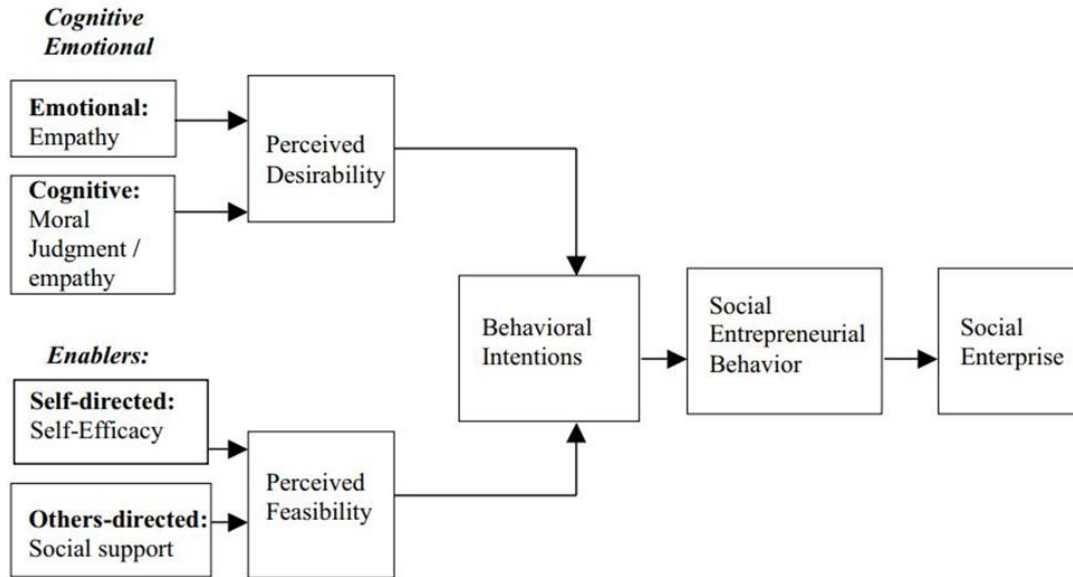


Figure 4: SEI Model

Source: Mair and Noboa (2004, p.8).

Over the years, various models of SEI have been proposed by researchers to better understand the phenomenon. For example, VanSandt, Sud, and Marmé (2009) proposed effectual logic, information technology and enhanced legitimacy as predictors of SEI. The effectual logic deals with the ability to use available resources to start a new venture (Sarasvathy, 2001) and information technology acts as a catalyst for entrepreneurs to build networks overtime, maximizing impact and reducing costs associated with monitoring. In this case, technology is not only seen as a tool to carry out activities but also represents an effective tool to build legitimacy through effective reporting metrics and worldwide connections with stakeholders (VanSandt, Sud, and Marmé, 2009).

Next, Tiwari, Bhat and Tikori (2017) proposed another model with emotional intelligence, creativity, and moral judgement as antecedents of SEI, as presented in figure 4. The authors argue that the way emotions are channelled and managed may foster creativity, thus, it may contribute to competitive advantage to address social challenges. Additionally, they posit that creativity is a cornerstone of SEI as it depicts the characteristic of an entrepreneur, joining Schumpeter and Stiglitz's (2010) view of innovation referred to as creative destruction. In their model, attitude towards becoming a social entrepreneur, subjective norms and perceived behavioural control is presented as

mediators between the antecedents of SEI and SEI. The findings suggested that creativity, moral judgement, and emotional intelligence were strong predictors of SEI.

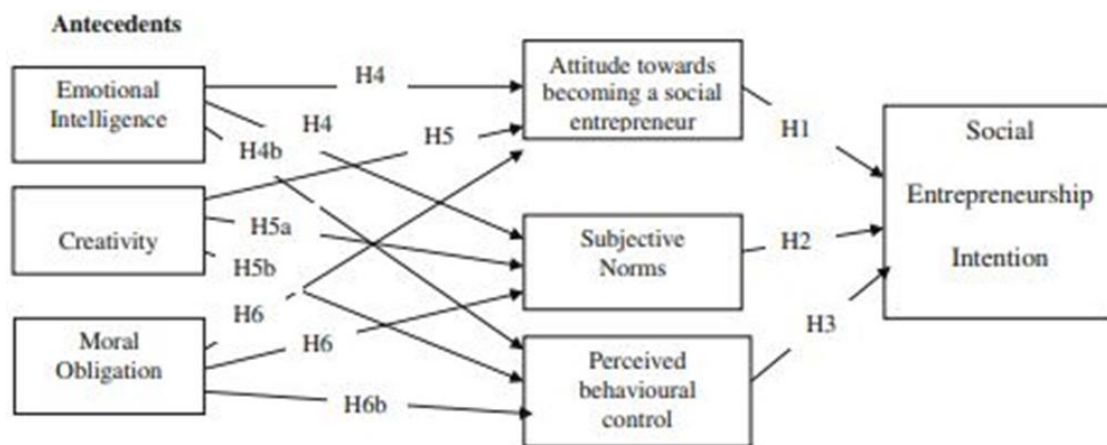


Figure 5: Other SEI Model

Source: Tiwari, Bhat and Tikoria (2017, p.25).

The next sections will look at the individual factors followed by the SEI model inspired from Mair and Noboa' (2004) studies on which the hypotheses are based. This model is seen as fitting for the context in Madagascar which is characterized by strong inequalities due to poor governance, corruption, and economic inequalities (Zhong, 2021; World Bank Group, 2013). As such, the concepts of empathy and moral judgement are expected to be strongly present especially in a culture embedded in collectivism (Randriamiharisoa et al., 2021).

2.4. Factors influencing social entrepreneurial intention based on Mair and Noboa's model

2.4.1. Perceived desirability

2.4.1.1. Empathy

Generally, social entrepreneurs are perceived as individuals with greater moral empathy as opposed to profit-driven entrepreneurs (Stephan & Drencheva, 2017, as cited in Lambrechts et al., 2020). Although, financial rewards and the need for achievement are

part of the motivating factors for entrepreneurial intention, Miller et al. (2012) argue that the well-being of others are equally important. Additionally, Clark, Newbert and Quigley (2018) believe that social entrepreneurs have greater ambitions, thus a more rigorous assessment of self-efficacy. Next, life events are triggers to SEI. In the study conducted by Lambrechts et al., (2020), the findings suggested that life events strengthened empathy and consequently entrepreneurial intention. The authors also added that opportunity recognition could be caused by personal events experienced by the entrepreneur, hence influencing his/her decision to support a specific group of people. Additionally, these prior observations have been echoed by Samsudin et al., (2021) in a study that included 300 students from 15 public universities in Malaysia. The results concluded that empathy had a significant effect in students' motivation for social entrepreneurship.

2.4.1.2. Moral judgement

Waldmann, Wiegmann and Nagel (2012, p. 274) refer to moral judgement as the "rightness or wrongness of specific acts or policies". In line with this definition, Haidt (2001) defines the term as the evaluation or differentiation of good and bad. Consequently, the decision that is made by an individual as a result of the expectations of society is seen as virtue. Haidt's (2001) theory of moral judgement further adds the role that emotion plays in moral judgement, linking it closely to empathy as explained by Mair and Noboa (2004). By the same token, moral judgement was proposed to be part of SEI as it represents an important component of perceived desirability and is seen as a cognitive process driven by the desire for social justice (Mair and Noboa, 2006).

Based on the literature review regarding the dimensions of perceived desirability, the first hypothesis is formulated as follow:

H1: Perceived desirability dimensions, in terms of empathy and moral judgement have a positive influence on SEI.

2.4.2. Perceived feasibility

2.4.2.1. Self-efficacy

Wald, Wood and Bandura (1989) define self-efficacy as an individual's self-perception of his/her own capabilities in mobilizing the needed resources to take action or have control over events in his/her life. In an entrepreneurial context, this definition relates to the creation of a new venture. Chen, Greene and Crick (1998) further added that an important characteristic of self-efficacy is preference. Individuals are more inclined to be associated with activities where there is an expected high degree of control rather than low control. Thus, the choice of entrepreneurial venture may be related to what the individual entrepreneur perceives him/herself to be more effective at. In this sense, not only does self-efficacy contribute as a predictor to entrepreneurial intention, but it is also an important factor toward the scope of the venture, as well as the type of social challenges that the entrepreneur will aim to solve (Chinaire, Chimucheka & Khayundi, 2021).

2.4.2.2. Social support

Culture is an important determinant of entrepreneurial intention and although a definite meaning of the concept is yet to be uncovered, the general belief revolves around sharing something among a group of people (Smith, 2002). In this context, the aspect of culture that is considered relates to the perception of social support. In other words, the type of support that an individual expects to receive from his/her network to effectively engage in the creation of a social enterprise (Aldrich & Martinez, 2001). Baron and Markman (2000) further define the term as a form of support where resources could be obtained from a social network (actual or potential resources) that views the individual as credible. Social network is an important component of the entrepreneurial journey and may be formal or informal. Although there is a varying degree of affiliation (and intensity), its importance in a new venture creation cannot be neglected (Venter & Urban, 2015). Social support plays an important role in SEI as it facilitates the mobilization of resources and fosters networking opportunities (Mair & Noboa, 2004). Additionally, prior studies have suggested that not only is social support positively related to SEI, but it also positively influences it (Hockerts, 2017; Chinaire, Chimucheka & Khayundi, 2021; Sousa-Filho et al., 2020).

Based on the literature review regarding the dimensions of perceived feasibility, the second hypothesis reads as follow:

H2: Perceived feasibility dimensions in terms of self-efficacy and social support have a positive influence on SEI.

Table 3: Factors influencing SEI

Factors influencing SEI		
Authors	Factors	Description
Perceived desirability		
Lambrechts et al., (2020)	Empathy	Life events strengthen empathy and consequently entrepreneurial intention.
Waldmann, Wiegmann and Nagel (2012, p. 274);	Moral Judgement	“Rightness or wrongness of specific acts or policies”.
Perceived feasibility		
Wood and Bandura (1989)	Self-efficacy	An individual's self-perception of his/her own capabilities in mobilizing the needed resources to act or have control over events in his/her life.
Baron and Markman (2000)	Social support	Support where resources could be obtained from a social network (actual or potential resources) who views the individual as credible.

Source: Adapted from Chinaire, Chimucheka and Khayundi (2021, p.3)

2.5. Hypotheses

The following hypotheses are derived from the literature review, followed by a graphical representation of the conceptual framework.

H1: Perceived desirability dimensions, in terms of empathy and moral judgement, have a positive influence on SEI

H2: Perceived feasibility dimensions, in terms of self-efficacy and social support, have a positive influence on SEI.

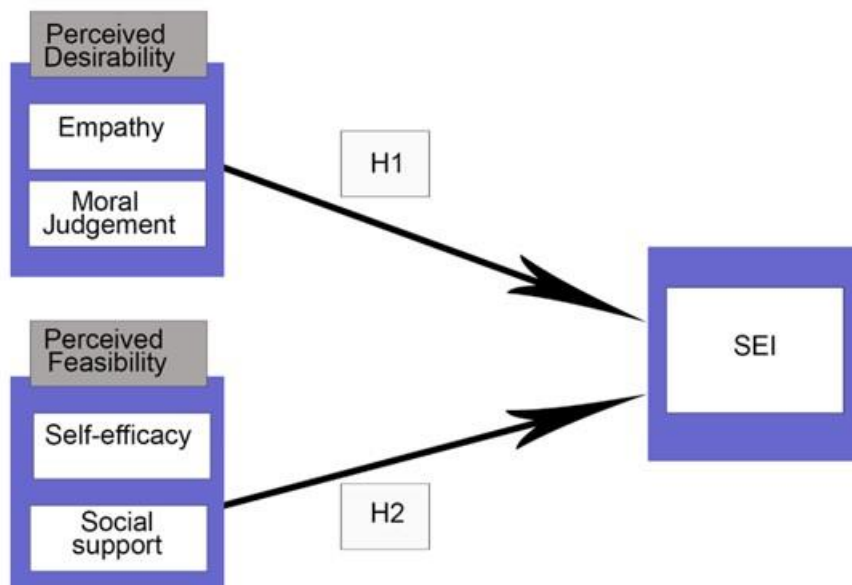


Figure 6: Conceptual correlation framework for the study

Source: Inspired from Mair and Noboa (2006).

2.6. Conclusion of the literature review

Despite the existing similarities between SEI and EI, there are notable differences in how intention is formed especially when it comes to perceived desirability which could be seen as differential key drivers toward social entrepreneurial motivation (Mair and Noboa, 2004). With regards to social entrepreneurship itself, Venter and Urban (2015) propose that the activities associated therewith constitute a possible solution for the social

challenges that governments struggle to address; however, for these activities to take place, behavioural intentions are pre-requisites. In this regard, testing for SEI in Madagascar appears as a must, given the current socio-economic issues plaguing the country.

CHAPTER 3: RESEARCH METHODOLOGY

3.1. Introduction

For the purpose of this study, the methodological approach is discussed in this section. In this regard, the key methodological concepts, the research paradigm, design, population and sampling research instrument, the procedures followed for data collection, data analysis, validity and reliability are covered in the next sections.

3.2. Research paradigm

A research paradigm refers to the different commonly held assumptions regarding ontological, epistemological, and methodological issues (Johannesson & Perjons, 2021). This study takes a post-positivist orientation due to its quantitative approach as the researcher did not influence the environment in which the study took place (Creswell, 2013). Such an approach takes an evidence-based assessment to a situation which, can be mathematically represented and therefore takes an objective stance. Furthermore, it holds the assumption that the method used for a particular study is chosen based on the research questions. The main advantages of this approach relate to its consistency and reproducibility as it deals with a combination of figures, data comparisons, etc. As such, the analyzed data offers greater precision and the possibility of generalization (André, Daniel, Fernando, 2017; Hadiya, 2021).

On the other hand, the positivism approach believes in the absolute truth which can be uncovered through science with one social reality (Hadiya, 2021). Various researchers have moved away from the positivist approach to adopt a post-positivist approach that aligns with management studies, hence the relevance of such paradigm in this study.

3.3. Research design

A research design refers to the strategy intended to be used to effectively address a research question (Cooper & Schindler, 2014). In this study, a cross-sectional method was used to describe a particular event at a specific point time (Schindler, 2021) and data was collected through surveys and questionnaires that were randomly distributed. As such, primary data was collected and interpreted through statistical means. The

advantages of such methods include generalization and the minimization of time loss as data could be gathered quickly (Field, 2009; Hadiya, 2021). However, there were also notable disadvantages in using a quantitative approach. As noted by Creswell (2013) and Field (2009), lack of depth and common method bias are issues that researchers need to be aware of, which were addressed in this study.

The study aimed to protect the rights of the respondents and ensured that no discomfort, loss of privacy nor physical harm was experienced (Cooper, Schindler & Sun 2006). Furthermore, an explanation of the purpose of the study was provided to ensure that respondents understood the topic and how they were expected to participate. Additionally, the expected time frame to complete the questionnaire was communicated and respondents had the right to refuse to answer the questions. It was asserted that the respondents' personal details (should there be any) were not to be disclosed nor did the researcher and his team seek to obtain the names of the respondents to ensure confidentiality. In this case, respondents were referred to as participant 1, 2, etc. (Cooper, Schindler & Sun 2006).

3.4. Research population and sampling

3.4.1. Research population

According to Cooper and Schindler (2014), population refers to the group from which the research aims to draw conclusions from. In this study, the population of the study included the population of Antananarivo represented by individuals between the ages of 18 and 35 (university students and young professionals) from different provinces as it falls under the most significant age in which entrepreneurial intention is most likely to be higher (GEM Report, 2020). Also, at that age, literacy levels were expected to be higher in Madagascar (UNESCO Institute for Statistics, 2022). Additionally, using students as part of the sampling frame did not only provide a solid foundation in exploring psychological behaviours but also provided greater heterogeneity in terms of demographic distribution, especially that many tertiary institutions are located in the capital (Audia, Locke & Smith, 2000). Additional sampling criteria included educational background. As indicated by Urban and Kujinga (2017), individuals with management and commerce backgrounds

were most likely to engage in entrepreneurial behaviour. As the study sought to test for SEI, entrepreneurs already involved in social entrepreneurial activities, either part-time or full-time were excluded from the study.

The study population was made of the urban area as it constitutes the highest population density given that the city of Antananarivo represents the administrative capital, with an approximate population of 3 209 933 inhabitants (the most recent census), as provided by the Collectif d'Urbanisme et d'Architecture (CUA) (2017).

3.4.2. Sample and sampling method

To obtain the sample size, Raosoft formula sample size calculator (an online tool) was used with 5% margin error, 95% confidence level and 50% response distribution. Shanti and Potluri (2009) advise that a 50% response distribution is the most conservative assumption should response rates be unknown. In this case, as similar studies have not been conducted in Madagascar yet, a 50% response distribution was opted for. The Raosoft formula reads as follow:

$$n = \frac{Z^2 \cdot p \cdot (1-p)}{E^2} \cdot N$$

"X = Z(c/100)2r(100-r); n= N x/((N-1) E2 + x); E = Sqrt [(N - n) x/n(N-1)].

Where N is the population size and r represents the fraction of responses that is of interest.

The sample size that was derived from the calculation was 385. The tool used to generate the sample size was deemed reliable as it has been used in a previous study addressing similar topics (i.e., Chinaire, Chimucheka and Khayundi, 2021). Given the approach of the study, a nonprobability sampling method was opted for with a focus on judgement sampling. The rationale behind this choice was related to time constraints, costs and to avoid complications in the research. Furthermore, the respondents were selected based on their compliance with the imposed criterion, for which, judgment sampling seemed more suitable (Schindler, 2021).

Table 4: Profile of respondents

Description	Population	Suggested sample size
University students and young professionals between the age of 18 to 35 years old. Individuals with academic backgrounds in the faculty of Commerce, Law and Management	Approximately 3 209 933	385

3.5. Research Instrument

The research instrument used in this study was a pre-determined questionnaire which was administered by the researcher and his team to the respondents. Although online questionnaires are more efficient (Cooper & Schindler, 2011), a self-administered questionnaire overcame time constraints and ensured that the study was completed on time. Furthermore, only 15% of the population in Madagascar has access to the internet, making it very difficult to collect data online (World Bank Data, 2018).

The research instrument used was Hockett's (2015) to measure perceived feasibility and perceived desirability, with their subsequent dimensions: empathy, moral judgement, self-efficacy, and social support. Secondly, to measure SEI, the instrument proposed by Bacq and Alt (2018) was used. Both instruments have been applied in previous studies and have been validated. However, the questionnaires were translated in French to suit the respondents' language and to facilitate understanding. Subsequently, the questionnaire

was made of three parts, each addressing the identified constructs using a 7 point-Likert scale to assess their level of agreement or disagreement.

- Perceived desirability (with 10 items in total) made of empathy (with 6 items) and moral judgement with (4 items).
- Perceived feasibility (with 8 items in total) made of self-efficacy (4 items) and social support (with 4 items).
- SEI (with 6 items)

With regards to demographic data, information regarding age, gender, educational background, current occupation (student or professional) and province of origin was collected. The rationale behind this choice was to ensure sample criteria compliance and diversity.

The questionnaire can be accessed on the appendix list.

3.6. Procedure for data collection

The study was cross-sectional in nature as the data was collected at a single point in time (Creswell, 2013). Qualtrics, an online tool was used to design the questionnaires and data entry was done manually onto SPSS (v28). With regards to data collection procedures, a team of four people was formed and was briefed by the researcher. The team was assigned to cover the city of Antananarivo and the questionnaires were administered to individuals that fulfilled the criterion imposed. Data collection took place within a timeframe of three weeks in which daily reports were scrutinized for quality purposes.

3.7. Data analysis and interpretation

The statistical software tool that was used was SPSS (v28) due to its user-friendly interface (Field, 2013). After the data was screened for possible errors (i.e., incomplete responses, missing values, etc.), it was entered into SPSS (v28), further cleaning was conducted in the platform. Then, the data was measured and analysed based on the constructs proposed. Descriptive analysis was used to capture the demographic data of

the respondents which was followed by a validity test using Exploratory Factor Analysis (EFA), and a reliability test using Cronbach Alpha. Additionally, a correlation analysis was conducted and, assuming that the data was normally distributed, a linear multiple regression analysis was used to test the hypotheses.

First, a correlation analysis was conducted to allow for the identification of existing relationships between the variables as well as to determine the strength and direction of the of the association between those variables (Field, 2017). Going further, a multiple regression analysis was conducted to assess the influence of the independent variables on the dependent variable. A linear multiple regression analysis fitted the study as the it contains more than one independent variable (Field, 2017). The proposed methodology for data analysis assumed that the data collected was parametric. In this case, the underlying assumptions for the use of a linear multiple regression analysis were tested which included linearity (P-P Plot for model fit), normality (Skewness and Kurtosis test), multicollinearity (Collinearity Tolerance and Statistics VIF), correlation (Durbin-Watson test) and homoscedasticity (scatterplot).

3.8. Validity and reliability

3.8.1. External validity

External validity relates to the generalizability of the findings across the population (Cooper, Schindler & Sun 2006). The data collection was conducted in an environment that ensured a rich diversity of population, within the most vibrant economy, as it took place in the City of Antananarivo, with the most population density in the region (Collectif d'Urbanisme et d'Architecture (CUA) (2017).

3.8.2. Internal validity

Internal validity relates to the accuracy of the instrument and investigates whether the instruments will measure what they are intended to measure (Cooper, Schindler & Sun 2006). As the variables cannot be measured directly (measured using different dimensions) which is often the case in social sciences, the use of factor analysis (EFA) was important in this study. Additionally, its purpose is to reduce the data for ease of

interpretation and avoid multicollinearity whilst retaining as much of the initial information as possible (Field, 2017). Furthermore, as observed by Izquierdo, Olea and Abad (2014), EFA is used in various studies with different contextual factors such as different sample or adapting the test to another language which was the case in this study. The main results that were interpreted for validity purposes related to the determinant value for multicollinearity testing, KMO and Bartlett's test for sample adequacy, the total variance for factor retention and the pattern matrix for item reductions.

3.8.3. Reliability

According to Field (2017), reliability relates to the consistency of the questionnaire, that it reflects the construct being measured. To ensure that reliability was achieved, Cronbach alpha was used on the different constructs within SPSS (v28) to test the reliability of the scales. Although a Cronbach alpha of greater than 0.7 is ideal, a value of equal or greater than 0.5 could have been considered because of the diversity of the constructs being measured (Nunnally, 1978 as cited in Field, 2017).

Table 5: Measures used in the study

Literature sources	Constructs	Analysis
Perceived desirability		Descriptive Analysis of demographic factors
Lambrechts et al., (2020)	Empathy	
Waldmann, Wiegmann and Nagel (2012, p. 274)	Moral Judgement	Factor Analysis
Perceived feasibility		Cronbach Alpha
Wood and Bandura (1989)	Self-efficacy	Correlation Analysis
Baron and Markman (2000)	Social support	Multiple linear Regression Analysis

3.9. Conclusion of the research methodology

To conduct the study, a quantitative approach was used. As such, a cross-sectional study through surveys was opted for. The population included individuals between the ages of 18 and 35 in the urban area of Antananarivo and the suggested sample size included 385 individuals who were selected based on their age group and educational background. Lastly, data was collected by a team of four people that were supervised and briefed by the researcher. Data analysis and interpretation included descriptive analysis, factor analysis, Cronbach Alpha, correlation analysis and linear multiple regression analysis with the help of the software SPSS (v28).

CHAPTER 4: RESULTS PRESENTATION AND INTERPRETATION

The aim of this chapter is to interpret the results obtained from the analysis of the data collected. As such, it begins with the analysis of demographic factors associated with the respondents in terms of age, gender, occupation, region of origin and academic background. This is then followed by a validity test using Exploratory Factor Analysis (EFA) and a reliability test using Cronbach Alpha. Lastly, results and interpretation of the correlation analysis is provided along with the linear multiple regression analysis.

4.1. Sample characteristics

This section is divided into three parts which addresses the demographic factors of the respondents. The first part emphasizes on the age group, followed by gender, region of origin, occupation, and academic background.

4.1.1. Respondents' characteristics

In total, 385 respondents were administered the questionnaires. Out of 385, 55 were excluded as they did not meet the criteria or their responses were incomplete, thus, 330 were retained. As data collection was conducted through face-to-face interviews, data screening was done physically by removing incomplete responses, leaving the study with a sample size of 330.

4.1.2. Age group

As age was an imposed criterion, all respondents were between the ages of 18 and 35 years old. As explained in the previous chapter, EI tends to be higher within that range. (GEM Report, 2020). However, a distinction between two age groups (18-25 years old and 25-35 years old) was applied within the imposed criterion for a better representation of the respondents' profiles as seen in table 6 below.

Table 6: Age group

Age group of respondents		
	N	%
18 - 25 Years Old	244	73.9%
25 - 35 Years Old	86	26.1%

Table 6 shows that most respondents (73.9%) are between the age of 18 to 25 years old, whereas those between 25 and 35 years old represented the minority with 26.1%.

4.1.3. Gender and region of origin

Table 7 shows that most of the respondents were female, representing 53.3% of the respondents against 46.7% for males. Additionally, most of the respondents were from the Analamanga region (48.8%), followed by the region of Boeny (8.5%) and Vakinankaratra at 5.2%. The statistical data pertaining to the Analamanga region is not surprising considering that the data was collected in Antananarivo, which is not only within the Analamanga region but is also the capital city of Madagascar. Although all twenty-two regions are represented, it is important to note that the smallest percentages are attributed to the regions of Sava (0.6%), Melaky (0.3%), Betsiboka (0.9%), Atsimo-Atsinanana (0.3%), Ihorombe (0.3%), Atsimo-Andrefana (0.6%) and Androy (0.3%).

Table 7: Gender and region of origin crosstabulation

Gender and region of origin crosstabulation		Gender		Total
		Male	Female	
Region of origin	Diana	8	10	18
		5.2%	5.7%	5.5%
	Sava	2	0	2
		1.3%	0.0%	0.6%
	Itasy	5	2	7
		3.2%	1.1%	2.1%
	Analamanga	73	88	161
		47.4%	50.0%	48.8%
	Vakinankaratra	10	7	17
		6.5%	4.0%	5.2%
	Sofia	5	2	7
		3.2%	1.1%	2.1%
	Boeny	13	15	28
		8.4%	8.5%	8.5%
	Betsiboka	2	1	3
		1.3%	0.6%	0.9%
	Melaky	0	1	1
		0.0%	0.6%	0.3%
	Alaotra-Mangoro	4	4	8

		2.6%	2.3%	2.4%
	Atsinanana	14	16	30
		9.1%	9.1%	9.1%
	Amoron'i Mania	2	4	6
		1.3%	2.3%	1.8%
	Matsiatra Ambony	7	12	19
		4.5%	6.8%	5.8%
	Vatovavy-Fitovinany	1	3	4
		0.6%	1.7%	1.2%
	Atsimo-Atsinanana	1	0	1
		0.6%	0.0%	0.3%
	Ihorombe	1	0	1
		0.6%	0.0%	0.3%
	Menabe	2	4	6
		1.3%	2.3%	1.8%
	Atsimo-Andrefana	1	1	2
		0.6%	0.6%	0.6%
	Androy	1	0	1
		0.6%	0.0%	0.3%
	Anosy	2	6	8
		1.3%	3.4%	2.4%

4.1.4. Occupation and academic background

In terms of occupation, most respondents were students (57.3%) against 38.2% for their working counterparts. The remaining 4.5% represented individuals that were both studying and working.

Table 8: Academic background and occupation crosstabulation

Academic background and occupation crosstabulation					
		Occupation			Total
		Student	Young Professional	Student and Young Professional	
Academic Background	Law	189	126	15	330
	Business Commerce	100.0%	100.0%	100.0%	100.0%
Total		189	126	15	330
		100.0%	100.0%	100.0%	100.0%

4.1.5. Sample characteristic's summary

The total sample size included 330 individuals from Madagascar aged between 18 and 35 years old. The respondents were mostly females (53.3%) and were between 18 to 25 years old (73.3%). Secondly, the results revealed that the majority were students (57.3%). As the academic background was an imposed criterion, 100% of the sample size had a background in the faculty of Management, Law and Commerce. Lastly, a vast majority of the respondents were from the region of Analamanga (48.8%), followed by the Atsinanana (9.1%) and Boeny (8.5%) regions.

4.2. Exploratory Factor Analysis (EFA)

To test the relationship between factors and to determine the number of factors to be retained, Exploratory Factor Analysis (EFA) was used. Principal axis factoring, along with Promax rotation (Oblique rotation) were opted for under the assumption that the factors were interrelated. Another method used for extraction was scree plot and Kaiser's criterion. As such, based on the principal of correlation, the factors considered were those above 0.4 (Field, 2017). Below, is a summary of the pattern matrix obtained from running EFA on all variables. After testing for convergence and divergence, five factors were retained. The results obtained from the pattern matrix revealed that not all items could be retained for each factor as some were cross loading while others did not load at all. The next sections provide details for each variable and for ease of interpretation, both pattern and factor matrices were used where appropriate. The below table represents a summary of the factors and items that were retained. The factors are labelled as follow: Factor 1 = Empathy, Factor 2 = Social Support, Factor 3 = Social Entrepreneurial Intention, Factor 4 = Self-efficacy, and Factor 5 = moral judgement.

Table 9: Summary table of the retained factors using the pattern matrix

Variables	Factor				
	1	2	3	4	5
Empathy4Reverse	.862				
Empathy6Rev	.805				
Empathy5	.740				
Empathy3	.737				
Empathy2Rev	.672				
SS3		1.007			
SS2		.925			
SS4Rev		.683			
SE3			.812		
SE2			.800		
SE4Rev			.661		
SE1			.598		
SEI3				.877	
SEI4				.677	
SEI2				.660	
SEI1				.608	
MJ4					.815
MJ3					.757

4.2.1. Social Entrepreneurial Intention (Dependent Variable)

Principal axis factoring on 6 items was used. With the use of the pattern matrix, it was revealed that only 4 out of 6 items could be retained for further analysis with regards to Social Entrepreneurial Intention: SEI3, SEI4, SEI2 and SEI1 which were strongly loaded to factor 4. All four are above the acceptable level of .5 with the following value respectively: .865, .693, .687 and .579 as seen in table 10 below. SEI5 and SEI6 did not have any loadings and therefore had to be removed. As there is only one factor, there was no need for rotation.

Table 10: Factor Matrix (SEI)

Dependent Variable	Factor 1
SEI3	.865
SEI4	.693
SEI2	.687
SEI1	.579

From the results obtained from table 11, it can be concluded that factor 4 (SEI) explained 62.37% of the variance which is seen as acceptable as it is greater than 50%.**Table 11:** Total Variance Explained (SEI)

Factor	Initial Eigenvalues		Extraction Sums of Squared Loadings			
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.495	62.370	62.370	2.036	50.895	50.895
2	.652	16.298	78.668			
3	.514	12.859	91.527			
4	.339	8.473	100.000			

Additionally, KMO and Bartlett's test of sphericity were conducted, revealing an appropriate sampling adequacy of .765 (KMO) and an Approx. Chi-square of 411.951, DF=6, $p < .001$, indicating that factor analysis is appropriate for the study (Hair, Black,

Babin, & Anderson (2010). Lastly, the correlation matrix revealed that there were no multicollinearity issues with a determinant of .284 which is greater than 0.00001 (Field, 2017).

Table 12: KMO and Bartlett's Test (SEI)

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.765
Bartlett's Test of Sphericity	Approx. Chi-Square	411.951
	df	6
	Sig.	<.001

4.2.2. Perceived desirability dimensions – empathy and moral judgement (Independent Variables)

Perceived desirability was measured using two scales: empathy and moral judgement. After EFA, the pattern matrix table showed that only 5 factors were retainable for empathy. Empathy1 had cross loadings and had to be removed from further analysis. As the 4th, 5th and 2nd questions were negatively phrased in the questionnaire, they initially rendered negative values in the pattern matrix. As such, reversed coding was applied to render a positive value and assigned a new name for each affected item (i.e., Empathy4Reverse, Empathy6Rev and Empathy2Rev). The 5 retained factors are the following: Empathy4Reverse (.853), Empathy3 (.774), Empathy5 (.770), Empathy6Rev (.738) and Empathy2Rev (.707) as seen in table 13.

With regards to Moral Judgement, only 2 factors could be retained as MJ2 was cross-loading and MJ1 was loading on a 6th factor. As the items were highly correlated (>.7), they were retained for further analysis as they make a valid factor (Worthington & Whittaker, 2006). After removing MJ2, MJ1 was still loading on a 6th factor and therefore had to be removed from further analysis. MJ4 and MJ3's respective values are .827 and .776. All items belonging to both factors are above the acceptable level of .5.

Table 13: Pattern Matrix (Empathy and Moral Judgement)

Independent Variables	Factor	
	1	2
Empathy4Reverse	.853	
Empathy3	.774	
Empathy5	.770	
Empathy6Rev	.738	
Empathy2Rev	.707	
MJ4		.827
MJ3		.776

With Eigenvalues greater than 1, the Total Variance Explained table showed that the 2 factors explained 72.701% > 60% of the variance, and therefore are seen as important (Field, 2017).

Table 14: Total Variance explained (Empathy and Moral Judgement)

Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	3.414	48.778	48.778	3.035	43.364	43.364	3.003
2	1.675	23.923	72.701	1.317	18.816	62.180	1.479
3	0.609	8.696	81.397				
4	0.502	7.172	88.569				
5	0.371	5.306	93.875				
6	0.246	3.520	97.395				
7	0.182	2.605	100.000				

Also, KMO resulted in a cumulative value of .712, highlighting sampling adequacy, along with a Approx. Chi-Square of 1148.227, DF=21, $p < .001$ for the Bartlett's Test of sphericity indicating that factor analysis is appropriate (Hair et al., 2010). The determinant equals to $.029 > 0.00001$ suggesting that there were no multicollinearity issues.

Table 15: KMO and Bartlett's Test (Empathy and Moral Judgement)

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.712
Bartlett's Test of Sphericity	Approx. Chi-Square	1148.227
	df	21
	Sig.	<.001

4.2.3. Perceived feasibility dimensions – self-efficacy and social support (Independent variables)

Perceived feasibility was also measured using two scales: social support and self-efficacy. Much like the previous factor, social support also had negatively formulated questions which were recoded to ensure that a positive value rendering in SPSS. Although 4 items were initially present before EFA, only 3 could be retained afterwards: SS3 (1.016), SS2 (.920) and SS4Rev (.668). With regards to self-efficacy, all four items were retained. SE4 was recoded to SE4Rev to render a positive value for ease of interpretation. The results from table 16 read as follow: SE3 (.782), SE2 (.782), SE4Rev (.707) and SE1 (.576). As all items are greater than .5, they were deemed acceptable.

Table 16: Pattern Matrix (Social Support and Self-Efficacy)

Independent Variables	Factor	
	1	2
SS3	1.016	
SS2	.920	
SS4Rev	.668	
SE3		.782
SE2		.782
SE4Rev		.707
SE1		.576

With Eigenvalues greater than 1, the Total Variance Explained table showed that the factors explained 72.422% > 60% of the variance, and therefore are seen as important for the study (Field, 2017).

Table 17: Total Variance Explained (Social Support and Self-Efficacy)

Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	3.510	50.142	50.142	3.190	45.577	45.577	2.728
2	1.560	22.280	72.422	1.245	17.779	63.357	2.530
3	0.639	9.135	81.557				
4	0.492	7.024	88.580				
5	0.372	5.310	93.890				
6	0.335	4.781	98.672				
7	0.093	1.328	100.000				

KMO resulted in a value of .764, highlighting sampling adequacy; along with a Approx. Chi-Square of 1268, DF=21, $p < .001$ for the Bartlett's Test of sphericity indicating that factor analysis is appropriate (J.F. Hair et al., 2010). The determinant equals to .020 > 0.00001 suggesting that there were no multicollinearity issues.

Table 18: KMO and Bartlett's Test (Social Support and Self-Efficacy)

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.764
Bartlett's Test of Sphericity	Approx. Chi-Square	1268.362
	df	21
	Sig.	<.001

4.3. Reliability of measurement scale results

As discussed in the previous chapter, reliability testing is essential to ensure scales' internal consistency (Field, 2017). For that purpose, Cronbach alpha was used on the different constructs to further identify items that could be retained or removed from the study. In this instance, Cronbach alpha values that are above 0.7 are preferred, although, those equal to or above 0.5 could have been considered as the study dealt with social sciences (Field, 2017). The results of the reliability tests for each construct are interpreted in the next sections starting from SEI, followed by empathy, moral judgement, social support and lastly, self-efficacy.

4.3.1. Social Entrepreneurial Intention (SEI)

The results revealed a Cronbach alpha of .797 which is above the acceptable level as seen in table 18. The item-Total statistics showed that deleting any item would have not improved the Cronbach alpha's value as seen in table 19. Additionally, after investigating the Inter-Item correlation Matrix, all items were greater than 0.3, justifying that all 4 items could be retained (Table 20).

Table 19: Reliability Statistics (SEI)

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.797	.797	4

Table 20: Item-Total Statistics (SEI)

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
SEI3	18.25	5.930	.722	.530	.689
SEI4	18.45	6.151	.597	.414	.752
SEI2	18.39	6.148	.605	.375	.747
SEI1	18.04	6.874	.515	.285	.789

Table 21: Inter-Item Correlation Matrix (SEI)

	SEI3	SEI4	SEI2	SEI1
SEI3	1.000	.627	.570	.499
SEI4	.627	1.000	.473	.363
SEI2	.570	.473	1.000	.439
SEI1	.499	.363	.439	1.000

4.3.2. Empathy

Table 21 shows that Empathy is reliable with a Cronbach alpha value of .876 >.7. The item-Total statistics showed that deleting any item would have not improved the value as seen in table 22. Also, the Inter-Item Correlation Matrix revealed that all items were greater than 0.3.

Table 22: Reliability Statistics (Empathy)

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.875	.876	5

Table 23: Item-Total Statistics (Empathy)

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Empathy4Reverse	24.0456	19.038	0.780	0.669	0.830
Empathy2Rev	23.8906	21.049	0.650	0.532	0.861
Empathy6Rev	24.0304	19.926	0.722	0.599	0.844
Empathy3	23.9574	21.102	0.716	0.593	0.847
Empathy5	24.3435	20.421	0.661	0.590	0.860

Table 24: Inter-Item Correlation Matrix (Empathy)

	Empathy4Re verse	Empathy2Re v	Empathy6Re v	Empathy 3	Empathy 5
Empathy4Reverse	1.000	.708	.688	.628	.520
Empathy2Rev	.708	1.000	.532	.558	.390
Empathy6Rev	.688	.532	1.000	.508	.643
Empathy3	.628	.558	.508	1.000	.674
Empathy5	.520	.390	.643	.674	1.000

4.3.3. Moral Judgement

Despite having only 2 items, moral judgement's reliability testing revealed a Cronbach Alpha value of .792 which is beyond the acceptable level. As there are only two items, none can be removed to improve the value.

Table 25: Reliability Statistics (Moral judgement)

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.790	.792	2

4.3.4. Social support

Table 26 shows that social support is highly reliable (Cronbach alpha = of .905). The item-Total statistics showed that removing SS4Rev would have improved the overall value, however, that would leave further analysis with only 2 items and, since alpha was greater than 0.7, all items were retained. Furthermore, the Inter-Item Correlation Matrix showed that all items are greater than 0.3. Below are the tables associated therewith.

Table 26: Reliability Statistics (Social support)

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.897	.905	3

Table 27: Item-Total Statistics (Social Support)

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
SS4Rev	10.6152	7.678	.708	.512	.947
SS3	10.8909	8.268	.874	.832	.795
SS2	10.8879	8.185	.834	.810	.823

Table 28: Inter-Item Correlation Matrix (Social Support)

	SS4Rev	SS3	SS2
SS4Rev	1.000	.708	.688
SS3	.708	1.000	.532
SS2	.688	.532	1.000

4.3.5. Self-efficacy

Table 29 suggested an alpha value of .804 > .7; also, item deletion was not an option as portrayed by the Item-Total Statistics table in table 19. In agreement with such findings, the Inter-Item Correlation Matrix emphasized that all items were greater than 0.3.

Table 29: Reliability Statistics (Self-Efficacy)

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.801	.804	4

Table 30: Item-Total Statistics (Self-efficacy)

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
SE1	17.5793	9.419	.512	.265	.800
SE2	17.7744	8.989	.672	.491	.728
SE3	17.9024	8.688	.667	.495	.727
SE4Rev	17.6555	8.147	.626	.394	.749

Table 31: Inter-Item Correlation Matrix (Self-efficacy)

	SE1	SE2	SE3	SE4Rev
SE1	1.000	.436	.412	.451
SE2	.436	1.000	.659	.533
SE3	.412	.659	1.000	.551
SE4Rev	.451	.533	.551	1.000

4.4. Summary of EFA and reliability results

The analysis with 5 constructs and 24 items in total. EFA was first conducted to ensure validity, which, resulted in the retention of only 17 items and 5 factors. Secondly, a reliability analysis was conducted to ensure that no further items were to be removed. From the results obtained, it was clear that all factors had a Cronbach alpha value greater than 0.7 and therefore were seen as reliable. As such, it can be concluded that further analysis could be conducted as the data is seen as valid and reliable.

4.5. Hypothesis testing

Correlational analysis was first used to test the strength, direction, and the significance of the relationships between the variables. It was then followed by a multiple linear regression analysis that aimed to test the strength of the influence that the independent variables had on the dependent variable. As such, this section begins with the presentation of the results obtained from the correlational analysis, followed by the multiple linear regression analysis.

4.5.1. Correlational analysis

Before attempting to generate results about the correlational matrix, it was important to recode the factors to provide mean values through a composite score. All 5 factors were recoded as such, and the results are shown in the table below:

Table 32: Correlation Matrix

		Emp athy	Social_sup port	Self_effic acy	SEI	Moral_judge ment
Empathy	Pearson	--				
	N	330				
Social_supp ort	Pearson	.180*	--			
	Sig.	0.00				
	N	330	330			
Self_efficacy	Pearson	.295*	.594**	--		
	Sig.	0.00	0.000			
	N	330	330	330		
SEI	Pearson	.221*	.403**	.350**	--	
	Sig.	0.00	0.000	0.000		
	N	330	330	330	330	
Moral_judge ment	Pearson	-	-0.035	-0.065	-	--
	Sig.	0.00	0.530	0.238	0.00	
	N	330	330	330	330	330
**. Correlation is significant at the 0.01 level (2-tailed).						

The significant relationships are summarized below for an overall overview of the results:

- Empathy is positively correlated with Social_support, self_efficacy, SEI, and negatively associated with moral judgement.
- Social support is positively correlated with self_efficacy and SEI.

- Self_efficacy is positively correlated with SEI.
- SEI is negatively associated with moral judgement.

4.5.1.1. Perceived desirability dimensions – empathy and moral judgement

Two factors were used to measure the relationship between perceived desirability and SEI. Based on the Correlations table, it was revealed that there was a significant, positive relationship between Empathy and SEI ($r = .221$, $p < .001$). However, the magnitude of the relationship was small as it is below .5. On the other hand, Moral_judgement has a negative and weak relationship with SEI ($r = -.165$, $p < 0.03$), even though it was significant.

Table 33: Correlation between Empathy, Moral_judgement and SEI

		Empathy	Moral_judgement	SEI
Empathy	Pearson	--		
	N	330		
Moral_judgement	Pearson	-.146**	--	
	Sig.	.008		
	N	330	330	
SEI	Pearson	.221**	-.165**	--
	Sig.	<.001	.003	
	N	330	330	330
**. Correlation is significant at the 0.01 level (2-tailed).				

4.5.1.2. Perceived feasibility dimensions – social support and self-efficacy

Secondly, with regards to perceived feasibility, two factors were used for measurement purposes. The results imply that there is a moderate positive relationship between Social_support and SEI, which is significant ($r = .403$, $p < .001$). The same results are observed in Self_efficacy and SEI, in other words, a significant, moderate, positive relationship ($r = .350$, $p < .001$).

Table 34: Correlation between Social_support, Self_efficacy and SEI

		Social_support	Self_efficacy	SEI
Social_support	Pearson	--		
	N	330		
Self_efficacy	Pearson	.594**	--	
	Sig.	<.001		
	N	330	330	
SEI	Pearson	.403**	.350**	--
	Sig.	<.001	<.001	
	N	330	330	330
**. Correlation is significant at the 0.01 level (2-tailed).				

4.5.1.3. Summary of the correlation analysis

Overall, there was a positive and significant relationship between empathy and SEI. However, a negative relationship was observed between moral judgement and SEI. With regards to perceived feasibility, both dimensions had a significant and positive relationship with SEI.

4.5.2. Multiple linear regression analysis

Although correlation analysis provides information about the significance, magnitude and direction of the relationship between the independent and dependent variables, a multiple linear regression analysis predicts values of the outcome variable from several predictor variables (Field, 2017). While conducting a multiple linear regression analysis, the assumptions pertaining to the use of such statistical technique was also tested to assert that a multiple linear regression was fit for the study. A such, the below sections will first interpret the assumptions' findings with regards linearity, outliers, normality, independence of errors multicollinearity, distribution of errors, normality assessment and homoscedasticity; and then will proceed to interpret the findings from the multiple linear regression analysis.

4.5.2.1. Assumptions' testing

4.5.2.1.1. Linearity

Based on the correlation analysis provided in the table 34 above, using Pearson correlation technique, the significance of the p values indicates that there is linearity of structure. Therefore, the data passed the linearity assumption.

4.5.2.1.2. Outliers

To test for outliers, the boxplot was used. The results indicated that there were Outliers for Empathy (row 307, 75, 140 and 313) and SEI (row 44, 163) on the lower end. Data pertaining to these outliers were replaced with the closest lowest number. The figure below shows that the data no longer has any outliers and therefore, the second assumption was met.

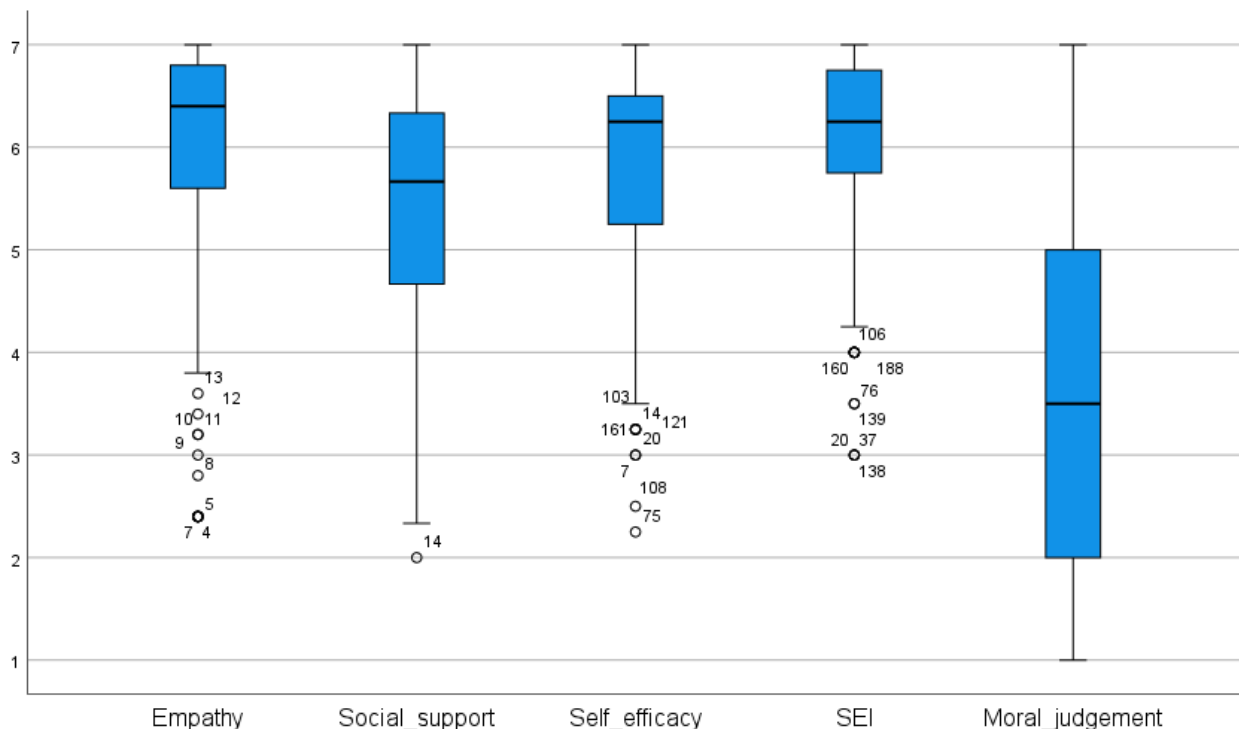


Figure 7: Outliers

4.5.2.1.3. Normality of observations

Another assumption to conduct multiple linear regression is to ensure that the data is normally distributed; to such end, Skewness and Kurtosis test was conducted. Based on the results, the skewness test showed that all factors had values lower than 3 (Empathy = -1.534, Social_support = -.665, Self_efficacy = -1.100, SEI = -1.366, Moral_judgement = 0.82). Equally, the Kurtosis test indicated that the factors had values lower than 7 (Empathy = 2.119, Social_support = -.300, Self_efficacy = .767, SEI = 2.084, Moral_judgement = -1.223). Therefore, it is assumed that the data is normally distributed.

Table 35: Normality of observations (Skewness and Kurtosis)

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Stat	Stat	Stat	Stat	Stat	Stat	Std. Err.	Stat	Std. Err.
Empathy	330	2.40	7.00	6.0226	1.05625	-1.534	0.134	2.119	0.268
Social_support	330	2.00	7.00	5.5293	1.12687	-0.665	0.134	-0.300	0.268
Self_efficacy	330	2.25	7.00	5.9028	0.96954	-1.100	0.134	0.767	0.268
SEI	330	3.00	7.00	6.0977	0.79184	-1.366	0.134	2.084	0.268
Moral_judgement	330	1.00	7.00	3.6485	1.78113	0.082	0.134	-1.223	0.268
Valid N (listwise)	330								

4.5.2.1.4. Independence of errors

Autocorrelation is also a cause of concern when conducting multiple linear regression. From the Model Summary table, Durbin-Watson test revealed a value of 1.992 indicating a positive correlation of residuals. However, the value is very close to 2 which, in this instance is acceptable (Field, 2017).

Table 36: Model Summary (Durbin Watson)

Model		R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1		.461 ^a	.213	.203	.72136	1.992
	a. Predictors: (Constant), Moral_judgement, Social_support, Empathy, Self_efficacy					
	b. Dependent Variable: SEI					

4.5.2.1.5. Multicollinearity

Based on the Collinearity Tolerance and Statistics VIF table below, it is ascertained that there were no multicollinearity issues. For all factors, collinearity tolerance was below 1 (Empathy = .897, Social_support = .647, Self_efficacy = .610, Moral_judgement = .978); and Statistics VIF is below 10 (Empathy = 1.115, Social_support = 1.545, Self_efficacy = 1.638, Moral_judgement = 1.002).

Table 37: Coefficients

		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound	Tolerance	VIF
1	Constant	3.995	0.317		12.592	0.000	3.370	4.619		
	Empathy	0.080	0.038	12.592	2.110	0.036	0.005	0.154	0.897	1.115
	Social_support	0.217	0.044	2.110	4.939	0.000	0.130	0.303	0.647	1.545
	Self_efficacy	0.108	0.053	4.939	2.056	0.041	0.005	0.211	0.610	1.638
	Moral_judgement	-0.059	0.023	2.056	-2.607	0.010	-0.103	-0.014	0.978	1.022

4.5.2.1.6. Distribution of errors, normality assessment and homoscedasticity

Based on the frequency distributions' graph below (figure 7), it can be assumed that the errors were normally distributed due to the bell shape of the graph where the curve is centered around the mean. Secondly, looking at the P-P Plot (figure 8), a positive relationship is observed as Y is approximately equal to the X, therefore a model fit can be assumed. Lastly, based on the Scatterplot (figure 9), the distance between the data points is mostly homogenous, meaning that the error is more or less constant across the values of the dependent variable.

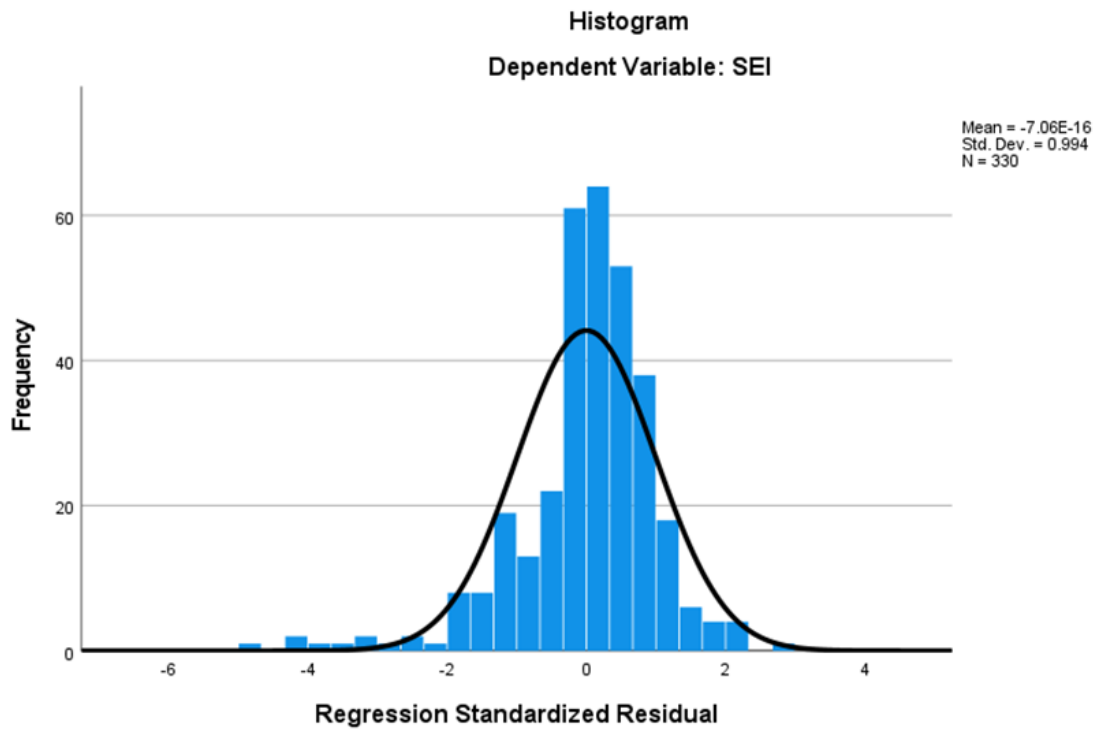


Figure 8: Frequency Histogram

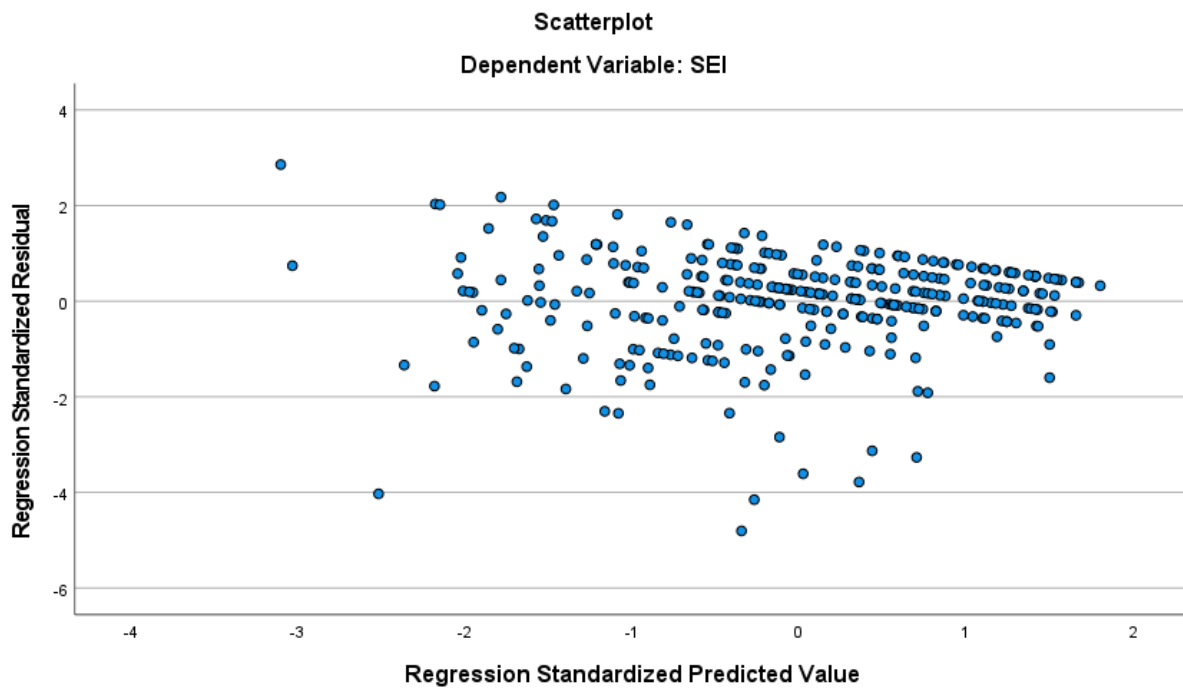


Figure 9: Scatterplot

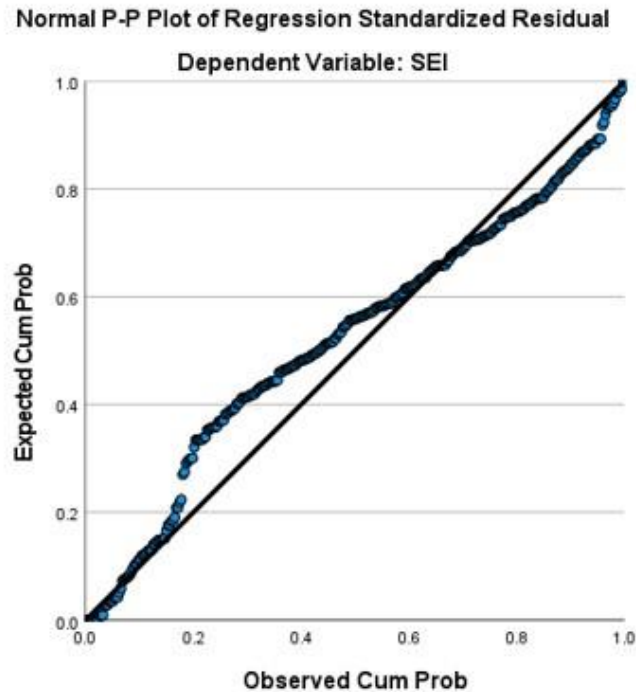


Figure 10: P-P Plot

4.5.2.2. Hypothesis testing using multiple linear regression

4.5.2.2.1. Perceived desirability dimensions – empathy and moral judgement

RQ1: To what extent does perceived feasibility, in terms of its dimensions, influence social entrepreneurial intention in Madagascar?

Empathy and Moral_judgement were factors used as independent variables against SEI which represented the dependent variable. From the results of the model summary table below, perceived desirability explained 7.2% of the variance in SEI with R Square = .072 at $P < .001$. Secondly, the coefficients' table revealed that Empathy positively influences SEI ($\beta = .211$, $p < .001$) whereas Moral_judgement negatively does so ($\beta = -.137$) and is not significant. These results suggest that as Empathy increases, SEI will tend to increase. On the other hand, as Moral-Judgement increases, SEI will tend to decrease. These findings support the correlational analysis' results for perceived desirability.

Table 38: Model summary (Perceived desirability)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.269 ^a	.072	.066	.76508
a. Predictors: (Constant), Moral_judgement, Empathy				
b. Dependent Variable: SEI				

Table 39: Coefficients (Perceived desirability)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.368	.275		19.547	<.001
	Empathy	.158	.040	.211	3.906	<.001
	Moral_judgement	-.061	.024	-.137	-2.535	.012
a. Dependent Variable: SEI						

4.5.2.2.2. Perceived feasibility dimensions – social support and self-efficacy

RQ2: To what extent does perceived desirability, in terms of its dimensions, influence social entrepreneurial intention in Madagascar?

The independent variables included Self_efficacy and Social_support to ascertain the relationship and influence of perceived feasibility on SEI. Based on the table below, perceived feasibility explained 18.2% of the variance of SEI (R Square = .182 p<.001). Also, Social_support positively influences SEI ($\beta = .304$, p<.001) as well as Self_efficacy ($\beta=.169$). However, Self-efficacy is not significant. These results imply that as Social_support and Self_efficacy increase, SEI will also tend to increase. These findings support the correlation analysis' findings.

Table 40: Model Summary (Perceived feasibility)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.426a	.182	.177	.71853
a. Predictors: (Constant), Self_efficacy, Social_support				
b. Dependent Variable: SEI				

Table 41: Coefficients (Perceived feasibility)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.104	.253		16.253	<.001
	Social_support	.214	.044	.304	4.887	<.001
	Self_efficacy	.138	.051	.169	2.710	.007
a. Dependent Variable: SEI						

4.5.2.2.3. Summary of multiple linear regression

First, reports on the assumptions' testing results pertaining to the use of the multiple linear regression analysis (with all independent variables) was done to establish that such method fitted the model. This test included linearity, outliers, normality, independence of errors multicollinearity, distribution of errors, normality assessment and homoscedasticity. Secondly, the results related to the influence that both perceived desirability and feasibility had on SEI were interpreted. It was concluded that Empathy was a significant predictor of SEI, whereas, Moral_judgement had a negative influence on SEI. Also, Social_support and Self_efficacy had a positive influence on SEI, although only the former presented significant results.

4.6. Chapter summary

After data cleaning, the sample size was made of 330 respondents, of which, 73.9% were between 18 to 25 years old and 26.1% were between 25 to 35 years old. Among that sample size, 53.3% were female and 46.7% were male. Furthermore, 57.3% were students, 38.2% were young professionals and 4.5% were both studying and working.

Most respondents came from the capital city of Madagascar (Antananarivo), and all had an academic background in the faculty of Law, Commerce and Management.

Following the demographic information, a validity test was conducted using EFA. The results showed that all five factors could be retained. However, only 7 items could be retained for perceived desirability (out of 10) and 7 items for perceived feasibility (out of 8). Additionally, a reliability test was conducted on each construct (both perceived desirability and feasibility) which concluded that the factors were structurally reliable.

A correlation analysis was conducted to test for relationships between the independent and dependent variables, which also allowed to for the quantification of strength, direction, and significance of the correlation. The results revealed that only empathy had a positive relationship on SEI and that moral judgement had a negative relationship with the dependent variable. With regards to perceived feasibility, social support, and self-efficacy both had a positive relationship with SEI.

To address the research questions and to further unfold the predictive capacity of the independent variables, a multiple linear regression analysis was conducted. The findings suggested that as far as the dimensions of perceived desirability were concerned, empathy was a significant predictor of SEI. On the other hand, moral judgement had a negative influence on the dependent variable. With regards to the dimensions of perceived feasibility, social support contributed as a significant predictor of SEI as it had a positive influence on the latter. Although self-efficacy had a positive influence on SEI, the results implied that this influence was not significant.

CHAPTER 5: DISCUSSION

The study investigated the influence of perceived desirability (empathy and moral judgement) and perceived feasibility (social support and self-efficacy) on SEI. As such, it examined the effect that each variable had on SEI to determine the magnitude of that effect. In this regard, a comprehensive understanding of the factors that contribute to reinforcing SEI were identified and could be used to foster social entrepreneurial activities in Madagascar.

The next sections of this chapter will focus on the findings of the study. This process will begin with the sample characteristics and will proceed with the integrated results obtained from the previous chapter.

5.1. Sample characteristics

As presented in chapter 4, 330 individuals represented the sample size, out of the 385 respondents as initially planned as per the sample frame. The rationale behind the sample size is related to the non-conformity of the respondents to the imposed criterion such as educational background and occupation. Furthermore, missing values and incomplete responses were identified. Indeed, out of the 385 respondents, 55 were either social entrepreneurs or did not have any educational background in Management, Law, and Commerce. As such, they had to be removed from the study.

Out of 330 respondents, 161 were from the Analamanga region (48.8%) which was not surprising as it was the region in which the study was conducted. The Analamanga region does not only host the capital city of Madagascar (Antananarivo) but is also home to most universities with business related faculties (Audia, Locke & Smith, 2000). Moreover, the capital city possesses higher economic activities, initiating not only rural-urban migration, but also inter-provincial migration (Rakotonirina & Cheng, 2015); hence, the possible explanation for the diversified pool of respondents in the study.

5.2. Discussion of the findings

This section focuses on the discussion grounded on the findings and is structured based on two factors and their respective dimensions: perceived desirability and perceived feasibility.

5.2.1. Perceived desirability dimensions – empathy and moral judgement

H1: Perceived desirability dimensions, in terms of empathy and moral judgement, have a positive influence on SEI.

Hypothesis 1 implies that individuals who perceive themselves to have higher levels of empathy and moral judgement would most likely have stronger social entrepreneurial intentions. Based on the findings of the study, only empathy had a positive and significant influence on SEI. In other words, an increase in the level of empathy would most likely increase SEI. This finding agrees with prior studies conducted on the subject such as the one conducted by Hidayah, Razak and Rashid (2017) who suggested that Malaysian undergraduate students who presented strong empathic tendencies had higher social entrepreneurial intentions. Additionally, a study published in the Journal of Business Ethics suggested that empathy was a significant predictor of SEI in India (Srivastava and Singh, 2014). Overall, empathy can be seen as an important psychological process that allows for an individual to relate to the experiences of others and act as a motivator to undertake social entrepreneurial actions (Mair & Noboa 2006; Hockerts, 2017).

However, as explained by Bacq and Alt (2018), empathy alone cannot predict SEI and other factors play a role in ensuring social entrepreneurial behavior; a possible explanation for the weak association that empathy had with SEI (Table 33).

On the other hand, the findings suggested that moral judgement had a negative significant influence on SEI. This finding joins those of Hockerts (2017) and Sousa-Filho et al., (2020) who obtained similar results in their respective studies. On the contrary, other authors such as Chinaire, Chimucheka and Khayundi (2021) concluded that moral judgement had a positive and significant relationship with SEI. Furthermore, findings from

an emerging market context (India) showed a strong positive relationship between moral obligation and attitude toward becoming a social entrepreneur. According to the authors, not only does SE represents a viable career choice to follow one's passion but is also a result of inherited values (Tiwari, Bhat, & Tikoria, 2017).

Considering the varying outcomes observed in previous studies, the findings of this study are not unexpected despite Mair and Noboa's (2006) position on the association of empathy with moral judgement. As explained by Paramita et al., (2022), the concept of moral judgement is more complex as various factors may influence one's perception on ethical judgement. An interesting factor among many is psychological proximity, claiming that individuals who perceive psychological proximity with a particular social problem will be more likely to help those undergoing that social problem (Levine et al., 2005). Therefore, moral judgement may be absent where moral intensity is scarce. Additionally, for individuals with low perception of self-efficacy, researchers have claimed that strong moral judgement may lead to a sense of guilt that dissuades them from engaging in social entrepreneurship; thus, perceiving the endeavour as risky or impractical (Wu & Wu, 2016; Kistruck et al., 2015).

Moreover, the reasoning behind SEI is not solely based on moral decisions as the pursuit of self-interests and personal gains are also part of an ongoing debate (Bacq et al., 2016). Being one of the poorest countries in the world (World Bank Group, 2013), financial gains may very well be a strong predictor of SEI. Indeed, findings from the study conducted by Ratsimbazafy (2018) in the Rapport National Global Entrepreneurship Monitor seems to agree with this, where most of the respondents in Madagascar indicated that entrepreneurship is a viable career choice, allowing for an elevated social status. Interestingly, these findings do not only provide a possible explanation for the negative relationship between moral judgement and SEI but may also signal a shift in cultural values that is geared towards individualism (Boyer, 2014). Therefore, context may be an important factor that determines the antecedents of SEI. A study conducted by Rambe (2019) in Zimbabwe has revealed that moral obligation did not significantly predict SEI. The reasons for such findings pertained to the importance of the pursuit of financial sustainability above social goals. Considering that both Zimbabwe and Madagascar are

developing countries (United Nations Development Programme, 2021), the findings appear to be coherent.

Based on these findings, it can be concluded that hypothesis 1 is rejected as only empathy had a positive influence on SEI in terms of the dimensions of perceived desirability.

5.2.2. Perceived feasibility dimensions – self-efficacy and social support

H2: Perceived feasibility dimensions, in terms of self-efficacy and social support, have a positive influence on SEI.

Perceived feasibility, in this study, primarily deals with two concepts, social support and self-efficacy. Most findings agree that the higher the degree of perception regarding one's ability to start a new social venture as well as being supported by society; the stronger the intention to create that venture would be (i.e., Mair and Noboa, 2004; Hockerts, 2017).

Self-efficacy has long been scrutinized by researchers based on its relationship with entrepreneurial intention. In the case of SEI, it is believed to influence one's intention to pursue social activities. As such, it involves the belief in the ability to execute a specific behaviour to achieve a certain goal (Venter & Urban, 2015). This study's findings echo prior discoveries by affirming a positive and significant association with SEI, as found in Hockerts' (2017) study. However, it does not significantly predict SEI unlike what other studies from emerging and developing economies such as Nigeria, Zimbabwe, India and South Africa suggested (i.e., Ajagbe & Ismail, 2014; Rambe, 2019; Singh & Mishra, 2020; Urban and Kujinga, 2017; Chinaire, Chimucheka and Khayundi, 2021). The reasoning behind this could be attributed to the belief that self-efficacy may be more related to performance than intention (Chen & Zhou, 2019). Nevertheless, it does not undermine its importance in SEI as portrayed by the results. Indeed, prior studies have revealed that higher levels of self-efficacy led to positive attitudes towards social entrepreneurial activities. In other words, barriers of entry are perceived to be fewer and aspiring entrepreneurs are more likely to be confident in addressing challenges in setting up their

social ventures. Ultimately, these positive attitudes are expected to increase SEI and entrepreneurial behaviour. Taking everything into consideration, self-efficacy constitutes a central psychological factor towards motivation and the ability to pursue social entrepreneurial activities (Schlaegel & Koenig, 2014; Wu & Wu, 2016; Mair & Noboa, 2006; Zhang & Cueto, 2019).

This study's findings pertaining to perceived feasibility are consistent with what other authors have advanced. For example, Bui Ngoc Tuan and Pham (2022) have established that social support had a positive impact on SEI in Vietnam. As indicated by the authors, other factors are stronger predictors of SEI, one of the examples provided was mindfulness. Equally, Lacap, Mulyaningsih and Ramadani (2018) uncovered that social support positively and significantly impact SEI in a study conducted among Filipino and Indonesian university students. Although they have been conducted in different economic, cultural, and environmental contexts, the results seem consistent; hence, its importance in determining SEI.

However, social support can embed various dimensions. For example, social support may be obtained from a direct or indirect network, and in nature, it can be related to access to information and/or financial support (Venter & Urban, 2015). As such, some authors argue that social support may not necessarily predict SEI especially when isolating the type of network that is under study. For example, Kreuger, Reilly and Carsrud (2000) found that there was a negative correlation between family support and entrepreneurial intentions. Additionally, Rambe (2019) discovered a negative relationship between SEI and social support. Despite contextual similarities, institutional practices and how they are perceived by the population differ from one economy to another (Bird, 1988).

Based on the findings, with regards to the dimensions of perceived feasibility, although both dimensions positively influence SEI, it was revealed that only social support was a significant predictor of SEI. Therefore, H2 is rejected.

5.3. Chapter summary

The study was based on two hypotheses which assumed that (1) perceived desirability dimensions, in terms of empathy and moral judgement, had a positive influence on SEI and (2) perceived feasibility dimensions, in terms of self-efficacy and social support, had a positive influence on SEI. Based on the results obtained, it can be concluded that:

- With regards to the dimensions of perceived desirability, only empathy had a positive influence on SEI. Therefore, H1 is not supported.
- With regards to the dimensions of perceived feasibility, only social support was significant and had a positive influence on SEI. Therefore, H2 is not supported.

Considering prior studies conducted on the subject across different economies, the antecedents of SEI seem to be context dependent. National culture, institutional environment, political and economic climate need to be taken into account (Bird, 1988).

CHAPTER 6: CONCLUSION

Proceeding from the discussion in the previous chapter, this chapter will conclude the study by providing an overall conclusion, followed by the theoretical and practical implications, the limitations, the recommendations and finally the suggestions for future research.

6.1. Conclusion of the research

Madagascar is categorized as one of the poorest countries in the world, that is characterized by poor governance and ongoing environmental challenges that have enhanced social needs. Indeed, with much of the population living under the poverty line, the Malagasy government has been seeking innovative ways to address the social challenges plaguing the country's inhabitants. Hence, the consideration and importance of self-employment as an alternative career choice to the traditional employee status. Additionally, not only could social entrepreneurship address the economic well-being of the nation but would also alleviate the social challenges that the government and non-governmental agencies have neglected.

As such, the study aimed at determining the antecedents of social entrepreneurial intention in Madagascar, based on the framework proposed by Mair and Noboa (2004). The research was carried out following a quantitative approach, using questionnaires with a total of 330 respondents from 20 regions. In addition to testing for the influence that the independent variables had on the dependent variables, it was deemed important to collect demographic information for an overall perspective of the study's sample characteristics. The study's key findings are summarized below:

- With regards to the dimensions of perceived desirability, moral judgement has a negative and significant influence on SEI whereas empathy has a positive and significant influence on SEI.

- With regards to the dimensions of perceived desirability, there is a positive relationship between empathy and SEI. On the other hand, there is a negative relationship between SEI and moral judgement.
- With regards to the dimensions of perceived feasibility, only social support was significant and have a positive influence on SEI, hence their importance in SE studies.
- With regards to the dimensions of perceived feasibility, both self-efficacy and social support have a positive and significant relationship with SEI.

Furthermore, the findings of the study:

- are mostly consistent to those of -Chinaire, Chimucheka, and Khayundi (2021) and Hockerts (2017);
- open up new opportunities on what reinforces and, subsequently, what does not reinforce SEI in an under-researched and different context;
- suggest that the population of Madagascar possess strong SEI.

6.2. Theoretical and practical implications

6.2.1. Theoretical implications

The study sought to provide a modest contribution towards the vast field of SE and particularly towards SEI. First, to some extent, the findings reinforce Mair and Noboa's (2004) conceptual framework on what constitutes the antecedents of SEI. Secondly, joining Bandura's (1986) Social Cognitive Theory (SCT), it was revealed that environmental factors have an influence on individual perception with regards to perceived desirability. As expressed by the author, one's behaviour is shaped by how he/she interacts with the environment. As such, it can be assumed that empathy and moral judgement are influenced by those factors (whether experienced by the individual or not) which justified their intensity or lack thereof. Additionally, pertaining to the Resource-Based Theory (RBT) and Social Network Theory (SNT) the findings reiterate the importance of perceived social support and self-efficacy when it comes to the access, mobilization, and utilization of resources (Penrose, 1959; Burt, 1992).

6.2.2. Practical implications

The findings of the study provide the following practical implications:

- Formal institutions could provide an environment that reinforces SEI through educational programs aimed at equipping students in undertaking social entrepreneurial ventures. This would not only foster intention but could equally translate into entrepreneurial activities (Kickul, Bacq & Gundry, 2016).
- Championing and fostering SEI could help established organizations in promoting their Corporate Social Responsibilities (CSR) activities. This can be achieved in an environment in which formal trainings are provided and organizational culture are geared towards the promotion of entrepreneurial culture. As such, social entrepreneurial intention can be viewed as a form of Entrepreneurial Orientation (EO) (Boso, Cadogan & Story, 2013).
- For policy makers, the identified factors that reinforce SEI can be promoted through incentives and project fundings for aspiring social entrepreneurs.

6.3. Limitations

Certain limitations are associated with the study despite its contribution to literature and its practical implications.

- The sample size was dominated by a specific region (Analamanga region) while others contributed to only 1.3% of the total sample size. Also, only 20 regions were represented in the study. Additionally, the initial number of respondents (385) as suggested by the sample frame could not be obtained due to the costs and time constraints. Nevertheless, the sample size of 330 is seen as adequate (Creswell, 2013).
- The study did not include other variables that could have predicted SEI. As such, it only provides a basis for future research in the context of Madagascar.
- As it is a cross-sectional study, the findings are limited to that specific time and as such, long term monitoring is not available (Creswell, 2013).

6.4. Recommendations

To the researcher's knowledge, very few studies have been conducted in Madagascar regarding SEI, which emphasizes on the importance of the findings especially when it comes to alleviating social challenges. In this regard, the following are the recommendations:

- In line with the national entrepreneurial program that aims to redress the economic state of the country, policies need to address the different typologies of entrepreneurship and develop frameworks that are consistent with each typology. This study's findings could provide a basis for developing such policies in the field of SE. Such approach would allow for an efficient strategic planning as it would be based on data driven information that is contextually relevant.
- It is important for formal institutions (financial, academic, etc.) to be at the forefront of such initiatives through formal/experiential trainings and exposure, as well as social investment possibilities.
- It is important for researchers to further extend the study on the factors that could influence SEI in Madagascar. Although this research serves a basis on the topic, the list of factors is not exhaustive.

6.5. Suggestions for future research

This research only provides a basis for researchers to further unfold the topic of SEI and SE in Madagascar. As indicated in the previous section, the list of factors that could influence SEI is not limited to what has been presented. Therefore, it would be interesting if future research:

- Have a larger sample size that is representative of all regions of Madagascar for comparative and more comprehensive purposes. This could include respondents from different social, economic, and cultural backgrounds.
- Adopt a research design that includes both quantitative and qualitative approaches to explore other factors that could have been neglected by literature.

- Make use of a structural equation modeling to examine multiple direct and indirect relationships between variables.
- Test for social entrepreneurial activities in Madagascar as a follow up to this research, especially that the population present strong SEI.
- This research revealed that the wicked problems can only be addressed if SEI is present, accompanied by actions, supported by the right policies within a socio-economic environment that promotes entrepreneurship; and initiated by the formal actors.

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APPENDICES

APPENDIX A: CONSISTENCY MATRIX

Main objective: To determine the antecedents of Social Entrepreneurial Intention (SEI) in Madagascar.					
Aims of research	Literature Review	Research Questions and Hypotheses	Source of data	Type of data	Analysis
1. Investigate the influence of perceived desirability on social entrepreneurial intention in Antananarivo. 2. Investigate the influence of perceived feasibility on social entrepreneurial intention in Antananarivo.	Lambrechts et al., (2020) Waldmann, Wiegmann and Nagel (2012) Wood and Bandura (1989) Baron and Markman (2000)	[1] To what extent does perceived feasibility, in terms of its dimensions, influence social entrepreneurial intention in Madagascar? H1: Perceived desirability dimensions, in terms of empathy and moral judgement, have a	Questionnaire using 7-point Likert-scale	Ordinal Data	Descriptive Analysis of demographic factors Factor Analysis Cronbach Alpha

		positive influence on SEI. [2] To what extent does perceived desirability, in terms of its dimensions, influence social entrepreneurial intention in Madagascar? H2: Perceived feasibility dimensions, in terms of self-efficacy and social support, have a positive influence on SEI.			Correlation Analysis Multiple linear regression analysis
Variables DV: Social Entrepreneurial Intention / IV: Perceived desirability dimensions in terms of empathy and moral judgement, Perceived feasibility dimensions in terms of self-efficacy and social support					

APPENDIX B: CONSENT FORM

Good Day,

My name is Marius Nirina, and I am a Master's student in Entrepreneurship and New Venture Creation at the University of the Witwatersrand.

As part of my studies, I am investigating the determining factors of social entrepreneurial intention in Madagascar. The title of my research project is "Determining the antecedents of social entrepreneurial intention in Madagascar." To gather data for the research, I'm seeking Malagasy adult volunteers aged between 18 and 35 with an educational background in management and commerce, who live in Antananarivo, to complete a questionnaire that should take no more than 15 minutes of your time.

Please note that the survey will not require you to provide any identifying information and you will be referred to as participant 1, 2 etc. This ensures the protection of the participant's privacy and confidentiality.

There are no costs involved in completing the survey. Participation in the survey is voluntary and there will be no financial benefit for participating in this study. If you have any questions about this research during or after your participation, feel free to contact me or my supervisor with the details listed below.

Thank you in advance.

Researcher: Marius Nirina

Cell no: 066 11 802 58

E-mail: 1822860@students.wits.ac.za

Supervisor: Pr. Boris Urban

e-mail: boris.urban@wits.ac.za

By signing the document below, you acknowledge that your participation in the study is voluntary. You are 18 years of age. You are aware that you may choose to terminate your participation at any time for any reason.

3. _____ Signature: _____ Date: _____

APPENDIX C: RESEARCH INSTRUMENT

Q0.1 Please indicate your age

☐ 18 - 25 (1)

☐ 25 - 35 (2)

Q0.2 Please indicate your gender

☐ Male (1)

☐ Female (2)

☐ Non-binary / third gender (3)

☐ Prefer not to say (4)

Q0.3 Please indicate your current occupation

- ☐ Student (1)
- ☐ Young professional (2)
- ☐ Student and Young professional (3)

-

Q 0.4 Please indicate your province of origin

4. _____

-

Q16 Please indicate your educational background

☐ Faculty of Law, Management and Commerce (1)

☐ Others (2)

•

Instructions: Please indicate how much agree or disagree with the following statements by circling one option in each line:

5. _____

Q1	Social Entrepreneurial Intention						
	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
I am ready to do anything to apply my business skills to have a significant impact in reducing social inequities (1)	☐	☐	☐	☐	☐	☐	☐

My professional goal is to work in a setting where I can use my business skills to craft solutions to social problems. (2)	☐	☐	☐	☐	☐	☐	☐
I will make every effort to use my business acumen to bring about social change. (3)	☐	☐	☐	☐	☐	☐	☐
I am determined to have a direct social impact through my work in the future. (4)	☐	☐	☐	☐	☐	☐	☐
I have very seriously thought of working in a social enterprise. (5)	☐	☐	☐	☐	☐	☐	☐
I have the firm intention to start a social enterprise some day. (6)	☐	☐	☐	☐	☐	☐	☐

Q2	Empathy						
	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
When thinking about socially disadvantaged people, I try to put myself in their shoes. (1)	☐	☐	☐	☐	☐	☐	☐
I don't care how people feel who live on the margins of society. (2)	☐	☐	☐	☐	☐	☐	☐
Seeing socially disadvantaged people triggers	☐	☐	☐	☐	☐	☐	☐

an emotional response in me. (3)							
I do not experience much emotion when thinking about socially excluded people. (4)	☐	☐	☐	☐	☐	☐	☐
I feel compassion for socially marginalized people. (5)	☐	☐	☐	☐	☐	☐	☐
I find it difficult to feel compassionate for people less	☐	☐	☐	☐	☐	☐	☐

fortunate than myself. (6)							
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Q3	Moral Judgement						
	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
It is an ethical responsibility to help people less fortunate than ourselves. (1)	☐	☐	☐	☐	☐	☐	☐
We are morally obliged to help socially	☐	☐	☐	☐	☐	☐	☐

disadvantaged people. (2)							
Social justice requires that we help those who are less fortunate than ourselves. (3)	☐	☐	☐	☐	☐	☐	☐
It is one of the principles of our society that we should help socially disadvantaged people. (4)	☐	☐	☐	☐	☐	☐	☐

Q4	Self-efficacy						
	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
Solving societal problems is something each of us can contribute to. (1)	☐	☐	☐	☐	☐	☐	☐
I am convinced that I personally can make a contribution	☐	☐	☐	☐	☐	☐	☐

to address societal challenges if I put my mind to it. (2)							
I could figure out a way to help solve the problems that society faces. (3)	☐	☐	☐	☐	☐	☐	☐
I do not believe it would be possible for me to bring about significant	☐	☐	☐	☐	☐	☐	☐

social change. (4)							
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Q5	Social Support						
	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
It is possible to attract investors for an organization that wants to solve social problems. (1)	☐	☐	☐	☐	☐	☐	☐

People would support me if I wanted to start an organization to help socially marginalized people. (2)	☐	☐	☐	☐	☐	☐	☐
If I planned to address a significant societal problem people would back me up. (3)	☐	☐	☐	☐	☐	☐	☐
I do not expect that I	☐	☐	☐	☐	☐	☐	☐

would receive much support if I were to start a social enterprise. (4)							
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APPENDIX D: ETHICS CLEARANCE CERTIFICATE



Private Bag 3 Wits, 2050
Fax:
Tel:

Reference: Ms Jennifer Mgolodela
E-mail: jennifer.mgolodela@wits.ac.za

09 February 2023
Person No: 1822860
PAG

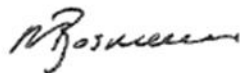
Mr M Nirina
Unit 469, Midriver Estate
16 Oranjerivier Dr, Tenerure
Kempton Park
1619
South Africa

Dear Mr Marius Nirina

Master of Management in Entrepreneurship and New Venture Creation: Approval of Title

We have pleasure in advising that your proposal entitled *Antecedents of social entrepreneurial intention in Madagascar* has been approved. Please note that any amendments to this title have to be endorsed by the Faculty's higher degrees committee and formally approved.

Yours sincerely



Mrs Marike Bosman
Faculty Registrar
Faculty of Commerce, Law and Management

