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Factors Affecting Personal Attitude of Undergraduate Agricultural Students to Start a Business: The Moderating Role of Family Business Status

Mbulaheni Lordwin Mavhungu

Department of Management and Entrepreneurship, Faculty of Management Sciences, Tshwane University of Technology, Mbombela, South Africa

Abstract

This study investigates the relationship between access to resources, subjective norms, sociocultural forces, and the personal attitude of undergraduate agricultural students toward establishing a business. This relationship was looked at from a family-business status viewpoint. Data was collected from students of the six universities in South Africa registered for various agricultural programs. Data analysis was computed using SPSS version 29. The study confirmed that subjective norms and sociocultural forces predict personal attitudes towards starting a business but not access to resources. The moderating role of family business status was not statistically significant for all factors. However, undergraduate agricultural students' access to resources and family business status relationships from families not owning a business were statistically significant. A significant relationship was also found between subjective norms and the family business status of agricultural students. The entrepreneurial syllabus should expose students to these extrinsic factors, as this shapes their attitude towards engaging in entrepreneurship. A positive personal attitude will likely lead to business establishment. Youth unemployment, employment creation, economic growth, and fighting poverty can be addressed through farming and entrepreneurship. Entrepreneurship is influenced by access to resources; however, agricultural students aren't finding it significant. Therefore, entrepreneurial education is essential for students to gain knowledge of this important business start-up factor.

Keywords— Access to Resources; Family Business Status; Personal Attitude; Sociocultural Forces; Subjective Norms

Abstrak

Penelitian ini mengkaji hubungan antara akses terhadap sumber daya, norma subjektif, kekuatan sosiokultural, dan sikap pribadi mahasiswa sarjana bidang pertanian terhadap pendirian usaha, dengan meninjau dari sudut pandang status bisnis keluarga. Data dikumpulkan dari mahasiswa yang terdaftar dalam program studi pertanian di enam universitas di Afrika Selatan, dan analisis data dilakukan menggunakan SPSS versi 29. Hasil penelitian menunjukkan bahwa norma subjektif dan kekuatan sosiokultural secara signifikan memengaruhi sikap pribadi terhadap pendirian usaha, sedangkan akses terhadap sumber daya tidak berpengaruh. Peran moderasi status bisnis keluarga tidak menunjukkan signifikansi statistik pada semua faktor. Namun, terdapat hubungan yang signifikan antara akses terhadap sumber daya dan status bisnis keluarga bagi mahasiswa yang berasal dari keluarga tanpa bisnis. Selain itu, hubungan signifikan juga ditemukan antara norma subjektif dan status bisnis keluarga mahasiswa bidang pertanian.

Penelitian ini menekankan pentingnya memasukkan faktor-faktor eksternal ini ke dalam kurikulum kewirausahaan, karena faktor-faktor tersebut membentuk sikap mahasiswa terhadap keterlibatan dalam kewirausahaan. Sikap pribadi yang positif kemungkinan besar akan mendorong pendirian usaha, yang pada gilirannya dapat mengatasi pengangguran pemuda, menciptakan lapangan kerja, mendorong pertumbuhan ekonomi, dan mengurangi kemiskinan melalui pertanian dan kewirausahaan. Meskipun akses terhadap sumber daya memengaruhi kewirausahaan, mahasiswa bidang pertanian tidak menganggapnya signifikan. Oleh karena

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Corresponding_mavhunguml@tut.ac.za

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itu, pendidikan kewirausahaan sangat penting untuk memberikan pemahaman kepada mahasiswa mengenai faktor penting ini dalam memulai usaha.

Kata Kunci — Akses terhadap Sumber Daya; Status Bisnis Keluarga; Sikap Pribadi; Kekuatan Sosiokultural; Norma Subjektif

I. INTRODUCTION

Since entrepreneurship is regarded as a key factor in economic development, academics and public policymakers have been paying more attention to it in recent decades (Nowinski et al., 2019). In many nations throughout the globe, the creation of jobs is seen as the primary factor influencing economic growth and development in national and regional economies. Understanding the influence of business start-up variables on the mindset of potential entrepreneurs is crucial from both a theoretical and practical standpoint, considering the significant influence that new businesses have on the global economy. Several researchers (Wennekers & Thurik, 1999; Carree & Thurik, 2003; Van Stel & Carree, 2004; Audretsch, 2007) argue that by fostering innovation, knowledge transfer, increased competition, and a wider range of commercial ventures, entrepreneurship can significantly contribute to economic growth. Entrepreneurship is undoubtedly a means of achieving economic empowerment in general. There is an urgent need to encourage university graduates, who outnumber available employment opportunities, to start their own businesses, which will create opportunities for themselves as well as for others (Hameed & Irfan, 2019). Studies of entrepreneurial intention tend to focus on the Theory of Planned Behaviour concepts by Ajzen (1991), namely attitudes, subjective norms, and perceived behavioral control, where entrepreneurial intention is treated as the dependent variable. The approach has produced many insights into entrepreneurs' perceptions of each of these variables concerning entrepreneurial intention. Mavhungu (2023a) tested the effects of business start-up factors on the personal attitude of agricultural students to start a business in South Africa. This research investigates the relationship between access to resources, subjective norms, socio-cultural forces, and personal attitudes of undergraduate agricultural students, where personal attitude is treated as a dependent variable and equated to entrepreneurial intention.

Very few studies, if any, have tested the relationship, from a family business status perspective, between access to resources, subjective norms, sociocultural forces, and agricultural students' personal attitudes toward starting a farming business. Mavhungu (2023b) focused on the impact of other extrinsic factors (access to land, political skills, and human capital and skills) on undergraduate agricultural students' personal attitudes toward starting new ventures in South Africa. The findings reflected no statistical relationship between the personal attitudes of agricultural students and these selected important elements. A family's business ownership can have a huge impact on the career choices of students. This requirement will motivate someone to start an individual business and pursue their parents' professional path (Slavtchev et al., 2012). Family businesses act as the economic bedrock of countries, economies, and communities. An essential component of understanding how businesses function is understanding the nature of family businesses and the variables that impact their social and economic contributions (Ramadani et al., 2020). The family business is derived from two sources: natural derivatives (genes), a parental compulsion to carry on the business, and derivatives that take the form of examples or even assets and capital. In South Africa (SA), as in most developing nations, promoting entrepreneurship has emerged as a top priority for addressing issues of unemployment, inequality, and rural poverty (Dzansi et al., 2015). According to Mngoma and Ayanrinde (2023), youth unemployment and the percentage of youth not in education, employment, or training (NEET) are among the highest in SA and are even higher among Black South Africans. Mngoma and Ayanrinde (2023) report that SA's NEET rates are three times higher than those of the UK, 5.4 times higher than Germany, 1.3 times higher than Brazil, and 2.5 times higher than Malaysia. According to Anjum, Farrukh, Heidler, and Tautiva (2020), entrepreneurship is a competitive behavior that creates new markets and employment creation. The challenge might be addressed by establishing businesses in the agricultural sector. In SA, the National Development Plan and other significant programs have made youth involvement in agriculture a top priority (Sinyolo & Mudhara, 2018). Despite this intervention, participation in the agricultural sector remains low (Henning, Jammer, & Jordaan, 2022). Given SA's high youth unemployment rate, a career in entrepreneurship could provide graduates with both financial independence and a way to support the country's economy (Iwu et al., 2021).

This study investigates the relationship between selected extrinsic factors (access to resources, subjective norms, and sociocultural forces) and undergraduate agricultural students' personal attitude (entrepreneurial intention) to establish a business. The relationship was looked at from a family business status viewpoint. Following this study purpose, the paper provides a review of the literature on the themes of personal attitude to starting a business, access to resources, subjective norms, sociocultural forces, and the role of family business

status. Hypotheses are developed from these discussions. This is followed by the methodology, findings, and discussion, and lastly, the recommendations and conclusion.

II. LITERATURE REVIEW

A. *Personal Attitude to Starting a Business*

Personal attitude is a personal evaluation of one's behavior and level of attraction towards starting a business. Studies show that people are more likely to have entrepreneurial intentions when they have a positive attitude toward entrepreneurship (Ajzen, 1991; Liñán & Chen, 2009). Personal attitude is a psychological characteristic that affects one's ambition to start a business. According to Martín-Navarro et al. (2023), a person's intention affects their plans to start a business. A person's attitude can change over time due to a range of internal and external environmental influences, such as experience, education, and other factors. Personal attitude is a common and crucial foundation for understanding entrepreneurial goals (Liñán & Fayolle, 2015) with demonstrated validity (Kautonen et al., 2015).

Debarliev et al. (2015) alluded that a person's attitude of persons toward the action indicates how much they regard their own intent to start a business. According to Liñán and Chen (2009), attitudes describe intention, and intention explains attitude, while beliefs are antecedents of attitudes. Personal attitude significantly influences students' aspirations to start their own businesses (Ambad & Damit, 2016). Personal attitude is a direct indicator of entrepreneurial intent (Fini et al., 2009; Koe, Sa'ari et al., 2012). Utami (2017) and Otchengco and Akiate (2021) found the same outcomes. Personal attitude to start a business measures entrepreneurial intention (Mavhungu, 2023a). The findings indicated that students' entrepreneurial desire increases in direct proportion to their personal attitude towards entrepreneurship. Based on the findings of Otchengco and Akiate (2021) and Mavhungu (2023b), the researcher uses these two terms, personal attitude, and entrepreneurial intention, interchangeably.

Extrinsic factors and the role of family business status are discussed next.

B. *Access to Resources*

Facilitating the acquisition of resources by new businesses is an excellent way to optimize the value of entrepreneurial potential (Nanda & Sørensen, 2010). The success of entrepreneurs depends on their capacity to obtain and utilize resources (Grande, Madsen & Borch, 2011). Amongst others, financial resources are essential to a business's short- and long-term success since they are needed for both ongoing operations and long-term investments. Additionally, financial resources might give a competitive advantage to businesses that have greater access to capital than their competitors (Grande et al., 2011). Several studies indicate that when resources, both material and human, can be moved from one kind of economic activity to another, it is easier to engage in entrepreneurial activity (Haugen & Vik, 2008). Prospective entrepreneurs usually face difficulties in obtaining the capital needed to establish a business (Thoene & Turriago-Hoyos, 2017). According to studies by Ameer et al. (2017) and Thoene and Turriago-Hoyos (2017), there is sometimes a lack of access to necessary resources for informal sector enterprises. Business owners battle with limited resources and strive to accumulate enough capital to keep the business operating (Duarte Alonso et al., 2021).

The process of obtaining financial resources from outside sources is not simple (Fatoki & Asah, 2011). For a business to be able to satisfy its operating needs, quick and reasonable credit is crucial. The findings of Tomy and Pardede (2020) revealed that some students in underdeveloped nations lack awareness of their own capabilities and the resources they can access through support networks. Alva et al. (2023) contend that financial resources are essential because they allow business owners to acquire other resources. It is also one of the most challenging resources for most entrepreneurs, even those who establish businesses out of need, like the unemployed (Kariv & Coleman, 2015). According to Kurpayanidi (2021), there are still issues that limit the growth of small business lending in most countries globally. These issues include stringent credit requirements, high collateral requirements for commercial banks, and credit market crises that make it challenging to access credit resources. Infrastructure, local labor, raw resources, and locally sourced funding are all essential components needed to enable the expansion of entrepreneurship (Dewulf et al., 2021). The factors that significantly contribute to the success of entrepreneurs in micro and small businesses in Ethiopia are access to financial resources, government backing, business information, land ownership, and taxes (Alene, 2020).

C. *Subjective Norms*

Subjective norms, in the view of Masnun et al. (2023), are the expectations that each person who is related to another has of that person regarding whether or not they would pursue entrepreneurship activities. According to Miranda et al. (2017), subjective norms refer to an individual's view of the societal pressures they experience to

engage in or refrain from a specific action, as well as their motivation to comply with these forces. Subjective norms, in relation to entrepreneurship, represent a collection of individual opinions about social standards and the desire to follow those (Putra & Firman, 2022). According to Prawira and Hidayah (2021), subjective norms are ideas of the pressure individuals experience from the larger community to act in a specific manner. The notion of planned behavior contends that people's intentions influence their behavior (Ajzen, 1991). According to this view, there are three main causes at work behind every individual action. These concepts consist of the individual's viewpoint of the behavior, the subjective norms that surround it, and the extent to which they feel in control of it.

Subjective norms have a statistically significant impact on entrepreneurial intention (Huang & Su, 2023). According to Sugandaa and Simbolon (2023), subjective and entrepreneurial norms can enhance students' ambitions to engage in entrepreneurship. The results of Bayona-Oré (2023) show that the subjective norm factor significantly affects entrepreneurial intention. This finding emphasizes how crucial it is for families to support their children's entrepreneurial intentions, which are influenced by social variables. Other studies, such as those by Sampene et al. (2023) and Al-Jubari (2019), agree with these findings. According to Wazni et al. (2023), subjective norms have a significant impact on fostering the entrepreneurial attitudes and interests of biology education students at Hamzanwadi University, a private higher education institution located in the metropolis of Lombok Timur in Indonesia. Afiat et al. (2023) further indicate that subjective norm is a crucial element that affects the ambition to start a business. According to Masnun et al. (2023), subjective norms have no effect on an individual's intention to start a business. Maes, Leroy, and Sels (2014) also found that subjective norms were a weak predictor of entrepreneurial intention.

D. Sociocultural Forces

Research on the multicultural dynamics of entrepreneurship is quickly growing and offers insight into how interactions between different cultural contexts may influence one's ability to acknowledge the potential for entrepreneurship and establish a business (Pidduck & Tucker, 2022). Social and cultural norms, among other structuring variables, play an important part in the development of entrepreneurship. (Santos et al., 2018). Tested hypotheses support the significant effect and key functions of sociocultural factors in supporting individuals to become entrepreneurs (Alsaad et al., 2023). In terms of sociocultural components, the social environment significantly contributes to the promotion of entrepreneurship (Igwe & Icha-Ituma, 2020), primarily from two viewpoints, namely formal and informal. The results of Hasniati et al. (2023) reflect that in Makassar City, sociocultural elements have little bearing on entrepreneurs' intentions to pursue their business ventures.

Padilla-Meléndez et al. (2022) assert that Indigenous culture is evident in every method used to assess entrepreneurial purpose. Many studies show that the main elements determining an individual's propensity for entrepreneurship are their indigenous culture and values, for example, Collins et al. (2017) and Poirine et al. (2017). Padilla-Meléndez et al. (2022) opine that since Indigenous entrepreneurs maintain local values, act as a conduit between their communities and the outside world, and bring their cultures back to life through their business ventures, they can be thought of as cultural ambassadors. Barik et al. (2017) established that people who are or aspire to be business owners are influenced by several social and cultural elements, such as religion, family, financial status, education, and ethics. Their study also demonstrated how culture subtly motivates entrepreneurs to take calculated risks and create novel concepts. McGrath et al. (1992) and Swierczek and Quang (2004) confirmed that culture influences perceptions of entrepreneurial intention.

E. Role of Family Business Status

Abdelfattah et al. (2023) report that the propensity to take up entrepreneurial endeavors is positively correlated with entrepreneurship education, opportunity assessment decisions, and role models. Role model stories pique viewers' spiritual curiosity and provide behavioral guidance for those aspiring to be entrepreneurs. Role model narratives influence entrepreneurial conduct by presenting chances for job creation through behavioral coaching and spiritual inspiration (Hoda et al., 2021). Ehsanfar et al. (2023) indicate that although the entrepreneurial purpose of tourism students from entrepreneurial families is modest, their tolerance for ambiguity has a significant and positive impact on their intent. Certain individuals are predisposed to entrepreneurship due to a confluence of psychological traits that interact with their environment (Altinay et al., 2012).

Fietze and Boyd (2017) report that to pursue entrepreneurial endeavours, family tradition is vital. Fietze and Boyd (2017) further state that being self-employed is highly appreciated among families in Iranian society, which is a collectivist community. Therefore, this element must also be considered from a cultural perspective. By offering encouragement, role models can encourage business pursuits (Kubberød et al., 2018; Abbasianchavari & Moritz, 2021; Kollmann et al., 2022). Badghish et al. (2023) confirm that people's decisions regarding their own entrepreneurial resourcefulness are greatly enhanced by both family business experience and entrepreneurship education. Meroka (2023) established that two factors that supported the student's entrepreneurial intention were

the family's history of entrepreneurship and role modeling. Family members and other individuals in the student's near vicinity function as excellent role models due to their close ties with the entrepreneur (Boldureanu et al., 2020).

Hypotheses for the study were formulated as follows:

- H₁: Access to resources predicts personal attitude to establish a farming business.
- H₂: Subjective norms predict personal attitudes to establishing a farming business.
- H₃: Sociocultural forces predict personal attitudes to establish a farming business.
- H₄: It is anticipated that there should be a significant influence of family business in relationship between:
 - H_{4a}: access to resources and personal attitude to establish a farming business.
 - H_{4b}: subjective norm and personal attitude to establish a farming business.
 - H_{4c}: sociocultural forces and personal attitude to establish a farming business.

III. RESEARCH METHODOLOGY

The quantitative research method used in the study was cross-sectional. Secondary research, which was empirical in nature, was effected using a descriptive research design. The survey was considered a suitable data collection method to be employed in the study. According to Mouton (2001), surveys are commonly used in quantitative studies to provide an extensive outline of a representative sample of an enormous population. The quantitative method was considered appropriate by the researcher based on the main objective of this study.

For this study, the non-probability sampling design was deemed adequate. The research population consisted of 3rd-year students registered primarily in the field of agriculture at South Africa's 27 higher education institutions; however, only six institutions, namely, North-West University, Tshwane University of Technology, University of Free-State, University Fort-Hare, University of Venda and the University of Mpumalanga gave permission to collect data. The six participating institutions had 1,123 agricultural students. The researcher individually distributed questionnaires to the participants. Only 421 students returned completed questionnaires for the analysis collected during the month of September 2018. A questionnaire is appropriate when seeking an analytical approach to explore relationships between variables. Researchers advocate questionnaires as a data-gathering instrument because of their cost-effective advantage amongst others as compared to other mechanisms (Jansen, 2010). As a result, a questionnaire was considered appropriate for this study.

A self-developed questionnaire was used to collect data. Questions contained in the questionnaire addressed agricultural students' responses to extrinsic factors and demographic details, namely family business status. Extrinsic factors, namely access to resources, sociocultural forces, and subjective norms, were examined using a 7-point Likert scale.

Table 1. Factor loading after rotation

Constructs	Factor loadings	Item-rest correlation	Cronbach's α in the absence of the item	Cronbach's Alpha
<i>Personal attitude</i>				
I'm interested in pursuing an entrepreneurial career.	0.85	0.73	0.72	0.816
Being a businessperson would offer me a lot of pleasure.	0.87	0.77	0.70	
If I'm given a chance and resources, I would consider establishing a start-up of my own.	0.69	0.61	0.79	
In my perspective, there are more benefits than adverse effects to being an entrepreneur.	0.50	0.48	0.84	

Access to resources				
No funds are available at my disposal to start a business in the agricultural sector.	0.66	0.49	0.67	0.721
I believe it won't be easy to secure a start-up capital from any financial institution to establish a farming business.	0.77	0.57	0.62	
Credit check process could disadvantage for me in obtaining financing to establish an agricultural business.	0.66	0.43	0.71	
Starting a farming business will be challenging if there is no enough assets for financial guarantee for the loans.	0.76	0.55	0.64	
Subjective norm				
My circle of friends will be supportive of my decision to establish a business.	0.56	0.24	0.547	0.517
I can relate to the intended objectives of the agricultural industry.	0.43	0.40	0.399	
Role models in the sector motivate me to establish my own business.	0.38	0.33	0.426	
My society will encourage me to engage in any entrepreneurial endeavors.	0.49	0.33	0.429	
Sociocultural forces				
Family and friends are against my decision to form a business.	0.67	0.48	0.57	0.661
My culture prohibits establishing a business.	0.69	0.50	0.57	
Individuals around me do not support entrepreneurship therefore it would be a challenge to establish a business.	0.74	0.55	0.51	
Without business counselling and legal support may impedes me from forming a start-up.	0.33	0.27	0.72	

Source: Processed data (2024)

Table 1. reports factor loading following rotation. Personal attitude ranged from 0.50 to 0.87, indicating that each element is strongly linked and crucial in determining personal attitude with the subscale of four items ($\alpha = .816$), which indicates good internal consistency. Access to resources have subscale of four items ($\alpha = .72$) with acceptable internal consistency and factor loadings ranged from 0.66 to 0.77. The importance of each factor is reflected in the fourth, where if a specific item were to be deleted, the scale reliability would decrease. Subjective norm subscale comprised of four items ($\alpha = 0.52$), when compared to the other subscales, was the lowest. Additionally, the subjective norm factor loadings construct was (0.38–0.56) also lower compared to other ranges. Lastly, the sociocultural forces had a good internal consistency of $\alpha = .66$, with subscale consisting of four items with high factor loading ranging from 0.33 to 0.74. Table 1 shows that all tested variables had satisfactory reliability coefficients (α) ranging from 0.52 to 0.82. A reliability coefficient (α) of 0.5-0.7 is considered satisfactory, whereas good reliability is represented by a coefficient of 0.8 or more. As a result, the research measures are suitable for additional data analysis performance by means of inferential statistics to test the research hypothesis.

IV. RESULT/FINDING AND DISCUSSION

Access to resources and personal attitude relationship to establish a farming business is not statistically significant $B = 0.04$; 95% CI [-0.0313; 0.1113] $P > 0.05$ (0.271). However, the relationship between subjective norm, sociocultural forces, and personal attitude is significant at $B = .28$; 95% CI [.18929; .37070] $P = 0.000$ and $B = -.128$; 95% [-.2242; -.03171] $P = 0.009$ respectively (Mavhungu, 2023a). Therefore, H_1 is rejected on the basis

that access to resources and personal attitude relationship is not significantly so. The findings reflect that access to resources does not predict their personal attitude. Mavhungu (2023a) established a significant association between subjective norm as well as sociocultural force and personal attitude. Nanda and Sorensen, (2010) maintained that for entrepreneurs to maximize the value of entrepreneurial prospects, it is effective to make it easier for new businesses to acquire resources. Grande et al. (2011) further alluded that entrepreneurs' success is based on their ability to access resources and take advantage of them. H_2 and H_3 are accepted. The results are similar to those of Bayona-Oré (2023), who found that the subjective norm factor significantly affects entrepreneurial intention. This finding emphasizes how crucial it is for families to support their children's entrepreneurial intentions, which are influenced by social norms. Sampene et al. (2023) and Al-Jubari (2019) agree with these findings. Wazni et al. (2023) further found that subjective norms play a significant influence in encouraging biology students' entrepreneurial attitudes and interests. According to Afiat et al. (2023), the subjective norm is a significant factor influencing entrepreneurial intent. The findings are similar to the results by Santos et al. (2018), who established that social and cultural norms, among other structuring variables, play a role in the growth of entrepreneurship. Alsaad et al. (2023) found the significant influence and crucial functions of sociocultural factors in enabling individuals to become entrepreneurs. Igwe and Icha-Ituma (2020) found the same results.

Table 2. Factors affecting personal attitude to start the farming business

Personal Attitude	Coefficient	P>t	95% Confidence Interval	
Intercept	19.544	0.000	17.0243	22.0637
Access to resources	.04	0.271	-.0313257	.1113257
Subjective norm	.28	0.000	.1892935	.3707065
Sociocultural forces	-.128	0.009	-.2242826	-.0317174

Source: Processed data (2024)

H4a is rejected. Table 2. reflect that access to resources and personal attitude relationship is not statistically significant ($B = 0.04$; 95%; CI [-0.0313; 0.1113] $P > 0.05$ (0.271)). The study by Meroka (2023) established that a family's entrepreneurial history and role modeling were two elements that encouraged the student's entrepreneurial intention. Table 3 also shows that access to resources and family business status relationship of agricultural students from non-business families and those from business-owning families is not significantly so ($B = -2.363$; 95%; CI [-5.714; 0.986] $P = 0.166$).

The results suggest that if resources are made available to agricultural students from families without businesses, it can change their personal attitude towards starting a farming business. The results further suggest that a 1-unit increase in resources among agricultural students from families without businesses can positively change their entrepreneurial intention or personal attitude at $B = 0.909$; 95%; CI [-0.0657; 0.2476] $P = 0.255$.

Table 3. Moderating effects of family business on access to resources and personal attitude

Personal Attitude	Coefficient	Std. err.	t	P> t	[95% conf]	Interval
Access to resources	-4.44e-16	0.662806	-0.00	1.0	-0.1302	0.1302
Family business - no	-2.363	1.70442	-1.39	0.166	-5.714	0.986
Family business access to resources -no	0.909	0.0797135	1.14	0.255	-0.0657	0.2476

Source: Processed data (2024)

Table 4. shows that access to resources and family business status relationship of agricultural students from non-business-owning families is statistically significant ($B = 0.090$; 95%; CI [0.004; 0.1777] $P = 0.040$), and those from families owning businesses was not statistically significant ($B = -4.44$; 95% CI [-0.1299; 0.1299] $P = 1$).

Table 4. Effects of family business on access to resources and personal attitude

Access to resources	Coefficient	Std. err.	t	P> t	[95% conf]	Interval
Family business						
Yes	-4.44e-16	.0662806	-0.00	1.000	-1299076	.1299076
No	0.909	.0442846	2.05	0.040	.0041128	.1777054

Source: Processed data (2024)

Table 5 indicates that family business status affects subjective norms and agricultural students' personal attitude relationship in starting a farming business ($B = 0.25$; 95%; CI [0.0667; 0.4332] $P = 0.008$). The personal attitudes of students from families not owning a business were low compared to those from families owning businesses (coefficient of -1.916) and not statistically significant ($B = -1.916$; 95%; CI [-6.522; 2.689] $P = 0.414$). H4b is rejected. The moderating role of family business status on subjective norms and agricultural students' personal attitudes is not statistically significant because $P = 0.442$, which is greater than 0.05, $B = 0.0833$; 95%; CI [-.1294; 0.296]. However, subjective norms may influence students from families without businesses to change their personal attitudes and engage in entrepreneurial activities (coefficient of 0.0833).

Table 5. Moderating effects of a family business on subjective norms and personal attitude

Personal attitude	Coefficient	Std. err.	t	P> t	[95% conf]	Interval
Subjective norm	0.25	.0932057	2.68	0.008	.0667833	.4332167
Family business - no	-1.916667	2.343125	-0.82	0.414	-6.522605	2.68927
Family business subjective norm - no	0.083333	.108247	0.77	0.442	-.1294505	.2961172

Source: Processed data (2024)

Table 6. reflects (Margin = 0.25; 95%; CI [0.0673; 0.4326] $P = 0.007$) and those from families not owning businesses (Margin = 0.333; 95%; CI [0.225; 0.441] $P = 0.000$). The findings also show a statistically significant relationship between subjective norms and family business status among agricultural students from families that own businesses and those that do not. Both sets of agricultural students have personal attitudes to engage in farming businesses irrespective of their family business statuses, but those from families owning businesses have a higher coefficient value than those from families not owning businesses.

Table 6. Effects of a family business on the subjective norm and personal attitude

Subjective norm	Coefficient	Std. err.	t	P> t	[95% conf]	Interval
Family business						
Yes	.25	.0932057	2.68	0.007	.0673202	.4326798
No	.3333333	.0550465	6.06	0.000	.2254441	.4412225

Source: Processed data (2024)

Table 7 shows that sociocultural forces and agricultural students' personal attitudes in relationship to establishing a farming business are not statistically significant (Margin = -.1111; 95%; CI [-0.3021; 0.0799] $P = 0.254$). H4c is rejected. However, the personal attitude of students who belong to families that do not own businesses is high but not significant (Margin = 0.4666; 95%; CI [-1.253; 2.186] $P = 0.594$). The results of the moderating role of family business status on sociocultural forces as well as personal attitude were ($B = -0.0888$; 95%; CI [-0.315; 0.137] $P = 0.440$).

The results reflect that the absence of social and cultural factors, including religion, family, financial situation, education, and ethics of agricultural students from families without businesses, may have a negative influence on their personal attitude to engage in entrepreneurial activities. The results further reflect non statistically significant relationship between agricultural students from families owning businesses, but for those from families not

owning businesses, it is statistically significant. Those from families owning businesses have a higher coefficient value than those from families not owning businesses.

Table 7. Moderating effects of family business on sociocultural forces and personal attitude

Personal Attitude	Coefficient	Std. err.	t	P> t	[95% conf]	Interval
Sociocultural forces	-.1111111	.0971746	-1.14	0.254	-.3021256	.0799034
Family business - no	.4666667	.8749373	0.53	0.594	-1.253183	2.18651
Family business Sociocultural forces - no	-.0888889	.1150854	-0.77	0.440	-.3151102	.1373324

Source: Processed data (2024)

Table 8. Effects of family business on sociocultural forces and personal attitude

Sociocultural forces	Coefficient	Std. err.	t	P> t	[95% conf]	Interval
Family business						
Yes	-.1111111	.0971746	-1.14	0.253	-.3015698	.0793476
No	-.2	.0616582	-3.24	0.001	-.3208479	-.0791521

Source: Processed data (2024)

Table 8. shows (Margin= -0.111; 95%; CI [-0.301; 0.793] P = 0.253), not statistically significant, while those from families not owning businesses were found to be statistically significant (-0.20; 95%; CI [-0.3208; -0.7915] P = 0.001). The results further reflect that sociocultural forces and family business status relationship of agricultural students from families owning businesses is not statistically significant, and those from families not owning businesses were statistically significant. Agricultural students view sociocultural forces as an influencer of entrepreneurship, and they have a less personal attitude toward engaging in farming businesses, but those from families owning businesses have a higher coefficient value than those from families not owning businesses.

V. CONCLUSION AND RECOMMENDATION

Subjective norms and sociocultural forces predict personal attitude (entrepreneurial intention) to establish a start-up but not access to resources. Access to resources is one of the most important components in the field of entrepreneurship, yet agriculture students do not consider it vital in their personal approach to starting a business. Therefore, colleges and universities should embed access to resource roles in the entrepreneurship curriculum for students to gain knowledge on this important extrinsic business start-up factor. Availability of resources for agricultural students from families who do not own businesses may positively influence their personal attitude to engage in farming businesses (coefficient of 0.090), while those from families who do own businesses have a choice to engage; hence, resources are available at their disposal (coefficient of -4.44e-16). Awareness of how to access resources should be a priority for both the government and institutions of higher learning, for example, through organizing seminars, inviting entrepreneurs to share their experience in entrepreneurship, and giving practical advice on how resources can be accessed by emerging entrepreneurs. The findings of this study confirmed that the personal attitude (entrepreneurial intention) of agricultural students is not influenced by their family business status. Institutions of higher learning and government entities, including the Department of Agriculture and Rural Development, should continue to provide entrepreneurial education to all students from different institutions about opportunities available to support entrepreneurial endeavors. Regarding the significant role played by entrepreneurship in economic growth, and considering the findings of this research, policymakers should focus more on the adoption and implementation of measures to eliminate the obstacles created by external environmental forces that face entrepreneurs and also on measures to support creative entrepreneurial endeavors.

In recent years, African countries such as South Africa have seen below-average economic development. However, the Covid-19 outbreak and the war in Ukraine have caused substantial economic and societal concerns.

In this context, entrepreneurship has been considered as one of the solutions to economic growth by creating jobs and combating poverty. According to Mngoma and Ayonrinde (2023), youth unemployment and the percentage of youth not in education, employment, or training (NEET) are among the highest in SA and are even higher among Black South Africans. The challenge may be addressed by establishing businesses in the agricultural sector. The aim of this study was to establish the relationship between selected extrinsic factors (access to resources, subjective norms, and sociocultural forces) and personal attitudes to establish a farming business and, secondly, to establish the role of family business status in this relationship. Very few studies, if any, have tested the relationship, from a family business status perspective, between access to resources, subjective norms, sociocultural forces, and agricultural students' personal attitudes toward starting a farming business. The perceptions of agricultural students on these selected factors and the moderating of family business status were explored.

The study is not free from limitations. The findings of the study may not be generalized because only selected business start-up factors were considered. A study of students who have completed their studies in the field of agriculture and are employed in the sector should be considered. The investigation would assist in establishing the actual extrinsic factors affecting their personal attitude toward establishing a business. Moreover, the viewpoints of students registered in other areas of study were overlooked. As a result, it is recommended that the study be broadened to other disciplines of study, such as Economics, Humanities, Engineering, or Commerce and Business faculties, for future investigation to establish the moderating role of family business status on the selected business start-up factors of students from these fields of study. Future researchers could also examine how the area of upbringing moderates the business start-up factors (subjective norm and sociocultural forces) and the personal attitudes of agricultural students. According to Nishantha (2009), youth entrepreneurship is significantly impacted by changes in areas of residence because of variations in socioeconomic or political circumstances. Area of upbringing (urban or rural) may also impact their drive to establish a business due to factors associated with socio-economic settings.

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