



## ASIAN BULLETIN OF BIG DATA MANAGEMENT

ISSN (Print): 2959-0795

ISSN (online): 2959-0809

<http://abbdm.com/>

# Family Motivation As A Catalyst For Entrepreneurial Behavior: Analyzing, The Role Of Entrepreneurial Intention In Graduate Ambitions With Quantitative Data

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### Chronicle

#### Article history

**Received:** October 28, 2023

**Received in the revised format:**  
Nov, 5 2023

**Accepted:** Nov 20, 2023

**Available online:** Nov 26, 2023

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### Abstract

Drawing from Conservation of Resource theory, we examine intricate relationship between family motivation and entrepreneurial behaviour in this study, with a focus on the mediational role of entrepreneurial intention in influencing graduate students' aspirations. In the ever-evolving realm of entrepreneurship, it is imperative for both academics and industry to comprehend the impact of family motivation on the entrepreneurial aspirations of graduates. A time lag study is conducted and 220 self administered questionnaire has been collected from recent graduates. Furthermore, data from Pakistan empirically support understudied effect and provides empirical evidence supporting a favourable correlation between family motivation and the intention to pursue entrepreneurship at the graduate level. The findings underscore the significant influence of familial support in fostering entrepreneurial aspirations. Moreover, the study highlights the significant influential impression of graduate entrepreneurial intention on their entrepreneurial behaviours, providing vital insights for politicians, educators, and entrepreneurs who aim to promote entrepreneurship among graduates. While recognising the limitations of this study, the present research enhances our comprehension of the intricate relationship between familial dynamics and the aspirations of graduate students in entrepreneurship.

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**Keywords:** Family motivation, entrepreneurial behavior, entrepreneurial intentions, Conservation of resource theory, entrepreneurship and family support.

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## INTRODUCTION

The role of entrepreneurship is of great significance in the advancement of economic expansion and societal evolution (Al-Qudah et al., 2022). Entrepreneurship is restrained the best resolution to the unemployment ratio increases problem across the world (Olufemi, 2020). The unemployment rate is approximate 16% across the world, and this issue is found common in developing and underdeveloped countries (Laguía et al., 2019). The unparticipating behavior of youth in the entrepreneur projects and the root cause behind it has been least researched by the previous researchers (Ahmed et al., 2020). The process of entrepreneurship is multifaceted and subject to the effect of various aspects, such as personal motivation, family-related support, and environmental circumstances (Dias et al., 2023). Recently, there has been an increasing scholarly focus on examining the significance of family motivation in relation to entrepreneurial behaviour (Murnieks et al., 2020). The determination of this research study is to elucidate the association among family motivation, entrepreneurial intention, and entrepreneurial behavior. This study has tried to unveil that entrepreneurial intention mediates the association of family motivation and entrepreneurial behavior and how family motivation can be the key to success for

aspiring entrepreneurs. Previous research has covered different dimensions of entrepreneurial behavior, but very few have unveiled determinants that can trigger the entrepreneurial behavior (Bui et al., 2020).. Rezaei and Peykani (2017) has analysed that there are some specific factors that play an important role in inculcating entrepreneurial intention within youngster who has been going through a state of disappointment due to repeated failures. This research has focused not only on the family motivation but also has developed and analyzed the link between entrepreneurial intentions and entrepreneurial behavior for better understanding. Although there has been significant research conducted on the multitude of factors that influence entrepreneurial behaviour, the impact of family motivation as the driving force for such behaviour has received comparatively less attention (Le, and Loan, 2022).. The primary objective of this article is to fill a research gap by investigating the importance of family motivation in influencing entrepreneurial behaviour, using the Conservation of Resources (COR) Theory as a theoretic framework. Family motivation encompasses the aspiration to initiate a business venture with the aim of attaining objectives that hold significance for the family unit Menges, J. I., Tussing, D. V., Wihler, A., & Grant, A. M. (2017).. These objectives may encompass the provision of economic stability, the establishment of a lasting cultural heritage, or passing on of the family enterprise to future generations.

## LITERATUR REVIEW AND HYPOTHESIS DEVELOPMENT

### Family Motivation, Entrepreneurial intention and entrepreneurial behavior

Family motivation provides the physical and psychological comfort that a young entrepreneur requires for starting a new project. According to Rezaei and Peykani (2017), family motivation is a critical element for developing the entrepreneurial behavior. Motivation from the family members, whether they are parents, siblings, or spouses of the entrepreneur, can influence the behavior and confidence level of an individual in different aspects Menges, J. I., Tussing, D. V., Wihler, A., & Grant, A. M. (2017). . Family motivation can provide emotional support, which involves expressions and feelings of confidence in the competencies of the person who aims to become an entrepreneur. Reuber et al. (2018) have drawn attention to another aspect of motivation which is appreciation support which means a positive evaluation of others' ideas, plans, and performance by the family members and colleagues.

Furthermore, Rezaei and Peykani (2017) elaborated that single parents and low income group motivates their child to adopt better earning ways to meet family needs and expense. In these circumstances, family motivation can also build entrepreneurial behavior by providing instrumental support. In the instrumental support aspect, the family members present themselves as a source of financial assistance, supervision, and aspiration for a young entrepreneur. As per Reuber et al. (2018), if an individual knows that his family is standing at the back to support him and motivating them in challenging times, this is the most effective motivation for starting a new venture. Ahlstrom et al. (2019) explained that entrepreneurial behavior could not be developed in the absence of family support and motivation because they act as a source of financial capital and a composed entrepreneurial intention. Sometimes, family motivation proves to be strong enough to build up the courage of an individual who has faced multiple failures (Luthans et al., 2015). Family members can give useful advice and can also offer financial support, which is a mandatory element of starting an entrepreneur's life. Research has revealed that family motivation can be given by two different dimensions as mentioned below.

- Social Support from Family
- Family-to-Business Support

According to Rezaei and Peykani (2017), although social support from family performs its motivational role properly but, task-oriented family to business support is very critical, especially for young entrepreneurs. Young entrepreneurs are different from experienced and senior-aged entrepreneurs when it comes to business expertise, knowledge, and also finances. Usually, young entrepreneurs are also facing a lack of capital before starting a new business venture and their intentions to start up gradually decline. Young entrepreneurs are always reluctant to take loans from banks and invest them at their own risk. Under such circumstances, family-to-business support is the best kind of motivation that can elevate the entrepreneurial intentions of young entrepreneurs (Doern, 2017; Lanivich, 2015). The lack of social capital and experience forces the entrepreneurs to seek motivational support from their families. If handsome financial support from the family is available at hand, the entrepreneurial intentions can reach the height of confidence. So, this implies that family motivation, either it's in emotional form or financial, can help to suffice a strong entrepreneurial intention (Luthans et al., 2015).

The foundation of our hypothesis 1 lies in the relationship between family motivation and entrepreneurial intention, which develops an individual's behavior and states that;

**H1:** Family motivation has a positive relationship with entrepreneurial intention

**H2:** Family motivation has a positive relationship with entrepreneurial behavior.

A growing body of scholarly research indicates that family motivation possesses the potential to significantly influence entrepreneurial behaviour. An investigation conducted by Chen et al. (2016) revealed a positive correlation between family motivation and entrepreneurial intention among Chinese university students. Zhang et al. (2017) conducted a study which revealed that family motivation played a crucial role in predicting entrepreneurial behaviour within the Chinese entrepreneurial community.

### **Conservation of Resources Theory**

The conservation of resource (COR) theory ideally describes the basic resources like time, money, opportunities that are mandatory for living a successful life, and how people are left out if any of these resources are missed in their life (hobfol, 2017). Further, the theory asserts that every human being needs to replenish these resources by any means (Kautonen et al., 2015). Developing entrepreneurial behavior is also an effort toward replenishing these needs. This theory claims that people are always in search of different ways to safeguard, propagate and nurture the resources available at their hand and want to achieve more resources to sustain their well-being. According to Hatak and Snellman (2017), this theory, people are inclined toward achieving more in their lives, and for this purpose, they opt for different ways of earning. COR theory identifies that people are loss-sensitive and gain insensitive on social levels (Laguía et al., 2019).

Hsu et al. (2019) have claimed that no one else can understand well the intensity and stress associated with resource loss better than the entrepreneurs. Because resource loss may lead them to bankruptcy and the potential to face loss depends largely

upon the entrepreneurial behavior of an individual. There are two different aspects of COR theory, namely resource procurement and asset protection (Hatak & Snellman, 2017). The feeling of resource procurement enforces an entrepreneur to work hard and collect excessive resources for the unseen challenges and crucial times. Lanivich (2015) elucidates that people are also inclined towards safeguarding their available resources and want to generate further from their available assets. Doern (2017) has revealed that the sense of achievement grows stronger if the entrepreneur is backed by a supportive family. The base of COR theory has been placed on entrepreneur behavior and the impact of family support and motivation on it.

According to Kautonen et al. (2015), the COR theory states that people are different from each other not on the basis of what assets they hold in their hands, but they can be differentiated from others on the basis of their potential to sustain and resources and generate more from them. This behavior to multiply the available resources is polished more if an entrepreneur is motivated by his family. Motivation gives a special kind of confidence that empowers an individual to make crucial decisions under uncertain conditions and keeps consistent with the enthusiasm to achieve more resources (Rezaei & Peykani, 2017).

### **Entrepreneur intention and entrepreneurial Behavior**

Doern (2017) has elaborated that entrepreneur behavior is an embedded phenomenon that can be boosted through different factors. Furthermore, contextual and inherent factors of entrepreneurial behavior are related to the presence of the locus of control, tolerance of risk, intentionality, experience, and ambiguity. Researchers like Neneh (2019) concluded that opportunity recognition is unique and essential for entrepreneurial behavior. Besides, entrepreneurial behavior does not remain the same throughout the entrepreneurial process. It is a combination of actions of entrepreneurs who try to adjust, define, and position the opportunity by turning it into a new venture in the market. Prior research studies have explored different antecedents of entrepreneurial behavior (personality traits, job design, task, role age, and education) as their focal point was characteristics of a corporate entrepreneurial firm (O'Shea et al., 2017). Now researchers are apprehensive regarding factors that trigger entrepreneurial intention–behavior relationship. This research will explore the relationship between entrepreneurial intention and entrepreneurial behavior and their connection with the success of a business. Moreover, our second hypothesis has been created, which states that;

**H3:** Entrepreneurial intention has a positive relationship with entrepreneurial behavior.

### **Mediating the role of Entrepreneurial intention**

Intentions are considered as a state of mind that directs a person toward a specific path or project with an aim to achieve some benefit from it. Entrepreneurial intention is a state in which a person decides to create a new business enterprise with the aim of achieving profits (Reuber et al., 2018). Entrepreneurial intentions are an extract of perceptions of desirability and feasibility. Entrepreneurial intentions are different because they draw a distinguishing line between the feeling of starting self-employment and earning through working for some other organization. There are two basic questions that decide whether a person has an intention to become an entrepreneur. These are;

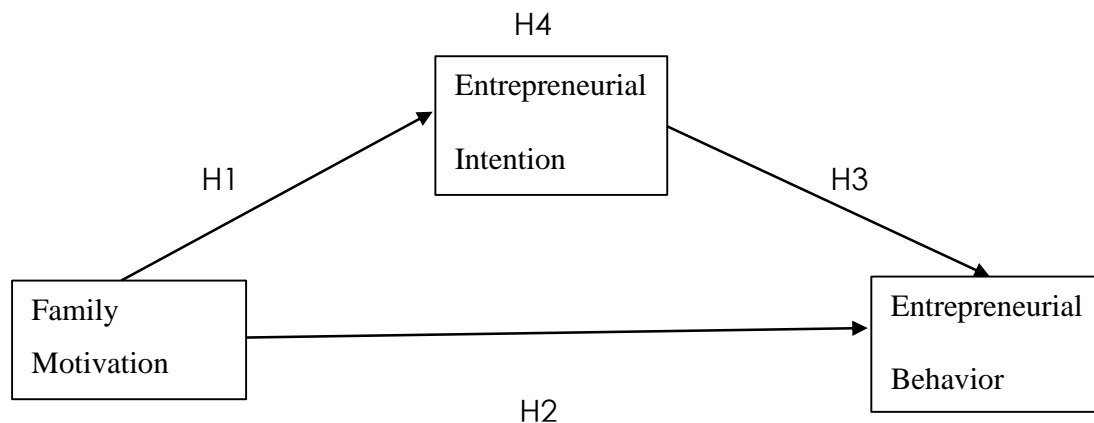
- If entrepreneurship is desirable to me?
- Is entrepreneurship feasible for me?

Over the last few decades, Laguía et al. (2019) have realized identified the linkage between pro-social motivation and entrepreneurial intention. Family motivation is also one of the forms of pro-social motivation, which revolves around a wish to benefit one's family by utilizing own competencies. Usually, a man works to support his family, and these intentions to elevate the standards of living through personal efforts are actually known as entrepreneurial intentions. As per the research conducted by Luthan et al. (2015)) there is always some sort of family, social or personal motivation that encourages a man to achieve some goal. A study has clearly identified that family motivation is the major spark behind entrepreneur start-ups. Family encouragement and motivation help the individuals establish their professional careers and help them to stand again in case they face any failure (Hsu et al., 2019). Our 3rd hypothesis is created as below:

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**H4:** Entrepreneurial intention mediates the relation between family motivation and entrepreneurial behavior.

**THEORETICAL FRAMEWORK**



**Figure 1.**  
**Conceptual framework**

**H1.** There is a favourable association between family motivation and entrepreneurial desire.

**H2.** Family motivation influences entrepreneurial conduct positively.

**H3.** There is a positive association between entrepreneurial intention and entrepreneurial behaviour.

**H4.** The relationship between family motivation and entrepreneurial behaviors is mediated by entrepreneurial Intension.

Based on the Conservation of Resources (COR) theory, the conceptual framework provides a comprehensive understanding of the intricate relationships between family motivation, entrepreneurial intention, and entrepreneurial behaviour. The fundamental premise of the COR theory is that humans possess an innate motivation to obtain, safeguard, and improve their resources, regardless of whether these resources are material or intangible. As a critical precursor factor, family motivation encompasses providing support and resources by one's family, including financial assistance, emotional support, and information sharing. The COR hypothesis proposes that individuals possess an intrinsic motivation to obtain, protect, and increase their resources, regardless of whether they are tangible or intangible. Hypothesis 1 (H1) suggests a direct and positive association between family motivation and entrepreneurial intention. This hypothesis emphasises the significance of the family in fostering and bolstering entrepreneurial goals. Hypothesis 2 (H2) expands upon the aforementioned association by proposing that family motivation has a favourable impact on the entrepreneurial behaviours exhibited by individuals in their efforts to develop and manage entrepreneurial companies. Hypothesis 3 (H3) posits that there is a direct relationship between entrepreneurial intention and entrepreneurial behaviour, emphasising the significant impact of one's intents on determining their entrepreneurial behaviours.

Additionally, the conceptual framework presents Hypothesis 4 (H4), which posits, entrepreneurial purpose acts as a mediator in the association between family motivation and entrepreneurial behaviour. The observed mediation effect is consistent with the emphasis of COR theory on the dynamic interaction of resources, motivation, and behaviour. Through the utilisation of this complete framework, researchers are able to delve into the complex interactions among these factors and acquire a more profound comprehension of how familial support and motivation interact with entrepreneurial goals to influence real entrepreneurial behaviours. This study, based on COR theory, not only contributes to theoretical knowledge but also has practical implications for policies and initiatives targeted at promoting entrepreneurship by utilising the crucial roles of family motivation and graduates entrepreneurial intention in the entrepreneurial behavior.

## RESEARCH METHODOLOGY

### Research Design

The current study uses the quantitative research approach. Each antecedent in the current study originated from different contextual situations like family, firm, and country. Specifically, a time lag study is conducted. The primary goal of the selected research design is to understand the underpinning mechanism of the theoretical framework of current research. Non- Probability sampling techniques are used. The sample size for the current research is 377, calculated with the help of an online sample size calculator (Raosoft, 2022). The target population is unemployed graduates. The result identified from this population provides valuable insight for policymakers and practitioners. The inclusive criterion for the target population is a broad group of graduates having demographic diversity and unemployed for the last six months after degree completion. Management sciences, computer sciences, IT, and engineering degree holders were included as they all have studied entrepreneurship courses in their degree programs. Information regarding unemployed graduates is collected from Small Medium Enterprises Development

Authority, job portals, and University Alumni offices. Unemployed graduates were invited to participate in the survey voluntarily. An online questionnaire URL was sent, and the reason for conducting the survey was shared with them. A total of 220 questionnaires were filled by participants. The first part of the questionnaire asked for demographic information of the respondents like age, gender, unemployed, and how many years and the second part asked about variables related to items administered on the Likert Scale. Demographic variables help in identifying the unemployment status of graduates. Respondents were asked to read each question and respond accordingly thoroughly, and they were not allowed to skip or miss any question. The effect of the Demographic variables on the dependent variable is analyzed, and in case of any significant effect, they were taken as control variables.

## **MEASURES**

### **Entrepreneurial behavior**

It is adapted from the study conducted by Rauch and Hulsink (2015); 19 behavior questions were analyzed and tested by them. They are administered on a seven-point Likert scale. Sample items include, "I have spent a lot of time thinking about starting a business, and "I have selected a business name." The scale was made for analyzing nascent entrepreneurs.

### **Entrepreneurial intention**

6 items were adapted from the study conducted by Liñán and Chen (2009) and Arshad et al. (2016). The items are operationalized on a 7-point Likert scale anchored by 1 "strongly disagree" to 5 "strongly agree." Sample Items include "I am ready to do anything to be an entrepreneur" and "I have the intention to start a firm one day."

### **Family motivation**

5 items were taken from the study conducted by Grant (2008) and Ryan and Connell (1989). The items are operationalized on a 5- a points Likert scale. Sample items include "I want to help my family" and "It is important for me to do good for my family."

## **DATA ANALYSIS**

SEM in SmartPLS was used to investigate the output that was gathered. The study conducted by Ringle et al. (2014) employed the bootstrapping technique, specifically utilising the re-sampling method, in conjunction with subsamples of 1000. This research approach was also utilised by Hair et al. (2012). The aforementioned approach has been employed for the evaluation of both the structural model and the measurement model. Moreover, the utilisation of Partial Least Squares (PLS) in Structural Equation Modelling (SEM) serves as an appropriate method for examining the proposed model in this study as suggested by Hair et al. (2011) and Henseler et al. (2015). Wold (1975, 1980) and Jöreskog and Wold (1982) established the Partial Least Squares (PLS) method as a means of describing the relationships between several latent variables. This approach has demonstrated high efficiency and effectiveness. According to Chin (1998), Partial Least Squares (PLS) can address latent hypotheses that have not been previously seen. Additionally, PLS can provide insights into the measurement errors of enhancing latent variables. In addition, the techniques employed to assess the efficacy of the model encompass the examination of convergent validity among the variables associated with latent variables, as outlined by Cook and Campbell (1979) as well as the evaluation of discriminant validity of the research instruments, as proposed by Campbell and Fiske (1959).

### Respondents profile analysis

The investigation of respondents' profiles shows the following results.

**Table 1.**  
**Respondents' Profile (N=220)**

Variable	Category	Percent
Age	20-25 years	46.6
	26-30 years	24.7
	31-35 years	11.8
	36-40 years	5.9
	41-45 years	11.2
	Total	100.0
Marital Status	Married	47.6
	Un-Married	52.4
	Total	100.0
Gender	Male	71.4
	Female	28.6
	Total	100.0
Education	Intermediate	29.7
	Graduate	46.8
	Masters	9.7
	Other	12
	Total	100.0

The participants in the planned sample were separated into many age groups. It was discovered that 46% of the overall sample size of 220 respondents were 25 years old or younger. Furthermore, 25% of respondents were between the ages of 26 and 30, while 11% were between the ages of 31 and 35. Furthermore, 7% of the respondents were discovered to be between the ages of 36 and 40, and 12% were between the ages of 41 and 45.

The sample population was collection of those with varying marital statuses, with 52% classified as single and 48% as married. The study included participants of both genders in order to have a inclusive understanding of the effects of the variables under investigation. Out of a total sample size of 220 persons, 71% were male and 28% were female. Among the 220 participants who responded, it was found that 29% held an Intermediate level of education, while 46.8% possessed a Bachelors degree. Additionally, 9.7% of the respondents had obtained a Masters degree, while a mere 0.43% had pursued alternative fields of study.

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**Table 2.**  
**Measurement-Model Results**

Variables	Items	Factor-Loadings	Cronbach's	Composite-Reliability	AVE
Entrepreneurial Behavior	EB1	0.771	0.740	0.821	0.531
	EB10	0.855			
	EB11	0.834			
	EB12	0.876			
	EB13	0.878			
	EB14	0.887			
	EB15	0.874			
	EB16	0.890			
	EB17	0.823			
	EB18	0.853			
	EB2	0.858			
	EB3	0.841			
	EB4	0.831			
	EB5	0.828			
	EB6	0.881			
	EB7	0.806			
	EB8	0.807			
	EB9	0.863			
Entrepreneurial Intention	EI1	0.774	0.759	0.831	0.581
	EI2	0.863			
	EI3	0.934			
	EI4	0.945			
	EI5	0.941			
	EI6	0.922			
Family Motivation	FM1	0.878	0.874	0.876	0.695
	FM2	0.855			
	FM3	0.878			
	FM4	0.881			
	FM6	0.750			

Note: EB= Entrepreneurial Behavior, EI=Entrepreneurial Intention FM= Family Motivation

### Scale Reliability and Validity

The model consisted of a total of 53 items. The Partial Least Squares (PLS) algorithm was used to determine the factor loadings. Specifically, the FM variable consisted of 5 items, the EI variable comprised 6 items, the EB variable had 18 items, and the PC variable contained 24 things. As a result, no reduction of items was applied to any of the variables. The calculation of individual dependability items is conducted using a partial least squares approach, as suggested by Tabachnick and Fidell (2007). The range in this study exceeds 0.5. Additionally, all the components included in this investigation exhibit loading values that surpass 0.5, as evidenced in the measurement-model table.

According to the measurement model presented in Table 02, all variables demonstrate Cronbach's alpha values over 0.7, with EB at 0.740, EI at 0.759, and FM at 0.874 (Cronbach, 1951). This suggests that all variables exhibit high levels of reliability and consistency, hence establishing their suitability for our research. In addition, it is worth noting that all of the predictors in the study satisfy the composite-reliability criterion, which necessitates a value greater than 0.7. Specifically, the composite reliability values for EB, EI, and FM are 0.821, 0.831, and 0.911, respectively (Gefen & Straub, 2005). Cronbach's coefficient alpha is a statistical measure used to assess the extent to which a set of observed variables, which serve as indicators of a latent

construct, collectively capture the measurement of a specific variable (Hair et al., 2012). Furthermore, the Average variation Extracted (AVE) refers to the proportion of total variation that may be attributed to the underlying latent variable. Fornell and Larcker (1981) proposed a criterion for assessing convergent validity, suggesting that the AVE should exceed 0.5. This pointed toward a minimum of 50% of the variation may be attributed to the variable under consideration. The table displays the values of AVE that exceed 0.5 for EB and EIFM.

**Table 3.**  
**Correlation Matrix**

	Mean	SD	EB-DV	EI-ME	FM-IV
EB-DV	3.980	0.291	0.848		
EI-ME	3.876	0.390	-0.026	0.899	
FM-IV	5.216	0.412	-0.048	0.356	0.850

Note: EB= Entrepreneurial Behavior, EI=Entrepreneurial Intention FM= Family Motivation

The evaluation of discriminant validity is conducted to ascertain if a given variable exhibits stronger associations with its own measures in comparison to any other variable inside the partial least squares path model (Hair et al., 2012). Discriminant validity encompasses three distinct criteria. The primary criterion to consider is the Fornell-Lacker Criterion. Following that, cross-loadings should be examined, and finally, the HTMT measure. According to Ringle et al. (2014), the HTMT measure is considered the most reliable among these three.

Descriptive analysis of variables is performed to estimate the mean and standard deviation of the data, which is gathered by 220 respondents. The mean is a statistical measure obtained by summing all the values in a dataset, while the standard deviation quantifies the extent to which the data deviates from the mean (Saunders et al., 2007). The chart above illustrates that the average value of all criteria falls within the range of 3.12 to 5.21. This indicates that most respondents have chiefly exhibited positive and neutral reactions. In contrast, the standard deviation of the computed variables is less than 1, indicating a condensed level of variability in the respondents' views as all values fall within the range of 0.079 to 0.412.

The commonly employed method for evaluating discriminant validity covers the application of Fornell and Lacker's established criteria. This technique involves comparing the square root of the average variance extracted (AVE) with the correlation of the variables under consideration. These constructions should provide a more comprehensive explanation of the variance observed in their specific indicator instead of the variability accounted for by other structures under consideration.

**Table 4.**  
**(HTMT) TABLE**

Heterotrait-Monotrait Ratio (HTMT)		
EI-ME	0.049	
FM-IV	0.057	0.373

Table 04 provides empirical evidence supporting the discriminant validity, as indicated by the higher values on the diagonal of each column, in accordance with the findings of Fornell and Larcker (1981).The HTMT values provide evidence of the model's discriminant validity in both India and Turkey, since all variable values are below 0.9. This aligns with the criterion set by Henseler et al. (2015), which states that values should be below 0.9.

### Hypotheses Testing

The significance threshold for accepting hypotheses ( $p < 0.1$ ), the sign of the association, and a t-value more than 1.96 are used to evaluate hypotheses on the link of variables (Wixom & Watson, 2001).

**Table 5.**  
**Standardized regression weights for the research model**

Hypotheses	Regression-Path	Path Coefficient	T-value	P-Value	Relation type	Remarks
H1	FM ->EI	0.629	12.777	0.000	Direct	Supported
H2	FM ->EB	0.587	11.878	0.000	Direct	Supported
H3	EI ->EB	0.564	10.301	0.000	Direct	Supported
H4	FM ->EI->EB	0.339	4.312	0.000	Mediation	Supported

Note: \*\*\* $p < 0.01$ , \*\* $p < 0.05$ ,

Table 05 presented above provides a comprehensive overview of all the hypotheses, including their respective impact categories and accompanying remarks.

Thus, the analysis results indicate that FM has a statistically significant and positive effect on EI ( $p$ -value = 0.00). Additionally, the Beta coefficient of 0.582 suggests that a one-unit rise in FM is associated with a corresponding increase of 0.582 units in EI. Additionally, the results of H2 suggest a significant correlation between FM and EB. Additionally, the results of Hypothesis 3 (H3) provide evidence that Emotional Intelligence (EI) has a substantial impact on Emotional Balance (EB). The statistical analysis reveals a  $p$ -value of 0.00 and a  $t$ -value of 19.465, indicating a strong relationship between EI and EB. Specifically, the findings suggest that a one-unit gain in EI will increase EB of around 0.617 units. Moreover, Hypothesis 4 (H4) is supported and demonstrates a mediation effect. This is evidenced by the strong positive impact of FM on EB ( $p$ -value = 0.00 and  $t$ -value = 12.77). Thus, it can be inferred that EI mediates FM and EM. Specifically, there is a corresponding increase of 0.191 units in EB for every unit rise in EI.

As a consequence, every hypothesis are accepted and have a positive impact. The values of all factors studied, including the independent variables, mediator, moderator, and dependent variable, are included in the total effects table. The findings of the research back up hypotheses H1, H2, and H3, with all detected links suggesting statistically significant positive relationships. The fact that all of the tested hypotheses had  $p$ -values less than 0.05 shows this. To assess hypotheses concerning the relationship between independent factors and dependent variables, the significance criterion for accepting hypotheses ( $p < 0.1$ ), the direction of the connection (sign), and the magnitude of the  $t$ -value ( $>1.96$ ) are utilized (Wixom and Watson in 2001).

## RESULTS AND DISCUSSIONS

Several major findings have emerged from this research which has helped us in understanding the linkage of entrepreneurial intentions with entrepreneurial behavior and the significant role of family motivation. The participants of the research belong mostly to the young age group, i.e., 25 years. This is the perfect age when a youngster opts to start his professional career after completing his education. Results of the survey depicted that there are four basic elements that derive youth toward entrepreneurship. These are social frustrations, inflation, unemployment, and a passion

for earning with own potential. The keen intention of an individual to capture all resources available to him and overcome the resource loss motivates him to make an entrepreneurship decision.

### **Theoretical Implications**

The results of this study contribute to the available literature on entrepreneurial intentions and entrepreneurial behavior. The addition of the Conservation of Resource theory to this study has explored that entrepreneurs who are motivated by family become successful entrepreneurs as compared to those who are necessity-driven. This exhibits that motivation has a significant impact on entrepreneurial intentions and behavior and has proved our 1<sup>st</sup> hypothesis valid, which stated that "family motivation has a positive relationship with entrepreneurial intention and behavior."

To check hypotheses 2 and 3, the author has conducted individual surveys while keeping the variables changing. The results have shown various factors that act as the mediator and moderators of the entrepreneurial behavior that entrepreneurial intentions shape the entrepreneurial behavior of an individual, and these intentions can be fostered by social, financial, and emotional support from the family. First of all, it has been checked whether entrepreneurial intentions can be developed in any individual through his or her family's motivation and what circumstances led to the ground for an entrepreneurship future. Our results have second the authenticity of both hypotheses. As the results show that a unit increase in the entrepreneurial intentions raises entrepreneurial behavior up to 0.617 units. Whereas the positive relationship between family motivation and entrepreneurial behavior.

### **CONCLUSION AND FUTURE RESEARCH DIRECTIONS**

Entrepreneurship is supposed to be a credible solution to the unemployment issue, which can be adapted more effectively if youth get proper appreciation and support from their families also. According to the Conservation of resource theory, the researcher aims to explore the impact of family motivation on entrepreneurial intention and entrepreneurial behavior. Although this study has tried to add some of the most significant variables of entrepreneurship, however, the addition of more factors that can elevate the entrepreneurship success level will open more dimensions of entrepreneurship. Business continuity, types of motivation required, and how education can prepare youngsters for entrepreneurship should also be the center of focus for future research.

According to the main points of COR theory, it is believed that human beings are encouraged to protect their present resources (conservation) but try to get new resources also. So, future research can focus on the other resources whose achievement has become a passion for the entrepreneurs and how it changes their entrepreneurial intentions. Future research, besides the youth, senior-aged citizens who are in their 40s should also include in survey to analyze if they still have some motivation or courage to start an entrepreneur future. It should be explored specifically if the age factor leaves some influence on entrepreneurial intentions and what are the elements that can derive a person to start entrepreneurship during their late 40s age.

## DECLARATIONS

**Acknowledgement:** We appreciate the generous support from all the supervisors and their different affiliations.

**Funding:** No funding body in the public, private, or nonprofit sectors provided a particular grant for this research.

**Availability of data and material:** In the approach, the data sources for the variables are stated.

**Authors' contributions:** Each author participated equally to the creation of this work. Conflicts of Interests: The authors declare no conflict of interest.

**Consent to Participate:** Yes

**Consent for publication and Ethical approval:** Because this study does not include human or animal data, ethical approval is not required for publication. All authors have given their consent.

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