DO WHAT NASCENT ENTREPRENEURS THINK OTHERS THINK INFLUENCE BUSINESS START-UP INTENTIONS AND BEHAVIOR: A LONGITUDINAL STUDY (SUMMARY)

Noel Lindsay  
*University of Adelaide, Australia, noel.lindsay@adelaide.edu.au*

Wendy A. Lindsay  
*The University of Adelaide*

Anton Jordaan  
*The University of Adelaide*

Fredric Kropp  
*Monterey Institute of International Studies*

**Recommended Citation**  
Lindsay, Noel; Lindsay, Wendy A.; Jordaan, Anton; and Kropp, Fredric (2010) "DO WHAT NASCENT ENTREPRENEURS THINK OTHERS THINK INFLUENCE BUSINESS START-UP INTENTIONS AND BEHAVIOR: A LONGITUDINAL STUDY (SUMMARY)," *Frontiers of Entrepreneurship Research*: Vol. 30: Iss. 5, Article 11.  
Available at: http://digitalknowledge.babson.edu/fer/vol30/iss5/11

This Summary is brought to you for free and open access by the Entrepreneurship at Babson at Digital Knowledge at Babson. It has been accepted for inclusion in Frontiers of Entrepreneurship Research by an authorized administrator of Digital Knowledge at Babson. For more information, please contact digitalknowledge@babson.edu.
SUMMARY

DO WHAT NASCENT ENTREPRENEURS THINK OTHERS THINK INFLUENCE BUSINESS START-UP INTENTIONS AND BEHAVIOR: A LONGITUDINAL STUDY

Noel J. Lindsay, The University of Adelaide, Australia
Wendy A. Lindsay, The University of Adelaide, Australia
Anton Jordaan, The University of Adelaide, Australia
Fredric Kropp, Monterey Institute of International Studies, USA

Principal Topic

Entrepreneurial self-efficacy (ESE) – the belief in one’s ability to successfully engage in entrepreneurial behavior such as starting a business - is an important antecedent of entrepreneurial intention and start-up behavior. Individuals with high self-efficacy are more likely to start businesses than those with low self-efficacy. Subjective norms – what individuals think other people think about their behavior - are also associated with influencing behavior. In this research, we examine longitudinally how subjective norms influence ESE, entrepreneurial intentions, and start-up behavior.

Method

Using a repeated-measures design, we collect data from two groups of participants (nascent entrepreneurs with start-up intentions and non-entrepreneurs with no start-up intentions). Data was collected at T1 (commencement-of-study), T2 (one year after commencement), and T3 (end-of-study - 3.5 years after T2). Between T1 and T2, we introduced a one-year entrepreneurship training intervention.

Results and Implications

ESE levels varied across groups. For the nascent entrepreneurs, ESE was moderately high at T1, decreased at T2, but increased at T3. Depth interviews suggested that the nascent entrepreneurs were over-confident in their start-up abilities at T1. However, at T2, they appreciated that they were less prepared to start businesses than they thought. At T3, they realized they did have a significant entrepreneurial knowledge base which increased their ESE levels. In contrast, the non-entrepreneur group’s ESE levels were low at T1, increased at T2, and reduced at T3. Structured interviews suggested that the non-entrepreneurs did not believe they had the abilities to start businesses at T1 or T3; however, the entrepreneurship intervention provided them with increased confidence resulting in higher T2 ESE levels.

Subjective norm levels differed between groups. Parent approval was seen as important in whether participants started businesses or obtained jobs. Positive subjective norms were predominately associated with nascent entrepreneurs who had started businesses at T3. Negative subjective norms were predominately associated with nascent entrepreneurs who had not started businesses at T3. Interviews suggested it was hard for participants to establish businesses when they did not have support from family and friends.

CONTACT: Noel Lindsay; noel.lindsay@adelaide.edu.au; (T): +61-8-83037422; (F): +61-8-83037512; Entrepreneurship, Commercialisation & Innovation Centre, The University of Adelaide, Australia SA5005.