

6-8-2013

PRE-DECISIONAL ASPECTS OF ENTREPRENEURIAL BEHAVIOR: HOW FEEDBACK INFLUENCES INTENTIONS AND ITS ANTECEDENTS (SUMMARY)

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Recommended Citation

Höflinger, Patrick and Lauterbach, Rainer (2013) "PRE-DECISIONAL ASPECTS OF ENTREPRENEURIAL BEHAVIOR: HOW FEEDBACK INFLUENCES INTENTIONS AND ITS ANTECEDENTS (SUMMARY)," *Frontiers of Entrepreneurship Research: Vol. 33 : Iss. 5 , Article 8.*

Available at: <https://digitalknowledge.babson.edu/fer/vol33/iss5/8>

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≈ SUMMARY ≈

PRE-DECISIONAL ASPECTS OF ENTREPRENEURIAL BEHAVIOR: HOW FEEDBACK INFLUENCES INTENTIONS AND ITS ANTECEDENTS

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Principal Topic

What influences entrepreneurial intentions? Utilizing a sample of 328 nascent entrepreneurs from Europe and the US, the effects of positive and negative feedback were experimentally tested on Ajzen's theory of planned behavior (TPB), one of the most sophisticated frameworks in behavioral prediction. Both Feedback and TPB essentially predict or influence human actions, however the way these concepts interact lacks empirical evidence. Contributing to entrepreneurship research, this study theoretically affiliates feedback to intentions in the entrepreneurial context. Evidence of feedback reactions was found on intentions themselves and on its antecedents, such as attitude. Positive feedback enhances negatively minded individuals to stronger intentions and attitudes towards venture creation.

Methods

For the empirical part of this paper an online-experiment (N = 328) in form of a questionnaire covering multiple items was generated. To incentivize and attract participants a lottery to win a luxury hotel weekend was announced. In this experiment the independent variable is feedback in two different types: positive and negative feedback. The dependent variables are the constructs from the TPB, namely entrepreneurial intentions, attitudes, perceived behavioral control and subjective norm. The assignment to these two feedback profiles (=experimental groups) and the control group was randomized in between all participants.

Results and Implications

Positive feedback did highly significant influence entrepreneurial intentions and its antecedents. Beginning with original negative intentions and a positive feedback, individuals had e.g. a significantly more positive intention. Negative feedback did influence the TPB less strong than positive feedback. Individuals with an original positive attitude and a negative feedback built e.g. a less strong attitude. The results attained from the experiment suggest decisive implications. Theoretically, the empirical evidence suggests that feedback is a coexistent predictor of dependent constructs (Perugini & Bagozzi, 2001). Practically, the results highlight the meaning of feedback in an individual's intention to start a firm. For the negative feedback, it shows that people did not change their intention. This is in accordance with theory, meaning that feedback often indicates a need for personal change (Linderbaum & Levy, 2010) with reactions of apathy to even intentional efforts to hinder change (Coetsee, 1999).

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