

A Study on the Influence of Internal Factors, Motivations and Policies on Entrepreneurial Behavior of College Students in Guangdong Province

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Abstract: This research focuses on Chinese college students, investigating the factors influencing their entrepreneurial intentions and the effectiveness of current innovation and entrepreneurship educational programs. Employing a mixed-methods approach that includes both quantitative surveys and qualitative interviews, the study samples students from key universities to uncover patterns and perceptions around entrepreneurship. Improving the educational framework for innovation and entrepreneurship emerges as a strategic imperative from this study. The findings are significant for refining educational strategies, aiding policy formulation, and guiding the reform of innovation and entrepreneurship education to foster a robust entrepreneurial ecosystem in China. This has profound implications for economic dynamism and for addressing the socio-economic challenges of the modern era.

Keywords: Innovation and Entrepreneurship Education; Entrepreneurial Intention; Entrepreneurship; Entrepreneurial Self-Efficacy; College Students

1. Introduction

The central endeavor of this research revolves around a comprehensive examination of the internal factors, motivation, and policies shaping the entrepreneurial inclinations of students within Guangdong Higher Vocational Colleges. This chapter aims to elucidate the methodology applied in the research, illustrating the various analytical procedures deployed and their justification. Additionally, it offers a detailed representation of the results derived from the collected data, interpreted through an array of statistical techniques.

Initially, the chapter sets the context by offering descriptive statistics, illuminating the demographic attributes of the participants. Ensuring the validity and reliability of the research instrument, a reliability analysis is subsequently undertaken.

The core of the analytical process is represented by a multiple regression analysis. This method seeks to delineate the strength and direction of relationships between the independent variables (entrepreneurial awareness, recognition of entrepreneur, entrepreneurial self-efficacy, entrepreneurship education, and motivation) and the dependent variable, which in this context is entrepreneurial behavior. Venturing further into the depths of the analysis, a moderation exploration is embarked upon, discerning the influence of variables like gender, entrepreneurship policy, and environmental social factors on the aforementioned relationships.

2. Quantitative analysis

Delving into the quantitative aspects of this study, a comprehensive analysis was conducted to unravel the multifaceted nature of entrepreneurial intentions among students in Guangdong Higher Vocational Colleges. This quantitative scrutiny is anchored in a methodical approach, encompassing a broad range of demographics and institutional characteristics, ensuring a nuanced understanding of the entrepreneurial landscape within these educational settings.

Commencing with a balanced representation from Jiangmen Polytechnic and Guangdong Industry Polytechnic, the study captures diverse institutional perspectives. This equilibrium in institutional representation is crucial in providing a well-rounded view of the entrepreneurial environment across different academic contexts.

The comprehensive frequency analysis paints a vivid portrait of the student demographic within Guangdong's higher vocational colleges. Representing an intricate balance between the two major institutions, the data underscores an almost equal allegiance to Jiangmen Polytechnic and Guangdong Industry Polytechnic. This institutional equilibrium is further complemented by a meticulous distribution across academic milestones, with sophomores slightly edging out but closely flanked by freshmen and juniors. Age-wise, the dataset exhibits a

noticeable inclination towards the early twenties, a pivotal age bracket ripe with career contemplations and entrepreneurial vigor. Gender dynamics, on the other hand, reflect a harmonious equilibrium, eloquently voicing the entrepreneurial aspirations of both male and female students. A dive into institutional sizes unveils a rich tapestry of diverse learning environments, from colossal campuses teeming with abundant resources to cozier academic settings, each with its unique pedagogic nuances. This rich demographic spread not only augments the robustness of the study but also ensures that the entrepreneurial fabric woven from these insights is as comprehensive and inclusive as possible, capturing the myriad hues of aspirations, challenges, and opportunities that these students encounter. In summation, the detailed frequency analysis delineates a rich tapestry of demographics. This ensures that our conclusions draw from a wide spectrum of experiences and backgrounds, furnishing a comprehensive portrayal of the entrepreneurial intentions among students in Guangdong's higher vocational colleges.

3. Reliability analysis

The analysis of the Cronbach's Alpha values for various constructs in the study of entrepreneurship reveals a high level of internal consistency across all measured variables, reflecting their reliability in capturing the respective concepts. With Entrepreneurial Awareness registering a Cronbach's Alpha of 0.885, this indicates a robust consistency in the items measuring this construct, ensuring they effectively capture the essence of entrepreneurial awareness. Similarly, the Recognition of Entrepreneurship demonstrates a strong internal consistency with an Alpha of 0.812, affirming the reliability of the measures used to assess the ability to identify entrepreneurial opportunities.

In summary, the high Cronbach's Alpha values across all constructs indicate a robust level of reliability in the measurement instrument used in the study. This high degree of internal consistency is pivotal for ensuring the validity of the study's conclusions, as it confirms that each construct is being measured in a consistent and reliable manner, thereby reinforcing the credibility of the research findings.

4. Hypothesis testing

In this study, SPSS was utilized in conjunction with the Bootstrap method from the Process macro, employing model 4 to conduct a mediation analysis. Gender served as the control variable. The independent variables included Entrepreneurial Awareness, Entrepreneurial Cognition, Entrepreneurial Self-Efficacy, Entrepreneurial Education, Entrepreneurial Spirit, Motivation, and Entrepreneurial Policy. Entrepreneurial Intention functioned as the mediator, while Entrepreneurial Behavior was the dependent variable in the constructed model. Pertaining to the mediator "M": 'c' denotes the regression coefficient of X on Y without the mediator (M), indicating the total effect. 'a' represents the regression coefficient of X on M. 'b' signifies the regression coefficient of M on Y. The product 'a*b' translates to the mediation effect.

'c' is the regression coefficient of X on Y when the model includes the mediator, showcasing the direct effect. The 95% BootCI represents the 95% confidence interval derived from Bootstrap sampling.

The provided diagram represents a mediation analysis model used in the context of examining how various factors contribute to entrepreneurial behavior. Here's a breakdown of each component of the model and its significance:

X (Independent Variable): This is the variable that is presumed to influence the outcome variable (Y). In this study, X could represent a variety of factors related to entrepreneurship, such as entrepreneurial awareness, cognition, self-efficacy, education, spirit, motivation, and policy.

M (Mediator Variable): This is the variable through which the independent variable (X) is proposed to exert its influence on the outcome variable (Y). In this context, M is the entrepreneurial intention, which is believed to mediate the relationship between the factors related to entrepreneurship (X) and the entrepreneurial behavior (Y).

Y (Dependent Variable): This is the outcome variable that the study seeks to explain or predict. In this case, Y is entrepreneurial behavior.

The model is utilized to ascertain whether the influence of the independent variables on entrepreneurial behavior is direct or if entrepreneurial intention plays a significant intermediary role. If path 'c' is not significant, and the indirect effect (ab) is significant (BootCI does not include zero), this suggests full mediation, meaning entrepreneurial intention fully accounts for the relationship between X and Y. If 'c' is significant and ab is also significant (BootCI does not include zero), this indicates partial mediation, where entrepreneurial intention partially explains the relationship. If the indirect effect is not significant (BootCI includes zero), no mediation is present, meaning entrepreneurial in-

tention does not mediate the relationship between the independent variables and entrepreneurial behavior.

The mediation analysis model depicted here is a powerful tool in the study's methodology, aiming to illuminate the complex interplay between various entrepreneurial factors and how they collectively influence the outcome of entrepreneurial behavior through the mediating role of entrepreneurial intentions.

5. Conclusion

This investigation embarked on a comprehensive journey to decipher and understand the entrepreneurial intentions of students in Guangdong Higher Vocational Colleges. The prime focus was to identify and quantify both internal and external determinants influencing students' propensities towards entrepreneurship, with a particular emphasis on discerning how gender modulates the impacts of these determinants on entrepreneurial intentions. To achieve this, a semi-structured interview approach was employed, which facilitated rich insights into the students' entrepreneurial motivations, aspirations, and subsequent behaviors.

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