

Applications of Decomposed Theory of Planned Behaviour in Making Decision to Adopt a Career in Social Entrepreneurship

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Abstract

The primary objective of the research is to identify the determinants that influence the decision-making process of entrepreneurs in pursuing a social enterprise. The study is based on the Decomposed Theory of Planned Behaviour, which is a well-known framework used to forecast intentions, encompassing social entrepreneurial career intentions. However, prior research has predominantly focused on conventional entrepreneurship. The central aim of this research is to explore whether there are any variations in the factors that influence the intention of establishing a social enterprise as a means of conducting one's own business. The current study specifically investigates the degree of correlation between Decomposed Theory of Planned Behaviour predictors and the intentions of pursuing a socially entrepreneurial career. The research compares the determinants that underlie the decision to launch a social enterprise based on a comprehensive sample of 142 Romanian social entrepreneurs and their evaluations of social entrepreneurial career intentions. The findings validate the widespread impact of attitudes and perceived behavioural control (self-efficacy) on social entrepreneurial career intentions, as well as the effects of subjective norms.

Keywords: entrepreneurial career; social entrepreneurship; intention; Decomposed Theory of Planned Behaviour; factors;

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1. Introduction

The solving of the long-running social and economic problems cannot be undertaken only by national governments, but also by the companies, as it is mentioned by Musova et al. (2022). Social or commercial entrepreneurship begins with the ability of individuals to recognize business opportunities (Mair and Marti, 2006). Some researchers argue that studies in the field of social entrepreneurship can take into account previous research in the field of traditional entrepreneurship (e.g. Haugh, 2012; Short et al., 2009). It is true that each of the two fields requires its own theoretical development, even if there are similarities between social entrepreneurship and economic entrepreneurship. Shaw and Carter (2007) support these statements because in certain situations, the purely economic mission of traditional entrepreneurship can distort research results that are not appropriate for the social mission of social entrepreneurship. Therefore, it is necessary to consider the

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typicality of each field (Dacin et al., 2010). Dees (2007) claims that social entrepreneurs have always existed even if they were called differently and although the name of social entrepreneurship may be new, the phenomenon itself is not. Social entrepreneurship can include commercial enterprises that have a social purpose and hybrid entities that combine non-profit elements with for-profit elements, without being limited to innovative non-profit enterprises. Even if various definitions of social entrepreneurship have been formulated over time, researchers mention that the key element is the creation of social value, which can be characterized by innovation or by creating something new (Austin et al., 2006).

The opportunity is described by Drucker (1993) as "a favourable set for doing something, such as creating a new opportunity" and has been placed at the heart of entrepreneurship by researchers who initially focused on opportunity recognition and exploitation as the starting point of entrepreneurial initiative (Casson, 1982), but also by those who saw business opportunity as the primary focus when analysing the phenomenon of entrepreneurship (Eckhardt and Shane, 2003; Shane and Venkataraman, 2000; Singh, 2001). Studies of traditional business start-ups or social entrepreneurship begin by analyzing the discovery of opportunities (Alvarez and Barney, 2007; González et al., 2017) because opportunities are "situations in which new goods, services, raw materials, markets, and organizational methods can be introduced through the formation of new means, ends, or means-ends relationships" (Eckhardt and Shane, 2003). In social entrepreneurship, these opportunities are called social opportunities because they have certain characteristics that are not common to traditional entrepreneurship (González et al., 2017). In general, opportunities are essential for the development of new enterprises with a strictly social mission. However, before analyzing the creation or discovery of opportunities (Short et al., 2009) it is necessary to understand the antecedents that lead certain individuals to be entrepreneurs and form a social enterprise, as antecedents lead to entrepreneurial actions that generate positive social impact (Jiao, 2011).

Botezatu (2011) notes that, "the trend in social entrepreneurship will be the spread of initiatives at the country level and that social entrepreneurship initiatives with the greatest impact can very easily start from local communities, which now have problems and can identify some solutions". Lack of relevant information regarding performance, high transaction costs and lack of innovation are just some of the reasons why the social product market is seen as dysfunctional. The failures of social entrepreneurs in the social market addressed are divided into four categories: basic, institutional, political, spiritual and philanthropic. Social market failures at the grassroots level are usually due to the absence of institutional support at any macro or micro level that generates the need for new community action. Institutional social market failures have a broader social focus, in which case social entrepreneurship takes the form of normative social entrepreneurship that responds to macro-social change and requires large-scale solutions and operates according to established institutional norms while introducing innovation and change. In the political context the failure of the social market is the failure of the state to provide sufficient or adequate public goods. The response of social entrepreneurship to these failures has been to develop entrepreneurial or business thinking in public sector areas and operations to improve their efficiency and impact.

Increasing the uptake of the idea of social entrepreneurship can be fostered by understanding the factors that influence individuals in making the decision to develop social enterprises as a form of social entrepreneurship as opposed to classical, corporate entrepreneurship. These are the factors that play a decisive role in the entrepreneur's transition from a certain attitude towards the social component, to the intention of developing and finally leading to its implementation. Over time there has been a sustained

concern by researchers to anticipate how consumers will react to a new idea or technology and the factors that lead them to use it. In shaping a complex system of attributes, the role of cultural and empirical factors should not be neglected, highlighting a number of issues that escape classical theories, which are inclined towards formalisation. Although a large number of studies have examined different aspects of entrepreneurs' personality traits and innovation, the results of studies are still mixed and inconclusive and require further investigation (Zali and Chaychian, 2017). In recent times, we find large-scale studies concerning the link between personality traits and business success (Rauch and Frese, 2007; Brandstätter, 2011; Leutner et al., 2014), but only a limited number of researchers have explored the association between entrepreneur personality traits and innovation performance (Bello, 2017). Given the complexity of human behaviour and the specific elements that distinguish social entrepreneurship from traditional entrepreneurship, the importance of psychological factors cannot be ignored. The most advanced theory in the prediction of entrepreneur behaviour, based on psychological elements, but which has been supplemented in the meantime with elements of a technological nature, is the Decomposed Theory of Planned Behaviour.

2. Theoretical Background

Traits of the social entrepreneur

Boschee (1998) believes that social entrepreneurs are non-profit managers who are able to find a balance between the two goals: profit and moral imperatives. Profit is secondary, not being the main objective of the social entrepreneur. The social entrepreneur is portrayed as an individual who operates in any sector and uses strategies to invest earned income to meet social objectives that take precedence over business objectives. Social entrepreneurs are driven by a dual purpose, a virtual combination of financial and social returns. Profitability is one objective, but not the only one, and profits are reinvested in the mission rather than distributed to shareholders. Guclu et al. (2002) posit that innovative ideas normally have their starting point in the entrepreneur's personal experience but are not limited to personal experience.

According to Dees (2007), social entrepreneurs often choose charitable or non-profit organizations as their legal form of organization, even if they are not always found in these forms of organization. Bornstein (2004) sees social entrepreneurs as simply "people who solve social problems". Social enterprises market products and services that have a direct impact on a specific social problem, such as providing nursing care, manufacturing assistive devices for people with physical disabilities, providing home care services to help older people live in their own homes outside nursing homes, working with people at potential risk of dropping out of school to keep them in school. Abu-Saifan (2012) considers that the interest in social entrepreneurs starts from the role they play in addressing a multitude and diversity of critical social problems, but also from the place they occupy in finding solutions to improve the quality of life of those affected.

Social entrepreneurs channel their strategies for using business income towards their social mission by setting up social enterprises, often employing disadvantaged people, people with disabilities, the chronically ill, people affected by poverty or other disadvantaged groups. Certo and Miller (2008) in their research note that entrepreneurs have the skills to recognize and be aware when the supply or demand of a product or service creates value.

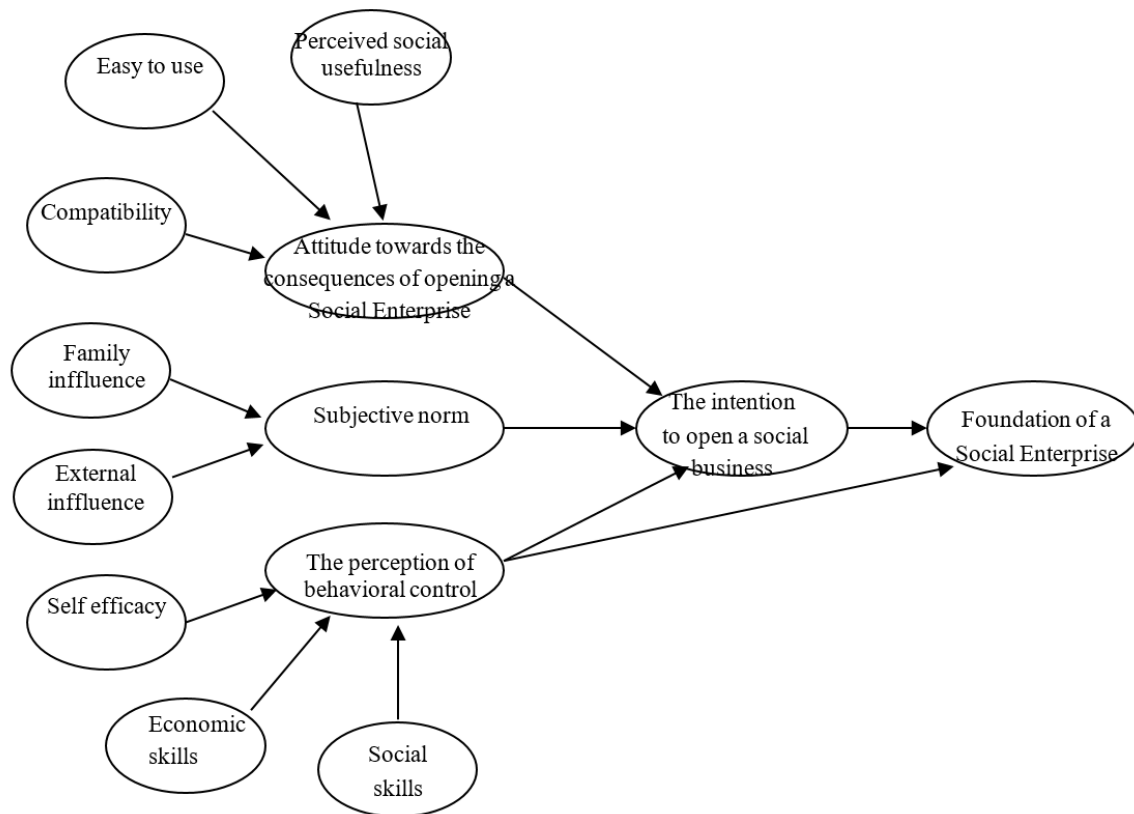
Many social entrepreneurs demonstrate qualities similar to those of commercial entrepreneurs, i.e. vision, team spirit and opportunism, special creativity in personal traits, or unique leadership skills, but the major difference is whether there is a socio-moral motivation or a social translation of their entrepreneurial activity and ambition. The social entrepreneur must be: 'a civic innovator, founder of an income-generating social enterprise and be involved in launching an income-generating activity necessary to create a surplus to support the social vision'. The central criterion becomes mission-related impact and not wealth creation. For social entrepreneurs the social mission is explicit, clear, and central, which clearly influences how social entrepreneurs perceive and evaluate opportunities.

Application of the Decomposed Theory of Planned Behaviour in Social Entrepreneurship

The Decomposed Theory of Planned Behaviour provides those interested in analysing and predicting the behaviour of individuals with a range of tools to help them get as close to reality as possible. As a specific feature, the theory explains human behaviour in certain contexts. Developed by Ajzen (1991) in the late 1980s, it emerged as a complement to the model proposed by the Theory of Reasoned Action. The Theory of Reasoned Action is based on the hypothesis that an individual's intention to generate a certain behaviour is determined by two factors. In turn, intention is determined by attitude towards that behaviour and subjective norms. Intention is the factor that directly determines action. The Decomposed Theory of Planned Behaviour adds a new element to the Theory of Reasoned Action: perception of behavioural control, which refers to the perceived ease or difficulty of performing a particular behaviour, and is assumed to reflect both the past, through past experience, and the prediction of the future, through anticipated impediments. The third factor that plays a determining role in the formation of intention reflects the availability of opportunities and resources needed to perform the behaviour, i.e. effective control, but more importantly, it reflects the individual's perception of the ease with which he or she will perform a particular behaviour under given conditions.

In conclusion, the Decomposed Theory of Planned Behaviour postulates the existence of three determinants of intention to engage in a particular behaviour that are completely independent of each other. *Figure 1* shows the three factors, transposed for the process of adopting the decision to open a social enterprise (SE), as a form of manifestation of social entrepreneurship. Attitude towards the behaviour refers to the person's favourable or unfavourable assessment of engaging in the behaviour. In terms of social entrepreneurship, it is about what the potential entrepreneur who has identified a social mission thinks about the consequences that the development of the business idea through a social enterprise will have on him. Subjective norms refer to the social pressure the individual feels to engage or not engage in the behaviour. In terms of social entrepreneurship, it is about what the potential entrepreneur who has identified a social mission thinks about how those around him expect him to put this idea into practice. Complementarily, social entrepreneurs in many cases demonstrate the importance of non-financial motives for engaging in this type of entrepreneurial action (Ruskin et al., 2016). In addition, the social vision of certain entrepreneurs stems from certain values they hold, as subjective norms together with interest in financial returns stimulate the development of social innovation for the formation of social entrepreneurial attitudes (Cavazos-Arroyo et al., 2017). In the same sense, there are individuals with certain social skills (e.g., collectivism and altruism) and economic skills (e.g., resourcefulness and professionalism) that together enable the creation of social enterprises, and combinations of both types of skills can be considered antecedents (Chandra and Shang, 2017).

Figure 1. Decomposed theory of planned behaviour for social entrepreneurship



Source: Adapted from Taylor and Todd (1995)

Perception of behavioural control refers to the perception of the ease or difficulty of behaving in a certain way, which is based on previous experiences and anticipation of possible obstacles. In terms of social entrepreneurship, it is what the potential investor who has identified a social mission thinks about how easy it will be to implement this idea. In terms of past experiences, Shumate et al. (2014) argue that social entrepreneurs often create social enterprises based on a family legacy (e.g. when there are people in the entrepreneur's family working in the social field) or a transformative experience that comes of age (e.g. when the entrepreneur visits a developing country) that provides a moral basis for running a social enterprise. Moving beyond this, other aspects are presented as relevant to the emergence of social enterprises, as, according to Hockerts (2017), the experience of subjects with previous experiences with social issues characterizes an antecedent variable to drive the emergence of social enterprises. Comprehending the antecedent life experiences of social enterprise initiators facilitates a superior comprehension of the process of social enterprise establishment (Christopoulos and Vogl, 2015; Germak and Robinson, 2014). The most suitable way to utilize such preceding experiences with social predicaments is through the entrepreneurial ingenuity of the individuals involved (Ip et al., 2018). As creativity serves as a driving force for entrepreneurial determination (Fatoki, 2010), it enables the recognition of prospects to be capitalized on through the establishment of social enterprise, as depicted in *Table 1*.

Table 1. Factors that influence the adoption of the decision to act as a social entrepreneur according to the Decomposed Theory of Planned Behaviour

Decomposed theory of planned behaviour	Decomposed theory of planned behaviour for social entrepreneurship	Factors from Decomposed theory of planned behaviour	Adapted factors for social entrepreneurship
The attitude towards a certain behaviour	The attitude of the potential entrepreneur who has identified a social mission towards the consequences that the development of the business idea through a social enterprise will have on him/her	F1: Perceived usefulness	F1: Perceived social usefulness (solving a social need) - the social entrepreneur identifies a social need that he believes he can solve through social entrepreneurship
		F2: Ease of use	F2: Ease of use - the ease of carrying out the social mission and social objectives and to operate in the environment specific to social entrepreneurship
		F3: Compatibility	F3: Compatibility - compatibility of the entrepreneur with the specific elements of social entrepreneurship
Subjective norms	Society's expectations of social enterprise activity as perceived by the potential social entrepreneur, about how those around him/her expect him/her to put into practice the business idea based on a social mission.	F4: Peer influence	F4: Peer influence – the influence of the family on the entrepreneur's decision to get involved in a business based on a social mission
		F5: Superior's influence	F5: External's influence – the influence of externals (friends, acquaintances) on the entrepreneur's decision to get involved in a business based on a social mission
The perception of behavioural control	The perception of the potential entrepreneur about how easy it will be to establish a social enterprise for the fulfilment of a social mission	F6: Self-Efficacy	F6: Self-Efficacy - the belief that the entrepreneur can achieve social goals through a social business
		F7: Economic skills	F7: Economic skills - individual economic skills of the entrepreneur (resources, professionalism) to ensure the development and economic support of a social business
		F8: Social skills	F8: Social skills - the individual social skills of the entrepreneur (collectivism, altruism) to ensure the development and social support of a social business

3. Methodology

The study is based on survey of individuals who act as social entrepreneurs by putting into practice their social mission by setting up a social enterprise. The main purpose of the research is to examine whether there is a difference among the factors that influence the intention of developing the social entrepreneurship as a form of conducting one's own business. It is postulated that the different characteristics of the individuals may influence the factors that affect the intention to be a social entrepreneur. Effective strategies designed by the decision makers from national and European Union level can enhance the development of social entrepreneurship among the individuals who intend to act as entrepreneurs. Understanding which are the similar or the differing factors that may influence the individuals to act as social entrepreneurs provides better guides for the decision makers in designing strategies to promote the social entrepreneurship among the potential entrepreneurs by developing distinct customized legislative initiatives and supporting programmes. The impact is extended to the overall society by reducing the poverty and increasing the well-being.

Constructs that are investigated in this study were derived from the decomposed theory of planned behaviour (Ajzen, 1991). Reviewing the theories and previous studies indicate that factors that may influence the development of entrepreneurship and particularly the social entrepreneurship are countless. The decomposed theory of planned behaviour provides eight factors that were adopted in this study that may influence individuals' intention of implementing the social entrepreneurship. They are:

F1: Perceived social usefulness

F2: Ease of completion

F3: Compatibility

F4: Peer influence

F5: External's influence

F6: Self-Efficacy

F7: Economic skills

F8: Social skills

In anticipating behaviour related to decision making for engaging an individual in social entrepreneurship, the more favourable the attitude and subjective norms, respectively, are to the expected behaviour, and the greater the perceived control over the behaviour, the greater the consumer's intention to engage in the behaviour under consideration. The theory goes further and determines for each of the factors (attitude, subjective norms, and perceived behavioural control) a system of factors that directly influence them.

A questionnaire was administered in this study. The introductory part of the questionnaire required information on the background of the respondents. The questionnaire included items to measure their agreement on factors that influence the development of social entrepreneurship. Most of the items used in the questionnaire were based on previous studies conducted for entrepreneurship setup based on using decomposed theory of planned behaviour. For most of the items were made some modifications in order to put them in the context of social entrepreneurship. The items were phrased in a seven-point Likert scale, ranging from 'totally disagree' to 'totally agree'.

This study was carried out on 142 social structures, including social enterprises, associations, and foundation cooperatives from Romania who responded at our request to fill the questionnaire. From the beginning of 2023, emails were sent to all the social structures registered in the Single Register of Evidence of Social Enterprises published in December 2022. For social structures' respondents, their social businesses include production, services, trading etc. Respondents were presidents, directors, members of the board, staff managers of the companies in related departments, who can provide information on factors that may influence the founder to develop social entrepreneurship as an alternative means to the traditional entrepreneurship as a way to put their business ideas into practice. They were decision makers at a strategic level.

Data from questionnaire were processed using percentage and analysis of frequency of occurrence. Analytic Hierarchy Process (AHP) was used in order to compare the eight factors that influence the individuals to become a social entrepreneur according to the decomposed theory of planned behaviour. The composite rule was utilized in this study as it has been proven to be uniformly more powerful than the simple rules and able to retain the performance of each component at the same time. The composite priority index permits to order a factor in the j^{th} head-of-line priority class within the i^{th} pre-emptive priority level (Rajagopalan, 1989).

The composite priority for each factor included in the study was computed using the following formula:

$$CP_{ij} = \frac{\sum_{i=1}^n a_{ij} \cdot k_i}{\sum_{j=1}^m \left(\sum_{i=1}^n a_{ij} \cdot k_i \right)}$$

The following notations are used:

CP_{ij} = classification rate of factors with priority number ij ;

k_i = the importance coefficient on the Likert scale;

a_{ij} = respondents who chose the i importance coefficient for the j factor;

i = respondent;

j = factor.

This technique is recommended for application to problem evaluations in which qualitative factors are dominating. It is a multi-criteria decision technique that combine qualitative and quantitative factors in the overall evaluation of alternatives (Wang et al., 2009).

In the following we have formulated hypotheses for each of these factors and their role in the item they determine in order to rank them according to their power.

Hypotheses concerning the decomposed theory of planned behaviour:

H1: Perceived social usefulness: The more solutions to existing social problems are identified, the easier it is to decide to develop a social entrepreneurship idea.

H2: Ease of completion: The greater the ease of completing the social mission and social objectives, the easier it is to decide to be active in the environment specific to social entrepreneurship.

H3: Compatibility: The more compatible the entrepreneur is with the specific elements of social entrepreneurship, the more easily he decides to develop a social entrepreneurship idea.

H4: Peer influence: The greater the positive influence of the family regarding the decision to develop a social business, the easier it is to decide to operate in the environment specific to social entrepreneurship.

H5: External's influence: The greater the positive influence of friends, acquaintances, etc., regarding the decision to set up a social business, the easier it is to decide to operate in the environment specific to social entrepreneurship.

H6: Self-Efficacy: The greater the entrepreneur's confidence that he can achieve a social goal through a social business, the more easily he decides to develop a social entrepreneurship idea.

H7: Economic skills: The more individual economic skills the entrepreneur has to ensure the development and economic support of a social business, the more easily he decides to develop a social entrepreneurship idea.

H8: Social skills: The more the entrepreneur possesses social skills, collectivism, altruism, the more easily he decides to develop a social entrepreneurship idea.

4. Results and Discussion

Responses from 142 entities were received and analysed, social enterprises 88.03%, associations and foundations 11.27%, cooperatives 0.7%. The responses from companies include those who are in these positions. 36.62% of the respondents are Directors, 23.94% are Presidents and 23.94% are Members of the Board, 3.52% are staff managers and 11.97% others. Most of the respondents were from 34 - 49 years old, which account for 61.27%. 19.72% were from 50 to 65 years old and 19.01% were from 18 – 33 years old. According to the location, where they have registered office, 54.23% were from the urban area and 45.77 were from the rural area. 19.72% of the respondents were from Centre development region, 21.83% were from South-Muntenia development region, 16.20% were from North-West development region, 18.31% were from South-East development region, 9.15% were from the South-West development region, 9.86% were from the North-East development region, 4.23% were from the West development region and only 0.7% were from the region of Bucharest and Ilfov. In regard to the time when were registered in The Register of Social Enterprises from Romania, 81.69% were registered from 2021-2022, 14.08% from 2019-2020, and only 3.52% before 2019.

Table 2. Characteristics of the sample

Characteristics	Category	Percent	Frequency
Type of entities	Social enterprises	88.03	125
	Associations and foundations	11.27	16
	Cooperatives	0.7	1
Development Regions	Center	19.72%	28
	South-Muntenia	21.83%	31
	North-West	16.20%	23
	South-East	18.31%	26
	South-West	9.15%	13
	North-East	9.86%	14
	West	4.23%	6
	Bucharest Ilfov	0.70%	1

Sample demography:

The demographic information related to the characteristics of the entities responded to the survey is presented in **Table 2** and it shows that all the respondents were social enterprises. The majority of the Romanian social entities were located in the South - Muntenia development region, most registered during 2021 and 2022.

Demographic information related to the characteristics of the entities responded to the survey is presented in **Table 3** and it shows that they are quite heterogeneously distributed, but the services is clearly detached. The majority of them were in manufacturing, education and trade, but as can be seen, the number of options chosen exceeds the total number of respondents by 34, which means that a part of the respondents carries out its activity in several fields.

Table 3. Characteristics of the surveyed individuals

No.	Domain	Number of responses	Percent
1.	Health / Care services	13	7.39%
2.	Sports and leisure	11	6.25%
3.	Trade, distribution, stores including online	14	7.95%
4.	Services	44	25.00%
5.	Production/ Industry	31	17.61%
6	Constructions and building works, green spaces, other community services, repairs, interventions / Interior design, furniture	7	3.98%
7	Education	21	11.93%
8	Social	7	3.98%
9	Handcrafts / Textile garments	4	2.27%
10	Printers, communication and publishing	2	1.14%
11	Consultancy/ Financial matters	9	5.11%
12	Tourism	10	5.68%
13	Agriculture / social farms	3	1.70%
Total:		176	100.00%

Results indicating the influencing factors of social entrepreneurship development:

The influence of perceived social usefulness, perceived ease of use, compatibility, self-efficacy, social resources, economic resources like skills, family and externals' influence on the intention to develop a social entrepreneurship idea by social entrepreneurs in Romania were empirically tested. The role played by these factors influences the decision to develop a business in the social economy differently.

The determinants of social entrepreneurship adoption

The statistical results presented in **Table 4** show that the three top factors that influence the entrepreneurs to develop social entrepreneurship are Compatibility (0.068370), along with Perceived social usefulness (0.067665) and Peer influence (0.065903).

Table 4. The influencing factors of social entrepreneurship adoption

Rank	Influencing factor	Composite priority
1	Compatibility	0.068370
2	Perceived social usefulness	0.067665
3	Peer influence	0.065903
4	Social skills	0.064977
5	Economic skills	0.063744
6	Self-efficacy	0.059383
7	Externals' influence	0.057312
8	Perceived ease of use	0.052643

Discussions and implications

Since the theory underlying the current study is to explore the intention of social entrepreneurship, several research points and practical implications can be drawn. From a research point of view, the results of the study demonstrate the robustness of the theory in explaining social entrepreneurial intention behaviour. TDCP has emerged as the basis of a successful theoretical framework in several contexts, such as explaining intention towards buying organic food and buying halal food (Ashraf et al., 2019). The notion of bounded fundamental rationality has also been used in network marketing (Kiet and Kim, 2008) and online shopping orientation (Massad and Berardelli, 2016). Of the three antecedents of social entrepreneurial intention, attitude is found to be the most significant determinant, with Compatibility (0.068370) and Perceived social usefulness (0.067665), while perceived behavioural control is the least significant predictor. The most important factor influencing the decision to develop a social entrepreneurship idea based on the composite priority value is Compatibility (0.068370).

Attitudes towards the consequences of setting up a social enterprise on potential social entrepreneurs were measured with three items Perceived social usefulness, Ease of completion, Compatibility, which assess the expected outcomes of a social entrepreneurial career, with higher scores reflecting more positive attitudes towards a social entrepreneurial career. Thus, the compatibility of the social entrepreneur with the social goals, purpose and mission of social economy entities leads to the decision to engage in such an action. Respondents rank it as the first important factor with a score of 0.068370. Perceived social utility, whereby the individual considers that his/her entrepreneurial ideas are oriented towards solving an identified social problem, is an important determinant, being placed as the second most important factor with a score of 0.067665, which means that more solutions to social problems in society would lead to the establishment of more social entrepreneurial structures. Perceived social utility assesses the perceived likelihood that an individual would choose a social entrepreneurial career. Ease of use, or perceived ease of use of the entrepreneur compared to how easily it would lead to the social mission they would undertake, is the factor that respondents ranked last with the lowest score of 0.052643.

Subjective norms were measured with two items, Peer influence, External's influence, which measure how significantly others (on the one hand parents) would view the choice of a social entrepreneurial career as well as their motivation to comply with these reference people. Respondents rank it as the third most important factor with a score of 0.065903. On the other hand, the influence of close friends, acquaintances and friends (external's influence) on the decision to start a social business is ranked second to last with a score of 0.057312.

Perceived behavioural control is measured by entrepreneurial self-efficacy according to previous research on entrepreneurial intentions (Krueger et al., 2000; Kolvereid and Isaksen, 2006; Moriano, 2005; van Gelderen and Jansen, 2006), self-efficacy refers to a person's expectation or confidence that they can master a behaviour or achieve a social goal. Thus, an individual has different levels of self-efficacy depending on the behaviour or goal in question. In this study, we also used Economic skills, Social skills as factors to determine the influence of entrepreneurs' economic and social skills on the intention of becoming a social entrepreneur, but the scores obtained are in the middle of the ranking which leads to the conclusion that they influence the entrepreneur but not decisively.

In addition to the detailed findings presented above, one important observation from the findings should be highlighted. Based on the importance ranking, the findings of the study seem to indicate that individuals have a different emphasis on the degree of influence of the factors that lead them to become social entrepreneurs. For example, while attitude is determined by compatibility which ranks first as a determining factor in influencing the decision to become a social entrepreneur, subjective norms are determined by the family's position towards choosing a social entrepreneurial career being ranked third by individuals. The purpose of this research was to enhance comprehension of the impact of entrepreneurial aspirations on choices related to social career.

The research was conducted in Romania and social entrepreneurship and the social economy in Romania are relatively new concepts. Also, the social economy in Romania is at the debut period, since the regulation through the adoption of Law 219 from 2015. Moreover, with the appearance of Law 219 of 2015, the legal framework has changed and there is no synthesized data that allows those interested to form a realistic image of what social entrepreneurship means, what it means to develop a social business and be an entrepreneur social in Romania. Therefore, most of the Romanian social enterprises are founded around 2020 when some European Programmes designed to support the social enterprises are implemented in Romania and become more diverse as juridical form and the object of activity. The case study evidence some features that are specific to the Romanian situation. A research conducted during a long period of time can provide information about some modification in time of the research results. The research leaves open the doors to expansion at the level of Central and Eastern Europe and why not, at the level of all the countries of the European Union.

5. Conclusion

The research employed a self-administered survey to gauge the components of the Decomposed Theory of Planned Behaviour (DTPB). The evaluation was designed considering Ajzen's (2002) recommendation, and the implementation of confirmatory factor analysis facilitated control over measurement errors. However, a self-report questionnaire is a subjective measure, and there is no other method of identifying subjective personal beliefs other than through direct inquiry. One limitation of the study is that it only focused on the first stage of the entrepreneurial process, which is predicting entrepreneurial intentions, similar to most psychological studies (e.g., van Gelderen et al., 2008). The fundamental assumption behind this emphasis is that the disposition that is most closely associated with performing the volitional action is the intention to engage in that action (Ajzen, 2002). Studies that examine the relationship between intention and action are still rare, but they provide support for the assumption (Autio et al., 2001; Kolvereid and Isaksen,

2006). Social entrepreneurship is a significant contributor to economic and social advancement, as it creates jobs, enhances national wealth, and addresses the increasing number and diversity of social problems (Van Praag and Versloot, 2007). Therefore, numerous policy measures aim to attract individuals to pursue a career in social entrepreneurship (European Commission, 2003). Furthermore, at the individual level, social entrepreneurship is a fulfilling career choice, particularly if the human construct of the entrepreneur includes altruism and collectivism (Gorgievski et al., 2010; Stephan and Roesler, 2010; Van Praag and Versloot, 2007). Considering the strong link between attitudes and intentions, it is crucial to positively influence individuals' attitudes towards social entrepreneurship and bolster their self-efficacy in establishing a new social enterprise. Strategies that can facilitate such experiences include connecting social entrepreneurs with good role models, as role models are known to positively impact self-efficacy and potentially influence attitudes towards social entrepreneurship.

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