

# Propensity of Halalpreneurship among University Students

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**Received:** 14092023

**Revised from:** 10042024

**Accepted:** 12052024

**Published:** 31052024

## Abstract

This conceptual paper investigates the propensity of Halalpreneurship, i.e., entrepreneurial activities within the framework of Halal principles, among university students in Malaysian public institutions. Drawing upon the Theory of Planned Behavior (TPB) and the Entrepreneurial Event Model (EEM), this study explores the interplay of attitudes, subjective norms, perceived feasibility, and perceived desirability as independent variables to discern their impact on the dependent variable, Intention to Venture into Halalpreneurship. By employing a quantitative approach involving surveys using structured questionnaire data will be collected from a group of selected university students. The findings will contribute to the burgeoning field of entrepreneurship by revealing the relationship between the TPB and EEM variables and the intention to engage in Halalpreneurship, considering the unique cultural and religious context of Malaysia. The study also presents a comprehensive conceptual framework that integrates TPB and EEM, offering valuable insights for both academia and practitioners interested in promoting Halalpreneurship initiatives among the youth in Malaysia. This research serves as a foundational step in understanding and fostering halalpreneurship among students.

**Keywords:** Attitude, Subjective Norms, Perceived Feasibility, Perceived Desirability, Propensity of Halalpreneurship, Theory of Planned Behavior, Entrepreneurial Event Model.

## 1. Introduction

With the rise in the Muslim population and increasing awareness about ethical consumption, there has been a surge in demand for Halal products and services. The Halal industry represents a rapidly growing global market estimated to be worth trillions of dollars (Azam & Abdullah, 2020). As halal products and services gain worldwide recognition and demand, the halal industry in Malaysia has experienced exponential growth (Mohd Fauzi, Hashim, Ab Rahman, Wan Hassin & Shah Shahar, 2020).

This situation has opened up numerous opportunities for entrepreneurs, specifically students, to venture into Halalpreneurship. Entrepreneurship has emerged as one of the most potential economic force the world has ever

experiences (Gerba, 2012). It has been promoted as a mechanism for developing, educating and equipping students with the necessary skills that would enable them to take up entrepreneurial careers after their graduation (Undiyaundeye & Otu, 2022). Fostering student interest is essential for the promotion of Halalpreneurship, and an ongoing challenge lies in consistently nurturing the enthusiasm of prospective entrepreneurs for this specific field. Hence, the factors affecting halalpreneurial intentions on halal businesses among university student must be understood to encourage halalpreneurship activities in Malaysia.

Halalpreneurship in Malaysia refers to the practice of conducting entrepreneurial business in the global Halal industry while adhering to Shari'ah-compliant principles and standards (Bello & Jaiyeoba, 2021). Halal entrepreneurship requires the decisions of business operators to embark on it. Therefore, as an initial stage of developing halal entrepreneurship among potential entrepreneurs, understanding the psychological factors that trigger the decision of people to adopt this process is crucial. This study intends to explore the intention of halalpreneurship among entrepreneurship student in Malaysian university using the proposed model of Theory of planned behaviour (Ajzen, 1991) and Entrepreneurial Event Model (EEM) (Shapero, 1982) to understand the halalpreneurship propensity.

### 1.1 Research Objectives

This paper aims to identify and analyze the factors that contribute to the intention of Halalpreneurship among students. By understanding these factors, policymakers, academicians, and industry practitioners can develop strategies to promote halalpreneurship among students, ensuring the growth and sustainability of the halal industry. Intention indicates the readiness of a person to perform a given behavior. It is considered as the immediate antecedent of behavior. Intention is based on the attitude toward the behavior, subjective norms, perceived feasibility, and perceived desirability. Each of these predictors has been weighted for its importance related to the behavior and population of interest (Ajzen, 1991; Shapero, 1982).

## 2. Literature Review

### 2.1 The Concepts of Entrepreneurship and Halalpreneur

The phrase "entrepreneurship" comes from the French verb *entreprendre*, which means "to embrace" or "to accomplish something". It is a creative endeavour that depends on the capacity to create and establish something out of almost nothing. Rindova et al. (2009) have defined entrepreneurship as the combination of business principles used by an individual or group of individuals to carry out certain goals in the social, cultural, financial, and institutional spheres. As quoted by Azam and Abdullah (2021), Lumpkin and Dess (1996), Low and MacMillan (1988) and Gartner (1988) define entrepreneurship as the formation of fresh endeavours or connections. The term "entrepreneurship" can also refer to the pursuit of benefits and opportunities via the innovative use of resources in ways that have a big market effect (Rattan, 2020).

As being indicated by Abdullah and Azam, (2020) halalpreneurship is a comprehensive concept in Islam that includes entrepreneurship as a component that cannot be separated from Islam. Halalpreneurship is entrepreneurship that follows Shariah law (Aqidah, Fiqh, Akhlaq) so that its activities do not deviate from the obligations of Islam. Halalpreneurship incorporates the part of the human being as a Khalifah (Caliph) within the world, to create and thrive the world; implies the exercises of business ought to contribute to the great and thriving of society, Ummah and humankind (Farooq & Hadi 2020). Halalpreneurship is a recently created idea that joins halal advancement to business exercises that are executed as halalpreneurial activities (Azam & Abdullah, 2021). It includes the majority of the capacities, exercises, and activities related to the view of chances and formation of associations to seek after them (Azam & Abdullah, 2021). The halal innovative procedure is a complex phenomenon; be that as it may, this procedure is significant in comprehension halalpreneurial development (Azam & Abdullah, 2021).

### 2.2 The Role of Entrepreneurship Education

In today's rapidly changing world, fostering an entrepreneurial mindset among students has become increasingly crucial. Educational institutions play a pivotal role in encouraging and supporting students who aspire to pursue entrepreneurship (Ahmad, Idrus, & Rijal, 2023). By implementing effective strategies, these institutions can provide the necessary resources and guidance to empower aspiring student entrepreneurs on their path to success. This article explores various factors that educational institutions can employ to foster an entrepreneurial ecosystem within their campuses and create an environment conducive for student entrepreneurs to thrive.

Educational institutions play a vital role in nurturing entrepreneurial mindsets among students. Entrepreneurial intention is influenced by a variety of factors, including personal attitudes and values, social norms, education and training, perceived opportunities, and environmental factors (Yasir, Xie, & Zhang, 2022). Understanding the factors that influence entrepreneurial intention is essential for policymakers, educators, and entrepreneurs themselves, as it can help to develop effective strategies and programs to promote entrepreneurship and support aspiring entrepreneurs (Naz, Hafeez, & Lodhi, 2023). These institutions not only have the duty to offer knowledge and educational skills, but they must also foster a positive attitude towards entrepreneurship among students (Barba-Sánchez & Atienza-Sahuquillo, 2018). Nurturing an entrepreneurial mindset can give students the courage to think innovatively, take reasonable risks, and capitalise on opportunities in a changing world. Instilling values such as innovation, resilience, and problem-solving within the educational environment equips students with the necessary tools to navigate the complexities of the business world. By fostering an entrepreneurial spirit early on, students can develop a sense of confidence and adaptability that will serve them well throughout their careers. Moreover, by promoting entrepreneurship among students, educational institutions contribute directly to the growth of our economy. Encouraging students to pursue their own ventures or become job creators not only creates employment opportunities but also fuels innovation and economic progress.

### 2.3 Students Intention on Entrepreneurship

The Entrepreneurial Intention (EI) is known as the individuals' readiness for accomplishing a targeted behaviour. The two most used models in the field of entrepreneurial intentions are "the theory of planned behaviour" and "Shapero's theory of entrepreneurial event" (Tiwari, Bhat, & Tikoria, 2017). According to the renowned scholars like Ajzen (1991); Shapero and Sokol (1982); Soomro and Shah (2015); Ramoni (2016), an EI can be developed through the theory of planned behaviour (TPB) (attitude towards behaviour, subjective norms and perceived behavioural control), entrepreneurial event model (EEM) (perceived feasibility (PF) and perceived desirability (PD)) and the environmental factors. Nevertheless, it still lacks empirical investigation of EI through the integration of EEM with TPB, particularly in Malaysia. To fill this gap, this paper tries to investigate the EI through integration of TPB and EEM factors such as PD and PF. the term "EI" within the context of this study will be operationalised within the definition of halalpreneurship.

### 2.4 Theory of Planned Behavior and Entrepreneurial Event Model

According to Ajzen (1991), the Theory of Planned Behavior posits that conscious decisions to engage in specific actions are preceded by deliberate judgments. Ajzen identifies three key factors that influence the intention to perform these actions, namely, "attitude toward the behavior," "subjective norm," and "perceived behavioral control." This proposed framework will omit the PCB factor and integrates the variable from EEM model: Perceived Feasibility and Perceived Desirability as the predictor of intention. Shapero and Sokol's (1982) Entrepreneurial Event Model introduces a process-oriented framework for understanding the formation of new ventures. Within this model, three principal determinants that are anticipated to impact an individual's inclination to act in a certain manner are "perceived desirability," "perceived feasibility," and "propensity to act." To date, numerous researchers have widely embraced and customized both models to forecast an individual's intentions and elucidate human conduct across various domains, encompassing the field of entrepreneurship (Soltanian, Zailani, Iranmanesh, & Aziz, 2015). The Entrepreneurial Event Model (EEM), as described by Shapero and Sokol in 1982 and later expanded upon by Krueger in 1993, is indeed considered an academic and comprehensive framework. It revolves around the decisions made in pursuit of entrepreneurial activities and goals. At its core, the EEM emphasizes the evaluation of opportunities and the subsequent actions taken to capitalize on them. It considers factors such as desirability, feasibility, and the inclination to act as crucial elements in the entrepreneurial process. In essence, the EEM provides a structured approach to understanding how individuals perceive and respond to entrepreneurial opportunities.

### 2.5 Attitude

The relationship between attitude and intention to entrepreneurship has been extensively studied (Gieure, del Mar Benavides-Espinosa, & Roig-Dobón, 2020; Zhang, & Cain, 2017; Jena, 2020). Attitude towards behaviour is the individual's positive or negative feelings about performing an action (Ajzen & Fishbein, 1980). Among the basic constructs of TPB, Roy, Akhtar and Das,(2017) found that attitude had the most significant relationship with entrepreneurial intention. This finding is in line with Marques, Ferreira, Gomes, & Gouveia, (2012), who found attitude as a major contributor for entrepreneurial intention among vocational course students. In addition, Yurtkoru,, Kuşcu,

and Doğanay (2014) found that personal attitude predicted the entrepreneurial intention. Recent finding by Alam et al. (2019) highlighted a positive and significant influence of attitude and perceived behaviour control on intention. Contrarily, other scholars, (Siu and Lo, 2013; Zhang et al., 2015) found that attitude is not significant predictor of entrepreneurial intention. Thus, Zhang Muslim community 1017 et al. (2015) argue that divergent result could be explained by a lack of entrepreneurial experience which will constitute difficulty in assessing the expected value of starting a business among university students. To confirm this relationship, we recommended the following hypothesis.

*H1. Attitude positively related to intention to halalpreneurship among university students.*

## 2.6 Subjective Norms

Subjective norms are a person's own estimate of the social pressure to perform or not perform the target behaviour (Ajzen and Fishbein, 1980). They went further to state that subjective norms have two components which work in interaction: beliefs about how other people, who may be in some way important to the person, would like them to behave (normative beliefs), and the positive or negative judgments about each belief (outcome evaluations). Past scholars have shown controversial results on the relationship between social norm and entrepreneurial intention; For instance, (Morianio et al., 2011; Siu and Lo, 2013; Zhang, Wang, & Owen, 2015), found positive relationships between social norm and entrepreneurial intention. And Roy et al. (2017) found a weak positive relationship between subjective norm and entrepreneurial intention. On the contrarily, (do Paço, Ferreira, Raposo, Rodrigues, & Dinis, 2011; Sommer and Haug, 2011) found that social norm is weak or insignificant predictor of entrepreneurial intention. These contradictory findings necessitate a further investigation on the predictability of subjective norm on entrepreneurial intention in a Muslim community.

*H2. Subjective norm positively related to intention to Halalpreneurship among university students.*

## 2.7 Perceived Feasibility (PF)

The PF factor, which stands for "philosophy factor," is highlighted as a critical stage in individuals' contemplation as they prepare to initiate a business venture effectively. It primarily involves the conceptualization and development of ideas necessary to kickstart a business, as outlined by Shapero and Sokol in 1982. Scholars such as Krueger (1993) and Fitzsimmons and Douglas (2005) have extensively explored this concept, revealing a significant and positive correlation between PF and EI (Entrepreneurial Intentions).

Furthermore, research, such as that conducted by Segal et al. in 2002, has shown that among business students, PF has a considerable impact on EI. This suggests that fostering a philosophical orientation towards entrepreneurship greatly influences individuals' intentions to engage in entrepreneurial activities. The literature underscores a robust relationship between PF and EI across various regions and contexts, as evidenced by studies by Krueger (1993), Fitzsimmons and Douglas (2005), and Ali et al. (2016). Based on such empirical evidences in other countries the researchers projected the following hypothesis for investigation among theuniversity student in Malaysia.

*H3. Perceived Feasibility positively related to intention to Halalpreneurship among university students.*

## 2.8 Perceived Desirability (PD)

Shapero defined perceived desirability as the degree to which one finds the prospect of starting a business to be attractive; in essence, it reflects one's affect toward entrepreneurship. Perceived feasibility is the degree to which one believes that she or he is personally capable of starting a business. The PD factor, which refers to "perceived desirability," pertains to the attractiveness that leads an individual to gravitate towards a particular behavior, whether it's directed outwardly (extra-personal) or inwardly (intra-personal). This concept, initially introduced by Shapero and Sokol in 1982, has been further explored by scholars such as Krueger and Brazeal in 1994 and Krueger et al. in 2000.

Numerous studies, including those by Krueger (1993), Fitzsimmons and Douglas (2005), and Ali et al. (2016), have consistently identified PD as the most significant predictor of EI (Entrepreneurial Intentions). This suggests that individuals are more likely to pursue entrepreneurial activities when they perceive them as desirable. Interestingly,

this relationship has been observed across different contexts, however, lack of evidence shows the finding of entrepreneurial intention among Malaysian university student. This gap in the literature leads to the development of hypotheses aimed at further exploring the relationship between PD and Halalpreneurship within this specific population.

H4. *Perceived Desirability (PD) positively related to intention to Halalpreneurship among university students.*

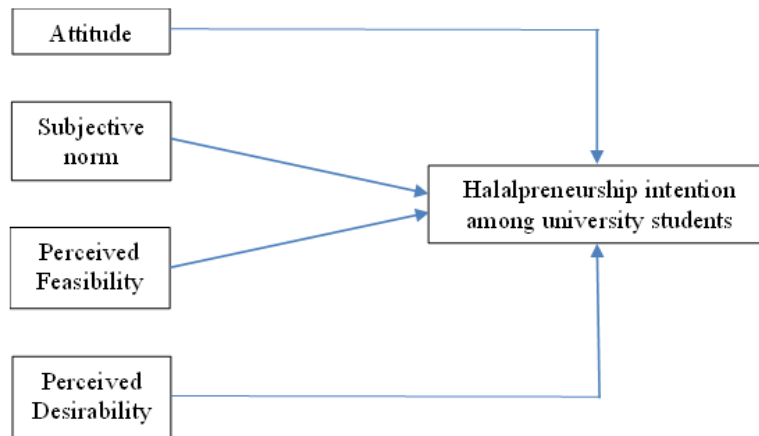


Figure 2.1: Conceptual framework shows the factors that influence Halalpreneurship intention among university students

### 3. Methodology

The paper will adopt a quantitative approach for data collection, utilizing structured surveys to gather data from a sample of university students. These surveys aim to assess the students' intentions towards Halalpreneurship and identify the key factors influencing these intentions, such as attitude, subjective norms, perceived feasibility, and perceived desirability. The sample for this study will be selected using convenience sampling, ensuring that the participants are entrepreneurship students who have shown an interest in or are already engaged in Halalpreneurship. This approach will help in capturing relevant and specific data from individuals who are likely to provide meaningful insights into the topic. The sample size for this study is determined using GPower software, designed to support a multiple regression model with three predictors. The analysis will utilize an alpha level of 0.05, a power of 0.80, and a medium effect size ( $f^2 = 0.15$ ). These parameters are chosen to ensure the statistical reliability of the findings, with an 80% power being the minimum acceptable threshold in most social science research (Gefen, Rigdon, & Straub, 2011). Consequently, the desired sample size is calculated to be 77 participants. Once the survey data is collected, it will be analyzed using advanced statistical techniques to identify the relationships between the variables. The study will employ Partially Least Squares (PLS) methodology with SmartPLS 4.1.0.4 software, which is particularly suited for the exploratory nature of this research (Hair et al., 2020). This method will enable a detailed examination of the factors that drive university students' intentions towards Halalpreneurship, providing valuable contributions to the field of entrepreneurship studies.

### 4. Conclusions

In conclusion, this conceptual paper has provided a comprehensive overview of the factors that determine the student entrepreneurial intentions within the Halal industry. Among several key factors that have been examined are attitude, subjective norms, perceived feasibility, and perceived desirability. It serves as a useful framework for policymakers, academics, and industry practitioners to better understand the factors influencing students' engagement in halalpreneurship. By harnessing the potential of this untapped market, we can further contribute to the global halal economy and promote sustainable development within muslim communities.

## 5. Acknowledgement

The authors gratefully acknowledge the Faculty of Business and Management, Universiti Teknologi MARA, Puncak Alam Campus, Selangor, Malaysia for the dedicated support towards this research. Most profound gratefulness likewise to team members in providing constant commitment towards the accomplishment of this research project.

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