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Article

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RESEARCH ARTICLE

The Effect of Institutional Environment, General Self-Efficacy and Desirability On Social Entrepreneurship Intentions in Turkey

Aydın Kayabaşı¹ , Ceren Karavelioğlu² , N. Derya Ergün Özler³ 

Abstract

The purpose of this study is to explore the impact of the institutional environment on general self-efficacy and desirability as well as the impact of general self-efficacy and desirability on social entrepreneurship intentions. For data collection a structured questionnaire was used. In total 500 questionnaires were distributed among university students and 367 usable questionnaires were returned and analysed. The structural equation modelling was used to investigate the relationship between the study variables. The findings revealed significant relationships among the research variables. It was found that the dimension of the regulatory environment has a positive impact on desirability and the dimension of the cognitive environment has a positive impact on general self-efficacy. The findings also showed a positive relationship among general self-efficacy, desirability and social entrepreneurship intentions. This study was carried out by using a convenience sampling method on university students. Within the scope of the research, the variables of the institutional environment, general self-efficacy and desirability are discussed in terms of social entrepreneurship intention. The study provides a new understanding of the factors that affect the intention of social entrepreneurship and provides an insight into which variables can be prioritized in countries with problems such as environmental pollution, migration and unemployment.

Keywords

Institutional Environment, General Self-Efficacy, Desirability, Social Entrepreneurship Intentions

Introduction

Although innovative management and efficient operations can ensure financial sustainability, they alone are not enough to initiate social change. Nevertheless, with increasing interest in the social economy, it is recognized that these factors have the potential to provide a new or more equitable social balance (Urban, 2015). With the increase in social uncertainties around the world, the attention of researchers has been drawn to individuals' and institutions' developing innovative ideas for the creation and realization of social enterprises in order to achieve the long-term social welfare needed by societies (Omored, 2014). Based on soci-

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al value creation and providing necessary funding and market-based strategies and tasks, social entrepreneurship has been tried to be used by almost all organizations (Helvacioğlu, 2013). The classical literature on social entrepreneurship states that the achievement of long-standing social gains is one of the sole goals of social entrepreneurship, which emphasizes various factors (Omoredede, 2014). Social entrepreneurship can be considered as a process that activates social change and varies according to socio-economic, institutional and cultural environments (Urban, 2015). Social entrepreneurship is thought to be a catalyst in the form of social capabilities, especially in terms of social welfare and economic inequalities. In this way, social entrepreneurship plays various roles (social, economic and political) in closing the gaps that may arise in order to achieve the desired social and economic development (Tiwari, Bhat and Tikoria, 2017; Zebryte and Hector, 2017; Hockerts, 2015).

Social entrepreneurship has become a global phenomenon that influences society by using innovative approaches to solve social problems (Jiao, 2011). When macro-level business activities and social trends in the world are evaluated, it is stated that there is a significant change towards the reintegration of business-related activities into deeper social and environmental contexts (Urban and Kujinga, 2017). Works related to social entrepreneurship can be handled in the form of private sector, public sector and non-profit organizations or a hybrid of these (Roper and Cheney, 2005; Jiao, 2011; Petrella and Richez-Battesti, 2014). Identifying the factors that have an influence on social entrepreneurship behavior is especially important (Hockerts, 2015). Some studies in the literature include the way the institutional environment influences entrepreneurial families and the access to social capital (Estrada-Robles, Williams and Vorley, 2018), the role of gender in entrepreneurial intentions (Miranda et al., 2017), pioneers of social entrepreneurship (Lacap, Mulyaningsih and Ramadani, 2018), organizational social entrepreneurship (Kannampuzha and Hockerts, 2019), sustainable decision-making in entrepreneurship (Muñoz, 2018), the impact of institutional environment on social entrepreneurship intentions (Urban and Kujinga, 2017), the relationship between individual self-efficacy beliefs and social activities (Urban, 2015), the effect of individual motivational factors on social entrepreneurship (Omoredede, 2014), the factors that motivate and prevent entrepreneurship (Lee and Tai, 2010), the impact of institutional environment on entrepreneurship (Pinho and Thompson, 2017) and overcoming a challenging and weak institutional environment (Estrada-Robles, Williams and Vorley, 2018). Social and community entrepreneurship has started to attract further attention in recent years (Sundin, 2011). It is stated that most of the studies related to entrepreneurship focus on micro level explanations, namely behavioral factors such as cognition, emotions and being influenced (or their combination). It is also clear that there is a need to interpret entrepreneurship in the context in which it occurs. This includes the institutional context of the economic, political and cultural environment in which the entrepreneur operates (Welter and Smallbone, 2011). In recent years it is stated that attention for social entrepreneurship increases in Turkey as well (Taş and Şemşek, 2017).

Although there is no unity in the social entrepreneurship policies in Turkey, there has been a promising trend thanks to the support of the European Union (British Council, 2019). However, due to the lack of legal and institutional infrastructure social entrepreneurship activities have been carried out in a limited way in Turkey (Işık, 2015). Thus, there are some theoretical and practical contributions of this study in the context of Turkey by analysing both individual and institutional subjects. As being the variables important for social entrepreneurship, the institutional environment, general self-efficacy and desirability are dealt with relationally. In this way, a different perspective can be gained in terms of understanding and applying the factors for social entrepreneurship.

This study aims to examine the effect of perceptions to institutional environment and general self-efficacy on social entrepreneurship intentions. In this respect, answers to the following research questions will be sought:

RQ1: Do the elements of an institutional environment have an impact on general self-efficacy?

RQ2: Do the elements of the corporate environment have an impact on desirability?

RQ3: Does perceived general self-efficacy have an impact on social entrepreneurship intentions?

RQ4: Does desirability have an impact on social entrepreneurship intentions?

Literature Review and Research Hypotheses

Social entrepreneurship, institutional environment and general self-efficacy concepts will be attempted to be explained in order to form the theoretical structure of the research. Following theoretical explanations, the relational structure between social entrepreneurship and institutional environment and psychological self-efficacy perception will be established, and research hypotheses will be developed.

The Concepts of Social Entrepreneurship and Social Entrepreneurship Intentions

The concept of social entrepreneurship has gained popularity in the US and Europe starting from the 1990s (Petrella and Richez-Battesti, 2014) and it is deemed a sub-discipline of entrepreneurship (Tran and Von Korfflesch, 2016). Social entrepreneurship is a comprehensive concept on which there is no consensus (Hockerts, 2006; Omoredede, 2014; Politis et al., 2016). This concept has been defined differently in various studies and its boundaries are not clear-cut (Mair and Marti, 2006). Conceptually, it appears that social entrepreneurship can be used in various fields such as economy, education, welfare and social activities (Urban and Kujinga, 2017). According to Weerawardena and Mont (2006), social entrepreneurship is

dealt within the context of non-profit organizations and defined as a behavioral phenomenon which aims to provide social value by taking advantage of perceived opportunities. According to Hockerts (2006), social entrepreneurship at the individual level focuses on those who drive social change and innovation. In their study, Austin, Stevenson and Wei-Skillern (2012) describe social entrepreneurship as an innovative and social value-creating activity that can take place in non-profit organizations, businesses or the public sector. Social entrepreneurs, by definition, focus on problems stemming from deficiencies in existing markets and social welfare systems and strive to create systematic changes and sustainable improvements (Urban and Kujinga, 2017). Social entrepreneurship is often referred to as a collective process, which depends on the participation of many different actors (Sundin, 2011).

It is understood that the common point in the definitions is the focus on social value in various fields (Petrovskaya and Mirakyan, 2018; Tillmar, 2009; Petrella and Richez-Battesti, 2014). Therefore, the results of social entrepreneurship and the measurement of results differ from traditional entrepreneurship (El Ebrashi, 2013). Accordingly, it is possible to construct a social value framework. The Social Value Creation Framework (SVCF) is presented as a Venn diagram in Figure 1 below. In the figure, opportunity, which is a starting point for entrepreneurship, is located in the upper circle. The other two circles, which are human and capital, are elements that activate resources. This scheme displays the interdependent structure of the three elements, namely opportunity, human and capital. The Social Value Creation Framework (SVCF) stands in the centre as the unifying variable. Others consist of contextual forces that surround and shape the three circles and require analysis by the entrepreneur (Austin, Stevenson and Wei-Skillern, 2012).

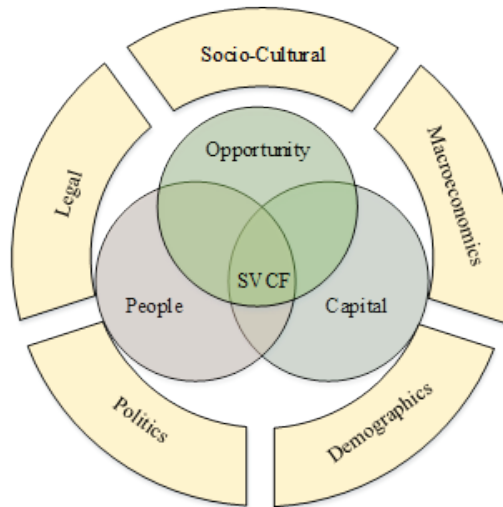


Figure 1. Social Value Creation Framework (SVCF)
 Source: Adapted from Austin, Stevenson and Wei-Skillern (2012).

Social entrepreneurship is defined as downsizing ideas to the organizational dimension in order to create social change and value (Helvacıoğlu, 2013: 200). Here, the attention should be paid to how opportunities are defined and exploited, what these entrepreneurs will do, what will be achieved for the community, what similarities and differences exist with traditional entrepreneurs, the meaning of individual social entrepreneurship and the determination of the characteristics of entrepreneurs (Omoredede, 2014). Researchers argue that in addition to the economic purpose that encourages entrepreneurs' innovation and activates structural changes in the economy, entrepreneurs have also begun to target a social component as well as business goals (Urban and Kujinga, 2017).

Studies related to entrepreneurship intentions are conducted on the axis of the theory of planned behavior, expectation theory, temporal construal theory (Hallam et al., 2012), behavior oriented theories such as cognitive psychology (Welsh and Krueger, 2012) and entrepreneurial motivation theory (Solesvik, 2013), entrepreneurial activity model, entrepreneurial attitude focus model, entrepreneurial potential model, Davidson model (Guerrero, Rialp and Urbano, 2008) and Shapero model (Veciana, Aponte and Urbano, 2005). It is stated that there is no generally accepted theory to explain the intentions of individuals to become an entrepreneur (Solesvik, 2013). Social entrepreneurship is based on intentions. Entrepreneurship intentions are known to be a precursor of future entrepreneurship activities of individuals (Hallam et al., 2016). Entrepreneurship intentions are defined as the mental orientation (desire, wish and hope) that triggers the choice of entrepreneurship (Shahab et al., 2019). Intentions have been proven to be the best predictors of individual behaviour, especially when behaviour is rarely observed and when it includes unpredictable time delays that are difficult to observe (Miranda et al., 2017). A person's willingness to act is almost always influenced by our perceptions of how important people in our lives will support our decision (Welsh and Krueger, 2012). Considering that intent is a precursor of behaviour, it is very important to analyse the relevance of social entrepreneurship intentions tending to behaviours related to activities that create social value individually and institutionally.

Institutional Environment

Entrepreneurship is an important issue that has been extensively studied from a variety of perspectives at the micro level (Welter and Smallbone, 2011; Estrada-Robles, Williams and Vorley, 2018). Studies on entrepreneurship have recently focused on the relationship between institutional factors or environmental factors and entrepreneurship (Diaz-Casero, 2012; Urban and Kujinga, 2017). The main reason underlying this is the increasing efforts by the state institutions to promote entrepreneurship (Shahab et al., 2019) and the emphasis on social entrepreneurship as a concept (Urban and Kujinga, 2017). The institutional structure in the society is seen as informal and formal (Urban and Kujinga, 2017; Urban, 2013; Welter and Smallbone, 2011). Institutions constitute the "rules of the game in a society." This situation

can significantly reduce uncertainty and risk for entrepreneurs when used consistently and efficiently. At the same time, transaction costs related to entrepreneurship may decrease. While in the formal institutional structure, the constitutional, legal and organizational framework is defined, codes of conduct, values and norms are referred to in the informal institutional structure (Welter and Smallbone, 2011; Toledano, 2011).

It is stated that environmental factors with various social, economic and institutional components affect entrepreneurship intentions (Miranda et al., 2017; Otache, 2019). Governments try to support and ensure the initiatives' success through training programs which address attitudes towards businesses in terms of economic development, unemployment, social value and solving social problems, resources, regulatory and institutional barriers, and obstacles in front of entrepreneurs (Solesvik, 2013). In a country, institutional structure plays a very important role in carrying out some activities. The institutional structure ranges from the mass media to the education system, from the press to the trade unions and the government. Researchers argue that entrepreneurial behavior is integrated into the institutional structure. Transparent legal frameworks are therefore largely dependent on the entrepreneurship opportunities supported by the protection of property rights and so on (Turkina, and Thi Thanh Thai, 2013). The interpretation of entrepreneurship in the context in which it takes place involves the institutional context of the economic, political and cultural environment where entrepreneurs operate (Welter and Smallbone, 2011). The institutional framework of a society encompasses the basic political, social and legal rules that form the basis of production and distribution. Individuals and organizations must abide by the basic rules if they intend to receive support and legitimacy for their social activities (Urban, 2013).

It is widely recognized that entrepreneurial activities are enabled or restricted by government agencies (i.e. laws, regulations and policies) and informal institutions within an economy (e.g. norms, values and codes of conduct) (Estrada-Robles, Williams and Vorley, 2018). It is stated that institutional environmental elements are one of the important precursors for social entrepreneurship (Jiao, 2011). It is argued that the institutional environment generally includes three main components: regulative, normative and cognitive (Urban and Kujinga, 2017; Urban, 2013; Seelos et al., 2011; Sine and David, 2010; Pinho and Thompson, 2017). These three dimensions of the institutional environment are guided by various elements (cultures, structures and routines) and function within more than one jurisdiction (Gupta et al., 2014).

Regulative Institutional Environment: It includes the capacity to create laws, taxes, regulations, and government programs that promote and regulate certain behaviours and restrict others (Pinho and Thompson, 2017). These are determined, monitored and implemented through government policies, when necessary, by formal and informal rules (Amine and Staub, 2009). Uncertainties regarding the regulatory context may affect the entrepreneur's level of motivation for the sustainability of the activity (Seelos et al., 2011). It is stated that well-

thought policies have significant effects on entrepreneurship (Farooq et al., 2018). Regulatory factors have been found to affect the feasibility and desirability of social entrepreneurship (Urban and Kujinga, 2017). If a person has the perception that entrepreneurship is difficult and risky, useless or unattractive in his/her country, his/her attitude towards entrepreneurship may be negative (Solesvik, 2013). It has been determined that there is a positive relationship between the government regulations on entrepreneurship programs and starting a business (Pinho and Thompson, 2017). In addition, it is stated that the institutional environment has an influence on entrepreneurship (Gökbulut Özdemir, 2013). The research hypotheses to be tested within the scope of this research related to regulatory environment are as follows:

H₁: Regulatory environment affects general self-efficacy.

H₂: Regulatory environment affects desirability.

Normative Institutional Environment: Entrepreneurs exist in a social environment. Individuals are highly likely to adhere to acceptable behaviours in their environment (Solesvik, 2013). The normative dimension of the institutional environment explains the norms of behavior that individuals must obey and show what is valued in a particular society (Sambharya and Musteen, 2014). According to another definition, a normative environment expresses the perspectives of people living in a country towards entrepreneurship and innovative activities (Urban and Kujinga, 2017). Therefore, countries try to shape the values and behaviours of individuals towards entrepreneurship positively (Urban, 2013). Individuals are influenced by two kinds of norms in their decisions. One of these is prudential social norms, which refer to the perception of behaviours endorsed by others. The other is descriptive social norms, which refer to one's perception of what others are actually doing. Although these two concepts are related to each other, they actually represent different situations. Prudential social norms mobilize people through social evaluation. On the other hand, descriptive social norms mobilize people through social information. Descriptive social norms function as initiating norm-compliant behaviour. The message perceived by the individual is "If many people are doing this, it is probably an appropriate thing" (Cialdini, 2007). It is stated that the normative environment is effective on entrepreneurship (Arasti, Pasvishe, and Motavaseli, 2012). In the literature, there are investigations as to the effect of normative environment on productivity and innovation (Go'mez-Haro et al., 2011), its effect on feasibility and desirability (Urban and Kujinga, 2017), its effect on perception of entrepreneurial self-efficacy (Urban, 2013) and entrepreneurship intentions (Arasti, Pasvishe, and Motavaseli, 2012) and comparison of institutional environment and entrepreneurship internationally (Sambharya and Musteen, 2014). The research hypotheses to be tested within the scope of this research related to normative environment are as follows:

H₃: Normative environment affects general self-efficacy.

H₄: Normative environment affects desirability.

Cognitive Institutional Environment: This dimension of the institutional environment explains the ideologies, logic, or cognitive characteristics that are widespread and deeply embedded in a social environment. The cognitive dimension reveals accepted assumptions about specific processes and organizational forms. The business plan includes general assumptions about how things are done in areas such as the importance of the organization, activities, partners and employees (Sine and David, 2010). Cognitive institutions report axiomatic beliefs about the expected standards of behaviour specific to a culture learned through social interactions, typically by living or growing in a community or community. Basically, the entrepreneur's cognitive perspective enables researchers to understand how entrepreneurs think and why they do things (Urban, 2013). Researchers build on the cognitive processes and characteristics of entrepreneurs that influence the discovery and use of a business idea, entrepreneurial development and continuity (Gökbulut Özdemir, 2013). Cognitive institutions shape entrepreneurial activities through knowledge that is widely accepted socially. This dimension is related to creating a cultural environment in which social entrepreneurs are accepted, encouraged and glorified (Pinho and Thompson, 2017). In some studies, the relationship between cognitive elements and feasibility and desirability of social entrepreneurship (Urban and Kujinga, 2017), the effect of cognitive elements on psychological self-efficacy (Urban, 2013) and the effect of cognitive element on starting a business (Pinho and Thompson, 2017) were tried to be determined. The research hypotheses to be tested within the scope of this research related to cognitive environment are as follows:

H₅: Cognitive environment affects general self-efficacy.

H₆: Cognitive environment affects desirability.

General Self-Efficacy and Desirability

Self-efficacy is one of the concepts addressed in studies that examine areas such as career choice and entrepreneurship (Farrukh et al., 2017). Self-efficacy can be defined as a person's skills and competences to accomplish an assigned job and a set of specific tasks (Shabab et al., 2019). Since this study is designed within the scope of social entrepreneurship, the definition of social entrepreneurship self-efficacy made by TranTran and Von Korfflesch (2016) has been used. According to this definition, social entrepreneurship self-efficacy is a dynamic set of beliefs about the success of starting and realizing a new social enterprise. Self-efficacy is an important motivational structure that affects individual choices, goals, emotional reactions, effort, overcoming a problem, and persistence (Urban, 2013).

Desirability is a product of the social and cultural environment for entrepreneurship. Knowledge of this part of the environment can and should be used by public policy decision makers to take action (Veciana, Aponte and Urbano, 2005). Table 1 below presents the comparison of the Theory of Planned Behavior of Shapero and Ajzen.

Table 1
Conjugates of Different Models for Behavior

Shapero Model	Ajzen's Theory of Planned Behavior
Perceived Desirability	Attitude Towards Behavior
	Subjective Norm
Perceived Feasibility	Perceived Behavioral Control

Source: Veciana, Aponte and Urbano, 2005.

Entrepreneurial Event Model (Shapero's Model) sees setting up a venture as an event that can be explained by the interaction between initiatives, talents, management, relative autonomy and risk (Guerrero, Rialp and Urbano, 2008). This model states that starting a new initiative depends on three personal factors: perceived desirability, likelihood to act and perceived feasibility (self-efficacy) (Uysal and Güney, 2016). According to the theory of planned behaviour, people act according to their own intentions and perceptions of behavioural control (Ajzen, 2001). According to other models, individual and social factors are considered together in explaining the individual differences in the desire to establish their own business and preferences, and high flexibility is thus provided (Buli and Yesuf, 2015). In the theory of Planned Behaviour, Ajzen describes behaviour as a result of three components associated with behavioural intentions and perceived behavioural control. These are a personal assessment (attitude), the level of social pressure on the acceptability of behaviour (subjective norm) and the perception of the individual's ability to start a venture (perceived behavioural control) (Liñán and Chen, 2009).

Social Cognitive Theory suggests that self-efficacy is an important and convergent predictor of a behaviour. At the same time, the effect of self-efficacy on behaviour can also be indirect. Self-efficacy also affects the goals and outcome expectations that predict behaviour (Luszczynska, Scholz and Schwarzer, 2005). Individual self-efficacy perception is influenced by contextual factors such as education and past experiences (Pihie, 2009; Ahmed et al., 2010). Liñán and Fayolle (2015) states that self-efficacy perception is required for individual actions and behaviours. In the literature, some of the investigated issues are social entrepreneurial psychological self-efficacy (Urban and Kujinga, 2017), evaluations of social entrepreneurial outcomes being related to psychological self-efficacy (Urban, 2015), self-efficacy being a precursor of social entrepreneurial behavior (Hockerts, 2015), personal characteristics and the effect of self-efficacy on entrepreneurial intentions (Farrukh et al., 2017), the factors affecting self-efficacy and the relationship between self-efficacy and entrepreneurial intentions (Zhao, Seibert and Hills, 2005), and the institutional environment and social entrepreneurial self-efficacy (Urban, 2013). The research hypotheses to be tested within the scope of this research related to psychological self-efficacy and desirability are as follows:

H₇: General self-efficacy affects social entrepreneurship intentions.

H₈: Desirability affects social entrepreneurship intentions.

Conceptual Framework

The structure of the conceptual framework has been established based on the detailed investigations made reviewing the literature. Below, the relationships between the variables to be tested regarding the conceptual model expressed in Figure 1 are tried to be schematized. The assumption here is that institutional environmental factors affect students' perception, psychological self-efficacy and desirability and that psychological self-efficacy perception and desirability in return affect social entrepreneurship intentions.

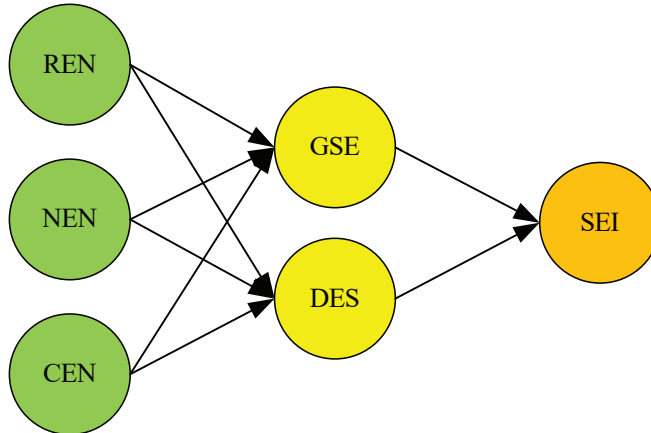


Figure 2. Conceptual Framework

Method

This section explains the methods adopted in data collection and analysis and how the variables of the study were handled.

Research Design

The aim of this study was to make inferences based on the relationships between the variables determined by statistical analyses. To this end, relational-causal research design was adopted in the study. This study was a cross-sectional study since the data obtained from the research units were obtained from the research units through the use of surveys at a certain point of time.

Sampling Method

University students were chosen as the sample unit in the research. Since the study did not aim to make a generalization, the data based on face-to-face interviews were collected from the units selected by convenience sampling. 500 questionnaires were distributed to students and 367 questionnaires were received and analysed. The response rate is 0,73.

Data Collection Method and Scales

In the research, a structured questionnaire was employed as the data collection tool. The items included in the questionnaire were finalized following the translation of the scales used in the literature into Turkish and getting expert opinion on whether or not the same meaning was preserved in the translation. The scales used in the creation of questionnaire items are listed below.

Elements of Institutional Environment: Institutional environment comprises three elements, which are regulatory environment (REN), normative environment (NEN) and cognitive environment (CEN). Institutional environment scale consists of 31 items in total. The studies of Urban and Kujinga (2017) and Urban (2013) were utilized in the structuring of the scale items. The scale items were expressed as ‘1 - strongly disagree’ and ‘5 - strongly agree’ using a Likert type scale.

General Self-Efficacy: General self-efficacy scale consists of 10 items. Jerusalem and Schwarzer’s (1992) study was used in the structuring of the scale. Scale items were expressed as ‘1 - not correct’ and ‘4 - completely correct’ using a Likert type scale.

Desirability: 4 items were used to measure the desirability. The items included in the scale were adapted from Urban and Kujinga’s (2017) study. *The item “I am very enthusiastic about social initiatives” was recommended by the experts evaluating the study* and was accordingly added to the scale. The scale items were expressed as ‘1 - strongly disagree’ and ‘5 - strongly agree’ using a Likert type scale.

Social Entrepreneurship Intentions: The social entrepreneurship intentions were measured through 9 items. The items included in the scale were adapted from Urban and Kujinga’s (2017) study. The scale items were expressed as ‘1 - strongly disagree’ and ‘5 - strongly agree’ using a Likert type scale.

Analyses

The research was structured in accordance with relational-causal research design. In this respect, firstly, exploratory factor analysis and confirmatory factor analysis were conducted. In addition, the structural equation model was used to determine the relationships between variables and the power of independent variables to explain variability in dependent variables.

Common Method Variance Analysis

In a study, it is stated that when data on variables are collected from a single person, the common method variance problem may occur (Otake, 2019). One of the most common techniques used by researchers to overcome this problem is Harman’s single-factor test.

When using this method, all variables are put into factor analysis without being subjected to rotation. Then, the unrotated factor solution is examined in order to assess the number of factors that could cause the variance in the variables. In order to talk about common method variance, either a single factor solution must be obtained from factor analysis or in one general factor must constitute the majority of covariance between scales (Podsakoff et al., 2003). As a result of the factor analysis without rotation, eight factor solutions were obtained. The first factor solution explained 25.540% of the total variance. According to the Harman single-factor test results, it is possible to state that there is no common method variance problem.

Results

This section presents the results of the analyses carried out. These results include descriptive statistics for sample characteristics, exploratory factor analysis, confirmatory factor analysis, validity and reliability values, and structural model tests (hypothesis tests).

Descriptive Statistics

In the literature, students are widely used as a sample unit (Shahab et al., 2019). Demographic variables include gender, age, family income and living place. Descriptive analysis was done in order to determine demographic characteristics. Approximately, respondents consist of 54,8 % of female, 46% of below 20 years old, 44,7% of between 2001-4000₺ income level, 35,7% of living in county. Table 2 presents characteristics of the respondents.

Table 2
Sample Characteristics

	Category	Frequency	Percentage
Gender	Female	201	54,8
	Male	166	45,2
Age	Below 20	169	46,0
	Between 20-23	157	42,8
	Above 24	41	11,2
Income	Below 2000 ₺	104	28,3
	Between 2001-4000 ₺	164	44,7
	Above 4001 ₺	99	27,0
Living Place	Metropolitan	111	30,2
	City	105	28,7
	County	131	35,7
	Other	20	5,4

Exploratory Factor Analysis

Within the framework of the structural validity of the research, descriptive factor analysis was used first. All items included in the questionnaire were subjected to exploratory factor analysis together. Items with a cross-load and factor load less than 0.50 were not subjected to

data analysis. Six factor solutions with eigenvalues greater than 1 were obtained according to the principal components analysis and varimax rotation methods (Hair et al., 2014a). The analysis values for factor solutions are presented in Table 3 below.

Table 3
Exploratory Factor Analysis Results

Dimensions / Items	FL	EV	VE	Pr	α
Social Entrepreneurship Intentions (SEI)					
I will make every effort to establish and operate a social enterprise.	0.800			0.754	
I'm willing to do anything to become a social entrepreneur.	0.786			0.735	
My professional aim is to become a social entrepreneur.	0.777			0.700	
I have no doubt about starting my own social enterprise in the future.	0.742	4.429	15.273	0.646	0.888
Before I started my education, I had a strong intention to start my own social enterprise.	0.728			0.687	
I have a serious idea about starting a social enterprise in the future.	0.726			0.696	
My qualifications contribute positively to my personal interests in starting a social enterprise.	0.565			0.542	
General Self-Efficacy (GSE)					
I think I can take care of sudden events.	0.772			0.670	
I know how to behave in unexpected situations.	0.762			0.643	
I welcome difficulties calmly, because I can always rely on my abilities.	0.727			0.631	
I have a solution to every problem.	0.685	3.639	12.549	0.554	0.835
When I come across a problem, I have many ideas for dealing with it.	0.673			0.588	
I know what to do when I face a new situation.	0.647			0.513	
I do not find it difficult to realize my designs and achieve my goals.	0.590			0.495	
Regulatory Environment (REN)					
National and local public institutions help individuals start social initiatives.	0.772			0.627	
The public sponsors organizations that help develop new social initiatives.	0.762	2.698	9.305	0.617	0.772
Public organizations help people to create their own social initiatives.	0.727			0.524	
Even if they fail, the public supports social entrepreneurs to retry.	0.685			0.537	
Normative Environment (NEN)					
People in this country appreciate those who start their own social initiatives.	0.784			0.614	
In this country, social entrepreneurs are welcomed with admiration.	0.780			0.684	
In this country, the transformation of new ideas into social initiatives is appreciated.	0.715	2.583	8.906	0.691	0.832
In this country, innovative and creative thinking is seen as a way of success.	0.680			0.657	
Cognitive Environment (CEN)					
Starters of new social initiatives know how to manage risk.	0.614			0.664	
Those who start new social initiatives know how to tackle risk.	0.684	2.520	8.689	0.666	0.790
Individuals know how to legally protect a new social enterprise.	0.691			0.601	
Most people know where to find information about markets for their services.	0.657			0.470	
Desirability (DES)					
Social entrepreneurship is exciting.	0.728			0.546	
I would very much like to take a social initiative.	0.672	1.892	6.526	0.515	0.730
I'm very enthusiastic about starting a social enterprise.	0.631			0.602	
KMO: 0.870; BTS: 4.678,016 (0,000); AVE: 61.247					

According to the results of the exploratory factor analysis, the dimensions in the literature were used in naming six factor solutions. The average variance extracted (AVE) was determined to be 61.247%, the eigenvalues of all dimensions (EV) were greater than the value of 1, factor loadings of all dimensions (factor loadings: FL) were determined to be 0.50 and Cronbach Alpha (α) was determined to be greater than 0.70 (Hair et al., 2014a).

Confirmatory Factor Analysis

Testing the Measurement Model

The structural equation model is one of the statistical models to explain the relationships between multiple variables. Similar to multiple regression analyses, it examines the structure of interrelation, expressed as a series of equations. In the structural equation model, first the measurement model test and then the structural model test are carried out (Hair et al., 2014a). Figure 3 below shows the measurement model results.

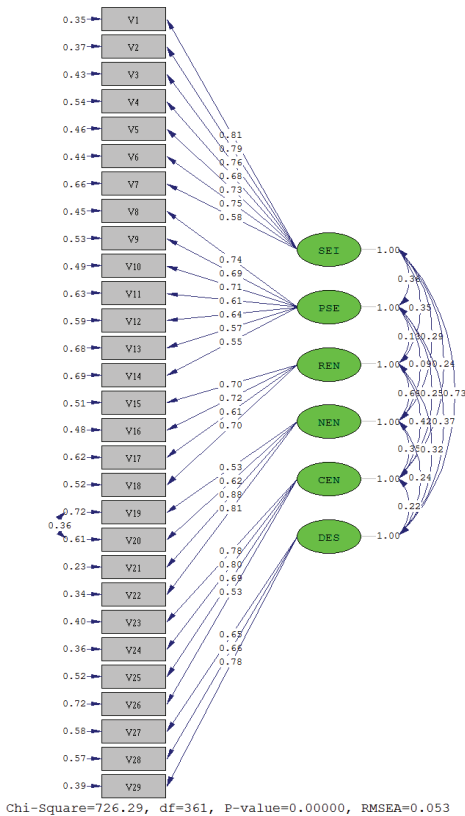


Figure 3. Results of Measurement Model

The construct validity is necessary to verify a measurement model. Construct validity includes evaluation of content validity, convergent validity, discriminant validity and nomological validity (Hair, et al., 2014b; Huang et al., 2013). Content validity, convergent validity, discriminant validity and nomological validity were evaluated within the scope of the validity of the study. It was assumed that content validity was achieved by adapting the research scales from the studies in the literature (Ramseook-Munhurrun, Seebaluck and Naidoo, 2015). As a result of the confirmatory factor analysis performed, it was determined that factor loads (>0.50), t values (>2.58) and composite reliability (>0.70) values were within the acceptable limits (Hair, et al., 2014). In the variance values extracted, it is seen that some dimensions (PSE, REN, DES) were below the acceptable limits (<0.50). In their study, Fornell and Larcker (1981) reported that AVE should be greater than 0.50, but if the composite reliability value is greater than 0.60, the value of 0.40 could also be accepted. According to these values, it is possible to express that convergent validity was provided for. The results of the Confirmatory Factor Analysis are shown in Table 4 below.

Table 4
Confirmatory Factor Analysis Results

Dimensions		λ	t values	AVE	CR
SEI	Social Entrepreneurship Intentions (SEI)	0.58 - 0.81	11.62 - 17.98	0.536	0.889
GSE	General Self-Efficacy (GSE)	0.55 - 0.74	10.61 - 15.38	0.420	0.834
REN	Regulatory Environment (REN)	0.66 - 0.70	11.77 - 14.33	0.468	0.778
NEN	Normative Environment (NEN)	0.53 - 0.88	10.20 - 17.39	0.524	0.809
CEN	Cognitive Environment (CEN)	0.53 - 0.80	9.94 - 16.49	0.501	0.797
DES	Desirability (DES)	0.65 - 0.78	12.40 - 15.37	0.489	0.740

Correlation and AVE square root values related to discriminant validities are shown in Table 4 below. According to the data in Table 4, AVE square root values were determined to be higher than the highest inter-dimensional correlation value (Fornell and Larcker, 1981) and the divergent validity was achieved. Finally, logical validity was also provided with the finding of statistically significant inter-dimensional relationships.

As a result of the confirmatory factor analysis, it is possible to state that the measurement model fit values are within the acceptable limits. Model fit values were measured as $\chi^2=726.29$, $\chi^2/df = 2.01$, RMSEA = 0.053, NFI = 0.93, NNFI = 0.096, CFI = 0.96, and GFI = 0.88. Therefore, it can be said that there is a harmony between the model and the data according to all compliance indicators (Hu and Bentler, 1999; Bagozzi et al. 1991).

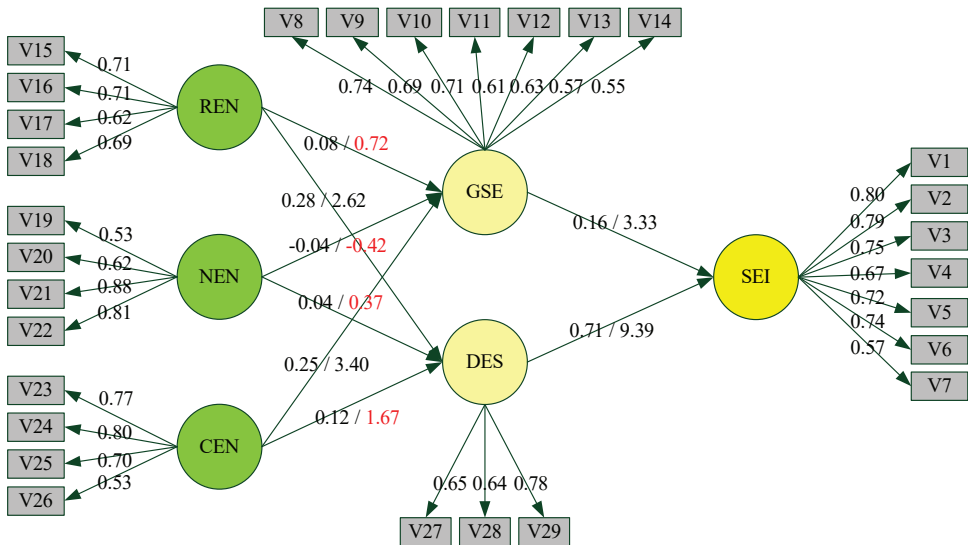
Table 5
Descriptive Statistics and Correlations

Dimensions	Mean	S.D.	SEI	PSE	REN	NEN	CEN	DES
SEI	3.27	0.88	0.732					
GSE	3.01	0.61	0.324**	0.648				
REN	3.36	0.82	0.300**	0.100	0.684			
NEN	3.16	1.02	0.303**	0.114*	0.551**	0.723		
CEN	3.16	0.82	0.251**	0.224**	0.386**	0.387**	0.707	
DES	3.73	0.83	0.597**	0.296**	0.255**	0.247**	0.214**	0.699

** P<0.01; * P0.05; ns: Bold: AVE Square Root Values

Testing the Structural Model

The second step in confirmatory factor analysis is to test the structural model. Structural equation model was used to test the research hypotheses developed for the purpose of the study. According to Schumacker and Lomax, (2004), the structural equation model (SEM) is a multivariate statistical method that uses various models to demonstrate the relationships between observed variables in order to perform a quantitative test of a theoretical model assumed by a researcher. Byrne (2013), on the other hand, defines the structural equation model as a statistical methodology that provides a confirmatory (i.e. hypothesis testing) approach to the analysis of a structural theory based on certain phenomena. In this study, the effect of institutional environment elements on perceived self-efficacy and desirability and the effect of perceived self-efficacy and desirability on social entrepreneurship intentions were tested with structural equation modelling. The Structural Model is shown in Figure 4 below.



Chi-Square= 769,33, df=365, p Value=0.0000, RMSEA=0.055, NFI=0.93, NNFI=0.96, CFI=0.96, GFI=0.87

Figure 4. Structural Model

According to the results of the structural model test, the regulatory environment had an effect on desirability, while the cognitive environment affected perceived self-efficacy. On the other hand, it was determined that perceived self-efficacy and desirability influenced social entrepreneurship intentions. When model fit values were examined, $\chi^2 = 769.33$, $\chi^2/df = 2.10$, RMSEA = 0.055, NFI = 0.93, NNFI = 0.096, CFI = 0.96, and GFI = 0.87 were measured. It is seen that the model fit values are within the acceptable limits (Hu and Bentler, 1999; Bagozzi et al. 1991).

The values of the path coefficients and the model explanation power for the research hypotheses are shown in Table 6 below.

Table 6
Research Hypotheses Results

Hypotheses		Structural Path		Path Coefficients	t values	Conclusion
H ₁	REN	————→	GSE	0.08	0.72	Rejected
H ₂	REN	————→	DES	0.28	2.62	Supported
H ₃	NEN	————→	GSE	-0.04	0.42	Rejected
H ₄	NEN	————→	DES	0.04	0.37	Rejected
H ₅	CEN	————→	GSE	0.25	3.40	Supported
H ₆	CEN	————→	DES	0.12	1.67	Rejected
H ₇	GSE	————→	SEI	0.16	3.33	Supported
H ₈	DES	————→	SEI	0.71	9.39	Supported

Discussion and Future Research

This study was conducted to test the causal relationship between institutional environmental elements, perceived self-efficacy, desirability and social entrepreneurship intentions. Firstly, the effects of regulatory environment, normative environment and cognitive environment elements, which are expressed as elements of institutional environment, on general perceived self-efficacy and desirability were tested. Then, the effect of general perceived self-efficacy and desirability on social entrepreneurship intentions were examined.

When H₁, H₃ and H₅ hypotheses were evaluated, it was determined that the regulatory environment and cognitive environment, which are the elements of an institutional environment, had a statistically significant effect on general perceived self-efficacy. This result can be explained by the regulatory elements that promote or limit entrepreneurship, and how they can affect the belief that an enterprise can be achieved individually, depending on how entrepreneurship is socially perceived or appreciated. When the studies in the literature are considered, it is stated that the institutional environment affects entrepreneurship (Gökbulut Özdemir, 2013). The result reached in the study is inline with the results found in other studies regarding the negative effect of a person’s perceived challenges in the country’s entrepreneurship on his/her attitude towards entrepreneurship (Solesvik, 2013), and the effect of regulatory

factors on feasibility and desirability for social entrepreneurship (Urban and Kujinga, 2017). In addition, Pinho and Thompson (2017) determined in their study that there is a positive relationship between the regulations for entrepreneurship programs and starting a business.

When H₂, H₄ and H₆ hypotheses were evaluated, it was determined that the regulatory environment, one of the institutional environment elements, had a statistically significant effect on the desirability for social entrepreneurship ($p < 0.05$). According to this result, it is thought that government programs or training that encourage or regulate entrepreneurship can improve the desirability of entrepreneurship. The conclusion reached is in line with the conclusion that Urban and Kujinga, (2017) obtained in their study, which stated that the regulatory environment affects desirability and feasibility. Similarly, it is also possible to claim that the conclusion is consistent with the proposition that there is a positive relationship between the government's regulations for entrepreneurship programs and the starting of a business (Pinho and Thompson, 2017) and that the institutional environment affects entrepreneurship (Gökbulut Özdemir, 2013). Omorede (2014) states that people who engage in social entrepreneurship activities not only see social deficiencies, but also make decisions by being influenced by different factors and processes.

When H₇ and H₈ hypotheses were evaluated, it was determined that perceived self-efficacy and desirability of social entrepreneurship had a statistically significant effect on social entrepreneurship intentions ($p < 0.05$). This result was interpreted as an intention to engage in social entrepreneurship if an individual believes that he/she has the skills and abilities to perform social entrepreneurship and has the desire to engage in social entrepreneurship. Self-efficacy perception is one of the most reliable predictors of goal-oriented behaviors (Hallam et al., 2016) and perceived desirability is one of the most powerful elements for understanding and explaining entrepreneurial intentions (Urban and Kujinga, (2017)). The results of the study are similar to those obtained in other studies which found that perceived self-efficacy is related to short- and long-term entrepreneurial intentions (Hallam et al., 2016), that feasibility and desirability affect social entrepreneurial intentions (Urban and Kujinga, 2017), that perceived self-efficacy affects entrepreneurial intentions (Zhao, Seibert and Hills, 2005), that the reliability explained by desirability and self-efficacy has an impact on entrepreneurial intentions (Guerrero, Rialp and Urbano, 2008), and that attitude, subjective norm and perceived behavioral control are effective on entrepreneurial intentions (Solesvik, 2013).

The environmental and social problems experienced in the world show that the need for social enterprises is becoming more and more important. In this context, when the research results are evaluated, it is important to focus on the practices that will direct individuals to social enterprises. In the context of the institutional environment, it is necessary to analyse the regulatory, normative and cognitive aspects and clarify the points that affect social entrepreneurship. In this way, individuals' general self-efficacy perception and their desirability

towards social entrepreneurship can be directed. It will also be possible to shape individual intentions and behaviours by focusing on areas such as education and social support (Hockerts, 2015).

According to literature in recent years, there has been increasing interest in social entrepreneurship in Turkey, but it is stated that there is not enough infrastructure for social entrepreneurship (Işık, 2015). With the rapid implementation of legal and institutional structural arrangements, social entrepreneurship can be encouraged. In addition, it needs to be supported in the individual's perceived feasibility and perceived self-efficacy. It is clear that Turkey's especially encouraging social entrepreneurship-oriented work in the corporate restructuring will construct its own system of support and the European Union. It is important to ensure the government, individual and institutional unity in making best practices related to social entrepreneurship. In this context, all stakeholders should act jointly on the basis of the institutional structure. Therefore, first of all, the role of an institutional environment is of great importance to be established of sustainability for social entrepreneurship and gaining social entrepreneurship spirit to individuals. At this point, governments need to formulate a new strategy for social entrepreneurship. Thus, mechanisms that will act integrally in increasing social welfare can be activated. The analysis of individual traits is extremely important in establishing such a strategy. This study emphasizes two aspects that can be addressed by social enterprises and governments: institutional and individual. Within the framework of these two points, the economic, educational and sociological policies required to promote social initiatives should be implemented. In this way, more efficient results will be achieved with the cooperation to be established between various institutions and individuals.

This study presents an institutional and perceptual conceptual model related to social entrepreneurship. Scientific studies play a major role in perception and understanding of social entrepreneurship. These studies for social entrepreneurship in Turkey, it is reported to remain limited in the field of educational sciences, sociology and business (British Council, 2019). In terms of the studies to be conducted in Turkey, it is also important to attract the interest and attention of different disciplines for social entrepreneurship. The future scope of work to be done in Turkey in the field of social entrepreneurship, researchers can benefit from models with the integration of individual and institutional factors. The results obtained from this study show that perception of feasibility and perceived self-efficacy is an important determinant of social entrepreneurship. In addition, the results of this study can be supported by qualitative research. In addition, new variables can be added to the variables used or the same variables can be verified by mixed research. In addition, according to the demographic variables, research related to the social entrepreneurship behavior, attitudes and intention will be able to theoretically and practically contribute to the practitioners and politicians.

Limitations and Implications for Future Research

This study has some limitations. One of the main limitations of this study is that it is handled within the scope of attitude, perception and intention towards social entrepreneurship. The way to compensate for this limitation is to deal with actual social entrepreneurship behavior as well. Using the convenience sampling method is another limitation of the study as it is not aimed for generalization. In addition to this, the units of the study are students. Therefore, it may be suggested to researchers to conduct research on different sample units.

Within the scope of the research, the variables of the institutional environment, general self-efficacy and desirability are discussed in terms of social entrepreneurship intention. In addition to these variables, analyzing demographic characteristics such as education and income level may yield interesting results. It is also recommended to researchers considering that examining the emotional aspects of social entrepreneurship can produce interesting results and solutions.

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