

BELIEFS, INTENTIONAL FACTORS AND ENTREPRENEURIAL INTENTION: EMPIRICAL APPLICATION TO THE CASE OF THE TUNISIAN PUBLIC CIVIL SERVANT

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Abstract:

This paper aims to apprehend the possible articulations between the beliefs and the entrepreneurial intention. However, this stage requires as a preliminary to conceive the beliefs and its relationships with the intentional factors largely recommended by the literature relating to the entrepreneurship. Then, we will try to diagnose these articulations in the specific case of the Tunisian public civil servant public.

KEYWORDS:

Beliefs, desirability, feasibility, entrepreneurial intention, public civil servant.

INTRODUCTION

1. Beliefs as an antecedent of the entrepreneurial intention

To apprehend the idea according to which the beliefs can be regarded as an antecedent with the entrepreneurial intention, we will try in what follows to distinguish them from the concept of entrepreneurial vision. Then, we will carry out an analysis of the articulation between the beliefs and the factors of the entrepreneurial intention.

1.1. The entrepreneurial attitudes

The attitude is defined as: "a manner of being correspondent at a certain psychological disposal or beyond, with a provision, a state of mind, a whole of judgment and tendencies which lead to a behavior".

Stoetzel (1963), Dubois and Jolibert (1998), present the attitude as a capacity acquired and likely to undergo the effects of the external influences. Indeed, an attitude is "an interior provision of the person who results in moderate emotive reactions which are learned then felt each time this person is in the presence of an object or to move away from this object".

Rosenberg and Hovland (1960) defined the attitude by three components: the first is that of cognition (beliefs), the second is that of the assignment (or feelings) and the third that of the tendency to action (or the intention of behavior).

Ajzen and Fishbein (1975), define the attitude as the situation of an individual who must react in a way more or less favorable or unfavorable with an object, a person, an institution, an event or with any other aspect different from the world to which the individual belongs. In this vision, the beliefs determine the attitudes acting on the intentions to behave (cognitive dimension) and on the behavior (action). The models of intention rest on this conceptualization of the attitude. One of the first antecedents of the intention is thus the attitude (with the emotional or evaluative direction) proposed by the literature.

Beyond, according to Ajzen and Fishbein (1980), so that a model appears correctly a behavior to leave an attitude, it is essential that the definition of the latter is in perfect relationship to the behavior to be predicted.

However, Bagozzi (1992) in its theory of the automatic regulation ("self-regulation"), protects the idea according to which even the attitudes towards the behavior do not lead forcing for act and reflect only insufficiently the motivation of the individual for the passage to the action.

By producing the evaluations of the attitude which express the tendency for a certain behavior but

Please cite this Article as : HAMMAMI HAJER AND AFFES HABIB , "BELIEFS, INTENTIONAL FACTORS AND ENTREPRENEURIAL INTENTION: EMPIRICAL APPLICATION TO THE CASE OF THE TUNISIAN PUBLIC CIVIL SERVANT : Tactful Management Research Journal (Oct ; 2013)

not necessarily a real engagement towards the action based on the motivation. This commitment is carried out thanks to the force of the desire to act. So it considers the desires as the principal factors which can influence intentions, even if the attitudes stimulates or slows down the desires.

1.2. Beliefs and entrepreneurial vision

Before approaching the concept of belief, it is interesting to apprehend a broader concept relating to the vision. In fact, the entrepreneurial vision is not brought back solely to the beliefs of the individual but also to its knowledge. In other words, each individual can have beliefs without formulating a vision on the entrepreneurial act.

In fact, several approaches tried to define the concept of the "vision". At this level, M. Fransman (1994) and P. Cossette (1996) have advanced that: "the entrepreneurial vision is a cognitive product made up as well of the dominant beliefs present in an organization, considered to be significant for the future of the company by the contractor as by his charisma. Thus, it highlights a design made up of explanations (causes and means) and consequences (effects or ends) which guide the contractor in the interpretation of the events and the actions to be undertaken".

In this respect, Carrière (1991) shows that there are three levels of vision: a first of the general type where the values and the beliefs of the leader are determining; a second qualified of intermediary configured by strategic mental diagrams; and finally, a third of the compartmental type based on the environmental conditions attracting the leader.

The strong articulation between the entrepreneurial vision and the beliefs is also designed from the research of Thornberry (1997) and Senge (1990) according to which the vision returns to several concepts, "a mix of strategy, objectives, values and beliefs".

In this respect, a distinction can be made between beliefs and knowledge in the explanation of the vision.

Moreover, Boudon (1990) showed that certain beliefs differ according to whether they are true or false and thus are validated or invalidated and this, while being based on the logic, the statistics, the experimentation or the application of ideal models. This category of beliefs differs from those bearing on the evaluative beliefs or normative.

A category of beliefs which substantially contributes in the increase in knowledge of future contractor is qualified the dominant ones. This category results from the attention which it pays on the various "pockets from knowing" present in its company and can influence the vision of the individual on the same basis as his capacities of imagination and creativity.

Generally, the individuals carry out the identification of their objectives as a stage preliminary to the identification of the plan to achieve these goals (Ajzen, 1987; Tubbs and Ekeberg, 1991). This idea is consolidated by Brockhaus (1982) who showed that the individuals decide to create a company before knowing which type of company. In this respect, two principal techniques are used in management: Analysis of contents and the cognitive cartography.

The first is strongly connected with the activities of training. The second, related to the cognitive psychology. It is turned towards the installation and the analysis of the cognitive charts, i.e. the representation of the beliefs of a person on a spot or a particular activity.

In this respect, P. Cossette and M. Audet (1994) tried to apprehend the notion of the cognitive chart by stipulating that it acts as a "chart of the mental representation that the researcher is done of a whole of discursive representations stated by a subject starting from his own cognitive representations in connection with a particular object".

While wondering about the components of the cognitive chart, the beliefs of an individual are strongly tributary of the features of character and the environmental context in which there exists, where it functions.

To this end, the development of the personal beliefs of an individual whom can determine his competences which it considers relevant and other cognitive routes, passes as a preliminary by the interpretation of the specificities suitable for the organization,

Indeed, P. Cohendet (1998) showed that the identification as well as the location of the dominant beliefs specific to a firm are conditioned by the cognitive aspects specific to the contractor. The latter can be, when they are generalized and interpreted, at the origin of a highly dynamic and interactive architecture called "overall cognitive architecture". This conceptual vision was consolidated before by J. B. Ganascia (1996) who postulates that: "the majority of the cognitive activities are conceived as intentional, in the sense that they answer an intention, i.e. with a goal, possibly unconscious". On the basis of this idea, the beliefs which they are specific to the members of the organization or the contractor himself can found the intention of this one.

In this kind of scenarios, a new concept strongly attached to the cognitive bases of an individual

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apartment at a given firm, is that relating to the entrepreneurial vision. In addition, the elements specific to a firm determine the beliefs of the contractor by basing on the driving and irreversible role of the information in the constitution of knowledge.

These ideas clearly illustrate the axial role of the contractor to identify and locate the "dominant beliefs", the imagination and the creativity and leaving the sources differentiation which distinguish it compared to the other firms. It rises from these ideas that the intention of the contractor is a concept strongly connected with the dominant beliefs of the organization which are recalled on the basis of cognitive chart of the latter in accordance with the analyses of R. Calori and P. Sarnin (1993), and J. C. Tarondeau (1998). This idea was also put forward by the study of U. Witt (1995) in his design of the "cognitive leadership" and who advances that: "the cognitive charts show that the decision makers are not based on facts to decide but on representations and beliefs".

Moreover, one additional aspect not less significant in addition to the cognitive chart and which can contribute potentially in the determination of the beliefs is of personal type relating to the activities of training.

Considering that the entrepreneurial vision is not sudden, but on the contrary caused, it can be also conditioned by the trainings carried out and undertaken by the individual contractor. In fact, these trainings are the results of the comings and goings which they carry out in its search and which can be reflected on its developed vision, its knowledge and its beliefs.

In addition to the dominant beliefs defining the cognitive charts, the personal beliefs resulting from the training, Kolvereid (1996) adds another type of beliefs described as professional. This author based himself on a sample characterized by 23 items describing the various characteristics of the professional life. Moreover, and in accordance with the recommendations of Ajzen and Fishbein (1980), for each type of professional waiting, it was requested from the guarantors its importance for the quality of their future professional life and its satisfaction by a career of contractor.

Moreover, Ajzen and Fishbein (1980) add another type of beliefs named social beliefs while being focused on the category of the students. To this end, the latter were classified in four groups of individuals belonging to their social environment (family, friends, professors, and other significant people for them): On the one hand, their opinions opposite that of each group in the commitment to create a company

The central contribution emphasized by this analysis is the existence of another possible determinant of the desirability for creation of company is that relating to the degree of incentive to undertake that an individual perceives on behalf of his social environment. Moreover, the favorable opinion of their entourage is in itself insufficient, and it is significant the question relating to follow or not their families, their professors and their friends.

2.ARTICULATION BETWEEN THE BELIEFS AND THE FACTORS OF THE ENTREPRENEURIAL INTENTION

The transformation of the beliefs of the individuals into true intentions is thus, a possible but no obvious case. So, the intention seems as a more advanced stage in the process of the creation of companies and can constitute a more relevant preacher of the behavior in connection with the psycho-sociological attitudes, the beliefs or the other variables (Krueger and Carsrud, 1993).

In fact, the contribution of the beliefs in the formulation of the intentions also requires other aspects relating to social cognition in general and the enrichment of competences by the means of the systems of motivations in general and the system of objectives in particular (Bandura 1986). In other words, the entrepreneurial intention presents an essential character relating to the fact that made errors a possible scenario, owing to the fact that it is based partly on "beliefs" which are true and not substantially justified substantially (F Machlup, 1983).

However, an essential aspect being able to blame the beliefs of an individual and leaving their entrepreneurial intention is that relating to the uncertainty which take the form of a doubt relating to an advantage present in its environment, an individual appreciation of feasibility for the exploitation of this opportunity which being able to reinforce its desire. It is starting from this report that the concept of beliefs of feasibility is derived and who stresses the relative confidence of the individuals in their capacity to be innovated, being devoted fully to their project and finding the people qualified to help them throughout the process of the creation of company. Therefore, a strong relation can exist between the beliefs and perceived feasibility insofar as they can identify its personal capacity to carry out a given mission (Gist, 1987:472). On the basis of this idea we can derive the following assumption:

A.1: The feasibility as a subjacent factor of the entrepreneurial intention of the public civil servant is favorably explained by the beliefs (control).

In fact, the transmission of a state of beliefs in a more advanced state of intention can pass by many

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configurations. Initially, the attitudes with respect to a given behavior can be largely conditioned by the beliefs relating to the consequences of this behavior and the width and the value granted to these consequences (Krueger and Brazeal, 1994:92). In other words, significant is the question relating to the evaluation and the appreciation which makes the individual of the behavior (Ajzen, 1991:188) in spite of their validation or not. Therefore, a possible channel of transmission of the stage of beliefs to the stage of intention can be held through the attitudes. These last are in their turn, resulting from the sensitivity to the standards and the social pressure and which result from the beliefs related to what the others think about what one should do and the motivations to be conformed to the waiting of the others.

At this level, the perception of behavioral control can be explained by the collection of the advantages offered and the resources necessary to the realization of such behavior and by the belief which it will be possible to have these resources. This idea is consolidated within the framework of the theory of the planned behavior of Ajzen (1991) according to which the entrepreneurial intentions are dependent on the relative beliefs which they are positive or negative and on the behavior in terms of consequences. Moreover, according to Ajzen (2002) the process of the creation of companies is a planned behavior which can be more particularly described by the intention in comparison with the beliefs of the individual, his attitudes or his personality.

In addition, this antecedent relating to the beliefs can be also reflected on the perceived desirability or not which constitutes a basic notion and a fundamental component of the model of Shapero and Sokol (1982). The belief can thus constitute a subjacent factor of the entrepreneurial intention since the latter reflects at the same time the desire to act and the belief according to which one will act (Brand (1984). The causal bond between the beliefs and the desirability are of double dimensions. Indeed, these beliefs can relate to the consequences of the creation of a company on the one hand and the beliefs relating to the social environment on the other hand (Ajzen, 1991, Shapero and Sokol, 1982). In other words, the beliefs can be also described as desirability from the side of its character of feasibility.

On the basis of this idea, we suppose the presence of positive repercussions of the beliefs on the desire to act and thus, we can formulate the following assumption which we will try thereafter to validate:

A.2: The desire to act as a subjacent factor of the entrepreneurial intention of the public civil servant is favorably explained by the beliefs (behavioral).

While wondering about the bond between the perceived beliefs and the social standards, Ajzen (1987) showed that these last are assimilated as beliefs of the normative type which are much less relevant for the individuals who have a strong internal audit. Moreover, Bagozzi and Yi., (1989) showed that the beliefs of the individuals who post a strong orientation with the action are more supposed to be transmitted in perceived social standards.

On the basis of the above mentioned ideas and in connection with our specific framework relating to the public civil servant, we postulate the following general assumption: The beliefs condition significantly and positively the intentional factors in general and the feasibility, the desirability and the perceived social standard in particular.

In other words, the antecedents of the intention and the determinants of the behavior are thus partly the feasibility, the desirability and the perceived social standard which are worked out gradually under the effect of beliefs.

3.METHODOLOGY AND RESULTS OF THE ESTIMATES

In the light of our theoretical framework previously analyzed, we put forward the role played by the beliefs in the process of the formation of the explanatory variables of the intention. This is why we will empirically try to emerge the relevant items which rest on a theoretical base in order to determine continuous scale to be developed and to examine the beliefs subjacent with the desirability and the feasibility.

To this end, we will successively examine the dimensionality of the scale by means of the analysis in principal component (APC) then, its reliability, i.e. internal coherence between the answers by calculating alpha of cronbach and finally, we will carry out the interpretation of the axes retained by the APC.

At this level, the scale fills the conditions for the application of the factorial analysis (the KMO=0.599 and the test of Bartlett = 349.9(0.000)). A first APC according to the matrix of covariance, on 7 items is launched without specifying the number of required axes. According to the criterion of Kaiser (eigenvalue higher than 1), two factors are extracted and make it possible to put in perspective 53.7 % of the original variance.

The first factor defines the perceived financial risk and gives an account of 32.4% of the original

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variance and the second factor defines the professional evolution which explains 21.3%. The correlations of the items with the two axes extracted from the APC, after rotation vari-max, are presented below and the choice of rotation vari-max indicates that the factors are separable.

Table 1: Factorial and exploratory analyze of the scale of the beliefs behavioral subjacent with the desirability (With rotation VAr - max)

	Fact1 Score of the variables on axis 1	Fact2 Score of the variables on axis 2	Saturation by the sum of the cosine (Quality of the representation)
To enter an uncertainty	0.42		0.08
To live a risky situation	0.307		0.106
To know a financial risk	0.25		0.306
To earn more money	0.73		0.559
To take new responsibilities		0.412	0.643
To widen its professional experience		0.398	0.76
To Test something again		0.277	0.315
Variance	3.13		1.57
% explained variance	32.4%		21.3%

With regard to the items of the beliefs of control (subjacent with the feasibility), the analysis in principal component (APC), takes into account 8 items of the family of the indicators having contributed to the construction of the first factor which define the system of assistance founded by: the financial assistance, helps of the industrial partners, customers and of the potential suppliers, logistical and legal support.

Moreover, the family of the indicators having contributed to the construction of the second factor defining the public and apprehended competences of the civil servant from the of their countable and financial competences, their competences in the administrative and legal domains, and their competences as regards the management of the company.

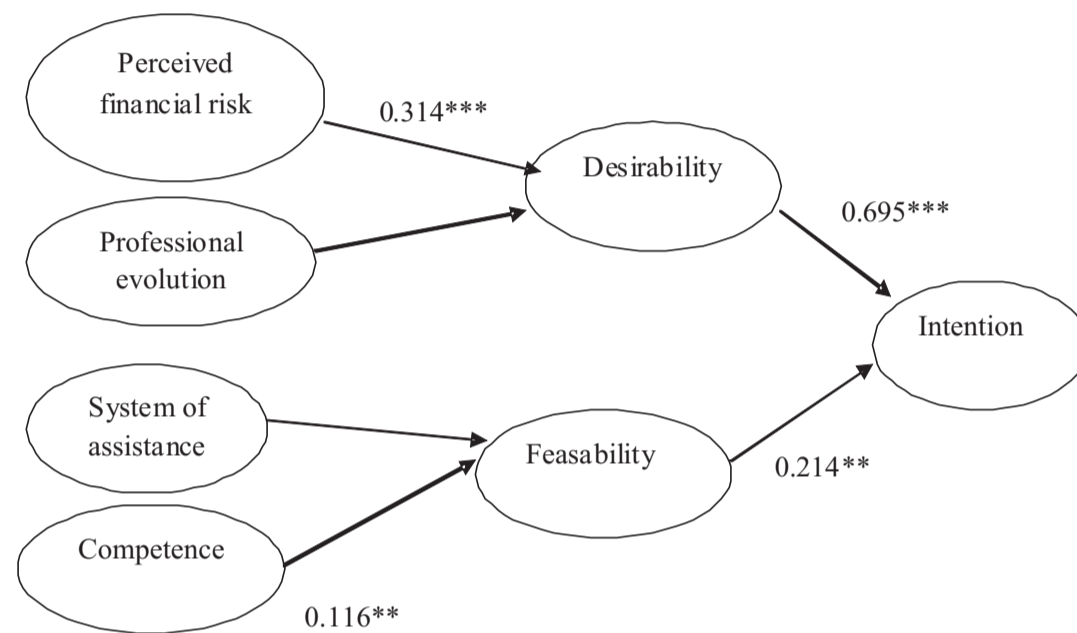
Table 2: Factorial and exploratory analyze of the scale of the beliefs of control and subjacent with the feasibility (With rotation VAr - max)

	Fact1 Score of the variables on axis 1	Fact2 Score of the variables on axis 2	Saturation by the sum of the cosine (Quality of the representation)
To obtain a financial assistance	0.42		0.08
To find prospective partners, industrial, customers or suppliers	0.307		0.106
To obtain logistic and legal supports	0.25		0.306
To have competences in countable and financial matters	0.73		0.559
To have competences in the administrative and legal domains		0.354	0.643
To have competences as regards management of company		0.812	0.76
Variance	2.13		1.57
% explained variance	33.2%		28%

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The results of the table above, enables us to carry out the following analysis: The APC with rotation, made it possible in three iterations to synthesize the 8 items to present the beliefs of control (subsequent with the feasibility) in two factors which explain in its turn 61.2% of the original variance. The graph below illustrates the results of the broken up modeling of the beliefs and underlines which variables have significant effects on the formation of the desirability and the feasibility.

Graph 1: Synthesis of the complete model of the intention: Results of the estimate



(**), (***), respectively significant coefficients at the threshold of 5% and 1%.

Indeed, the estimates mentioned above emphasize the crucial role played by the financial risk on the desirability and this idea was consolidated empirically by a largely significant effect (with the threshold of 1%), and consequently the desirability is mainly explained by the beliefs of the perceived financial risk which can be the source of motivation for the public civil servant.

In addition, these results made it possible to show a significant effect of the variable competence as a source of personal effectiveness (with the threshold of 5%). More precisely, the desirability and feasibility are mainly and respectively explained by the beliefs of the financial risk and the public competences of the civil servant.

4. CONCLUSION

For better diagnosing and radically locating the determinants of the decision of the entrepreneurial action, we undertook an empirical work of the subjacent factors of the beliefs of desirability and feasibility. In this respect, our results of the estimates show that the desirability are significantly and positively affected by the beliefs by the intermediary of the perceived financial risk whereas the feasibility are dependent on the beliefs by the intermediary of the competences. These results translate the confirmation of the assumptions A.1 and A.2.

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