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THE IMPACT OF ORGANIZATIONAL AND INDIVIDUAL FACTORS ON THE ENTREPRENEURIAL INTENTIONS: IN CASE OF RANONG THAILAND

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ABSTRACT

The aim of this research paper is to find out the influence of organizational an individual factors on the entrepreneurial intention from the perspective of Thailand. This research paper has followed a quantitative research design where survey questionnaire is used for data collection. The survey questionnaire is based on a five-point Likert scale in order to collect numeric data. The sample of this research paper is 480 individuals working in different sector in Thailand as well as the current and potential entrepreneurs. The data has been analysed with the help of Smart PLS where different techniques including correlation and regression have been used to test the hypothesis of the study. The results of this paper have signified that the hypothesis for the relationship between innovative climate and entrepreneurial intentions is rejected. Similarly, the relationship of innovation orientation and entrepreneurial orientation is also found to be statistically insignificant. Moreover, technical excellence, self-efficacy, and job satisfaction are found to have a significant impact over entrepreneurial intentions.

INTRODUCTION

Work factors and personal factors play an important role in terms of shaping up the entrepreneurial intentions in an individual. There is a considerable amount of literature available on the different kinds of factors that contribute towards the creation of entrepreneurial intentions in an individual. This research is focused towards assessing both the personal-level factors as well as the organizational factors that drives entrepreneurial intentions in an individual. In this research, entrepreneurial intentions are measured with the help of desirability and feasibility of doing a business (Lam, Zhang, & Baum, 2001). The individual factors that are considered in this research paper are self-efficacy, innovation orientation, and job satisfaction (Krueger Jr, Reilly, & Carsrud, 2000). On the other hand, the organizational factors taken into consideration are: innovative climate and incentives.

According to the study of Biraglia and Kadile (2017); Ridha and Wahyu (2017) entrepreneurial intention is defined as the specific behavior of an individual for starting the business. Intentions support in the prediction of the behavior and further reflect on committing to the behavior on the basis of future actions. In general, entrepreneurial intentions are action oriented and is related with the creation of the venture or planning of acquisition. As per the study of Henley, Contreras, Espinosa, and Barbosa (2017) the entrepreneurial intentions is being studied from various different approaches in which the theory of planned behavior (TPB) has indicated that the entrepreneurial intention is dependent on mainly three factors which consist of perceived feasibility, desirability and social norms. With reference to perceived desirability, it is defined as the degree or attitude of the individual that enjoys towards being entrepreneurial. The perceived feasibility is reflected to the individual's self-perceived capability for understanding the venture of the business and lastly, the social norms reflects on the social beliefs and norms for adopting this particular behavior (Henley et al., 2017; Mwiya, Wang, Shikaputo, Kaulung'ombe, & Kayekesi, 2017; Pejic Bach, Aleksic, & Merkač-Skok, 2018).

With respect to the study of Kasabov (2016) the government of Thailand is taking initiatives for increasing entrepreneurs in the past few decades. The authorities of Thailand are taking measures by introducing programs across high and low technology sectors that can aid in the growth of entrepreneurs in the country. One of the initiatives that was launched in Thailand was the 'One Tambon One product' or also referred to as OTOP in the period 2001 by the administration of Thai for the restructuring of national economic. The purpose of the initiative was to support the value-added and high quality agricultural and artisanal entrepreneurs among the rural area of Thailand. Similarly to the informal industries, entrepreneurship in Thailand plays an important role on the development and emergence of small-scale industries in the rural areas. The activities of entrepreneurs create employment in the country which breeds innovation and also leading towards the economic growth of the country (Halloran, Roos, Flore, & Hanboonsong, 2016; Kasabov, 2016).

On this basis, the study of Joseph, Ainsworth, Mathis, Hooker, and Keller (2017) has highlighted that the individuals needs to have an intention or attitude of an entrepreneur that can lead to the success of the business establishment. There are wide range of elements that influences the entrepreneurial intentions of an individual in which the study form the perspective of Ajzen's theory of planned behavior indicated that the factors consist of family background, desire for independence, need of achievement and norms and values. In addition, the study conducted by Lee, Wong, Der Foo, and Leung (2011) highlights two major elements that influences on the entrepreneurship intentions which comprises of organizational and individual factors. The factors included in the organizational element are the innovative climate and incentive whereas the factors included in individual factors are innovation orientation and self-efficacy.

There are wide number of studies from different countries that is conducted for evaluating the impact of the factors that contribute towards the entrepreneurship intention. For instance, the study of Joseph et al. (2017) is conducted to evaluate the factors on the basis of Malaysia country whereas Cao and Ngo (2019) conducted the study in Vietnam. With respect to Thailand, there are no particular studies that are conducted for evaluating the factors that influences on the entrepreneurial intentions. Thus, this is the gap that is identified in the study where the following research is aimed towards fulfilling the gap and evaluating the factors that influences on the entrepreneurial intentions. The fundamental aim of this research is to analyze the role of individual and organizational related factors and its impact on the entrepreneurial intentions. In order to achieve this aim, the following objectives have been formed:

- To study the significance of entrepreneurial intentions in the existing literature
- To assess the individual factors that drive entrepreneurial intentions
- To determine the organization and individual factors that contributes towards creating entrepreneurial intentions

The significance of the study is that it can help in determining the factors that influences on the entrepreneurial intentions in Thailand as what particular factor significantly boosts the students and individuals towards starting new business. In this perspective, the government and respective authorities of Thailand can also take measures for boosting and promoting entrepreneurship amongst he students and other individuals. In addition, the study can also support Thailand in improving the minds of the students by developing a mindset of being an entrepreneur. Lastly, the factors identified in study of Lee et al. (2011) is incorporated in the study which supported in determining the organizational and individual factors that influences on the entrepreneur intentions. The study of Lee et al. (2011) has also aided in the development of the questionnaire which would be distributed among the entrepreneur for identifying the major factors.

LITERATURE REVIEW

As per the study of Belás, Dvorský, Tyll, and Zvarřková (2017); Saji and Nair (2018) the concepts of entrepreneurship and innovation is receiving high recognition form the academics especially universities. Globally, universities are embracing entrepreneurship programs that intend to create an influence among the attitudes and intentions of the students. The term entrepreneurship is defined as the process of designing, introducing and operating a new business which is often considered as a small business. Belás et al. (2017) have indicated that an entrepreneur that has achieved their degree on higher education has been able to better perform in their businesses. The students that are enrolled in the entrepreneurial education usually exhibit such courses to enhance their entrepreneur intention. The environmental intention is a widely used term which means the mind of person's experience, attention and action towards the achievement of the business goal. In general, it is referred to an individual's motivation or characteristic for being an entrepreneur and starting its own small scale business (Hockerts, 2017; Kerdpitak, 2020; Meoli, Fini, Sobrero, & Wiklund, 2019).

With respect to entrepreneurship intention, Pfeifer, Šarlija, and Zekić Sušac (2016) has highlighted that understanding the factors that encourages individuals to become entrepreneur has remained an important question. The factors that attribute towards the individuals in becoming entrepreneur differ among the individual due to different behavior, culture, attitude and mindset. Thus, this becomes a challenge for the researcher to identify the factors that influences on the entrepreneurship intentions. With respect to Lee et al. (2011) there are two major factors that influence the individuals' intention on becoming entrepreneur which consist of organization and individual factors. With respect to organizational factor, a supportive climate of an organization with respect to

commitment of management, peer support and growth for innovation leads towards job satisfaction. Furthermore, the job satisfaction results in boosting the entrepreneur intention among the individuals. In terms of individual factor, the element that causes the individual to become an entrepreneur is a self of achievement and recognition in the society. The factors that are highly related with the organizational factor consist of innovative climate and incentives whereas the factors that are identified for individual consist of self-efficacy, innovation orientation and job satisfaction (Lee et al., 2011; Omorogbe & Oyekola, 2019).

Innovative climate is defined as a supportive organizational environment where the management has employed favorable policies for the employees that contributes towards their growth in their professional career (Bos-Nehles & Veenendaal, 2019; Waheed, Miao, Waheed, Ahmad, & Majeed, 2019). The organizations develop a work environment for the employees which encourages them to accept challenges while providing the adequate technologies that is related with their field while also providing them challenging work. In addition, the innovative climate aids the employees in polishing their skills through taking risk and challenging work that satisfies their innovative skills which are currently in demand with the competitive climate (Vargas-Hernández & Jiménez Solís, 2019; Waheed et al., 2019). Similarly, the study conducted by Al Shehhi and Ahmad (2017) has highlighted that the innovative climate in an organization can stimulate innovation among the employees. The climate supports the employees in generating new ideas as well as resulting in changing their behavior. It is also observed that the innovative climate also leads towards in influencing the entrepreneurial intentions where the employees are encouraged to start their own business due to polishing their innovative skills. Hence, in this perspective, the first hypothesis of the study is designed with respect to innovative climate.

H1: Innovative climate has a significant influence on the entrepreneurial intentions.

Another major factor that is highlighted in the study of Lee et al. (2011) is the incentives with respect to organizational factor. The incentive is defined as the rewards that are provided by the organization that overall leads towards job satisfaction. The higher the incentives, the more the employee are satisfied by its job. Poor incentives provided the organization indicates that it lacks support and can have adverse effect to the employee's satisfaction. With respect to the incentives, Jonathan, Sinah, Idowu, and Karabo (2017) has also indicated that incentives provided to the female farmers in the North-West Provice has boosted their motivation for becoming an entrepreneur. Thus, this study indicates that the incentive can become a major attribute towards boosting the entrepreneurial intention. In this perspective, the second hypothesis of the study is provided below:

H2: Technical excellence incentives has a significant influence on the entrepreneurial intentions.

The factor self-efficacy represents the factor of individual towards influencing entrepreneurial intentions. Self-efficacy is defined as the belief of the individual or its capability to execute behaviours that are critical for producing specific attainment in performance. Self-efficacy reflects on the confidence of its ability for controlling its behavior, motivation and attitude (Hayashi, Chen, Ryan, & Wu, 2020; Panadero, Jonsson, & Botella, 2017). With respect to self-efficacy, the study of Mauer, Neergaard, and Linstad (2017) has indicated that self-efficacy plays a major influence on the mind set of becoming entrepreneurs among the individuals. Self-efficacy has become an important element towards the social psychology that affects the intention of becoming entrepreneur. Hence, the third hypothesis of the study reflects on the following:

H3: Self-efficacy has a significant influence on the entrepreneurial intentions.

Innovation orientation is another aspect of the individual factor that is considered as a factor to influence on the entrepreneur intention (Dai, 2020; Gülsün & Miç, 2019; Lee et al., 2011). The innovation orientation reflects upon the person's ability to open to new ideas through adopting new technologies, developing new skills and growth of experience (Norris & Ciesielska, 2019; Valmohammadi & Jarihi, 2019). Similarly, the study conducted by Tran and Von Korflesch (2016) has indicated that openness is a personality that describes a person who is imaginative, curious, and creative and intellect. The elements that are discussed are the aspects of an entrepreneur who is willing to start a business due to having these particular values within him/her. Moreover, the study of Cavazos-Arroyo, Puente-Díaz, and Agarwal (2017) has indicated that the individuals who possess the value of innovation orientation has strong motivation towards establishing their small business and becoming entrepreneur. Hence, the fourth hypothesis is established with respect to innovation orientation.

H4: Innovation orientation has a significant influence on the entrepreneurial intentions.

The last factor that is highlighted in the study of Lee et al. (2011) which represents the individual factor is the job satisfaction. The term job satisfaction is referred to the happiness and satisfactory of the employees with their job. There are various factors that contribute towards the employee's job satisfaction which consist of challenging responsibility and role that contributes towards their growth and performance. High incentives and good compensation is another factor towards the job satisfaction. The employees that has strong satisfaction on their job are considered to be highly committed towards their work and are willing to stay for long-term (Bakotić, 2016; Kampkötter, 2017). On the contrary, the study of Jeong and Choi (2017) has indicated that employees that are less satisfied by their job often have strong intention for either leaving that particular organization or starting their own business. Hence, it can be an indicator that employees with low job satisfaction are found to have strong entrepreneurial intention. Thus, the fifth objective of the study is highlighted below:

H5: Job Satisfaction has a significant influence on the entrepreneurial intentions.

A very important consideration is that of the economy of Thailand for this particular research study. The economy of Thailand is largely characterized by exports and is heavily dependent on the same (Cakmak & Çenesiz, 2020). The exports of the economy amount to as much as about two-thirds of the total GDP of Thailand. Although the country itself is a very newly industrialized Nation, it carries a GDP of around USD 505 billion and it goes on to becoming the eighth largest Asian economy as per the reports of the World bank. The economy of Thailand, as of the Year 2019, grew at an annual rate of 3.8%. The currency of Thailand, as per the reports of the World bank in the year 2017 (Schaffar, 2018) ranked as the tenth most frequently used currency across the world.

The breakdown of the economy of Thailand is such that the service sector and industrial sector are the two main factors of the gross domestic product. The agricultural sector in the country yields as much as 8.4 % of the Gross Domestic Product that is very low as compared to the logistics, communications and trade sectors (Schaffar, 2018). In the South East Asian region, Thailand is the second largest economy, second only to Indonesia. The per capita Gross Domestic Product of the economy is USD 7,274 as reported from the year 2018. In the category of external trade volume, the country ranks second only after Singapore in the Southeast Asian region (Cakmak & Çenesiz, 2020; Egbunike & Okoye, 2017).

METHOD

This research paper has followed a quantitative research design where survey questionnaire is used for data collection. The survey questionnaire is based on a five-

point Likert scale in order to collect numeric data. The sample of this research paper is 480 individuals working in different sector in Thailand as well as the current and potential entrepreneurs. The data has been analysed with the help of Smart PLS where different techniques including correlation and regression have been used to test the hypothesis of the study.

ANALYSIS AND RESULTS

Confirmatory factor analysis

In accordance to the research method that has been specified in the previous section, confirmatory factor analysis has been used for assessing the reliability and validity of the different constructs in the research model. Prior to determining an interpreting relationship of different variables, it is significant to study that whether or not they are statistically viable. According to Yusoff (2011) to prove the statistical viability of variables, the value of factor loadings should be higher than 0.6. The following table shows the construct factor analysis that includes different metrics for reliability and validity of variables that are used in the model:

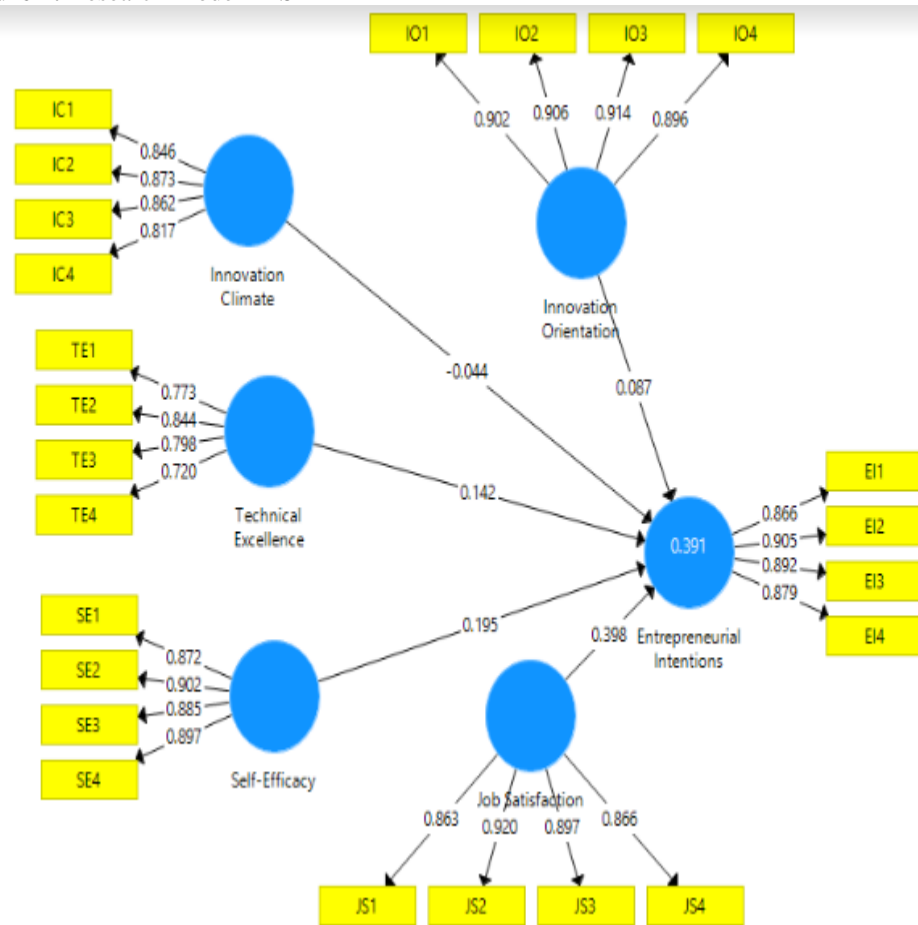
Table 1: Confirmatory Factor Analysis.

| | Factor Loadings | Cronbach's Alpha | Composite Reliability | Average Variance Extracted (AVE) |
|-----|------------------------|-------------------------|------------------------------|---|
| EI1 | 0.866313817 | 0.908474916 | 0.935794544 | 0.784702959 |
| EI2 | 0.905495378 | | | |
| EI3 | 0.892217151 | | | |
| EI4 | 0.87882813 | | | |
| IC1 | 0.846464121 | 0.871749717 | 0.912351627 | 0.722522185 |
| IC2 | 0.873319924 | | | |
| IC3 | 0.861843076 | | | |
| IC4 | 0.817389783 | | | |
| IO1 | 0.901794216 | 0.925996667 | 0.947376462 | 0.818214081 |
| IO2 | 0.906314477 | | | |
| IO3 | 0.914242829 | | | |
| IO4 | 0.895755342 | | | |
| JS1 | 0.863263182 | 0.909394277 | 0.936504005 | 0.786771988 |
| JS2 | 0.920081156 | | | |
| JS3 | 0.89703616 | | | |
| JS4 | 0.866395651 | | | |
| SE1 | 0.87220451 | 0.911866352 | 0.937961051 | 0.790810994 |
| SE2 | 0.901917231 | | | |
| SE3 | 0.885204635 | | | |
| SE4 | 0.897474975 | | | |
| TE1 | 0.773390944 | 0.792381659 | 0.864925688 | 0.616278867 |
| TE2 | 0.844018858 | | | |
| TE3 | 0.797779224 | | | |
| TE4 | 0.719834976 | | | |

The above table indicates that for each variable and sub variable, the value of factor loading is greater than the generally accepted value of 0.60. Hence, the variables are suitable for testing relationships and associations. The second measure for assessing the reliability of the variables is Cronbach's Alpha which is commonly used to test the internal consistency of the scale used (Gliem & Gliem, 2003). The Cronbach's alpha needs to be higher than 0.70 to consider the variable statistically reliable. In consideration to the values present in the above table, as per the measure of Cronbach's alpha, all the variables included in this research model are statistically significant. Another measure

mentioned in the above table is that of average variance extracted (AVE), this measure indicates the variance of a variable represented against the variance caused due to error in measurement. In the study of Alarcón, Sánchez, and De Olavide (2015) the suitable benchmark of AVE is considered to be greater than or equals to 0.5. Similar to other metrics in the above table, for this metric as well, all the variables lie within the benchmark of validity. Thus, the overall results of confirmatory factor analysis shows that the variables can be tested further as they are statistically reliable and valid. The following image shows the factor loadings of the entire model of this research paper:

Figure 1: Research Model PLS



Discriminant validity

Discriminant validity is measure that indicates that are the variables that should be unrelated to each other are in fact dissimilar or not. For assessing the discriminant validity of the variables in the model, the following table presents the results:

Table 2: Discriminant Validity.

| | Entrepreneurial Intentions | Innovation Climate | Innovation Orientation | Job Satisfaction | Self-Efficacy | Technical Excellence |
|----------------------------|----------------------------|--------------------|------------------------|------------------|-----------------|----------------------|
| Entrepreneurial Intentions | 0.885834611 | | | | | |
| Innovation Climate | 0.304236744 | 0.85001305 | | | | |
| Innovation Orientation | 0.448450441 | 0.552761551 | 0.904551867 | | | |
| Job Satisfaction | 0.549219297 | 0.222023573 | 0.433864876 | 0.887001684 | | |
| Self-Efficacy | 0.461390249 | 0.639481235 | 0.697123546 | 0.389130156 | 0.88927554 4 | |
| Technical Excellence | 0.405092111 | 0.616114719 | 0.546748123 | 0.33636217 | 0.55923311 3 | 0.7850343 09 |

For this research paper, the value of Heterotrait-Monotrait Ratio (HTMT) has been used to assess discriminant validity. To validate that the variables supposed to be unrelated to each other are not related, the value of HTMT ratio needs to be lower or equal to 0.90. If not, it indicates that the variable are related (Fibriasari, 2019; Samar, Ghani, & Alnaser, 2017). All the values for the variables are lower than 0.90 indicating that the variables supposed to be unrelated are not related which further indicates the validity of the variables and sub-variables.

Basic model

This paper is focused on finding out the impact of organisational and individual factors on entrepreneurial intentions. This paper has considered innovative climate, technical excellence, self-efficacy, innovation orientation, and job satisfaction as the predicting factors and the dependent variable in the research model is entrepreneurial intentions. The following table indicated the values of R square for the model:

Table 3: Basic Model.

| | R Square | R Square Adjusted |
|----------------------------|-------------|-------------------|
| Entrepreneurial Intentions | 0.391408074 | 0.383071198 |

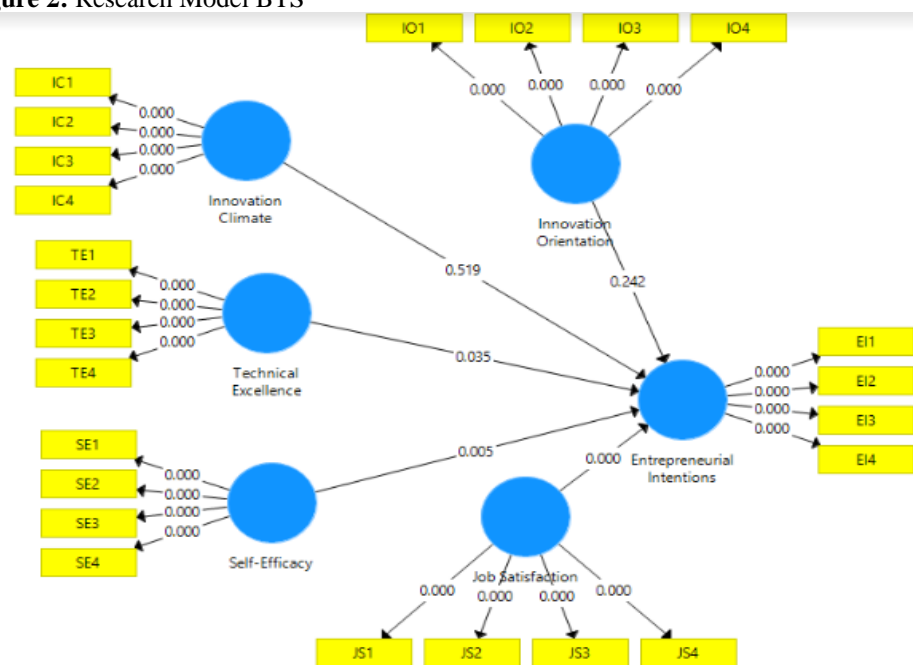
The table indicates the value of R-square and adjusted R-square, the former explains the extent to which the predicting factors can explain the variance or changes that occur in the dependent variable and the latter value is the same however, after adjusting for any unnecessary factors. For the model of this research paper, the value of R-square is 0.391 showing that innovative climate, technical excellence, self-efficacy, innovation orientation, and job satisfaction can explain 39.1% of changes that are caused in entrepreneurial intentions. Similarly, after adjusting the model for any inaccuracies, the value of adjusted R-square is 0.383 showing that innovative climate, technical excellence, self-efficacy, innovation orientation, and job satisfaction can explain 38.3% of changes that are caused in entrepreneurial intentions. The following table shows the results of the coefficients in this model:

Table 4: Coefficients Table.

| | Original Sample (O) | T Statistics ((O/STDEV)) | P Values |
|--|---------------------|--------------------------|-------------|
| Innovation Climate -> Entrepreneurial Intentions | -0.044801207 | 0.645233935 | 0.518805191 |
| Innovation Orientation -> Entrepreneurial Intentions | 0.086620105 | 1.170134252 | 0.242002679 |
| Job Satisfaction -> Entrepreneurial Intentions | 0.398511726 | 6.571887053 | 5.47402E-11 |
| Self-Efficacy -> Entrepreneurial Intentions | 0.194547229 | 2.837780415 | 0.004561133 |
| Technical Excellence -> Entrepreneurial Intentions | 0.142292206 | 2.113652678 | 0.034594331 |

The first predicting factor in the above table is innovation climate which seems not to have a significant individual impact on the entrepreneurial intentions as the p-value is 0.51 and hence higher than the benchmark of alpha value. The second predicting factor in the above table is innovation orientation which seems not to have a significant individual impact on the entrepreneurial intentions as the p-value is 0.51 and hence higher than the benchmark of alpha value. Next is the factor of Job Satisfaction for which the respective p-value is 0.000 hence, implying a statistically significant impact of job satisfaction over entrepreneurial intentions. Next is the factor of self-efficacy for which the respective p-value is 0.004 hence, implying a statistically significant impact of self-efficacy over entrepreneurial intentions. The last factor is of technical excellence for which the respective p-value is 0.003 hence, implying a statistically significant impact of technical excellence over entrepreneurial intentions. The following image shows the model, their associations and their respective p-values signifying the relationships:

Figure 2: Research Model BTS



HYPOTHESIS TABLE

For concluding the results of this research, the following table shows the hypothesis of this research along with their respective p-values. This table shows the hypothesis that have been accepted and the one that have been rejected on the basis of their sig values:

Table 5: Hypothesis.

| S. No. | Hypothesis | Sig Value | Results |
|--------|---|-----------|----------|
| H1 | Innovative climate has a significant influence on the entrepreneurial intentions | 0.518 | Rejected |
| H2 | Technical excellence incentives has a significant influence on the entrepreneurial intentions | 0.034 | Accepted |
| H3 | Self-efficacy has a significant influence on the entrepreneurial intentions | 0.004 | Accepted |
| H4 | Innovation orientation has a significant influence on the entrepreneurial intentions | 0.242 | Rejected |
| H5 | Job Satisfaction has a significant influence on the entrepreneurial intentions | 0.000 | Accepted |

The above table shows that the hypothesis for the relationship between innovative climate and entrepreneurial intentions is rejected. Similarly, the relationship of innovation orientation and entrepreneurial orientation is also found to be statistically insignificant. Moreover, technical excellence, self-efficacy, and job satisfaction are found to have a significant impact over entrepreneurial intentions.

CONCLUSION

Entrepreneurial intention, as per the contemporary research literature, have been much of a debate amongst the scholars and researchers in the area of entrepreneurship and business. Although there are many different dimensions of this discussion and debate in the scholarly prediction on entrepreneurship and entrepreneurial intention, one aspect of the discussion related to the various factors of an organisational and individual nature that have a direct impact on the same. In this particular research study, an attempt has been made to analyse the influence of individual and organisational factors on entrepreneurial intention. The case of Thailand has been considered primarily due to main reasons. Firstly, there is a lack of research literature on Thailand regarding the influence of individual and organisation lectures on entrepreneurial intention and hence, it becomes necessary to investigate the subject matter used in different research methodologies. The second reason is that the relationship between entrepreneurial intentions and the various organisational and individual factors is such that there exist an extensive element of complexity which bars the scholars and researchers to delve down into the subject matter - not to mention that substantial lack of empirical evidence in this regard poses a major barrier to discussion pertaining to the same domain.

In this connection, this research study was designed on quantitative lines. The fundamental aim of research study under consideration was to explore the impact of organisational and individual factors on the construct of entrepreneurial intentions. In order to achieve this aim, three distinct research objectives were analysed for accepting the analysis in this study. These objectives of the study were to study the significance of entrepreneurial intention in the existing literature, to assess the individual factors that drive entrepreneurial intentions, and to determine the organisational and individual factors which contribute towards the creation of entrepreneurial intentions.

Keeping this research objectives in focus, three distinct hypotheses were postulated. The first hypothesis was that innovative climate have a significant influence on the entrepreneurial intentions. The second hypothesis was that technical excellence incentives have a significant influence on entrepreneurial intention, why did the third hypothesis was that self-efficacy has a significant influence on entrepreneurial intentions. The quantitative analysis conducted in this research, that involved smart pls as the quantitative research analysis technique, revealed that all of these hypotheses may be evaluated as per the collected data.

LIMITATIONS AND FUTURE RESEARCH

Although the analysis is comprehensive and triangulated research has been conducted on the data collected from the survey questionnaire designed for the purpose of research, there are two underlying limitations which may be overcome in the future research. The first important limitation is that of the research methodology which has been adopted in this research. The quantitative methodology and research design have been adopted. However, either a completely qualitative methodology or a mixed methods research design could have been adopted which could have, in turn, resulted in a much more detailed analysis into the subject matter. According to Basias and Pollalis (2018) quantitative research design such as the one conducted in this study, may yield important result. But a qualitative research design helps the researcher in diving into the research aim and objective and to contribute to the contemporary research literature with new theoretical postulations and findings.

The second important limitation of this study is that of the sample size. Even when the quantitative research design has been employed to conduct the analysis, the sample size of 400 ($n = 400$) could have been increased to at least, say, 1000 or 1500 individuals in order to make the sampling more representative (Boddy, 2016; Eshetu & Goshu, 2019). This is also an important limitation which may be overcome in future research.

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