Assessing the determinants of the Entrepreneurial Career intention of Generation Z

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Abstract

This study is an attempt to assess the determinants of entrepreneurial career intention of Generation Z. Understanding the entrepreneurial career intention is of fundamental importance as Generation Z will be the future workforce. Factors like job autonomy, perceived job satisfaction, perceived motivation and family support were assessed vis à vis the entrepreneurial career intention of the Generation Z. The Social Identity Theory (SIT) was adopted to better understand the model and the Generation Z entrepreneurial career intention. An online survey method was utilized to collect the data. The PLS-SEM was used to test the proposed model. The results suggest that family support and perceived motivation have a positive and significant relationship in guiding the entrepreneurial career intention of Generation Z. The findings and limitations are discussed as well.

Keywords: Entrepreneurial career intention, Generation Z, perceived job satisfaction, perceived job autonomy, family support, perceived motivation

1.0 Introduction

Much researches have been conducted to understand the characteristics traits of the millennial (eg. DeBard, 2004; Bergman et al., 2011; O’Connor and Raile, 2015; Dimock, 2019; Gaidhani, Arora and Sharma, 2019), however on a closer look very little effort has been made to understand the Generation Z with regards to their career intentions. The Generation Z also referred to Gen Z has been defined as those individuals who are born after the millennial and who are currently tertiary students who will be entering the workplace soon (Williams, 2015; Shatto and Erwin, 2016). Understanding the career intention of this generation remains a fundamental aspect for scholars and practitioners as these individuals will be the future workforce and leaders and will have a significant impact on the overall development of the economy and the organizations as well. Generation Z are individuals according to demographers who are born as early as 1990’s to mid-2000’s (Williams, 2015).

Gen Z has been portrayed as individuals who are agile with technologies, therefore making excessive use of their cellphones. It can be said that the Gen Z are people who have plenty of

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information through the use of their smart devices and often because of the overload of the information, they tend to lose focus and interest in whatever they are doing. Therefore, understanding the complexities of this generation somehow will help them to perform better in life. It needs to be acknowledged that the Gen Z has been exposed to experience and witness the success of entrepreneurs like Larry Ellison, Michael Dell, Richard Branson, Mark Zuckerberg, Warren Buffet and Bill Gates amongst others. This study is aimed at assessing the factors influencing the entrepreneurial career intention of the Generation Z as this generation is exposed to a lot of information, creativity and innovation with their exposure of online services and social media (Shatto and Erwin, 2016).

Various studies have been conducted so as to better understand the determinants of entrepreneurial career intention of individuals (Pihie and Akmaliah, 2009; Ahmed et al., 2010; BarNir, Watson, and Hutchins, 2011; Sondari, 2014). Factors like innovativeness (Aliman and Jalal, 2013), entrepreneurial education, family background (Ahmed et al., 2010), entrepreneurial experience, risk propensity (Zhao, Seibert, and Hills, 2005), gender and self-efficacy (BarNir, Watson and Hutchins, 2011) amongst others. Denanyoh, Adjei and Nyemekye (2015) proposed a positive relationship between family support and entrepreneurial career intention. Kolvereid (1996) believed that job satisfaction and positively influences entrepreneurial career intention. Yukongdi and Lopa (2017) reported a positive relationship between job autonomy and entrepreneurial career intention. Based on past research, this study has identified factors like perceived job satisfaction, family support, perceived motivation and perceived job autonomy as potential variables to be influencing the career intention of Generation Z. It is also important to be taken into consideration that research supporting the positive relationship between perceived motivation and entrepreneurial career intention has not been proposed before. However, motivation has been perceived to be one of the most contributive factors by various scholars (Sherif, Nimran and Prasetya, 2014; Ganta, 2014; Avbar, 2016) that enhances both the personal and professional lives of people. Therefore, perceived motivation has been proposed to be influencing entrepreneurial career intentions of the Gen Z.

To the best of the author’s knowledge, there is not one such study that has encompassed all the mentioned variables in one integrative model. Therefore, the proposed model is expected to provide better understanding of the subject matter and also contributing to the existing literature through the use of multivariate analysis. It was important for the researcher to make use of the multivariate analysis as this method allows the researcher to analyze several variables at the same time (Hair et al., 2017). Even, if the results do not support the expectations of the researcher, the researcher can always try explanation based on theoretical context (Hair et al., 2017). More so, it was important for the purpose of this research to analyze both the dependent and interdependent relationships among the variables so as to delve more in-depth into the subject matter and also understanding the complexities when dealing with several variables at the same time. It also enables the researcher to understand how the interdependent relationships among the variables might influence the respondents’ overall perception with regards to the dependent variable.
2.0 Literature Review

2.1 Theoretical Support

Social Identity Theory (SIT) has been identified as a potential theory to help in further understanding the entrepreneurial career intention of Generation Z and also to be supporting the proposed relationships among variables. SIT can be defined as the extent to which an individual is able to relate himself/herself to a specific group (Tajfel and Turner, 1985; Hogg and Abrams, 1988). Ashforth and Mael (1989) believed that SIT as well help individuals to socially classify themselves in their social environment. Entrepreneurs can be categorized as such a group of individuals who are well viewed in the society and enjoy a higher status compared to working individuals (Lee, 1996). Therefore, by adopting an entrepreneurial career, Generation Z will be able to better identify themselves with that specific career and they will be enjoying a respectable social position in their social milieu. By understanding the basics of SIT, it enables to deeply understands the connections between the independent and dependent variables. The ultimate entrepreneurial career intentions of the Gen Z are at the end to enable one to have an identity in the society. As Oakes (1987, p.118) rightly specified that social identity "is functioning psychologically to increase the influence of one's membership in that group on perception and behavior", thus this explains why it is important to study the proposed factors and to what extent they influence the entrepreneurial career intention of the Gen Z. Therefore, this study argued that SIT will help to better assess the proposed hypotheses and the theoretical model will have a good foundation.

2.2 Family Support and Entrepreneurial Career Intention

Various studies proposed a positive relationship between family support and entrepreneurial career intention (Holland, 1973; Matthews and Moser, 1996; Denanyoh, Adjei and Nyemekye, 2015). Family support can be said to be one of the most important factors (Edelman, Manolova, Shirokova and Tsukanova, 2016) to be influencing entrepreneurial career intention of youngsters. Youngsters often discuss and take suggestions from their close circles who are most likely to be influencing their decision making. Family can be portrayed as those individuals who will want the best for their children. Koropp et al. (2013), Newbert et al. (2013) and Laspita et al. (2012) as well support the positive link between family support and entrepreneurial career intention. SIT can be said to support this hypothesis as a family will tend to support those career intentions that will enable their child to have a place in the society. Entrepreneurs are better viewed in society (Lee, 1996), therefore encouraging their kid to undertake such career is understandable. Therefore, the below hypothesis is proposed:

H1: There is a positive relationship between family support and entrepreneurial career intention

2.2 Perceived Job Satisfaction and Entrepreneurial Career Intention

This study proposes a positive relationship between perceived job satisfaction of Generation Z and their entrepreneurial career intentions. Having a proper perspective on the level of job satisfaction somehow guides individuals to make a proper career decision. The study of Eden (1973), Thompson, Kopelman and Schriesheim (1992) and Kolvereid (1996) as well believed of a positive relationship between perceived job satisfaction and entrepreneurial career intention. This positive association can also be linked to the fact that being an entrepreneur already gives someone a well viewed place in the society from SIT basis. Working and earning that status as
well will definitely bring job satisfaction to future entrepreneurs. “Being your own boss” as well can be said to be contributing significantly in the perceived job satisfaction of the future entrepreneurs. Thus, the below hypothesis is proposed:

**H2: There is a positive relationship between perceived job satisfaction and entrepreneurial career intention.**

### 2.3 Perceived Job Autonomy and Entrepreneurial Career Intention

Job autonomy can be defined as the degree of freedom that one has to exercise on his/her job. Job autonomy can also be said to be associated with a high degree of flexibility when conducting a task. Various empirical studies have reported a positive relationship between job autonomy and entrepreneurial career intention (Hundley, 2001; Danziger and Valency, 2006; Prottas, 2008; Yukongdi and Lopa, 2017). Entrepreneurs can be said to be individuals who exert a higher level of freedom in the way they want to conduct their tasks. Additional studies have also suggested that young individuals are more likely to embrace the entrepreneurial career due to the high degree of autonomy that the work has (Kolvereid, 1996; Feldman and Bolino, 2000). A high degree of autonomy somehow can be said to be related to one’s status and position in an organization. Therefore, SIT can be related to the proposed relationship between the two variables as to be an entrepreneur associates one with a certain type of people and to be enjoying a high degree of freedom and social status as well. Therefore, the below hypothesis is proposed:

**H3: There is a positive relationship between perceived job autonomy and entrepreneurial career intention.**

### 2.4 Perceived Motivation and Entrepreneurial Career Intention

The relationship between perceived motivation and entrepreneurial career intention has seldom been discussed in the literature. Few studies have tried to find an explanation to the relationship between the two variables (Segal, Borgia and Schoenfeld, 2005). Herron and Sapienza (1992, p. 49) specified, "because motivation plays an important part in the creation of new organizations, theories of organization creation that fail to address this notion are incomplete". The study of Naffziger, Hornsby and Kuratko (1994) provides much consideration with regards to the level of motivation of entrepreneurs. They believed that the level of motivation of an entrepreneur is one of the driving forces for adopting an entrepreneurial career. Solesvik (2013) as well believed that entrepreneurial motivation has a direct and positive link with one’s intention of an entrepreneurial career. Associating the job with its social status somehow contributes significantly in driving the motivation of future entrepreneurs. Enjoying the social status and to be recognized as one those independent and innovative people definitely adds to elevate the level of motivation. Thus, the below hypothesis is proposed:

**H4: There is a positive relationship between perceived motivation and entrepreneurial career intention.**

### 2.5 Family Support and Perceived Job Satisfaction

Researches have elaborated much on work-family conflict (Roxburgh, 1999; Cortese, Colombo and Ghislieri, 2010; Ru Hsu, 2011) and job satisfaction. Nevertheless, research has been scarce in addressing family support and perceived job satisfaction among entrepreneurs. Therefore, this study is proposing a positive relationship between family support and perceived job satisfaction for Gen Z. This study believes that family support contributes psychologically for Gen Z to have
a positive perception of their expected level of job satisfaction when they will embrace the
entrepreneurial career. Family support is being viewed as that strong support mechanisms that
will always be supporting the Gen Z both financially and morally. Having that constant family
support one will be more likely to be more satisfied with regards to their career intention. SIT
supports the proposed hypothesis as a family can be said to support choices that matter to the
society and they will want their children to find a suitable place in the society. Based on the
above, the below hypothesis is proposed:

**H5: Family support is positively related to perceived job satisfaction**

### 2.6 Family Support and Perceived Job Autonomy

Various studies have highlighted the relationship between job autonomy and better family life
(Voydanoff, 2004). Having more autonomy in the workplace often leads to better job satisfaction
(Clark, 2001) and providing more support to the family. This study is proposing that family will
tend to support job profiles where their children will have ample level of job autonomy. Entrepreneurs are those individuals who manage everything in their respective organisations,
therefore they exert a high degree of autonomy (De Jong, Parker, Wennekers and Wu, 2015).
Therefore, this study promotes the idea that family support is positively related to perceived level
of job autonomy of future entrepreneurs. Again, SIT supports the proposed relationship between
these two variables as being an entrepreneur carry a social status and enjoying a higher degree of
job autonomy compared to normal employees (Feldman and Bolino, 2000; Wilson, Marlino and
Kickul, 2004). Being part of the entrepreneurs’ social circle will enable Gen Z to enjoy higher
degree of autonomy and their families will be supporting that idea. Thus, the following
hypothesis is proposed:

**H6: Family support is positively related to perceived job autonomy**

### 2.7 Family Support and Perceived Motivation

Again, the relationship between family support and perceived level of motivation has been
studied independently when it comes entrepreneurs (Benzing, Chu and Kara, 2009; Ascher,
2012; Dabic, Daim, Bayraktaroglu, Novak and Basic, 2012). This study is proposing a positive
relationship between family support and perceived level motivation in the job profile of
entrepreneurs. Family will tend to support job profiles where their children will be motivated
enough to perform well and the literature has ample pieces of evidence of entrepreneurs’ level of
motivation (Naffziger, Hornsby and Kuratko, 1994; Segal, Borgia and Schoenfeld, 2005). Even,
SIT will encourage the relationship between family support and perceived level of motivation.
Based on the above the below hypothesis is proposed:

**H6: There is a positive relationship between family support and perceived motivation**

### 2.8 Perceived Job Satisfaction and Perceived Motivation

Perceived job satisfaction and perceived level of motivation have often been discussed by several
authors (eg. Wolf, 1970; Egan, Yang and Bartlett, 2004; Tella, Ayeni and Popoola, 2007) and a
positive relationship has been reported among these two variables. However, these studies have
been conducted in different contexts, but all these studies reported a positive relationship among
these variables. Studies have analyzed the level of job satisfaction of entrepreneurs (Schjoedt,
2009; Hornsby, Kuratko, Shepherd, and Bott, 2009) and level of entrepreneurs’ motivation
(Cromie, 1987; Shane, Locke and Collins, 2003). Nevertheless, research has been scarce in
assessing the proposed relationship between perceived job satisfaction and perceived motivation level among future Gen Z entrepreneurs. Being associated under the social circle of entrepreneurs somehow contributes in bringing more job satisfaction and a higher level of motivation in future entrepreneurs of the Gen Z. Based on the above, the following hypothesis is proposed:

H7: There is a positive relationship between perceived job satisfaction and perceived level of motivation

2.9 Perceived Job Autonomy and Perceived Job Satisfaction

The perceived level of job autonomy has often been related to contribute to have better job satisfaction in the workplace (eg. Chung-Yan, 2010; Skaalvik and Skaalvik, 2014; Spetz, Skillman, and Andrilla, 2017). Entrepreneurs’ perception of job autonomy has often been discussed (Yukongdi and Lopa, 2017; Zhang and SchÄ, 2017) and perceived level of job satisfaction as well (Jeong and Choi, 2017). This study is proposing a positive relationship between perceived job autonomy of future entrepreneurs from Gen Z and their perceived level of job satisfaction. The level of job autonomy that one possesses in his/her job usually demonstrates the degree of responsibility that one exerts on the job and also his/her job status. It can be related to the fact that the perceived level of autonomy determines the social status that one will enjoy. Being your own boss allows a greater degree of job autonomy and a higher degree of job satisfaction. Based on the above the following hypothesis is proposed:

H8: There is a positive relationship between perceived job autonomy and perceived level of job satisfaction

2.10 Perceived Job Autonomy and Perceived Motivation

Several studies argued of a positive relationship between job autonomy and motivation (eg. Humphrey, Nahrgang, and Morgeson, 2007; Gagné and Deci, 2005; Gagné et al., 2015). These authors believe that the level of job autonomy cultivates the level of motivation of employees. Studies conducted on entrepreneurs also proposed a positive link between job autonomy and motivation (eg. Islam and Zaki Hj. Ismail, 2008; Lukes and Stephan, 2012; Croson and Minniti, 2012). Again, SIT can be related to the idea that the perceived degree of autonomy that the Gen Z will enjoy as being an entrepreneur will definitely lead in a higher level of motivation and also to be enjoying a privileged position in their social circle. Based on the above, the following hypothesis is proposed:

H9: There is a positive relationship between perceived level of job autonomy and perceived level of motivation

3.0 Methodology

The methodology adopted for this paper was as follows: Firstly, bearing into consideration the model, the researcher had to develop a scale so as to assess the family support of respondents. Given the scarcity of finding the relevant scale, few students were asked to participate in a focus group discussion. Few questions were asked and based on the statements received a scale was devised to measure family support of the students from an entrepreneurial viewpoint. A four-item scale was devised and one item was deleted due to its low factor loading of an indicator.
The entrepreneurial career intention was assessed by the proposed scale of Krueger et al. (2000) where some wordings and sentences were modified. Perceived job satisfaction was partly assessed by the proposed Job Satisfaction Scale of Macdonald and MacIntyre (1997), that is, the first two items were borrowed and the last item was borrowed from the scale proposed by Cammann, Fichman, Jenkins and Klesh (1979). For perceived motivation, the items were partly borrowed from Tremblay et al. (2009). For perceived job autonomy, the proposed measures from Thompson and Prottas (2006). A questionnaire was designed and the Likert scale was used to assess the measures. When rating the indicators through the Likert scale, the researcher specified 1 for ‘strongly disagree’, 2 for ‘disagree’, 3 for ‘neutral’, 4 for ‘agree’ and 5 standing for ‘strongly agree’. A pilot study was conducted where 25 students were asked to provide their responses to the proposed questionnaire. The pilot study enabled the researcher to assess the content validity of the proposed questionnaire and few amendments were made. The final questionnaire was then sent to tertiary level students in Mauritius through an online survey. The Tertiary Education Commission (2017) reported for the year 2016 an enrolment rate of 38,178 for tertiary institutions in Mauritius. The questionnaire was sent to 700 current students and a response rate of (N=391) was recorded.

All the proposed scales were tested for reliability and validity and this study followed the rule proposed by Nunnally (1978) where the Cronbach Alpha score should be > 0.70 and for the composite reliability a score from 0.70 to 0.90 deemed acceptable as proposed by Nunnally and Bernstein (1994). Indicators with factor loadings greater than 0.70 were retained Hair, Ringle and Sarstedt (2011) and the convergent validity was assessed through the Average Variance Extracted (AVE) and a score of > 0.50 was deemed satisfactory, thus showing a reasonable degree of convergent validity. The analysis of the data collection followed the two-step approach proposed by Anderson and Gerbing (1988). A Confirmatory Factor Analysis (CFA) was firstly conducted followed by a Partial Least Square Structural Equation Modeling (PLS-SEM) through the Smart PLS 3.0.

This study made use of the PLS-SEM as this statistical tool is an emerging tool which is being heavily used in research in the social sciences fields (eg. Sarstedt et al., 2014; Hair, Ringle and Sarstedt, 2011; Richter et al., 2016; Ali et al., 2018). PLS-SEM allows the researcher a greater degree of flexibility when it comes to the usage of theories and finding explanation why some relationships are not supported. PLS-SEM was the most suitable method for this study as according to Ringle et al. (2009), the results obtained from carrying out the PLS-SEM tends to be robust and more reliable. PLS-SEM also provides both the assessment of the proposed model by testing the predictive power of the same as well as contributes enormously in theory development to better understand and explicate the proposed framework (Hair, Ringle and Sarstedt, 2011).

4.0 Analysis and Discussion

The analysis process started with a confirmatory factor analysis where the uni-dimensionality of the model was established. Based on the factor loadings of the indicators, few items were deleted which scored lesser that 0.70 with regards to their factor loadings. The PLS-SEM was firstly brought forward by Wold (1974) and for the purpose of this study this method deemed the most appropriate one as the results tend to be more interpretative and reliable (Ringle et al., 2009). Authors like Hair et al. (2011) firmly believed in both the predictive influences of this method and as well as the ability to relate and develop theories through PLS-SEM.
Table 1: Results of the measurement model

<table>
<thead>
<tr>
<th>Construct measured using a reflective scale</th>
<th>FL</th>
<th>CA</th>
<th>CR</th>
<th>AVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entrepreneurial Career Intention</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Start my own business after my graduation</td>
<td>0.879</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Easy for me to start my own business after</td>
<td>0.768</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Starting my new business after my graduation</td>
<td>0.858</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Family Support</td>
<td>0.775</td>
<td>0.87</td>
<td>0.69</td>
<td></td>
</tr>
<tr>
<td>My parents encourage me to become an entrepreneur</td>
<td>0.79</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>My parents will support me to become an entrepreneur</td>
<td>0.894</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>My parents and my relatives will help me</td>
<td>0.805</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Perceived Job Satisfaction</td>
<td>0.922</td>
<td>0.951</td>
<td>0.866</td>
<td></td>
</tr>
<tr>
<td>I believe I will feel good about working in</td>
<td>0.913</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>my own company</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I believe I will feel good about being an entrepreneur</td>
<td>0.954</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I am sure I will be satisfied with my job as an entrepreneur</td>
<td>0.924</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Perceived Motivation</td>
<td>0.934</td>
<td>0.946</td>
<td>0.685</td>
<td></td>
</tr>
<tr>
<td>It will help me to attain a certain lifestyle.</td>
<td>0.885</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The income that it will provide me.</td>
<td>0.838</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>It is a fundamental part of who I am.</td>
<td>0.818</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>It will help me to attain my career goals.</td>
<td>0.868</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>It will allow me to earn money.</td>
<td>0.816</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>It is the type of work I will choose to attain certain important objectives.</td>
<td>0.85</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The satisfaction that I will experience when I am successful at doing difficult tasks.</td>
<td>0.812</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>This type of work will provide me with security.</td>
<td>0.725</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Perceived Job Autonomy</td>
<td>0.884</td>
<td>0.928</td>
<td>0.811</td>
<td></td>
</tr>
<tr>
<td>I believe I will have a lot of say about what happens on my job</td>
<td>0.901</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I will be the only one to decide when I take breaks</td>
<td>0.93</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>It will be basically my own responsibility to decide how my job will get done</td>
<td>0.87</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 2 represents the results of the structural model where out of the ten proposed hypotheses, seven hypotheses have been supported and three hypotheses were rejected.

Table 2: Results of the structural model

<table>
<thead>
<tr>
<th>Path Relationships</th>
<th>β</th>
<th>t-value</th>
<th>P-Value</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entrepreneurial Career Intention</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Family Support -&gt; Entrepreneurial Career Intention</td>
<td>0.22</td>
<td>4.268</td>
<td>0</td>
<td>Supported</td>
</tr>
<tr>
<td>Perceived Job Satisfaction -&gt; Entrepreneurial Career Intention</td>
<td>0.112</td>
<td>1.116</td>
<td>0.265</td>
<td>Rejected</td>
</tr>
<tr>
<td>Perceived Job Autonomy -&gt; Entrepreneurial Career Intention</td>
<td>-0.083</td>
<td>0.544</td>
<td>0.587</td>
<td>Rejected</td>
</tr>
<tr>
<td>Perceived Motivation -&gt; Entrepreneurial Career Intention</td>
<td>0.46</td>
<td>3.729</td>
<td>0</td>
<td>Supported</td>
</tr>
<tr>
<td>Family Support -&gt; Perceived Job Satisfaction</td>
<td>0.128</td>
<td>4.203</td>
<td>0</td>
<td>Supported</td>
</tr>
<tr>
<td>Family Support -&gt; Perceived Job Autonomy</td>
<td>0.525</td>
<td>12.516</td>
<td>0</td>
<td>Supported</td>
</tr>
<tr>
<td>Family Support -&gt; Perceived Motivation</td>
<td>0.084</td>
<td>3.277</td>
<td>0.001</td>
<td>Supported</td>
</tr>
<tr>
<td>Perceived Job Satisfaction</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Perceived Motivation</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Perceived Job Satisfaction -&gt; Perceived Motivation</td>
<td>-0.188</td>
<td>3.545</td>
<td>0</td>
<td>Rejected</td>
</tr>
<tr>
<td>Perceived Job Autonomy</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Perceived Job Autonomy -&gt; Perceived Job Satisfaction</td>
<td>0.827</td>
<td>39.257</td>
<td>0</td>
<td>Supported</td>
</tr>
<tr>
<td>Perceived Job Autonomy -&gt; Perceived Motivation</td>
<td>1.043</td>
<td>24.13</td>
<td>0</td>
<td>Supported</td>
</tr>
</tbody>
</table>
From the results, it can be depicted that family support has a direct and positive relationship with entrepreneurial career intention of the Gen Z which is in line with the studies of Denanyoh, Adjei and Nyemekye (2015) and Edelman, Manolova, Shirokova and Tsukanova (2016). The results also supported a positive relationship between perceived level of motivation of Gen Z and their entrepreneurial career intention as suggested by Solesvik (2013). Through these results it can be illustrated that SIT in fact plays a significant role in explaining the positive relationships between family support, motivation of Gen Z and their entrepreneurial career intention. Becoming an entrepreneur, has a major role to play for the family to be supporting that career intention as their children will be able to enjoy a privileged position in the society and also the level of motivation of the Gen Z is formed by taking into consideration social status attached to this career. Nevertheless, a non-significant relationship between perceived job satisfaction and entrepreneurial career intention was reported which is in contrast with the studies of Thompson, Kopelman and Schriesheim (1992) and Kolvereid (1996). The relationship between perceived job autonomy and entrepreneurial career intention was as well rejected which contradicted the studies of Prottas (2008) and Yukongdi and Lopa (2017). These results can be justified as the model has more important variables which matters the most to the Gen Z, like family support and their level of motivation to get engaged in an entrepreneurial career. Job satisfaction and job autonomy somehow lose its importance in front of these variables. Job satisfaction and job autonomy are not viewed as contributive variables to be guiding the Gen Z entrepreneurial career intention.

Family support was reported to be significantly and positively related to perceived job satisfaction, perceived job autonomy and perceived motivation which supports the studies of Cortese, Colombo and Ghislieri (2010) and Ru Hsu (2011) when perceived job satisfaction is being discussed. Family support can be said to emerge as a very important variable which takes into consideration the fundamental aspect of the Gen Z career. Factors like job satisfaction, job autonomy and motivation matters mostly to the family which enables them to encourage their children to adopt the entrepreneurial career. The level of job autonomy and motivation mostly matters to the parents who then influence the career intention of Gen Z. The social identity of Gen Z is very important from the perspective of their family. Families will want their children to

![Figure 2: The tested model](image)
have a prestigious place in the society and to be enjoying a higher degree of job satisfaction, job autonomy and greater motivation by being an entrepreneur.

A non-significant relationship was reported between perceived job satisfaction and perceived level of motivation when it comes to the Gen Z. This result can be explained as the model has variables like family support which matters mostly to Gen Z. Job satisfaction and motivation are considered as secondary factors not to be influencing significantly decision making of the Gen Z. More so, job autonomy was reported to be positively related to perceived job satisfaction and perceived motivation which is in line with the studies of Yukongdi and Lopa (2017), Zhang and SchÀ (2017) and Croson and Minniti (2012). It can be said that the Gen Z recognize the importance of the job autonomy that entrepreneurs possess which directs them to be more motivated to carry out their tasks. Additionally, SIT seems to be influenced by the level of job autonomy that entrepreneurs have in their respective work. To be more autonomous symbolizes more control and more authority in a task and also to be enjoying flexibility in their career. Nevertheless, it can be concluded that family support and perceived motivation remain among the most contributive factors that guides the decision making of Gen Z.

5.0 Practical Implication for Businesses

This study is of significant importance to both scholars and management practitioners as this study provides an in depth insight into the career intention of Generation Z. It becomes very important for organisations to acknowledge that Gen Z is more intent to choose a career path where they can be their own boss, enjoying autonomy, testing their creativity and innovative capabilities. It is very interesting to note that organisations can create jobs like intra-entrepreneurs where they will be to capture the talents of this emerging generation. Nevertheless, practitioners need also to take into consideration that there might be shortage in terms of skills and expertise if the majority of the Gen Z are choosing to become entrepreneurs as the human asset is the only differentiation factor in a service and knowledge based economy. Therefore, it is high time for Human resources practitioners to re-invent jobs where they will be able to attract talents in their respective institutions. If Human resources managers do not start pondering on this emerging trend that the Gen Z is adopting, this might be causing a big gap in terms of product or service based development. Thus, it is highly recommended that practitioners start to redesign all existing jobs by taking into consideration the multigenerational gaps that are occurring. More so, it has to be acknowledged that entrepreneurs contribute considerably in the economy of a country. Therefore, the government can consider providing more grants and financing facilities to enable Gen Z to become entrepreneurs. As a result, the issue of unemployment will be easily tackled.

5.1 Limitations of the study

This study like any other studies has numerous limitations. Firstly, this study made use of only one theory to support the proposed model. Future studies can make use of more theories to further understand the complexities of the career intentions of Gen Z. Future studies can also consider testing more variables to the proposed model so as to provide better predictive powers. Future studies can also consider conducting a qualitative study so as to have an in depth
understanding of the subject matter or using a mixed method to allow better probing in the subject matter.

5.2 Conclusion

As a concluding note, it can be said that understanding the career intention of the Gen Z is of fundamental importance as management and human resources practitioners need to understand the requirement of the future labor market. Family support and perceived motivation happen to have a significant influence on the Gen Z entrepreneurial career intention. Gen Z can be said to be much dependent on their family and without the intervention of their family it would be difficult for them to take risks and adopt the unconventional way to approach their career. SIT can be said to be significantly influencing all the proposed and tested hypotheses as to secure a privilege position in the society matters to both the parents and the Gen Z. The Gen Z remains an interesting subject matter which requires more research for better understanding of their psychological processes.

Reference


