

CULTURAL ORIENTATION AND ENTREPRENEURIAL INTENTIONS OF UNDERGRADUATE STUDENTS OF GOVERNMENT-OWNED TERTIARY INSTITUTIONS IN LAGOS STATE

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ABSTRACT

The need for university students in Nigeria to develop positive attitude towards entrepreneurship cannot be over-stressed. This is as result of high rate of unemployment in Nigeria. Thus, the study examined cultural orientation and entrepreneurial intention of university graduates of Government-Owned Institution in Lagos State. The study made use of descriptive research design as well as stratified and purposive sampling techniques were used to select the university undergraduates in Lagos State University and University of Lagos. The study employed questionnaire as the research instrument to collect primary data from the students. The study used regression analysis to analysed the data and it was found that individual values, subjective norms and social norms have positive and significant influence on entrepreneurial intention of the study. The study concluded that cultural orientation predicts the entrepreneurial intention of university graduates in Lagos State University and University of Lagos. The study recommended among others that parents, spouses, teachers, successful entrepreneurs, and other role models to positively influence entrepreneurship intention of students in order to sustain enterprises development in Lagos State and Nigeria at large. Also, university graduates should be more familiar with the social happenings in their society or environment.

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Introduction

Every society in the globe has its culture that dictates the acceptable behaviour. Most African societies are more inclined to their culture as it is being belief that culture is the way of life. According to Odumosu et al (2019), culture is a determinant to the attitude displayed by an individual or group. Culture is a societal acceptance. This implies culture is different from one society to another. According to Chukwuma-Nwuba (2018), an acceptable culture in a society may not be acceptable in another society. At the same time, culture could be similar among different societies. Since, culture determines the actions of individuals in a society. Cultural is a tool that could drive sustainable entrepreneurship (Alfalih & Ragmoun, 2020). it could be essential to dictate the entrepreneurial behaviour of the individuals which is the results of entrepreneurial intention

Cultural orientation is an inclination to think, feel or act in a way that is culturally determined. It defines the basis of differences among cultures such self-identity, interpersonal relationships, communication, resolving conflict, etc (Hofstede, 1984). No one totally belongs to only one cultural orientation but could lie somewhere on a continuum bounded by the extreme on both ends. It is a reflection of the combined influences of all the social groups with which one is substantially identified (Knight, Safa & White, 2018). Culture is important in any dimension of entrepreneurship as it determines the attitudes of individuals towards the initiation of entrepreneurship (Wortzel & Wortzel, 1997). Culture has been defined in many ways. According to Hofstede (1984) as cited in Solesvik, Westhead & Matlay, (2024), it is the collective programming of the mind which distinguishes the members of one group or society from those of another. Culture consists of the patterns of thinking that parents transfer to their children, teachers to their students, friends to their friends, leaders to their followers, and followers to their leaders.

Entrepreneurial intention is a predictor to entrepreneurial activities. It helps an individual to plan and be ready to jump start an entrepreneurial activity. It is worthy to note that entrepreneurial intention is one of the most significant parts of entrepreneurship process. Mangasini and Damian (2024) argued that entrepreneurial tendency of individuals including university undergraduates can be improved through exposure and predisposition. Tsetim, Adegbe and Anthony (2021) mentioned that attitude graduates of Nigerian university graduates have not changed over time which could be absence of intention to start an entrepreneurial activity

The creation of new business entities plays a key role in global economies because it helps to eradicate unemployment and other issues, and the efforts of other researchers to proffer solution to the challenges for achievement of economic goals and objectives. Thus, the ability of a country in terms of its capacity to perform innovatively is directly associated with the presence of entrepreneurial activity (Piperopoulos, 2012, as cited by Kayed, Al-Madadha & Abualbasal, 2022). All over the world, there is an increased problem of unemployment among graduates with different opinions of the belief that entrepreneurship can be the strategic option to solve this menace within society. Entrepreneurship has recently proven to be a major element of the revolution of creating a new paradigm in the world, especially during the challenges of high unemployment rates, which majorly affects graduating students to engage more in entrepreneurial activities (An-war & Abdullah, 2021).

One of the characteristics of the Nigerian economy as a developing economy is unemployment. The unemployment rate in Nigeria, especially among University graduates, is alarming. Contextual observation shows that despite the university graduates' formal education; this makes people think of how the unemployment rate could be reduced and how graduates could do something for themselves when white-collar jobs are unavailable. Thus, the arrival of

entrepreneurship in the Nigerian university curriculum. In spite of the teaching of entrepreneurship, it is still observed that university graduates still find it difficult to jump-start a business as the self-employment rate of the graduates continues to decline while the unemployment rate rises (Diaka & Tsetim, 2018). One major factor that has been linked to the cause of the difficulty among them is the cultural orientation (Solesvik, Westhead & Matlay 2024).

Entrepreneurship is widely viewed as a process. It is perceived as a continuous cycle of action, learning, testing and experimenting. Drawing upon insights from rational decision models (March 1994), an individual's decision to become an entrepreneur can relate to 'alternatives' (i.e., what actions are possible), 'expectations' (i.e., what future consequences might follow from each alternative, and what are the consequences with the selected alternative), 'preferences' (i.e., how valuable to the decision-maker are the consequences associated with each of the alternatives?), and the 'decision rule' (i.e., how is a choice to be made among the alternatives in terms of the values of the consequences?). Despite considerable advances in entrepreneurship education and related topics, debate still surrounds the issue of whether entrepreneurship can be taught and learned. Discussions also surround how cultural orientation affects entrepreneurial intentions among undergraduate students

In addition, the arrival of 21st-century mentality has caused several factors, values systems, as well as beliefs that are related to the cultural orientation of Nigerians, especially the younger generation that dominate the university system and the anticipation of becoming an entrepreneur. Previous studies (such as Drost and Mcguire, 2011) had focused on developing a framework for entrepreneurial education and entrepreneurial intention by addressing the role of self-efficacy in enhancing intentions. Also, the study of Harun and Mark (2014) as cited in Solesvik, Westhead and Matlay, (2024) focused on highlighting the role of national culture to examine its effects on students' entrepreneurial intentions, which have yielded mixed outcomes. Based on this, the study intends to see how the cultural orientation capturing individual values, subjective norms and social norms have affected the university graduates' intentions to start an entrepreneurial activity, thus, the essence of this study.

Objectives of the Study

The general objective of the study is to examine cultural orientation and entrepreneurial intention of undergraduates of Government-Owned Tertiary Institutions in Lagos State. Specifically, other objectives are to:

- i. assess the effect of individualist values on entrepreneurial intention of undergraduates in Government-Owned Tertiary Institutions in Lagos State:
- ii. examine the effects of social norms on the entrepreneurial intention of undergraduates in Government-Owned Tertiary Institutions in Lagos State and
- iii. investigate the effect of subjective norms on entrepreneurial intention of undergraduate in Government-Owned Tertiary Institutions in Lagos State.

Literature Review

Conceptual Review

Culture

Culture has been as the way of life of the people in a particular society. Corporate culture is seen by Akinlabi et al (2021) is the set of values, norms and beliefs that influence the way at which an individual in a society or environment think and behave. Solesvik, Westhead and Matlay (2024) defined cultures as a system of values that unconsciously and mutely cause individuals to make certain choice and decision in an environment. Culture is how the people in a society interact with one another (Simoneaux & Stroud, 2024). Culture is a set of values, beliefs, and behavior patterns that differentiate societies (Asmawiyah, Muh & Nurdjanah, 2019; Ortega-Parra & Sastre-Castillo, 2023).

Culture has been defined in many ways. It is the way of life of a set of people. According to Hofstede (1984) as cited in Solesvik, Westhead & Matlay, (2024), it is the collective programming of the mind which distinguishes the members of one group or society from those of another. Culture consists of the patterns of thinking that parents transfer to their children, teachers to their students, friends to their friends, leaders to their followers, and followers to their leaders. Cultural values determine the pedigree to which a society views entrepreneurial activity as attractive or not[^] (Liñan et al. 2023). Lent et al. (2000) suggest that the individual's immediate personal environment (e.g., significant others like co-workers, friends and/or family) as well as the broader sociocultural context (e.g., societal culture) influence career choices. Others (García et al., 2015) support the notion that entrepreneurial intentions are embedded in social and cultural contexts. When it comes to career decisions, it thus seems plausible that culture would influence entrepreneurial intentions.

Cultural Orientation

Cultural orientation is an inclination to think, feel or act in a way that is culturally determined. It defines the basis of differences among cultures such self-identity, interpersonal relationships, communication, resolving conflict, etc (Hofstede, 1984). No one totally belongs to only one cultural orientation but could lie somewhere on a continuum bounded by the extreme on both ends. It is a reflection of the combined influences of all the social groups with which one is substantially identified (Knight, Safa & White, 2018).

Cultural Dimensions

Individualism-collectivism

This dimension refers to how people define themselves and their relationships with others. In an individualist culture, the interest of the individual prevails over the interests of the group. Ties between individuals are loose. People look after themselves and their immediate families. Cultures characterized by collectivism emphasize relationships among people to a greater degree. Collectivist cultures stress interdependent activities and suppressing individual aims for the group's welfare. Here, the interest of the group prevails over individual. Individualism-collectivism deals with how SBEs define themselves and their relationships with the outside. If they are "I" centric or "WE" focused based on the culturally inclined behavior of the SMEs owners

Uncertainty Avoidance

Uncertainty avoidance shows the extent to which people in a society feel threatened by uncertain or unknown situations. It relates to the risk-taking personality of individuals as to risk lover, neutral and adverse personality. Hofstede's (1980) as cited in Solesvik, Westhead & Matlay, (2024) fourth dimension is uncertainty avoidance, the extent to which people in a

culture feel threatened by uncertain or unknown situations. Hofstede explains that this feeling is expressed through nervous stress and in a need for predictability or a need for written and unwritten rules . Uncertainty Avoidance is the degree to which the members of a society feel uncomfortable with uncertainty and ambiguity. It indicates the extent to which a culture programs its members to feel either uncomfortable or comfortable in unstructured situations. Unstructured situations are novel, unknown, surprising, and different from usual. Uncertainty avoiding cultures try to minimize the possibility of such situations by strict laws and rules, safety and security measures, and on the philosophical and religious level by a belief in absolute Truth.

Time Orientation

Time orientation relates to the virtues of thrift and perseverance. How long SBEs nurture and keep their businesses going as well as making profit without shutting operations. It measures entrepreneurs' perseverance, resistance, courage and consistency. Long-Term Orientation (LTO) versus short-term orientation relates to the virtues of thrift and perseverance. Human societies have always been organized within space and Time. The former is related to the relationship between human and nature, a value. The latter focuses on how we perceive and vision our life activities across the time spectrum. Time Orientation is a universal value that relates to how we see the influence of the past, presence and future in our life: How far we plan ahead; how quick we expect our result and rewards; how important is saving and spending, etc. At the collective level, time spectrum exerts different degree of influence in different societies, creating two orientations on this value dimension: short- and long-term Time Orientation. In a nutshell, a focus on the past and the present would lead more towards short-term Time Orientation, and a focus on the future will lead more towards long-term Time Orientation.

Masculinity-Femininity

Masculinity-femininity refers to the distribution of roles among genders. This cultural behavior shows based on cultural beliefs and behaviors which gender are more into SBEs in various societies i.e makes an obvious distinction as to what men and women are expected to do. For instance, in the African society, men are expected to play the bread winning role while women are expected to take care of the children and meals. The second dimension across which cultures vary is masculinity versus femininity. Hofstede (1980) found that women's social role varied less from culture to culture than men. He labeled as masculine cultures those that strive for maximal distinction between what women and men are expected to do. Masculinity (MAS) versus femininity refers to the distribution of roles between genders. Hofstede's study revealed that (a) women's values differ less among societies than men's values; (b) men's values from one country to another contain a dimension from very assertive and competitive and maximally

Culture dimensions and entrepreneurial intention

The main theory underpinning this study is derived from Hofstede's cultural theory (Hofstede, 1980). Hofstede's (1980) study based on employees of IBM from 72 different countries reveals four cultural dimensions (power distance, masculinity or assertiveness, uncertainty avoidance and collectivism). Hofstede and Bond (1988) as cited in Solesvik, Westhead and Matlay, (2024) later identify an additional dimension as long- term orientation. The following explores the relationship between the above cultural orientations and the intention of women to participate in formal entrepreneurship

Operational Measures of Culture

power distance, collectivism individualism, masculinity, uncertainty, avoidance and long-term/short-term orientation, trust, intimacy, subjective norms, personal attitude, social norms, Adhocracy, openness, value system, joint effects, hierarchical culture, collectivism among others have been used as components of culture (Akinlabi et al 2021; Yereka, 2021; **Anlesinya, Adepoju, and Richter**, 2019; Kreiser et al 2016; Idemobi, 2024; Udeozor, 2011) among others. However, the study adopted individual values, subjective norms and social norms as the indicators for culture. These indicators are adopted as results of the changes that 21st century or technological advancement have brought to the ways of life of the people in Nigeria especially in Lagos State University is nearly represent all family's trees in Nigeria.

Individual values: Individual value implies the reflection of an individual needs and ways of life. It specifies the principles that guides an individual's ways of living.

Subjective Norms: This involves the influence of an individuals on others in a particular environment or society. These individuals that has influence on others could be the parents, siblings, associates, colleagues, religious leader, mentor among others. Odumosu, Binuyo, Kelani and Williams (2019) as cited Solesvik, Westhead and Matlay (2024) expressed that subjective norms capture the influence of the social ties on the beliefs of a person. Solesvik, Westhead and Matlay, (2024) mentioned that subjective norms talk about the impact of social or societal pressure on the behaviour of an individual. **Social Norms:** Social Norms have to do with the informal rules that directs the individuals and/or group behaviour in a particular society. Social norms capture the acceptable undocumented beliefs, and attitude as well as behaviour in a society. According to Abbas, Osunsan and Kibuuka (2020), social norms mean societal perceptions on specific behaviour of individuals and groups in a society.

Entrepreneurial Intention

Entrepreneurial intention is the state of individual's mind to foster an entrepreneurial activity (Asenge & Agwa, 2019). Ajzen (2024), defined entrepreneurial intention as the self acknowledged desire of a person to jump start a business activity that will be entrepreneurial in nature. Tausif, Haque, Rao and Khan (2021) positioned that entrepreneurial intention aids to determine the strength of an individual desire to jump start an entrepreneurial activity. Ojewunmi and Fagbenro (2019) stated that the intention to start an entrepreneurial activity start from the planned thought, ideas, willingness and desire. According to Abubakar, Salwa and Amina (2024), entrepreneurial intention is the willingness of an individual to start a new business. Entrepreneurial intention is a reliable measure of entrepreneurial behaviour and entrepreneurial activity (Ojewunmi & Fagbenro, 2019).

Theoretical Review

The study is anchored on the Theory of Planned Behaviour,.

Theory Plan Behaviour (TPB)

Theory Plan Behaviour (TPB) was propounded by Ajzen, I. in 1985. Fish, M was among the supporters of TPB. TPB explains the factors that push or pull an individual to engage or display a particular behaviour or action. According to Asenge and Agwa (2019), TPB stresses on the reason an individual act in a particular way. The theory believes that individual actions are predicted by attitude towards an action, perceived behavioural control and subjective norms. The three predictors of an individual actions. The behaviour or action as far as this study is concerned is entrepreneurship. Certain factors cause an individual who is a university undergraduate to decide to jump start an entrepreneurial activity.

The attitude towards a behavior implies the feelings of an undergraduate towards entrepreneurship in the latter date. The perceived behavioural control reveals how an undergraduate could control his feeling towards entrepreneurship. The subjective norms show how the environment or specific factors of an undergraduate could push the student to engage in entrepreneurial activities. Thus, since culture is the way of life, it could be said that culture influence an individual attitude, action, behaviour and understanding which could influence decision to jump start an entrepreneurial activity.

Cultural values theory

There is no universally accepted definition of culture. Several definitions suggest that it relates to something that is shared among people (Smith, 2002). Hofstede (2001) asserted that cultures relate to “the collective programming of the mind that distinguishes the members of one group or category of people from another”. Cultural factors can shape career choice decisions (Mueller and Thomas, 2000), and promote or retard enterprise (Kreiser et al., 2010). An individual’s perception of cultural context has also been found to be associated with intensity of entrepreneurial mindset (Liñán and Chen, 2009). A distinction has been made between cultural factors relating to seeking opportunities, valuing entrepreneurial traits, capability beliefs, taking responsibility, and entrepreneurial fear or risk aversion (Stephan, 2009).

By exploiting a gap in the market, an entrepreneur’s firm can move an industry nearer towards equilibrium. Valuing entrepreneurial traits relates to further action after the recognition of an opportunity (Stephan, 2009). Entrepreneurship requires individual action that can lead to new venture creation (McMullen & Sheperd, 2006). A person’s personality has been assumed to partly explain their entrepreneurial actions. Entrepreneurs take risks in an uncertain world in the expectation of commensurate rewards. Some studies have highlighted a significant positive link between risk-taking propensity and entrepreneurial mindset (Douglas and Shepherd, 2002; Lüthje and Franke, 2003; Barbosa et al., 2007). Other studies, however, have not found any significant positive links between these factors (Fitzsimmons and Douglas, 2005). Initiative taking refers to “processes aimed at anticipating and acting on future needs by seeking new opportunities” (Lumpkin and Dess, 1996). Therefore, it is a disposition toward taking action (Bateman and Crant, 1993), and a propensity to start and continue actions that change the surrounding environment. Initiative taking has been found to be positively associated with entrepreneurial mindset (Crant, 1996).

Entrepreneurial Event Theory (EET)

The theory for the study is Entrepreneurial Event Theory (EET) and it was propounded by Shapero and Sokol in 1982. To this theory-EET, the connection between cultural and social factors could influence how an individual perceived occurring events. According to Tsetimi, Adegbe and Anthony (2021), EET believes that the decision of an individual to engage in entrepreneurial activities is based on the understanding of the value system as well as the social system. It is observed that environmental factors which culture is among influence decision to start an entrepreneurial activity.

Entrepreneurial mindset can be triggered by an event during an individual’s life path. Shapero and Sokol (1982) presented the entrepreneurial event theory (EET) to explain issues relating to the NFF process (Krueger et al., 2000). In terms of ‘push’ and ‘pull’ factors, negative stimuli (i.e., redundancy, frustration, unemployment and underemployment) may be more likely to trigger entrepreneurial mindset than positive stimuli (i.e., provision of information, advice, counselling and support). EET suggests that an individual’s intention to become an entrepreneur requires the action event to be perceived to be desirable (i.e., the attractiveness of becoming an entrepreneur) and feasible (i.e., an individual is confident that the action event will be realized). Further, the propensity to report the action event can be shaped by the propensity to act (i.e., an individual’s capability to act according to own decisions).

Hofstede Theory

Hofstede's Cultural Dimensions Theory, developed by Geert Hofstede, is a framework used to understand the differences in culture across countries and to discern the ways that business is done across different cultures. In other words, the framework is used to distinguish between different national cultures, the dimensions of culture, and assess their impact on a business setting. Hofstede's Cultural Dimensions Theory was created in 1980 by Dutch management researcher, Geert Hofstede. The aim of the study was to determine the dimensions in which cultures vary. Power distance index considers the extent to which inequality and power are tolerated.

In this dimension, inequality and power are viewed from the viewpoint of the followers – the lower level. The individualism vs. collectivism dimension considers the degree to which societies are integrated into groups and their perceived obligations and dependence on groups. The uncertainty avoidance index considers the extent to which uncertainty and ambiguity are tolerated. This dimension considers how unknown situations and unexpected events are dealt with. The masculinity vs. femininity dimension is also referred to as “tough vs. tender,” and considers the preference of society for achievement, attitude towards sexuality equality, behavior, etc. The long-term orientation vs. short-term orientation dimension considers the extent to which society views its time horizon. The indulgence vs. restraint dimension considers the extent and tendency for a society to fulfill its desires. In other words, this dimension revolves around how societies can control their impulses and desires.

Cultural Orientation and Entrepreneurial Intention.

Popoola, Salau, Kowo, Akeem and Abu (2018) conducted a study on how cultural orientation could influence entrepreneurial initiatives in Nigeria. The study focused on Kwarans rice farmers. Value system, attitude, joint efforts and results oriented were employed as the indicators for cultural orientation. The regression analysis revealed that cultural orientation dimensions have combined significant effect on entrepreneurial initiative of the farmers. However, the study did not focus on the university undergraduates that face the unemployment situations in Nigeria. In addition, the components of cultural orientation have different individual effect on the entrepreneurial initiatives of the rice farmers.

The study of Chukwuma-Nwuba (2018) on culture and entrepreneurial intentions of university graduates in Nigeria using structural equation model (SEM) showed culture had both direct and indirect effect on graduates' entrepreneurial intentions. This implied that there is still mixed reaction between culture and entrepreneurial intention of Nigerian university students. Similarly, Morgan and Vorhies (2018) found indirect effect of culture on organisational innovation. Kreiser, Marino and Weaver (2016) investigated culture and dimensions of entrepreneurial orientation among owners of SMEs. The study was cross-sectional based where Australia, Sweden, Costa Rica, Norway, Indonesia and the Netherlands were selected. The analysis showed that uncertainty avoidance and power distance were found to be positive. Idemobi, (2024) studied how cultural could influence entrepreneurial and managerial activities of manufacturing firms. The study employed stratified sampling method and business owners and management staff were sampled. It was showed that culture has a strong and positive impact on the entrepreneurial and managerial performance of the firms. The studies could not related culture to the intention of universities graduates to jump start a business.

Akpor-Robaro (2012) employed qualitative research to see how entrepreneurial emergence could be caused by socio-cultural environment in Nigerian Society. The study employed thematic analysis to reveal that socio-cultural environment significantly impact, both negatively and positively, on entrepreneurial emergence in society. Similarly, Madichie, Nkamnebe and Idemobi (2008) found that there is a strong and positive effect of culture on the

entrepreneurial performance of Ibo people. The studies did not capture the university students. In the findings of Abdullahi and Zainol (2016), it was demonstrated that socio-cultural is a very vital factor in entrepreneurial Intention. Also, the study failed to capture university students.

The influence of culture on entrepreneurial activities was conducted by Yereka (2019). The study used power distance, individualism, masculinity and uncertainty avoidance as the indicators for culture. Survey research design was utilised. The regression analysis depicted that individualism, masculinity and uncertainty avoidance had a positive and significant influence on entrepreneurial activities. But, power distance has a negative and significant influence on entrepreneurial activities. This showed that there is mixed results between the components of culture and entrepreneurial activities. The study failed to capture the university graduates in Nigeria. Anlesinya, Adepoju and Richter (2019) attempted to see the connection between cultural orientations and Ghanians women entrepreneurial intention and showed that uncertainty avoidance had positive effect while power distance had a negative effect. The study focused on women and failed to consider the universities students. it was not conducted in Nigeria.

The study of Akinlabi et al., (2021); Kamau and Wanyoike (2019); Asmawiyah, Muh, and Nurdjanah (2019); Calciolari, Prenestini, and Lega (2018); Ngwiri (2016); Udeozor (2011) focused on organisational culture and found its to be positively related to performance. This study failed to look at how culture could enable the graduates in Nigerian universities to jump start an entrepreneurial activity(ies).

Solesvik, Westhead and Matlay (2024) used hierarchical multiple ordinary to examine the connection between cultural factors and entrepreneurial Intention among Ukrainian university students and indicated that capability belief culture had significant effect on entrepreneurial intention. However, perceived cultural factors and perceived desirability did not have significant effect on entrepreneurial intention. The results showed that there were mixed reactions among the components of cultural dimensions and also, the study was not conducted in Nigeria. This indicated that there is need for further study that will focus on Nigerian university students.

Rodriguez, Soto, Rosa and Sene (2015) conducted comparative analysis between a European country-Spain and an African country-Senegal. It was demonstrated that perceived behavioral control influence entrepreneurial intention of Senegalese, and personal attitude was a primary antecedent in Spain. It was concluded that there is a big cultural difference of entrepreneurial intention between the two selected countries. In the same vein, Tausif et al., (2021) studied the antecedents of entrepreneurial intentions through a cultural comparative analysis. The study selected Saudi Arabia and Indi university students. The result indicated that entrepreneurial intention is higher in Indian students than their counterparts in Saudi Arabia. The result further indicates that attitude and perceived behavioral control explains entrepreneurial intention in both the countries. However, social norms are significant in explaining entrepreneurial intention only in India and not in Saudi Arabia. The studies were not done in Nigeria which implies that there is need for a related study in Nigeria.

Methodology

The study employs descriptive research design. The population of the study is the total number of undergraduates of Government-Owned Tertiary Institutions in Lagos State. The target population are majorly the 400 Level of these institutions. Descriptive research design was adopted in this study. This research design was adopted in order to describe the subject matter. Two Government-Owned tertiary institutions were purposively selected for this study. Lagos

State University and University of Lagos. This is from the view point of One State University and One Federal University. These Two University were selected based on their track records in entrepreneurial activities. Stratified and Purposive sampling techniques were used to select the undergraduate, majorly 400 level. The two universities were stratified based on Faculties before the application of purposive sampling technique was used to select the 400-level student Cochran (1977) formular was used to determine the sample size which was 484. Primary source of data collection was utilised through the use of questionnaire. 422 copies of questionnaire were administered to the undergraduates in Lagos State University. The items in the questionnaire are self-developed and pass through content validity. The content validity was done via the academic staff of Lagos State University in the Department of Business Administration. The study employs simple regression analysis as the method of data analysis in order to achieve the objectives of the study.

Data Analysis and Interpretations

Table 2: Reliability and Validity Test of the Research Instrument

Variables	Reliability Test	Items	Validity Test
Individualist Values	0.784	6	0.708
Social Norms	0.715	6	0.749
Subjective Norms	0.740	6	0.756
Entrepreneurial Intention	0.743	6	0.792

Source: Researcher's Computation, 2025

Table 2 shows the reliability and the validity of the data collected from the respondents. The reliability test is conducted via Cronbach Alpha and the Kaiser-Meyer Olkin (KMO) is used to ascertain the validity of the data. The results of the test show that the reliability test for individualist values, social norms, subjective norms and entrepreneurial intention are 0.784; 0.715; 0.740; and 0.743 respectively while the results of the valid test for the variables are 0.708 ;0.749; 0.756; and 0.793 accordingly. Thus, the data are reliable and valid to achieve the objective of the study

Data Treatment and Pre-Analysis

Before preparing for data analysis, a thorough process was carried out to screen the data for missing values, outliers, linearity, and normality. These activities are essential because the presence of outliers and too many missing values in a dataset may produce biased results or even cause research failure (Alotaibi, 2015).

Missing Data

Missing values are quite common during the questionnaire filling as some respondents may not attempt some questions deliberately or forget. Failure to attend to missing data may lead to problems during data analysis and interpretation. Although there were very few missing values in this research, they were handled using the widely recommended approach of mean replacement, which is preferred to list-wise or pair-wise deletion (Farooq *et al.*, 2018, Hair *et al.*, 2017). This approach involves replacing missing data points with the mean values of all data points of the same indicator. The significant advantage of this approach is that it does not alter sample size, and the mean values of all the variables remain unchanged (Farooq *et al.*, 2018; Hair *et al.*, 2017. Radovic-Markovic, Farooq, Markovic, 2017).

Outliers

Outliers regarded as cases with irrational features (Kline, 2011; Alotaibi, 2015; Hair *et al.*, 2017) can severely distort statistical tests. They usually arise from errors in filling out the questionnaire by the respondents or mistakes in the recording. For this study, outliers were

tested through the values of skewness and kurtosis using the SPSS software. The values of Skewness and Kurtosis, given in Table 2, show no cases of outliers.

Statistics

		IV	SN	SUN	EI
N	Valid	423	423	423	423
	Missing	0	0	0	0
Skewness		2.380	.235	1.272	.498
Std. Error of Skewness		.119	.119	.119	.119
Kurtosis		8.756	.684	4.235	1.466
Std. Error of Kurtosis		.237	.237	.237	.237

Table 2: Skewness and Kurtosis for the study variables

Source: Researcher’s Computation (2025)

The responses were tested using skewness and kurtosis values. Table 2 shows that there is no presence of outliers, while all the values of skewness are less than three (3), and all values of kurtosis are also less than ten (10) (Kline, 2000; Alotaibi, 2015).

Normality

Table 1: Tests of Normality

Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
SUN	.156	423	.000	.907	423	.810
EI	.086	423	.000	.962	423	.828
IV	.189	423	.000	.788	423	.877
SN	.075	423	.000	.980	423	.837

a. Lilliefors Significance Correction

Table 3 showed the result of the Shapiro-Wilk test for normality, which is the choice of the normality test selected for this study due to the sample size of less than two thousand (2000). The variables for this study are normality distributed because of the significant values (Sig.) higher than 0.05.

Test of the Hypotheses

Analysis of Research Hypothesis One

H₀₁: Individualistic values do not have effects on the entrepreneurial intentions of undergraduates in Lagos State

To test the hypothesis, regression analysis was used. In the regression analysis, individualistic values (IV) served as the independent variable, and entrepreneurial intentions (EI) was the dependent variable; the regression analysis test result is presented in Table 4.

Table 4.: Model summary of test of hypothesis one

<i>Model Summary</i>						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.365 ^a	.133	.131	.57955		
a. Predictors: (Constant), IV						
<i>ANOVA^a</i>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	21.677	1	21.677	64.538	.000 ^b
	Residual	141.407	421	.336		
	Total	163.084	422			
a. Dependent Variable: EI						
b. Predictors: (Constant), IV						
<i>Coefficients^a</i>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.683	.081		20.824	.000
	IV	.349	.044	.365	8.034	.000
a. Dependent Variable: EI						

Source: Researcher’s Computation (2025)

This model summary table provides the R and R² values from the analysis. The R-value represents the simple correlation and is 0.365, which indicates a low degree of correlation. The R² value (the R Square) indicates how much of the total variation in the dependent variable, entrepreneurial intention, can be explained by the independent variable, individualistic values. In this case, 13.3% can be explained, which is very small. Adjusted R-square shows the generalization of the results, i.e., the variation of the sample results from the population in multiple regression. It is required to have a difference between the R-square and Adjusted R-square minimum. In this case, the value is .131, which is not far from .133, so it is good. Therefore, the model summary table is satisfactory to proceed with the next step.

From the ANOVA Table, P-value/ Sig value indicates the significance level of the results from the analysis. Generally, a 95% confidence interval or 5% level of significance level is chosen for the study. Thus, the p-value should be less than 0.05. In the above table, it is .000. Therefore, the result is significant. The F-ratio represents an improvement in the prediction of the variable by fitting the model after considering the inaccuracy present in the model. A value is greater than 1 for F-ratio yield efficient model. In the above table, the value is 64.538, which is good. These results estimate that as the p-value of the ANOVA Table is below the tolerable significance level, thus there is a possibility of rejecting the null hypothesis in further analysis.

It is also observed from the table above that an evaluation of the unstandardized coefficient of the trade shows in the coefficient table and its associated p-value shows that individualistic values ($\beta_{IV} = 0.349$, $p < 0.05$) are statistically significant and can be used in predicting the entrepreneurial intention of undergraduates in Lagos State University. This, therefore, further suggested that the research hypothesis is not accepted while the alternative hypothesis was accepted. Furthermore, this implies that individualistic values have a statistically significant effect on the entrepreneurial intentions of undergraduates in Lagos State University.

$$EI = 1.683 + 0.349IV$$

Analysis of Research Hypothesis Two

H₀₁: Social norms do not have effects on the entrepreneurial intentions of undergraduates in Lagos State

To test the hypothesis, regression analysis was used. In the regression analysis, social norms (SN) served as the independent variable, and entrepreneurial intentions (EI) were the dependent variable. The regression analysis test result is presented in Table 5

Table 5: Model summary of test of hypothesis two

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.343 ^a	.117	.115	.58473

a. Predictors: (Constant), SN

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	19.142	1	19.142	55.986	.000 ^b
	Residual	143.942	421	.342		
	Total	163.084	422			

a. Dependent Variable: EI

b. Predictors: (Constant), SN

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.412	.121		11.666	.000
	SN	.332	.044	.343	7.482	.000

a. Dependent Variable: EI

Source: Researcher's Computation (2025)

This model summary table provides the R and R² values from the analysis. The R-value represents the simple correlation and is 0.343, indicating a moderate correlation. The R² value (the R Square) indicates how much of the total variation in the dependent variable, entrepreneurial intention, can be explained by the independent variable, social norms. In this case, 11.7% can be explained, which is very small. Adjusted R-square shows the generalization of the results, i.e., the variation of the sample results from the population in multiple regression. It is required to have a difference between the R-square and Adjusted R-square minimum. In this case, the value is .115, which is not far from .117, so it is good. Therefore, the model summary table is satisfactory to proceed with the next step.

From the ANOVA Table, P-value/ Sig value indicates the significance level of the results from the analysis. Generally, a 95% confidence interval or 5% level of significance level is chosen for the study. Thus, the p-value should be less than 0.05. In the above table, it is .000. Therefore, the result is significant. The F-ratio represents an improvement in the prediction of the variable by fitting the model after considering the inaccuracy present in the model. A value is greater than 1 for F-ratio yield efficient model. In the above table, the value is 55.986, which is good.

These results estimate that as the p-value of the ANOVA Table is below the tolerable significance level, thus there is a possibility of rejecting the null hypothesis in further analysis.

It is also observed from the table above that an evaluation of the unstandardized coefficient of the trade shows in the coefficient table and its associated p-value shows that the social norms ($\beta_{SN} = 0.332$, $p < 0.05$) are statistically significant and can be used in predicting the entrepreneurial intention of undergraduates in Lagos State University. This, therefore, further suggests that the research hypothesis is not accepted. Furthermore, this implies that social norms statistically affect the entrepreneurial intention of undergraduates in Lagos State University.

$$EI = 1.412 + 0.332SN$$

Analysis of Research Hypothesis Three

H₁: Subjective norms do not have effects on the entrepreneurial intentions of undergraduates in Lagos State

To test the hypothesis, regression analysis was used. In the regression analysis, subjective norms (SUN) served as the independent variable, and entrepreneurial intentions (EI) were the dependent variable. The regression analysis test result is presented in Table 6

Table 6: Model summary of test of hypothesis three

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.497 ^a	.247	.246	.53998

a. Predictors: (Constant), SUN

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	40.330	1	40.330	138.316	.000 ^b
	Residual	122.754	421	.292		
	Total	163.084	422			

a. Dependent Variable: EI

b. Predictors: (Constant), SUN

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.340	.085		15.753	.000
	SUN	.505	.043	.497	11.761	.000

a. Dependent Variable: EI

Source: Researcher's Computation (2025)

This model summary table provides the R and R² values from the analysis. The R-value represents the simple correlation and is 0.497, indicating a moderate correlation. The R² value (the R Square) indicates how much of the total variation in the dependent variable, entrepreneurial intention, can be explained by the independent variable, customer incentives. In this case, 24.7% can be explained, which is very small. Adjusted R-square shows the generalization of the results, i.e., the variation of the sample results from the population in multiple regression. It is required to have a difference between the R-square and Adjusted R-

square minimum. In this case, the value is .246, which is not far from .247, so it is good. Therefore, the model summary table is satisfactory to proceed with the next step.

From the ANOVA table, P-value/ Sig value indicates the significance level of the results from the analysis. Generally, a 95% confidence interval or 5% level of significance level is chosen for the study. Thus, the p-value should be less than 0.05. In the above table, it is .000. Therefore, the result is significant. The F-ratio represents an improvement in the prediction of the variable by fitting the model after considering the inaccuracy present in the model. A value is greater than 1 for F-ratio yield efficient model. In the above table, the value is 138.316, which is good. These results estimate that as the p-value of the ANOVA table is below the tolerable significance level, thus there is a possibility of rejecting the null hypothesis in further analysis.

It is also observed from the table above that an evaluation of the unstandardized coefficient of the trade shows in the coefficient table and its associated p-value shows that the subjective norms ($\beta_{SUN} = 0.505$, $p < 0.05$) are statistically significant and can be used in predicting the entrepreneurial intention of undergraduates in Lagos State University. This, therefore, further suggests that the research hypothesis is not accepted. Furthermore, this implies that subjective norms statistically affect the entrepreneurial intention of undergraduates in Lagos State University.

$$EI = 1.340 + 0.505SUN$$

Discussion of Findings

Culture is being seen as the ways of life of group of people. Every individual exhibits his or her behaviour in line with the cultural background. The findings of the study demonstrated that dimensions of culture influence the intention of undergraduates to kick start a business after graduating in Government-Owned Tertiary Institution in Lagos State. It is evidenced that the culture of Nigerian tribes is still much in existence as it is a predictor to the intention of undergraduates in Lagos State University. This could be as a result of the reality in the Nigerian economy which is the high level of unemployment that has made entrepreneurship to be a force to reckon with and thereby becoming a thing that the culture encourages. The findings of the study support the assumptions of theory planned behaviour as well as the assumptions of entrepreneurship event theory.

The findings agreed with the study of Kreiser, Marino and Weaver (2016) who found dimensions of culture to be significant to innovation; Abdullahi and Zainol (2016); Idemobi (2024); Madichie, Nkamnebe and Idemobi (2008). The findings disagreed with the study of Yereka (2019); Anlesinya, Adepoju and Richter (2019); Morgan and Vorhies (2018); Popoola et al (2018); Solesvik, Westhead and Matlay (2024); Akpor-Robaro (2012) that reported mixed results of cultural components on entrepreneurial initiatives.

Conclusion and Recommendations

The objective of the study is to see how the cultural orientation has influenced the entrepreneurial intention of the university undergraduates in Government-Owned Tertiary Institution in Lagos State. This objective has been achieved and it is reported that all the individual values, subjective norms and social norms have positive and significant effect on entrepreneurial intention of the study. Therefore, the study concludes that cultural orientation predicts the entrepreneurial intention of university graduates in Government-Owned Tertiary Institution in Lagos State. Based on this, the study recommends that university undergraduates should continue to accommodate values that will aid in having intention to jump start a business. There is need to use subjective norms like parents, spouses, teachers, successful entrepreneurs, and other role models to positively influence entrepreneurship intention of

students in order to sustain enterprises development in Government-Owned Tertiary Institution in Lagos State and Nigeria at large. Also, university graduates should be more familiar with the social happenings in their society or environment.

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