



PERCEIVED SOCIAL NORMS, PSYCHOLOGICAL CAPITAL AND ENTREPRENEURIAL INTENTION AMONG ENTREPRENEURSHIP STUDENTS IN BUKAVU (EAST OF DRC)

ABSTRACT

This study starts from Ajzen's Theory of Planned Behavior (TPB) to examine the relationship between perceived social norms, psychological capital and entrepreneurial intention. Support has most often been found for this theory in the field of entrepreneurship. However, little is yet known about the extent to which psychological capital mediates the relationship between perceived social norms and entrepreneurial intention. Quantitative data was collected through self-administered questionnaire. 196 final year entrepreneurship and business management students, from three universities in Bukavu (East of DRC) were surveyed. Structural equation modelling was used to test the research hypotheses. The results generally confirm the hypothesized effects since perceived social norms and psychological capital did play a significant positive role in explaining entrepreneurial intention. However, the role of perceived social norms (64.1%) was greater than that of psychological capital (10.2%). Besides its effect on entrepreneurial intention, perceived social norms positively and significantly predicted 48.6% of the variation in psychological capital. In addition, it was found out that psychological capital positively mediates the relationship between perceived social norms and entrepreneurial intention. These results support the robustness of the

TPB and provide evidence for and areas of improving entrepreneurship education. Future research directions are discussed and include recommendations in methodological and conceptual approaches. **Key words:** perceived social norms, psychological capital, entrepreneurial intention, TPB, undergraduate students, Bukavu.