

# An Empirical Investigation of Measuring Philanthropy Behaviour: A Study on Generation Y

Shagun Tyagi<sup>1</sup>, Vivek Aggarwal<sup>2</sup>, Nabila Ansari<sup>3</sup>, and  
Dr. V. K. Singh<sup>4</sup>

<sup>1,3</sup>(Research scholar, FMS, Gurukul Kangri Vishwavidyalaya, Haridwar, India)

<sup>2</sup>(Research scholar / Assistant professor, Subharti University, Meerut, India)

<sup>4</sup>(Head & Dean, FMS, Gurukul Kangri Vishwavidyalaya, Haridwar, India)

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## **Abstract**

*Social entrepreneurship from the last decade getting attention of researchers, policy maker, government and it all can be seen through its frequent updations on news and social media. This is the result that various universities now adding social entrepreneurship as separate subject in their bachelor and post graduate programme. Increasing demand for social entrepreneurs makes it relevant, but due to lack of researches especially empirical research there is scope to know lot more about this. Main aim of this research paper is to fill the gap in current literature with supporting statistical proof on intention of an individual towards social entrepreneur. For the purpose of data collection 500 questionnaires were distributed to the students out of which 314 completed questionnaire were received back making the response rate of 62.8%. Structured equation modelling applied for analysis of the data. The results of the study show a positive influence of dependent variable on independent variable. The study statistically contributes in existing literature on behavioural intention towards social enterprises.*

**Keywords:** *Entrepreneur, Social entrepreneur, behavioural intentions, philanthropy, social network*

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## **Introduction**

The process that create innovate solution for social issues can be term as social entrepreneurship, entrepreneurship is a process of creating social and economic values (1). The one who have socially responsible culture towards a sustainable future and are concerned about social issues and social problems and approach it with an entrepreneurial spirit is known as social entrepreneur (2–4) and social entrepreneur come up with a solution to cope up with all this issues (5–7) and social entrepreneurship is a combination of both business and

social welfare approaches. Social entrepreneurship in the past decade garnered particular attention researchers, policy maker, government and it all can be seen through frequent news and updation on media and social media (8–10);. Imbalance and uncertain issues and problem in society call the attention of an individual or group of person or an organisation or company to take innovative incentive to overcome societal deficiencies (11,12). This type of social venture worked to maximize social welfare instead of profit maximisation (9,13,14). Social entrepreneur earn profit by diversifying their sources of revenue and creation of social value is their primary objective (15). Social entrepreneurship differ from traditional entrepreneurship in terms of their goals and objective (16).

Further researchers categorised social enterprise in different types. Social enterprises can be profit making (17,18), non-profit making (19) or may combination of these (20,21). Numerous factors influences an individual to be social entrepreneur like motivation value (22,23), desirability and feasibility(24), social values (25), their attitude (26,27), intention (26,28), there perception (5), social network (12,29) role of social network for social enterprises, past experience, opportunity recognition (16,30), creating new business models (30,31).

Through this study researcher tries to measure the intention of youngster towards social enterprises and also to found out the factors which motivate an individual to be a social entrepreneur. As still there is little empirical research behavioural intention of social entrepreneur, what motivate them to choice this profession. Why they want to create social value instead of making profit. What motivate them to full fill the need of a society. Current study conducted with an objective to fill this gap in existing literature about the intention of an individual towards social entrepreneur, as empirical researches in the perspective of social entrepreneurship limited. Therefore, further research in this field is needed, for quantitative work in particular and what can be the motivation behind choosing social entrepreneur as a career and also to measure the impact of values, social network and attitude on behavioural intention and then overall impact on philanthropy behaviour towards social enterprises impact respondent attitude towards social enterprises. The paper structured as follow, first segment include introduction of social entrepreneur and social enterprises and also what are the factor which affect an individual's attitude towards social enterprise. Next segment include description of supportive literature related to social enterprises, motivators of social

entrepreneur and model development. Third segment consist of research methodology followed by findings conclusion and limitation of the study.

### **Review of literature**

- *Concept of social in social entrepreneur , social enterprises and social entrepreneurship*

Social enterprises are connected with government, society and market. Social enterprises are also associated with political, social and economical concepts desire and actual economic and social development (32,33). Concept of social enterprises gaining interest in developing countries like India (34,35) and it gives a social recognition in all around the world (32).

Researchers conducted various studies to know and analyze about social enterprises, how it work and what are the primary aim and objective of this kind of ventures. Social enterprises work as a social change maker in current scenario (15,36). Social enterprises are the organisation working for social development (37,38). Muhammad Yunus, 2005 state, “*that social entrepreneur have a social objective to help people get out of poverty and challenges with their innovative ideas and this innovative aspect of these kind of venture play a significant role in development of society*” (2,36). They earn profit, reinvested again for business or social cause, rather than distributed as dividend and retained by owner of the firm (39). Social enterprise work to cope up with the social issues such as enhancing individual earning, better mental health, range of disabilities and work as supportive system for society as well as government (40,41) and their well-being (42).

- *Forms of Social entrepreneur*

Researchers in past studies tried to distinguish social enterprises based on of their aims and objective, characteristics, activities they performed and vice versa (8,15,43,44). (43) Categorise three kinds of social business peoples. Firstly, people named as "Social Bricoleur" who has knowledge of both local environmental conditions and local resources and they commonly work for low scale social needs. Another is “Social Constructionist” often meet the needs of ignored peoples and the last one is Social Engineers, they perceive and address vast scale foundational issues inside existing social structures. Social Engineers vary from the other two kinds of social business people since they revolutionarily affect the social frameworks and structures.

- *Role of social networks in social enterprise*

Through social network one can get capital to start an enterprise, so it's one of the essential requirements of an entrepreneur (45,46). Researchers investigating the role of social networks in social enterprises emphasized that social enterprises can use their social network not only to generate capital (47) but also to acquire knowledge and information in order to enter in new market, move in next phase of business life and to move to next position (47) suggested that social enterprises have different needs at different stage of life and to meet that needs they developed new network. In contradictory (48) conclude that most often this social networks become over burden over enterprises, due to their reciprocity demands they lose their control over the business it result to loss of freedom to run the business. Well established communication channel motivate and encourage participation of social enterprises to share and transfer knowledge(49,50). Social enterprises are not form for earning profits, increase sales and increase market. But still there is infancy in literature of social networks importance in social enterprises (12). Social network can be defined as the group of persons who exchange ideas, information on trust basis with one another (46). From the above literature following hypothesis was framed

*H<sub>1</sub>: Social network have positively influence on behavioural intention.*

- *Role of values in philanthropy approach*

Social benefit and social values are viewed as key motivation for social entrepreneurs. Working condition and social mission motivate a person to be social entrepreneur (8,43) but somehow social mission are differ from the commercial mission, social enterprise mainly working for social welfare (51), social entrepreneurs directed to come up with a solution for social problem (6,8) and wealth accumulation or self-employment influencing persons intention to be social entrepreneur. Furthermore, (6) add on that recognition of opportunity, creating social value, link up with the society, understanding social problem and intention to work are some of the factor that contribute to motivational value and (8); considered hunger or poverty as motivational factors. Competence to deal with difficult task, autonomy based on individual interest, the task they choose and action as they did and relatedness to relate with loved ones are three fundamental needs that encourage people to become entrepreneur (52). Involvement of individual with a social cause can also be a motivational factor. Involvement in behavioural researches and advertising can be defined as internal state of arousal based on Intensity, persistence and direction of stimulus (social cause in this case)(53). Degree of

cause involvement of an individual does affect its attitude and perception towards supporting social cause, participating in activities supporting such type of cause (54,55).

Clearer social mission motivate employees to work with effectiveness and efficiency, this influence them to work with innovate idea (56).

Activation, selection-direction, and preparedness are three important aspects of motivation(57). (58) define motivation as the spark that transform latent intention to action and evaluate that goals of person go through four different phases starting from the awakening desire and wish to begin an enterprise and in next stage the initiate taking action for the completion of their desire by searching the opportunity available and what resources are required and who it can be obtain then there after comes third stage popularly known as actionable phase as in this stage their desire comes into reality and at the end in forth phase they evaluated actual outcome with desired one. From the above literature following hypothesis was framed

*H<sub>2</sub>: Values has positively influences on entrepreneurial behavioural intention*

- *Model development for social entrepreneurship*

Theory of planned behaviour is among the most adopted and popular theories applied by numerous researchers in their study because it can be adapted according to the specific domain of the study and to predict, to anticipate how and why entrepreneurs think and act (59,60). This theory is based on the behavioural intention of person, influence by their attitude forming behaviour and attitude can be developed through their previous experience and personal traits (61,62). Behaviour, subjective norm and perceived behavioural control can be describe as three determinants of intention. (63) Applied theory of planned behaviour in association with model of entrepreneurial event to predict the behaviour of individual towards social enterprise and concluded that one's perception for a particular thing, relates to their capability towards carrying entrepreneurial behaviour.

Intention is the first step towards entrepreneurship and should be examined as it determine one's behaviour which convert their decision into action to start a enterprise (64). Thus intention can predict the behaviour of individual's preference to be either to become a business entrepreneur or a social entrepreneur. Individual's planned behaviour is always intentional (65,66) and hence entrepreneurial intention plays an important role to understand why someone decides to become a social entrepreneur to solve social issues.

(67) Applied EPM (Entrepreneurial Potential Model) in their study in order to predict the intentional behaviour of an individual which is a combination of Theory of Planned Behaviour and Entrepreneurial Event Model and found that social entrepreneurial intentions influenced by perceived desirability and perceived feasibility. Attitude has significant impact on entrepreneurial behaviour and it directly influencing individual's entrepreneurial intention (68).

In the entrepreneurial intention studies, Social entrepreneur Attitude proved to be an important factor that had positive effect on entrepreneurial intention (69). (70) also applied TPB to determine the intention towards enterprises and it was concluded that intention was affected by attitudes towards the behaviour.

*H<sub>3</sub>: Social entrepreneur Attitude has positively influences entrepreneurial behavioural intention*

*H<sub>4</sub>: Entrepreneurial behavioural intention has positively influences philanthropic behaviour*

### **Research Methodology**

On the basis of existing literature above mentioned hypothesis were formed. To measure the philanthropic behaviour of individual to be social entrepreneur suitable sampling technique and statistical tools were applied.

#### ***Sampling method and sample size***

In current study systemized random sampling were adopted to collect the data. Data were collected from final year engineering and management students as they are more careers oriented. All the Respondents of the study belong to Generation Y. They are young and energetic and having an aim of to be a entrepreneur in near future.

#### ***Questionnaire***

Items of the questionnaire are self framed on the basis of existing literature and modify as per the requirement of the study. Questionnaire contained twenty eight items. 500 questionnaires were distributed among the students out of which 314 completed questionnaire were received back making the response rate of 62.8%. Respondent comprises of 65% (N=204) of male and

35% (N=110) female and the average age of the respondents was 25 years. Items of the questionnaire were self framed and its validity and reliability were tested through Cronbach's alpha and Kaiser-Meyer-Olkin and Bartlett's test of sphericity. Because of low communality values and item cross-loadings, three items were dropped and final 25 items scale on a 5-point Likert scale, ranging from 1 = "totally disagree" to 5 "totally agree" was used to measure social entrepreneurial intentions .

**Table 1 Reliability value of factors (n=314)**

Antecedents	Abbreviation used	Items	Cronbach's Alpha
Social Network	<i>SN</i>	4	0.90
Values	<i>VAL</i>	5	0.83
Social entrepreneur Attitude	<i>SEA</i>	5	0.81
Behavioural Intention	<i>BI</i>	6	0.82
Philanthropic Behaviour	<i>PB</i>	5	0.80

**TABLE 2 : KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.796
Bartlett's Test of Sphericity	Approx. Chi-Square	5.450
	Df	3
	Sig.	.003

Acceptable range for Cronbach's alpha is .6 and for KMO is .6 (71). It can be seen through Table 1 and Table 2 that framed questionnaire is reliable and valid for current study as value of both reliability and validity of the construct is above the acceptable range.

**Table 3 Descriptive Statistics**

Descriptive Statistics	Percentage
<i>Age</i>	
Under 20	28%
20-24	45%
24-28	17%
28 and above	10%
<i>Discipline</i>	
Management/ Commerce	42%
Engineering / Science	25%
Humanities/Arts	43%
<i>Gender</i>	
Male	65%
Female	35%
<i>Family business</i>	
Yes	38 %
No	62%
<i>most suitable form of social enterprises</i>	
Profit social enterprises	63%
non-profit social enterprises	37%

## Results

Descriptive statistics and correlation are shown in Table 3. These statistics showed that hypotheses are fully supported. SEA( $r=.272$ ,  $p<.001$ ), Social network( $r=.237$ ,  $p<.001$ ), Behavioural Intention ( $r=.225$ ,  $p<.001$ ) and values( $r=.712$ ,  $p<.001$ ) were positively correlated with Philanthropic Behaviour.



**Table 4: AVE and Correlation values of the variables**

Constructs	CR	AVE	MSV	MaxR(H)	SEA	SN	PB	BI	Val
Social entrepreneur Attitude	0.846	0.48	0.096	0.881	<b>0.805</b>				
Social Network	0.791	0.565	0.096	0.833	0.310***	<b>0.752</b>			
Philanthropic Behaviour	0.807	0.585	0.064	0.824	0.227***	0.092†	<b>0.765</b>		
Behavioural Intention	0.810	0.590	0.096	0.845	0.286***	0.311***	0.253***	<b>0.768</b>	
Values	0.754	0.507	0.074	0.766	0.272***	0.237***	0.038**	0.225***	<b>0.712</b>

Note: Square roots of average variances are represented diagonally. Off-diagonal values shows correlations among variables at \*\*\*  $p < .001$ . To measure discriminant validity diagonal values should be higher than off-diagonals values in the same row and column.

### Measurement Model

**Table 5a: Composite reliability coefficients and average variance extracted for the measurement model**

Antecedents	Social entrepreneur Attitude	Social Network	Philanthropic Behaviour	Behavioural Intention	Values
<b>Composite reliability (CR)</b>	0.846	0.791	0.807	0.810	0.754
<b>Average Variance Extracted (AVE)</b>	0.48	0.565	0.585	0.590	0.507

**Table 5 b Model fit Measures**

S. No	Model fit		Absolute measures			Incremental fit measures		Parsimonious fit Measures	RMSEA
	$\chi^2$	$\chi^2/df$	SRMR	GFI	AGFI	CFI	TLI	PCFI	
Model 1	170.387	2.130	0.045	0.958	0.936	0.967	0.957	0.737	0.047

Confirmatory Factor Analysis (CFA) was conducted on four exogenous constructs (Social entrepreneur Attitude, Social Network, Value and Behaviour Intention) and 1 endogenous construct (Philanthropic Behaviour). As shown in Table 5 AVE is above .50. AVE values more than 0.50 is considered as the representative indicator of the construct (72).

Values of model fit indices for measurement model is shown in Table 5a.  $\chi^2/df = 2.130$ , ( $\chi^2/df < 5.0$ ) which is considered excellent model (Sewell, Jr. 1992). RMSEA = 0.047 (90% confidence level) and SRMR value was 0.045. Value Derived GFI = 0.958 and AGFI=0.936. Comparative fit indices (CFI) of measurement model were 0.967 and TLI =0.957 which are above 0.95 which indicate that model is has excellent fit (73).

### ***Structural Model***

Structural equation modelling is used to test the fit of a hypothesized model against the sample data. . All the study measures were modelled as latent constructs with respective subscale means as indicators of the latent factor. As shown in figure 2 philanthropic behaviour of consumers is predicted well by behavioural intention ( $\beta = .25$ ;  $p < .001$ ). 3 items had t-values above 4.0 ( $P < 0.01$ ) which means that the four-factor model has strong constructs (Table 6). Hypothesis (H1) i.e. Social entrepreneur Attitude showed the moderate positive significant relationship ( $\beta = .24^{***}$ ) with behavioural intention. Social network (H2) highlighted the positive impact on behavioural intention ( $\beta = .21^{***}$ ). Values (H3) also highlighted the positive but week significant relationship ( $\beta = .13^{***}$ ) with behavioural intention. The results are at par with previous entrepreneurial behaviour intention studies (59,60) where values showed the least effect on individual's behavioural intention.

Behaviour intention (H4) reveal the medium impact on philanthropic behaviour ( $\beta = .25^{***}$ ). Thus, factors had describe the moderate philanthropic behaviour variance ( $R^2 = .27$ ). Alternative Model represents acceptable fit to the data ( $\chi^2/df = 2.95$ ; RMSEA=0.062; SRMR=0.1; GFI=0.93; CFI=0.94; AGFI=0.91; TLI=.926).

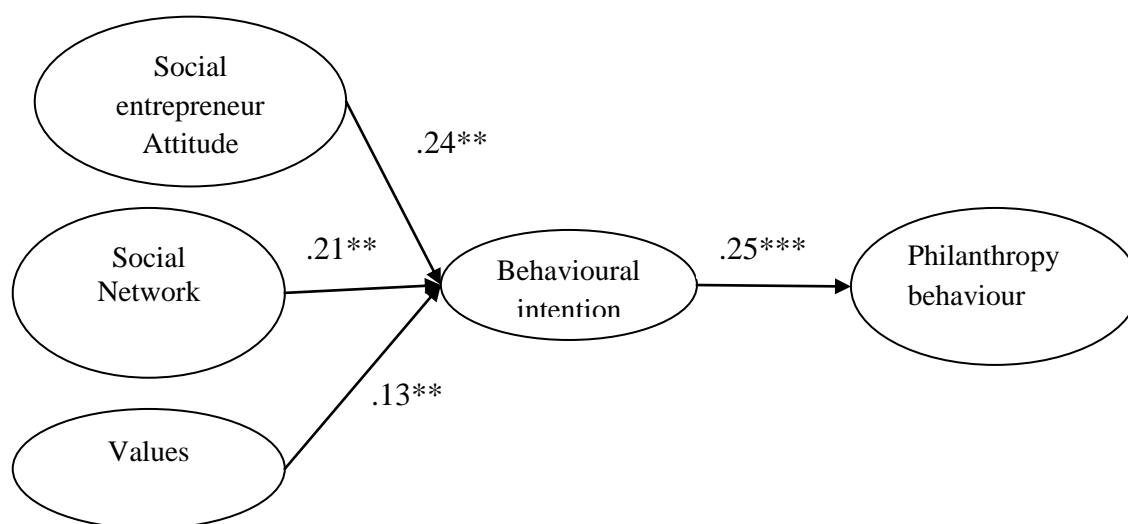
**Table 6 Standardised coefficients and associated t value.**

H <sup>0</sup>	Structural relation	Standardized coefficient ( $\beta$ )	Robust t value	Result
H1	Attitude $\Rightarrow$ Behavioural Intention	.24	4.310***	Accepted
H2	Social Network $\Rightarrow$ Behavioural Intention	.21	4.183**	Accepted

H3	Values ⇒ Behavioural Intention	.13	2.40**	Accepted	
H4	Behavioural Intention ⇒ Philanthropic Behaviour	.25	4.70***	Accepted	
<b>Goodness of fit indexes</b>					
$\chi^2/df$ (CMIN/df)	CFI	GFI	SRMR	RMSEA	TLI
2.95	.94	.93	.1	.062	.926

\*\* p<0.01 and \*\*\* p < 0.001.

**Figure 2 Standardized estimates**



*Note: N=314: Arrows indicates standardized regression weights Values shown by arrows are standardized regression weights, (\*\*<.01, \*\*\*<.001)*

### Discussion and conclusion

The objective of this study is to find out the role of attitude, social network and values in predicting social entrepreneurial behaviour intentions. For this purpose a self framed questionnaire were framed and it include twenty eight items but because of low communality values and item cross-loadings, three items were dropped and final 25 items scale on a 5-point Likert scale, ranging from 1 = “totally disagree” to 5 “totally agree” was used to measure social entrepreneurial intentions . All scale items were measured on a 5-point Likert scale from 1 = strongly disagree and 5 = strongly agree. Items of the questionnaire were self

framed and its validity and reliability were tested through Cronbach's alpha and Kaiser-Meyer-Olkin and it found to be reliable and valid for the current study. For data collection 500 questionnaires were distributed among the students out of which 314 completed questionnaire were received back making the response rate of 62.8%. Maximum numbers of respondent are male, but it was found that female respondent was having more positive behavioural intention towards social enterprises. This shows that females are more sophisticated. Result of descriptive statistics also shows that maximum respondents are not belong to any business background, there are other factors that motivate them to be a social entrepreneur and on the contrary mostly respondent found profit social enterprises as the most suitable form of social enterprises. This indicates that respondent wants to work for social benefit but earning is also a point of concerned for them. Education qualification of the respondents are same as they all pursuing post graduate in different discipline.

Further data were analysed through SPSS Version 22.0. Two-stage analytical method is used to test the model. Initially measurement model was fitted to the data set collected and then Structural Equation Modelling (SEM) was used to examine the interrelationship in a proposed model. Values of model fit indices for measurement model is shown in Table 4.  $\chi^2/df = 2.130$ , ( $\chi^2/df < 5.0$ ) which is considered excellent model (Sewell, Jr. 1992). RMSEA = 0.047 (90% confidence level) and SRMR value was 0.045. Value Derived GFI = 0.958 and AGFI=0.936. Comparative fit indices (CFI) of measurement model were 0.967 and TLI =0.957 which are above 0.95 which indicate the goodness of fit indices. It can be concluded from the above results that individual's behavioural intention leads to their philanthropic behaviour and it had a significant relationship with all three factors affecting it. This study, can contribute to the existing literature of empirical studies on social entrepreneurship. Social network have positively influence on behavioural intention. Table 6 shows that all the hypotheses are accepted, Social network have positively influence on behavioural intention. Values have positively influences on entrepreneurial behavioural intention. Social entrepreneur Attitude positively influences entrepreneurial behavioural intention and Entrepreneurial behavioural intention positively influences philanthropic behaviour.

## **PRACTICAL IMPLICATIONS**

Current study provide the clear view about what motivate a individual to be a social entrepreneur, result of the study can help academician and researchers to understand the variable that can influence a behavioural intention of the people. Results of the study shows

that those students have positive attitude towards becoming entrepreneur are highly support the social causes and earning is not a point of concern for them. Social values and support from society also positively influencing social entrepreneurial behaviour. In terms of research studies in area of entrepreneurship, India still lacks specific theorization and robust empirical validation. Results of the study will also useful for the managers to plan training and development programme for their employees and trainee. This also can contribute in their policy making. In association to the theory of planned behaviour, current research provides an interesting insight that not only attitude effect social entrepreneurial intention formation but social networks and social values are also affect the intention significantly. It shows that people believe that those who initiating a social enterprise must have a strong network and their social and motivational values also have a significant impact on their attitude to be a social entrepreneur. It was found in the study that those have prior experience about social problem want to work for society. Therefore, this research proved a practical driven approach to find out the relationship between predictors of social entrepreneurial intentions and social entrepreneurial intentions.

### **Limitation of the study**

Present study has certain limitations. First, is has limited scope due to small sample size. Secondly, due to money and time constraint data were only collected through post graduate students only thus, findings of this research cannot be generalised as it based on responses of final year engineering, humanities and management students from India. In current study only three variables are used to measure the Philanthropic Behaviour, but there are many other numerous factors that affect the individual intention to be social entrepreneur and that motivate them to choose this profession. Future study can be conducted by taking these variables.

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