

Dissemination of Values: Entrepreneurial Intention among Hadhrami Youths in Yemen: The Theory of Planned Behavior Approach

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ABSTRACT

Purpose: This study aims to investigate passing values of entrepreneurial activities among the Hadhrami community in Yemen by measuring the entrepreneurial intention among the youth in the Hadhrami community.

Approach/Methodology/Design: An empirical study method is employed in this research by relying on primary data collected from undergraduates, in order to be in position to present evidence about the entrepreneurial intention among the new generation in the region of Hadhramout in Yemen. Hierarchal multiple regression was performed to investigate the effect of the independent variables which are the attitude of individuals, subjective norms and perceived behavior control, as well as the entrepreneurial background and demographic variables on the dependent variable which is entrepreneurial intentions of the individuals surveyed in the study.

Findings: The result indicate significant impact of attitudes, subjective norms and perceived behaviour control on entrepreneurial intention among Hadhrami youth. Further, education and training is not found influential on shaping entrepreneurial intention among Hadhrami youth and similarly with entrepreneurial background of the youth except the experience of relatives has an impact on their intentions.

Originality/value: The study concludes that entrepreneurial activities are traditionally oriented among Hadhramis; education and training are supposed to improve such entrepreneurial intention among the youth which is an earnest need for achieving inclusive and sustainable development.

INTRODUCTION

The process of persistently promoting the entrepreneurial spirit that led to the initial success of old generations is the great secret of business families that they hold into it to achieve success. Passing such success and values to next generations is a key the continuous growth of wealth creation among families and communities (Walsh, Bruehl and Loreto, 2020). Poverty was never an obstacle to Hadhramis during the 18th and 19th centuries when they indulged in trade and entrepreneurial activities whether in the region of Hadhramout or in diaspora. As the famous quote by Matshona Dhliwayo goes "poverty is easier to conquer than injustice", Hadhramis dealt with trade and entrepreneurial activities even in the essential forms to survive poverty. However too many Hadhramis left the region for ample

trade and entrepreneurial activities in diaspora as they left an unjust ruling kingdoms in the region during the 19th century (Boxberger, 2002p. 214; Freitag and Clarence-Smith, 1997, p. 59) the same was observed in regards to Hadhramis entrepreneurial and trade activities in diaspora as well such as in Ethiopia due to Hachalu Hundessa riots (Manger, 2010, p.71), taking into consideration the religious differences that made Hadhramis return home from “Christian Ethiopia” (Bezabeh, 2010).

Before the emergence of business education and business schools, Hadhramis were already applying what Robert Kiyosaki and Sharon Lechter pointed out in their book which is making money work for the individual instead of the individual working for money (Kiyosaki and Lechter, 2001, p. 23). Hadhramis worked in sailing as the trade was active between the South of the Arabian Peninsula, China and surrounding islands such as Singapore, Indonesia and Sri Lanka. This trade was carried mainly through sailing routes (Ahmed, 1999). When the Chinese invented a new sailing route that starts from Sumatra to Al Mahrah area in the south of Yemen without stopping in India (Yan, 1981, p. 13-14), the trade was more active and Hadhramis took part in such trade due to their experience in sailing.

Until now, there are Hadhramis who are businesspersons whether in the region of Hadhramout or in diaspora such as in gulf countries, Africa or East Asia. They created success stories of the entrepreneurs who indulge and dedicate efforts towards their activities whether at home or in diaspora (Shabkshi, 2020; Al Kathiri, 2016). In fact, Hadhramis are known among Yemenis for paying much more attention to trade activities and chasing success in trade more than others. Bahareth, (2017) in his book “Rules of Hadhrami trade”, put the concepts and principles that have been practiced and believed in by Hadhramis while undertaking trade and entrepreneurial activities. The author pointed out some principles such as treating their own reputation as one of their assets, putting less trust and reliance on unmarried traders as it indicates less responsibility in their end, taking risks but the risk should be around 10% of what they earn, as they intend to invest around 20% of their profits in risky trade, another 20% in moderately risky trade, 10% is put as monetary for contingencies, 25% is invested in fixed and tangible assets, and 25% is reinvested in previous activities, before the emergence of business schools, Hadhramis applied such rules and principles which contributed to their success in trade and entrepreneurship.

This review leads to questioning the gaps that may exist between the old Hadhrami generation that undertook trade and entrepreneurial activities in the region as well as in diaspora, and the new generation that experiences the corporate world and the Neoclassical economics, knowledge economies and more particularly with the emergence of business education and the more competition created in trade with the advancement observed in technology, artificial intelligence and innovation. This created the need to investigate the tendency and willingness of young Hadhramis to indulge in entrepreneurial activities regardless of the economic and cultural differences that their old generation experienced.

The literature presents a wide range of investigation to entrepreneurship activities abroad or diaspora entrepreneurship (Elo, Harima and Freiling, 2015; Harima, 2014; Harima, Elo and Freiling, 2016; Mayer, Harima and Freiling, 2015) transnational entrepreneurship (Drori, Honig and Wright, 2009; Brzozowski, Cucculelli and Surdej, 2017; Harima and Baron, 2020; Lundberg and Rehnfors, 2018) and refugee entrepreneurship (Desai, Naudé and Stel, 2020; Harima, Haimour and Freiling, 2019; Meister and Mauer, 2019). However, this study adds to such literature by comparing two generations in the region of Hadhramout in Yemen, the old generation that spread out to more than one continent in diaspora and the new generation within the region of Hadhramout.

Even though many studies have been conducted on measuring entrepreneurial intention (Mahmood, et al., 2019; Engle, et al., 2010, Joshi, Joshi and Pathak, 2020; Yang, 2013; Muhammad, Aliyu and Ahmed, 2015; Aloulou, 2016), along with the importance and need for embracing entrepreneurial change in lower income economies (Saleh & Manjunath, 2021b), less studies are dedicated to

measuring entrepreneurial intention among the youth in an underdeveloped country such as Yemen, few investigated entrepreneurial attitudes (Saleh and Manjunath, 2021), entrepreneurial intentions among graduate including business students (Saeed, Gongyi and Charkos, 2019; Nabil and Zhang, 2020), entrepreneurship perception level and enterprising skills (Saleh and Manjunath, 2021a: 2020) which makes entrepreneurial intention of the youth beyond business schools in an underdeveloped economy such as Yemen an untapped area which can be further investigated.

Measuring the entrepreneurial intention will indicate the differences in willingness to undertake entrepreneurial activities among the new generation being reflected on how Hadhramis have been undertaking such activities whether within the region or in diaspora. Therefore, we launched this study to present an empirical evidence in respect to the entrepreneurial intention and tendency among the youth to undertake entrepreneurial activities in the region of Hadhramout. The study involves the youth (e.g. undergraduates) excluding the students that are exposed to business education in business schools and colleges so the results can be reflected on the new Hadhrami generation in order to observe the gap or differences among the two generations, taking into consideration how the Yemeni society in general as a traditional and tribal society holding to the heritage and traditions of old generations (Caton, 2013).

The study is organized as follows: the first section is an introduction, the second section is a theoretical background and review of literature, the third section is the research methodology, then the results and findings are presented and after that the last section includes the discussion, conclusion and implication.

REVIEW OF LITERATURE

Hadhramout:

The Region

Hadhramout is the home land of Hadhramis who are community that has been known for centuries in Yemen (Jacobsen, 2009, p.7). Before the establishment of Yemen as a republic, Hadhramout had been a kingdom for centuries and was not just a city, as the area of Yemen used to be three kingdoms, Sana'a kingdom in the North part of Yemen, and Hadhramout in the east part of Yemen and Al-Janad in the middle (At-Tameemi, 2017, p.37-38). The region of Hadhramout had been autonomous for most of its history until recent centuries where Ottoman, the British control, and the Imams in Yemen claimed their authority over the region (Mobini-Kesheh, 1999, p. 20). After the revolution in Yemen in 1962 against the Imams and the British control, Hadhramout was part of the People's Democratic Republic of Yemen which was formed in the south of Yemen until 1990 when both republics were united under the name "Republic of Yemen", currently Hadhramout is the biggest governorate of the republic of Yemen.

Hadhramis:

The community

The communities in the region of Hadhramout have existed for centuries, mainly depending of fishing and farming as well as trade. Due their strong intention in trade and entrepreneurial intentions and activities, they established relationships and communication with other communities in Asia and Africa. Incense trade route came to existence during the 7th century BC –the 2nd century AD from South Arabia to the Mediterranean flourished, where Hadhramis were active traders in such activities then (At-Tameemi, 2017, p. 40). Statistics show that trade has been conducted between Hadhramis and traders in East Africa, Mauritius, India, Colombo, Java, China, Oman, Basrah, Berbera, Karachi and Red Sea Ports (Ingrams, 1936, p. 79-85). This led to the beginning of Hadhrami diaspora, as the migration of male traders from Hadhramout to regions such as India and Southeast Asia, East Africa (Tanzania, Somalia and Kenya) as well as Arabian Gulf countries was fortified around the Seventh

Century of “*Hijra*” (around Thirteenth Century AD) and continued for six centuries after that (Sumait, AL-Aidaros and Bladram, 2020).

This contributed to the emergence of Hadhrami communities in many different regions as mentioned above. This migration was not just trade migration as such communities were able to assimilate to their hosting society with the ability to retain cultural identity (Abushouk AND Ibrahim, 2009; Sumait, AL-Aidaros and Bladram, 2020). Further, their impact in establishing social cohesion through kinship and lineage which contributed to retain their culture identity. Such assimilation, beyond the entrepreneurial experience they showed in these societies, resulted in spreading the Hadhrami culture in such societies including Islam as a religion of Hadhramis, as authors stress that Islam was brought to region such as Malaysia and Indonesia through traders from the Arabia regions (Alatas, 1960). This implies the extent of the Hadhramis diaspora, as Sir Richard Burton argued and stressed that “It is generally said that the sun does not rise upon a land that does not contain a man from Hadhramout” (Burton, 1966 as cited in Freitag and Clarence-Smith, 1997). Similarly, an impact of spreading the language of Malay and Swahili among the Hadhrami communities through traders who came back to their own communities in Hadhramout (Sumait, AL-Aidaros and Bladram, 2020; Ingrams, 1936, p. 157-159).

Hadhramis: The entrepreneurial community

Evidences show that Hadhramis are the first Arab to migrate to the Malays societies before and after the emergence of Islam, most migration was based on trade and entrepreneurial activities (Ya’qoub, 2014). This implies their active participation in entrepreneurial activities in the region. Since the old era, traders from the region of Hadhramout had created a name for themselves being successful business entrepreneurs by having integrity and altruistic credentials being connected with their Islamic upbringing (Sultan, Weir and Park, 2010).

What distinguishes Hadhrami entrepreneurs is that they create unions where they cooperate to survive economic crises as they aim for continuance in their entrepreneurial activities through being together, working for prosperity while being ready for the worst scenarios and refusing to be a cause for any commercial crisis (Bahareth, 2019). They rely on old traditions on practicing commercial activities which have been practiced by Hadhramis in the old era while being professional sailors which helped them control the trading activities and practicing trade in the Indian Ocean. Hadhramis are known for hard work, self-reliance, asceticism, abstinence, not liking showmanship, honesty, passing on values and principles (Shabkshi, 2015), to the extent that they become an example of the individuals who dedicate their life for what they believe in and work hard towards achieving it. Their experience is not famous only in Yemen, but they have spread their entrepreneurial efforts to the gulf, Asia and Africa (Almogren, 2011).

Hadhramis in diaspora:

Records show that Hadhramis have settled in west-cost of Sumatera in 674 as traders and Muslim scholars. Based on knowing the skills of sailing, they travelled to the Southeast Asian region through sea routs (Subchi, 2019). Specific characteristics are used or employed by Hadhramis in diaspora to create and build opportunity for their entrepreneurial success. Bakr (2009) listed few characteristics that contributed to the success of successful Hadhramis in Saudi Arabia such as migration and working as young workers for rich families in Hejaz region in Saudi Arabia which resulted in learning business and commerce practices as if they studied business, being born in the beginning of the twentieth century which means they were at their strength when they started supervising their families work and starting their own after gaining enough experience, and finally running from the communist ruling that emerged in the south of Yemen which made them migrate and look for better opportunities abroad. Today Hadhrami businessmen contribute remarkably towards employment and income generation in

Saudi Arabia and other gulf countries as well (Shabkshi, 2020). However, research indicates that Hadhramis in Kuwait have not been entrepreneurially successful or politically privileged compared with Hadhramis in other migration destinations (Alajmi, 2012), yet this does not necessarily imply that they are not undertaking entrepreneurial activities as being referred to by a saying that goes as “wherever they settled, Hadhramis involved themselves in commerce” or “wherever there was money to be made... Hadhramis were there among the leaders” (Alajmi, 2017).

Hadhramis made their mark in entrepreneurial activities in Singapore in the fields of estate, housing, and property which began in 1885 up to the turn of the twentieth century. They were able to form a sort of influential economic factor in these fields and trade in a wide range of goods (Sultan, Weir, Park, 2010). Further, living on the revenues from rents of houses was one type of the entrepreneurial activities that Hadhramis took part in during their settlement in Singapore (Manger, 2010, p. 28). While less progress was accomplished by Hadhramis in Hyderabad India due to migrating especially to join the Army in the Kingdom ruling Hyderabad which is the Nizam of Hyderabad or Asaf Jah dynasty in Hyderabad, after the collapse of this kingdom, Hadhramis transformed from soldiers to the informal sector (Manger, 2010, p. 47-49).

Since the 1830s, Hadhramis migrated to Eritrea and played a remarkable role wholesale, retail, import-export sector of Eritrea by indulging in entrepreneurial activities for the purpose of long term settlement in Eritrea, further roles played by Hadhramis in Eritrea include urban construction, transportation, real estate and small industrial as well as agricultural enterprises (Miran, 2012). Indonesia and Malaysia are part of the lands where Hadhramis were influential as traders and successful entrepreneurs or leaders in administration, religion and politics. As they participated in ending the Thai occupation of the sultanate of Kedah which is one of the provinces of today's Malaysia. Similarly in Indonesia, they participated in improving the foundation of modern education by establishing societies dedicated to teaching history, geography and English language along with Islamic teachings in the area, which helped in boosting their merchant activities as well (Sultan, Weir, Park, 2010).

Having a look at the activities and contribution of Hadhramis whether in the region of Hadhramout or in diaspora implies that they have great attitude and intentions for taking part in entrepreneurial activities and work towards achieving such goals. The very basic life that Hadhramis experienced in the old era of Hadhramout easily drove them towards crafts, trade and entrepreneurial activities in order to survive, generate income and improve life standards among themselves as a community. At the same time, this creates an earnest need to investigate the same among the new Hadhrami generation.

Entrepreneurial intention and theory of planned behavior:

The theory of planned behavior has been widely used to predict intentions of people in general, and it has been widely used to predict the entrepreneurial intentions of individuals in particular, as it implies that the behavior of an individual is explained by their intentions, such intentions are what the attitude reveals as well as subjective norms and perceived behavioral control (Ajzen, 1991; Yang, 2013). This study adopts the theory of planned behavior to measure and predict the entrepreneurial intentions among the new Hadhrami generation, as the theory of planned behavior has been proven to be a successful predictor of entrepreneurial intentions (Mahmood, et al., 2019; Engle, et al., 2010, Joshi, Joshi and Pathak, 2020; Yang, 2013; Muhammad, Aliyu and Ahmed, 2015; Aloulou, 2016).

When considering the relationship of entrepreneurial intentions with the variables of the theory of planned behavior, research unveils positive correlations of the three variables which are subjective norms, attitudes towards entrepreneurship and perceived behavioral control with the entrepreneurial intention (Arafat, Saleem and Dwivedi, 2020; Autio, et al., 2001; Malebana, 2012; 2014; 2014a; Nguyen, 2015; Buli and Yesuf, 2015; Malebana and Swanepoel, 2015; Nasar, et al., 2019; Mothibi and

Malebana, 2019). Further, the effect of these variables on the entrepreneurial intention has been investigated in the literature, as the independent variables in the theory of planned behavior have been proven to be influential on the entrepreneurial intention as the dependent variable in various contexts (Ariff, et al., 2010; Doanh and Bernat, 2019; Peng, Lu and Kang, 2013; Astuti and Martdianty, 2012; Ferreira, et al., 2012). Furthermore, the antecedents of entrepreneurial intention are influential when it comes to measure the knowledge of entrepreneurial role models as well as the perceived barriers to shaping entrepreneurial intention (Malebana, 2015; 2016a).

The relationship between the entrepreneurial background of individuals and their families and entrepreneurial intention

Studies pointed out a positive relationship between the entrepreneurial background of the individuals and their family and entrepreneurial intentions (Hattab, 2014; Wu, S. and Wu, L., 2008), and a positive impact of entrepreneurial education on the entrepreneurial intentions of individuals (Mohamad, Lim, Yusof and Soon, 2015; Fayolle and Gailly, 2015) as more intentions are observed among students receiving entrepreneurial education (Malebana and Swanepoel, 2014; Aslam, Awan and Khan, 2012; Malebana and Zindiye, 2017; Malebana, 2014b), more particularly when such exposure is of a longer term (Malebana, 2016). Further, differences in the entrepreneurial intention are observed based on the differences in entrepreneurial education as well as the role of friends and family in entrepreneurial activities (Wu, S. and Wu, L., 2008; Aslam, Awan and Khan, 2012; Ramadhan, 2012).

The differences in the entrepreneurial intentions based on the demographic variables.

Based on the differences in the demographic variables, the literature shows that gender has no effect on the entrepreneurial intention (Smith, Sardeshmukh and Combs, 2016). However, it has an effect as a mediator in the relationship between subjective norms and perceived behavior control (Robledo, Arán, Sanchez and Molina, 2015). Variables such as gender, age, birth order position and marital status have an effect on entrepreneurial intentions among graduates while marital status was the major influencer among them (Katundu and Gabagambi, 2014). Subjective norms are observed more among females (Abbas, 2015; Arshad, Farooq, Sultana and Farooq, 2016), while males show more perceived behavior control than females (Arshad, et al., 2016). Further, entrepreneurial education effects females more than males in respect to entrepreneurial intentions (Wilson, Kickul and Marlino, 2007).

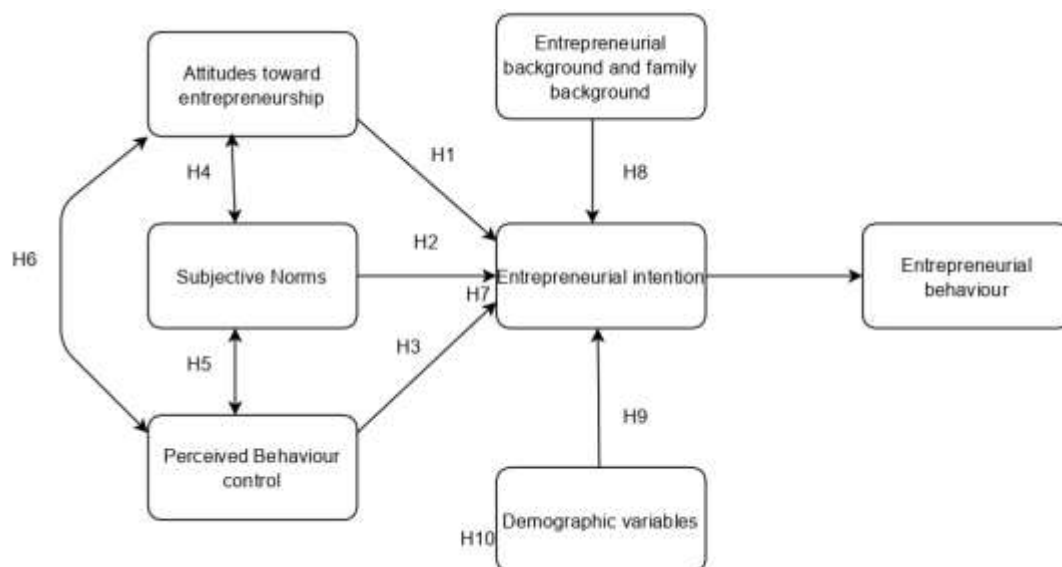


Figure 1: Theoretical Research model

The review and discussion above leads to hypothesizing the following statements:

- H1: There is a significant positive relationship between attitudes towards entrepreneurship and entrepreneurial intention.
- H2: There is a significant positive relationship between subjective norms and entrepreneurial intention.
- H3: There is a significant positive relationship between perceived behavioral control and entrepreneurial intention.
- H4: There is a significant positive relationship between attitudes towards entrepreneurship and subjective norms.
- H5: There is a significant positive relationship between subjective norms and perceived behavioral control.
- H6: There is a significant positive relationship between attitudes towards entrepreneurship and perceived behavioral control.
- H7: Attitudes towards entrepreneurship, subjective norms and perceived behavioral control are expected to have an impact on the entrepreneurial intention.
- H8: The entrepreneurial background variables are expected to positively affect entrepreneurial intention.
- H9: Demographic characteristics are expected to positively affect entrepreneurial intention.
- H10: There are no significant differences in the entrepreneurial intentions among individuals based on evaluating their demographic variables.

METHODOLOGY AND PROCEDURES

An empirical study method is employed in this research by relying on primary data collected from undergraduates, in order to be in position to present evidence about the entrepreneurial intention among the new generation in the region of Hadhramout in Yemen. The research problem arises from the effort made to find meaningful answers to the research questions pertaining to the tendency and willingness of the youth among the new Hadhrami generation in Yemen and be able to spot the differences or gaps between the old generation who travelled and made example of trade and entrepreneurial experience in the region and diaspora, and the new generation who is still in the way of leading life responsibilities. Therefore, the objective of this study is to identify and measure the entrepreneurial intention among the youth in the new generation in the region of Hadhramout –Yemen, based on testing the hypotheses mentioned above through the theory of planned behavior model to be in position to identify the effect of attitude, subjective norms and behavioural control on the intention and willingness of the youth to undertake entrepreneurial activities. Further, the study aims to find the effect of the demographic variables and entrepreneurial background of the individuals and their families on their entrepreneurial intentions.

Research sample:

Since the aim of the study is to measure the entrepreneurial intention among the Hadhrami youth and compare the same to the entrepreneurial activities of the old Hadhrami generation, the sample taken for this study is the undergraduate students as they are on the verge of deciding their career paths after finishing their degrees in university. Further, since business education and entrepreneurship is somehow oriented in business schools, the study excluded undergraduates from business schools in order to measure the intention of the Hadhrami youth without being taught entrepreneurship as part of their college degrees, as entrepreneurship is not oriented in education, science and engineering colleges

in Yemeni universities, therefore, focusing on undergraduates beyond business schools will give somehow accurate evidence that can be reflected on Hadhrami youth in the general concept.

Data analysis:

The collected data has been cleaned and organized by removing incomplete cases, using Mahalanobis distance test to detect outliers, the Likert scale items are coded from one to five, one being “strongly disagree” and five being “strongly agree”. Descriptive statistics was performed to explore the frequency and percentages of responses towards the adopted measurement items. Then Hierarchical multiple regression was performed to investigate the effect of the independent variables which are the attitude of individuals, subjective norms and perceived behavior control, as well as the entrepreneurial background and demographic variables on the dependent variable which is entrepreneurial intentions of the individuals surveyed in the study.

Before performing the hierarchical regression, we checked its assumption according to our data which include checking normality, linearity of the relationship of independent variables, checking heteroscedasticity by establishing heteroscedasticity standard errors via conducting White test (White, 1980). Checking multi-collinearity by testing the variance inflation factors which happened to be all below 2 indicating that there is no multi-collinearity in our data; checking the existence of a serious correlation through conducting Durbin Watson test which yielded a result of 2.047 indication the absence of a serious correlation.

RESULTS AND DISCUSSION

This section of the study presents the results obtained from the data analysis process which begins with presenting the demographic characteristics of respondents and ends with measuring the effect on their entrepreneurial intention caused by the other measured variables.

Demographic characteristics of respondents:

The table below illustrates the statistics of the demographic characteristics of respondents. As shown in the table, majority of students (82.9%) are below the age of 25, the sample almost equally consists of males and females. Students from a variety of majors have been included in the study from three universities where the majority (70.6%) are from Seiyun University, in many department majorly in English (23.7%), computer science (13%), Islamic studies (13.8%), information systems (11.5%) etc. Further, majority of respondents have “science” as the path of high school education (76.5%). Majority are in last year of college (46.1%) and third year (35%).

Table 1: Demographic characteristics of respondents

	Variable	Frequency	%
Age	20 - 25 Years	403	82.9%
	26 to 30 Years	82	16.9%
	More than 30 Years	1	0.2%
Gender	Male	239	49.2%
	Female	247	50.8%
Status	Single	424	87.2%
	Married	62	12.8%
High school major	Science	372	76.5%
	Literature	114	23.5%
	Hadhramout	76	15.6%
University	Seiyun	343	70.6%
	UST	67	13.8%
Specialization	Architecture	23	4.7%
	Computer Science	63	13.0%

	<i>English</i>	115	23.7%
	<i>Information Systems</i>	56	11.5%
	<i>Islamic Studies</i>	67	13.8%
	<i>Early childhood education</i>	52	10.7%
	<i>Laboratories</i>	20	4.1%
	<i>Mathematics</i>	46	9.5%
	<i>Petroleum Engineering</i>	44	9.1%
	<i>First Year</i>	53	10.9%
	<i>Second Year</i>	33	6.8%
Year of study	<i>Third Year</i>	170	35.0%
	<i>Fourth Year</i>	224	46.1%
	<i>Fifth Year</i>	6	1.2%

Source: Authors

We measured the entrepreneurial background of respondents by checking whether they have engaged in entrepreneurship activities before like owning a small business experience including the experience of parents and relatives, working for others, and training or education in the subject of entrepreneurship. The following table (Table2) illustrates the statistics related to the entrepreneurial background shared by respondents where majority (64.6%) have never experienced entrepreneurial activities before which is typically early for undergraduates to own or run small businesses while a moderate percentage of respondents (29.2%) have experienced entrepreneurship for months. However, half of the respondents have experienced working for others. Further, almost half of respondents (43.6%) reported parents' experience in owning and running small businesses, the percentage increased when they were asked about relatives' experience in entrepreneurship (72.4%). A small portion of respondents (12.1%) have studied subject related to entrepreneurship while 26.1% have attended entrepreneurial training majorly lasted for days and weeks.

Table 2: Entrepreneurial background of respondents.

Variable		Frequency	Percent
Experienced entrepreneurship	<i>NA</i>	314	64.6%
	<i>Days</i>	11	2.3%
	<i>Months</i>	142	29.2%
	<i>Weeks</i>	7	1.4%
	<i>Years</i>	12	2.5%
Experienced working for others	<i>Yes</i>	247	50.8%
	<i>No</i>	239	49.2%
Parents' experience in entrepreneurship	<i>Yes</i>	212	43.6%
	<i>No</i>	274	56.4%
Relatives' experience in entrepreneurship	<i>Yes</i>	352	72.4%
	<i>No</i>	134	27.6%
Attended training in entrepreneurship	<i>NA</i>	359	73.9%
	<i>Days</i>	76	15.6%
	<i>Months</i>	2	0.4%
	<i>Weeks</i>	47	9.7%
	<i>Years</i>	2	0.4%
Studied subject in entrepreneurship	<i>Yes</i>	59	12.1%
	<i>No</i>	427	87.9%

Source: Authors

Descriptive statistics of factors influencing entrepreneurial intention among Hadhramis:

The table below (Table3) illustrates the descriptive statistics as well as factor loadings related to the factors influencing entrepreneurial intention among the new Hadhrami generation. The variables are adopted from the theory of planned behavior (Ajzen, 1991; Yang, 2013). Reliability of the variables has been checked through using the Cronbach's Alpha test as well as_McDonald's Omega test_(Hayes and Coutts, 2020) which all yielded a satisfactory outcome.

Table 3: Descriptive statistics and factor loading and reliability of variables

Items	Mean	S.D.	ATE	SNs	PBC	EI
Attitudes towards Entrepreneurship						
ATE1	3.75	1.050	0.794			
ATE2	4.02	1.057	0.843			
ATE3	4.01	1.083	0.782			
ATE4	3.84	1.090	0.738			
ATE5	3.73	1.216	0.720			
Subjective Norms						
SN1	3.86	1.154		0.752		
SN2	3.69	1.101		0.849		
SN3	3.49	1.064		0.817		
Perceived Behaviour Control						
PBC1	2.72	1.205			0.789	
PBC2	3.36	1.167			0.802	
PBC3	3.29	1.132			0.767	
PBC4	2.95	1.176			0.838	
PBC5	3.02	1.157			0.825	
PBC6	3.68	1.068			0.672	
Entrepreneurship intention						
EI1	3.72	1.224				0.768
EI2	3.79	1.155				0.843
EI3	3.94	1.079				0.893
EI4	3.93	1.132				0.902
EI5	3.94	1.171				0.870
EI6	4.07	1.073				0.908
Cronbach's Alpha	-	-	0.936	0.879	0.839	0.744
Omega	-	-	0.936	0.879	0.839	0.754

Source: Authors

It is worth mentioning that the weighted average mean of entrepreneurial intention among Hadhrami youth is moderately high as the overall mean is closer to 4 out of five. This reveals the level of entrepreneurial intention among the youth beyond business school which can be reflected on the nature of entrepreneurial activities and venturing that is imparted among individuals in the community. Further, this reflects the tendency of Hadhramis to indulge in business venturing throughout history which has been proven in the available literature (Sultan, Weir and Park, 2010; Bahareth, 2019).

Analysis of correlation across variables:

The table below (Table4) shows the statistics of the correlation analysis among variables. The results show that entrepreneurial intention of the youth barely correlates insignificantly with their demographic characteristics such as Age (0.06, $p > 0.05$), Gender (- 0.006, $p > 0.05$), high schools study major (0.009, $p > 0.05$), specialization (0.005, $p < 0.05$) and study level (-0.08, $p < 0.05$). Further, entrepreneurship intention among undergraduates was found to have a significantly low and negative correlation with entrepreneurship experience among undergraduates ($r = -0.12$, $p < 0.01$), relatives' experience in entrepreneurship ($r = -0.156$, $p < 0.01$), insignificant low and negative correlation with experience in working for others ($r = -0.073$, $p > 0.05$) and parents' experience in entrepreneurship ($r = -0.048$, $p > 0.05$). The results also show a significant moderate positive relationship between entrepreneurial intention and attitudes towards entrepreneurship ($r = 0.479$, $p < 0.01$), perceived behaviour control ($r = 0.422$, $p < 0.01$) and subjective norms ($r = 0.307$, $p < 0.01$), which supports the first three hypothesis H1, H2, and H3) which assumed a significant positive correlation among the antecedents of entrepreneurial intention and the entrepreneurship intention among the respondents. The next three hypothesis (H4, H5, and H6) assumed significant positive relationships across antecedents of entrepreneurial intention and they were found supported which means a significant positive relationship between attitudes towards entrepreneurship and subjective norms ($r = 0.317$, $p < 0.01$); between subjective norms and perceived behaviour control ($r = 0.206$, $p < 0.01$) and between attitudes towards entrepreneurship and perceived behaviour control ($r = 0.250$, $p < 0.01$).

The influence on the entrepreneurial intention:

Hierarchical multiple regression was used to test the influence of independent variables or the antecedents of entrepreneurial intention (e.g. Subjective Norms, Perceived behaviour control, and attitude towards entrepreneurship). Further, demographic characteristics were inserted to the model to measure their effect on entrepreneurial intention, and finally the items related entrepreneurial background are inserted in the regression model to explore their effect on the dependent variable. Therefore, three different models are shown in the table below (Table5) with the effect of independent variables on entrepreneurial intention as well as model fit indices.

Table 4: Pearson correlation across variables.

#	Variables	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
1	Age	1																
2	Gender	-.093*	1															
3	Status	0.037	.191**	1														
4	Study Major	-0.072	.224**	-0.066	1													
5	University	0.080	-.271**	-.131**	-.178**	1												
6	Specialization	.156**	.111*	0.028	0.033	.194**	1											
7	Study Year	0.034	.307**	.148**	0.075	-.623**	0.012	1										
8	Experienced entrepreneurship	-.096*	.138**	-0.012	0.038	-0.039	-0.055	-0.031	1									
9	Experienced working for others	-0.069	.253**	-0.020	0.016	-.099*	.104*	.104*	.237**	1								
10	Parents' experience in entrepreneurship	-0.004	0.073	-0.062	0.017	-.158**	0.024	.136**	.105*	.220**	1							
11	Relatives' entrepreneurial experience	-0.026	-.121**	-0.070	-0.037	0.028	0.046	-0.041	.121**	.236**	.357**	1						
12	Attended training in entrepreneurship	-0.084	0.075	0.089	0.022	-.089*	0.031	0.031	.222**	.271**	.105*	.149**	1					
13	Studied subject in entrepreneurship	-0.030	0.050	0.048	0.072	-.197**	-0.085	0.043	.173**	.177**	0.003	-0.024	.278**	1				
14	Attitudes	0.027	0.037	-0.018	-0.008	-.158**	-.194**	.177**	-0.068	0.022	-0.020	-.131**	-0.004	0.054	1			
15	Subjective Norms	0.028	.113*	.103*	-0.002	-.096*	-0.041	.103*	-0.026	-0.031	0.050	-.090*	0.037	0.024	.317**	1		
16	Perceived Behaviour Control	0.057	-.137**	-0.021	-0.039	0.088	-0.077	-.109*	-.176**	-.169**	-0.034	-0.002	-.101*	-.094*	.250**	.206**	1	
17	Entrepreneurial Intention	0.060	-0.006	0.009	0.005	-0.080	-.092*	.097*	-.121**	-0.073	-0.048	-.156**	-0.026	0.023	.479**	.307**	.422**	1

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

Source: Authors

Table 5: Analysis of the impact of antecedent of entrepreneurial intention, demographic characteristics and entrepreneurial background.

Independent variables	Model1	Model2	Model3
Attitudes	0.502 (0.055)***	0.487 (0.058)***	0.467 (0.058)***
Subjective Norms	0.285 (0.087)***	0.276 (0.088)***	0.267 (0.089)***
Perceived Behavior control	0.333 (0.042)***	0.342 (0.043)***	0.344 (0.044)***
Demographic variables			
Age		0.441 (0.593)	0.379 (0.595)
Gender		-0.137 (0.496)	-0.202 (0.518)
Status		0.053 (0.688)	-0.121 (0.695)
Study Major		0.269 (0.547)	0.209 (0.547)
University		-0.093 (0.402)	-0.079 (0.410)
Specialization		0.007 (0.102)	0.016 (0.103)
Study Year		0.298 (0.300)	0.317 (0.303)
Entrepreneurial background			
BackGrnd1			-0.369 (0.502)
BackGrnd3			-0.040 (0.504)
BackGrnd4			-0.120 (0.493)
BackGrnd5			- 1.249 (0.560) **
BackGrnd6			0.252 (0.550)
BackGrnd8			0.489 (0.733)
Constant	4.193*** (1.274)	2.863 (2.245)	4.730 (2.996)
R2	0.341	0.345	0.357
Adjusted R2	0.337	0.332	0.335
F value	83.222***	25.072***	16.255***

Note: *** = significant at 0.01 level. ** = Significant at 0.05 level.

Source: Authors

The basic regression model (Model1) consisted of the antecedents of entrepreneurial intention, in which the results show significance impact on entrepreneurial intention. As shown in the table above, the results revealed a significant effect of subjective norms ($\beta = 0.285$, $p < 0.01$), attitude towards entrepreneurship ($\beta = 0.502$, $p < 0.01$) and perceived behaviour control ($\beta = 0.333$, $p < 0.01$). The three independent variables explain a variance of 34% of entrepreneurial intention ($F = 83.222$, $p < 0.01$).

The second model (Model2) consisted of demographic characteristics along with antecedents of entrepreneurial intention which significantly explains 34.5% of variance in the dependent variable (entrepreneurial intention) ($F = 25.072$, $p < 0.01$) in which there is no significant effect observed among the demographic characteristics of respondents such as age ($\beta = 0.441$, $p > 0.05$), gender ($\beta = -0.137$, $p > 0.05$), specialization ($\beta = 0.007$, $p > 0.05$) and study year ($\beta = 0.298$, $p > 0.05$) on entrepreneurial intention, however, the effects of the three independent variable are found significant in the same model.

The third model (Model3) contains the three group of variables, that is the antecedents of entrepreneurial intention, demographic characteristics and the entrepreneurial background variables. This model significantly explains 35.7% of variance in the entrepreneurial intention ($F = 16.255$, $p < 0.01$). Similarly, when considering the effect of entrepreneurial backgrounds on entrepreneurial intention, the results show little to no effect on the

entrepreneurial intention. No significant effect is observed across the variables related to entrepreneurial background among respondents in the third model (Model3).

In all models, antecedents of entrepreneurial intention are found significant in their effect which supports the seventh hypothesis (H7) which assumes a significant positive impact of attitudes towards entrepreneurship, subjective norms and perceived behaviour control on entrepreneurship. Further, the result of regression analysis did not support the eighth and ninth hypotheses (H8 and H9) which assume a significant effect of demographic characteristics of respondents as well as the variables related to entrepreneurial background on entrepreneurial intention among respondents, as the result show little to no effect and such effect is not significant which left both hypotheses unsupported.

As shown in the results above, adding demographic characteristics as well entrepreneurial background variables has no significant impact of the ability of antecedents of entrepreneurial intention to predict the intention among Hadhramis, which shows that the ability of the predictor to explain variance in the dependent variable was around 33% and 34% in the three regression models which is consistent with previous studies (Aloulou, 2016). Further, in the three models. Attitudes towards entrepreneurship has been the most influential factor among all other independent variables in our study which is also consistent with previous studies in the literature (Buli and Yesuf, 2015; Yang, 2013).

Analysis of variance:

As for the tenth hypothesis (H10) which assumed no significant differences in entrepreneurship intention among respondents when evaluated according to their demographic characteristics, the results show no significant difference in the entrepreneurial intention among respondents when evaluated according to gender ($t = 0.209$, $p > 0.05$), age ($F = 1.001$, $p > 0.05$), status ($t = -0.178$, $p > 0.05$), and university ($F = 2.986$, $p > 0.05$) which supports the aforementioned hypothesis according to these variables, while a significant difference is observed when evaluating respondents according to specialization ($F = 2.182$, $p = 0.02$) and study year ($F = 4.203$, $p = 0.002$) which in this regard does not support the hypothesis (H10). When analyzing the difference in the antecedents of entrepreneurial intention, males show more perceived behaviour control while female show more subjective norms, and they equally show attitudes towards entrepreneurship, which is consistent with previous literature (Abbas, 2015; Arshad, Farooq, Sultana and Farooq, 2016; Khadri, et al., 2020).

Discussion:

In terms of the relationship between entrepreneurial background and entrepreneurial intention, our result is inconsistent with previous studies (Hattab, 2014; Wu, S. and Wu, L., 2008), as our results show low and negative relationships between entrepreneurial intention and the variables related to entrepreneurial background. As for the effect of demographic characteristics on the entrepreneurial intention, the outcome of our study is consistent with previous studies in terms of the effect of gender (Smith, Sardeshmukh and Combs, 2016) and inconsistent with previous studies (Katundu and Gabagambi, 2014) according to the other demographic characteristics. Our results show insignificant effect of the demographic characteristics on the entrepreneurial intention among respondents. Further, no relationship is observed between the demographic characteristics and entrepreneurial intention.

Reviewing the literature about the generations of Hadhramis since the old era, it unveils that Hadhramis show interest in trade and entrepreneurial activities before the technological development as they were known for sailing and trade between Arabia and other regions such

as Singapore, Sri Lanka, Indonesia, Malaysia, India and Africa as well (Miran, 2012; Manger, 2010; Sultan Weir and Park, 2010). This intention to indulge in trade and business was not developed among the old Hadhrami generation due to studying entrepreneurship or other demographic variable such as belonging to a specific field of study, university, specialization etc. as Hadhramis as a community are known for encouragement and support across their community members (Bahareth, 2019). Due to such encouragement among their community, the tendency and intention to undertake entrepreneurship activities is running in their generation. As a result, demographic variables in our study did not have a specific or significant effect on the tendency of Hadhramis to indulge in trade and entrepreneurship. Similarly, the variables related to entrepreneurial background did not show significant impact on the entrepreneurial intention among Hadhramis.

The variables include education, training in addition to their parents' and their relatives' experience in entrepreneurship. In our results, the experience of relatives' experience in managing and owning business is found significantly influential on entrepreneurial intention. Further in this context, education did not play a significant role, because we did not include business schools student in our study where business and entrepreneurial education might be oriented, however this result is consistent with previous literature (Malebana and Swanepoel, 2014; Malebana, 2014b; 2016; Malebana and Zindiye, 2017) which states that exposure to entrepreneurial education and training particularly long term stimulates the entrepreneurial intention among the youth, however, in the case of the Yemeni context, entrepreneurship is not well oriented among university students. Since university education does play a significant role in entrepreneurship education (Saleh and Manjunath, 2019: 2020), engaging and learning from relatives in business and entrepreneurship came as significant factor identifying entrepreneurial intention among young Hadhramis. Furthermore, the current condition in the country enforces the youth to search for sources for income rather than waiting for official job offers by the government which has never happened since the political unrest in 2011 and may continue in future as well. This makes establishing business and entrepreneurial activities a good source of income and experience for Hadhramis since they have been working in the same since old history.

The results in our study is consistent with previous studies in the literature in terms of the correlation between the antecedents of entrepreneurial intention (Arafat, Saleem and Dwivedi, 2020; Autio, et al., 2001; Malebana, 2014; Nguyen, 2015; Buli and Yesuf, 2015; Nasar, et al., 2019; Lee, et al., 2012). However, some studies show stronger relationship among antecedent of entrepreneurial intention (Saeed, Gongyi and Charkos, 2019). Considering the effect of the antecedents of entrepreneurial intention, our results are consistent with previous studies (Ariff, et al., 2010; Doanh and Bernat, 2019; Peng, Lu and Kang, 2013; Astuti and Martdianty, 2012; Ferreira, et al., 2012; Malebana, 2012; 2014a; Muhammad, Aliyu and Ahmed, 2015; Malebana and Swanepoel, 2015; Engle, et al., 2010; Wach and Wojciechowski, 2016) as our results show significant effect of personal attitudes, subjective norms and perceived behaviour control on entrepreneurial intention among Hadhrami undergraduates.

CONCLUSION AND SUGGESTION

In our study, demographic variables as well entrepreneurial background variables have no significant impact on the entrepreneurial intention among Hadhramis, similarly, they don't have a significant, strong and positive relationship with entrepreneurial intention. This implies that the tendency and intention to undertake entrepreneurial activities among Hadhramis are not impacted by education or training, however the experience of relative in

entrepreneurship has a significant impact of their entrepreneurial intention. This also implies similarity between the old and new Hadhrami generation in their tendency and intention towards entrepreneurship. The results of our study is consistent with the literature about Hadhramis in entrepreneurship and their consistency and hard work in trade and business establishments in the region of Hadhramout and in diaspora (Ya'qoub, 2014; SultanWeir and Park, 2010; Manger, 2010; Miran, 2012).

When measuring the impact of independent variables on entrepreneurial intention, demographic characteristics and entrepreneurial background were not significantly influential factors (except the experience of relatives in entrepreneurship). This indicates the development of intention among Hadhramis by means rather than training, education, traditions related to gender and previous work. However, attitudes have been the most influential factor in shaping their entrepreneurial intention. When analyzing the effect of attitudes, subjective norms and perceived behaviour control, we found that attitudes are the most influential factor, perceived behaviour control is the second influential factor and the third factor is subjective norms. This indicates that the external environment is less effective in shaping entrepreneurial intention among Hadhramis, while the most effective is their attitude which could be due to the economic situation in the region and the inability to depend on finding a job in the public sector.

Based on these discussion, our study suggests paying attention to orienting entrepreneurial education among youth in colleges beyond business schools (Sidek, et al., 2018) which depends on the availability of entrepreneurship educators with experience and competency (Ibidunni, Peter and Ogbari, 2017). Policy makers are supposed to adopt programs that are dedicated to supporting innovative ideas among the youth through business incubation plans and strategies (Ajagbe, et al., 2015), even though policies and strategies in least developed countries are not much supportive (Motilewa, et al., 2015), but this could somehow contribute to enhancing the entrepreneurial performance among the youth who engage in entrepreneurial activities by equipping them with the required skills (Aslam, Awan and Khan, 2012; Saleh and Manjunath, 2020).

Our study also suggests spreading awareness about entrepreneurship and the role that entrepreneurship can play in achieving growth and economic welfare in the community. Spreading such awareness can be carried out via educational institutions, through practical and experiential activities (Olokundun, et al., 2018; Izedonmi, Moses and Ogbari, 2007) where entrepreneurial competencies and managerial competencies could be acquired for better growth in business venturing (Sidek and Mohamad, 2014; Bin Mohamad and Sidek, 2013). By spreading awareness this way or in media about entrepreneurship and its economic contribution, the role of subjective norms can be enhanced when family and friends offer their support to increase entrepreneurial intention in the Hadhrami community (Khadri, et al., 2020; Arshad, Farooq, Sultana and Farooq, 2016).

The implication of this research can be summarized in first, being the first study to investigate entrepreneurial intention among the youth in the Hadhrami community in Yemen beyond business schools. Second, being a tool for educational institution to orient entrepreneurship and entrepreneurial skills among undergraduates beyond business schools, and third, being a tool for policy makers and business incubators to pay much heed towards supporting business venturing and entrepreneurial activities among the youth in the Hadhrami community.

Conflict of interest

There is no conflict of interest

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