The Moderating Role of Resource Accessibility to the TPB Components; A Study of E-entrepreneurship Intention among Saudi Women

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ABSTRACT

E-entrepreneurship has received significant attention in the 21st century as entrepreneurial activities anchor on creativity and innovation. Seeking to change from a petroleum-based to a service-based economy, the government of Saudi Arabia considers entrepreneurship as a critical option. This study investigates the influence of the TPB components (attitude towards entrepreneurship, subjective norms, and entrepreneurial self-efficacy) on the e-entrepreneurial intention of Saudi women. Five hundred thirty-four female undergraduate students from different universities in Saudi Arabia completed survey questionnaires to understand the moderating role of resource accessibility in influencing entrepreneurial intentions. Structural Equation Modeling (SEM) was used to test the model. The study reveals that attitude towards entrepreneurship and entrepreneurial self-efficacy are significantly related to e-entrepreneurial intention, while the subjective norm was insignificant. The moderation role of resource accessibility (RA) positively impacted the relationship between the TPB components and e-entrepreneurial intention. The findings of this study develop a base for supporting women's entrepreneurial intention through resource accessibility.

Keywords: Theory of Planned Behavior (TPB), Entrepreneurship, E-Entrepreneurial Intention, Resource Accessibility