

# Factors of Demographic and Sustainable Entrepreneurial Intentions: A Case Study of University Students in Can Tho, Viet Nam

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## ABSTRACT

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Let's look into the sustainable entrepreneurial goals of university students in Can Tho, Vietnam, as well as the roles that demographic factors like gender, age, occupation, and marital status played in the process. In addition, the study investigates how factors such as the current school year, school entrepreneurship training, family generation, field of study, and family business might affect a person's sustainable entrepreneurial intentions. The information needed for this research came from the participation of 284 student respondents who were enrolled in a variety of institutions in Can Tho, Vietnam. The study used t-tests and ANOVA to examine relationships between demographic factors (gender, age, occupation, and marriage) and current school year, school entrepreneurship training, family generation, field of study, and family business in relation to sustainable entrepreneurial intentions. Researchers were particularly interested in determining whether or not there was a link between these criteria and the ambition to maintain a viable business venture. According to the findings, the field of study and current school year have a significant bearing on the students' plans to engage in environmentally responsible business. These results contribute to our understanding of the demographic factors that play a role in determining the degree to which students attending institutions in Can Tho, Vietnam, have an interest in launching their own companies. These results may provide information that might be useful to policymakers, educators, and other stakeholders in the process of establishing targeted interventions and support systems to encourage sustainable entrepreneurship among students in the area.

**Keywords:** Sustainable Entrepreneurial Intentions; Univesity students; Can Tho, Vietnam