The role of perceived feasibility and perceived desirability on entrepreneurial behaviour through goal and implementation intentions of students in Southeast Vietnam

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ABSTRACT

Purpose: This study examines the relationship between perceived intention (perceived feasibility and perceived desirability), goal and implementation intentions and entrepreneurial behavior of final-year students in Ho Chi Minh City, Binh Duong Province, Dong Nai Province and Ba Ria Vung Tau Province. Vietnamese schools and the government both provide support to students who desire to set up a business.

Design/Methodology/Approach: The relationship between perceived intention (perceived feasibility and perceived desirability), goal, implementation intentions and entrepreneurial behavior was determined by the 368 students who have been starting the business using the AMOS-SEM estimation method.

Findings: The result shows that perceived feasibility and perceived desirability have positively influenced goal and implementation intentions and goal and implementation intentions have positively impacted entrepreneurial behaviour.

Conclusion: In this study, entrepreneurial behaviour is directly explained by two factors, namely goal and implementation intention. It is also indirectly defined by perceived feasibility and desirability.

Practical Implications: The study's findings have implications for both university and student policies. Entrepreneurial ideas and implementation intentions have an impact on behavior.

Limitations: Convenient sampling in this study could potentially impact the accuracy of the outcomes in terms of representation.

Contribution to Literature: This study extends the Event Entrepreneur model (EEM) by adding the implementation intention factor into the model.

Keywords: *Entrepreneurial goal intention, Entrepreneurial implementation intention, Entrepreneurial perceived feasibility, Entrepreneurial behaviour, Perceived desirability.*

1. INTRODUCTION

Entrepreneurship is an area of interest for researchers, governments and policymakers in developing the national economy for two reasons. First, it increases the economic growth rate (Audretsch & Keilbach, 2007), second it reduces unemployment (Carree, Piergiovanni, Santarelli, & Verheul, 2009) especially for fresh graduates (Fayolle & Liñán, 2014) in developing countries. Adolescents aged 18 to 36 are often cautious and sensitive about succeeding financially and intend to start a high level of entrepreneurship.

However, the entrepreneurial perceptions of Vietnamese students have some differences. In many developed countries, entrepreneurship is based on creativity. Vietnamese's perceptions lead to employment, increased income and career opportunities as they are not based on a creative economy. The innovative index of entrepreneurship in Vietnam is relatively low compared to international ones. In 2015, the innovation index of

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entrepreneurship was only 11.4% ranking 50 out of 60 countries surveyed while product innovation only reached 4.8%, market innovation was 2.2% and technology innovation was 4.4%. In Vietnam, most entrepreneurship is for daily necessities and living rather than for creative use. Although entrepreneurship awareness among 18-36 is relatively high, the intention to start a business needs to be commensurate. So, how did the entrepreneur perceptions affect their intentions and their actual entrepreneurial behaviour?

This research aims to test the role of entrepreneurial perceptions on entrepreneurial intention and entrepreneurial behaviour of final-year students in Ho Chi Minh City, Binh Duong, Dong Nai and Ba Ria Vung Tau with three new contributions: Firstly, test the role of entrepreneurial perceptions' effect on intention (goal, implementation) and entrepreneurial behaviour. Secondly, test the impact of the entrepreneurial goal intention on the entrepreneurial implementation intention. Finally, evaluate the impact level of the entrepreneurial intention (goal, implementation) on entrepreneurial behaviour.

The following sections of this article include: (1) a literature review. (2) Methods. (3) Results and discussion. (4) Conclusion and implications.

2. LITERATURE REVIEW

2.1. Theoretical Foundations

Event Entrepreneur Model(EEM) (Krueger Jr, Reilly, & Carsrud, 2000); according to this model, the intention to start a business involves several factors such as the desire for perception (the perception and attraction of opportunity for entrepreneurship), the tendency to act and the perception of feasibility (the perception of entrepreneurial competence). There are some negative (push) agents that change people's lives such as job dissatisfaction, divorce and job loss or positive (pull) agents   like finding a suitable partner or having financial support. The appearance of pulling and pushing factors for an individual can change their lives and lead to entrepreneurship because it depends on perception.

Theory of action phases (Gollwitzer, 1993; Gollwitzer & Brandstätter, 1997); according to Gollwitzer (1993), there are two types of intentions: goal and implementation intentions. Target intent refers to "I plan to do X". In contrast, the intent to act corresponds to "I intend to target action X when I am in Y". Therefore, those who set the intention of action determine when, where and how they plan to enact their intention (Brandstätter, Lengfelder, & Gollwitzer, 2001) from which they lead to action. Thus, the intention   of the goal will be in general form (a form of signal) but the intention of the action is an explicit intention to specify the intention.

Theory of goal setting motivation (Latham & Locke, 1991); according to Latham and Locke (1991), behavioural perception has two factors: value and intention. At the same time, the goal is defined as what the individual is aware of and trying to accomplish. Value is the result that the individual wishes to achieve. The goals must be specific (without ambiguity) and the challenges will help improve the individual's motivation to achieve them. The more detailed the goal, the higher the motivation for doing the behaviour. Ambiguous goals (for example, try as hard as possible or have great success) will gradually reduce motivation. In other words, the more detailed, clear, and ambiguous the intention, the easier it is to spur action.

2.2. Literature Review

Various studies have been conducted worldwide on intentions and entrepreneurial behaviour. The Theory of Planned Behaviour (TPB) is used by Ajzen (1991) study as a test for starting a business. Gelderen et al. (2008) study used the Event Entrepreneur Model (EEM). Schlaegel and Koenig (2014) integrate both models while adding new factors to the traditional intention model. Some studies have proposed the addition of variables to traditional models (Pérez-Fernández, Delgado-García, Martín-Cruz, & Rodríguez-Escudero, 2020). For example, Hmieleski and Corbett (2006) propose a tendency towards management. De Clercq, Dimov, and Thongpapanl (2013) investigate the relationship between cognitive ability and attraction as regulated by study orientation and work passion. The study by Fitzsimmons and Douglas (2011) focuses on cognitive opportunities for entrepreneurship and the feasibility or impact of personality, psychological and demographic states on intention (Nabi & Liñán, 2013). Walker, Jeger, and Kopecki's (2013) study examines the environmental, cultural, institutional and supportive organizations that influence the entrepreneurial mindset.

Thus, the above research is only about entrepreneurial intention. Empirical research has been conducted from intention to entrepreneurial behaviour. Therefore, evaluating the relationship between perception, intention and entrepreneurial behaviour is the goal of this study.

2.3. Concepts in the Research Model

Entrepreneurship: According to Schumpeter (1934), entrepreneurship is the creation of new combinations. According to Cole (1968), the activity of initiating, maintaining and developing a business that would benefit financially in an economic or business world. According to Shapero and Sokol (1982), entrepreneurship is the process by which individuals are ready to capture the attractive and feasible business opportunities they perceive. Another viewpoint is based on social cognitive theory in which Shapero and Sokol (1982) and Bandura (1986) with TPB and EEM argue that a person must have an intention for a behaviour before committing to it. In behavioural psychology research, intent is an essential indicator of the influence of specially planned behaviours when such behaviours are rare, difficult to observe and occur at unexpected times. In comparison, the intention to start a business is the first step in exploring, creating and exploiting the opportunity to start a business (Gartner, Shaver, Gatewood, & Katz, 1994).

Entrepreneurial intention: The definitions of entrepreneurial intention are presented in Table 1.

Table 1. The definitions of entrepreneurial intention.

Source	Definition
Bird (1988)	Entrepreneurial intention in business is a state of mind that emphasizes personal attention and experience to create new businesses.
Tubbs and Ekeberg (1991)	Entrepreneurial intention represents the actions planned to carry out entrepreneurial behaviour.
Shane and Venkataraman (2000)	Entrepreneurial intention means identifying, evaluating and exploiting entrepreneurial opportunities.
Reynolds et al. (2005)	Entrepreneurial intention is the personal connection of potential entrepreneurs to start a business.
Souitaris, Zerbinati, and Al-Laham (2007)	Entrepreneurial intention is an individual's intention to start a business.

In this study, the authors will use the definition of Shane and Venkataraman (2000) for two reasons: firstly, the Shane and Venkataraman (2000) approach begins with a process of identifying opportunities, evaluating performance, planning implementation (how much time and effort the person is willing to invest in starting a business) and other claims. Secondly, behavioural research through intention is superior to other approaches.

Goal intention: According to Gollwitzer (1993), goal intentions are the same in TPB or EEM. According to Fayolle and Liñán (2014), intention is a form of commitment and a stepping stone necessary before the implementation of intention and behaviour. It is a challenging goal in the theory of goal-setting motivation.

Implementation Intention: Sheeran and Silverman (2003) distinguish between the motivational stage (in which the person decides to act) and the volitional stage (he or she plans to decide). The motivational stage involves identifying entrepreneurial opportunities and the ability to start a business in intentional ways. The planning phase refers to the intent of the action and is not addressed in the intentional models. However, it is still part of implementing the behaviour.

An implementation intention determines when, where and how they plan to issue their intentions (Gollwitzer & Brandstätter, 1997). The conversion of target intent into behaviour is made easier by intentional action. When a predictable situation signal is observed, the action is intended to be taken with a pre-determined target intention (Parks–Stamm, Gollwitzer, & Oettingen, 2007). Alternatively, it is the mediation between goal intention and entrepreneurial behaviour.

Entrepreneurial Perception: An entrepreneurial opportunity is often defined as an attractive and feasible future situation (Stevenson & Jarillo, 2007). Desire refers to the cognitive value or attraction of opportunity (e.g., high earning potential is appreciated as desirable). Feasibility refers to the difficulty of the opportunity (e.g., the

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opportunity to stay in a highly competitive market is more feasible than an opportunity in a market with just a few competitors).

According to the EEM (Krueger Jr et al., 2000), entrepreneurship appears when an individual discovers an entrepreneurial opportunity they consider feasible and desirable.

2.4. Development Research Hypotheses

2.4.1. Goal intention and Entrepreneurial Behavior

According to the EEM (Krueger Jr. et al., 2000) and TPB (Ajzen, 1991), intention is an essential indicator of human behavioural prediction. According to Randall and Wolff (1994), the relationship between intention and behaviour does not change with the passage of time. In the quantitative study of 98 previous studies (Schlaegel & Koenig, 2014), there is a strong relationship between intention and behaviour in entrepreneurship. From the analysis above, the H1 hypothesis is given as follows:

Hypothesis H1: Goal intention will have a positive effect on entrepreneurial behavior.

2.4.2. Implementation Intention and Entrepreneurial Behavior

The implementation intention's aim is to effectively motivate action primarily when goals can be achieved through actions or with relatively complex behaviour patterns such as entrepreneurship. Sheeran and Silverman (2003) confirmed that the intention to increase its capacity for action and effectiveness stayed the same with the passage of time. Action intentions can also effectively address anxiety and negative emotions (Sheeran, Aubrey, & Kellett, 2007). Thus, based on the above analysis, the H2 hypothesis is expressed as follows:

Hypothesis H2: Implementation intention will have a positive effect on entrepreneurial behavior.

2.4.3. Goal Intention and Implementation Intention

The goal intention will be more successful when combined with the implementation intention (Gollwitzer & Brandstätter, 1997) because it creates a strong relationship between signals and behaviours in memory and purpose. It increases access to the thought that causes action (Gollwitzer, 1993). Thus, implementation intention facilitates the initiation of behaviours (Gollwitzer & Sheeran, 2006). Based on Gollwitzer (1993), the H3 hypothesis is stated as follows:

Hypothesis H3: Goal intention will have a positive effect on implementation intention.

2.4.4. Entrepreneurial Perception and Goal Intention

Recent studies suggest desirable and feasible characteristics of specific entrepreneurial opportunities (Haynie, Shepherd, & McMullen, 2009). This result shows the direct effect of the expectations and feasibility of the opportunity assessment (Haynie et al., 2009; Robert Mitchell, Shepherd, & Sharfman, 2011). Moreover, willingness and feasibility positively influence the evaluation of opportunities. Krueger Jr and Brazeal (1994) argue that an individual who wishes entrepreneurial senses the feasibility of being entrepreneurial and has the potential to be entrepreneurial if there is a push or pull effect. Pushing the potential for entrepreneurship will motivate the individual to form an entrepreneurial intention. From the above analysis, the hypotheses H4a and H5a are expressed as follows:

Hypothesis H4a: Entrepreneurial perceived feasibility will have a positive effect on goal intention.
Hypothesis H5a: Entrepreneurial perceived desirability will have a positive effect on goal intention.

2.4.5. Entrepreneurial Perception and Implementation Intention

Gollwitzer (1993) argues that the perceived stage is the motivational stage for entrepreneurship. An individual will form a target goal intention or implementation intention when they are motivated. The power of intention is to link Gollwitzer's first perceived goal intention with behavioural and other empirical research. According to research by Brännback and Carsrud (2017), entrepreneurial intention primarily depends on the perception of entrepreneurial opportunities and the perception of entrepreneurial ability. Thus, the hypotheses H4b and H5b are expressed as follows:

Hypothesis H4b: Entrepreneurial perceived feasibility will have a positive effect on implementation intention.

Hypothesis H₅ᵦ: Entrepreneurial perceived desirability will have a positive effect on implementation intention.
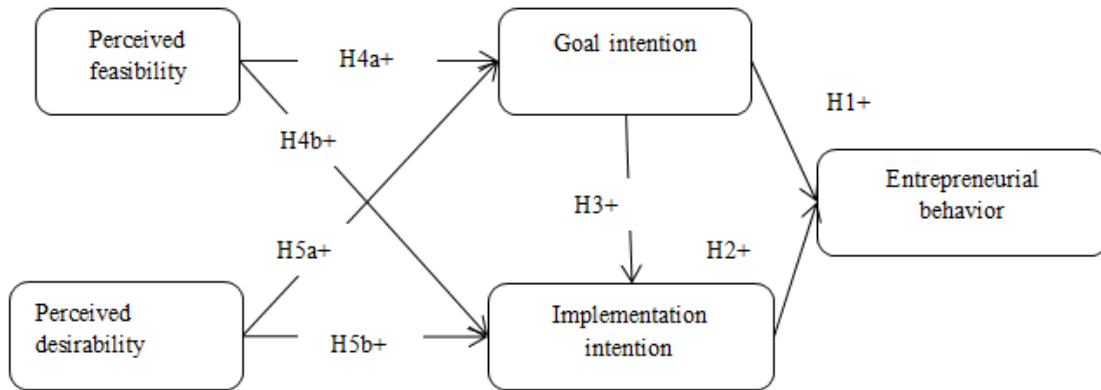To summarize these hypotheses, the proposed research model is presented in Figure 1:

Figure 1. Proposed research model.

3. DATA RESEARCH AND METHODOLOGY

3.1. Data

This research uses direct interview data through a detailed questionnaire with a 7-level Likert scale (from 1 to 7, from disagree to fully agree). This research uses a direct interview technique with questionnaires with final-year students in Ho Chi Minh City, Binh Duong, Dong Nai, and Ba Ria Vung Tau. The interview time is April 4, 2022. Convenience sampling is selected at a ratio of 5:1. Models have (23 variable observations + 02 control variables) * 5 = 125. They have issued 1817 receipts for 1432 votes. 406 questions were answered of which 38 had the same number of blank answers as 10% of the total or the same number of question marks. The remaining 368 are included in the official study. The construct measurement is adjusted and developed based on the baseline scales of previous studies and qualitative research. All scales in the research model are multivariate scales and these scales use a 7-level Likert scale. The model has five research concepts with 23 variables of observation and two variables (gender and the student's academic year) are presented in Table 2.

Table 2. Constructs in model.

Constructs	No. items	Source
Goal intention	04	Krueger Jr et al. (2000)
Implementation intention	04	Gollwitzer and Brandstätter (1997)
Entrepreneurial behavior	05	Kautonen, Van Gelderen, and Tornikoski (2013)
Perceived desirability	05	Krueger Jr et al. (2000)
Perceived feasibility	05	Krueger Jr et al. (2000)

3.2. Methodology

The methodology is implemented through two phases: (1) Preliminary research. (2) Formal study. Preliminary qualitative research is used to adjust the observation variables that measure the concepts. The focus group is selected for perceived feasibility and desirability, goal and implementation intention and entrepreneurial behaviour. Conduct a focus group with three groups of students who have been starting businesses. The first group comprises seven students from Binh Duong Economic and Technology University, Thu Dau Mot University and Binh Duong University. The two groups are made up of five students from Lac Hong University and Dong Nai University. The third group has four students at Foreign Trade University in HCMC. Repetition occurs to test the consistency and comprehensibility of the observed variables that measure the concepts. Through the scale of previous studies, the interviewer will be asked about the question's meaning and choose the appropriate observation variables. The observation variables on the scale will be selected according to the principle of the

most selective observation variables. Unobservable or a select few observers will not be included in the scale. No new observation variables are added to the scale. Interview results are recorded, developed and adjusted to the draft scale.

Preliminary quantitative research: The draft scale is used for sample interviews with 110 students who have been selected by a convenient sampling method to test the scale's reliability. After this step, the scale is completed and used for formal quantitative research.

Preliminary quantitative research was conducted to evaluate the scale by confidence (Cronbach's alpha) and exploratory factor analysis (EFA). Several survey samples: The formal study used quantitative research through direct interviews with 1817 final-year students from four universities in Ho Chi Minh City, Binh Duong, Dong Nai, and Ba Ria Vung Tau. The authors chose this size because Gem (2016) estimated that the rate of entrepreneurial intention in Vietnam in 2016 was only 22.3%. Therefore, it is essential to filter out surveys for students who do not have entrepreneurial intentions in order to expect the sample to get larger than 300.

4. RESULTS AND DISCUSSION

4.1. Results

The Cronbach alpha reliability and the EFA analysis preliminarily assessed the concept's scale. It is then verified through aggregation reliability, convergence value and discriminant value using Confirmation Factor Analysis (CFA), Structural Equation Modeling (SEM) to tests theoretical models and hypotheses. The estimation method is ML (Maximum likelihood). The proposed initial scale has five single concepts: perceived feasibility, perceived desirability, goal intention, implementation intention and entrepreneurial behaviour. The pre-test and confirm test results showed that seven observation variables were eliminated (two behavioural variables, one goal intention variable, one Implementation intention variable, two perceived desirability variable and one perceived feasibility variable. These observation variables were excluded in the preliminary analysis because the total variance coefficient <0.5 and was not convergent. The results of the scale test are presented in Table 3.

Table 3. Reliability results of scales.

Constructs	No. items	Reliability		AVE
		Cronbach alpha	Composite reliability	
Goal intention (GI)	03	0.860	0.862	0.676
Implementation intention (II)	03	0.804	0.808	0.584
Entrepreneurial behavior (BEH)	03	0.788	0.761	0.485
Perceived desirability (DES)	04	0.756	0.806	0.517
Perceived feasibility (FEA)	03	0.806	0.806	0.511

The results of the CFA analysis with the critical model show that the model has a chi-squared statistical data of 240.109 with 109 degrees of freedom, p = 0.000. CMIN/df, RMSEA, GFI, CFI and TLI are all statistical measures used in structural equation modeling (SEM) to evaluate the goodness of fit of a model to the data:

CMIN/df: The CMIN/df ratio is a measure of how well the model fits the data in structural equation modeling (SEM). It is calculated by dividing the value of the chi-square statistic (CMIN) by the degrees of freedom (df) of the model.

RMSEA: This stands for Root Mean Square Error of Approximation. It measures the average distance between the observed data and the model's predicted values considering the complexity of the model. A value less than 0.05 indicates a good fit while values up to 0.08 are considered acceptable.

GFI: This stands for Goodness of Fit Index. It measures the proportion of variance in the observed data that is explained by the model with values closer to 1 indicating a better fit.

CFI: This stands for Comparative Fit Index. It compares the fit of the model to the fit of a baseline model that assumes no relationships between variables. Values closer to 1 indicate a better fit.

TLI: This stands for Tucker-Lewis Index. It is similar to the CFI but places more emphasis on parsimony and penalizes models with more parameters. Values closer to 1 indicate a better fit.

The degree of freedom is CMIN / df = 2,202 <3 which satisfies the compatibility requirement. RMSEA, GFI, CFI and TLI are all fit indices used to evaluate the goodness of fit of a Structural Equation Modeling (SEM) model. Different indicators such as GFI = 0.928, TLI = 0.935, CFI = 0.948 and RMSEA = 0.057 <0.80 were satisfactory. Therefore, it can be concluded that critical models achieve compatibility with market data.

The SEM results (Figure 2) showed that the model had a chi-squared statistic of 322,014 with 112 degrees of freedom, p = 0.000. There is good compatibility if the degree of freedom is CMIN / df = 2.875 <3.0. Other indicators such as GFI = 0.907, TLI = 0.898, CFI = 0.916 and RMSEA = 0.071 <0.80 were satisfactory. The Heywood phenomenon (negative variance of negative error) did not appear in the estimation of CFA, SEM and most standardized residuals were less than 2.28. Therefore, this model is appropriate for market data.
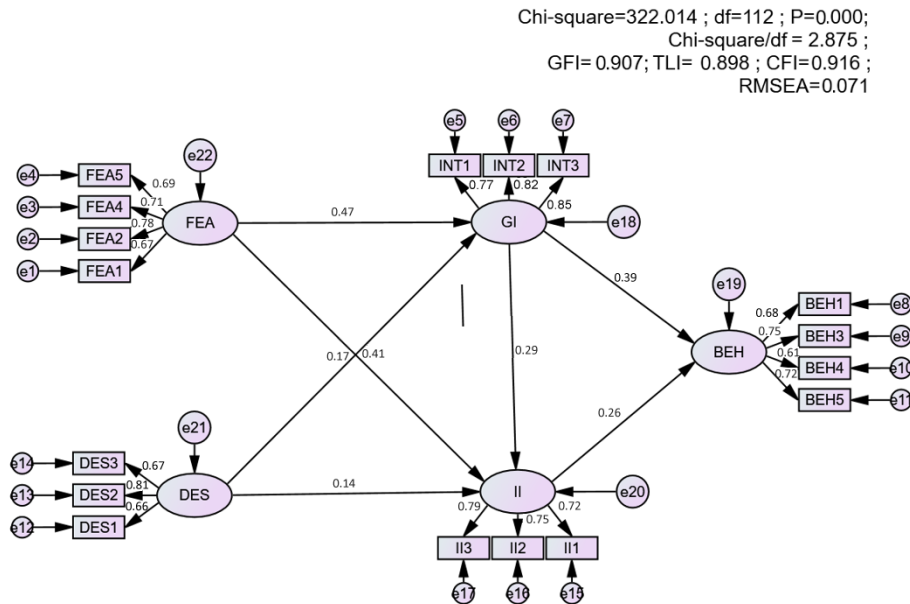

Figure 2. Structural equation modeling results.
Note: GI: Entrepreneurial goal intention; II: Entrepreneurial implementation intention; FEA: Entrepreneurial perceived feasibility; BEH: Entrepreneurial behaviour, DES: Perceived desirability.

Estimates of all relationships' principal parameters presented in Table 4 were statistically significant (p <5%). Accordingly, goal intention positively affects entrepreneurial behaviour (H1: β = 0.394, p = 0.000). Implementation intention positively affects entrepreneurial behaviour (H2: β = 0.264, p = 0.000). Goal intention positively affects implementation intention (H3: β = 0.294, p = 0.000). Perceived feasibility positively affects goal intention (H4a: β = 0.467, p = 0.000). Perceived desirability positively affects goal intention (H5a: β = 0.168, p = 0.005). Perceived desirability positively affects implementation intention (H4b: β = 0.407, p = 0.000). Finally, Perceived desirability positively affects goal intention (H5b: β = 0.135, p = 0.021). So, all hypotheses are accepted.

Table 4. SEM results.

Relations	Estimate	S.E.	C.R.	P
Entrepreneurial behavior <--- Goal intention	0.351	0.066	5.306	***
Entrepreneurial behavior <--- Implementation intention	0.256	0.071	3.595	***
Implementation intention <--- Goal intention	0.270	0.063	4.309	***
Goal intention <--- Perceived feasibility	0.570	0.082	6.963	***
Goal intention <--- Perceived desirability	0.247	0.087	2.829	0.005
Implementation intention <--- Perceived feasibility	0.457	0.082	5.546	***
Implementation intention <--- Perceived desirability	0.182	0.079	2.303	0.021

Note: *** 1% Significance level.

The results of direct, indirect and integrated effects on dependent variables (entrepreneurial behaviour, implementation intention and goal intention) are presented in Table 5.

Table 5. The type of effects.

Variables	Type of effect	Goal intention	Implementation intention	Perceived feasibility	Perceived desirability
Entrepreneurial behavior	Direct effects	0.394	0.264	0	0
	Indirect effects	0.078	0	0.328	0.115
	Total effects	0.472	0.264	0.328	0.115
Goal intention	Direct effects	0	0	0.467	0.168
	Indirect effects	0	0	0	0
	Total effects	0	0	0.467	0.168
Implementation intention	Direct effects	0.294	0	0.407	0.135
	Indirect effects	0	0	0.137	0.049
	Total effects	0.294	0	0.544	0.184

The results of Table 5 show that goal intention has a positive effect on entrepreneurial behaviour with β = 0.472 followed by a slightly weaker perceived feasibility with β = 0.328, then implementation intention has an effect with β = 0.264 and finally perceived desirability with β = 0.115. One exciting thing about this study is that the perceived feasibility has a positive effect on the goal intention (β = 0.467) while the perceived desirability (positive perception of starting a business) is less than half the goal intention and implementation intention (β = 0.168 and β = 0.184).

4.2. Discussion
The proposed research model has five single concepts: perceived feasibility, perceived desirability, goal intention, implementation intention and entrepreneurial behaviour. After preliminary verification of the scale, seven observation variables were excluded due to a failure of convergence.

The results of the measurement models show that the scale values achieve reliability (Cronbach alpha coefficient, composite reliability) and allowable values (unidimensionality, variance extracted, convergent and discriminant validity).

The results of the SEM analysis show that goal intention is to have a very positive overall effect on entrepreneurial behaviour (β = 0.472) followed by perceived feasibility (β = 0.328), implementation intention (β = 0.264) and perceived desirability (β = 0.115). Based on the test results, the perceived desirability of an entrepreneurial opportunity impacts the behavior of entrepreneurs. However, this impact may not be as strong as it could be as the opportunities for entrepreneurship in Vietnam are not clearly defined or attractive enough to strongly influence individuals' entrepreneurial behavior.

Moreover, many developed countries are based on creativity whereas perceptions in Vietnam are more inclined towards employment, income and career choice (Gem, 2016). The research results have the following meanings:

Firstly, verify the critical role of perceived feasibility in the entrepreneurial intention (goal and implementation) of students in the provinces of the Southeast.

Secondly, it confirms the critical role of goal intention and implementation intention in the relationship between perception and entrepreneurial behaviour in which the mediator's implementation intention is put into a meaningful model. Statistics (untested before in Vietnam) contributed to the development of the EEM by Krueger Jr. et al. (2000).

Thirdly, implementation intention is considered an influential factor in promoting entrepreneurial behaviour. It emphasizes the kind of mind (goal intention) that moves to the intent to act to materialize previously oriented goals. From there, the potential entrepreneur begins to persevere in starting his own business.

5. CONCLUSION AND IMPLICATIONS

5.1. Conclusion

The results of this study differ from those of Schlaegel and Koenig (2014) which were tested in Western countries. The perceived desirability is more important in shaping the intention than the perceived feasibility. According to Schlaegel and Koenig (2014), it is possible in Eastern countries that perceived feasibility plays a more important role than perceived desirability and they propose to re-examine the relationship. Meanwhile, the results of this study (in Vietnam) show that perceived desirability strongly impacts entrepreneurial intention (both goal and implementation) and entrepreneurial behaviour.

5.2. Implications

The study's results have confirmed that perceived feasibility and implementation intention significantly impact entrepreneurial behaviour. This factor is open to students who need to experience and persist in investing in their entrepreneurial ideas through training to enhance their entrepreneurial skills. Here are some policy implications and solutions:

5.2.1. For Students

 Students need motivation through awareness of the attractiveness of their entrepreneurial opportunities, their ability to pursue entrepreneurship and the formation of ideas and passion for entrepreneurial intentions before starting entrepreneurship. Successful entrepreneurs must have a strong sense of motivation, aspiration and willpower in addition to the ability to persevere through difficult challenges. This study shows that perceived entrepreneurial feasibility is essential while many need more basic knowledge, skills and capabilities.

In order to be able entrepreneurs, students need to be equipped with various relevant entrepreneurship knowledge platforms such as knowledge of product or service markets, sales and marketing, competitors, technology and human resources. Power, law and human management skills are indispensable for entrepreneurship. Therefore, if there is little or no capital for entrepreneurship, students can mobilize outside capital if they want to become entrepreneurs.

5.2.2. For Universities

Universities should focus on training methods and skills to help students discover products or services that meet market needs rather than starting a company. Students are usually trained in business, economic theories, financial methods and the development of a business plan rather than academics. The nature of entrepreneurship is creativity, innovation and risk rather than job creation, income generation and employment options (Gem, 2016).

The purpose of starting a business is not to make money but to create valuable products that can change how people work or make the world a better place. Money is only the result of providing solutions to solve the problem. The goal of entrepreneurship is to break the market by bringing value to many people while creating new jobs, markets and industries (John, 2017).

Universities in Vietnam need the activity to create an environment where students can exchange ideas and learn from others. Finding good supporters is challenging. Most students work independently based on their thinking and creativity. Therefore, universities should create an environment for students to discuss their ideas with each other. Students with successful entrepreneurs in their entrepreneurship classes discuss how to promote their ideas. Debut is action and risk-taking. Students must learn instead of memorizing entrepreneurship theories. According to John (2017), instead of teaching finance, economics and management, the entrepreneurship class must teach the psychological trauma associated with failure, risk reduction and personal development.

Vietnam's universities and state agencies still need to improve their constructive roles as part of the entrepreneurship ecosystem. Mechanisms and policies for technology transfer and commercialization of research results still need to be improved. Training in entrepreneurial activities is not aimed at the ultimate goal of creating valuable products for the market. In the future, universities and governments should pay special attention to the spirit of innovation, instilling it in all stakeholders (leaders, faculty, learners and businesses). The entrepreneurship

ecosystem includes all activities (training, research, international cooperation, community responsibility) and the whole college community.

5.3. Limitations and Research Directions

This study was conducted at 10 universities in Ho Chi Minh City, Binh Duong Province, Dong Nai Province and Ba Ria Vung Tau Province. The results will be better at prominent universities such as Can Tho City, Da Nang City and Hanoi City. This study implemented convenient sampling so there are also disadvantages to low representability. Moreover, research from intention to behaviour to one-time surveys is limited and accurate analysis requires data from a single time and longitude. Factors such as cultural or entrepreneurial motivation affect entrepreneurial intention and behaviour. This is also a direction for further research and development.

INSTITUTIONAL REVIEW BOARD STATEMENT
The Ethical Committee of the University Economics of Ho Chi Minh City, Vietnam has granted approval for this study (Ref. No. 3145/QyĐ-ĐHKT-QLKHHTQT).

CONFLICT OF INTEREST
The authors declare that they have no competing interests.

AUTHORS' CONTRIBUTIONS
All authors contributed equally to the conception and design of the study. All authors have read and agreed to the published version of the manuscript.

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