

Understanding the Relationship Between Entrepreneurial Passion and Intention: Evidence from Haryana University Students

Pariyanka Saini* Dalbir Singh**

ABSTRACT

Haryana is characterised by high unemployment and a need for development. Youth in developing regions face high rates of unemployment. Entrepreneurship is a key to tackling this problem. Understanding why people decide to start their own businesses is important. The primary goal is to examine the level of entrepreneurial intention and the factors associated with it among university students, particularly entrepreneurial passion, entrepreneurial skills, knowledge, self-efficacy, and risk tolerance. An exploratory and descriptive design was used in the study, employing stratified random sampling, which enabled the researcher to select approximately 240 students from the universities of Haryana. Correlation and regression analyses were conducted on the collected and analysed data. A Likert scale was used to measure entrepreneurial intention through constructs such as entrepreneurial passion, willingness to start a venture, competence, and confidence. According to the results, entrepreneurial passion is positively related to entrepreneurial intention. While self-efficacy and risk tolerance have some effect on decision-making, this effect is modest. The study bolsters the literature by contextualising Haryana's entrepreneurship, thereby initiating discussion. The findings also benefit various other regions, as the study states.

Keywords- *Entrepreneurial Passion, Entrepreneurial Intention, University Students, Haryana, Youth Entrepreneurship, Self-Efficacy, Risk Tolerance, Entrepreneurial Skills, Economic Development.*

*Research Scholar, Haryana School of Business, Guru Jambheshwar University of Science & Technology, Hisar, Haryana, India, E-mail: sainipriyanka7015@gmail.com

**Professor, Haryana School of Business, Guru Jambheshwar University of Science & Technology, Hisar, Haryana, India, E-mail: dalbirhsb@gmail.com

1. INTRODUCTION

1.1 Importance of entrepreneurship for economic and social development

The entrepreneurship process is encouraging economic growth and social development. "Business activities are important for creating jobs, reducing poverty, and building communities. New businesses will create jobs and benefit local communities, Al-Ajlouni (2024). Entrepreneurs, as Nexford University (2025) states, create "new goods, services, and technology" and foster productivity and dynamism in the market. Through social entrepreneurship, economic growth and social development are connected. It does so by rewarding those who invest effort in solving social problems and by creating opportunities for underserved communities (Economic Impact Catalyst, 2025). Entrepreneurial activity

increases national income and per capita income through capital formation and market expansion. All of this helps raise the standard of living in society (Al-Ajlouni, 2024; Nexford University, 2025).

1.2 Context of Haryana with high unemployment rates

While Haryana has experienced economic development, youth unemployment remains a significant challenge for the state. Media reports from the National Statistical Office (2025) indicate that the Haryana unemployment rate was 4.7% in the last quarter of 2024, lower than the national average of 6.4%. Haryana, however, needs more sustainable jobs (Indian Express, 2025). According to the Indian Express, in 2025, the state government focused on skill development and private-sector job opportunities to address unemployment, especially among university graduates and other young job seekers. Haryana has a large educated youth population. The challenge is to tap into this potential for entrepreneurship to reduce unemployment and diversify the economy (Indian Express, 2025).

1.3 Significance of understanding entrepreneurial passion and intention

It is essential to understand entrepreneurial passion and intention to catalyse entrepreneurial spirit among university students, who will be the future human resources and innovators. The definition of entrepreneurial intention is a conscious plan to start a venture. The first step in the development of entrepreneurial behaviour is entrepreneurial intention. Entrepreneurial passion influences the intention to become an entrepreneur. This construct describes positive feelings and emotional commitment related to entrepreneurship (Cardon et al., 2009; Murad et al., 2021). A fondness for trends is a powerful predictor of individuals' commitment to ideas, their pursuit of ventures, opportunity recognition, and risk-taking propensity (Neneh, 2022; Frontiers in Psychology, 2023). Research on possible "entrepreneurial passion"-based student "intentions" in Haryana will shed light on the development of educational and policy measures to produce willing and able entrepreneurs at the university level.

1.4 Objectives of the study

Given the significance of entrepreneurial passion and intention for the creation of new businesses and economic development, the present study aims to provide further insights into these constructs among university students in Haryana. Examine the correlation between young people's entrepreneurial intentions and entrepreneurial passions. We aim to understand the mechanisms by which entrepreneurial passion can give rise to new ventures. Earlier studies have established that passion mediates the relationship between creativity and self-efficacy in predicting entrepreneurial intention (Murad et al., 2021; Cardon et al., 2009). The present study aims to fill this gap by examining this association in the universities of Haryana.

2 LITERATURE REVIEW

2.1 Concept and definitions

Entrepreneurship refers to the identification, evaluation and exploitation of an opportunity to create goods and services (Bygrave & Hofer, 1991). The inspiration and zeal of an entrepreneur to start a new venture constitute the entrepreneurial process. According to Islami et al. (2022),

individual entrepreneurship is often initiated by an individual's willingness to start a business. According to Ajzen (1991), this may predict entrepreneurs' behaviours and choices in reality. On the contrary, entrepreneurial passion is a strong enjoyment of something. This encourages individuals to pursue business activities despite difficulties. Desire is the driving force for motivation and perseverance in the entrepreneurial process (Murnieks et al., 2014).

2.2 Entrepreneurial Intention: desire and readiness to engage in entrepreneurial activities

Entrepreneurial intention refers to an individual's willingness and ability to pursue entrepreneurship. As per Krueger et al. (2000), this is the most predictive factor of actual behaviour. The Theory of Planned Behaviour (TPB) and similar intention models provide evidence that attitudes toward entrepreneurship, subjective norms, and perceived behavioural control affect entrepreneurial intention (Ajzen, 1991). Research findings indicate that university students' intentions to become entrepreneurs depend on their perceived feasibility and beliefs about business start-up. (Liñán & Chen, 2009.) It is important to understand intention and how the individual will commit to the potential costs of uncertainties (Neneh, 2018).

2.3 Entrepreneurial Passion: motivational force sustaining entrepreneurial engagement

The driving force behind entrepreneurship is all about passion. It concerns a positive emotion that is ineffectively experienced consciously in relation to entrepreneurial tasks and roles that involve the self. Those who possess passion can lead others in ways that energise them (Murnieks et al., 2014). An inclination to create, launch, and build a new venture enhances entrepreneurs' creative abilities, opportunity recognition behaviours, and proactivity. Zhao et al. (2022) define this trait. Entrepreneurs use more positive coping mechanisms than non-entrepreneurs when facing difficulties, primarily due to their risk perception.

2.4 Theoretical frameworks linking passion and intention

Various theories of entrepreneurial passion are explored in the literature. Based on the Theory of Planned Behaviour, which was proposed by Ajzen in 1991, Fayolle and Liñán (2014) studied the relationships between passion and attitudes, perceived behavioural control, and intention. According to the dualistic model of passion (Vallerand et al., 2003), there are two types of passion: harmonious passion, which is in accord with one's values and results in long-term tendencies to act (Vallerand, 2015), and obsessive passion, which may result in maladaptive behaviour. According to Vallerand (2015), harmonious passion is positively linked to entrepreneurial intent and well-being. Moreover, the Maker of Entrepreneurial Passion (Cardon et al., 2009) asserts that the identity of entrepreneurship generates passion, which, in turn, directly affects attitudes, intentions, and behaviours. Modified models have shown that passion is both a cognitive state that motivates individuals and an emotion that generates intention.

2.5 Review of Empirical Literature on Core Entrepreneurial Drivers

Many empirical studies show that entrepreneurial passion is the most important mediator linking self-efficacy to higher entrepreneurial intention (Murad et al., 2021; Cardon et al., 2013). Self-efficacy refers to confidence in one's entrepreneurial competencies. Bandura (1997) and Zhao et al. (2022) indicated that this theory is a strong predictor of intention

formation and venture creation. Additionally, risk tolerance is critical to determining whether such intentions are translated into concrete, courageous entrepreneurial activities under conditions of uncertainty (Neneh, 2019).

2.6 Research gap: limited studies on comprehensive factors, especially in Haryana or similar contexts

Worldwide, extensive research has examined entrepreneurial passion and intention. However, there is a significant research gap concerning Haryana, India. Multiple questions examine variables in isolation. We need to develop models to foster passion, intention, skills, knowledge, self-efficacy, and risk tolerance. Given Haryana's unique socio-economic and cultural contexts and youth employment challenges, there is a need for locally specific evidence to assist in designing local interventions. Moreover, only a limited number of studies have analysed how they affect university groups' entrepreneurial intentions. The present study aims to address this research gap by focusing on youth in Haryana and the policy frameworks and entrepreneurship education that nurture entrepreneurship.

3. METHODOLOGY

3.1 Research Design: Exploratory cum Descriptive

The research is exploratory and cumulative, focusing on entrepreneurial passion and intention among university students in Haryana. The study will be conducted using online questionnaires using Google Forms. There is insufficient literature and research on Haryana. Descriptive elements are followed by structured data collection and quantitative analysis that accurately measure patterns, relationships, and intensity using Likert-scale measures. Using both approaches is appropriate for complex issues in which discovery is essential, but impact assessment must also be rigorous. These insights will benefit producers, businesses, NGOs, and the government.

3.2 Population and Sample

The focus group includes university students from Haryana, which had a youth unemployment rate of 4.7% at the end of 2024. The state is also emphasising growth in young entrepreneurs. With a sample of about 240 students, the results are reasonably statistically significant and representative of both private and public institutions. The chosen sample size is appropriate and has sufficient power to perform correlation and regression analyses of passion and self-efficacy.

3.3 Sampling Technique: Stratified Random Sampling

According to the researcher, the population was divided based on variables such as public versus private university, gender, and field of study (e.g., arts, science, commerce, engineering). Under the Haryana government's proportional allocation, more than ten public universities, such as Kurukshetra University, have approximately 60 per cent enrollment (144 in the sample), and around twenty-four private universities, such as O.P. Jindal, have 40 per cent (96 in the sample). Students were randomly chosen from the enrollment list for each stratum

(subgroup) to ensure balance. This method reduces bias, improves precision, and helps identify differences among institutions in the factors that influence outcomes.

Data Collection: Primary Data via Pre-tested Questionnaire

A pretested structured questionnaire was used to collect primary data on independent variables, with entrepreneurial intention as the dependent variable. The intensity was measured using a Likert scale of one to five, which Cronbach's α pre-testing of the scales showed to be over 0.80.

Variables

| Variable | Description | Measurement Scale |
|--|--|-------------------|
| Entrepreneurial Passion | Intensity of positive emotions toward entrepreneurship | Likert (1–5) |
| Entrepreneurial Skills | Competency in entrepreneurial tasks | Likert (1–5) |
| Entrepreneurial Knowledge | Level of knowledge about entrepreneurship | Likert (1–5) |
| Self-Efficacy | Confidence in entrepreneurial abilities | Likert (1–5) |
| Risk Tolerance | Willingness to take business risks | Likert (1–5) |
| Entrepreneurial Intention (Dependent) | Desire/readiness to start a venture | Likert (1–5) |

Data Analysis Tools

The findings of this study indicate that the relationships with behavioural intention are strongest with passion. SPSS was used to compute descriptive statistics, reliability (α), and hypothesis tests ($p < 0.05$). It also assessed multicollinearity using VIF. The framework provides insights into exploration and evidence of description consistent with the study.

4. DATA ANALYSIS AND RESULTS

4.1 Descriptive Statistics of Sample Demographics

The overall sample of 240 pupils from Haryana University is 52% males and 48% females. A public university was represented in 60% of the sample (n=144), whereas a private university was represented in 40% (n=96). According to those polled, 32% were in the arts/humanities, 28% in the sciences, 22% in commerce, and 18% in engineering. The average score for entrepreneurial intention on a five-point Likert scale was 3.72 (SD = 0.89), which implies a moderately high level of entrepreneurial intention. The profiles we created will ensure diversity and represent the entrepreneurial drivers.

4.2 Reliability and Validity Assessment

The questionnaire is highly reliable for measuring the variables, with Cronbach's α values ranging from 0.87 to 0.94. For instance, entrepreneurial passion (0.91), intention (0.93), self-efficacy (0.89), skills (0.88), knowledge (0.87), and risk tolerance (0.90) are all above the threshold of 0.70. These constructs are distinct, thus confirming their construct validity through confirmatory analyses.

4.3 Analysis of Factors Affecting Entrepreneurial Intention

The mean score for entrepreneurial passion was 4.05 (SD = 0.76). This is the highest score recorded. The mean self-efficacy score was 3.68 (SD = 0.82). The mean knowledge score was 3.42 (SD = 0.88). The SD for intention was most similar to knowledge at 0.89, which was the highest among all variables. However, the mean intention score was the highest, at 3.72. The variance of risk tolerance was 3.31, with an SD of 0.91. Students at public universities scored higher than those at other colleges on passion (M = 4.12 vs. 3.95) and risk tolerance (M = 3.45 vs. 3.18, $p < 0.05$). The data suggest that a person's passion influences their intention.

4.4 Correlation and Regression Analysis

Pearson correlations indicated strong positive relationships: passion-intention, $r = 0.68$ ($p < 0.001$); self-efficacy, $r = 0.52$ ($p < 0.001$); risk tolerance, $r = 0.41$ ($p < 0.001$).

| Variable | r with Intention | p-value |
|----------------|------------------|---------|
| Passion | 0.68 | <0.001 |
| Self-Efficacy | 0.52 | <0.001 |
| Skills | 0.47 | <0.001 |
| Knowledge | 0.39 | <0.001 |
| Risk Tolerance | 0.41 | <0.001 |

Multiple regression ($R^2=0.55$, $F=45.2$, $p<0.001$) showed that passion ($\beta=0.45$, $p<0.001$), self-efficacy ($\beta=0.28$, $p<0.01$), and risk tolerance ($\beta=0.19$, $p<0.05$) are significant predictors; VIF <1.8 confirmed the absence of multicollinearity.

4.5 Hypothesis Testing for Relationship Significance

H1 ("Passion positively influences intention") supported: $\beta=0.45$, $p<0.001$, 95% CI [0.32, 0.58]. H2-H5 (for other factors) are partially supported, with passion playing a dominant role. $p < 0.05$ across key paths, rejecting the null hypothesis and confirming passion's primary role in the Haryana context.

5. DISCUSSION

5.1 Interpretation of Statistical Results

The findings confirm a positive link between entrepreneurial passion and intention ($r=0.68$, $\beta=0.45$, $p<0.001$), with passion accounting for 45% of the unique variance after controlling for covariates ($R^2=0.55$). The variables of self-efficacy ($\beta=0.28$) and risk tolerance ($\beta=0.19$) have had a positive impact, albeit to a lesser extent. This finding highlights the case of unemployment in Haryana and shows that passion is the most significant factor. The results show that these reliable indicators of venture readiness have high reliability ($\alpha > 0.87$) as well as a public/private balance.

5.2 Importance of Entrepreneurial Passion in Motivating Intention

Commitment and resilience are driven by passion, which emotionally motivates action ($M = 4.05$). In Haryana, where youth unemployment stands at 4.7%, entrepreneurship is more crucial than skills and knowledge for recognising opportunities and managing risks. The emotional core keeps us engaged; young people motivated by passion remain our priority.

5.3 Theoretical and Contextual Contributions

Research findings support the role of passion in intention models such as the TPB. Furthermore, they place this within the unique socio-economic environment of Haryana. The findings also reveal the moderated effects of self-efficacy. Unlike separate global studies, an integrated analysis (passion $>$ others) highlights local gaps, where public university students show higher passion ($M=4.12$).

5.4 Implications for Stakeholders

The curricula developed in universities should also include mentorship and role models, in addition to skills and knowledge. Funding, incubation, and networking can translate policymakers' intent into action in Haryana. Programs boost educators' effectiveness and enthusiasm.

6. CONCLUSION

Haryana University students' entrepreneurial intention is strongly positively influenced by entrepreneurial passion, with the largest β ($\beta = 0.45$, $p < 0.001$). Self-efficacy and risk tolerance exert less influence in contexts of high unemployment. This study examined a sample of 240

students through stratified sampling”. It found a positive correlation between passion and venture readiness ($r = 0.68$). Additionally, the scales used proved reliable, with values of ($\alpha > 0.87$). In other words, this study fills an important gap in local evidence.

7. KEY RECOMMENDATIONS

- Universities: Promote student passion by offering mentoring, role model interactions, designing innovation challenges, and skill development.
- Policymakers: Establish targeted incubators, startup funds, and public-private networks to support students in building sustainable ventures.
- Educators: Focus more on experiential learning to foster emotional attachment for entrepreneurial success.

8. FUTURE RESEARCH DIRECTIONS

Longitudinal studies should track how passion transitions into a business start-up and its survival. The study will examine gender and spatial disparities in Haryana and similar states in India, as well as the impact of emerging factors, including digital entrepreneurship tools and social venture models.

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