Migration Letters

Volume: 20, No: S6(2023), pp. 718-729

ISSN: 1741-8984 (Print) ISSN: 1741-8992 (Online)
www.migrationletters.com

Applying the Theory of Planned Behavior to Study the Online Entrepreneurship Intentions among Women in Rural Areas of Vietnam

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Abstract

This study adopts the Theory of Planned Behavior (TPB) model to examine and assess the influence of TPB factors on the online entrepreneurial intention of women residing in rural areas of Vietnam. The Partial Least Squares Structural Equation Modeling (PLS-SEM) technique is employed, utilizing data collected from 263 women in rural Vietnam. The findings reveal that Attitude, Subjective norm, Perceived behavioral control, and Knowledge support significantly impact women's intention to engage in online entrepreneurship. Notably, Knowledge support emerges as the strongest determinant among these factors, exerting the most substantial influence on women's online entrepreneurial intention.

Keywords: *The Theory of Planned Behavior; Online entrepreneurial intention; Rural women; Vietnam.*

1. INTRODUCTION

Entrepreneurship plays a pivotal role in driving economic development across nations (Youssef et al., 2021). In the context of Vietnam, a considerable number of small and medium-sized startup enterprises have embraced online business models as their primary mode of operation. Since 2020, this form of entrepreneurship has become a prevailing trend in Vietnam, especially due to the outbreak of the Covid-19 pandemic, where online business has maximized its advantages. Currently, online entrepreneurial ideas are predominantly formed by passionate and creative young individuals. However, in line with the general societal development trends, many women have actively participated in online entrepreneurship and achieved significant success in various fields.

Simultaneously, the landscape of online entrepreneurship in Vietnam has witnessed the active participation of women, resulting in noteworthy achievements across various sectors. These enterprising women-led models have not only generated employment opportunities, aiding impoverished women in overcoming adversities, but have also displayed a robust socio-economic ripple effect within local communities. However, despite these success stories, several impediments persist, impeding the progress of women in their pursuit of online entrepreneurial endeavors.

Although some experimental studies on online entrepreneurship have been conducted worldwide, most of them have primarily focused on younger demographics. Consequently, there remains a gap in knowledge pertaining to the perceptions and intentions of rural women in Vietnam concerning online entrepreneurship. Therefore, this

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research aims to comprehensively examine and comprehend the intricacies of rural women's awareness and aspirations in the realm of online entrepreneurship within Vietnam. By doing so, this study aims to provide valuable insights into the online entrepreneurial intentions of women and offer a scientifically substantiated foundation for Vietnamese policymakers to propose and adjust specific support policies tailored to this target group. This research also contributes to enhancing the role and position of women in rural Vietnamese society.

2. THEORETICAL FOUNDATION

2.1 Online Entrepreneurship Intention

The notion of online entrepreneurship intention originates from the concept of entrepreneurial intention, which encompasses diverse interpretations given the multifaceted nature of entrepreneurship. MacMillan (1993) defines entrepreneurship as an individual's willingness to assume all risks associated with establishing a new business or opening a profit-oriented enterprise with the aim of generating wealth. Hisrich and Drovensek (2002) posit that entrepreneurship entails the process of creating novel and valuable endeavors, requiring substantial investment of time and effort to attain financial autonomy, alongside inherent risks encompassing financial, emotional, and social dimensions. Entrepreneurial intention pertains to an individual's resolve to initiate a business venture (Souitaris et al., 2007). It constitutes a process involving strategic planning and effective implementation of an entrepreneurial blueprint (Gupta & Bhawe, 2007). The impetus for entrepreneurial intention stems from individuals' identification of opportunities, effective utilization of available resources, and the supportive milieu fostering the establishment of their own enterprises (Kuckertz & Wagner, 2010). Based on these definitions, in this study, the online entrepreneurship intention of rural women is understood as the intention to establish a new business or create a new enterprise, with primary business activities conducted through online platforms, utilizing innovative business ideas, identifying and seizing opportunities to achieve positive outcomes in their own business endeavors. This perspective is easily comprehensible and aligns with previous viewpoints on entrepreneurship, while also being appropriate for the characteristics of this research.

2.2 The Theory of Planned Behavior

The Theory of Planned Behavior (TPB) was developed from the Theory of Reasoned Action proposed by Ajzen in 1985. According to TPB, individual behavior is influenced by behavioral intentions, which, in turn, are influenced by attitude and subjective norms. However, TPB expands on this by introducing the concept of "perceived behavioral control" as an additional determinant of behavioral intentions. Perceived behavioral control refers to an individual's perception of the ease or difficulty of performing a particular behavior, which is influenced by the availability of resources and opportunities for behavior enactment (Ajzen, 1991). The TPB model has proven to be highly valuable in conducting comprehensive studies on behavior.

Based on the framework provided by Ajzen's Theory of Planned Behavior, this study applies quantitative analysis to examine the influence and direction of factors such as attitude, subjective norms, and perceived behavioral control on the online entrepreneurship intentions of rural women in Vietnam. Additionally, this study proposes the inclusion of the factor "Knowledge support" in the research model to investigate the impact of state-supported training programs and knowledge and skill development initiatives on women's entrepreneurial intentions. This factor falls under the social factor category and represents a novel addition to the model, aimed at enhancing its practical applicability.

3. RESEARCH HYPOTHESIS AND RESEARCH MODEL

- Attitude

According to Ajzen (1991), attitude towards behavior refers to an individual's perception of their personal needs in relation to engaging in a specific behavior. It encompasses the individual's evaluation of whether the behavior is advantageous or disadvantageou. In the context of this study, the behavior in focus is online entrepreneurial intention, and attitude encompasses women's attitudes towards entrepreneurship, their inclination towards business endeavors

Previous studies support the significance of attitude towards behavior as a critical factor influencing entrepreneurial intention. Autio et al. (2001) found that attitude towards behavior ranked as the second most influential positive factor on entrepreneurial intention. Similarly, Lüthje and Franke (2003) highlighted the strong and positive impact of attitude towards behavior on entrepreneurial intention. Moreover, Liñán and Chen's (2009) research conducted in Spain and Taiwan revealed a consistently positive relationship between attitude towards behavior and entrepreneurial intention, with attitude being the most influential factor in shaping entrepreneurial intentions. Based on these perspectives, this study proposes the following research hypothesis:

H1: Attitude positively influences the online entrepreneurial intentions of rural women in Vietnam.

- Subjective norm

Within the Theory of Planned Behavior framework, the subjective norm is defined as the social pressures originating from family, friends, close acquaintances, or individuals who hold significance in the person's life. These pressures can manifest as expectations, support, or even disapproval concerning entrepreneurial behavior, ultimately influencing the individual's decision to either undertake or abstain from such behavior (Ajzen, 1991). Bird (1988) concluded that individuals tend to align their behavior with their perception of societal expectations. The local socio-cultural context, including the living environment and family culture, plays a crucial role in encouraging or discouraging women's entrepreneurial aspirations. Consequently, the subjective norm plays a pivotal role in shaping entrepreneurial intentions. The presence of encouragement, motivational support, or conversely, criticism and societal skepticism can either amplify or dampen women's inclination towards entrepreneurship. Notably, research by Autio et al. (2001) as well as Gird and Bagraim (2008) provides empirical evidence substantiating the constructive influence of subjective norm on entrepreneurial intentions. Based on these perspectives, the present study proposes the following hypothesis H2:

H2: Subjective norm positively influences the online entrepreneurial intentions of rural women in Vietnam.

- Perceived behavioral control

According to Ajzen (1991), the concept of perceived behavioral control refers to an individual's perception of the ease or difficulty in performing a particular behavior, taking into account past experiences and anticipated obstacles. The intention to engage in entrepreneurship is inherently connected to the feasibility of the business idea. Women who possess a strong belief in the likelihood of success, perceive their business idea as rational and suitable, are more inclined to demonstrate determination in pursuing their entrepreneurial aspirations. They will mobilize all available resources and channel their efforts towards the realization of their goals, even in the face of challenges.

There is some empirical evidence supporting the significance of perceived behavioral control in fostering entrepreneurial intentions. Armitage & Conner (2001) found that perceived behavioral control within the Theory of Planned Behavior is highly effective in driving individual entrepreneurial intentions. Amos & Alex (2014), in their study on the

relationship between the theory of planned behavior, environmental factors, demographic factors, and entrepreneurial intentions in Kenya, demonstrated the meaningful and positive influence of perceived behavioral control on the dependent variable. These findings align with previous research by Gird & Bagraim (2008), further emphasizing the positive impact of perceived behavioral control on entrepreneurial intentions. Building upon these insights, the present study proposes the following hypothesis H3:

H3: Perceived behavioral control positively influences the online entrepreneurial intentions of rural women in Vietnam.

- Knowledge support

Knowledge support encompasses the provision of knowledge, skills, and entrepreneurial opportunities by governmental and non-governmental organizations specifically targeted at women. Empirical studies conducted in diverse socio-economic contexts attests to the pivotal role of knowledge support in facilitating entrepreneurial intentions (Turker & Selcuk, 2009). The deficiency of business-related knowledge and skills, such as entrepreneurial management, human resources, finance, and marketing, presents a challenge for aspiring entrepreneurs, particularly women. Kuratko (2005) emphasizes that entrepreneurial intentions gain greater potency through the influence of entrepreneurship training initiatives. Furthermore, Wang & Wong's (2004) study underscores the noteworthy positive impact of knowledge support on entrepreneurial intentions. Building upon the aforementioned body of research and rationale, Hypothesis H4 is posited as follows:

H4: Knowledge support positively influences the online entrepreneurial intentions of rural women in Vietnam.

In addition, providing knowledge support to rural women can assist them in identifying opportunities during training programs and contribute to transforming their attitudes towards entrepreneurship, reducing apprehension about potential failures (Farashah, 2013). The research conducted by Youssef et al. (2021) demonstrates the significant impact of knowledge support on both entrepreneurial intentions and perceived behavioral control. This finding is consistent with the results of Basu and Virick's study (2008), which indicate that exposure to knowledge support positively influences perceived behavioral control. Based on the aforementioned studies and arguments, the author posits hypothesis H5 as follows:

H5: Knowledge support positively influences the Perceived behavioral control.

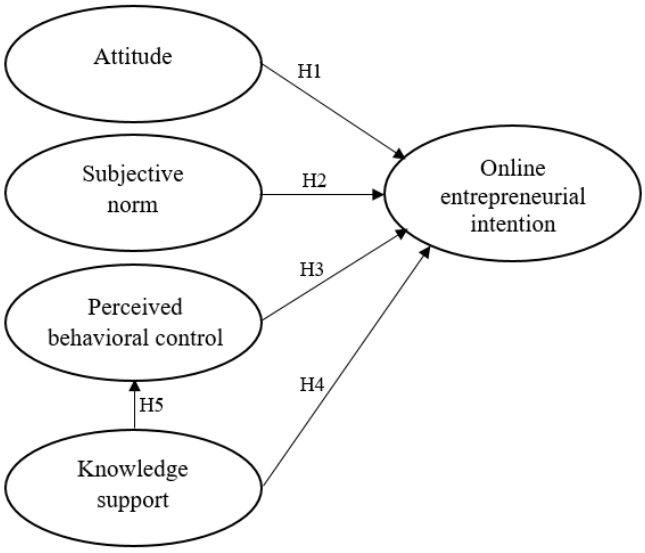

Figure 1. Conceptual framework

The measurement scale is developed based on The Theory of Planned Behavior (Ajzen, 1985) and builds upon previous empirical studies. The measurement and encoding are presented in Table 1.

Table 1. The scale of variables in the model

Variable	Symbol
Attitude	**AT**
Becoming an online entrepreneur has more advantages than disadvantages	AT1
Online business is a highly attractive job	AT2
Very satisfied with conducting business online	AT3
Among various job options, online business is the most appealing	AT4
Online business is a passion	AT5
Subjective norm	**SN**
Family always supports women in starting an online business	SN1
Friends always support women in starting an online business	SN2
Neighbors always support women in starting an online business	SN3
If starting an online business, will receive support from the local community	SN4
Perceived behavioral control	**PBC**
Starting an online business is perceived as a facile undertaking	PBC1
Possessing the knowledge and strategies to develop an online business project	PBC2
Having a concrete understanding of the specific tasks required to conduct online business operations	PBC3
Believing that one can control the operation process of a new online business	PBC4
Having confidence in one's own ability to achieve success in online entrepreneurship	PBC5
Trusting in one's capacity to mitigate risks that may arise during the course of online business operations	PBC6
Knowledge support	**KS**
Entrepreneurship conferences and training workshops contribute to the enhancement of my entrepreneurial skills and abilities	KS1
Entrepreneurship conferences and training workshops provide essential knowledge about entrepreneurship	KS2
Entrepreneurship conferences and training workshops offer opportunities to connect with successful entrepreneurs, thereby helping me accumulate entrepreneurial experience	KS3
Participating in entrepreneurship conferences and training workshops encourages me to develop innovative ideas to become an entrepreneur	KS4
Online entrepreneurial intention	**OEI**
Have a strong desire to start an online business in the future	OEI1
Aspire to be an entrepreneur rather than a homemaker or an employee	OEI2
Have a clear and ongoing preparation for an online entrepreneurial idea	OEI3
Be willing to do whatever it takes to start a business	OEI4
Desire financial and reputational autonomy that comes with being an online business owner	OEI5

4. RESEARCH METHODS

The research was conducted in two stages, including a preliminary study and a formal study. In the preliminary study stage, qualitative research methods were employed to test the appropriateness of the measurement scales in the research model before conducting the formal survey. The preliminary qualitative study involved in-depth interviews with 9 experts from government and non-governmental organizations experienced in women's entrepreneurship in rural areas in Vietnam. The average duration of each interview ranged from 60 to 90 minutes. The in-depth interviews aimed to initially examine the relevance of the independent variables influencing rural women's intention to engage in online entrepreneurship, confirm the measurement scales, and preliminarily identify the relationships between variables in the model. The results of the preliminary qualitative study supported the proposed research model by the author.

In the formal study stage, the quantitative research method of Partial Least Squares-Structural Equation Modeling (PLS-SEM) was utilized. The formal survey data consisted of 263 rural women in the Mekong Delta region who had participated in government or non-governmental training programs on entrepreneurship but had not yet started their own businesses. The survey was conducted using a questionnaire with Likert 5-point scale measurement, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). The formal survey was administered after the preliminary study.

5. RESEARCH RESULTS

Based on the results obtained from the survey, out of the 263 rural women surveyed, the highest proportion of women, accounting for 34.6%, came from the outskirts of districts and rural areas in the city of Can Tho. The remaining women were from the outskirts of districts and rural areas in other provinces and cities, including Tra Vinh, Soc Trang, and Hau Giang. These are the provinces and cities that belong to the poorest group in the Mekong Delta region, specifically, and in Vietnam as a whole.

In terms of educational attainment, the group of women with a high school education held the highest proportion, with 116 individuals, equivalent to a rate of 44.1%. The group of women with a lower secondary education ranked second, with 59 individuals, corresponding to a rate of 22.4%. The group of women with a vocational education background occupied the third position with 43 individuals, making up 16.4% of the total. Lastly, the group of women with a university degree accounted for 9.5%, and the group with a primary school education accounted for 7.6%. This indicates that the rural education promotion policies implemented by the Vietnamese Government in recent years have shown clear and remarkable effectiveness. Illiterate women had a rate of 0%, and the majority of women in rural areas had at least a lower secondary education level. However, most women tended to complete their education after lower secondary school. The proportion of women with vocational and university education remains limited, at 25.9%.

In terms of age groups, women aged 28 to 37 had the highest proportion, accounting for 38.8%. Following this were women aged 18 to 27, constituting 32.7%, women aged 38 to 49 at 23.2%, and finally, women over 49 with a proportion of 5.3%.

Table 2. Demographic Characteristics of Rural Women

Criteria	Frequency	Ratio (%)
City		
Can Tho	91	34.6
Tra Vinh	73	27.8
Soc Trang	58	22.1
Hau Giang	41	15.5
Education		
Primary School	20	7.6
Secondary School	59	22.4
High School	116	44.1
College	43	16.4
University	25	9.5
Age		
18 – 27 years old	86	32.7
28 – 37 years old	102	38.8
38 – 49 years old	61	23.2
Above 49 years old	14	5.3
Total	263	100.0

Source: Data analysis results of rural women in Vietnam, 2022

Furthermore, the survey findings show a significant insight – only 108 women, accounting for 41.1% of the respondents, disclosed having received support during their pursuit of online entrepreneurship. This support manifested across multiple dimensions, encompassing knowledge enhancement (29.7%), financial backing (9.1%), technical guidance (12.2%), and the establishment of connections with input suppliers or output customers (18.6%). These statistics highlight a notable gap in terms of accessible aid from governmental entities and non-governmental organizations.

A closer analysis reveals that the nature of the provided assistance predominantly revolves around knowledge dissemination, networking opportunities, and technical mentorship. However, the landscape for securing capital support remains considerably restricted for women embarking on entrepreneurial journeys. This situation is intricately linked to the prevailing educational limitations in rural regions. Many women in these areas possess relatively modest educational backgrounds, which hinders their ability to proficiently navigate the intricacies of bureaucratic procedures and craft robust business plans that meet the criteria for securing funding.

Furthermore, the absence of tangible assets that can be leveraged as collateral poses a formidable challenge in seeking loans from formal financial institutions. Given the predominantly small-scale nature of online business ventures in rural settings, such endeavors often fall short of the rigorous requirements set by established credit organizations. Consequently, the endeavor of obtaining financial backing for women pursuing entrepreneurial dreams in rural territories encounters substantial hurdles and complexities. This challenging situation is compounded by the amalgamation of several factors, including a lack of understanding regarding online entrepreneurial endeavors, particularly within the context of modest scale operations, the limited scope of educational prospects, and the intricate complexities stemming from the local financial landscape in these rural areas.

Table 3. Support for Women During the Process of Conducting Online Business

Support	Frequency	Ratio (%)
Knowledge	78	29.7
Financial backing	24	9.1
Technical guidance	32	12.2
The establishment of connections with input suppliers or output customers	49	18.6

Source: Data analysis results of rural women in Vietnam, 2022

To assess the reliability of the measurement scales, the study employed various indicators, namely the Composite Reliability (CR), Average Variance Extracted (AVE), and individual factor loadings (outer loadings). In accordance with Hair et al. (2014), the CR should exceed 0.7, while the outer loadings should surpass 0.4 to establish their significant reliability. Furthermore, following the guidelines of Fornell and Larcker (1981), the AVE value above 0.5 demonstrates both reliability and convergent validity of the measurement scales. The computed results for the composite reliability, factor loadings, and variance extraction of each measurement scale component satisfy the requirements for reliability and convergent validity (see Table 4).

Table 4 The results of the reliability assessment

Factor	Cronbach's alpha	CR	AVE
Attitude	0.737	0.836	0.625
Subjective norm	0.874	0.891	0.683
Perceived behavioral control	0.813	0.872	0.645
Knowledge support	0.796	0.868	0.638
Online entrepreneurial intention	0.821	0.884	0.667

Source: Data analysis results of rural women in Vietnam, 2022

In order to evaluate the discriminant validity of the measurement scale, the study employed the Heterotrait-Monotrait (HTMT) ratio. The results of the study demonstrated strong discriminant validity of the measurement scale, as indicated by all HTMT values being considerably below the threshold of 0.85. Thus, all latent factors met the requisite criterion for discriminant value.

Table 5. Discriminant Validity based on Fornell-Larcker Criterion

	AT	SN	PBC	KS	OEI
AT	0.724				
SN	-0.083	0.751			
PBC	0.536	0.148	0.763		
KS	0.248	0.095	-0.108	0.715	
OEI	0.048	0.041	0.491	0.303	0.794

Source: Data analysis results of rural women in Vietnam, 2022

The estimation of path coefficients is conducted through regression analysis, where each dependent variable is regressed on the corresponding predictor variable (Hair et al., 2014). If multicollinearity is present among the independent variables, it undermines the validity of the path coefficients. However, The VIF results indicate that the intercorrelation among the predictor factors does not violate the assumption of multicollinearity. This is evidenced by all VIF coefficients falling within an acceptable range (VIF = 1.000 – 1.302 < 5).

In PLS-SEM analysis, the explanatory power of the structural model is assessed by the R2 coefficient. The parametric analysis is performed using the bootstrapping technique with 5000 iterations. The analysis results reveal that the adjusted R2 value for the Online Entrepreneurial Intention model is 0.684, indicating that the independent factors in the model account for 68.4% of the variance in online entrepreneurial intention among rural women in Vietnam at a statistically significant level of 1%. The remaining 31.6% of unexplained variance is attributed to factors outside the model.

Additionally, the adjusted R2 value for the Knowledge Support's impact on Perceived Behavioral Control in the model is 0.317, indicating that 31.7% of the variance in Perceived Behavioral Control can be attributed to Knowledge Support.

Bootstrapping

Since the data analyzed in PLS-SEM is assumed to be non-normally distributed, the significance of coefficients, such as path coefficients, cannot be evaluated using traditional parametric tests commonly used in regression analysis. Instead, PLS-SEM relies on the non-parametric bootstrap analysis technique to assess the significance of coefficients (Hair et al., 2014). By employing bootstrap resampling, the PLS-SEM method allows for the examination of whether the path coefficients significantly deviate from zero. In this particular study, the bootstrap technique was applied to a dataset consisting of 263 observations, with 5000 resampling iterations, ensuring robust testing of the linear structural model's validity (Table 6).

Table 6. Bootstrapping Results for the Structural Model

Relationship	Original Weight	P-value	2.5%	97.5%	Hypothesis	Result
AT → OEI	0.226	0.000	0.157	0.287	H1	Accepted
SN → OEI	0.248	0.001	0.116	0.365	H2	Accepted
PBC → OEI	0.117	0.004	0.075	0.239	H3	Accepted
KS → OEI	0.325	0.000	0.283	0.456	H4	Accepted
KS → PBC	0.317	0.000	0.167	0.536	H5	Accepted

KS □ PBC 0.317 0.000 0.167 0.536 H5 Accepted

Source: Data analysis results of rural women in Vietnam, 2022

Comparing the impact of independent variables on the online entrepreneurial intention of rural Vietnamese women, in descending order, we observe that Knowledge support has the strongest impact (β = 0.325), followed by Subjective norm (β = 0.248), Attitude (β = 0.226), and lastly Perceived behavioral control (β = 0.117). Therefore, all hypotheses H1, H2, H3, and H4 are accepted with a 95% confidence level. This indicates that the aforementioned factors have a positive influence on the online entrepreneurial intention of rural Vietnamese women.

In this study, the relationship between Knowledge support and Perceived behavioral control was also examined. The results show a statistically significant relationship between these two variables, and Knowledge support positively affects Perceived behavioral control. Therefore, the analysis of the linear structural model and the conducted tests confirm the acceptance of all hypotheses from H1 to H5.

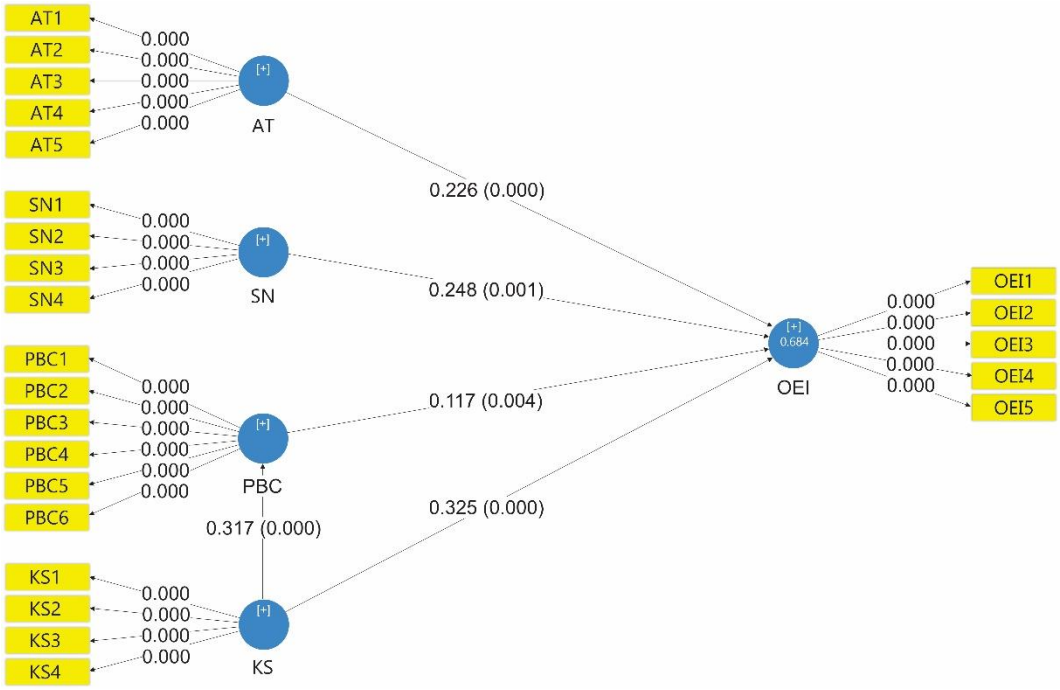

Figure 2. Analysis Results Using PLS-SEM Algorithm

The findings of this study are consistent with previous research (Autio et al., 2001; Armitage & Conner, 2001; Lüthje and Franke, 2003; Gird & Bagraim, 2008; Farashah, 2013), confirming that Attitude, Subjective norm, and Perceived behavioral control positively influence the online entrepreneurial intention of women. Additionally, this study has shown that Knowledge support also has a positive influence on the online entrepreneurial intention of women. These results align with the studies conducted by Wang and Wong (2004), Kuratko (2005), and Turker & Selcuk (2009). Furthermore, Knowledge support has a positive impact on Perceived behavioral control, which is consistent with the studies by Youssef et al. (2021) and Basu and Virick (2008). These findings also reflect the current reality in Vietnam, particularly among women in rural areas in the South. Despite the Vietnamese government's efforts to promote entrepreneurial spirit and improve the entrepreneurial ecosystem, the desire for stable employment, fear of risks and failures, lack of knowledge, and the persistence of stereotypes in rural areas still hinder women's entrepreneurial intentions. Conversely, those women who are willing to accept risks, pursue their passions, assert themselves, and engage in entrepreneurial projects with the support of knowledge and entrepreneurial programs demonstrate stronger entrepreneurial intentions. Moreover, Knowledge support is an important factor influencing the online entrepreneurial intention of rural women. Therefore, it is crucial for the Vietnamese government and non-governmental

organizations involved in entrepreneurship to invest more in programs that support knowledge, experience, and ignite the entrepreneurial spirit specifically targeted at rural women.

6. CONCLUSION

Based on the theoretical foundation of the Theory of Planned Behavior (TPB), this research employed the Partial Least Squares Structural Equation Modeling (PLS-SEM) method to assess and quantify the influence of key factors (Attitude, Subjective norm, Perceived behavioral control, Knowledge support) on the online entrepreneurial intention of women in rural areas. However, it is important to acknowledge that the study's scope and sample size were limited, focusing solely on specific rural regions within the Mekong Delta of Vietnam. Consequently, future investigations in this domain should strive to broaden the research scope to encompass all three regions of Vietnam and extend the inquiry to include not only entrepreneurial intention but also the decision-making process among women.

Promoting online entrepreneurship among women in rural areas necessitates a multifaceted strategy that acknowledges and addresses the unique challenges they face. To effectively engage women in rural online entrepreneurship, it's essential to consider their attitudes, subjective norms, perceived behavioral control, and knowledge support. Here are comprehensive solutions for each of these aspects:

Attitude

Tech Empowerment Workshops: Conduct workshops that cater specifically to women in rural areas, introducing them to the world of technology and its potential for entrepreneurship. These workshops should be interactive, allowing participants to explore technology hands-on, demystifying it and making it less intimidating.

Technology Fairs: Organize local technology fairs where women can witness innovative solutions in action. Encourage them to interact with tech gadgets, apps, and platforms, fostering a sense of curiosity and excitement about technology's possibilities.

Digital Storytelling: Create a platform where successful women entrepreneurs from similar backgrounds share their personal stories. These narratives can serve as relatable examples, breaking down the perception that online entrepreneurship is beyond their reach.

Subjective Norm

Women's Business Consortium: Establish a consortium of women business owners who can act as mentors and advisors for aspiring entrepreneurs. Their collective experience and success can challenge existing norms and inspire women in rural areas.

Gender-Inclusive Community Meetings: Collaborate with local leaders to organize community meetings that explicitly address gender stereotypes and emphasize the importance of women's economic participation. Engage men, women, and youth in open conversations to foster a more inclusive mindset.

Collaborative Ventures: Encourage partnerships between existing businesses and aspiring female entrepreneurs. This collaboration can create a ripple effect, gradually shifting societal norms by showcasing successful joint efforts.

Perceived Behavioral Control

Tech Literacy Ambassadors: Train and appoint local women as tech literacy ambassadors who can provide hands-on guidance to those less familiar with technology. Their presence can offer reassurance and guidance, boosting the confidence of newcomers.

Business Incubation Spaces: Set up physical spaces equipped with computers, internet access, and mentors. These spaces can act as safe havens for women to experiment with technology, develop business ideas, and gain practical experience.

Online Business Simulations: Develop user-friendly online platforms that simulate various aspects of running an online business. This interactive approach can help women test their ideas and strategies, gradually building their confidence and perceived control.

Knowledge Support

E-Learning Hubs: Establish localized e-learning hubs that provide a range of courses, from basic digital literacy to advanced entrepreneurship strategies. These hubs should be accessible both online and offline to cater to varying connectivity levels.

Virtual Peer Networks: Create virtual communities where women can connect, share experiences, and seek advice from fellow aspiring entrepreneurs. These networks provide a constant source of knowledge and emotional support.

Local Resource Catalogs: Develop comprehensive catalogs of local resources, including suppliers, service providers, and funding opportunities. This repository can help women entrepreneurs overcome logistical challenges and gain access to necessary resources.

In conclusion, promoting online entrepreneurship among women in rural areas requires a combination of educational initiatives, community engagement, and technological resources. By fostering a positive attitude, challenging traditional norms, enhancing perceived control, and providing tailored knowledge support, these women can embrace the digital age with confidence and drive. This multifaceted approach not only contributes to their individual success but also paves the way for gender equality and sustainable development within their communities.

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