Construction of a scale for measuring business creation intention within the framework of the Moroccan entrepreneur's social network: Application of Churchill's paradigm

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Abstract

The literature points to the importance of entrepreneurial intention to achieve entrepreneurial success without explaining the passage from intention to the act of entrepreneurship as well as the role of social relations and the entrepreneur's network to succeed in this passage. This article aims to develop a scale for measuring entrepreneurial intention that leads to the effective creation of the project through the experience of creating a business by Moroccan entrepreneurs, taking into account their social networks.

The challenge of our research is initially purely descriptive, and the objective of this research is to develop a scale for measuring entrepreneurial intention.

Referring to the classification developed by Mbengue and Vandangeon-Derumez, (1999), our study is positioned in a hypothetico-inductive approach.

The lack of existing measurement scales in the context of the future entrepreneur's social networks prompted us to go into the field by setting up an exploratory qualitative study on the theme of entrepreneurial intention and the social network.

We sought to understand to what extent the notion of entrepreneurial intention could apply to the social field, with this in mind, we decided to conduct a series of semi-structured exploratory interviews on the theme of entrepreneurial intention and the entrepreneur's social network. Interviews with 18 heads of small Moroccan businesses with whom we were able to record interviews, to transcribe them and analyze the content in order to extract the items to measure the entrepreneurial intention which leads to effective creation in a social approach.

Then we proceeded to the analysis of the content of the verbatim transcribed following the interviews to generate the items and proceed to their purification through a quantitative survey. The second quantitative survey was conducted among 107 Moroccan entrepreneurs from all regions of Morocco who have already experienced the transition from the phase of entrepreneurial intention to the actual creation of the project.

This second quantitative survey is of an exploratory nature, it aims to purify the scale of measurement. The third survey was conducted among 170 Moroccan entrepreneurs in order to finalize the research instrument.

The approach adopted is based on the steps recommended by the paradigm of Churchill. It aims to integrate the knowledge of measurement theory as well as the appropriate techniques to improve it into a systematic procedure.

Key words: Churchill's paradigm, entrepreneurial intention and action, measurement scales, qualitative method, quantitative method

JEL Rating: A14

Type of paper: Empirical research
Introduction

Entrepreneurship is an important base for social groups, because it represents above all an action deployed by a group of people. The latter form direct and indirect links between them, to create networks that consist of a series of superficial relations and strong relationships (parents, family, etc.).

The network is an important means of access to relevant information and the resources necessary to succeed in moving from the intention to the actual creation of a business. Indeed the network of an entrepreneur, allows him to have a certain motivation and or brake towards the intention to undertake. Our study combines between social network theory and entrepreneurship which are characterized by its exploratory and descriptive nature. We have adopted a social contingency approach to review and rethink the transition from **intention to effective business creation by exploring, more clearly the way by which manifests the influence of the nature of the social network of the individual on the intention to undertake and on the effective creation of his company.**

However, in our study, we rely on social network theories to understand and describe social contingencies in the entrepreneurial intention-action process. Our exploratory study is carried out in order to contextualize and integrate the context and specificities of entrepreneurship and its social contingency in Morocco. So it is a contextual methodology. This method aims at a triangulation between the two qualitative and quantitative methods by taking into account the complexity of the phenomena, by qualitative case studies, while carrying out a technique of treatment of the statistical data of the quantitative method which makes possible the generalization of the results. Beyond observed cases.

The challenge of our research is initially purely descriptive, and the objective of this research is to develop a scale for measuring entrepreneurial intention. In the literature on entrepreneurship, several works have attempted to clarify the concept of entrepreneurial intention. However they have not materialized the transition from intention to the actual creation of the project. In this perspective, the various research works carried out mainly by Aldrich and Zimmer (1986), Chabaud et al. (2006,2010) Jack et al. (2008, 2010) demonstrated how the social network of the entrepreneur contributes to the growth, performance and survival of newly created businesses. Such a social network theory has been mobilized in the scientific literature devoted to entrepreneurship. However the process from entrepreneurial intention to the actual creation of a project in a social approach has been largely ignored in the literature.

However, the studies cited above do not, in their majority, make it possible to express an explicit opinion on the various factors which contribute to the explanation of the social network of the entrepreneur in the passage from the intention to the actual concretization of his company. Therefore, the purpose of this article is to fill the gaps in research, exploring and developing a comprehensive measurement scale of the passage from entrepreneurial intention to the actual creation of a business in a social approach and in a context Moroccan.

From there, we pose the following problem: “how to develop a scale for measuring the transition from the intention to the actual creation of the project, through the social network of the entrepreneur?»

To answer this, following the scale development procedure suggested by Hair et al. (2010) and Churchill (1979), we expose the methodology of construction of a scale of measurement of the entrepreneurial intention that leads to the effective creation of the project through the

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1 Occasional relations in institutions or others.

2 This notion of strong link and weak link was evoked by Granovetter which falls within the framework of the structural analysis of social networks.
experience of creating a business by Moroccan entrepreneurs taking into account their social networks.

In this regard, we were able to offer an empirical validation. Thus, we conducted three surveys, one is qualitative and two other quantitative and we chose the real field. Through the first survey we sought to understand to what extent the notion of entrepreneurial intention could apply to the social field, with this in mind, we decided to conduct a series of semi-structured exploratory interviews on the theme of entrepreneurial intention and the entrepreneur's social network. We conducted interviews with 18 heads of small Moroccan businesses with whom we were able to record interviews. The purpose of the in-depth interview is to draw as many related items as possible for the research measurement scale, as previous studies do not offer a benchmark on the entrepreneurial intention measurement scale in an approach to social therefore very few empirical studies focus on explaining the transition from entrepreneurial intention to the actual creation of a business and the social network of the entrepreneur. The second survey was conducted among 107 Moroccan entrepreneurs from all regions of Morocco who have already experienced the transition from the phase of entrepreneurial intention to the actual creation of the project.

This second quantitative survey is of an exploratory nature; its purpose is to set up the measurement scale. The third was carried out with 170 Moroccan entrepreneurs.

This article aims to develop a scale for measuring entrepreneurial intention in a social approach that highlights entrepreneurship and the social relations of the entrepreneur, particularly in the transition from entrepreneurial intention to the actual realization of the project.

1. Literature review: The foundations of the concept of entrepreneurial intention

1.1. Perception of intention in an entrepreneurial setting

Entrepreneurial intention is an ever-evolving field of study. This growing rapidity of research in this niche identifies the concept of entrepreneurial intention as a powerful theoretical framework. However, a substantial part of this research lacks a certain systematization and categorization, which is why it is essential to rigorously shed light on the knowledge that is recent in this field of study.

Indeed the entrepreneurial intention consists of a state of mind of a determined entrepreneur who concentrates his effort, his attention, his experience and finally his action towards the conceptualization of business. The study of entrepreneurial intentions allows the entrepreneurial field to evolve towards other approaches other than descriptive studies and helps to make a distinction between purely entrepreneurial activity and that of strategic management. The authors do not apply a distinction between the intentions engaged in the action, it is about potential intentions. Nevertheless the intention according to the philosophical aspect begins by initiating then guiding and finally controlling any kind of action.

The notion of intention takes on for this philosophical current dimension combining two aspects, the first is volitional and the second motivational. By defining the intention according to the volitional component, we find that it consists of the formation of a promise and a commitment supervised by an objective to be pursued. The latter is attached to an action that directs the person towards his accomplishment and his concretization.

Indeed, Bowen highlighted the cognitive foundations which are an essential key to change and bring out the social reality in the business world, also to ensure that these cognitive foundations have an influence on the behavior of leaders, from a so that they convert their behavior towards an understanding of social responsibility and even the possibility of having social concerns incorporated into the management of the company.
Intention is an essential phase of the entrepreneurial process. This is why understanding the origins of attitudes and behaviors in the context of entrepreneurship is a crucial step. The most frequent need is to understand the various changes in the antecedent factors that caused this behavior (Tounès, 2003).

In the same vein, it is very useful and important to place oneself upstream of the entrepreneurial action. The study of this process upstream of the creation of an entrepreneurial project leads to understanding and explaining the reason and the way in which an individual develops entrepreneurial behavior, even before arriving at the phase of actual creation. Of the company. The notion of entrepreneurial intention is an important step in the entrepreneurial process. It plays an extremely important role in the decision to start a business (Linan and Chen, 2009).

Intention represents the best entrepreneurial prediction and is considered among the first steps in the business creation process. It represents an essential element for the accomplishment of a behavior.

1.2 Entrepreneurial intention: What Passage to the act of entrepreneurship?

Therefore, the relevance of most previous studies lies in the concentration on the study of entrepreneurial intentions by raising the factors that are likely to converge towards entrepreneurial success.

Indeed, most entrepreneurship studies have been based on models that predict the act of entrepreneurship based on entrepreneurial intention, such as the entrepreneurial event model (Shapero and Sokol1982) and the theory of planned behavior (Ajzen1991,2017).

Some authors of social psychology like Fishbein and Ajzen have advanced a theoretical model which exposes the process of intentional behavior and its nature as well as the theory of reasoned action. Then Ajzen dug the vision of this model towards a new approach to the theory of planned behavior. Indeed it is the intention constitutes a major and determining element of behavior.

The theory states that the fact that a person's intention to behave in a particular way is a major factor in the action. It is considered as a basis for the other intention models.

However, because of the difficulties of controllability of the action, this theory suggests that the intention is not only responsible for the behavior, but also for the capacity to control the process which leads to its concrete realization it is about the perceived control. The latter represents a new variable that was added in action to construct a new theory of planned behavior.

The theory of planned behavior illustrates the intention as a predictor of behavior by three determining variables of the intention the first is by the personal attitude towards the behavior. The attitude represents the level of evaluation that an individual has of the behavior concerned. The perceived social norm suits the perception of important people and how they feel about accomplishing the behavior. These are subjective norms (subjective norm) stem from different perceptions in which individuals live in a social context. That is to say under the pressure of very close people (family and friends).

Perceived control refers to a person's perception of the accessibility or barrier to performing a specific behavior. Taking into account the perception of behavioral control (perceived behavioral control) highlights the magnitude of the obstacles in converting the intention into behavioral action. This is a variable that has been attached to the theory of reasoned action. For Ajzen (1991), the concept of intention is associated with the control of a person's will.

However, perceived control refers to the knowledge of control that an individual has by referring to his own experiences and aptitudes and essential opportunities, in order to achieve the desired behavior. Indeed, it provides more precision in predicting behavior. He therefore foresees an intermediate function, that is to say between the intention and the realization of the act.
The theory of planned behavior represents a succession of the theory of Ajzen and Fischbein (1980) which concerns reasoned action. Intention constitutes a main element of the theory of planned behavior.

**Figure 1: Planned Behavior Model**

![Figure 1: Planned Behavior Model](image)

For Ajzen, intention interprets the intensity that an individual is likely to try, the degree of effort expected to be taken into consideration in adopting and choosing a behavior (Ajzen, 1991). The realization of this behavior depends on the level of intention to adopt this same behavior (Maripier et al, 2007).

Social psychology has contributed a lot to the phenomenon of intention and in particular that intended for entrepreneurship. The theory of planned behavior is a reference frequently exposed by the majority of authors who have leaned on the observation and the deepening of studies in terms of intentional behaviors.

The breadth of the theory of planned behavior remains, especially in providing a theoretical model usable in all situations where the behavior is intentional.

Indeed, the theory of planned behavior has been successfully employed. The prediction of several forms of behavior for example the decision to lose weight. It has also been used in other fields and particularly in management.

The importance of this theory, in the elucidation of many social behaviors, stems practically from its adequacy to most of the people in question. (Shappard, Hartwick & Warshaw, 1988).

This theory leads attention to the emergence of enterprising ideas. Voluntary behaviors appeal to the theory of planned behavior. Indeed the creation of enterprises is a function which depends on the theory of reasoned action and circumstances. In other words, some people do not really feel an intention to embark on a project but with the existence of events and circumstances, they can become business managers. In this case, the evolution of business creation intentions constitutes a succession of event effects.
However, this theory of planned behavior does not consider the consequences that the concept of intention may suffer from other variables, such as moral values. In fact, these variables have an impact on the design of the intention in a very obvious way.

In this case, it is quite important to question the shortcomings of the other variables chosen in the model of Ajzen (1991). Similarly, economic and social variables have an effect on the behavior that results in the action of business creation.

Moreover, according to Triandis' theory of interpersonal behavior, there are other cognitive, sentimental and social factors that explain the concept of intention. Indeed, there is a certain correlation between intention and other socio-cultural variables like the social network of the entrepreneur and the different conditions of precipitation, which play a very important role in reinforcing the achievement of the behavior. Hence the impregnation of these relational variables in the conceptualization of the intention of effective creation of a project.

1.3 The social network in entrepreneurship

The formation of the personal network of the entrepreneur constitutes a crucial element to better apprehend the entrepreneurial process. Indeed the personal network can be defined as a pre-existing network which consists of two elements; the so-called “natural” network, ie a network that accompanies the person from birth (family) and trust between all the actors who need and have an interest in exchanging information.

Nevertheless, the interest in exchanging must be optimum to ensure the formation of the personal network. There is an entrepreneurial network model that has emerged from studies on entrepreneurship in order to identify changes in the entrepreneur's network. This is the Butler and Hansen 1991 model which consists of the explanation of the nature change in the personal network of the entrepreneur during the process of growing a business.

These two authors have highlighted three successive stages in the creation of a business: the first phase is the pre-start-up phase, then the start-up phase and finally the consolidation phase. Each phase corresponds to a determined network, for example at the start it is the social network which dominates and which is crucial for the entrepreneurial actors.

At this entrepreneurial or pre-startup phase, the entrepreneur's most important network is his social network. For, it guarantees the entrepreneur a larger and broader “opportunity set” from which intangible information and tangible resources can be drawn (Butler and Hansen 1991, p. 3).

What is sometimes common is to find information on business opportunities through the links that emerge from the creator's social network, so this type of network never ends in the initial or pre-startup phase.

**Figure 2: Model of Butler and Hansen (1991)**
The personal network (PR) refers to all the people who are close to his family, his close friends, these are the actors with whom the entrepreneur maintains relations and exchanges very frequently. So they are people who can exert an influence on the decision-making of the entrepreneur and at the same time, they constitute a support to integrate into new networks and social relations which the entrepreneurs have a strong emotional intensity. And great trust in them. (Julien and Lachance, 2006; Chabaud and Njigol, 2004, 2010).

The actors of the personal network, are mostly strong links, yet they play a key role in the pre-startup and start-up phase of a new business. Since the actual creation phase is often difficult to get through, the entrepreneur's personal network provides him with the emotional and moral support that is essential to coping with it (Calabrese et al., 2000; Witt, 2004; Julien, 2007).

In addition to moral and emotional support, the entrepreneur often uses his family network to obtain the financial resources and funds needed to set up his own project. In the pre-startup phase, the project leader tries to mobilize his family network and to obtain local funds and at the same time benefit from a certain encouragement and moral support to consider the possible risks that may have occurred. In addition, the future entrepreneur addresses his own personal network and continues to manage his various relationships with the actors of this network.

To make a success of this stage in his entrepreneurial process, the future entrepreneur tries to establish some new relations having in particular a positive effect on the effective creation of his project and at the same time a support role, in order to obtain the information necessary for the creation and to get special support. In other words, it is an opportunity to strengthen your network by seeking contacts who will play a crucial role in bringing added value to your decisions and actions throughout this stage.

2. Methodology

Our study uses a comparative method that goes beyond the divide and the distinction between qualitative and quantitative methods. This method aims to take into account the complexity of phenomena, through qualitative case studies. By relying on the comparative quali-quantitative method which is based on cases, established in depth. The comprehension of the phenomenon is facilitated by the theories, and is carried out by a dialogue and a permanent interaction between the theory and the facts. That is to say a constant back and forth between the literature review and reality. This is an approach that aims to understand phenomena. Referring to the classification developed by Mbengue and Vandangeon-Derumez, (1999), our study is positioned in an approach hypothetico-inductive.

The lack of existing measurement scales in the context of the future entrepreneur's social networks prompted us to go into the field by setting up an exploratory qualitative study on the theme of entrepreneurial intention and the social network.

We sought to understand to what extent the notion of entrepreneurial intention could apply to the social field, with this in mind, we decided to conduct a series of semi-structured exploratory interviews on the theme of entrepreneurial intention and the entrepreneur's social network. We conducted interviews with 18 heads of small Moroccan businesses with whom we were able to record interviews. The average duration of each interview is one hour. We were able to contact the interlocutors during the period from April 2019 to February 2020. We carried out the manual transcription of an electronic medium of the audio recordings of the interviews. By respecting exactly the speech of the interviewee (Each silence, repetition is carefully noted). Some interviews were translated for coding. The duration of the interviews varied from 45 minutes to 1 hour 30 minutes. Then, an online questionnaire was developed and sent to entrepreneurs of very small Moroccan companies in the tertiary sector. We selected our sample according to non-representative but characteristic criteria based on our qualitative study. In accordance with Churchill's recommendations, we carried out two data collections. The first, which aims to purify the measuring instrument, was carried out on a sample of 107 Moroccan VSE
entrepreneurs from all regions of Morocco. The final sample consists of 66.7% men and 32.7% women (Table 1). The age of the respondents varies between 20 and 60 years. The second collection which aims to validate the instrument was carried out from the data collected during the empirical test. In total we were able to collect 170 usable questionnaires.

Table 1: Gender of Respondents

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percentage</th>
<th>Cumulative Percentage</th>
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</thead>
<tbody>
<tr>
<td>Man</td>
<td>114</td>
<td>66.7%</td>
</tr>
<tr>
<td>Women</td>
<td>56</td>
<td>32.7%</td>
</tr>
<tr>
<td>Total</td>
<td>170</td>
<td>99.4%</td>
</tr>
</tbody>
</table>

Source: Authors

3. Development of a measurement scale

3.1 First phase: Development of the research instrument

In-depth interview; the purpose of the in-depth interview is to draw as many related items as possible for the research measurement scale, as previous studies do not offer a benchmark on the entrepreneurial intention measurement scale in an approach to social therefore very few studies of an empirical nature focus on explaining the transition from entrepreneurial intention to the actual creation of a business and the social network of the entrepreneur. During these in-depth interviews, the interviewee expresses himself freely on the basis of a certain number of relatively precise “interview guide” questions. The interview guide is developed from our literature review and focuses on the variables of our study. The interviewer intervenes as little as possible and adopts a benevolent listening attitude. The interviews are recorded and supplemented by note taking to capture the non-verbal aspects of the interview. The interviews are recorded (tape recorder) and supplemented by note-taking to capture the non-verbal aspects of the interview.

The aim was to extract the elements that precede the entrepreneurial intention and the act of entrepreneurship, particularly with regard to the sociological traits and social relations of the entrepreneur.

In the absence of previous studies that allowed the generation of items coming directly from our research context, we conducted a qualitative study to explore the different discourses of business creator entrepreneurs on their behavioral intentions during the effective creation of their undertaken in a purely relational context. It seems, moreover, very interesting to bring out tracks that have not yet been acknowledged in the relational context to explain the transition from intention to action to actually undertake a project. To set up the first phase, we have exploited some previous works presenting some measurement scales which correspond more or less to the object of our study, without, however, being completely usable as is. On the other hand, our qualitative study and our interviews with entrepreneurs enabled us to draw up a list of items. All interviews were recorded for content analysis with the permission of the interviewees. Then, all interviews were transcribed and analyzed twice via content analysis to ensure the validity of the data analysis including emergent items.

In order to analyze the content of the verbatim, we proceeded to the coding which is a kind of decomposition of the content of a text into units of analysis such as words or themes and integrating them into categories defined according to the objective of the research (Allard-Poesi, Ducker-Godard and Ehlinger 2001). This is a step that requires a lot of time and data organization. Therefore, we used the NVIVO 10 software. It allows us to store and classify the information collected, which makes it easier to process and analyze several qualitative data.

Reliability and validity of coding (double coding)
In order to check the validity and reliability of the coding carried out within the framework of our qualitative analysis, we carried out what is called double coding (Miles and Huberman 1991).

After the realization of our coding according to our coding grid developed on the basis of the objectives of our problem. We have attempted to check the reliability and validity of the coding grid and the coding performed.

In our analysis, we carried out a second coding four weeks after the first to arrive at the verification of the reliability of the coding initially carried out. However, we were unable to carry out the coding by a third party and we were satisfied with the double coding carried out by ourselves on half of our data (50%). The purpose of this double coding lies in the validity and reliability of the content analyzed and at the same time to qualitatively validate the items retained in order to avoid redundancy.

By applying the following formula proposed by Huberman and Miles:

\[
\text{Reliability} = \frac{\text{number of chords}}{\text{Total number of chords} + \text{disagreements}}
\]

We got 87%.

According to Huberman and Miles (1991), it is desirable to obtain an “initial-recoding” coding reliability close to 80%.

In order to generate a sample of items that captures the construct intention of creating a business in a relational framework, we relied mainly on our exploratory study of semi-directive interviews with managers of 18 entrepreneurs who have already experienced the entrepreneurship experience. The actors were questioned about their relational networks and their influences on the transition from their entrepreneurial intentions to the actual act of creating their projects. We assumed that there are three dimensions of the intention to create. At the end of this stage, we developed a survey aimed at understanding the transition from the intention to the actual creation of very small Moroccan companies by exploring, more clearly, the way in which the influence of the nature of the individual's social network on his entrepreneurial intention and on the actual creation of his business. We relied on the items proposed in the context of previous research in entrepreneurship, in this respect we reformulated and retained just three items relating to the desirability variable and which are more suited to the objectives of our study and mainly to the discourses of our qualitative interviews. This allowed us to adopt 25 items presented in the following table.

<table>
<thead>
<tr>
<th>Table 2: Items from the qualitative study</th>
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<tbody>
<tr>
<td><strong>Dimensions</strong></td>
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<tr>
<td>Intention</td>
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<tr>
<td>Desirability</td>
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</tbody>
</table>
Feasibility
- Communication with people who have a relationship with the domain
- Motivation encouragement by those around him
- Friends and their support
- The family and their supporters
- Mastery of the domain
- Contacts in the context of my former job

Perceived control
- Your personality and your self-confidence
- Former job
- Family model or entrepreneurial parents
- Experience in the field
- Motivation and encouragement by those around you

Source: Authors

The dimensions of creative intent identified at the outcome of the star qualitative study

The analysis of the speeches collected allowed us to validate the relevance of the intention of creation. We expose the components of the intention to create a business associated with the social network of the entrepreneur.

The first dimension refers to the desirability of creation attached to strong ties (family, friends) and weak ties (colleagues, acquaintances). Concretely for respondents the dimension of feasibility which is also influenced by the social network of the entrepreneur.

The actors of the personal network are mostly strong links, yet they play a key role in the pre-startup and start-up phase of a new business. Since the actual creation phase is often difficult to get through, the entrepreneur's personal network provides him with the emotional and moral support that is essential to coping with it (Calabrese et al., 2000; Witt, 2004; Julien, 2007).

In addition to moral and emotional support, the entrepreneur often uses his family network to obtain the financial resources and funds necessary to set up his own project.

So the perception of desirability is influenced by the social network of the individual following the wish and the encouragement of it, or by the existence of an entrepreneurial model from his family. Compared to the entrepreneurial intention is mainly explained by the attitude of the interviewed entrepreneurs which refers mainly to their perceptions of desirability and their perceptions of feasibility.

“I grew up in a family with an entrepreneurial spirit. Certainly my field is very different from what they do but I learned to be serious, curious, honest in order to achieve what I want”.

Extract from the verbatim”.

Almost all the entrepreneurs surveyed were influenced by their social networks except for one woman among the interviewees. The third dimension consists of the perceived control felt by the entrepreneur, we see very clearly appear in the speeches of the interviewees that the entrepreneur perceives a certain accessibility to the project thanks to the support of family and friends as well as some acquaintances.

3.2 Second phase: Purification of the measurement scale

After collecting the data and describing the sample, and following the approach recommended by Churchill, it is necessary to check the dimensionality of the scale of entrepreneurial intention. For this, we performed an exploratory factor analysis (principal component analysis with varimax rotation under SPSS version 20 software). It makes it possible to identify the latent factors from the measured variables. Note that the size of the company was not introduced in the PCA; the information returned could therefore be more dispersed.
Table 3: Factor structure of entrepreneurial intention and reliability

<table>
<thead>
<tr>
<th>Items</th>
<th>Representation</th>
<th>Factors</th>
<th>Alpha</th>
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<tbody>
<tr>
<td>The involvement of family members</td>
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<tr>
<td>- The weight of family tradition</td>
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<td>- Take over and expand the family business</td>
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<tr>
<td>- Perception of surroundings</td>
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<tr>
<td>- New idea</td>
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<tr>
<td>- A family member wants you to succeed in creating your own project</td>
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<tr>
<td>- Family model</td>
<td></td>
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<tr>
<td>Motivation around</td>
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<tr>
<td>- Mastery of the domain</td>
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<tr>
<td>- Contacts in the context of my former job</td>
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<tr>
<td>- Your personality and your self-confidence</td>
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<td>- Former job</td>
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<td>- Family model or entrepreneurial parents</td>
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<tr>
<td>- Experience in the field</td>
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The PCA carried out on the “intention” data shows that 3 items are strongly correlated with the others (scores greater than 0.5). Only item 4 “Family wishes” does not correlate sufficiently with the others (score less than 0.5, see appendix). The factorization is therefore carried out on items 1,2,3.

For the “Desirability” variable, 4 items are strongly correlated with the others (scores greater than 0.5). Only item 5 “Family wishes” does not correlate sufficiently with the others (score less than 0.5, see appendix). The factorization is therefore carried out on the items 1,2,3,4.

The "Feasibility" variable all the items are strongly correlated with the others (scores greater than 0.5) so the factorization is carried out on the three items.

The “Perceived control” variable 4 items are strongly correlated with the others except for one item.

Table 4: Results of factor analysis

<table>
<thead>
<tr>
<th>component</th>
<th>Initial eigenvalues</th>
<th>Extraction Sums of the squares of the factors retained</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>% of variance</td>
</tr>
<tr>
<td>Intention</td>
<td>2,637</td>
<td>87,889</td>
</tr>
<tr>
<td>Desirability</td>
<td>3,539</td>
<td>88,485</td>
</tr>
<tr>
<td>Feasibility</td>
<td>2,429</td>
<td>80,972</td>
</tr>
<tr>
<td>Perceived control</td>
<td>2,821</td>
<td>70,522</td>
</tr>
</tbody>
</table>

The results of the total explained variance of all the variables from the PCA show the existence of a single component with a cumulative percentage of greater than or equal to 70%, which is considered to be very well represented.
3.3 Third phase: Finalization of the measurement scale

Confirmatory factor analysis. AMOS was used to performing AFC to finalize the measurement scale. The measurement model constitutes the first phase of the analysis under the PLS software, it makes it possible to connect the latent variables with their indicators, therefore the statistical application aims to verify the relevance and the validity of the factorial structures. It is then essential to begin with the assessment of the quality of the measurement scales of the various latent variables and then to proceed to the confirmation of the factorial structure retained.

In this step, the estimation of the measurement model is based on three types of analysis (Roussel, et al., 2005):
✓ The reliability of each construct (latent variable);
✓ Its validity;
✓ The degree of fit of the measurement model.

In addition, we carried out analyzes relating to the validity and reliability of the construct in the final sample. We present below the research model developed using the smart PLS software.

Convergent Validity of Items

Thanks to the PLS software, the examination of the reliability of the items is done by “loadings” while taking into account their theoretical constructs. It is considered significant, a load level greater than 0.5 (Hair et al. (2011). On the other hand, referring to Chin (1998) each item must have a value greater than or equal to 0.7 When eliminating items whose charges are between 0.4 and 0.7 affect content validity (Hulland, 1999).

<table>
<thead>
<tr>
<th>Built</th>
<th>Items Loading</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social network</td>
<td></td>
</tr>
<tr>
<td>- Your family and close friends (Strong ties)</td>
<td>RS1 0.816</td>
</tr>
<tr>
<td>- Colleagues and acquaintances (weak ties)</td>
<td>RS2 0.826</td>
</tr>
<tr>
<td>- New knowledge (weak links)</td>
<td>RS3 0.645*</td>
</tr>
<tr>
<td>Desirability</td>
<td></td>
</tr>
<tr>
<td>- Perception of surroundings</td>
<td>DES1 0.725</td>
</tr>
<tr>
<td>- New idea</td>
<td>DES2 0.381*</td>
</tr>
<tr>
<td>- A family member wants you to succeed in creating your own project</td>
<td>DES3 0.633*</td>
</tr>
<tr>
<td>- Family model</td>
<td>DES4 0.874</td>
</tr>
<tr>
<td>Feasibility</td>
<td></td>
</tr>
<tr>
<td>- Motivation around</td>
<td>ISP1 0.718</td>
</tr>
<tr>
<td>- Mastery of the domain</td>
<td>ISP2 0.788</td>
</tr>
<tr>
<td>- Contacts in the context of my former job</td>
<td>ISP3 0.846</td>
</tr>
<tr>
<td>Perceived control</td>
<td></td>
</tr>
<tr>
<td>- Your personality and your self-confidence</td>
<td>CP1 0.843</td>
</tr>
<tr>
<td>- Former job</td>
<td>CP2 -0.256*</td>
</tr>
<tr>
<td>- Family model or entrepreneurial parents</td>
<td>CP3 0.862</td>
</tr>
<tr>
<td>- Experience in the field</td>
<td>CP4 -0.082*</td>
</tr>
<tr>
<td>Intention</td>
<td></td>
</tr>
<tr>
<td>- Commitment of family members</td>
<td>INT1 0.897</td>
</tr>
<tr>
<td>- The weight of family tradition</td>
<td>INT2 0.905</td>
</tr>
<tr>
<td>- Take over and expand the family business</td>
<td>INT3 0.955</td>
</tr>
</tbody>
</table>

*These items will subsequently be deleted

Source: Authors

After purification, we successively retained 2 items for the social network, desirability and perceived control. Feasibility and intention were assessed by 3 items.

To measure internal consistency (or reliability) we used the alpha coefficient of Cronbach. According to the statistical analyzes developed by the Smart PLS software, we find that the composite reliability of all the variables studied is greater than 0.7%, which shows the existence of internal consistency between the different questions of each variable.

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A second criterion relates to the average variance extracted (AVE) which must be greater than 0.5 because it indicates that each indicator linked to a latent variable share more variance with itself than with other indicators.

Table 6: Construct reliability and validity

<table>
<thead>
<tr>
<th>Built</th>
<th>AVE</th>
<th>Composite reliability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Desirability</td>
<td>0.801</td>
<td>0.890</td>
</tr>
<tr>
<td>Feasibility</td>
<td>0.617</td>
<td>0.828</td>
</tr>
<tr>
<td>Perceived control</td>
<td>0.726</td>
<td>0.841</td>
</tr>
<tr>
<td>Intention</td>
<td>0.846</td>
<td>0.943</td>
</tr>
</tbody>
</table>

Discriminant validity of items

Discriminant validity represents the degree to which items differentiate constructs or measure distinct concepts by examining correlations between measures of potentially overlapping constructs.

The importance of discriminant validity lies in its ability to prove and verify that the variance shared between a variable and its different measures (AVE) is greater than the variance shared between two variables. In other words, it is a question of ensuring that the correlations between the indicators relating to the same construct are high compared to the correlations between the indicators which measure another construct.

So this discriminant validity test examines whether measures that aren't supposed to be tied aren't actually tied. Similarly Hulland (1999) indicates this by recommending that a variable must necessarily share more variances with its measurements than it shares with other variables of the model concerned.

In order to be able to estimate discriminant validity, the researchers advocated two measures of discriminant validity. These are the cross-loads and the correlation of the variables (square root of the AVE).

It is therefore necessary to first resort to cross-correlation or cross-loading of the items in question, which generally constitutes the first approach allowing the evaluation of the various indicators. More precisely, the internal load of an indicator must be greater than the cross loads, in other words, its correlation with other constructs.

On the other hand, an item should not obtain a higher correlation with the construct that it is not supposed to measure than with respect to the one that it measures. However, the existence of loadings which largely exceed the external loadings of the indicators signifies the presence of a problem of discriminant validity.

The second criterion for evaluating discriminant validity proposed by Fornell and Larcker (1981) is based on the square root of the average variance extracted (Average Variance Extracted AVE) also called average community (H2) which must exceed the correlations of the construct as well as the other constructs of the model. For each block j and with p equal to the total number of variables (Tenehaus, et al., 2005, p.173)

We analyze the correlation matrix or the square of the correlations which includes the correlation between the constructs as well as the value of the square root of the AVE. The threshold for accepting the AVE indicator is a value equal to 0.5 (Fornell and Larker, 1981; Nunnaly and Bernstein, 1994)

In our case, the values that represent the diagonal of the matrix are significantly higher than the other elements that appear in the rows and columns, outside the same diagonal. The table above presents the matrix and the set of correlations between the constructs.

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These two evaluation criteria indicate that the discriminant validity of our model is very satisfactory.

4. Discussion

Based on the scale development procedure suggested by Hair et al. (2010) and Churchill (1979), this study developed and tested a measurement scale for entrepreneurial intention with data collected during semi-structured interviews with 18 small business entrepreneurs in Morocco. Adopting Ajzen's intention theoretical framework as a conceptual basis, then semi-structured interviews using the interview guide were followed to identify a first pool of 29 preliminary items were generated from the content analysis of the verbatim transcribed following the interviews. After the double coding we performed to verify content validity and further purify finding aid, we selected 25 items including 3 items from the literature review after having re-adapted them to the context of our research. Then, a questionnaire survey of 107 entrepreneurs, using the 25 items to explore the preliminary underlying structure of entrepreneurial intention in a social approach. So after purification of the measurement scale by PCA, 14 items were retained.

In order to finalize the research instrument, we conducted a main survey. In the main survey, 170 valid questionnaires were collected for confirmatory factor analysis. As a result, 10 items were retained and 4 dimensions were extracted. The results of the analysis also indicate a satisfactory reliability and validity of this measurement scale of entrepreneurial intention or rather of the passage from the intention to the actual creation of a small Moroccan company in a purely social approach.

5. Conclusion

This research aimed to propose a scale of the intention to create a business in the Moroccan context by taking into account the relational social network of the entrepreneur. To answer this, we have briefly presented the different stages that lead us to the construction of a measurement scale according to Churchill's paradigm.

First, and after specifying the measurement domain, we sought to identify the determinants of entrepreneurial intention to create a business through semi-structured interviews. The aim was to extract the elements that precede the entrepreneurial intention and the act of entrepreneurship, particularly with regard to the sociological traits and social relations of the entrepreneur.

Following this qualitative descriptive study, we were able to confirm and contextualize the role of the social network of the entrepreneur to explain the transition from intention to the effective creation of the Moroccan small and medium-sized enterprise.

Three dimensions are distinguished from the intention to create a business until the actual realization of the project, taking into account the social network of the entrepreneur in his entrepreneurial experience.

The first dimension is desirability, which refers to the attitude of the entrepreneur towards his decision to create. The second expresses the feasibility which is also linked to his attitude towards the effective creation of his project.
The third highlights the role of perceived control of the accessibility to the realization of the project with the help of the social relations of the entrepreneur. Subsequently, we were able to propose an empirical validation. Thus, we conducted three surveys, the first is of a qualitative nature, it is semi-structured interviews with 18 entrepreneurs of small Moroccan companies, then we proceeded to the content analysis verbatim transcribed following the interviews to generate the items and proceed to their purification through a survey quantitative. The first quantitative survey was conducted among 107 Moroccan entrepreneurs from all regions of Morocco who have already experienced the transition from the phase of entrepreneurial intention to the actual creation of the project. This first quantitative survey is of an exploratory nature, it aims to purify the scale of measurement. The second was carried out with 170 Moroccan entrepreneurs In order to finalize the finding aid. The statistical analyzes that have been carried out show encouraging results. Therefore, first and second order exploratory and then confirmatory analysis is relevant in our study. The whole of this phase allowed us to identify and validate three components which explain the transition from entrepreneurial intention to the effective creation of a business in a Moroccan context and by following an approach based on the social network of contractors. The contributions of this research are multiple, both theoretically and operationally. On a theoretical level, the first contribution relates to the highlighting of the social network of the Moroccan entrepreneur in the passage from the intention to the effective creation of his project. Indeed, the scale makes it possible to distinguish three elements: desirability, feasibility, perceived control. It also makes it possible to establish its significant positive impact to explain the transition from intention to the creation of a project in a purely relational and social approach of the entrepreneur. On an operational level, the results of this research work constitute a useful line of thought to shed light on the importance of the social network of the entrepreneur, which constitutes an essential support in order to stimulate a good entrepreneurial dynamic.

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