

THE INFLUENCE OF AFFECT ON ENTREPRENEURIAL INTENTIONS: AN EXPLORATORY STUDY

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Although cognitive factors have been used for decades to predict entrepreneurial intentions and behaviour, little is known about the impact of affect (moods and emotions) on entrepreneurial intentions. Based on a survey of 211 subjects, this study explored the role played by affect on entrepreneurial intentions. In line with intentions models, perceived behavioural control (PBC) and attitude towards entrepreneurship were significantly related to entrepreneurial intentions; but contrary to expectations, social norm did not influence entrepreneurial intentions. High-activation unpleasant affect (HAUA) and high-activation pleasant affect (HAPA) respectively correlated negatively and positively with entrepreneurial intentions; but after controlling for other variables, the effects of HAPA became non-significant. The impact of HAUA on entrepreneurial intentions was mediated by attitudes and PBC, and HAPA positively moderated the relationship between attitude and entrepreneurial intentions. We discuss these results and provide recommendations and prospects for future research.