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ASSESSING THE ENTREPRENEURIAL INTENTIONS OF COSMETOLOGY STUDENTS IN SRI LANKAN UNIVERSITY COLLEGES

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Abstract: This study investigates the entrepreneurial intentions of cosmetology students in Sri Lankan university colleges through the Theory of Planned Behavior (TPB). The research aims to understand the factors driving students' intentions to pursue entrepreneurship in the beauty industry by examining how personal attitudes, subjective norms, and perceived behavioral control variables influence these intentions. Data were collected from 103 students using a validated questionnaire and analyzed using SPSS 25. The findings reveal that personal attitudes, subjective norms, and perceived behavioral control significantly influence the entrepreneurial intentions of cosmetology students in Sri Lankan university colleges. Positive attitudes toward entrepreneurship emerged as the most substantial predictor, followed by perceived behavioral control and subjective norms. These findings suggest that enhancing students' confidence, providing strong social support, and fostering positive attitudes toward entrepreneurship are crucial for developing entrepreneurial intentions. Addressing these factors can significantly enhance the entrepreneurial readiness of cosmetology students, contributing to a more dynamic and successful beauty and personal care industry in Sri Lanka.

Keywords: Cosmetology, Entrepreneurial Intentions, Theory of Planned Behavior, Vocational Education, Sri Lanka.