

Linking Self-Efficacy and Business Ideas to Entrepreneurial Intention: Evidence from Pantawid Pamilyang Pilipino Program (4Ps) Beneficiaries

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Publication history: Received: November 19, 2025; Revised: December 14, 2025; Accepted: December 17, 2025

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Abstract

Entrepreneurship is increasingly recognized as a mechanism for economic empowerment and sustainable livelihood development among marginalized populations. This study, grounded in the Theory of Planned Behavior, investigated the role and link of business self-efficacy and business ideas in shaping entrepreneurial intention among Pantawid Pamilyang Pilipino Program (4Ps) beneficiaries in Barangay Bonbon, Cagayan de Oro City. Employing a correlational research design and a structured survey, findings revealed that beneficiaries generally demonstrated moderate confidence in their entrepreneurial capabilities, with strong resilience and persistence but weaker competencies in financial management, risk-taking, and strategic decision-making. Their business ideas were well developed, reflecting creativity, motivation, and a strong attitudinal commitment to entrepreneurship, though some expressed reservations about the time demands of self-employment. Business intention was consistently high, characterized by determination, confidence, and readiness to pursue entrepreneurial ventures, albeit with varying perceptions of entrepreneurship as a long-term professional identity. Analysis confirmed significant positive relationships between business self-efficacy and business intention, and between business ideas and business intention, with business ideas exerting the more decisive influence. These results highlight that while beneficiaries possess robust entrepreneurial intention, structural weaknesses in risk tolerance and financial capability may hinder sustainability. The study recommends targeted interventions—such as experiential training, mentorship, business simulations, and cash flow management support—to strengthen self-efficacy and sustain the motivational foundation provided by well-developed business ideas. Such measures are essential for translating entrepreneurial intention into viable, sustainable self-employment outcomes. This study aligns with Sustainable Development Goals (SDGs) 1: No Poverty and 8: Decent Work and Economic Growth by examining entrepreneurship as a mechanism for transitioning 4Ps beneficiaries from conditional aid to sustainable self-employment. The study's sustainability impact lies in its contribution to socio-economic and community sustainability by informing policy and program designs that integrate entrepreneurship development into social protection initiatives.

Keywords: Business Ideas; Business Intention; Business Self-Efficacy; Entrepreneurship; Pantawid Pamilyang Pilipino Program (4ps); Sustainable Livelihood; Theory of Planned Behavior

1. Introduction

Entrepreneurship is a key driver of economic growth, innovation, and sustainable livelihood creation, particularly for marginalized populations seeking pathways out of poverty. Central to entrepreneurship is business intention, defined as a deliberate and planned decision to start a business venture. Business intention reflects the cognitive process through which individuals translate ideas into action, shaped by motivation, confidence, and perceived feasibility. However, intentions do not always translate into actual behavior, highlighting the importance of understanding the psychological, social, and contextual factors that influence entrepreneurial intention. Anchored on the Theory of Planned Behavior, this study examines how business self-efficacy and business ideas influence the business intentions of Pantawid Pamilyang Pilipino Program (4Ps) beneficiaries in Barangay Bonbon, Cagayan de Oro City, as a pathway toward sustainable economic empowerment beyond conditional aid.

1.1 Entrepreneurship and Business Intention among 4Ps Beneficiaries

Entrepreneurship begins as a purposive and intentional career choice that reflects an individual's motivation and perceived feasibility of venture creation (Chen et al., 1998). Business motivation is a critical internal driver that shapes one's willingness to start and sustain a business, often rooted in goals such as independence, achievement, and financial success (Kuratko et al., 2021). Within the Theory of Planned Behavior (Ajzen, 1991), intention is influenced by attitude toward the behavior, subjective norms, and perceived behavioral control, all of which are strengthened by motivational factors. In this

study, business motivation functions as a conceptual antecedent that reinforces these TPB components, particularly attitude and perceived behavioral control, explaining how entrepreneurial aspirations develop into deliberate intentions.

1.2 Business Self-Efficacy and Business Ideas as Determinants of Business Intention

Existing literature consistently identifies business self-efficacy and business ideas as key determinants of entrepreneurial motivation and intention. Self-efficacy, defined as an individual's belief in their capability to perform entrepreneurial tasks, enhances initiative, perseverance, and commitment (Bandura, 1997) and strengthens perceived behavioral control (Boyd & Vozikis, 1994). Empirical evidence confirms that business self-efficacy significantly influences entrepreneurial intention and engagement in business activity (Newman et al., 2019). Business ideas represent tangible opportunities that provide direction and purpose to entrepreneurial efforts. Feasible and innovative business ideas increase the perceived desirability and feasibility of entrepreneurship, motivating individuals to translate intention into action (Krueger & Brazeal, 1994). Conversely, low levels of business intention have been associated with the absence of viable business ideas (Kahlessenane et al., 2023). While prior studies have examined these factors independently, limited research has explored how they jointly shape business intention, particularly among marginalized populations.

1.3 Local, National, and Global Context of Poverty and 4Ps Beneficiaries

Poverty remains a persistent challenge globally and nationally, with 15.7 million Filipinos living on less than \$3.65 per day (The World Bank, 2025). The Philippine government's Pantawid Pamilyang Pilipino Program (4Ps), institutionalized in 2019, has generated positive outcomes in education, health, and nutrition. However, concerns regarding the sustainability of these gains and the risk of beneficiaries reverting to poverty underscore the need for long-term livelihood strategies. Entrepreneurship provides a viable pathway by enabling households to transition from temporary assistance to self-sustaining income through Micro, Small, and Medium Enterprises (Ortega et al., 2025). At the local level, Cagayan de Oro City has contributed to regional economic growth while experiencing stagnant poverty incidence (rsso10, 2024; PSA, 2024). Barangay Bonbon, a coastal community with a significant number of 4Ps beneficiaries, exhibits limited business ownership despite existing policy efforts to strengthen social protection (CdeO CLUP, 2022; PIA, 2025; Tampus, 2025). This context highlights the need for community-based research on the factors influencing entrepreneurial intention among 4Ps beneficiaries.

1.4 Theory of Planned Behavior as the Conceptual Basis of the Study

This study is grounded in the Theory of Planned Behavior developed by Ajzen (1991), which explains that behavior is driven by intention, and intention is shaped by attitude toward the behavior, subjective norms, and perceived behavioral control. The TPB has been widely applied in entrepreneurship research to explain how individuals form entrepreneurial intentions prior to engaging in venture creation (Vamvaka et al., 2020). Within this framework, business motivation aligns with subjective norms, reflecting social influence and encouragement from family, peers, and the community (Nasri & Morched, 2023; Pham et al., 2023). Business ideas shape perceptions of desirability and feasibility by influencing attitudes toward behavior (Galisteo et al., 2022). Business self-efficacy aligns with perceived behavioral control, reflecting confidence in performing entrepreneurial tasks effectively (Nasri & Morched, 2023). Together, these constructs provide a comprehensive explanation of how business intention develops among beneficiaries of the 4Ps.

1.5 Research Gaps on Business Self-Efficacy, Business Ideas, and Business Intention

Although existing studies confirm the individual effects of business self-efficacy and business ideas on entrepreneurial intention, empirical research examining their combined effect remains limited, particularly among marginalized groups such as 4Ps beneficiaries. Moreover, community-level evidence within the Philippine context is limited. Addressing this gap is essential to understanding how conditional cash transfer beneficiaries can transition from short-term aid to sustainable entrepreneurship. This study responds to this need by examining the relationship between business self-efficacy, business ideas, and business intention among 4Ps beneficiaries in Barangay Bonbon, Cagayan de Oro City.

1.6 Alignment of the Study with Relevant Sustainable Development Goals (SDGs)

This study aligns with SDG 1 – No Poverty by examining entrepreneurship as a pathway for transforming social protection into sustainable livelihood opportunities. It also supports SDG 8 – Decent Work and Economic Growth by promoting entrepreneurial intention as a foundation for productive employment and income generation among low-income households. By linking cognitive and practical determinants of business intention, the study contributes to inclusive and sustainable economic participation.

1.7 Importance of the Study to Multidisciplinary Sustainability and Poverty Alleviation

The study contributes to socio-economic sustainability by supporting long-term income generation beyond welfare dependence. It advances policy and institutional sustainability by informing the integration of entrepreneurship development into social protection programs. Additionally, it strengthens community sustainability by addressing entrepreneurial capacity-building at the barangay level. By integrating perspectives from psychology, economics, and public policy, the study offers multidisciplinary insights into sustainable poverty alleviation.

2. Material and Methods

2.1 Research Design

A correlational research design was used to determine the statistical association among business self-efficacy, business ideas, and business intention. This design involves observing variables as they naturally occur to identify relationships without manipulation. Correlational research is appropriate for predicting outcomes and determining associations among variables, although careful interpretation is required (Dempsey et al., 2016). Data were collected using manually administered structured questionnaires.

2.2 Locale of the Study

The study was conducted in Barangay Bonbon, Cagayan de Oro City. The area was selected because it has a high number of 4Ps beneficiaries who are not engaged in business activities, making it suitable for examining entrepreneurial intention among individuals still in the planning stage.

2.3 Respondents of the Study

The respondents were 4Ps beneficiaries residing in Barangay Bonbon who do not own or operate any form of business. This group was chosen to focus on individuals who remain economically vulnerable but have the potential to develop business intention. Data were gathered through in-person manual surveys to ensure accessibility and participation.

2.4 Sample and Sampling Procedure

Barangay Bonbon has approximately 250 active 4Ps beneficiaries, of whom about 80% do not own a business, resulting in a target population of 200 respondents. Purposive sampling was employed to select beneficiaries who met the study criteria. Permission was obtained from the Barangay Council, which also assigned a representative to assist in locating respondents and facilitating household visits.

2.5 Research Instrument

The study utilized a structured survey questionnaire designed to measure business self-efficacy, business ideas, and business intention. The instrument consisted of three sections corresponding to these variables and used a four-point Likert scale to measure levels of agreement. The questionnaire was adapted from established entrepreneurial research instruments and modified to suit the 4Ps context by simplifying language and focusing on perceived capability and future-oriented entrepreneurial thinking. Permission to adapt the instruments was obtained from the original authors.

2.6 Data Gathering Procedure

Approval to conduct the study was secured from the Barangay Bonbon Council prior to data collection. Printed questionnaires were distributed personally to respondents with the assistance of barangay officials and purok leaders. Instructions and clarifications were provided when necessary while ensuring confidentiality. Completed questionnaires were retrieved, checked for completeness, and encoded for analysis.

2.7 Data Analysis Techniques

Descriptive statistics, including mean, standard deviation, frequency, and percentage distribution, were used to summarize the levels of business self-efficacy, business ideas, and business intention. Pearson Correlation Coefficient was employed to determine the strength and direction of the relationships between business self-efficacy and business intention, and between business ideas and business intention.

2.8 Ethical Considerations

Ethical standards were observed throughout the study. The researchers declared no conflict of interest and obtained formal permission from barangay officials. Participation was voluntary, informed consent was obtained, and respondents were free to withdraw at any time. Confidentiality and anonymity were ensured by excluding personal identifiers and reporting results in aggregate form. All data were secured in compliance with the Data Privacy Act of 2012 (Republic Act 10173) and stored in encrypted, password-protected files scheduled for disposal after five years. Study results will be shared with relevant academic institutions, and respondents will have access to a summary of the findings.

3. Results and Discussion

3.1 Levels of Entrepreneurial Factors among 4Ps Beneficiaries

3.1.1 Level of Business Self-Efficacy

The results show that the overall level of business self-efficacy among 4Ps beneficiaries is moderate, with a mean score of 3.24 and a standard deviation of 0.29. A majority of respondents fall within the high self-efficacy range, while a smaller proportion exhibits moderate levels, and only a few report low self-efficacy. No respondents were categorized under very low self-efficacy. Indicators related to resilience and persistence, such as the ability to continue working despite difficulties

and sustaining a business over time, received the highest ratings. Confidence in financial management showed high variability, indicating uneven levels of confidence across respondents. Indicators associated with innovation, strategic decision-making, and risk management recorded lower mean scores, particularly in confidence in handling unexpected problems and in deciding when to take business risks. These findings suggest that while many 4Ps beneficiaries possess resilience and determination, gaps remain in strategic, financial, and risk-related competencies. The variability in financial management confidence highlights a structural vulnerability that may affect enterprise sustainability. Lower confidence in managing uncertainty reflects a psychological barrier to entrepreneurship, underscoring the need for interventions that enhance risk tolerance, decision-making skills, and perceived behavioral control.

3.1.2 Level of Business Ideas

The results indicate that the level of business ideas among 4Ps beneficiaries is well developed, with an overall mean score of 3.34 and a standard deviation of 0.42. Most respondents fall within the highest category, reflecting strong entrepreneurial creativity and a positive evaluation of their proposed business concepts. A smaller portion of respondents reported moderately developed ideas, while only a few exhibited poorly developed ideas. None were classified under very low levels. All indicators measuring entrepreneurial attitude toward business ideas were rated as well developed. The highest ratings were associated with willingness to start the business given basic funding, preference for self-employment over wage employment, perceived personal fulfilment, and readiness to make sacrifices for business success. The lowest-rated indicator, though still classified as well developed, concerned willingness to work longer hours than in regular employment. These results demonstrate that business ideas serve as a strong motivational and attitudinal foundation for entrepreneurship among 4Ps beneficiaries. The intense emotional and cognitive attachment to their business concepts suggests that entrepreneurial behavior is driven not only by economic necessity but also by personal fulfilment. The slight reservation regarding time commitment reflects a realistic assessment of the demands of entrepreneurship in resource-constrained settings. Overall, the findings indicate that strong business ideas contribute positively to entrepreneurial attitudes, which are essential precursors to business intention.

3.1.3 Level of Business Intention

The findings reveal a high level of business intention among 4Ps beneficiaries, with an overall mean score of 3.45 and a standard deviation of 0.53. All indicators measuring business intention fall into the high category, indicating a strong, deliberate commitment to entrepreneurship. The highest-rated indicator reflects readiness to do whatever is necessary to become an entrepreneur, followed closely by a strong intention to start a business and minimal doubt about pursuing entrepreneurship. The lowest mean score, though still high, pertains to viewing entrepreneurship as a formal professional goal, with greater variability among respondents. These results confirm that the beneficiaries possess a robust entrepreneurial intention, characterized by determination, commitment, and confidence. The slight variation in how beneficiaries perceive entrepreneurship as a long-term professional identity suggests differences in how they frame entrepreneurship relative to other livelihood options. Nonetheless, the consistently high scores indicate strong receptiveness to livelihood and entrepreneurship programs, as intention is a critical psychological predictor of entrepreneurial behavior.

3.2 Relationship between Business Self-Efficacy and Business Intention

The results show a high and statistically significant positive relationship between business self-efficacy and business intention, with a correlation coefficient of $r = 0.647$ at the 0.01 level of significance ($P = .000$). This indicates that beneficiaries with higher confidence in their entrepreneurial capabilities are more likely to exhibit stronger intentions to start a business. Based on this finding, the null hypothesis stating that there is no significant relationship between business self-efficacy and business intention among 4Ps beneficiaries is rejected. This result supports the assertion that self-efficacy plays a crucial role in shaping entrepreneurial intention. Individuals who believe in their ability to manage business tasks and overcome challenges are more inclined to plan and commit to entrepreneurial activity. This finding is consistent with the study of Wiyanto et al. (2024), which also established a significant relationship between entrepreneurial self-efficacy and entrepreneurial intention. Strengthening self-efficacy through training and experiential learning may therefore enhance the effectiveness of poverty alleviation programs such as the 4Ps.

3.3 Relationship between Business Ideas and Business Intention

The results indicate a very high and statistically significant positive relationship between business ideas and business intention, with a correlation coefficient of $r = 0.801$ at the 0.01 level of significance ($P = .000$). This suggests that beneficiaries who strongly believe in the outcomes and feasibility of their business ideas exhibit higher levels of entrepreneurial intention. Consequently, the null hypothesis stating that there is no significant relationship between business ideas and business intention among 4Ps beneficiaries is rejected. This finding underscores the importance of business ideas as a central driver of entrepreneurial intention. Strong belief in the desirability and potential success of a business concept enhances motivation and readiness to pursue entrepreneurship. This result aligns with the findings of Liñán & Chen (2009), who emphasize that attitudes toward behavior are a significant predictor of entrepreneurial intention. The strong association observed in this study suggests that nurturing viable business ideas can substantially increase the likelihood of entrepreneurial engagement among 4Ps beneficiaries.

4. Conclusion & Recommendations

The study examined factors influencing the business intention of 4Ps beneficiaries and found that overall business intention was high ($M = 3.45$, $SD = 0.53$), business ideas were well-developed ($M = 3.44$, $SD = 0.42$), and business self-efficacy was moderate ($M = 3.24$, $SD = 0.29$), with the strongest self-efficacy reflected in confidence to start and sustain a business ($M = 3.45$, $SD = 0.54$) and the weakest in dealing with unexpected problems or changes ($M = 2.95$, $SD = 0.60$), alongside highly varied confidence in financial management ($SD = 0.74$); correlation results further showed that both business self-efficacy ($r = 0.647$, $P = .000$) and business ideas ($r = 0.801$, $P = .000$) were highly and significantly associated with business intention, with business ideas demonstrating the stronger relationship, supporting the conclusion that entrepreneurial intention among beneficiaries is robust yet constrained by identifiable weaknesses in risk tolerance and financial capability that must be addressed to translate intention into entrepreneurial action.

Based on the findings, programs supporting 4Ps beneficiaries should prioritize interventions that strengthen business self-efficacy and sustain the positive attitude derived from well-developed business ideas by focusing on the weakest areas identified, particularly confidence in handling unexpected business changes and the uneven confidence in managing expenses and earnings, while maintaining efforts that leverage the already high business intention; recommendations in the chapter emphasize targeted training and support that build confidence through practical experiences such as business simulations and mentorship, provide safety-net mechanisms during initial start-up phases to reduce perceived costs of failure, and institutionalize monitoring and coaching for cashflow management to help beneficiaries convert strong business intention into sustainable self-employment outcomes.

Compliance with ethical standards

This study adhered to established institutional and academic ethical guidelines for research involving human participants. Participation in the Pantawid Pamilyang Pilipino Program (4Ps) was voluntary, and confidentiality, anonymity, and responsible data management were maintained throughout the research process.

Acknowledgements

The authors gratefully acknowledge the Barangay Bonbon officials, 4Ps coordinators, and academic advisers for their assistance in securing approval, validating the research instrument, and facilitating data collection.

Conflict of interest statement

The authors declare no financial or personal conflicts of interest and confirm that no external individual or organization influenced the conduct, analysis, or outcomes of the study.

Statement of ethical approval

Survey data collection was conducted with prior permission from the relevant local authorities. As the study involved minimal risk to participants, formal ethics board approval was not required, and all procedures complied with accepted research ethics standards.

Statement of informed consent

Informed consent was obtained from all participants prior to data collection. Participation was voluntary, and respondents were informed of the study's purpose, procedures, and right to withdraw at any time.

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