

Can Demographic Characteristics Play a Moderating Role in the Effect of Cultural Intelligence on Social Entrepreneurial Intention?

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Abstract: The research in which the moderating effect of demographic characteristics on the effect of cultural intelligence on social entrepreneurship intention was tested was conducted with 392 participants. The data obtained were subjected to frequency analysis, correlation analysis, reliability analysis and validity analyses. Then, the moderating effect of demographic variables such as age, marital status, education level, revenue level and gender between cultural intelligence and social entrepreneurship intention was tested through Process Macro Model 1. According to the findings obtained, firstly, it was determined that the scales and sub-dimensions were positively and statistically significantly correlated with each other. After regression analyses, it was found that age, marital status, revenue level and gender did not have a significant moderating effect, but education level had a moderating effect between cultural intelligence and social entrepreneurship intention. Based on this, it was concluded that demographic characteristics have a partial moderating effect.

Keywords: Cultural Intelligence, Social Entrepreneurial Intention, Demographic Characteristics

1. Introduction

It is noteworthy that the relationship between intelligence and culture has been conceptualised as 'cultural intelligence' and started to be empirically tested at the scaling level. Although the evaluation of culture as a factor in the measurement of intelligence is implicitly and undefined in many different ways in intelligence discussions, it is still very new to be included as a basic determinant in the explanation of intelligence (Göktürk, 2023). Cultural intelligence is a special form of intelligence that focuses on an individual's ability to comprehend and reason in situations characterised by cultural diversity (Göker and Öztürk, 2023). Cultural intelligence (Arastaman, 2018), first proposed by Earley and Ang (2003), is a person's ability to effectively adopt a new cultural context (Early & Ang, 2003). Cultural intelligence is the knowledge and skills developed in a specific cultural (intercultural) context. It is stated that metacognitive dimension should be added to the process in order for a culturally intelligent behaviour to occur (Thomas et al. 2008). Cultural intelligence complements cognitive intelligence as in emotional intelligence. Both are important for achieving success in business life and personal relationships. Cultural intelligence is accepted as a complementary type of intelligence to cope with cultural diversity in businesses (Göker and Öztürk, 2023). Thus, cultural intelligence consists of four sub-dimensions: metacognitive, cognitive, motivational and behavioural (Liu et al., 2022).

Social enterprises, on the other hand, use the market mechanism and combine it with the mission of social orientation in order to make substantial changes. This means providing sustainable social solutions through self-sufficient organisations (Durak, 2016). The term "social enterprise" includes two different phenomena, namely "social" and "enterprise". The understanding of entrepreneurship brings with it the ability to recognise problems and opportunities, to evaluate them correctly, to take risks and to solve them in innovative ways, just as in commercial enterprises. The understanding of "sociability" involves the adaptation of entrepreneurial principles to social problems instead of profit maximisation. Thus, social enterprises emerge as organisations that apply entrepreneurship-based or free market methods to solve social problems (Karğın et al., 2018). Social enterprises are initiatives that operate between non-profit and for-profit organisations (Durak, 2016). Today, the most important name of social entrepreneurship is Muhammad Yunus, a Bangladeshi academic and banker and Nobel Peace Prize winner. Yunus paved the way for small enterprises with micro-credits for the poor. At the same time, organisations such as Toms Shoes, Ashoka and Better World Books are examples of social enterprises that have made an impact in the world (Budak, 2015; Teasdale et al., 2023). Activities related to social entrepreneurship started to be seen especially in the 1970s, its importance increased in the 1980s and Work Integration Social Enterprises (WISE) was established under the roof of the European Union and it was aimed to popularise the subject (Karğın et al., 2018).

While defining the concept of social entrepreneurship, it is seen that social mission, social value, personality traits of social entrepreneur, social change, social problem, social impact, social wealth, social economy and social innovation are tried to be utilised (Aslan et al., 2012; Hietschold et al., 2022). Social entrepreneurship is the process of recognising social problems and developing sustainable suggestions for solving these problems (Budak, 2015). Social entrepreneurship is innovative and social value-creating activities that occur within or

outside of non-profit organisations, commercial enterprises or the public sector (Austin et al., 2006). Social enterprises are essentially businesses with a social or environmental mission and act with the aim of making a profit in order to sustain their existence. While they differ from charitable organisations in terms of profit-making, they also differ from traditional businesses in the way they utilise their profits (Çelik, 2023). Social entrepreneurship is the identification of opportunities to provide social impact and the development of strategies in this direction (Talukder, 2023).

As an example of social entrepreneurship, Boz and İrmış (2023) examined women's co-operatives, while Durak (2016) investigated the ahilik organisations in the 13th century. In the literature, studies examining social entrepreneurship and social service (Apaydin and Altun, 2021; Uzunaslın and Tek, 2021), civil society (Aktaş et al., 2023), corporate social responsibility (Al-Omouh et al., 2023) and social innovation (Aydın, 2023) variables were encountered. In the literature, various studies on cultural intelligence and Erasmus programmes (Dolce et al., 2023), relational self (Göker and Öztürk, 2023), social intelligence and leadership (Yalçınıyğıt and Aktaş, 2023) and emotional intelligence and knowledge management processes were also encountered. Yacub et al. (2022) found that cultural intelligence and intellectual capital have a positive effect on social entrepreneurship.

In the literature, there is no research in which demographic characteristics are examined in the effect of cultural intelligence on social entrepreneurship. In line with all this information, the model of the research was determined as in Figure 1.

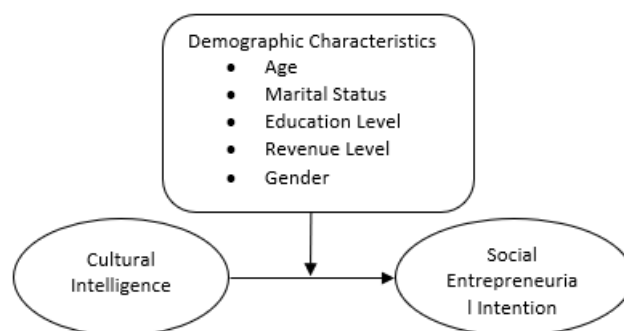


Figure 1: Model of the Study

The hypotheses put forward in line with the determined research model are as follows.

H₁: Demographic variables have a moderating role between cultural intelligence and social entrepreneurship intention.

H_{1a}: Age variable has a moderating role between cultural intelligence and social entrepreneurship intention.

H_{1b}: Marital status variable has a moderating role between cultural intelligence and social entrepreneurship intention.

H_{1c}: Education level variable has a moderating role between cultural intelligence and social entrepreneurship intention.

H_{1d}: Revenue level variable has a moderating role between cultural intelligence and social entrepreneurship intention.

H_{1e}: Gender variable has a moderating role between cultural intelligence and social entrepreneurship intention.

2. Research methods

The research was designed in quantitative design. The population of the research consists of people who have previously taken part in volunteering activities in any non-profit organisation (NGO, student community, association, etc.), but the exact number of the population is unknown. In determining the sample size, the number of people in the universe the formula valid when the number is not known It was calculated that the sample should consist of at least 384 people (Collins, 1986; Asiltürk Okutan, 2023). The data were collected face-to-face by the researchers through a questionnaire form in April-May 2024. The data collection form consists of 3 parts. In the first part, 5 questions (age, marital status, education level, revenue level, gender) including demographic information, in the second part, cultural intelligence scale and in the last part, social entrepreneurship scale were applied. Accordingly, 392 valid forms were obtained. In order to measure the cultural intelligence variable, the scale developed by Ang and Ng (2007) and adapted into Turkish by Arastaman

(2018) was used. The scale consists of 4 dimensions and 20 items. In order to measure social entrepreneurship intention, the scale developed by Hockerts (2015) based on the social entrepreneurship model created by Mair and Noboa (2006) and adapted into Turkish by Akar (2020) was used. The scale consists of 4 dimensions and 17 items. Items 2, 5, 13 and 17 consist of items containing reverse expressions. The scales were used in a five-point Likert type between “1-strongly disagree” and “5-strongly agree”.

3. Findings

Frequency analysis was used to determine the frequency of participants in the study. Correlation analysis was used to determine the relationships between variables, Cronbach's Alpha for reliability and confirmatory factor analysis for construct validity. Hayes Process Macro, Model 1 was used to test the regulatory effect. The findings obtained as a result of frequency analysis are as shown in Table 1.

Table 1: Demographic Characteristics of the Participants (N=392)

	Number	%		Number	%
Marital Status			Gender		
Single	343	87.5	Female	198	50.5
Married	49	12.5	Male	194	49.5
			Education Level		
Revenue Level			High School	200	51.0
Low	92	23.5	Associate Degree	115	29.3
Middle	270	68.9	Bachelor's Degree	56	14.3
High	30	7.7	Postgraduate	21	5.4

According to Table 1, the majority of the participants were single (87.5%), female (50.5%), middle income group (68.9%) and had a high school education level (51.0%). At the same time, the age range of the participants is 18-54 and the average age is approximately 24. Table 2 shows the findings of the correlation analyses applied to the scales.

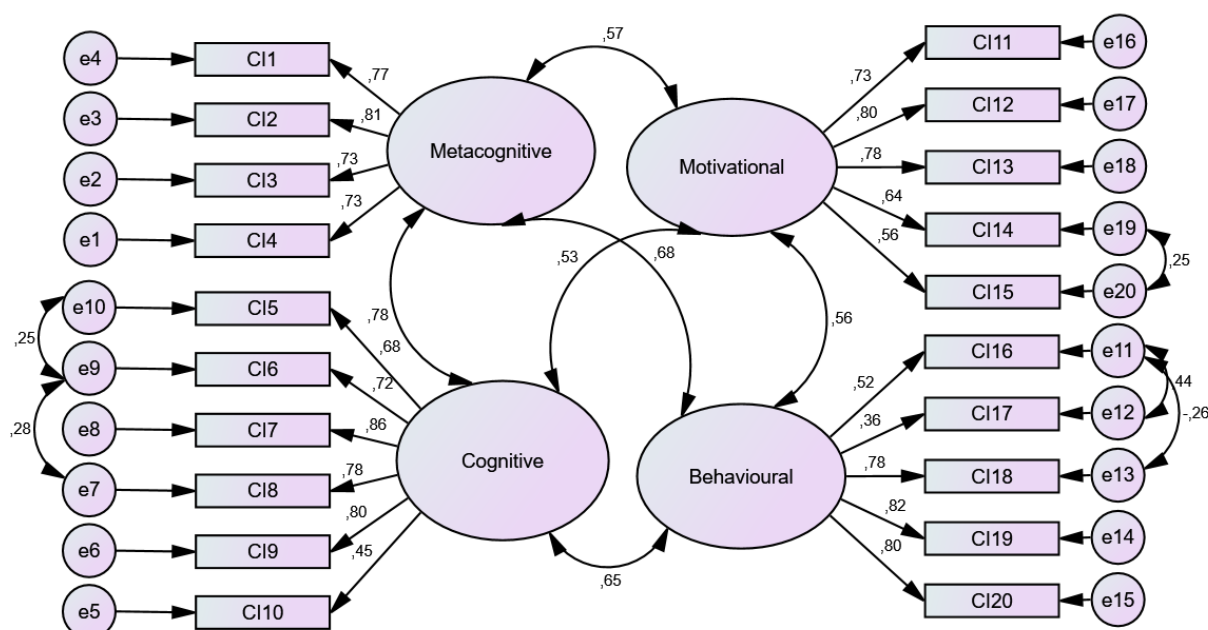
Table 2: Correlations

	Mean	S. D.	1	2	3	4	5	6	7	8	9	10
1-Cultural Intelligence	3.57	.719	(.917)									
2-Metacognitive	3.69	.956	.812**	(.846)								
3-Cognitive	3.67	.961	.846**	.624**	(.842)							
4-Motivational	3.51	.841	.775**	.499**	.464**	(.834)						
5-Behavioural	3.41	.776	.810**	.556**	.534**	.609**	(.785)					
6-Social Entrepreneurial	3.42	.733	.568**	.461**	.311**	.544**	.598**	(.936)				
7-Empathy	3.39	.834	.458**	.399**	.204**	.462**	.500**	.868**	(.862)			
8-Moral Obligation	3.47	.861	.503**	.434**	.246**	.496**	.535**	.887**	.779**	(.818)		
9-Self-Efficacy	3.42	.879	.524**	.407**	.308**	.500**	.541**	.878**	.622**	.687**	(.843)	
10-Social Support	3.39	.822	.484**	.352**	.334**	.420**	.495**	.820**	.541**	.593**	.750**	(.847)

** . Correlation is significant at the 0.01 level. Values in parentheses are Cronbach's Alpha coefficients. S. D.: Std. Deviation

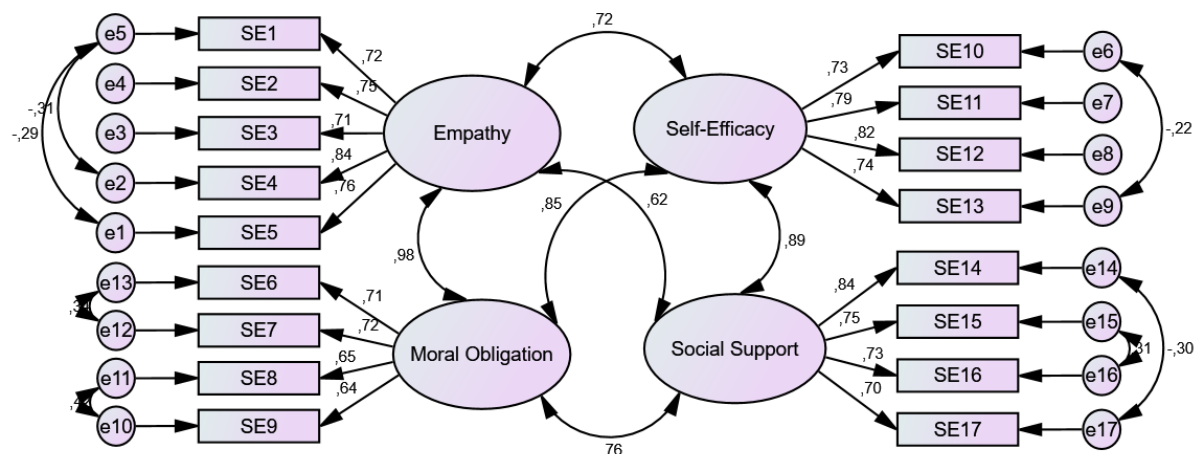
Accordingly, it was determined that there is a statistically significant and moderate positive relationship between cultural intelligence variable and social entrepreneurship intention. At the same time, it was found that all scales and sub-dimensions showed positive and significant correlations with each other at low, medium and high levels. In addition, the reliability levels are also high.

After this stage, the construct validity of the scales was tested with the help of the data obtained and confirmatory factor analysis before testing the hypotheses. Accordingly, the confirmatory factor analysis findings are as shown in Figure 1, Figure 2 and Table 3.



Note: CI: Cultural Intelligence, Numbers: Item Numbers, e: Error Variance

Figure 1: Confirmatory Factor Analysis Findings of Cultural Intelligence Scale



Note: SE: Social Entrepreneurial, Numbers: Item Numbers, e: Error Variance

Figure 2: Confirmatory Factor Analysis Findings of Social Entrepreneurial

Table 3: Confirmatory Factor Analysis Fit Indices of the Scales

Index	Cultural Intelligence	Social Entrepreneurial	Good Fit	Acceptable Fit
χ^2/df	3.298	3.956	<3	$3 < (\chi^2/df) < 5$
RMSEA	.079	.080	<.05	<.08
SRMR	.015	.061	<.05	<.08
CFI	.911	.923	>.95	>.90

Note: χ^2/df = CMIN, RMSEA = Root Mean Square Error of Approximation, SRMR = Standardized Root Mean Square Residual, CFI = Comparative Fit Index, Source: Gürbüz (2021: 38).

When figure 1 is analysed, it is observed that the factor loadings are in the range of .36-.86 for the cultural intelligence scale. also, the factor loadings of the social entrepreneurship scale in figure 2 are in the range of .64-.84. according to the goodness of fit indices in table 3, it is observed that the values obtained are at an acceptable level. in this case, it is seen that the construct validity of the scales is provided.

After determining that the validity and reliability of the scales with the data obtained, the hypotheses were tested in line with Hayes (2018) Process Model 1. According to the findings of the analyses, it is seen that age, marital status, revenue level and gender do not have a significant moderating effect (Confidence Interval / LLCI-ULCI zero values). In this case, hypotheses H_{1a} , H_{1b} , H_{1d} and H_{1e} are rejected. However, a significant result was obtained at the level of education and the findings are as in Table 4.

Table 4: Regression Analysis Results Showing the Moderating Effect for Education Level

Variables	<i>b</i>	Confidence Interval	Standard Error	<i>t</i>
Constant	3.42*	[3.36 - 3.48]	.029	117.46
Culturel Intelligence (X)	.56*	[.48 - .64]	.041	13.65
Educational Level (W)	.20*	[.14 - .27]	.031	6.16
X.W	.095**	[.01 - .18]	.041	2.29

Note: $R=.62$, $R^2=.386$; * $p<.001$, ** $p<.05$.

According to the results in Table 4, all predictor variables included in the regression analysis explained approximately 37% ($R^2=.386$) of the change in social entrepreneurship. Cultural intelligence has a statistically significant positive effect on social entrepreneurship ($b=.56$, $p<.001$). Similarly, it was determined that education level has a statistically significant positive effect on social entrepreneurship ($b=.20$, $p<.001$). In addition, the interactional effect of cultural intelligence and education level variables on social entrepreneurship was found to be significant ($b=.095$, $p<.05$). The slope analysis graph organised in line with these findings is as shown in Figure 3.

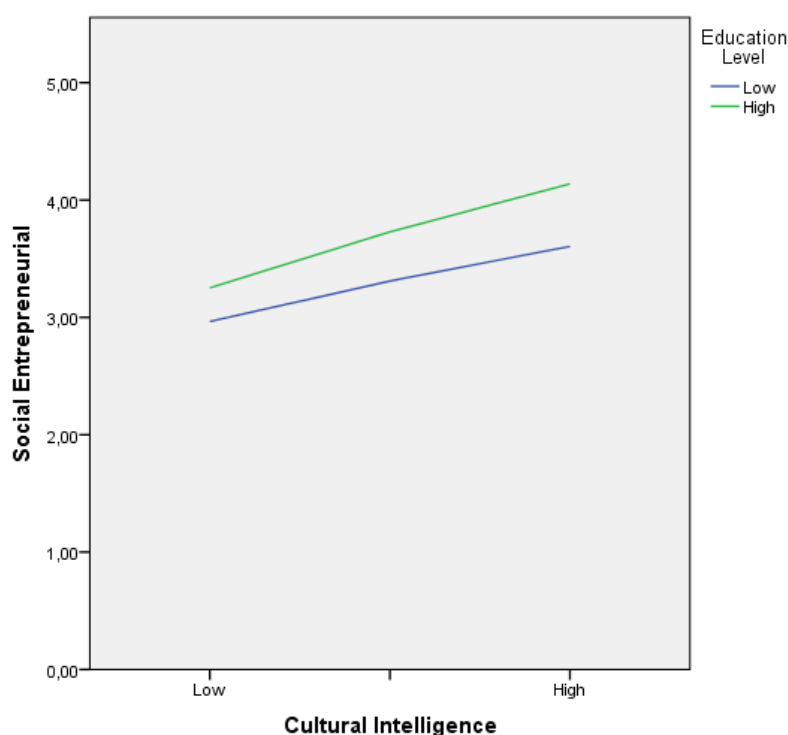


Figure 3: Graphical Representation of the Regulatory Effect of Education Level

When the details of the moderating effect in Figure 3 are analysed, it is found that cultural intelligence increases social entrepreneurial intention when the level of education is low ($b=.49$, $p<.001$) and high ($b=.68$, $p<.001$). However, this relationship is even stronger when the level of education is high. In other words, as the level of education increases, the effect of cultural intelligence on social entrepreneurship intention increases. This means that the relationship between cultural intelligence and social entrepreneurship is regulated by the level of education. In line with these findings, H_{1c} is accepted. In line with all these findings, it can be said that the hypothesis H_1 is partially accepted.

4. Conclusion

The research in which the moderating effect of demographic characteristics on the effect of cultural intelligence on social entrepreneurship intention was tested was conducted with 392 participants. Accordingly, it was

determined that there is a statistically significant and high level positive relationship between cultural intelligence variable and social entrepreneurship intention. At the same time, all scales and sub-dimensions were found to be positively and significantly correlated with each other in various degrees. In addition, the reliability levels are also high. Then, it was determined that the scales were valid and reliable in line with the data obtained, and a moderating effect analysis was applied to demographic characteristics with Hayes (2018) Process Macro Model 1. According to the findings obtained from the analyses, firstly, age variable does not have a significant moderating effect between cultural intelligence and social entrepreneurship. In this case, H_{1a} is rejected. Marital status variable does not have a significant moderating effect between cultural intelligence and social entrepreneurship. In this case, H_{1b} is rejected. When the revenue level variable was analysed, a significant moderating effect of this variable between cultural intelligence and social entrepreneurship could not be detected. In this case, H_{1d} is rejected. Similarly, gender variable does not have a significant moderating effect between cultural intelligence and social entrepreneurship. In this case, H_{1e} is rejected. However, the situation is different in the education status variable. It has been determined that the educational status variable has a significant moderating effect between cultural intelligence and social entrepreneurship. In other words, as the level of education increases, the effect of cultural intelligence on social entrepreneurship intention increases. This means that the relationship between cultural intelligence and social entrepreneurship is regulated by the level of education. In line with these findings, H_{1c} is accepted. In line with all these findings, it can be said that the hypothesis H_1 is partially accepted.

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