

Social Media Influence on Entrepreneurial Intentions among Students

Anjali¹ and Stayawan Baroda²

¹Institute of Management Studies and Research, MDU, Rohtak
anjali@rs.imsar@mdurohtak.ac.in

²Institute of Management Studies and Research, MDU, Rohtak
stayawanmdu@gmail.com

Abstract

The advantages of social media use for entrepreneurial goals and implementation are examined in this research. The successful integration of social media into our everyday lives may be a driving force behind the achievement of entrepreneurial goals, such as The evolution of the desire to become an entrepreneur, which is the most accurate measure of behaviors pertaining to entrepreneurial behavior. By examining Acceptance of social media technologies, including their perceived utility, perceived simplicity of use, and intention to use them, this study aims to act as a mediator in the conflict between entrepreneurial intention and entrepreneurial personality. This analysis is guided by the notions of entrepreneurial intention and entrepreneurial networking. This study indicates that students use social media platforms to communicate directly with their clients and to take full advantage of the resources that are made available to them. Social media hence contributes to the growth's acceleration of students engaging in entrepreneurship.

Keywords: *Entrepreneurial Intentions, Social Media.*

1. Introduction

As instruments of both domestic and global economic growth, entrepreneurship and entrepreneurial ambition have seen a recent spike in interest. The government and educational establishments have been closely monitoring how to inspire focusing on encouraging the younger generation and aspiring business owners to begin their own businesses. Motivations for using social media and social networking sites (SNSs) as launchpads have been studied in recent research.. As stated by Haenlein and Kaplan (2010). SNSs are web 2.0 technologies and Internet-based apps that let users create, modify, and publish information. Moreover, social media and networking websites have transformed business and life today and have become an essential part of our daily existence (Kaplan and Haenlein, 2010). Given

the frequency with which social networking sites are used and their increasing popularity, it is unclear whether or not young entrepreneurs who understand the strength and potential of social networking sites will be more likely to pursue entrepreneurial endeavors. According to Bryer (2011), the utilization of social media platforms for business purposes is equivalent to using platforms that generate new business prospects and ideas. The impact of Internet usage on the aspirations of youthful entrepreneurs to start their own companies remains largely unknown, despite the fact that it has increased dramatically worldwide. But according to Brown et al. (2007) and Chu and Kim (2011), social media platforms like Facebook, Instagram, and Twitter have become indispensable for the expansion of e-commerce. Additionally, the use and application of social networking sites has developed into a clear trend, with current indicators pointing to continued growth (Gaber and Wright, 2014). Due to this expansion, social media network websites have become remarkably well-known among Internet users and have integrated themselves into consumers' daily lives and behavior, according to Nasir et al. (2017). Social networking sites have emerged as venues for aspiring young business people, such as students, who engage in entrepreneurial pursuits like product and service sales, networking, and customer relations. Mobile phones can use social media, or as a technology. It communicates without being constrained by time or place by utilizing the Internet to connect individuals and groups with a variety of socializing features. Ainin et al. (2015), Alarcón et al. (2015), Lee et al. (2015), Michaelidou et al. (2011), Nakara et al. (2012), Turan & Kara (2018) have all shown studies to show that scored improves corporate performance. Still, not much is said about how social media fosters an entrepreneurial spirit in

students, even though students—especially college students—are the generation most likely to start their own business. Entrepreneurs require a great deal of creative freedom to apply different ideas in order to generate revenue (Ambadar et al., 2010). Potential entrepreneurs can more easily launch small and medium-sized businesses. Entrepreneurs utilize a variety of technologies, including social media technology, to grow SMEs. Chaniago and Sayuti's 2019 study, which involved business students at a respectable vocational college in Bandung, Indonesia, discovered that entrepreneurship knowledge, social media proficiency, and Internet technology proficiency significantly influence students' intentions to start their own business. It will be easier for students to adjust to different technologies, and it presents an opportunity for them to start their own businesses.

The effect that social networking sites (SNSs) and the Internet have on people's intentions to launch new businesses is not well understood. In order to better understand future entrepreneurs' intentions and the motivating factors behind them, this study looks at how social media usage affects business students' intentions to start their own company.

2. Objectives of the study

1. To identify the importance of social media for young entrepreneur.
2. To determine how prospective entrepreneurs' intentions to become entrepreneurs relate to social media.

3. Literature Review

As per Bird's (1988) account, intentionality is a mental state that shapes an individual's motivation to accomplish their goals; subsequent internal interaction guides the individual's action through attention, implying that this viewpoint stays in the individual's mind. accepts it through "self-talk." Prior studies have not provided a clear definition or metric for entrepreneurial intention (Sweida and Reichard, 2013). As stated by Ajzen (1991), intention precedes action. According to Bagozzi et al. (1989) and Bagozzi (1981), intention is thought to be a more reliable indicator of behavior than attitude. Planned behavior can be anticipated by looking at intention rather than by knowing demographics, attributes, or dispositions, convictions, and character (Krueger et al., 2000). The literature on entrepreneurship has

examined entrepreneurship intention since the 1980s. Among the most popular models used in intention studies, the Entrepreneurial Event Model (EEM), was presented by Shapero and Sokol in 1982. Furthermore, intention is covered by Ajzen (1991)'s introduction of the Theory of Planned Behavior (TPB). Three antecedents of intention are proposed by the TPB: subjective norm, attitude toward the behavior, and perceived Social media platforms offer a dynamic environment where people can observe and take notes on global digital entrepreneurs' experiences (Jiang et al., 2023). Social media can also be utilized to promote their products on digital media in the future. When taken as a whole, these elements form a vibrant, mutually beneficial a connection that inspires individuals to think about digital entrepreneurship as a feasible and rewarding career path. According to certain research, entrepreneurial intuition is a strong indicator of emotional intelligence (EI) (Castellano et al., 2014; Krasniqi et al., 2019). This is a result of the ability of entrepreneurial intuition to detect profitable business opportunities resulting from quick, subconscious, and all-encompassing connections.. Recognizing and evaluating businesses is important to entrepreneurs. prospects resulting from indirect processing (Coleiro, 2021; Tajpour et al., 2023). Therefore, evaluating business prospects resulting from indirect processing is a component of entrepreneurial intuition (Coleiro, 2021). Additionally, instinctive knowledge that bypasses reasoning processes is a part of intuition. Some argue that the process of discovering stable truths is a component of intuitive thinking. As stated by Blume and Covin (2011) and Mintzberg (2017), on pages 413–426: "Intuition is like a spark in the mind." Intuition emerges as the most important factor in entrepreneurial decision-making, according to a number of studies (La Pira & Gillin, 2006; La Pira, 2011; Baldacchino, Ucbasaran, Cabantous, & Lockett, 2015). Social media is a prime example (Lu et al., 2010, pp. 346–360). People can now use social media and communicate without needing to physically meet because the Internet is widely accessible (Gruzd, et al., 2011, pp. 1294-1318). With over 1.6 billion users, social media is one of the most widely used communication tools in the twenty-first century.

4. Research Methodology

The research that is being presented here is based only on secondary data that has been obtained from

government reports, books, books, and other sources, such as websites.

5. Discussion

The study looked at how entrepreneurs in an emerging market used social media for business. Statistics show that in emerging markets the utilization of the internet and social media has increased dramatically. With their limited starting capital and marketing expenditures, small-scale enterprises now have more chances thanks to these advancements in internet and social media network usage. Businesses, especially startups with tight marketing resources, should seize the opportunities provided by online social media in an increasingly competitive global business climate. Online social media usage by entrepreneurs can be quite advantageous, but there are a number of obstacles and difficulties that affect this practice.

What the entrepreneurs think about and why they utilize social media could be a significant factor. What is known about the attitudes, actions, and reasons behind social media use among small-scale entrepreneurs is few. Consequently, the goal of this research was to look into the intents, motives, and perceived advantages of using online social media. The results of our survey indicate that small business owners who are male and relatively young are aware of the potential prospects that social media on the internet can present to them. As such, a large number of these business owners take advantage of positive trends by using different online social media platforms like Facebook and Twitter. The most popular social networking app among entrepreneurs, according to descriptive data analysis, was Facebook.

Acknowledging the advantages of utilizing digital social media platforms, business owners feel that participating in social media actively can help them boost brand and product visibility, obtain market intelligence, and cultivate devoted fan groups and clients. Monitoring user feedback and new followers is the primary activity associated with their online social media presence. The study's findings indicate that much of the Perceptions could account for the variation in entrepreneurs' intentions to use online social media for business of the work required, performance expectations, and social considerations.

6. Conclusion

Policymakers in the field of entrepreneurial education should take note of these findings. SNS are recognized as effective, practical, and affordable platforms for launching and growing new businesses by young entrepreneurs. The findings imply that students' aspirations to become entrepreneurs are impacted by utilizing social media and the perception of these websites as platforms and tools for practicing and starting new businesses. This suggests that more cyber education and training programs, as well as security measures, would support and encourage young entrepreneurs to engage in entrepreneurial activities, but that these objectives are constrained by pressure from competitors and perceptions of trust.

References

- [1] Salamzadeh, A., Tajpour, M., & Hosseini, E. (2020). Exploring the impact of social networks on entrepreneurial intention. *Media Studies*, 15(48), 111-124.
- [2] Huang, Y., & Zhang, J. (2020). Social media use and entrepreneurial intention: The mediating role of self-efficacy. *Social Behavior and Personality: an international journal*, 48(11), 1-8.
- [3] Quan, X. (2012). Prior experience, social network, and levels of entrepreneurial intentions. *Management Research Review*, 35(10), 945-957.
- [4] Seroka-Stolka, O., & Tomski, P. (2014). Internet social media and international entrepreneurial intentions. In *Proceedings of the Wei International Academic Conference* (pp. 57-63).
- [5] Tajpour, M., & Hosseini, E. (2021). Entrepreneurial intention and the performance of digital startups: The mediating role of social media. *Journal of Content, Community & Communication*, 13(1), 2-15.
- [6] Turan, M., & Kara, A. (2018). Online social media usage behavior of entrepreneurs in an emerging market: Reasons, expected benefits and intentions. *Journal of Research in Marketing and Entrepreneurship*, 20(2), 273-291.
- [7] Abdelfattah, F., Al Halbusi, H., & Al-Brwani, R. M. (2022). Influence of self-perceived creativity and social media use in predicting E-entrepreneurial intention. *International Journal of Innovation Studies*, 6(3), 119-127.
- [8] Zafar, M. J., Yasin, G., & Ijaz, M. (2012). Social networking a source for developing entrepreneurial intentions among entrepreneurs:

A case of Multan. *Asian Economic and Financial Review*, 2(8), 1072.

- [9] Dewi, W. S., Pradana, M., Sari, D., Nugraha, D. W., & Adiputri, L. C. (2021). The influence of knowledge, social media utilization and motivation on entrepreneurial intention (Case study: Telkom university students). In *Proceedings of the International Conference on Industrial Engineering and Operations Management* (pp. 6840-6847).
- [10] Chaniago, H., & Sayuti, A. M. (2022). The impact of social media use on student entrepreneurship intention and implementation: Evidence from Indonesia. *The Journal of Asian Finance, Economics and Business*, 9(2), 371-382.
- [11] Al Halbusi, H., Soto-Acosta, P., & Popa, S. (2023). Analysing e-entrepreneurial intention from the theory of planned behaviour: the role of social media use and perceived social support. *International Entrepreneurship and Management Journal*, 1-32.
- [12] Alayis, M. M. H., Abdelwahed, N. A. A., & Atteya, N. (2018). Impact of Social Networking Sites' use on Entrepreneurial Intention among Undergraduate Business Students: The Case of Saudi Arabia. *International Journal of Entrepreneurship*, 22(4), 1-18.