What Triggers Entrepreneurial Intention among Young Generation? The Impact of Social Media

Norliana Abd Majid1*, Fakhrul Anwar Zainol1, Asyraf Afthanorhan1, Ahmad Shidki Mat Yusoff1, Baidruel Hairiel Abd Rahim1, Nor Asmawati Ismail1, Rosdi Zakaria1, Raihan Mohd Ariffin4, Wan Ilmiwati Wan Adnan4, Farah Wahida Jaafar1, Noradilah Abdul Wahab4, Nor Amalina Abdul Rahman4
1Faculty of Business and Management Sciences, Universiti Sultan Zainal Abidin, Kampus Gong Badak, 21300 Kuala Terengganu, Terengganu, Malaysia
2Teacher’s Institute Sultan Mizan Campus, 222000 Besut, Terengganu, Malaysia
3Department of Sociology and Anthropology, Kulliyyah of Islamic Revealed Knowledge and Human Sciences, International Islamic University Malaysia, 54100 Gombak Malaysia
4Faculty of Islamic Contemporary Studies, Universiti Sultan Zainal Abidin, Kampus Gong Badak, 21300 Kuala Terengganu, Terengganu, Malaysia
4Centre for Fundamental and Liberal Education, Universiti Malaysia Terengganu, 21030 Kuala Nerus, Terengganu, Malaysia.
nurliana.unisza@gmail.com

Abstract. The social media such as Facebook, Instagram, and Tweeter have robustly used in this new era of technology. Despite of the negative impacts imposed by social media related problems like ill health, hackers, and internet addiction, the usage of social media undeniably has implicated positivities in many ways. For instance, the usage of social media in digital business has proved to be effective in attracting the customers to buy the products or services offered. Thus, the usage of social media among young generation is seen as the best way to expose the young people to involve in business. This conceptual paper deliberates some benefits of using social media in digital business as the new way to develop start-up entrepreneur. By reviewing some literature, this paper attempts to explore the significance effect of using social media in triggering entrepreneurial intention among youngsters. The findings indicate that the early involvement in business using social media triggers entrepreneurial intention by intensifying their entrepreneurial knowledge. Ultimately, through the findings of this research, the authors aim to deliver the best way to cultivate entrepreneurial intention among young generation.

Keyword: Social media, early business involvement, entrepreneurial intention, entrepreneurial knowledge

1. Introduction
Social media refers to a collective of online communication channels dedicated to facilitate the creation and sharing of information, and other forms of expressions via virtual networks. Andreas Kaplan and Michael Heinlein define social media as a group of internet-based application that builds on the ideology...
and technology of web 2.0 [1]. As the medium, which connecting people using internet, the social media such as Facebook, Instagram, and Twitter, also known as a social network to enhance the effectiveness of communication beyond any imaginable boundaries [2]. As internet and mobile technology evolve, social media is also expanding rapidly. Now, to access Facebook, Twitter, or Instagram for example, can be done anywhere just by using mobile phone [3]. Thus, how well a person has accessed to social media led to a huge phenomenon in information flow.

Today, 45% of the world population becomes the social media users, and 42% of the total population is the active mobile social media users. The average amount of time per day spent on using social media is 2 hours 16 minutes. The Facebook remains as the most popular social media in connecting people as reported by Digital Report 2019 [3]. The Facebook pages which related to the product and services achieve highest fans [4]. All these statistics indicate that social media as the significant social platform in delivering information in this era of technology especially in business.

As the new generation, the usage of social media is most popular among young people [5]; where some of them are started to know and apply the social media, and many of youngsters are excessive in utilizing the social media [6]. The figure 1.0 shows the percentage of female and male social media users based on division of age.

![Figure 1. Social Media Users based on Age (Source Digital Report 2019)](image)

Due to the negative exposure towards harmfulness of social media [6], the young people need to be aware and increase the carefulness in using social media. Instead, they have to benefit the social media in assisting their life, even the using of social media yields in generating profit [7]. Thus, this paper is an attempt to reveal some advantages in using social media among young generation. Indeed, the researchers intend to answer the questions of;

1) What are the benefits of using social media in business?
2) How the involvement in business using social media contributes to the employment status among young generation through entrepreneurship?

2. The Benefits of using Social Media in Business

In the world of technology today, the usage of social media becomes popular to market product, which also known as digital business through digital marketing [8]. The fundamental principle of digital business is to create a business website, to facilitate the business operation in cyberspace. The website works like a store that is open 24 hours, which can be visited by potential customers at any time [9]. The emergence of social media as a medium to connect the prospects or customers to the digital business. The customers will
view, read and share the information of product via social media. If the customers interest towards the advertising and information, which displayed on the social media, they will visit the website for further details on the products [10]. Thus, the role of social media in digital business, as a platform to attract the potential customers and as a gateway to the online store. Then, if the customers decide to buy the product, they have an option to use the e-commerce, or electronic commerce which known as a payment gateway [9]. In the other words, e-commerce has function as a digital system to enable the customers to buy the products via debit or credit payment [11]. Therefore, the social media has a significant role to connect the business and customers. The figure 2.0 simplifies the function of social media in digital business.

![Diagram](image)

**Figure 2.** The Function of Social Media and Dropship Agents in Digital Business

As the result of social media usage in business, the business owner has strength to expand the marketing of their products and services to the customers beyond boundaries [10]. The key idea to success in digital business is how the advertising influences people to make buying decision. Hence, some of business owners appoint representative to advertise their product immensely [12]. Nowadays, the dropship agents become popular to facilitate the process of digital marketing [13]. The benefits of dropship agents are (1) low capital to start business; (2) smaller risks; (3) needless to hold stocks [14]. Consequently, the dropship agent has potential to learn business knowledge and gain some experiences in promoting, and handling customers, besides expand their networking. The dropship agents utilize digital marketing without managing inventory; therefore, there is no unsold stocks issue [9]. The figure 2.0 illustrates the role of dropship agents in assisting digital business by using social media. Thus, this conceptual paper recommends the young people to start involve in business using this approach.

3. **The Impact of Social Media on Entrepreneurship**

As the usage of social media promotes the existence of dropship agents, this phenomenon has given opportunity to generate income, and at the same time evokes entrepreneurs. How this happen? Most previous researches agreed that entrepreneurial intention is the best determinant of entrepreneurial behaviour[15][16] In other words, the tendency of a people towards entrepreneurship today will define the people as a future entrepreneur [17]. Hence, the process of entrepreneur’s development through entrepreneurship exposures and experiences will shape the entrepreneurs [18]. This illustrated by the figure 3.0, which emphasizes the construct of entrepreneurial knowledge mediates by the early business involvement using social media to trigger entrepreneurial intention.
Based on the figure 3.0, entrepreneurial knowledge will lead to the emergence of entrepreneurial intention, as coincide by most previous researches. In the Intention Based Model (IBM), Professor Francisco Linan highlighted the role of entrepreneurial knowledge as the factor in determining entrepreneurial intention [19]. Meanwhile, the study conducted by Ghulam et al., indicate that the role of learning and inspiration, which reflected by entrepreneurial knowledge among youngsters are important in developing them to enhance entrepreneurial intention [20]. Norliana et al. agreed this finding, when they found that the elements of education, namely contents adapted as knowledge and receiver or the impact on students represented by intention [18]. In other words, they found that entrepreneurial intention effected by entrepreneurial knowledge. Thus, we hypothesize that entrepreneurial knowledge has significant effect on entrepreneurial intention.

Meanwhile, the impact of entrepreneurial knowledge towards business involvement proved in most previous researches. The high level of prior entrepreneurial knowledge will lead to the high level of involvement in business [21]. Even, the prior knowledge influences the students involvement in entrepreneurship program, henceforth enhances entrepreneurial knowledge [22]. In the research about school cooperative among students, the researchers found that entrepreneurial knowledge has significant to impress student’s involvement in school cooperative [23]. Hence, in this paper we derive that entrepreneurial knowledge has significant effect on business involvement using social media.

Moreover, the business involvement is also significant to evoke entrepreneurial intention. For instance, prior family business exposure constitute the powerful factor in determining entrepreneurial intention among youngsters [24]. In addition, the way of how entrepreneurship education influences entrepreneurial intention is contributed by early business exposure [25]. Therefore, this conceptual paper derives the hypothesis that the business involvement using social media has significant effect on entrepreneurial intention. Consequently, we propose that early business involvement using social media mediates the relationship between entrepreneurial knowledge and entrepreneurial intention as suggested in the previous research about entrepreneurship education [26]. Therefore, this research advocates the following four (4) hypotheses:

1) Entrepreneurial knowledge has significant effect on entrepreneurial intention;
2) Entrepreneurial knowledge has significant effect on business involvement using social media;
3) Business involvement using social media has significant effect on entrepreneurial intention;
4) Business involvement using social media mediates the relationship between entrepreneurial knowledge and entrepreneurial intention.
4. Conclusion and Recommendations

The usage of social media is always being covered various functions in people's daily life, such as for business, to fulfill the daily needs, and entertainment [27]. As the dominant user, the youngsters urge to utilize the social media by involving in product marketing and advertising. Therefore, this conceptual paper finally answer two (2) questions:

1) What are the benefits of using social media in business?
The benefits of using social media in business will gain whether by establish entrepreneur or start-up entrepreneur. For establish entrepreneurs, or business owners; the usage of digital marketing via social media definitely trigger higher sale of their products and services beyond boundaries. As the business owner representative in sale, the start-up entrepreneurs use social media to promote the business products. In return, they will benefit the low capital to start, smaller risks, and needless to hold stocks by being involve as dropship agents.

2) How the involvement in business using social media contributes to the employment status among young generation through entrepreneurship?
The early involvement in business using social media exposes the young people to the way of how handling business. The emergence of dropship agent is seen as the best platform to enhance knowledge for the youngsters, at the same time grab profit. In other words, for those who want to learn about business, this is the best way to gain exposure by being involve in digital marketing. Moreover, the competitive culture in employment industry today, insists the young people to choose entrepreneurship as a career, to avoid being unemployed. Therefore, the usage of social media among young generation in early business exposure will influence the decision in determining their career choice and contribute to the employment status.

Ultimately, from this review, there are some recommendations; (1) The educators are encouraged to use the social media in entrepreneurship education at early age; (2) to involve the students in hands-on business by using social media; (3) the educators can expose their students by proposing entrepreneurial projects using social media.

References
[1] A. M. Kaplan and M. Haenlein, “Users of the world, unite! The challenges and opportunities of Social Media,” Bus. Horiz., vol. 53, no. 1, pp. 59–68, Jan. 2010.
[2] T. Swist, P. Collin, J. McCormack, and A. Third, “Social Media and the Wellbeing of Children and Young People: A Literature Review,” Sydney, 2015.
[3] Hootsuite, “DIGITAL REPORT 2019,” United States, 2019.
[4] The National B2B Centre, “What is e-Business,” no. September 1999, 2015, pp. 3–22.
[5] L. Haddon, “Social Media and Youth,” International Encyclopedia of Digital Communication and Society. London School of Economics and Political Science, p. 9, 2015.
[6] V. Goodyear, K. Armour, and H. WOod, “The Impact of Social Media on Young People’s Health and Wellbeing: Evidence, Guidelines and Actions,” United Kingdom, 2018.
[7] T. Sanwal, S. Avasthi, and S. Saxena, “E-Commerce and its sway on the minds of young generation,” Int. J. Sci. Res. Publ., vol. 6, no. 3, pp. 112–117, 2016.
[8] M. T. P. M. B. Tiago and J. M. C. Veríssimo, “Digital marketing and social media: Why bother?,” Bus. Horiz., vol. 57, no. 6, pp. 703–708, Nov. 2014.
[9] W. N. Muzafar, Kuasai Perniagaan Internet, 1st ed. Shah Alam, Selangor, Malaysia: Grup
[10] P. K. Kannan and H. “Alice” Li, “Digital marketing: A framework, review and research agenda,” *Int. J. Res. Mark.*, vol. 34, no. 1, pp. 22–45, Mar. 2017.

[11] J. Reynolds, “eCommerce: a critical review,” *Int. J. Retail Distrib. Manag.*, vol. 28, no. 10, pp. 417–444, Nov. 2000.

[12] N. A. Jahari, P. Pengajian, P. Islam, and K. Perniagaan, “Online Dropship for Business Transaction in Malaysia: Views from Muslim Scholars,” *Int. J. Islam. Bus.*, vol. 1, no. 1, pp. 13–28, 2016.

[13] B. E. Hazan and N. Wagener, “Digital Marketing,” *McKinsey iConsumer*, no. 1, pp. 1–6, 2012.

[14] T. Piñeiro-otero and X. Martinez-Rolan, “Understanding Digital Marketing-Basics and Actions,” in *MBA Theory and Application of Business and Management Principles*, 1st ed., no. September, C. Machado and J. P. Davim, Eds. Switzerland: Springer, 2016, p. 45.

[15] I. Ajzen, “The theory of planned behavior,” *Organ. Behav. Hum. Decis. Process.*, vol. 50, no. 2, pp. 179–211, Dec. 1991.

[16] N. F. Krueger, M. D. Reilly, and A. L. Carsrud, “Competing models of entrepreneurial intentions,” *J. Bus. Ventur.*, vol. 15, no. 5–6, pp. 411–432, 2000.

[17] A. M. Norliana, Z. Fakhrul Anwar, W. D. Wan Norhayate, R. Norfadzilah, and A. Asyraf, “Entrepreneurial Intention from the Islamic Perspective: A Holistic Approach Entrepreneurial Intention from the Islamic Perspective: A Holistic Approach,” *Int. J. Acad. Res. Bus. Soc. Sci.*, vol. 8, no. 12, pp. 820–833, 2018.

[18] A. M. Norliana, Z. Fakhrul Anwar, and A. W. Nuradilah, “Entrepreneurship Education: The Questions of What ,” *J. Oper. Manag. Res.*, vol. 1, no. 2, pp. 1–10, 2019.

[19] F. Liñán, J. C. Rodríguez-Cohard, and J. M. Rueda-Cantuche, “Factors affecting entrepreneurial intention levels: A role for education,” *Int. Entrep. Manag. J.*, vol. 7, no. 2, pp. 195–218, 2011.

[20] G. Nabi, A. Walmsley, F. Liñán, I. Akhtar, and C. Neame, “Does entrepreneurship education in the first year of higher education develop entrepreneurial intentions? The role of learning and inspiration,” *Stud. High. Educ.*, vol. 43, no. 3, pp. 452–467, 2018.

[21] M. Yasir, A. Majid, and M. Yasir, “Entrepreneurial knowledge and start-up behavior in a turbulent environment,” *J. Manag. Dev.*, vol. 36, no. 9, pp. 1149–1159, Oct. 2017.

[22] O. Y. Keat, C. Selvarajah, and D. Meyer, “Inclination towards entrepreneurship among university students: An empirical study of Malaysian university students,” *Int. J. Bus. Soc. Sci.*, vol. 2, no. 4, pp. 206–220.

[23] A. M. Norliana, Z. Fakhrul Anwar, W. D. Wan Norhayate, and A. Asyraf, “Cooperative Entrepreneurship in Malaysian Secondary Schools: A Review of Current Practices 2. The Current Practice of School Cooperative in Malaysian Secondary Schools,” *J. Sci. Res.*, vol. 5, no. 3, pp. 812–818, 2019.

[24] J. C. Carr and J. M. Sequeira, “Prior family business exposure as intergenerational influence and entrepreneurial intent: A Theory of Planned Behavior approach,” *J. Bus. Res.*, vol. 60, no. 10, pp. 1090–1098, Oct. 2007.

[25] A. M. Norliana, Z. Fakhrul Anwar, and A. R. Noramalina, “The Significance of Reigiosiy in Triggering Entrepreneurial Intention,” *J. Manag. Oper. Res.*, vol. 1, no. 2, pp. 1–8.
[26] A. M. Norliana and Z. Fakhrul Anwar, “Entrepreneurship Education: Inspiration from the Greatest Entrepreneur,” *J. Sci. Manag. Res.*, vol. 1, no. 2600–738X, pp. 17–25, 2019.

[27] J. J. Jussila, H. Kärkkäinen, and M. Leino, “Benefits of social media in business-to-business customer interface in innovation,” in *Proceedings of the 15th International Academic MindTrek Conference on Envisioning Future Media Environments - MindTrek '11*, 2011, p. 167.