Role of Social Media Followers Ties on Students' Entrepreneurship Intentions

Md. Alamgir Mollah, Mohammad Bin Amin, Hasina Imam, József Popp, and Judit Oláh

Abstract The objectives of this paper are to enhance the corpus of research on online entrepreneurial intentions among university students in Bangladesh. This study focused on social capital theory and theory of panned behavior (TPB) to indicate social media followers' ties and trust in online boosting as constructs that influence online entrepreneurship intentions with mediation of attitude toward behavior, subjective norms, and perceived ease. We conducted an online-based survey among students from various universities, which resulted in a sample size of 382 respondents, and we utilized SPSS and AMOS for the structural equitation modeling analysis. The results showed that trust in social media followers positively influences online boosting, subjective norms, and perceived ease of use. All hypothesized mediation constructs, except for attitude toward behavior, mediate between the trust of social media followers and the intentions of entrepreneurship in online businesses. This research has demonstrated that social media popularity and online boosting trust significantly influence the decision to pursue online-based entrepreneurship.

Md. A. Mollah
Department of Management Studies, University of Barisal, Barisal, Bangladesh

M. B. Amin (✉) · H. Imam
Doctoral School of Management and Business, Faculty of Economics and Business, University of Debrecen, Debrecen, Hungary
e-mail: binamindu@gmail.com

J. Popp · J. Oláh
Faculty of Economics and Business, University of Debrecen, Debrecen, Hungary
e-mail: olah.judit@econ.unideb.hu

J. Popp
College of Business and Economics, University of Johannesburg, Johannesburg, South Africa

J. Oláh
Doctoral School of Management and Business Administration, John Von Neumann University, Kecskemét, Hungary

Department of Trade and Finance, Faculty of Economics and Management, Czech University of Life Sciences Prague, Prague, Czech Republic

S. Kot et al. (eds.), *New Challenges of the Global Economy for Business Management*, Springer Proceedings in Business and Economics,
https://doi.org/10.1007/978-981-96-4116-1_44

This study indicates the crucial role of the theory of social capital and the TPB, highlighting the pivotal roles that online activity of followers and social media boosting trust play in the entrepreneurship process. This research highlights the understanding and implications of how the number of social media followers' ties and trust in social boosting influence the entrepreneurship intentions of online businesses.

Keywords Online Business · Social Media · Followers Ties · Trust · Entrepreneurship Intentions

1 Introduction

In the era of Industry 4.0, the entrepreneurial environment has undergone a substantial change in recent years. Understanding the dynamics that influence entrepreneurship intentions in online business (EIOBs) has become an important area of study. The ubiquitous presence of social media has reshaped traditional entrepreneurial paradigms. It has helped businesses create digital platforms for initiatives. Social media has democratized access to entrepreneurial opportunities [2]. Online entrepreneurship plays a vital role in economic development in a digitally interconnected world [3]. Today they have emerged as a major driver of innovation. Nowadays, the use of technology is increasing day by day. Technology has reached people's hands. Currently, most of the students in Bangladesh enjoy the benefits of technology.

The amount of study on social media's importance in development of entrepreneurship is increasing. Such as research, Pérez-Macías et al. [4] tried to find the interrelationship between social capital (SC) and theory of planned behavior (TPB) considering network ties and trust, but none of them considered the importance of social media followers' ties and online boosting trust and its effect on students' entrepreneurial intentions in online business. Despite this organization's existence, several gaps remain. There has not been much research on online entrepreneurial intention among university students in developing countries like Bangladesh [5]. Existing studies mainly focus on traditional entrepreneurship issues. These include access to capital, mentorship, market conditions, and so on. There is a lack of adequate research on the role of social media in entrepreneurship [6]. Entrepreneurship is regarded as a crucial catalyst for social and economic innovation inside a nation [7, 8], social media play a key pivotal role in developing entrepreneurial ventures. However, due to technological advancements, the nature of entrepreneurship has evolved.

Here, entrepreneurship is seen as an important means of economic empowerment [9], while many famous social media faces are successfully doing online-based business. In this regard, it is essential to understand the dynamics that influence university students' online business entrepreneurial intentions [10]. Prior research leaves a gap in understanding how social media followers directly influence entrepreneurial intentions. This study addresses these gaps. These solutions are antecedents of

entrepreneurial intention according to Ajzen's theory TPB [11]. Insights generated from this study may pave the way for more focused research in this area, particularly in non-Western contexts [12]. This research has focused on empirically connecting two theories, social capital, and TPB, and their specific objectives cover the following issues:

RQ1. *Does social media followers' ties and trust in online boosting influence university students' entrepreneurial intentions in online business (EIOBs)?*

RQ2. *What roles do attitude towards behaviour, subjective norms, and perceived ease of use play as mediators between students' EIOBs to start their business and the factors that influence TOB and SMF?*

The significance of this research will play an important role among university students [13]. Bangladesh is situated in south Asia, which consists of 165.16 million people, among them 20% aged within 15 to 24 years [8], and 41% of smart phone users are young (Saha et al., 2023). However, observations show that 98% of college and university-going students have at least one social media account. The country has experienced rapid digitization due to an increase in internet penetration. Currently, university students are active users of social media. They represent a significant group of potential online entrepreneurs. The link between three key elements is the major focus of this study. These include social media followers ties (SMFT), trust in online boosting (OTB), and student entrepreneurial behavior [14]. This research will impact academia and the entrepreneurial ecosystem. The research also has far-reaching implications for practitioners [15]. The study will provide actionable insights into promoting OEIB. This can encourage students to embrace entrepreneurship as a viable career option. These platforms help young entrepreneurs promote their products. The growing importance of these issues is immense. Moreover, the research findings can aid in shaping the design of entrepreneurship education programs [16] and provide support for students to pursue careers in familiar environments.

2 Theoretical Backgrounds and Hypothesis Development

2.1 Theoretical Backgrounds

The theory of social capital (SC) suggests that network ties and configurations in interpersonal level lead to higher interpersonal interconnection, which leads to collective outcomes [17]. Icek Ajzen in [1] proposed TPB and posits that individual behaviors are driven by three key factors: "attitudes towards the behavior, subjective norms, and perceived behavioral control [18]". SC gains significance as an influencer of entrepreneurship and emphasizes exploring [19] and social media ties as a modern version of SC. Specifically, the number of social media followers may act as social validation, shaping subjective norms, while OTB can enhance perceived behavioral

control by giving students confidence in the effectiveness of digital promotion strategies [20]. In the perspective of online entrepreneurial intentions, TPB provides a robust framework for understanding how students' attitudes toward entrepreneurship, social pressures, and their perceived ease of use for successfully engaging in entrepreneurial activities influence their intentions to pursue online entrepreneurship [21].

2.2 Role of Trust in Online Boosting

At present, social media boosting is gaining much attraction due to the people's habit of long-term use of social media, and social media followers' ties have much attention. Social media followers' ties represent a form of social capital [22]. When users see more follower numbers and interactivity, they are more likely to trust the effectiveness of online boosting tools. A strong presence of followers' ties suggests greater reach potential. Social media influencers usually talk about different things, and by doing this, the followers often trust them [23]. As observed, trust in online systems reduces uncertainty and also promotes positive behavioral intentions by reducing perceived risk [24]. Furthermore, online trust acts as a link between social media followers and attitudes toward behavior. Trust in digital promotion tools influences the way individuals perceive online entrepreneurial activities [25]. People with more social media network have a higher level of trust in online boosting. They are more likely to perceive digital marketing strategies as effective for their goals. This makes individuals more open to engaging in behavior like the intention to start an online business. Moreover, confidence in online boosting strengthens the link between social media followers and positive entrepreneurial attitudes [26]. Social media followers can serve as an early indicator of credibility and influence which strengthen this effectiveness. Relying on online tools increases perceived ease and control. Relying on online tools here feels simple and increases control. Results posit that social media followers can directly influence an individual's trust in digital marketing tools [26]. Therefore, we propose the following hypothesis for this study:

H1a. Social media followers' ties positively effect on trust in online boosting.

H1b. Trust in online boosting positively effect on attitude toward behaviour.

H1. Trust in online boosting mediates between social media followers trust and attitude toward behaviour

2.3 Role of Attitude Toward Behavior

Attitude toward behavior refers to "a person's positive or negative evaluation of performing a particular action [27]". Trust in social media followers increases favorable perceptions of engaging in online entrepreneurial activities [28]. Social media followers serve as a foundation of social capital and offer social validation. This is supported by the study of Ellison et al. [29] that individuals who perceive strong social support from their online followers are key to improve positive attitudes toward their own entrepreneurial endeavors [30]. Social media followers can amplify this perception, much like positive reinforcement from social circles improves attitudes toward entrepreneurial endeavors. ATB are key determinants of behavioral intention [31]. Also, a study found that attitudes toward behavior influence the intentions of online business entrepreneurs [8]. Those who have favorable attitudes toward entrepreneurial activity are more likely to develop strong intentions to engage in online business ventures.

Moreover, a positive ATB of entrepreneurship significantly affects entrepreneurial intention. These aspects contribute to a positive view of entrepreneurial success, encouraging the desire to pursue online business ventures. Individuals with strong attitudes toward entrepreneurship follow their belief in the potential benefits of such endeavors [32]. Social media followers' trust can boost positive attitudes. Consequently, it mediates the impact of followers' beliefs on entrepreneurial intentions, leading to a clearer understanding of these beliefs' influence on entrepreneurial intentions [33]. Individuals who trust their social media followers can develop a positive perception of engaging in online business. This positive attitude, in turn, strengthens their entrepreneurial intentions. Therefore, the following hypotheses are projected:

H2a. The trust of social media followers positively influences their attitude towards behavior.

H2b. Attitude toward behavior positively affects entrepreneurial intentions in online business.

H2. Attitude toward behavior mediates between social media followers' trust and entrepreneurship intentions in online business.

2.4 Role of Subjective Norms

Subjective norms imply that individuals are important in their social networks [34]. Beliefs of social media followers influence SN. Trust in social media followers creates a sense of social legitimacy. Individuals have a high level of trust in their social media followers [35], and they are more likely to perceive helpful feedback and endorsements. They also increase the likelihood that individuals will conform to perceived social expectations [36]. People who trust their followers might think that doing business online is in keeping with social norms and expectations within their

network [37]. Social media interactions can significantly influence subjective norms. Trust in social media followers has a positive influence on subjective norms because it fosters a supportive environment.

When individuals perceive strong social support from their networks, it increases their likelihood of forming entrepreneurial intentions. These positively influence entrepreneurial intentions by increasing the sense of legitimacy. Positive SN substantially increase individuals' intentions to start their own business [38]. Online interactions can boost one's confidence in pursuing online entrepreneurship because people feel encouraged by their network's expectations. Subjective norms create a favorable social environment [39]. Results proved that subjective norms mediate the relationship of social media followers to online businesses [2]. Trust in social media followers influences one's network, and subjective norms represent the social influence that individuals experience from those important to them [9]. When individuals trust their social media followers, they are more likely to perceive positive subjective norms. This social pressure strengthens their entrepreneurial intention. Strong subjective norms may significantly mediate the association between external social influence and entrepreneurial intention [34]. The following hypothesis emerged from the discussion:

H3a. *Relationships between social media followers positively influence subjective norms.*

H3b. *Subjective norms positively affect entrepreneurship intentions in online business.*

H3. *Subjective norms mediate between social media followers trust and entrepreneurial intentions in online business.*

Moreover, subjective norms positively influence attitudes toward behavior [24]. Social alignment or behavior can shape a person's attitude by creating a sense of acceptability. According to Boubker et al. [38], social legitimacy reinforces their belief that pursuing online entrepreneurship is socially permissible. Subjective norms of online communities significantly influence personal intentions. SN plays an significant role in positive attitude formation by providing social approval and reducing uncertainty about the desirability of behavior [6]. Subjective norms positively influence perceived ease of use. Individuals derive perceptions from their social networks that influence their perceptions [26]. Subjective norms represent social influences on how individuals view a particular action. Social validation can increase confidence in one's abilities. Social media followers have positive expectations about online business activities [37]. Social media followers provide positive expectations regarding online business activities. Subjective norms play an important role in shaping perceptions of ease of use [23]. Drawing from the discussion, we proposed the following hypothesis:

H3c. *Subjective norms positively effect on attitude towards behaviour.*

H3d. *Subjective norms positively effect on perceived ease of use.*

2.5 Role of Perceived Ease of Use

The level of trust among individuals' social media followers provides online tools for entrepreneurship [18]. When individuals trust their followers, they can believe they can successfully navigate the digital landscape. It can effectively use various online resources. This relationship can be understood through the lens of SC theory [33]. Higher trust in social media followers often leads to greater engagement and interaction. When individuals see that their followers have successfully used these platforms, it reinforces the belief that they too can achieve similar results [27]. On the other hand, ease of use positively influences the intention of online business entrepreneurs [39]. The technology acceptance model (TAM), ease of use considerably, influences users' behavioral intention to adopt new technology. Individuals believe that engaging in online entrepreneurship is simple and manageable [38]. This understanding reduces the perceived barriers and complications associated with starting an online business. This indicates that ease of use directly influences people's intentions to use technology. People who feel empowered to use digital tools are more likely to engage [6].

Moreover, when individuals trust their social media followers, they may engage more actively in digital interactions. This mediation reflects the idea that trust enhances self-confidence. The ease of use facilitates the relationship between external social influences and behavioral intentions [40]. Individuals can feel more empowered to navigate online tools when they trust their social media followers. Individuals are more motivated to pursue entrepreneurial activities. Therefore, perceived ease of use serves as an important link. This illustrates how trust in social media followers translates into stronger entrepreneurial intentions through increased trust in usability [8] and posited the following hypothesis:

H4a. *Social media followers trust positively effect on perceived ease of use*

H4b. *Perceived ease of use positively effect on entrepreneurship intentions in online business*

H4. *Perceived ease of use mediates between social media followers trust and entrepreneurship intentions in online business*

2.6 Proposed Model

Based on the previous research gap and contextual necessary, this study focused on the university student's entrepreneurship intentions in online businesses in Bangladesh. Here, the independent variables are social media followers' ties and OTB; mediating variables are ATB, SN, and PEU while the dependent variable is EIOBs (see Fig. 1).

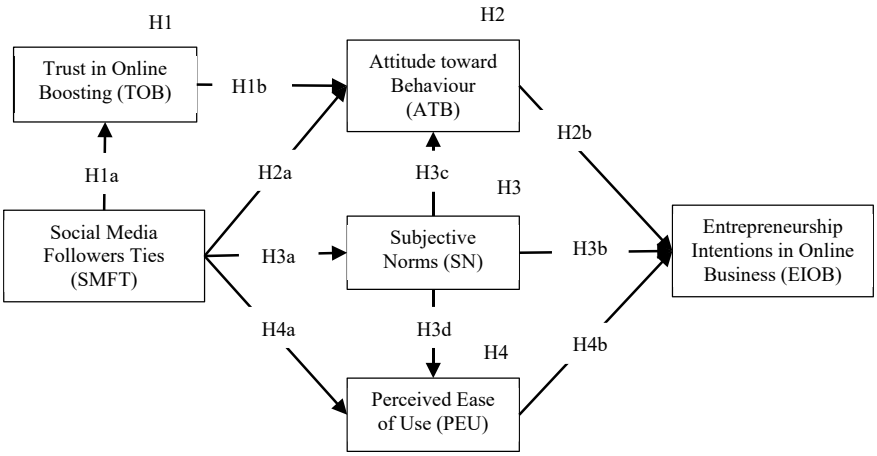

Fig. 1 Proposed framework

3 Methods

3.1 Sampling and Unit of Analysis

It is quantitative research with cross-sectional data. The target population for this study is all students who are studying in universities in Bangladesh. As it was difficult to manage the sampling frame, we had to select a non-probability sampling method. For sample selection we applied purposive sampling. Initially, we collected data from 396 respondents. These respondents were selected from various private, public universities and from science, social science, and business departments. However, after scrutinizing valid responses 382 remained for the final analysis. This study covers two parts of analysis first part multicollinearity, correlation, validity, reliability, and the common methods variance test through SPSS and second part measurement model, structural model, and hypothesis test conducted by using AMOS software (Table 1).

3.2 Instruments Development and Response

For collecting data, we used the structured questionnaire method. The questionnaire scales were adopted from previous publications. The questionnaire scales and items were given in English, utilizing a parallel translation approach of English and Bangla for data collection. For measuring social media followers ties (five items), subjective norms (three items) adopted from Pérez-Macías et al. [4]; online boosting trust (ten items) adopted from Soh et al. [41]; attitude toward the behavior (five items) and

Table 1 Respondents' demographic characteristics

Attributes		Frequency	%	Attributes		Frequency	%
Gender	Male	240	62.8	Year of the study	1st Year	38	9.9
	Female	142	37.2		2nd Year	61	16.0
	Total	382	100.0		3rd Year	209	54.7
University Type	Public	249	65.2		4th Year	52	13.6
	Private	89	23.3		Masters	22	5.8
	Other	44	11.5	Social Media Use	Facebook	388	98
	Total	382	100.0		Instagram	232	58.6
Faculty	Science	94	24.6		Twitter	72	18.2
	Social Science	105	27.5		Linkedin	110	27.8
	Business	183	47.9		Others	72	18.2
	Total	382	100.0		Total	396	100

entrepreneurial intention on online business adopted from Liñán and Chen [42] and Chiu et al. [43] and perceived ease of use adjusted from Ainin et al. [44]. Participants were directed to evaluate each topic using a five-point scale, ranging from 1 (strongly disagree) to 5 (strongly agree).

The researchers in this study distributed 400 questionnaires from where 396 returned; among these 382 responses were found appropriate, correct, and valid. As a result, the final response rate in this study was 95.5%, which was acceptable. Because previously Mollah et al. [45] achieved 83.2% response rate; and Islam et al. [46] 60.6%, Amin et al. [47] 52.25%, Mahmud et al. [48] 47.2%, Amin and Oláh [49] achieved 41.8% response rate in context of Bangladesh. The period for this data collection was two months: June 2024 to July 2024.

4 Results

4.1 Common Method Bias and Measurement Model

In order to evaluate the common method variance (CMV), this study used Bartlett's sphericity test and KMO test. As can be shown by looking at the KMO rating of 0.949 ($X^2 = 5083.684$, $df = 276$, $p < 0.001$), the correlation matrix is not an identity matrix. According to Harman's single-factor test, there is no CMV concern because the total variance explained component for CMV has 41.89% of the variation, which is less than 50% [50]. In addition, the path analysis has been tested using Bootstrap 5,000 to evaluate SEM. The research investigated confirmatory factor analysis (CFA), discriminant validity, and data reliability. The researchers used both exploratory and

confirmatory factor analyses to assess validity. The reliability and internal consistency of the scales were evaluated using Cronbach's alpha, which was higher than 0.70. The results of the measurement model depicted that that $\chi^2 = 384.774$, χ^2/df $= 1.983$, GFI $= 0.918$. AGFI $= 0.893$, RMR $= 0.032$, RMSEA $= 0.051$, CFI $= 0.956$, TLI $= 0.948$, and IFI $= 0.956$ and PClose $= 0.419$. The results of the industry indicates the model is good fit for the further study while Anderson and Gerbing [51] mentioned that when the AGFI is greater than 0.8, it infers that model is fit.

4.2 Reliability and Validity Analysis

Using the tests of composite reliability (CR), average variance extracted (AVE), and Cronbach's alpha, we have evaluated the study model's convergent and discriminant validity. TOB1, TOB8, TOB10, SMFT1, SMFT4, SMFT5, ATB1, ATB5, SN1, PEU2, PEU4, and EIB1 have been eliminated as a result either low loading or for improvement of the model convergent validity indices such as CR, AVE, MSV, and discriminant validity. The results (CR > 0.70, AVE > 0.50 and Cronbach's a (> 0.70) are all within the recommended acceptable range [47]. In the case of correlation matrix Table 2 results proved that each variable is positively interconnected and have significant correlation each other. For instance, 'OTB' and 'entrepreneurship intentions in online business' are significantly correlated ($r = 0.673$, $p < 0.01$); social media followers' and 'entrepreneurship intentions in online business' ($r = 0.434$, $p < 0.01$). In these ways all the constructs are significantly correlated with each other. To assess the discriminant we have used Fornel and Larker [52] discriminant validity approach. Where assess the discriminant validity and we calculated the root over of the AVE for each variable represented in the bold color in the following table. The results proved that there is no problem of discriminant validity as the bold value is higher than diagonal and horizontal correlation value of the constructs. On the other hand, variance inflation factor (VIF) value for the outcomes revealed that every value was less than 10, indicating that the data's multicollinearity is not impaired [53] (Table 3)

4.3 Structural Path Model Analysis

Testing the hypothesis, we tested the assumptions with structural equation modeling in AMOS (version 24). This study utilized a bootstrapping method to look at the moderating and mediating influence of the hypotheses [54]. There were 5,000 bootstrap samples with 95% bias-corrected confidence intervals. As depicted in Table 4, the result of the direct and indirect test of hypothesis among them at the beginning, in case of H1; SMFT significantly effects TOB ($\beta = 0.436, p \leqslant 0.05$); TOB significantly ATB ($\beta = 0.419, p \leqslant 0.05$) and SMFT $\rightarrow$ TOB $\rightarrow$ ATB ($\beta = 0.116, p \leqslant 0.05$). Hence, *H1a, H1b and H1* are accepted. Infers TOB partially mediates between SMFT and

Table 2 Measurement model test

Constructs	Item	Factor loading	CR	AVE	MSV	Cronbach's α
Online boosting trust			**0.905**	**0.578**	**0.553**	**0.905**
	TOB2	0.721				
	TOB3	0.784				
	TOB4	0.793				
	TOB5	0.776				
	TOB6	0.737				
	TOB7	0.763				
	TOB9	0.743				
Social media followers			0.772	0.630	0.307	0.768
	SMFT2	0.739				
	SMFT3	0.845				
Attitude toward behavior			0.759	0.514	0.673	0.750
	ATB2	0.700				
	ATB3	0.647				
	ATB4	0.796				
Subjective norms			0.771	0.530	0.360	0.704
	SN2	0.667				
	SN3	0.798				
Perceived ease of use			0.698	0.536	0.535	0.700
	PEU1	0.719				
	PEU3	0.745				
Entrepreneurship intentions in online business			0.885	0.605	0.673	0.882
	EIOB2	0.755				
	EIOB3	0.755				
	EIOB4	0.766				
	EIOB5	0.839				
	EIOB6	0.772				

Note(s) AVE = Average Variance Extracted; CR = Composite Reliability

ATB. Then in case of H2; SMFT insignificantly effects ATB ($\beta = 0.049, p \geq 0.05$); ATB affects EIOB ($\beta = 0.532, p \leqslant 0.05$) and SMFT → ATB → EIOB ($\beta = 0.020$, $p \geq 0.05$). Hence, *H2a* and *H2* are rejected while *H1b* is accepted. Indicate ATB did not mediate between SMFT and EIOB. Next, in case of H2; SMFT significantly effects SN ($\beta = 0.417, p \leqslant 0.05$); SN affects EIOB ($\beta = 0.193, p \leqslant 0.05$); SN affects ATB ($\beta = 0.243, p \leqslant 0.05$); SN affects PEU ($\beta = 0.326, p \leqslant 0.05$) and SMFT → SN → EIOB ($\beta = 0.061, p \geq 0.05$). Hence, *H3a, H3b, H3c, H3d* and *H3* are accepted. Indicate SN mediates between SMFT and EIOB. Finally, SMFT significantly effects

Table 3 Descriptive statistics and discriminant validity analysis

Variables	1	2	3	4	5	6
1. Trust in online boosting	**0.760**					
2. Social media followers	0.436**	**0.794**				
3. Attitude toward behavior	0.540**	0.323**	**0.717**			
4. Subjective norms	0.475**	0.417**	0.449**	**0.728**		
5. Perceived ease of use	0.583**	0.401**	0.453**	0.436**	**0.732**	
6.Entrepreneurship intentions in online business	0.673**	0.434**	0.682**	0.493**	0.485**	**0.778**
Mean	3.878	3.721	4.039	3.820	4.050	3.875
SD	0.708	0.962	0.628	0.800	0.672	0.760
VIF (Collinearity statistics)	1.915	1.359	1.552	1.503	1.668	–

Note(s) ** Correlation is significant at the 0.01 level (2-tailed); SD = Standard Deviations; VIF = Variance Inflation Factor; Values in the bold are the root over of the AVE for each variable

PEU ($\beta = 0.266$, $p \leqslant 0.05$); PEU affects EIOB ($\beta = 0.174$, $p \leqslant 0.05$) and SMFT → PEU → EIOB ($\beta = 0.0035$, $p \leqslant 0.05$). Therefore, *H4a, H4b* and *H4* are accepted. Infers PEU substantially mediates between SMFT and EIOB.

Table 4 Hypothesis testing (direct and indirect effect)

Pathways		Standardize β	95% of confidence interval (LB and UB)		*P* Value	Results
H1a	SMFT → TOB	0.436***	0.336	0.526	0.000	S
H1b	TOB → ATB	0.419***	0.301	0.536	0.000	S
H1	SMFT → TOB → ATB	0.116***	0.073	0.167	0.000	S
H2a	SMFT → ATB	0.049	− 0.067	0.165	0.419	NS
H2b	ATB → EIOB	0.532***	0.418	0.636	0.000	S
H2	SMFT → ATB → EIOB	0.020	− 0.026	0.072	0.410	NS
H3a	SMFT → SN	0.417***	0.321	0.510	0.000	S
H3b	SN → EIOB	0.193***	0.094	0.299	0.000	S
H3c	SN → ATB	0.243***	0.139	0.347	0.000	S
H3d	SN → PEU	0.326**	0.203	0.436	0.001	S
H3	SMFT → SN → EIOB	0.061***	0.029	0.104	0.000	S
H4a	SMFT → PEU	0.266***	0.153	0.379	0.000	S
H4b	PEU → EIOB	0.174**	0.025	0.323	0.019	S
H4	SMFT → PEU → EIOB	0.035**	0.005	0.089	0.014	S

Note(s) * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$; SMFT = Social Media Followers Ties; TOB = Trust in Online Boosting; ATB = Attitude toward Behavior; SN = Subjective Norms; PEU = Perceived Ease of Use; EIOB = Entrepreneurship Intentions in Online Business; S = Supported; NS = Not Supported

5 Discussions

In recent years, social media has become a powerful tool that not only enables communication but also acts as a conducive environment for entrepreneurship. This study investigates the impact of social media followers' ties as an independent variable on entrepreneurial intentions in online business among university students. With online boosting trust, SN, PEU, and ATB as mediators, the study found substantial results for all but one of the pathways between attitude toward behavior and intentions to start a business. This research reveals significant insights into the impact of social media on entrepreneurial intentions and the function of various mediators. The results show that online boosting and trust in social media followers indirectly influence students. This finding is consistent with studies that emphasize the importance of online networks to entrepreneurship [55]. Nowadays, students believe in the effectiveness of online tools. Trust plays an important role in the formation of entrepreneurial intentions. It refers to a belief in the effectiveness of online promotional tools. Students believe that online advertising and boosting will reach their intended audience. All these factors strengthen their intention to start an online business. ATB was found to be a key predictor of entrepreneurial intention [56]. A positive attitude toward entrepreneurship increases the likelihood of engaging in entrepreneurial activity [57]. Additionally, SN and PEU, commonly referred to as behavioral control, are crucial factors for the intention of becoming an online business owner. Perceived behavioral control encourages students to start an online business successfully [58].

6 Conclusion

This study has several practical implications for students, educators, and policymakers [59]. For students, the results will help strengthen their entrepreneurial intentions. This will boost the confidence of the students who are looking to start an online business in the online boosting method [60]. Believes in these areas can help students become entrepreneurs. This study has suggestions for educators. This study was conducted based on cross-sectional data, but future longitudinal studies with further constructs can support better understanding such as AI capabilities, technological self-efficacy, and culture adoption capabilities. To become competent with digital systems, universities need to include digital training in the entrepreneurship programs for students. Encourage students to engage with their social media following. The study suggests that policymakers should have easy access to digital training [61] and should implement entrepreneurship-supportive policies based on digital culture.

However, this study contributes to the existing literature on entrepreneurship by adjoin theory of planned behavior [62] and the role of social capital in online entrepreneurship [63]. This study introduces the concept of social media followers'

ties and trust as a crucial factor in online boosting. Social media followers' trust serves as a form of social capital. It broadens the perspective of aspiring entrepreneurs. The results show how trust in social media platforms can modulate entrepreneurial intentions [64]. The TPB framework integrates digital elements and social capital. This study improves our understanding of university students' intention to pursue online entrepreneurship.

This study has offered significant insights into the influence of social media followers and other mediators on the entrepreneurial inclinations of university students in online business [65]. Considering the results obtained, we can conclude that social media followers, online trust enhancement, SN, and perceived usability substantially affect students' aspirations to pursue entrepreneurship [66]. This study results proved that like traditional network system social media tries is going to play as the catalyst role as social capital that predicts the students plan for becoming entrepreneurship. The insignificance of the link between attitude toward conduct and entrepreneurial ambitions indicates that internal attitudes may be less influential than external social influences in the setting of internet business. Here the key vital elements motivate students are online boosting system instead of traditional advertising, subjective norms, perceived ease of use and most importantly the social media ties with followers and friends.

The findings highlight the growing importance of social media as a medium for entrepreneurship and the necessity for students to cultivate robust digital networks. They emphasize the significance of trust, subjective norms, and usability in promoting entrepreneurial endeavors in the digital realm. Future research may investigate the underlying causes for the non-significance of the attitude-behavior route and assess how various psychological or social factors might affect entrepreneurial ambitions across diverse circumstances. Finally, this study enhances the comprehension of the impact of digital tools and platforms on entrepreneurial behavior, establishing a basis for theoretical development and practical implementation in entrepreneurship education and practice.

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