



Use of Social Networking Sites among Undergrade-level Women and its Effect on their Plans to Start a Business

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Received: 12th October 2022

Accepted: 20th November 2022

Published: 6th December 2022

ABSTRACT

This study looks at how Facebook, Twitter, and Instagram have impacted the business interests of Bangladeshi college-aged women. The research methodology incorporates the technology acceptance paradigm and a model of technology adoption and usage. The survey was developed, checked for accuracy, and released to the public. According to the results, students' usage of social networking sites affects their confidence in their capacity to succeed and their desire to do so. These results have real-world and theoretical ramifications for policymakers and entrepreneurial education, such as using widely used yet cutting-edge communication and Internet tools to inspire young people to start their own businesses. In this analysis, we test the hypothesis that there is a connection between the time spent on social networking sites (SNS) and measures of confidence in, and desire for, starting one's own business. Over two hundred and fifty female students from Private Universities in Bangladesh participated in online questionnaires and correlation tests. More time spent on social networking sites is correlated with more serious business thinking and behavior. Students of all sexes and all ages use Facebook, but younger students and women in particular associate the platform with entrepreneurial aspirations and attitudes more strongly than their male counterparts. There is a greater understanding of the relationship between social media presence and entrepreneurship factors because to this research. The researchers sorted the interviewees' responses into four groups based on their findings: how often they used SNS, how much they felt supported by SNS, how secure they felt in their entrepreneurial conduct, and how ambitious they wanted to be as business owners' Important motifs were also determined for each class. Institutions of higher learning may and should use social media to promote and educate aspiring business owners.

Keywords: Female Entrepreneurship, Social Media, Private University, Undergraduate and Women Empowerment

INTRODUCTION

Interest in starting businesses has been rising rapidly in recent years. Over the last decade, Bangladesh's start-up ecosystem has expanded greatly, paralleling a worldwide pattern (Sultana, 2022). Jobs created and resources provided by entrepreneurs have a major role in eradicating poverty and fostering long-term economic growth. This is especially true for underrepresented demographics like young people and women (UNDP,2014). In Bangladesh, females account for over 50% of the population (Population and Housing Census, 2022). Now more than ever, female entrepreneurs in Bangladesh recognize the importance of their work. The pace at which women in Bangladesh are starting new businesses has increased dramatically in recent years. 2013's Economic Census data shows that the percentage of businesses led by women rose to 7.21%, up from 2.80% in 2003. (Mujeri, 2019). According to a 2019 research by the Centre for Research and Information (CRI), the percentage of women who are self-employed has risen dramatically, from 31% in 1996 to 39% in 2017. Women are increasingly becoming IT entrepreneurs in recent years. There is a notable number of women in Bangladesh who are running successful businesses online, although exact numbers are unavailable. According to a survey by Meta in the year 2022, over 70% of women-led enterprises in Bangladesh were launched on Facebook (Mehjabeen, 2022).

Recent research has looked at the reasons why people utilize SNSs as launchpads for new businesses. Social networking sites (SNS) have permeated every aspect of modern society, altering the way we live and do business (Kaplan and Haenlein, 2010). (Hennig- Thureau et al., 2010). The topic of whether or not young people's use of SNS causes them to be more open to taking risks and starting their own businesses arises in response to the widespread adoption and heavy reliance on SNS. From December 2016 to December 2021, the number of Bangladeshi internet users climbed by an astounding 86%. (BTRC, 2022). Users of social networking sites have grown quickly with the expansion of the internet. In January 2022, 29.7% of Bangladesh's population, or 49.55 million people, were active on social media (Datareportal.com). Women make up a significant percentage (32%) of all social network users. About 80% of users are under the age of 35. About half of the users are between the ages of 25 and 34. (napoleoncat.com).

One-third of Bangladeshis (27.82%) are young adults (15-29). (Population and Housing Census, 2022). BBS found that in 2016, among college grads, 10% were jobless due to a lack of suitable employment opportunities. And the rate of unemployment for women graduates is 2.5 times that of males (Parvez, 2018). Young people who get a quality education have a better chance of becoming productive adults who aid in the country's economic and social development. The genesis of an idea for a business may be traced back to the entrepreneur's original goals (Van Gelderen et al., 2008). Henley (2007) claims that the decision to become an entrepreneur often takes about a full year before a business is actually launched. That's why forecasting future entrepreneurial activities among recent college grads is the subject of a brand-new research.

Private college students were the primary focus of this article. Students at private universities tend to come from better-off backgrounds financially. A greater proportion of their parents have college degrees, and they have more professional experience in business, than students at similar public universities. Students at private universities benefit from a greater number of parental role models, as well as more access to financial resources and relevant expertise (Nobi, 2018). (Bhaskar and Garimella, 2017; Dutta et al., 2015; Adekiya and Ibrahim, 2016; Van Gelderen et al., 2008).

OBJECTIVES OF THE STUDY

This research aims to evaluate the present status of the influence of social networking sites on entrepreneurial intention in undergraduate female students. The specific objectives are given below:

- Identifying the social networking sites that influence the entrepreneurial intention of female students in Bangladeshi private universities.
- Keeping track of the relationship between the usage of social networking sites and intention of entrepreneurship.
- To understand how Bangladeshi female students view social networking sites as a catalyst for entrepreneurship.

RESEARCH QUESTIONS

This study's overarching goal is to learn how social media influences the aspirations of Bangladeshi undergraduate female students. The following questions are addressed:

1. How much do social networking sites (SNS) influence the entrepreneurial mindset of undergraduate female students?
2. Do undergraduate female students recognize the value of social networking sites for entrepreneurial endeavors?
3. What characteristics promote entrepreneurship among undergraduate female students?

RESEARCH PROBLEM (RESEARCH GAP):

The sample for this study consists of female students from private universities in Bangladesh. Future research should ask male and female students at public and private universities and apply qualitative techniques to determine why social media influences entrepreneurial beliefs and attitudes. Finally, going forward, research should develop and assess innovative instructional approaches that detail steps and particular applications of social media to fortify entrepreneurial beliefs and attitudes. Despite these caveats, the data offered in this study is helpful as a starting point for further exploration.

REVIEW OF LITERATURE

Various definitions of student entrepreneurs and student entrepreneurship may be found in academic works. "Dream Merchants" is what the student business community dubbed themselves (Purewal, 2001). Student entrepreneurs take classes and run businesses that generate new ideas and income while still in school. To wit: (Marchand & Hermens, 2015). Universities provide them with resources like classrooms and laboratories, as well as funding opportunities to develop new goods and procedures (Mars et al., 2008). Student entrepreneurs often maintain connections with their universities even after they have graduated (Politis et al., 2011). Rwigema & Venter (2004) provided a definition of student entrepreneurship as graduate entrepreneurship, which they defined as the steps taken by college grads who have decided to pursue entrepreneurship as a vocation.

The authors of this research explored the topic of student female entrepreneurs. While the concept of entrepreneurship has often been associated with men or viewed agnostically, nowadays more and more women are making strides in what was formerly considered a male-dominated industry (Santos et al., 2020). Entrepreneurship among women may be described as the decision of individual women to pursue business ownership as a means of economic independence (Mashingaidze, 2022). Entrepreneurship includes the procedures of starting and running a firm (De Arajo et al., 2020), engaging in proactive management to implement novel ideas (Golic, 2019), and taking calculated financial risks in pursuit of financial gain (Aggrawal, 2019).

The entrepreneurial process may be broken down into two distinct phases. To begin with, there is the process of developing an entrepreneurial mindset, and then there is the actualization of that mindset in action. All entrepreneurial activity springs from the entrepreneur's purpose, which may have a beneficial impact on their actions (Kong et al., 2020).

The purpose of this research was to examine the factors that influence the decision to start a business. There is no agreed-upon definition of entrepreneurial purpose in the literature (Sweida and Reichard, 2013). Isiwu and Onwuka (2017) define entrepreneurial intention as the "want, wish, and hope" of a person to start their own business. The entrepreneurial mindset is the intentional mental state that drives one toward a certain objective (Vesalainen & Pihkala, 2000). According to studies, the aspiration to be an entrepreneur is the most important predictor of actual entrepreneurship (Van Gelderen et al., 2008, Wong & Choo, 2009). Individuals are influenced to become entrepreneurs after being exposed to a variety of circumstances (Turulja et al., 2020). This kind of thinking underlies many existing studies on entrepreneur motivation. This justification is supported by the notion of planned conduct (Ajzen, 1991). Attitude toward the activity (want to be self-employed), subjective norm, and perceived control (relative degree of ease in achieving the behavior) are the three predictors of intention proposed by the TPB (Ajzen, 1991). The Entrepreneurial Event Model (EEM) was created by Shapero and Sokol (1982), and it asserts that perceived feasibility, probability to act, and perceived desirability are three determinants of entrepreneurial intention (Dabic et al., 2012; Urban and Kujinga, 2017). Similar predictors are proposed by TPB (Ajzen, 1991) and EEM (Shapero, Sokol, 1982). The factor of perceived desirability is similar to an attitude toward the act, while the part of perceived feasibility is similar to the feeling of being in control of one's actions (Dabic et al., 2012;

Krueger and Brazeal, 1994). Previous research suggests that a heightened sense of possibility or appeal may increase the likelihood that a person would take the initiative to start their own business (Fitzsimmons and Douglas, 2011; Wang et al., 2011; Dabic et al., 2012).

One's outlook is the determining factor in whether or not an entrepreneur's idea will come to fruition (Bhaskar and Garimella, 2017). The informal (social) support of friends and family (Engle et al., 2011), formal (structural) support of institutions (Goyanes, 2015), and so on have all been investigated as potential influences on the decision to start a business. Physical infrastructure, accessible talent, governmental regulations, and formal and informational networks within a geographic area are all aspects that researchers think have a role in influencing people's decisions (Sperber & Linder, 2018). Entrepreneurial intention may be influenced positively by factors such as stable income, personal inventiveness and creativity, low entry barriers, and independence, or negatively by factors such as the need for start-up capital, a lack of relevant expertise, and the potential for significant losses (Bhaskar and Garimella, 2017). To further our comprehension of purpose, several research have included additional considerations. One of them is a focus on teaching students how to start their own businesses (Millman et al., 2010; Adekiya and Ibrahim, 2016; Dabic et al., 2012; Sánchez, 2013). University students' interest in entrepreneurship is sparked by entrepreneurship education, which also equips them with relevant information and expertise and inspires individual technological innovation (Dutta et al., 2015). Other predictors of intent include one's gender (Wilson et al., 2007; Van Gelderen et al., 2008; Haus et al., 2013; Daz-Garca and Jiménez-Moreno, 2010; Sweida and Reichard, 2013; Miranda et al., 2017), one's cultural background (Adekiya and Ibrahim, 2016), one's professional history, one's parental role models (Adekiya and Ibrahim, 2016; Van Gelderen et al., 2008; Bhaskar and Garimella, 2017). Entrepreneurial self-efficacy has been shown to be a significant predictor of entrepreneurship intentions (Ajzen, 1991; Wilson et al., 2007; Dáz-Garcá and Jiménez-Moreno, 2010; Krueger et al., 2000; Krueger and Brazeal, 1994). Differences between self-efficacy and locus of control (Wilson et al., 2007). Individuals who are self-confident in a variety of contexts are said to have high self-efficacy. Whereas locus of control refers to a person's sense of agency in many contexts (Wilson et al., 2007). may have a role in determining whether or not to launch a new business (Bhaskar and Garimella, 2017),

An individual's aspirations to start a business are shaped by his or her own sense of what is possible and what is desirable (Urban and Kujinga, 2017). Individuals are enticed to begin their

own businesses for a variety of reasons, both internal and external to themselves. Instead, the term "perceived feasibility" refers to how confident people feel in launching their undertakings, taking their attitudes and expected returns into account (Dabic et al., 2012; Krueger et al., 2000).

Social networking services (SNS) enable individuals to connect with and learn more about others who have similar interests and activities. From an information technology standpoint, social networking services (SNS) are a suite of free, accessible, and user-friendly web-based programs that facilitate user-to-user communication, file sharing, project management, and content creation via group efforts (Kaplan and Haenlein, 2010; Zheng and Zheng, 2014). People have a natural tendency to form communities with others who have similar interests and values. The foundation for the idea of social networking rests on this realization. Friends and followers on social media platforms work together on projects, ideas, and businesses (Mayfield, 2007).

Social media platforms help business owners with customer connection management, gaining access to information about market prospects, and coordinating the collection and allocation of necessary resources (Cheng & Shiu, 2019; Coral De Zubieli & Jones, 2020; Drummond et al., 2018). In addition to assisting business owners in better managing their online connections, SNS also aids them in bolstering the offline ties upon which their businesses rely (Smith et al., 2017; Thomas et al., 2020; Wang et al., 2019). Social networking services have the potential to facilitate a company's quick expansion (Kirakosyan, 2014). Young businesspeople and students take use of the potential of SNS and its applications by using them to run their businesses, reach new audiences with their messages, and test the viability of their goods in unexplored areas (Nasir et al., 2017). The timely and more detailed information made available by SNS allows users to better use the knowledge and resources of their extended social network, increasing their "social capital" and hence their chances of success in the business world (Orlikowski, 2002). Their foray into entrepreneurship is aided by the wealth of new information at their fingertips and the expanded availability of useful skills and tools. In this way, more SNS use leads to a larger offline social network, which in turn offers the support system essential to launching a successful business (wang et al., 2019).

Several studies on women company owners have shown that social networking sites have opened up new avenues of opportunity for women entrepreneurs to pursue (Genç and Oksuz, 2015; Cesaroni et al., 2017; Mukolwe & Korir, 2016; Upkere et al., 2014; Melissa et al., 2013; Oke,

2013). Some mutual benefits have been found between SNS and women entrepreneurs in developing countries, and these have been shown to increase entrepreneurial intention. These benefits include profiting from idle time, low investment and operating cost, work-life balance, autonomy, and participation in decision-making due to secure financial positions. Lessening the bar for computer proficiency (Melissa et al., 2013; Upkere et al., 2014; Vivakaran & Maraimalai, 2016; Cesaroni et al., 2017).

The importance of an entrepreneur's belief in his or her own abilities to succeed is growing in tandem with the development of cognitive theory. The ability to believe in one's own abilities as an entrepreneur is a strong predictor of entrepreneurial desire (Franke, 2004). (Chen et al., 1998). The ability to believe in one's own abilities is important to the success of any venture.

The ability to believe in one's own success as an entrepreneur is crucial (Chen et al., 1998). It's the engine that propels business owners' actions. Belief in one's own entrepreneurial prowess is another intangible that contributes to success. There will be an increase in the number of innovative college students who take risks. With hands-on experience in the entrepreneurial process, students gain the self-assurance necessary to pursue their own business ideas. Potential financiers are more willing to put money into ventures in which they have faith. Therefore, self-belief as an entrepreneur is a robust predictor of action.

Research Framework

A structural model with three hypotheses was developed in this study (Figure 1) to analyze how social networking sites (SNS) affect undergraduate female students' aspirations to start their businesses at private universities in Bangladesh.

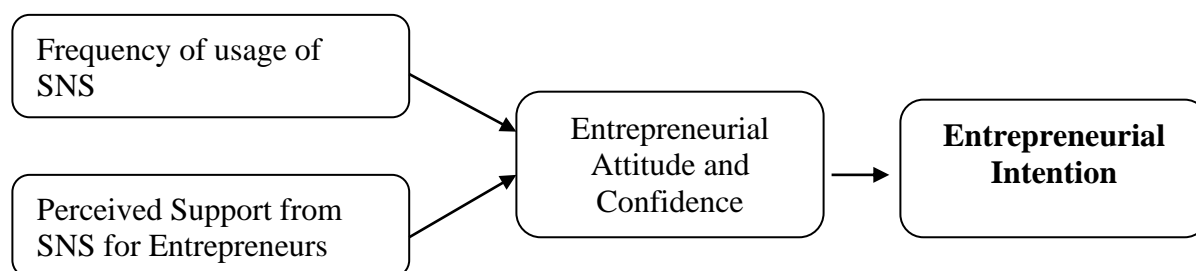


Figure 01 – The Theoretical Framework

H1. There is a relationship between the frequency of usage of SNS and Entrepreneurial attitude & confidence.

H2. Perceived support from SNS for Entrepreneurs has a positive relationship with Entrepreneurial attitude and confidence.

H3. There is a positive relationship between entrepreneurial confidence and entrepreneurial intention.

METHODOLOGY

Research Design

The study used a mix of primary and secondary data. This study ontologically aims at portraying a big picture from a small-scale survey and interviews, including the nature of women's entrepreneurship. Epistemologically this study searches for valid and legitimate knowledge and communicates the understanding of women's entrepreneurship to Bangladeshi female business students. This study holds an interpretative philosophy associated with creating new, richer insights, experiences, and interpretations of the social networking world and its contexts. The in-depth analysis of the research subjects, materials, and data makes the study an ontological study.

The methodological choice of this study is a mixed method whereby both qualitative and quantitative approaches will be used. Semi-structured in-depth interviews, focus group discussion (FGD), and observation of the study participants would be deployed to get primary data. Secondary data was collected from Bangladesh Economic Census, the National Survey of SME Contribution in Bangladesh, the Bangladesh Economic Review, Different Governmental Continuous Surveys, Relevant books, papers, articles, and Journals & Official website of the SME Foundation.

Sampling

The overall goals of the study are to investigate the backgrounds of successful undergraduate female student entrepreneurs in Bangladeshi private universities to understand women students' economic empowerment better. In addition, case studies will be used to investigate the best

practices of successful undergraduate female student entrepreneurs and review regulations to promote a welcoming business climate.

Entrepreneurs were chosen from different private universities in Bangladesh using the snowball sampling technique using in-depth interviews. As this study will cover the successful undergraduate female student entrepreneurs in Bangladesh, the study also got the sense of judgmental sampling. With purposive sampling, also known as judgmental sampling, one needs to use judgment to select cases that best enable them to answer the research questions and meet the objectives (Saunders et al., 2016).

Measurement

However, the study's target population was female undergraduates in private universities in Bangladesh. Undergraduate students were requested to fill out the online survey because teaching entrepreneurship is becoming increasingly important in universities across the globe (Kucel et al., 2016). Independent and dependent variable data were acquired utilizing a structured online and face-to-face survey. Three hundred undergraduates who took entrepreneurial classes last semester received surveys. Only 235 students responded (78.3%). Perceived SNS support, SNS usage frequency, entrepreneurial attitude and confidence, and entrepreneurial intention are independent and dependent variables. All responses was measured on a five-point scale from "1=strongly disagree" to "5=strongly agree."

Statistical analysis

The data will be analyzed through qualitative and quantitative research tools as given in the following table:

Table 1: *Research tools based on objectives*

Objectives	Qualitative/ Quantitative Research Tools
a) Identifying the social networking sites	Descriptive Statistics through SPSS
b) Tracking the relation between the usage of SNS and Entrepreneurial Intention	Regression Analysis
c) Perceived Support of SNS as a catalyst for entrepreneurship	Regression Analysis.

Analysis and Findings

The following table shows that there were 21 first-year students (8.93%), 36 second-year students (15.32%), 83 third-year students (35.32%), and 95 fourth-year students (40.43%) within the sample. When responses were split down by profession, business administration students made up the largest percentage (54.04%). Of all the pupils, those between the ages of 18 and 21 made up 39.57 percent. The remaining students' ages spanned from 22 to 30, inclusive. One segment of the survey inquired about respondents' use of social networking sites. Most respondents (41.28%) said they had been using social networking sites for more than three years when asked how long they had been using them. The average daily time spent by users on social networking sites was also analyzed. In all, 64.68 percent of respondents were found to spend no more than six hours per day on social networking sites, whereas 22.56 percent spent no less than nine hours per day on these sites. The majority of students who participated in the poll (33.62%) reported having more than 500 total friends across all of their social media profiles. Based on the data in the table below, it is clear that Facebook is the most popular social networking site among female undergraduate students (88.09%), while YouTube comes in at a distant second (82.55%).

Table 2. *Statistics Descriptive*

No.		Total Sample	Response %
1.	Semester/Year		
	(a) First Year (1 st & 2 nd Semester)	21	8.93%
	(b) second year (3 rd & 4 th Semester)	36	15.32%
	(c) Third year (5 th & 6 th Semester)	83	35.32%
	(d) Fourth-year (7 th and 8 th semester)	95	40.43%
2.	Department		
	(a) Business Administration	127	54.04%
	(b) Science Related	43	18.29%
	(c) Social Science	61	25.96%
	(d) Others	4	1.71%
3.	Age (%)		
	(a) Between 18 and less than 22	93	39.57%
	(b) Between 22 and less than 30	142	60.43%
4.	Social media sites that you use frequently-		
	(a) Facebook	207	88.09%
	(b) Instagram	187	79.57%
	(c) Tik Tok	143	60.85%
	(d) Twitter	54	22.98%
	(e) WhatsApp	97	41.28%
	(f) YouTube	194	82.55%

	(g) IMO	58	24.68%
	(h) Others	27	11.48%
5.	How long have you been using SNS? (%)		
	(a) Less than 6 months	23	9.78%
	(b) Between 6 months and less than 1 year	52	22.13%
	(c) Between 1 year and less than 3 years	63	26.81%
	(d) More than 3 years	97	41.28%
6.	Time spends daily on SNS (%)		
	(a) Less than 3 hours	23	9.78%
	(b) Between 3 hours and less than 6 hours	152	64.68%
	(c) Between 6 hours and less than 9 hours	53	22.56%
	(d) More than 9 hours	7	2.98%
7.	Number of contacts/friends having on SNS (%)		
	(a) Less than 100 friends	6	2.55%
	(b) Between 100 friends and less than 300 friends	37	15.75%
	(c) Between 300 friends and less than 500 friends	78	33.19%
	(d) Between 500 friends and less than 1000 friends	79	33.62%
	(e) More than 1000 friends	35	14.89%

This study used a survey that consisted of two different items. The minimum and maximum numbers are within the range of 1 to 5. Additionally, the number of responses for each item is included in Table #3. The range of mean values across all the components is from 3.19 to 4.65. The range of values for the standard deviation is from 0.719 to 1.235.

Table 3: Descriptive Statistics

Perceived Support of Social Networking Sites		N	Min	Max	Mean	St.d
1.	Social media is a great medium to attract new or old customers.	235	1	5	4.43	0.776
2.	Social media help initial Start.	235	1	5	4.19	0.987
3.	Social media is a great forum for communication among peers	231	1	5	3.89	0.921
4.	Any social media website can be used for business purposes	211	1	5	3.87	1.106
5.	Social media increased my product or service sale/demand	205	1	5	3.19	0.871
6.	My company may have a presence on all of the popular social media networks.	188	1	5	4.25	0.763
7.	Posting new content regarding a product or service on social networks is easy and inexpensive.	235	1	5	4.49	0.961
8.	Social media is a great medium to provide customer service	223	1	5	4.18	0.921
9.	Social media followers can be converted into customers	198	1	5	4.56	0.745
10.	The use of social media increased the market share of a company.	209	1	5	4.14	0.786
11.	Social media is a new paradigm for entrepreneurship growth.	196	1	5	3.76	0.956
12.	I feel it is a strategic necessity to use social media to compete in the marketplace.	222	1	5	3.91	0.911

13	I think privacy policies are effective on social networking sites	187	1	5	3.23	1.235
Attitude and Confidence towards Entrepreneurship						
14	I trust myself.	213	1	5	3.91	1.112
15	I am certain that I would be successful.	197	1	5	3.87	0.873
16	I know enough to start a business.	173	1	5	3.62	0.915
17	It would be very easy to do.	198	1	5	3.47	0.843
Entrepreneurial Intention						
18	I have some friends who have started or are starting an online business.	169	1	5	4.65	0.781
19	My best friends think I should start a new company in the future.	157	1	5	4.38	0.753
20	Being an entrepreneur implies to me more advantages than disadvantages.	211	1	5	4.51	0.869
21	A career as an entrepreneur is attractive to me.	231	1	5	4.21	0.917
22	Among various options, being an entrepreneur would entail great satisfaction for me	200	1	5	3.62	0.819
23	I am determined to create a firm in the future.	217	1	5	3.78	0.719
24	I will make every effort to start and run my firm.	193	1	5	3.39	0.937
25	The likelihood that I will ever run my own business is very high.	186	1	5	4.58	0.951

Table 4: Reliability Analysis

Sl.	Constructs	N	Number of Items	Cronbach's Alpha
1.	Perceived Support of Social Networking Sites	235	13	0.776
2.	Attitude and Confidence towards Entrepreneurship	235	4	0.876
3.	Entrepreneurial Intention	235	8	0.816

The reliability analysis is performed to ensure the measures are consistent among themselves. Cronbach's alpha ranges from 0.776 to 0.876 in Table 4. If the value is near 1, then it can be relied upon. Cronbach's alpha for the measure of support from SNS was 0.776; for the measurement of attitude and confidence in entrepreneurship, it was 0.876; and for the measure of entrepreneurial intent, it was 0.816. Study Significant at the **0.01 and *0.05 levels; Cronbach alpha is indicated in the diagonal by parenthesis.

Table 5: Regression Analysis for hypothesis tests

Entrepreneurship Intention is a dependent variable

Regression Coefficients								
Predictors	Beta	SE	R	R ²	Adjusted R ²	t-test	F	Sig. F

Frequency of usages	0.63	0.59	0.52	0.33	0.43	2.92	2.53	0.01
Perceived Support from SNS	0.80	0.87	0.80	0.58	0.41	3.09	9.76	0.01
Entrepreneurial Attitude & Confidence	0.61	0.69	0.61	0.37	0.36	2.13	7.19	0.02
ANOVA Test								
	<i>df</i>	<i>F-test</i>			<i>Significance F</i>			
<i>Regression</i>	3	178.59			0.000			
<i>Residual</i>	172							
<i>Total</i>	175							
Regression Statistics								
<i>Multiple R</i>	0.83	<i>Adjusted R²</i>			0.41			
<i>R²</i>	0.48	<i>Standard Error</i>			1.0023			

The coefficient is statistically insignificant at the 1% level. Table No.6 displays the regression analysis results that illustrate how frequently using social media correlates with an intent to begin a business. The correlation between social media use and the desire to strike out on one's own is calculated as 0.63. A positive effect of less than 1% is statistically significant. The influence of the variable of how often one uses social media is good, as indicated by the value of Adjusted R² = 0.41 F test (F Statistics = 178.59). These results lend credence to the hypothesis. The study's preliminary result is that business owners understand the value of social media and networks for maintaining relationships with clients and partners and boosting the visibility of their brand internationally. Ultimately, it encourages business owners to enhance their standards and produce higher-quality goods. The data examination confirms a positive correlation between students' expectations of social media's support for entrepreneurship and their actual entrepreneurship behavior. When launching a product, social media is invaluable since it helps spread the word and provides a forum for collecting immediate consumer feedback.

The analysis of variance reveals that the approach has high statistical validity (F = 178.59). Regression analysis showed, for instance, that the theoretical model is modestly predictive, with attributes of Entrepreneurship Intention explaining 41% of the variance in Social Media Support (adj. r-square =0.41). The results of the preceding table indicated that all three of the predictors used in the regression analysis were statistically significant. The student's intention to become an entrepreneur was the most considerable influence, followed by the student's frequency of using social media and their perception of receiving support. All three of these associations were presumed to be beneficial. Therefore, the regression findings approved H1, H2, and H3.

Hypotheses Testing

Hypothesis 1# There is a relationship between the frequency of usage of SNS and Entrepreneurial attitude & confidence.

The data suggest a statistically significant, positive, and robust association between the frequency of SNS usage and entrepreneurial attitude and confidence at the significance level of 0.01.

As indicated in the table, a simple regression analysis was done to determine the correlations between entrepreneurial attitude and confidence.

Social media usage influences student entrepreneurship ($F = 2.53$ at 0.05), and the beta is positive. The adjusted R^2 demonstrates that Entrepreneurial Attitude and Confidence account for 43% of the variance in the frequency of SNS usage. The correlation analysis supports these results. Consequently, the hypothesis is acceptable.

Hypothesis 2: Perceived support from SNS for Entrepreneurs has a positive relationship with Entrepreneurial attitude and confidence.

It is evident from the results that Perceived support from SNS for Entrepreneurs has a statistically significant, positive, and robust association with entrepreneurial mindset and confidence. This association between Perceived assistance from SNS for Entrepreneurs and Entrepreneurial Attitude and Confidence was determined using straightforward regression analysis.

Perceived support from SNS has a favorable effect on entrepreneurial attitude and confidence ($F = 9.76$ at 0.01), and it also positively influences beta. According to the adjusted R^2 statistic, entrepreneurial mentality and confidence account for 41% of the variance in Perceived support from SNS. The correlation analysis confirms these results. Consequently, we can assert that the hypothesis is accurate.

Hypothesis 3: There is a positive relationship between entrepreneurial confidence and entrepreneurial intention.

The results of this study show a significant association ($R=0.61$) between entrepreneurial confidence and entrepreneurial intention at the 0.05 level of significance. We also found that the connections between entrepreneur confidence and entrepreneurial intention were secure using fundamental regression analysis. Features of entrepreneurial confidence have a favorable effect on both entrepreneurial intent and Beta ($F = 7.19, p 0.02$). The adjusted R^2 value indicates that the variables of entrepreneurial intention explain 36% of the variance in entrepreneurial confidence. Since this results table conforms with the correlation analysis presented below, we accept the hypothesis.

Table 6: *Entrepreneurial Attitude & confidence/ Entrepreneurial Intention Relation*

Specifics	Mean	Std. Dev	1	2	3
Entrepreneurial Attitude & Confidence	3.07	0.14	(0.81)		
Entrepreneurial Intention	3.56	0.54	*0.57	**0.66	(0.87)

Study Significant at the **0.01 and *0.05 levels; Cronbach alpha is indicated in the diagonal by parenthesis.

CONCLUSIONS

This research looks at whether and how social media network (SNS) participation and trust affect the choice to launch a new venture. This study's results provide support to the idea that widespread distribution through social media may help remove barriers of all kinds. When it comes to starting a business, social media platforms are often regarded as strong, efficient, and low-cost options for young people. The results suggest that students' entrepreneurial intention is influenced by their use of SNS and their awareness of such sites as tools and venues to practice and perform entrepreneurial activity. In light of these findings, we call for the introduction of regulations and guidelines that facilitate efficient and effective use of social media. If companies are going to succeed in the future, they need to be able to take advantage of social media.

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