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Social media and technopreneurial intention: a model based on technopreneur development

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Abstract

The objectives of this research are to determine the technopreneurial perception, attitude and belief on the technopreneurial intention. As a method, an administered survey level of technopreneurial intention and social media usage will be randomly distributed to Malaysian technopreneur and will be analyzed. In result, most of the respondents agreed that the Psychological Attributes do influence technopreneurial intentions with Attitudes has the highest agreeableness values, followed by self-efficacy and perceptions. As a conclusion, the respondents' technopreneurial intentions are highly influences by their attitudes in using social media, followed by their self-efficacy and perception of other people surround.

Keywords: Technopreneurial Intention, Social Media.

Medios sociales e intención tecnopreneurial: un modelo basado en el desarrollo de tecnopreneur

Resumen

Los objetivos de esta investigación son determinar la percepción, actitud y creencia tecnopreneurial sobre la intención tecnopreneurial. Como método, un nivel de encuesta de intención tecnopreneurial y uso de redes sociales se distribuirá al azar al tecnopreneur de Malasia y se analizará. En consecuencia, la mayoría de los encuestados estuvieron de acuerdo en que los Atributos psicológicos sí influyen en las intenciones tecnopreneuriales con Actitudes tienen los valores más altos de amabilidad, seguidos de la autoeficacia y las percepciones. Como conclusión, las intenciones tecnopreneuriales de los encuestados son altamente influenciadas por sus actitudes en el uso de los medios sociales, seguidas por su autoeficacia y la percepción de las personas que lo rodean.

Palabras clave: Intención Tecnopreneurial, Redes Sociales.

1. INTRODUCTION

Technology entrepreneurship is a branch of entrepreneurship that deals with technology (Kamariah et al., 2009). A technopreneur could be understood as a new age entrepreneur who makes use technology to come out with something new or to make some innovations. Technopreneurs shares the same determinants of entrepreneur's behavior such as one's needs, drives, attitudes, belief and values as both are entrepreneurs. Further in the Discussion Agenda: Youth Social Technopreneurship Conference, which was held on October 27, 2005 as part of the United Nations Week 2005, Burnett (2005) used the word social technopreneur to refer to an entrepreneur

who has the motivational spirit and creativity to explore and exploit new technological opportunities in order to promote development, and to improve the environment gradually (Anjum et al., 2012; Mancini, 2015; Kontsevaia and Berger, 2017). Due to these reasons, it would be amenable to use technopreneurial intention on a modified entrepreneurial intention model with innovation and creativity as the value added. In order to promote technopreneurship, it is crucial to investigate the factor that might affect an individual's intention towards the new business venture, especially among young people (Norida et al., 2010).

As today, there are three proposed hypotheses developed from the previous study.

H1: There is a relationship between technopreneurial perception and technopreneurial intentions mediated by Social media usage.

H2: There is a relationship between technopreneurial attitude and technopreneurial intentions mediated by Social media usage.

H3: There is a relationship between technopreneurial belief and technopreneurial intentions mediated by Social media usage.

2. TECHNOPRENEURSHIP IN MALAYSIA

As a newly developed country with a population of nearly 32 million in 2016, Malaysia has been exerting efforts on transforming its current production-based economy into knowledge-based economy. As such country is embarking on fostering technology entrepreneurship by concentration on the development of technopreneurs as a key element in enhancing the contribution of ICT (Information and Communication Technology) to promote growth. In the Malaysian context of the discussion, the term technopreneur normally refers to ICT-based entrepreneurs. Realizing the importance of technopreneurship, the government has created the technopreneur Flagship Application, which is one of the parts in the Multimedia Super Corridor (MSC). Its objectives are to spawning a critical mass of SMEs and start-up involved in information and communication technology, biotechnology and other life sciences and creating a nucleus for the physical rollout of the MSC nationwide. Along with this vein, the flagship is designed to develop more talents through skill-based training programs in the area such as leadership, negotiation and cross-cultural marketing.

2.1 Technopreneurial intention

The technopreneurial intention is a personality trait in which people embrace the way of their thinking in emphasizing the opportunities to create a new value and strengthen their career, especially for graduates in Malaysia. More recently, the creative

application of technology as social innovation to keep communities informed, marketing and promoting products using social media such as Facebook, Instagram, and twitter has become tremendous electronic commerce (e-commerce) tool and a platform for young entrepreneurs, not only to sell goods and services but also to interact and connect with customers. Social media also has proven to be as an inexpensive platform to implement retailing and marketing promotion. In the United States, a combination of policy incentives, relatively open immigration policies, and many other structural factors, coupled with a culture of determination and motivation, accounts for that nation's entrepreneurial success. The Global Entrepreneurship Monitor reports that the United States consistently exhibits one of the highest entrepreneurship rates among the developed countries from North America, Europe, and Asia.

The theoretical framework of this study is built on Ajzen's (2002) Theory of Planned Behaviour that suggests that the immediate antecedent of behaviour is the intention to perform a given behaviour. The intention is a direct antecedent of real behaviour; and the stronger the intention for behaviour, the bigger the success of behaviour prediction or actual behaviour. Krueger et al. (2000) and olvereid & Isaksen claim that intentions are the single best predictor of most planned behaviour, including entrepreneurial behaviour. Since Technopreneurs shares the same determinants of entrepreneur's behavior such as one's needs, drives, attitudes, belief and values as both are entrepreneurs, therefore this theoretical framework is used to find the antecedents of technopreneurial intention across multiracial

youth on social media use in Malaysia. According to Ajzen's (2002) TPB model, intentions are determined by subjective norms, personal attraction or attitude and perceived behavioural control. In the context of technopreneurship, subjective norms refer to the technopreneurial perception of what a person's reference group such as family, friends or significant others would think about performing entrepreneurial behaviour or whether they approve or disapprove of the entrepreneurial decision (Noor et al., 2018).

In general, subjective norms tend to contribute more weakly on intention depending on the individuals' propensity to conform and personality characteristics (Armitage and Conner, 2001). Attitude toward the behaviour or personal attraction refers to the degree to which the individual holds an overall positive or negative personal valuation about being a technopreneur. Ajzen (2005) claims that people develop technopreneurial attitudes based on the beliefs they hold about the consequences of performing the behavior. Such consequences include both intrinsic and extrinsic rewards as financial rewards, independence/autonomy, personal rewards and family security, all of which do influence favorably the intention to start a business (Choo and Wong, 2006). Perceived Behavioural Control refers to an individual's belief and confidence in his/her capability in performing as an entrepreneur and realizing control and success in entrepreneurial activity (Ajzen, 2002). In the context of technopreneurial activity, it can also be called technopreneurial self-efficacy. Ajzen (2005) refined the Theory of Planned Behavior model by expanding or adding new variables; namely, demographic, personal,

social and environmental factors which can be antecedents of entrepreneurship behaviour. Therefore we included social Media's factors in our model to investigate how they contribute to technopreneurship intention.

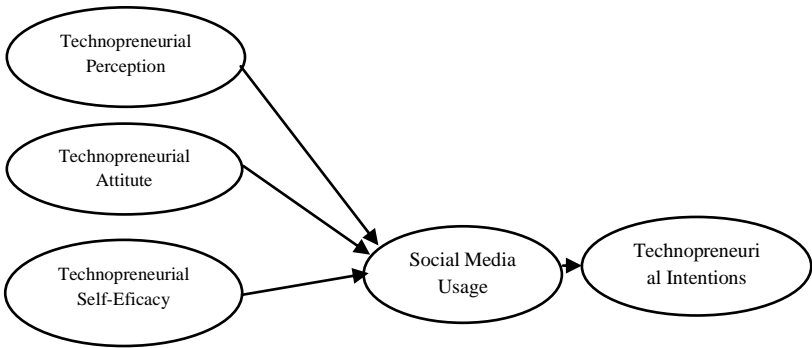


Figure 1: Model of Social Media and Technopreneurial Intention

3. RESULT AND DISCUSSION

Table 1 shows the results of social media users' demography profile with respondents' age, below 24 years old, 15 (25 percent), 25 to 44 years old, 29 (48.3 percent) and more than 45 years old 16 (26.7 percent). 25 (41.7 percent) of them are employed and 35 (58.3 percent) are unemployed. Their education level, 5 (8 percent) are in primary school, 15 (25 percent) are in secondary schools and 40 (67 percent) of them are whether in or have gone through tertiary education. 20 (25 percent) of the respondents are married and 40 (75 percent) are still single.

Table 1: Demographic Profile

Variable	Demographics	Frequency	Percentage	Mean	Standard Deviation
Age	≤ 24 years old	15	25.0%	2.02	0.833
	25 – 44 years old	29	48.3%		
	≥ 45 years old	16	26.7%		
Employment	Employed	25	41.7%	1.58	0.506
	Unemployed	35	58.3%		
Education Level	Primary School	5	8%	2.58	1.003
	Secondary School	15	25%		
	Tertiary Education	40	67%		
Marital Status	Married	20	25%	1.67	0.527
	Single	40	75%		
N = 60					

Table 2: Correlation Values

Variables	Age	Perception	Attitudes	Self-Efficacy	Technopreneurial Intentions
Age	1				
Perception	0.056	1			
Attitudes	0.145	0.316	1		
Self-Efficacy	0.126	0.453	0.452	1	
Technopreneurial Intentions	0.052	0.314	0.648	0.631	1

Table 2 above indicates the correlation values between the psychological attributes of using social media and technopreneurial intentions. Attitudes of using social media are highly positive related to technopreneurial intentions ($r = 0.648$), Self-efficacy is also highly positive correlated to technopreneurial intentions ($r = 0.631$) and the relationship between perception of others in using social media and technopreneurial intentions is only positively moderate ($r = 0.314$). It can be concluded that the respondents' technopreneurial intentions are

highly influenced by their attitudes in using social media, followed by their self-efficacy and perception of other people surround. As for the respondents' age, it shows that there is almost no correlation with technopreneurial intentions ($r = 0.052$) which indicates age does not influence their intentions.

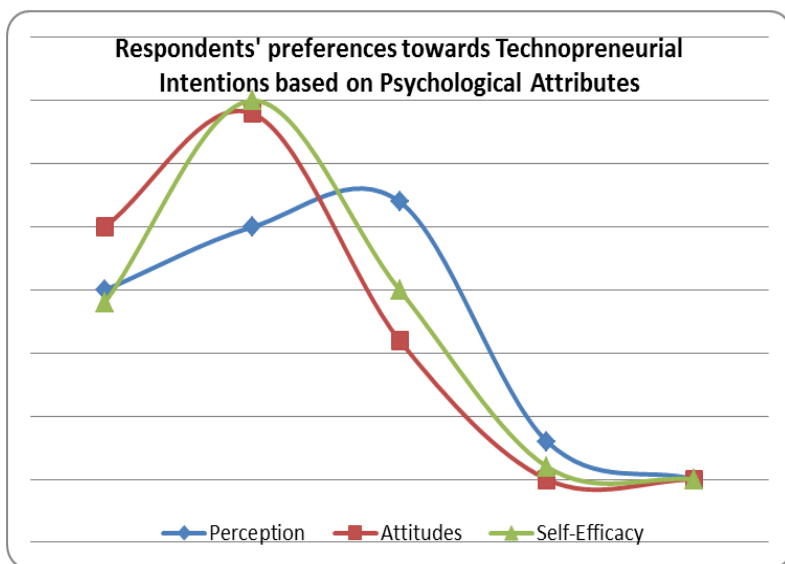


Figure 2: Respondents' preferences towards Technopreneurial Intentions based on Psychological Attributes

Based on Figure 2 above most of the respondents agreed that the Psychological Attributes do influence technopreneurial intentions with Attitudes has the highest agreeableness values, followed by self-efficacy and perceptions. Both attitudes and self-efficacy are from the respondent's own intentions as compared to perception which influenced by others.

4. CONCLUSION

Many young technopreneurs used the social media for their businesses. Even though the adoption of social media as a business platform can be defined as a practice of applying social media as a tool in operating a business, research shows that young Malaysian do not have enough confidence to be an entrepreneur. With reference to the research results, it was established that in spite of the chosen study program, young people studying in the higher education institution are inclined to seek entrepreneurship after completion of the studies. It also appeared that the chose study program differently impacts students' intentions to seek for entrepreneurship. Due to these reasons, it would be amenable to use technopreneurial intention on a modified entrepreneurial intention model with innovation and creativity as the value added. Based on the finding above, it can be concluded that the respondents' technopreneurial intentions are highly influenced by their attitudes in using social media, followed by their self-efficacy and perception of other people surround. Therefore, the new model of technopreneurial intention that has been proposed in this research could contribute to developing a specific way to view technopreneurial intention towards starting a business among Malaysian.

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