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The effect of social networking platforms on entrepreneurial intention among millennials in Gauteng, South Africa

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A research report submitted to the Faculty of Commerce, Law and Management, University of the Witwatersrand, in partial fulfilment of the requirements for the degree of Master of Management specialising in Entrepreneurship and New Venture Creation

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ABSTRACT

Orientation – The millennial culture has been shaped by the ability to adopt social networking sites rapidly, resulting in these sites gaining over a billion users in the last decade. These sites are easily accessible and inexpensive to use, allowing large and small businesses alike to easily access target markets and other potential stakeholders. Recent research has placed importance on finding new methods to foster entrepreneurial intention. Businesses need to take advantage of the ease with which these markets can be accessed. It is imperative to research these effects on entrepreneurial intention.

Motivation for the study – Unemployment and a decline in entrepreneurial intention is a key priority for the South African government. It is important for policy makers to create new methods of ensuring the creation of entrepreneurial intention.

Research purpose – The main objective of this research was to analyse the effect of social networking sites on entrepreneurial intention among millennials aged between 23 and 38 in South Africa.

Research design, approach, and method – This research followed a quantitative, cross-sectional approach, and took a deductive approach Questionnaires were sent to 222 millennials between the ages of 23 and 38 years, via Facebook, Instagram, and WhatsApp.

Main findings – This research found that perceived usefulness, perceived trust, and perceived privacy risk had a positive effect on the perceived feasibility of creating an entrepreneurial venture through social networking sites, while perceived ease of use had a negative effect.

Practical/managerial implications – The results of this research have practical implications for application developers and policy makers in education.

Key words: Perceived feasibility; perceived desirability; technological adoption model; model of entrepreneurial event; social networking sites.

DECLARATION

I, Joalta Pienaar, declare that this research report is my own work except as indicated in the references and acknowledgements. It is submitted in partial fulfilment of the requirements for the degree of Master of Management in the University of the Witwatersrand, Johannesburg. It has not been submitted before for any degree or examination in this or any other university.

Joalta Pienaar

Signed at ……

On the ……25th ……. day of ……February… 2020

DEDICATION

This thesis is dedicated to both of my parents, Hendrik and Joalta Pienaar. Without their constant love, support, and willingness to enable every crazy dream I have, I would not have been able to make it as far as I have.

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There are several people who should be acknowledged and thanked for their help and support this past year.

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To all my friends and family for completing my survey and sending it on to their contacts who fitted the criteria, a simple thank you will never be enough. By participating in this study, you have contributed to the understanding of new ways in which entrepreneurial intention can be created among millennials.

TABLE OF CONTENTS

ABSTRACT ..... **II**

DECLARATION ..... **III**

DEDICATION ..... **IV**

ACKNOWLEDGEMENTS ..... **V**

TABLE OF CONTENTS ..... **VI**

LIST OF TABLES ..... **XII**

LIST OF FIGURES ..... **XIV**

1. CHAPTER 1: INTRODUCTION **1**

1.1 THEORETICAL BACKGROUND TO THE STUDY 1

1.2 CONTEXT OF THE STUDY 2

1.3 PROBLEM STATEMENT 4

1.4 RESEARCH PURPOSE AND AIMS 5

1.4.1 RESEARCH AIMS 5

1.5 CONCEPTUAL DEFINITION OF TERMS 6

1.5.1 ENTREPRENEURSHIP 6
1.5.2 ENTREPRENEUR 7
1.5.3 ENTREPRENEURIAL INTENTION 7
1.5.4 PERCEIVED FEASIBILITY 7
1.5.5 PERCEIVED DESIRABILITY 8
1.5.6 MILLENNIALS 8
1.5.7 WEB 2.0 8
1.5.8 SOCIAL NETWORKING SITES 8
1.5.9 PERCEIVED USEFULNESS 9
1.5.10 PERCEIVED EASE OF USE 9
1.5.11 PERCEIVED PRIVACY RISK 9
1.5.12 TRUST IN SOCIAL NETWORKING SITES 9

1.6 CONTRIBUTION OF THE STUDY 9

1.7 DELIMITATIONS OF THE STUDY 10

1.8 ASSUMPTIONS OF THE STUDY 11

1.9 OUTLINE OF THE RESEARCH REPORT 11

1.10 CONCLUSION 12

2. CHAPTER 2: LITERATURE REVIEW 13

2.1 INTRODUCTION 13

2.2 SOCIAL NETWORKING 13

2.2.1 BRIDGING SOCIAL CAPITAL 14
2.2.2 BONDING SOCIAL CAPITAL 15
2.2.3 SOCIAL NETWORKING PLATFORMS 16

2.3 MILLENNIAL BEHAVIOUR IN RELATION TO SOCIAL NETWORKING AND ENTREPRENEURSHIP 16

2.3.1 MILLENNIAL BEHAVIOUR 16
2.3.2 MILLENNIALS AND SOCIAL NETWORKING 17
2.3.3 MILLENNIALS AS KEY TO ECONOMIC GROWTH 18

2.4 ENTREPRENEURIAL INTENTION 19

2.4.1 FEASIBILITY AND DESIRABILITY AS PREDICTORS OF ENTREPRENEURIAL INTENTION 20
2.4.2 SOCIAL CAPITAL AND ENTREPRENEURIAL INTENT 21
2.4.3 SOCIAL NETWORKING AND ENTREPRENEURIAL INTENT 21

2.5 THE TECHNOLOGICAL ADOPTION MODEL 23

2.6 FORMULATION OF HYPOTHESES 24

2.6.1 PERCEIVED USEFULNESS AND PERCEIVED EASE OF USE 24
2.6.2 PRIVACY RISK AND PERCEIVED TRUST 25

2.7 CONCEPTUAL FRAMEWORK OF HYPOTHESES 27

2.8 CONCLUSION OF LITERATURE REVIEW 27

3. CHAPTER 3: RESEARCH METHODOLOGY 29

3.1 RESEARCH PARADIGM 29

3.2 RESEARCH DESIGN 30

3.3 POPULATION AND SAMPLE 31

3.3.1 POPULATION 31
3.3.2 SAMPLE AND SAMPLING METHOD 31

3.4 THE RESEARCH INSTRUMENT 32

3.5 PROCEDURE FOR DATA COLLECTION 35

3.6 DATA ANALYSIS AND INTERPRETATION 36

3.6.1 DESCRIPTIVE STATISTICS 36
3.6.2 CORRELATION ANALYSIS 37
3.6.3 REGRESSION ANALYSIS 37
3.6.4 STATISTICAL ASSUMPTIONS 37

3.7 VALIDITY AND RELIABILITY 38

3.7.1 EXTERNAL VALIDITY 39
3.7.2 INTERNAL VALIDITY 39
3.7.3 RELIABILITY 40

3.8 ETHICAL CONSIDERATIONS 40

3.9 CONCLUSION 41

4. CHAPTER 4: PRESENTATION OF RESULTS 42

4.1 INTRODUCTION 42

4.2 DATA SCREENING AND QUALITY 42

4.3 DEMOGRAPHIC PROFILE OF RESPONDENTS 42

4.3.1 GENDER 42
4.3.2 AGE 43
4.3.3 ETHNICITY 44
4.3.4 EMPLOYMENT STATUS 44

4.4 SOCIAL NETWORKING BEHAVIOUR AMONG MILLENNIALS 45

4.4.1 DURATION OF SOCIAL MEDIA USAGE 45
4.4.2 DAILY SOCIAL MEDIA USAGE 46
4.4.3 NUMBER OF FRIENDS/FOLLOWERS 47
4.4.4 STRANGERS ON SOCIAL MEDIA 48

4.5 REASONS FOR USING SOCIAL MEDIA SITES 49

4.5.1 SEARCHING FOR INFORMATION 49
4.5.2 PLAYING ONLINE GAMES 50
4.5.3 FOSTERING PROFESSIONAL RELATIONSHIPS 51
4.5.4 COMMUNICATING WITH FRIENDS AND FAMILY 52
4.5.5 MAKING NEW FRIENDS 53
4.5.6 GETTING FEEDBACK 54
4.5.7 POSTING PHOTOS AND VIDEOS 55
4.5.8 SHARING EXPERIENCES THROUGH BLOGGING 56
4.5.9 ONLINE SHOPPING/E-COMMERCE 57
4.5.10 RUNNING A BUSINESS 57

4.6 ACCESS TO SOCIAL MEDIA SITES 58

4.6.1 INSTAGRAM 58
4.6.2 FACEBOOK 59
4.6.3 TWITTER 60
4.6.4 LINKEDIN 61
4.6.5 YOUTUBE 62
4.6.6 SNAPCHAT 62
4.6.7 REDDIT 63
4.6.8 TUMBLR 64
4.6.9 GOOGLE + ... 64

4.7 VALIDITY: EXPLORATORY FACTOR ANALYSIS 65

4.7.1 KMO AND BARTLETT'S TEST OF SPHERICITY FOR DEPENDENT VARIABLES 65
4.7.2 TOTAL VARIANCE EXPLAINED FOR DEPENDENT VARIABLES 66
4.7.3 FACTOR LOADING OF QUESTIONNAIRE ITEMS FOR DEPENDENT VARIABLES 67
4.7.4 KMO AND BARTLETT'S TEST OF SPHERICITY FOR INDEPENDENT VARIABLES 68
4.7.5 TOTAL VARIANCE EXPLAINED FOR INDEPENDENT VARIABLES 69
4.7.6 SCREE PLOT FOR INDEPENDENT VARIABLES 71
4.7.7 FACTOR LOADING OF QUESTIONNAIRE ITEMS FOR INDEPENDENT VARIABLES 71

4.8 RELIABILITY OF SCALES 73

4.8.1 PERCEIVED FEASIBILITY 73
4.8.2 PERCEIVED USEFULNESS 73
4.8.3 TRUST IN SOCIAL NETWORKING SITES 74
4.8.4 PERCEIVED PRIVACY RISK 75
4.8.5 PERCEIVED EASE OF USE 76

4.9 CORRELATION ANALYSIS 77

4.10 Regression Assumptions 78
4.10.1 Independent errors 78
4.10.2 Multi-collinearity 79
4.10.3 Outliers 81
4.10.4 Normality 82
4.11 Regression Analysis 88
4.11.1 Regression analysis for Hypothesis 3 90
4.11.2 Regression analysis for Hypothesis 4 91
4.11.3 Regression analysis for Hypothesis 7 91
4.11.4 Regression analysis for Hypothesis 8 92
4.11.5 Results pertaining to Hypotheses 1, 2, 5, and 6 93
4.12 Summary of results 93
5. CHAPTER 5: DISCUSSION OF THE RESULTS 95
5.1 Introduction 95
5.2 Demographic profile of respondents 95
5.2.1 Gender 95
5.2.2 Age 96
5.2.3 Employment status 96
5.3 Social Network Usage 96
5.3.1 Duration of social media usage 97
5.3.2 Motivation to use social networking sites 97
5.3.3 Access to different social media sites 98
5.4 Discussion Pertaining to Hypothesis 3 98
5.5 Discussion Pertaining to Hypothesis 4 99
5.6 Discussion Pertaining to Hypothesis 7 100
5.7 Discussion Pertaining to Hypothesis 8 101
5.8 Discussion Pertaining to Hypotheses 1, 2, 5, and 6 102
5.9 Conclusion 102
6. CHAPTER 6: CONCLUSIONS, IMPLICATIONS AND RECOMMENDATIONS 104
6.1 Introduction 104
6.2 Conclusions of the Study 104
6.3 Implications and Recommendations 107
6.4 Limitations of the Study 108
6.5 Suggestions for Further Research 109

REFERENCES 110

APPENDIX A 117

RESEARCH INSTRUMENT 117

APPENDIX B 129

DEMOGRAPHIC PROFILE 129

APPENDIX C 130

SOCIAL NETWORKING BEHAVIOUR 130

APPENDIX D 131

USES OF SOCIAL MEDIA SITES 131

APPENDIX E 132

SOCIAL MEDIA SITES 132

APPENDIX F 133

CORRELATION MATRIX 133

APPENDIX G 135

DISTRIBUTION OF PERCEIVED FEASIBILITY 135

APPENDIX H 136

DISTRIBUTION OF PERCEIVED USEFULNESS 136

APPENDIX I 137

DISTRIBUTION OF TRUST 137

APPENDIX J 138

DISTRIBUTION OF PERCEIVED PRIVACY RISK 138

APPENDIX K 139

DISTRIBUTION OF PERCEIVED EASE OF USE 139

APPENDIX L 140

APPENDIX M 141

CONSISTENCY MATRIX 141

LIST OF TABLES

Table 1: Framework of motives for using social media 18

Table 2: Sampling of respondents..... 32

Table 3: Measurement instrument..... 35

Table 4: Gender 43

Table 5: Age..... 43

Table 6: Ethnicity..... 44

Table 7: Employment status..... 45

Table 8: Searching for information 50

Table 9: Posting photos and videos 55

Table 10: Online shopping 57

Table 11: Running a business..... 58

Table 12: Twitter 61

Table 13: LinkedIn..... 61

Table 14: YouTube..... 62

Table 15: Reddit..... 63

Table 16: Tumblr 64

Table 17: KMO and Bartlett's test of sphericity for dependent variables 66

Table 18: Total variance explained for dependent variables 67

Table 19: Factor loading for dependent variables 68

Table 20: KMO and Bartlett's test of sphericity for independent variables 69

Table 21: Total variance explained for independent variables 70

Table 22: Pattern matrix for independent variables 72

Table 23: Cronbach's alpha for perceived feasibility 73

Table 24: Scale if item deleted for perceived feasibility 73

Table 25: Cronbach alpha for perceived usefulness 74

Table 26: Scale if item deleted for perceived usefulness 74

Table 27: Cronbach alpha for trust 75

Table 28: Scale if item deleted for trust 75

Table 29: Cronbach alpha for perceived privacy risk 75

Table 30: Scale if item deleted for perceived privacy risk 76

Table 31: Cronbach alpha for perceived ease of use 76

Table 32: Scale if item deleted for perceived ease of use 77

Table 33: Correlation Analysis 78

Table 34: Model summary for independent errors 78

Table 35: Coefficients table to show multicollinearity 80

Table 36: Residual statistics for outliers 81

Table 37: Skewness and kurtosis to test normality 82

Table 38: Model summary for multiple regression 89

Table 39: ANOVA table for multiple regression 89

Table 40: Coefficients table for multiple regression 90

LIST OF FIGURES

Figure 1: Shapero-Krueger model 20

Figure 2: The technology acceptance model 23

Figure 3: The effect of social networking on entrepreneurial intention 27

Figure 4: Duration of social media usage 46

Figure 5: Daily social media usage 47

Figure 6: Number of followers 48

Figure 7: Strangers on social media 49

Figure 8: Online games 51

Figure 9: Fostering professional relationships 52

Figure 10: Communicating with friends and family 53

Figure 11: Making new friends 54

Figure 12: Getting feedback 55

Figure 13: Sharing experiences through blogging 56

Figure 14: Instagram 59

Figure 15: Facebook 60

Figure 16: Snapchat 63

Figure 17: Google+ 65

Figure 18: Scree plot for dependent variables 67

Figure 19: Scree plot for independent variables 71

Figure 20: Scatter plot for dependent variable 79

Figure 21: Q-Q plot for perceived feasibility 84

Figure 22: Q-Q plot for Perceived usefulness 85

Figure 23: Q-Q plot for trust 86

Figure 24: Q-Q plot for perceived privacy risk 87

Figure 25: Q-Q plot for perceived ease of use 88

CHAPTER 1: INTRODUCTION

In this chapter, the context of the study is discussed, followed by an introduction to the theoretical frameworks on which the research is based, and a brief motivation for the study including a problem statement and research aims. The common terms used in the study are also defined along with contributions of the study. Finally, the delimitations of the study are set out to specify what will not be researched, and the assumptions of the research are briefly discussed.

1.1 Theoretical Background to the Study

In Autio, Keeley, Klofsten, Parker, and Hay's (2001) study, and several other studies since then (Gird & Bagriam, 2008; Engle et al., 2010; Iakovleva, Kolvereid, & Stephan, 2011; Ozaralli & Rivenberg, 2016; Veciana, Aponte, & Urbano, 2005), the theory of planned behaviour is used as a framework to study entrepreneurial intent. In this theory, the three predictors of intention are attitude – internal and external outcomes, subjective norms – external influence on the individual, and perceived behavioural control – personal perception of the feasibility of the behaviour (Ajzen, 1991; Gird & Bagraim, 2008). Using an intention based model such as the theory of planned behaviour that examines the attitudes and beliefs of an individual, offers the possibility of using a testable theory, which accounts for the effect of external factors such as personality traits, situational factors, and demographics on attitudes and intention (Krueger & Brazeal, 1994).

Shapero and Sokol's (1982, cited in Krueger & Brazeal, 1994:93) model of the entrepreneurial event assumed that comfort drives human behaviour until it becomes displaced or disrupted. Although the disruption is sometimes negative, such as job loss or not being able to find a job, it can create behavioural change that causes the individual to seek opportunities and alternatives better than their current situation. The alternative has to be both feasible and desirable in order for the individual to assume that it is a credible alternative and in conjunction with this, the individual has to have the necessary personal control and

competence in order to execute the behaviour (Krueger & Brazeal, 1994). Davis (1989) stated that both self-efficacy and desired outcomes influence individuals to adopt or learn to use a new software, computer language, or social network site.

According to Hughes (2016), some factors from information technology (IT) adoption theory could have the ability to affect the likelihood of social media having an influence on entrepreneurial intention. From the 33 factors, six were deemed to be appropriate for social media use. Four factors have been identified as appropriate for the purpose of this research, namely perceived usefulness of social media, perceived ease of use, perceived privacy risk, and trust in social media.

Therefore, the third theoretical framework used in this study was the technological adoption model (TAM) (Davis, 1989). This model focuses on two constructs: perceived usefulness and perceived ease of use. These constructs can be used to explain social media usage among individuals as it breaks down the construct of attitude or perceived desirability into perceived usefulness (the degree to which a person feels that a particular system would enhance job performance), and self-efficacy or perceived ease of use (the degree to which the a system is believed to be free of effort (Rauniar, Rawski, Yang, & Johnson, 2014). Two additional factors, perceived trust, and perceived privacy risk (Hughes, 2016) are also used in this study. The section that follows discusses the context for the study.

1.2 Context of the Study

Modern day culture has been shaped by the rapid adoption of social media (Wang, Niiya, Mark, Reich, & Warschauer, 2015) and in less than 10 years, social networking sites have gained more than two billion users worldwide. According to Wang et al (2015), the millennial generation (aged between 23 and 38 years) was the first to grow up with the influence of social media and as a result, have become one of the groups with the highest social media usage;

therefore, the influence of social media on their daily lives cannot be overlooked.

As a result of the internet becoming more accessible, an overall increase in bandwidth, and social media being a central part of everyday life (Alayis & Abdelwahed, 2018), businesses are now using social networking sites such as Instagram, Facebook, Twitter and LinkedIn to communicate directly and easily with their target market and other potential stakeholders at a fraction of the price of pre-Web 2.0 technology. Furthermore, the presence of millions of social media users is an exciting opportunity for businesses because it can be integrated into everyday operations, be effective as a marketing tool, and be used to manage crises quickly and effectively (Rauniar et al., 2014).

Some recent studies have focused on the reasons for using social networking sites as platforms to start new businesses or to grow existing businesses. According to Surigiu and Surugiu (2015), entrepreneurs need to focus on technological innovation and take advantage of the sudden surge of social media usage.

In 2018, the Global Entrepreneurship Monitor (GEM) published a report on entrepreneurship and competitiveness that placed countries into different clusters based on their rate of early stage entrepreneurial activity, ambitious entrepreneurs, and innovative entrepreneurs. From this report, it was clear that high innovation economies have low to average rates of early stage entrepreneurial activity, a low rate of ambitious early stage entrepreneurs, and a high rate of innovative entrepreneurs. Even though South Africa falls into this cluster as entrepreneurs either introduce products that are new to the world or new to the market, there is still a slightly higher number of early stage entrepreneurs. However, the rate of entrepreneurial activity in South Africa (9.2 per cent of adults are involved in starting a business) is still lower than the average rate for efficiency driven economies (15 per cent) (Herrington & Kew, 2018).

In 2018, approximately 40 per cent of adults in South Africa were unemployed, of which only 10.9 per cent plan to start a business, which means that

entrepreneurial intention is down from 19.6 per cent since 2010. This decline could be as a result of individual perceptions around being an entrepreneur or individuals believing that they do not have the abilities or skills to start their own ventures (Herrington & Kew, 2018). Despite this, 73.8 per cent of adults' view entrepreneurship as a good career choice and it is encouraging that more than a quarter of entrepreneurs aim to create jobs over the next six years. The number of early stage entrepreneurs who aim to generate no jobs has decreased from 30 per cent to 14 per cent since 2015, and at least 60 per cent of early stage entrepreneurs aim to create between one and five jobs within five years (Herrington, Kew, & Mwanga, 2017;p.42-50).

Not only can entrepreneurship be used as a mechanism for job creation (Goel, 2018), it can also be seen as a way to ensure the long-term economic growth of a country (Engle et al., 2010). According to several authors (Gird & Bagraim, 2008; Mitchell, 2004; Ndedi, 2013), entrepreneurship is important in South Africa because it is critical for economic development, job creation, and poverty alleviation. Entrepreneurship is seen by government as a way to stimulate the economy and serve as a way to combat social challenges (Ozaralli & Rivenburg, 2016). Not only are more young people creating their own small businesses, but corporate firms are continually looking for employees who have entrepreneurial tendencies (Kroon, de Klerk, & Dippenaar, 2003). Gird and Bagraim (2008) believed that the study of entrepreneurial intention is important, especially in developing countries, because it has the potential to encourage entrepreneurial activity.

In the next section, the theoretical framework used in this study is briefly discussed.

1.3 Problem Statement

Gird and Bagraim (2008) stated that even though several initiatives have been implemented by government to stimulate new venture creation, there is cause for concern because South Africa displays a lower percentage of entrepreneurial activity than other efficiency driven economies. According to

Iakovleva et al. (2011), institutions such as universities support industrialisation to pursue higher productivity and economies of scale, meaning that students are encouraged to move from university into the corporate environment. Furthermore, the economic environment in developing countries is characterised by instability, making career choices tricky for recent graduates.

Social networking sites have turned into platforms that allow students and other young entrepreneurs to conduct entrepreneurial activities such as selling goods and services and having the ability to easily create networks and communicate with consumers (Alayis & Abdelwahed, 2018).

South Africa faces high levels of unemployment and poverty, which makes job creation a key priority for government and entrepreneurs, as a result, the decline in entrepreneurial intention is discouraging. Since 2013, entrepreneurial intent has dropped from 15.4 per cent to 10.1 per cent (Herrington, Kew, & Mwanga, 2017). According to Alayis and Abdelwahad (2018), social networking websites can easily be used as platforms to run and manage new businesses and create new opportunities without a high price. Therefore, this study intended to explore this school of thought in the South African context, focusing on millennials

1.4 Research Purpose and aims

The objective of the study was to analyse the effect of social networking sites on the entrepreneurial intention of millennials (individuals aged between 23 and 38 years) in South Africa by integrating two theories, namely, the model of entrepreneurial event and the technological adoption model.

1.4.1 Research aims

1) To determine the effect of perceived usefulness of social networking sites on the perceived desirability of pursuing an entrepreneurial venture through social networking platforms.

2) To determine whether millennials trust social networking sites and what affect this has on the perceived desirability of pursuing an entrepreneurial venture through social networking platforms.

3) To determine whether the ease of using social networking sites has an effect on the perceived desirability of pursuing an entrepreneurial venture through social networking platforms.

4) To determine whether the privacy risks associated with social networking sites have an effect on the perceived desirability of pursuing an entrepreneurial venture through social networking platforms.

5) To determine whether the perceived usefulness of social networking sites has an effect on the perceived feasibility of pursuing an entrepreneurial venture through social networking platforms.

6) To determine whether millennials trust social networking sites and what affect this has on the perceived feasibility of pursuing an entrepreneurial venture through social networking platforms.

7) To determine whether the ease of using social networking sites has an effect on the perceived feasibility of pursuing an entrepreneurial venture through social networking platforms.

8) To determine whether the privacy risks associated with social network sites have an effect on the perceived feasibility of pursuing an entrepreneurial venture through social networking platforms.

1.5 Conceptual Definition of Terms

1.5.1 Entrepreneurship

Entrepreneurship has many definitions, and none describe it better than the rest. Shane and Venkataraman (2000) defined entrepreneurship as discovering, evaluating, and exploiting an opportunity, and Fatoki (2010) stated that it must be used as a vehicle to economic growth and success. Kolvereid (2016)

mentioned that entrepreneurship and self-employment are the same, where self-employment means to work for one-self as opposed to working in an organisation. For the purpose of this research, entrepreneurship was defined as the process of assuming financial and social risk, in order to create something new by exploiting resources and opportunities for the purpose of monetary and personal satisfaction and independence (Urban & Venter, 2017).

1.5.2 Entrepreneur

According to Van Ness (2016), an entrepreneur is someone who provides innovative ideas, then strategically plans and assumes financial risk to implement these ideas in order to ensure growth of the business through effective ownership and management.

1.5.3 Entrepreneurial intention

Kautonen, Van Gelderen, and Tornikoski (2011:7), defined intention as “a person’s readiness to perform a given behaviour”. However, in the entrepreneurial context it can be defined as “a self-acknowledged conviction by a person, that they intend to set up a new business venture and consciously plan to do so at some point in the future” (Thompson, 2009:676). Engle et al. (2010), refers to entrepreneurial intent as the intention an individual has to start a business. Entrepreneurial intent is a mindset that allows individuals to develop and implement a new business concept. Intentions create certain behaviours and are shaped by situational factors, habits and beliefs, and different perceptions (Hattab, 2014). For the purpose of this research, the definition by Thompson (2009) was adopted.

1.5.4 Perceived feasibility

The degree to which an individual feels capable to start a business (Krueger & Brazeal, 1994)

1.5.5 Perceived desirability

The personal attractiveness of starting a business, which is impacted from both internal and external perspectives (Krueger & Brazeal, 1994).

1.5.6 Millennials

According to the Pew Research Centre, millennials can be defined as any person born between 1981 and 1996; therefore aged between 23 and 38 years in 2019 (Dimock, 2019). This generation is either entering the workforce or are already part of the economically active portion of the population.

1.5.7 Web 2.0

For the purpose of this study, Web 2.0 social media referred to the interactive two-way communication enabled by Web 2.0 technology (Hughes, 2016).

1.5.8 Social networking sites

Boyd and Ellison (2007) defined social networking sites as web-based services which allow for individuals to create a public or private profile within a closed system, where they can articulate or share content with a list of users with whom they share a connection, and in turn they can view what their list of connections share. Social media sites can be defined as a group of internet-based applications that allow for easy access to user-generated content and is built on the foundations of Web 2.0 technology (Rauniar et al., 2014).

Although the term network and networking can be used interchangeably, they must be defined separately. Networking places emphasis on strangers initiating relationships, which is not the main purpose of these sites; instead, the main purpose of these sites is for individuals to connect with latent ties in their extended social network with whom they would not otherwise have connected (Boyd & Ellison, 2007).

1.5.9 Perceived usefulness

Perceived usefulness is the degree to which the user believes that the technological system will enhance job performance (Davis, 1989).

1.5.10 Perceived ease of use

According to Davis (1989), this measures the perception of the entrepreneur that social networking sites will be easy to use, not complex or confusing, and require minimal effort to use.

1.5.11 Perceived privacy risk

Perceived privacy risk focuses on the loss of private data or identity theft. It measures the degree to which the individual associates risk with the use of IT, specifically social media (Hughes, 2016).

1.5.12 Trust in social networking sites

This measures whether the entrepreneur believes that the policies of social media sites can be relied on to protect valuable user interests (Hughes, 2016).

1.6 Contribution of the study

Alayis and Abdelwahed (2018) conducted a similar study in Saudi Arabia on undergraduate business studies students. According to Ajzen (2005), it is important to take demographic variables into account when studying intentions. Veciana et al. (2005) stated that perceptions of the desirability and feasibility of the creation of a new venture is determined by the social and cultural environment of an individual.

Even though internet usage has increased across the globe, there is still a lack of literature on the impact of social networking sites on entrepreneurial intention (Alayis & Abdelwahed, 2018). It has been recommended that further research should be done in countries and contexts that contrast with Saudi Arabia and

the population used. One such recommendation is that research be done in a developing country with cultural diversity. The population for this study is homogenous in terms of age, education, and employment, which will allow for respondents from various educational backgrounds and employment statuses to respond, including already established entrepreneurs; this could contribute to the explanation of the impact of social networking platforms on entrepreneurial intentions.

As a result of not much prior research on the effect of social networking sites on entrepreneurial intention (Alayis & Abdelwahed, 2018), this research set out to contribute to existing literature to determine if social networking sites could be used to create entrepreneurial intention. The intended contribution of the study was theoretical because the relationship between social networking and entrepreneurial intention was explored. The findings of this study could have important implications for policy makers, application developers, and entrepreneurship education. The ability to understand the tools offered by social media sites could be important for young entrepreneurs who want a low cost and powerful platform from which to start their businesses.

1.7 Delimitations of the study

This research was conducted on individuals between the ages of 23 and 38 years, who live in Pretoria and Johannesburg, and therefore included individuals who are studying as well as individuals who are working. Both male and female respondents were surveyed, and no ethnical or cultural exclusions were made for the purpose of this study.

For the behavioural part of the model, which was based on Shapero and Sokol's (1982, cited in Krueger & Brazeal, 1994:93) model of the entrepreneurial event, only perceived desirability and perceived feasibility was measured, meaning that self-efficacy and propensity to act were excluded from the study.

Five factors were deemed important when researching the effect of social networking sites (Hughes, 2016). For the purpose of this study, only four were used to measure the effect on entrepreneurial intention, namely, perceived ease of use, perceived usefulness, trust in social networking sites, and perceived privacy risk. The fifth factor, perceived competitive pressure, as identified by Hughes (2016) was not measured and excluded from the study.

1.8 Assumptions of the Study

The assumptions that could influence this study is discussed in this section. The assumptions were as follows:

- Participants would participate willingly and by participating, they grant their consent.
- Respondents would understand that participation is voluntary.
- Participants involved in the study would understand all the questions asked and have enough time to think before answering each question.
- All participants in this study would have the same understanding of entrepreneurship.
- All participants would be classified as millennials between the ages of 23 and 38 years.

1.9 Outline of the Research Report

- Chapter 1 provides the context, purpose, delimitations, and assumptions of the study as well as an explanation of the contribution that the study aimed to make to existing knowledge;
- Chapter 2 presents an overview of literature, which focuses on social networking and entrepreneurial intention. The effect of their relationship as well as the hypothesis and conceptual frameworks are also presented;

- An in-depth discussion of the methodology used for the study is found in Chapter 3;
- An analysis of results from the surveys are found in Chapter 4;
- Chapter 5 presents a discussion of the findings; and
- Lastly, Chapter 6 includes conclusions and recommendations for further research.

1.10 Conclusion

In this chapter, the theoretical background of the study was discussed in terms of prior models such as Shapero and Sokol's (1982, cited in Krueger & Brazeal, 1994) model of entrepreneurial event, the theory of planned behaviour and the technological acceptance model were discussed. The context of the study was reviewed to provide an explanation of the study, and explain why it is important. The problem statement revealed the importance of continuing to find new ways of creating entrepreneurial intention so that socio-economic problems such as poverty and unemployment rates might be decreased in the coming years.

Research aims were introduced and are further elaborated on in Chapter 2. This chapter included definitions of terms that are commonly used throughout this study; and lastly the contributions, delimitations, and assumptions of the study were presented. The next chapter includes an in-depth literature review, as well as a discussion on the conceptual framework adopted for this study.

CHAPTER 2: LITERATURE REVIEW

2.1 Introduction

In this chapter, literature regarding Ajzen's (1991) Theory of planned behaviour and Shapero and Sokol's (1982, cited in Krueger & Brazeal, 1994:93) model of the entrepreneurial event is discussed. Following that, perceived feasibility and perceived desirability in an entrepreneurial context are reviewed. Social networking sites are discussed and literature regarding the effects on entrepreneurial intention are reviewed.

2.2 Social Networking

According to Schumpeter (1934, cited in Quan, 2012:945) the creation of new ventures is an important driving force for economic development. In the last 20 years there has been a growing interest in using entrepreneurship as a tool for economic growth on both a national and international scale (Alayis & Abdelwahed, 2018). Intention creates certain behaviours and is shaped by situational factors, habits, beliefs, and different perceptions (Hattab, 2014). Engle et al. (2010), refers to entrepreneurial intent as the intention that an individual has to start a business. Entrepreneurial intent is a mindset that allows individuals to develop and implement a new business concept.

Kaplan and Haenlein (2010) stated that not only has social media become a necessary part of the everyday life of the consumer, but it has also changed the way in which businesses operate. Moreover, Bryer (2011) believed that social networking sites serve as platforms to run and manage businesses that generate new opportunities through network building. Sites such as Instagram and Facebook have become channels through which businesses are expanding their e-commerce operations (Brown, Broderick, & Lee, 2007; Chu & Kim, 2011). These social networking sites are convenient and inexpensive, meaning that young people can sell their goods and services and connect with others who have similar interests (Alayis & Abdelwahed, 2018).

The internet not only allows for ease of access to entertainment and news, and provides an easy method of communication through social networking sites, it also allows for online trading of products and services on these sites (Hofer & Aubert, 2013). Social networking is an important foundation of an entrepreneurial venture. Through social networking, social capital is created, which enables entrepreneurs to use resources from relationships with others in order to achieve the desired outcomes (Adler & Kwon, 2002). Hofer and Aubert (2013) agreed that social capital consists of resources that are owned by a person because of his or her social contacts. Social capital is an important element of success (Stam, Arzlanian, & Elfring, 2014) because it allows for entrepreneurs to capitalise on marketing opportunities, allocate resources at a fraction of the price, prove legitimacy, and strengthen the competitiveness of smaller ventures (Smith, Smith, & Shaw, 2017).

Communication done through social media sites has the potential to allow individuals to maintain existing relationships as well as create new networks with others they have never met before. Social networking creates social capital, which consists of both weak and strong social ties (Hofer & Aubert, 2013; Linan & Santos, 2007).

The strength or weakness of the ties between individuals or organisations with others, are an important aspect of social capital (Linan & Santos, 2007). These two different perspectives of social capital are bridging social capital and bonding social capital. In order understand the effects of online communication both forms of social capital should be considered (Hofer & Aubert, 2013).

2.2.1 Bridging social capital

Bridging social capital is developed through connections with others (Burt, 2000) and comprises weak social ties between individuals, primarily because of information sharing (Smith et al., 2017), for example on social networking platforms. Weak social capital ties facilitate the flow of information in order for the individual (or entrepreneur) to broaden his or her horizons beyond strong network ties.

According to Hofer and Aubert (2013), there are four components of social capital: first, looking outward to broaden horizons by challenging pre-established perceptions; second, contacting people who have a diverse range of backgrounds; third, viewing oneself as part of a broader community, and fourth, diffusing exchange in the broader community.

Bridging social capital is accumulated when the entrepreneur reaches out to a diverse range of new contacts and gains some interpersonal knowledge of those contacts (Vissa, 2012). It is important for the entrepreneur to use some weak ties to fill the holes that exist in their social network.

2.2.2 Bonding social capital

Bonding social capital is developed as a result of network deepening behaviours such as having access to scarce resources and providing emotional support (Vissa, 2012). It is more exclusive that bridging network ties and reinforces exclusive identities between like-minded individuals (Hofer & Aubert, 2013). Bridging social capital can develop into bonding social capital through repeated social interactions thereby creating strong ties (Smith et al., 2017). These repeated interactions lead to the trust and willingness of both parties to commit to helping each other.

The quality of these strong ties is based on emotion and is more likely to occur where there is less diversity. Bonding social capital also consists of four components: emotional support, access to scare resources, the ability to mobilise solidarity, and out-group antagonism (Hofer & Aubert, 2013). Access to scarce resources is the most important component for the entrepreneur.

Entrepreneurs are increasingly managing both personal and business networks online through social networking platforms, such as Facebook, Instagram, and LinkedIn (Fischer & Reuber, 2014). Creating and maintaining social networks online is significantly easier because the extent of people who can be reached online is far greater than offline. Social networking platforms are an important tool for creating bridging social capital, and the entrepreneur then has the

responsibility to turn those weak network ties into stronger network ties (Smith et al., 2017).

Social networking platforms aide relationship development, therefore offering a natural link to social capital (Ahn, 2012).

2.2.3 Social networking platforms

The trend of social networking sites started in the early 1970s, with blogging websites such as weblog and open diary, both of which brought writers together online to form one community, with a common interest, without having to travel long distances. In the early 2000s, the creation of Myspace and Facebook was the beginning of social media as it is known today, and it is what the millennial generation has been exposed to while growing up (Kaplan & Haenlein, 2010). Over time, communication has become more efficient and the global marketplace has become easier to access.

Social networking is based on the idea that humans group with those who share similar interests or ideas, and as such can collaborate and build on the opportunities to which they are exposed (Mayfield, 2008). According to Ahn (2012), the use of social networking sites is related to increased social capital. Platforms such as Instagram and Facebook allow users to connect with one another by sharing personal information such as photos and videos, which their followers or contacts can access instantly (Alayis & Abdelwahed, 2018).

2.3 Millennial Behaviour in relation to Social Networking and Entrepreneurship

2.3.1 Millennial behaviour

Millennials, or generation Y, were born between 1982 and 1997; the children of baby boomers. According to Pate and Adams (2013), millennials are the second largest consumer group and, because of several core traits, they are expected to transform the marketplace.

Sweeny (2006) identified several traits that are more common in the millennial generation than in others. This generation thrives on instant gratification as well as having access to a larger variety of goods and services than those generations that precede them. Furthermore, being digital natives and using nomadic communication methods, they are more flexible, results-orientated, and better at multitasking than were their parents and grandparents. Millennials are known to be confident and as such, place significant emphasis on achieving and reaching their goals. They will schedule extra activities in their free time to improve their chances of being successful in the future and they use the online world to do this. Millennials are constantly connected to social media platforms, and always know what people around them are doing (Smith et al., 2017).

2.3.2 Millennials and social networking

Millennials spend an increasing amount of time on social networking sites and use them as a primary method of communication. Humans are by nature social creatures and the millennial generation is not only social and good at multitasking, but also technologically savvy, meaning that they will use multiple social networking sites simultaneously to connect with friends and other connections (Pate & Adams, 2013).

Pate and Adams (2013) placed emphasis on the idea that millennials seek instant gratification not only at work, but also through their interactions and relationships with others.

According to Kilian, Hennigs and Langner (2012), one important theory – the users and gratifications approach – suggests that users will choose a type of media that best suits their needs. This choice is based on experience and the gratification they felt as a result. This framework by McQuail (1983, cited in Kilian et al., 2012:117) distinguishes four motives for using media and communication technologies. The gratifications that social media stimulates spans all four aspects of this framework and is illustrated in Table 1.

Table 1: Framework of motives for using social media

Motive 1: Information • Finding information and immediate surroundings and the world • Seeking practical advice • Satisfying curiosity • Learning	**Motive 2: Integration and Social Interaction** • Gaining insight into circumstances of others • Gaining a sense of belonging • Finding a basis for conversation • Substitute for real-life companionship • Connection with family and friends
Motive 3: Personal Identity • Reinforcement of personal values • Finding behaviour to model • Identify value through others • Gain insight into oneself	**Motive 4: Entertainment** • Escape from problems • Relaxation • Cultural enjoyments • Time filling • Emotional release • Sexual arousal

Adapted from McQuail (1983, cited in Kilian et al., 2012:117)

2.3.3 Millennials as key to economic growth

Entrepreneurs play a central role in making changes to the economy, through creating their own new ventures and creating jobs at the same time. Baron and Shane (2008, cited in Koe, Sa'ari, Majid & Ismail, 2012:197) referred to entrepreneurs as the engines of economic growth.

It is becoming increasingly difficult for millennials, regardless of their educational background, to find jobs in an already saturated job market (Caraher, 2016). Not only is this generation finding it difficult to get a job, but they also do not allow themselves to become stagnant in one career and therefore change careers quite often. According to Payton (2015), one of the many reasons for this is that the millennial mindset revolves around work/life balance and an increased sense of self awareness.

As a result, graduates are turning to entrepreneurship and self-employment as an alternative career choice (Koe et al., 2012). However, it is unlikely that

millennials will become entrepreneurs without certain triggers that create intention.

2.4 Entrepreneurial Intention

There are a number of theories that can predict entrepreneurial intent, such as Shapero and Sokol's (1982, cited in Krueger & Brazeal, 1994:93) entrepreneurial event model and Bird's (1988) model of implementing entrepreneurial ideas. Furthermore, the model of maximisation of expected utility (Douglas & Shepard, 2002) and the theory of planned behaviour (Ajzen, 1991; Autio et al., 2001; Engle et al., 2010; Iakovleva et al., 2011 Krueger, Reilly, & Carsrud, 2000) are also able to predict entrepreneurial intent.

The theory of planned behaviour assumes that behaviour takes place as a result of the beliefs that are relevant to that behaviour (Veciana et al., 2005) and that intention is a significant predictor of behaviour (Thompson, 2009). It suggests that there are three key independent antecedents of intention and a link between the three antecedents and behaviour (Iakovleva et al., 2011; Thompson, 2009). First, attitude refers to the degree to which a person has a favourable opinion of the behaviour; second, subjective norm refers to societal pressures to perform a certain behaviour, and third the degree of perceived behavioural control refers to how easy it is to perform a behaviour and the control of the outcome. The more favourable the attitude and subjective norm, and the greater the perceived behavioural control, the stronger the intent will be to perform the behaviour (Ajzen, 1991; 2005; Autio et al., 2001; Gird & Bagraim, 2008).

Shapero and Sokol's (1982, cited in Krueger & Brazeal, 1994:93) model of the entrepreneurial event proposes that perceived feasibility and perceived desirability serve as predictors of intention. The model is similar to the theory of planned behaviour in that perceived feasibility is similar to perceived behavioural control and perceived desirability is similar to attitude towards the behaviour.

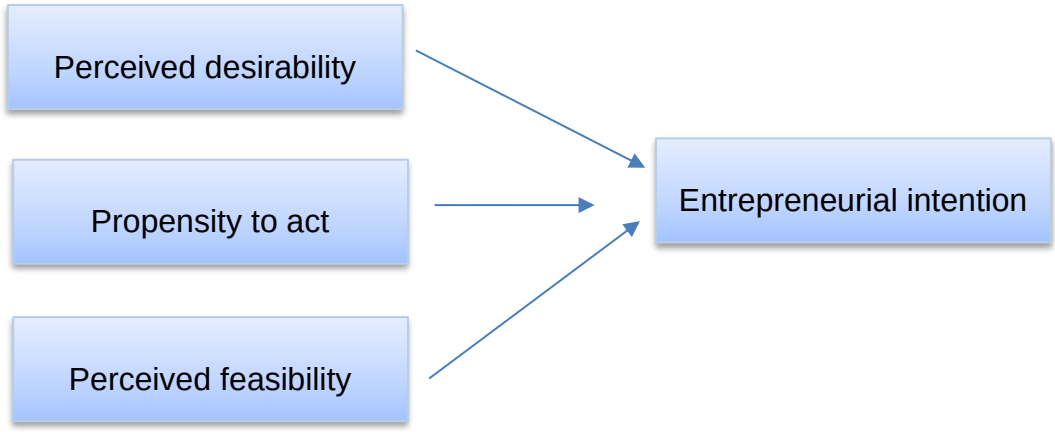


Figure 1: Shapero-Krueger model

Source: (Iakovleva & Kolvereid, 2009)

In the entrepreneurial context, both the theory of planned behaviour and the model of the entrepreneurial event aides in understanding the creation of entrepreneurial behaviour through intention (Thompson, 2009). Intention is crucial for entrepreneurs to create ideas (Alayis & Abdelwahed, 2018). It is influenced by perceived feasibility, which is how capable an individual feels to perform certain behaviours. Intention is also influenced by perceived desirability, which is how attractive the individual finds the behaviour based on the possible internal (personal) and external influences (Krueger & Brazeal, 1994). Perceived feasibility and perceived desirability both influence intent, which has an impact on the subsequent behaviour (Autio et al., 2001; Krueger & Brazeal, 1994; Thompson, 2009).

2.4.1 Feasibility and desirability as predictors of entrepreneurial intention

Human behaviour is guided by inaction, meaning that an individual will do nothing until forced to do so by an outside force or an interruption. However, these external forces do not have a direct impact on intentions and as a result, perceived feasibility and perceived feasibility are used in order to predict intention (Khuong & Ab, 2016). According to Khuong and Ab (2016), perceived feasibility not only plays a very important role in affecting entrepreneurial

intention, but is also a strong influencer when an individual chooses entrepreneurship as a career choice.

According to Sajid, Shafi, and Dad (2012), it can be argued that perceived feasibility and desirability both have a direct impact on entrepreneurial intention and can therefore be used to predict entrepreneurial intention. These authors also stated that exposure to entrepreneurial activity (such as the ease of entrepreneurship through social media) would positively affect the perceptions that an individual might have on the feasibility and desirability of entrepreneurship. (Sajjad, Shafi, & Dad, 2012).

2.4.2 Social capital and entrepreneurial intent

According to Linan and Santos (2007), social capital is the accumulation of both formal and informal relationships between individuals where both parties hope to reap a reward. Social capital is especially important to entrepreneurs because it allows easier access to information, reduces transaction costs, and facilitates decision-making. Social capital also allows access to other forms of capital such as human capital and financial capital, both of which are important to the entrepreneur.

Social capital takes place on three levels. First, the meso level, which places the focus of network ties on the potential benefits of these ties, such as increased efficiency. Second, the macro level, which emphasises the potential benefits of the social networks of the organisation or individual. It also takes place at the micro level, in this third level focus is placed on the potential benefits of a person's social network such as firm start up and entrepreneurial success (Linan & Santos, 2007).

2.4.3 Social networking and entrepreneurial intent

Over the last five decades, individuals have been able to develop relationships in both online and offline spaces, and more recently the lines between the two have been blurred by the use of social networking sites (Ahn, 2012).

In an offline setting, individuals foster their relationships with others through talking and participating in social activities. In an online setting, however, individuals foster relationships with others by sharing intimate details of themselves by posting status updates, sharing photos or commenting on posts of friends and family; these interactions are continuously happening, allowing others to know the daily happening of one's life. These social media behaviours naturally allow relationship building (Ahn, 2012).

Social networking sites have become widely used for features other than connection with friends and family. Hughes (2016) investigated the factors that influence the intention of entrepreneurs to use social media and found that those who had a higher entrepreneurial orientation and more exposure to social media are more likely to adopt social media into their business practices. These individuals also have a higher likelihood of adopting social media for entrepreneurial activities. It has been suggested that social networking sites provide tools that allow nascent entrepreneurs to easily gather information as well as reach foreign customers fairly easily (Seroka-Stolka & Tomski, 2014).

The impact of social network site adoption on entrepreneurial intention can be assessed by applying the technological adoption model (Alayis & Abdelwahed, 2018; Davis, 1989; Hughes, 2016). The technological adoption model proposes two main factors, relevant when studying the effect of social networking sites on entrepreneurial intention. The first factor is perceived usefulness: whether an application will result in better performance, and perceived ease of use: whether the individual believes that the application is easy or hard to use (Davis, 1989). Hughes (2016) proposed several other factors that influence the adoption of social media usage, two of which are relevant when wanting to test the effect of social networking sites on entrepreneurial intent: perceived privacy risk, or the degree to which risk is associated with innovative information communication technology (ICT) such as social media apps and social networking sites, and the perceived trust in social networking sites, or the belief that social networking sites are safe and protect the interests of the user.

2.5 The technological adoption model

The technological adoption model proposes two main factors, relevant when studying the effect of social networking sites on entrepreneurial intention. The first factor is perceived usefulness: whether an application will result in better performance, and perceived ease of use: whether the individual believes that the application is easy or hard to use (Davis, 1989). These two factors in turn have an effect on the attitude of the user towards technology, which has a final effect on the behaviour of the user (Figure 2).

Attitude towards the behaviour could be either negative or positive, which results in the user's intention to use or not use the technology (Wahid, 2007). This model also proposes that perceived usefulness would have an effect on perceived ease of use, because if the technology is easy to use then it will be more useful.

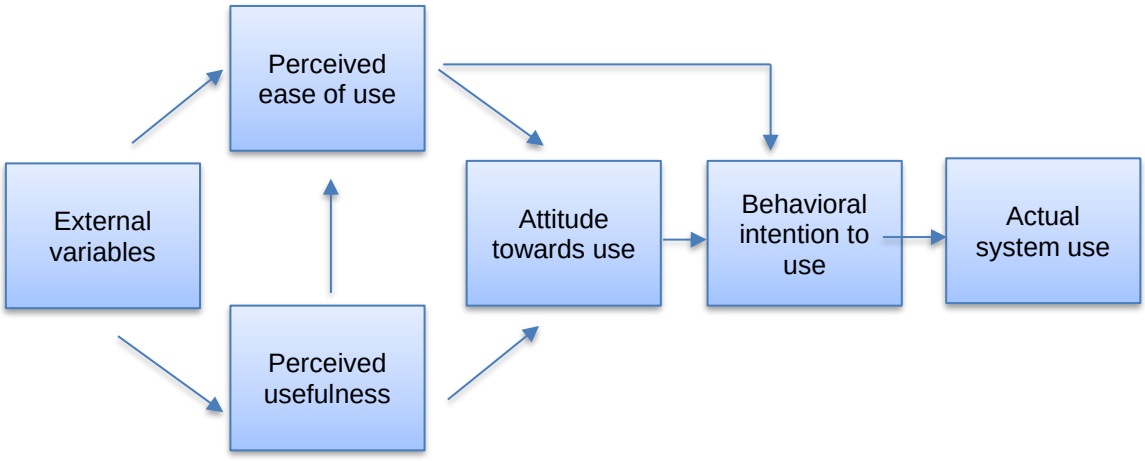


Figure 2: The technology acceptance model

Source: (Wahid, 2007)

2.6 Formulation of Hypotheses

2.6.1 Perceived usefulness and perceived ease of use

Perceived usefulness is the degree to which users of a certain system believes that they might reap positive benefits when using the system (Davis, 1989). The ease of using a certain platform or application might increase the likelihood of it being accepted by the user. According to Davis (1989), the amount of effort a person is willing to give is limited and predetermined; therefore, it is allocated only to certain activities that are free of difficulty or effort.

The ease of use of some social media platforms is a concern for entrepreneurs due to being busy and having to focus time commitments elsewhere instead of on social media adoption. Not only does adoption require a significant amount of time, but posting to social media also requires a lot of planning (Holzner, 2008). According to Hughes (2016) social media marketers use social media for between six and 20 hours a week.

Furthermore, Chaney (2009) stated that managing blogs, such as Instagram, requires a lot of time and effort and the worst thing a new business can do is to have poorly written content and leave their site unconnected to other websites; therefore, blogs should not be considered short-term projects but rather long-term investments (Hughes, 2016).

The following hypotheses were formulated:

- *H1*: Perceived usefulness (social networking platforms) has a positive effect on the perceived desirability (entrepreneurial intention) of pursuing an entrepreneurial venture through social *networking platforms.*

- *H2*: Perceived ease of use (social networking platforms) has a positive effect on the perceived desirability (entrepreneurial intention) of pursuing an entrepreneurial venture through social networking platforms.

- *H3*: Perceived usefulness (social networking platforms) has a positive effect on perceived feasibility (entrepreneurial intention) of pursuing an entrepreneurial venture through social networking platforms.

- *H4*: Perceived ease of use (social networking platforms) has a positive effect on perceived feasibility (entrepreneurial intention) of pursuing an entrepreneurial venture through social networking platforms

2.6.2 Privacy risk and perceived trust

There are six categories of privacy: the right to be left alone, limited access to one's self, secrecy, control over personal information, personhood, and intimacy. Hughes (2016) stated that the fourth category of privacy – control over personal information – is the category which entrepreneurs are most concerned about. By nature, social media platforms allow for easy access to personal information by malicious users.

Social media platforms have different policies on how user information is stored and managed; therefore, because social media platforms are easily accessed, entrepreneurs and potential entrepreneurs might have legitimate concerns about privacy risk (Bolotaeva & Teuta, 2010).

Some social media sites, such as Facebook, encourage users to disclose personal information in order to build strong network ties with others who might share similar interests, which is alluring for entrepreneurs who wish to gain maximum reach with their product or service (Christofides, Muise, & Desmarais, 2009). LinkedIn is another social media platform, which increases the risk of personal information being compromised. Other social media platforms that compromise user information are blogging platforms such as Instagram, which is a popular platform known for cyberbullying, identity theft, and cyberstalking (Chai, Das, & Rao, 2011).

User trust in social media platforms is linked to privacy concerns; because of the risk of social media use, entrepreneurs should be concerned about whether they can trust social media platforms. In recent years it has been discovered

that Facebook along with Instagram have opened up the private data of its users to large corporations as well as political parties, as a way of mining user data (Dwyer, Hiltz, & Passerini, 2007; Van Dijck, 2013).

Another threat posed by social media platforms is the loss of intellectual property as a result of the ease with which photos, videos, and designs can be shared or replicated without the permission of the owner (Hughes, 2016).

A further four hypotheses were formulated:

- *H5*: Perceived trust in social networking sites has a positive effect on perceived desirability (entrepreneurial intention) of pursuing an entrepreneurial venture through social networking platforms.

- *H6*: Perceived privacy risk (social networking platforms) has a positive effect on perceived desirability (entrepreneurial intention) of pursuing an entrepreneurial venture through social networking platforms.

- *H7*: Perceived trust in social networking sites has a positive effect on perceived feasibility (entrepreneurial intention) of pursuing an entrepreneurial venture through social networking platforms.

- *H8*: Perceived privacy risk (social networking platforms) has a positive effect on perceived feasibility (entrepreneurial intention) of pursuing an entrepreneurial venture through social networking platform.

2.7 Conceptual Framework of Hypotheses

The conceptual framework illustrated in Figure 3 was derived from previous studies (Hughes, 2016; Iakovleva & Kolvereid, 2019; Wahid, 2007) that investigated the effect of technology acceptance on intention. In the conceptual framework used in this study, perceived feasibility and perceived desirability are treated as antecedents of entrepreneurial intention. Perceived usefulness, perceived ease of use as used by Davis (1989), as well as perceived trust and perceived privacy risk are used to determine whether social networking sites have the ability to create entrepreneurial intent.

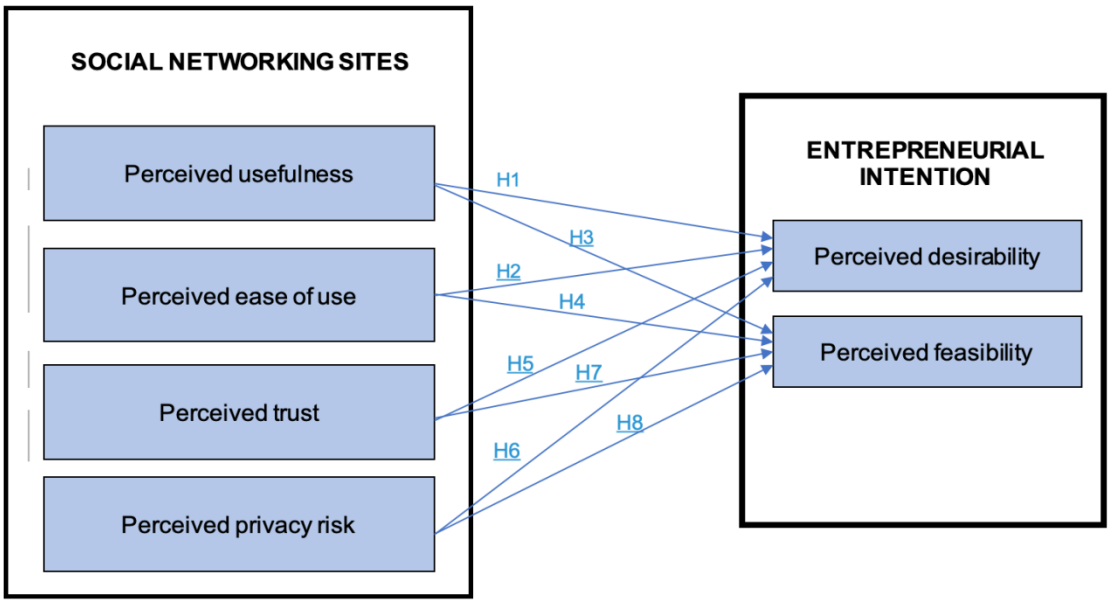


Figure 3: The effect of social networking on entrepreneurial intention

Adapted from Davis (1989) and Shapero and Sokol (1982, cited in Krueger & Brazeal, 1994:93)

2.8 Conclusion of Literature Review

In this chapter, literature on the theories was reviewed, and eight hypotheses were proposed.

First, social networking was discussed in terms of its importance in building ties with individuals who would otherwise be out of reach. In terms of this, the difference between bridging and bonding social capital was explained.

Second, literature on millennials was reviewed because this study is based on the behaviour of this population.

Third, entrepreneurial intention and the theories which underpin this research was discussed, two important intention theories, namely, the technological adoption model (Alayis & Abdelwahed, 2018; Davis, 1989; Hughes, 2016) and Shapero and Sokol's (1982, cited in Krueger & Brazeal, 1994:93) model of the entrepreneurial event were examined.

From the research reviewed, eight hypotheses emerged as important and a conceptual framework was established and used to explain the data collected.

In the next chapter, the proposed data collection method and analysis is discussed.

CHAPTER 3: RESEARCH METHODOLOGY

In this chapter, a theoretical overview of the methodology adopted for this research is discussed. The practical application of how the research was carried out, the population, sampling method, data collection procedure, and analysis of the data are also discussed. This is followed by a discussion on the validity and reliability of the instrument used, and possible limitations of the study.

3.1 Research Paradigm

A research paradigm refers to the beliefs and values that guides the way in which a researcher solves a problem. The philosophical assumption that guided this research is based on the post-positivist philosophical orientation, which assumes that scientific knowledge is the only way in which an objective reality can be established, and usually takes on a quantitative approach. The ontology that supports this assumption is that the reality is independent of the researchers own opinions and therefore the research can remain objective (Chilisa & Kawulich, 2012).

A post-positivist approach is a scientific method used to gain factual knowledge through observations, and then using this knowledge express relationships between phenomena (Creswell & Creswell, 2018). This approach also assumes that knowledge can be tested using facts and as a result be verified or falsified, and assumes that the reality is stable and can be described objectively.

There are several advantages when using this approach. First, the approach ensures objectivity, which is important during data analysis and interpretation. Second, data can be generalised because current rules, findings, and theories are being used to conclude on a specific phenomenon (Chilisa & Kawulich, 2012; Creswell & Creswell, 2018). An increasing number of studies in social and behavioural sciences have used this approach to research; therefore, it is suitable for a study on entrepreneurial behaviour.

3.2 Research Design

Cooper and Schindler (2012) stated that research design is a blueprint used to fulfil research objectives by responding to questions. It pertains to the procedure followed in the study, dictates how information is selected, and prescribes a structure to identify relationships between variables. According to Cooper and Schindler (2012), a quantitative approach allows research to measure constructs more precisely than qualitative research. Descriptive studies attempt to answer questions of why, who, what, where, and how. A profile of a group of problems, events, and people are created to define a specific subject area through means of data collection (Cooper & Schindler, 2012).

There are two approaches to research design, longitudinal studies and cross-sectional studies (Cooper & Schindler, 2012). Cross-sectional studies involve the collection of data at one point in time, which minimises any changes which might cause error in the results. Data from cross-sectional studies are also used to analyse patterns between two or more variables. As a result of strict time constraints and the need to analyse relationships, a cross-sectional approach using survey research was used for this study. Questionnaires were used to measure the effect of four of the antecedents that affect technology adoption on perceived feasibility and desirability.

Empirical evidence shows that once theories have been tested using a sample frame, generalisations can be made about the entire population (Lewis & Ritchie, 2003). Even though this method of data collection has a number of advantages such as being the most cost effective and convenient method of data collection, there are also several disadvantages. For example, quantitative research can be very broad and might not be applicable for direct application to specific contexts.

3.3 Population and Sample

3.3.1 Population

According to Cooper and Schindler (2012), a sample is a portion of the target population and this sample should best represent the population in order for data to be accurate.

In a study conducted by Alayis and Abdelwahed (2018), 772 questionnaires were distributed of which 754 questionnaires were acceptable to use. Several other studies on entrepreneurial intention also have large sample sizes; for example a study by Autio et al. (2001), had a sample size of 3 445 respondents. On the other hand, a study conducted on entrepreneurial intentions by Gird and Bagraim (2008), a significantly lower number (247) of questionnaires were collected. This study aimed to distribute between 350 and 400 questionnaires to individuals between the ages of 23 and 38 years, thus allowing for at least 100 unacceptable questionnaires. Based on previous studies where there was a response rate of between 40 and 80 per cent; this study expected an 80 per cent response rate.

The study followed similar research conducted on business studies students in Saudi Arabia, and in order to get results in the South African context the same instrument was used but the population was broader because of age limits and cultural differences.

3.3.2 Sample and sampling method

Respondents varied between the ages of 23 and 38 years. The employment situation of the respondent ranged from being employed on a full-time or part time basis, to being unemployed. The language of the respondent did not have an impact on the study and as a result was excluded from the questionnaire. While the sample is very broad, millennials range in age and employment status.

Non-probability sampling methods were used in this research. By using this approach, the probability of selecting specific cases is unknown. Convenience sampling is the cheapest and easiest method of sampling and the research has the freedom to include informal pools of friends and neighbours in the study (Cooper & Schindler, 2012). Although snowball sampling is more frequently used in qualitative research (Cooper & Schindler, 2012), it was also used to conduct this research as respondents were asked to forward the survey to friends and other connections they deemed appropriate to participate in the study.

The profile of respondents in Table 3 is based on the number of respondents surveyed by Alayis and Abdelwahed (2018), in which 43.4 per cent of respondents were male and 56.6 per cent of respondents were female. This might change in this study according to the number of questionnaires returned.

Table 2: Sampling of respondents

Gender of respondent	Number to be sampled
Males aged 23-38 years	174
Females aged 23-38 years	226
Total	400

Adapted from Alayis and Abdelwahed (2018

3.4 The Research Instrument

The measuring instrument used for this study was an online, self-administered survey delivered by email and other relevant social media channels such as WhatsApp, Instagram, and Facebook. Advantages of this measurement instrument included, contact with participants who might have been inaccessible otherwise, the research being inexpensive to conduct, expanded geographic coverage, respondents remaining anonymous, and rapid data collection. There were also a number of disadvantages to this type of instrument, which included but was not limited to, low response rates, the need for an internet connection

or data, inclusion of extreme cases which might lead to skewed responses, and lastly, the limited topics covered in surveys because of time constraints (Cooper & Schindler, 2012). Parts of the research instrument has previously been used (Alayis & Abdelwahed, 2018; Hughes, 2016) and been deemed successful.

According to Cooper and Schindler (2012), several errors might occur in survey research related to measurement questions, survey instruments and participants. Participant error, which occurs when the participant does not have the necessary answers, access to accurate information, or inadequate motivation to participate, and needs to be avoided in order for the survey to be successful. Response based errors happen when the participant fails to give complete answers or when the participant's answers misrepresents their actual behaviour, attitudes or intentions creating a response bias (Cooper & Schindler, 2012).

The instrument consisted of eight sections based on a multi item, seven-point scale consisting of three to eight statements per construct. Likert scales are easy to create and are used to evaluate statements based on how much the respondent agrees or disagrees with the statement (Cooper & Schindler, 2012).

A demographic section with closed-ended, forced questions was included in the questionnaire. Although gender was not significantly related to the study, it was included in the demographics; in addition, race had no significant impact on the study, and was included, as recommended by Alayis and Abdelwahed (2018), to assess results across different cultures. Control variables were measured by using multiple-choice questions that allowed for a single response.

Scales from previous studies were used to obtain a certain level of reliability, as they have already been tested and found to have acceptable Cronbach alpha scores. These scales have not yet been tested in a South African context, but are based on previous studies done on entrepreneurial intention and are therefore acceptable.

The influence of some situational variables were tested in the study by Alayis and Abdelwahed (2018), and repeated in this study, as follows:

- How long the respondent had been using social media (1 = less than 6 months; 2 = more than six months but less than a year; 3 = more than 1 year but less than 3 years; 4 = more than 3 years);

- Time spent daily on social media (1 = less than 3 hours; 2 = more than 3 hours but less than 6 hours; 3 = more than 6 hours but less than 9 hours; 4 = more than 9 hours);

- Number of friends/contacts/followers (1 = 0 - 100 friends; 2 = 101-300 friends; 3= 301-600 friends 4 = 601-1000 friends; 5 = more than 1000 friends), and

- Whether the respondent accepts strangers on social media (1 = yes; 2 = no; 3 = sometimes).

Information on employment was obtained, as follows:

- Employment status (1 = unemployed, 2 = part-time employed, 3 = full-time employed); and

- Likelihood of change in employment (seven-point Likert scale: 1 = highly unlikely and 7 = highly likely).

The of age and gender of participants was also captured.

A seven-point Likert scale was used to test the effect of four independent variables (perceived usefulness, perceived ease of use, perceived trust and perceived privacy risk) on two dependent variables (perceived feasibility and perceived desirability), ranging from (1) Strongly disagree to (7) Strongly agree. The questionnaire used was similar to the ones used by Alayis and Abdelwahed (2018) and Hughes (2016). The survey was piloted on between 30 and 40 respondents, however no changes were made because the robustness of the questionnaire had already been tested and verified in Saudi Arabia.

The structure, questions, and constructs in the survey are summarised in Table 2, and a full version of the research instrument is found at Appendix A.

Table 3: Measurement instrument

Description of construct/variables/items	Sourced from	Prior reliability and validity issues
Perceived feasibility	(Alayis & Abdelwahed, 2018)	One item 'I know enough to start a business', loaded with a factor value of 0.344
Perceived desirability	(Alayis & Abdelwahed, 2018)	One item 'I trust myself', loaded with a factor value of .432
Perceived usefulness	(Alayis & Abdelwahed, 2018)	One item 'I find it easy for social media to do what I want it to do', loaded with a factor value of .353
Perceived ease of use	(Alayis & Abdelwahed, 2018)	All items in this construct loaded with a factor value below .5
Perceived trust	(Alayis & Abdelwahed, 2018)	None
Perceived privacy risk	(Alayis & Abdelwahed, 2018)	All items in this construct loaded with a factor value below .5

3.5 Procedure for Data Collection

Respondents were emailed a four-page questionnaire, which consisted of 20, seven-point Likert scale type questions and should not have taken more than seven minutes to complete. This questionnaire was written in English as it is one of South Africa's official languages and therefore understood by the majority of the population. Questionnaires were distributed to approximately 400 individuals in Gauteng who were between the ages of 28 and 38 regardless of employment status. The questionnaires were distributed randomly through email, Instagram, Facebook, and WhatsApp and each respondent was requested to send the survey on to other potential respondents.

Although questionnaires are the most efficient method of data collection when the sample size is large, there are still limitations that need to be minimised. It is advised to target a larger sample size than necessary in order to mitigate the risk of a low response rate, data that cannot be used, or responses with missing data (Field, 2017).

3.6 Data Analysis and Interpretation

This section describes how the data analysis was performed and the important factors considered when making decisions.

Qualtrics, which is online software, was used to design, distribute, and summarise the data. Data was collected between October 2019 and December 2019, and once the required number of participants had completed questionnaires, the information was exported from Qualtrics into IBM Statistical package for Social sciences (SPSS) software. SPSS was identified as appropriate statistical software to analyse the collected data because it is easy to use and understand.

Once the data was collected it was cleaned in Excel to ensure that the data was consistent. This process includes screening the data for errors, coding, and completeness. Once complete, the data was exported into SPSS to run several different statistical analyses. During the cleaning process, all incomplete questionnaires were deleted and hence excluded from statistical analysis. The data was assessed for any missing values, violation of multivariate analysis; descriptive statistics summarised the data in a meaningful way, and correlation and regression analyses were used to test the hypotheses. Lastly, validity and reliability were tested.

3.6.1 Descriptive statistics

Descriptive statistics was used to interpret the demographic data. To do this, frequency tables were generated from the cleaned data set. Frequency tables assist in seeing how variables are spread out among objects. The descriptive statistics, such as means, percentages, counts, and frequency tables, used in this study, allowed a better understanding of the sample (Laerd Statistics, 2018).

Descriptive statistics help to summarise the data to see which patterns emerge, which allowed for ease of interpretation and was used to make deductions and predictions about the population through inferential statistics. Inferential

statistics can be used to make suggestions for future use (Laerd Statistics, 2018).

3.6.2 Correlation analysis

Not only does correlation show the degree to which two variables are connected to each other (Field, 2017), it also shows how strong the relationship between variables are as well as the degree to which changes in one variable will affect other variables. Correlation coefficients show the extent and direction of relationships, and the behaviour of variables in relation to one another (Field, 2017).

Cooper and Schindler (2012) agreed that correlation analyses indicate the extent to which two or more variables change together, where a positive correlation indicates the extent to which variables change at the same time and negative correlation indicates the extent to which one variable increases as the other one decreases (Cooper & Schindler, 2012).

3.6.3 Regression analysis

A regression analysis allows the examination of the relationship between two or more variables. Therefore, it aims to examine the influence of the independent variables on the dependant variables (Field, 2017).

Multiple regression analysis was applied to test the hypotheses. The influence that the independent variables: perceived usefulness of social networking site, the perceived ease of use of social networking sites, trust in social networking sites, and perceived privacy risk, had on the dependent variables: perceived desirability, and perceived feasibility, were tested in this study.

3.6.4 Statistical assumptions

Assumptions are conditions put in place to make sure that the model used works. If assumptions are true then the test statistic can be taken at face value; however, if the assumptions are not true then it could lead to results that cause

incorrect generalisations about the population. Therefore, it is important to screen the data for any violations of assumptions (Field, 2017). In this study four assumptions were tested: outliers, normality, homoscedasticity, and linearity.

- *Outliers*: Outliers are scores that are significantly different from the rest of the data. They are out of the normal range of other observations. Box and whisker plots detect outliers; however in this study no extreme values were detected and there was no problem of outliers (Field, 2017).

- *Normality*: Parametric statistical analysis requires that data should be normally distributed – meaning no skewness as a result of outliers – in order to obtain results that can be generalised and used to make inferences. The Shapiro-Wilk test and Kolmogorov-Smirnov test are both used to compare the data in the sample against a normally distributed data set (Field, 2017). In this study there was no skewness, as there were no outliers.

- *Homoscedasticity*: Homoscedasticity affects two things. First, optimal estimates of the variance of the outcome must be equal across different values of the predictor variable, and second, the variance of the outcome variable must be equal across different values of the predictor variable because if this is not the case then test statistics will not be accurate (Field, 2017). In this study, the assumptions for homoscedasticity were met.

- *Linearity*: Linearity tests are done to determine whether there is a relationship between the dependent and independent variables. It is required to perform both correlation and regression analyses. In this study, the assumptions for linearity were met.

3.7 Validity and Reliability

According to Cooper and Schindler (2012), there are three criteria for evaluating a measurement tool; validity, reliability, and practicality. Validity describes the

extent to which a developed scale measures what it intends to measure, reliability is concerned with the accuracy of the measurement procedure and whether it can be used in different situations, and practicality depends the convenience and ease with which the instrument is interpreted (Field, 2017).

3.7.1 External validity

Factor analysis assumes that variables can be downsized to fewer latent variables that share a common variance. It is also a method that can be used to signify relationships between different variables in a simple manner (Field, 2017). The point of factor analysis is to reduce variables to the smallest possible set of variables, also known as factors (Field, 2017).

Prior to examining the constructs for correlation and regression, an exploratory factor analysis (EFA) was used to ensure that all the items corresponded with the constructs in a linear pattern. Items that did not fit into the pattern matrix were removed.

3.7.2 Internal validity

Internal validity refers to whether the instrument measures what it aims to measure and consists of content validity, construct validity, and criterion related validity (Cooper & Schindler, 2012). Content validity refers to the extent to which the instrument provides adequate coverage of the research questions. Construct validity is concerned with how the instrument relates to empirically grounded theory. Criterion validity refers to whether or not the instrument can be used in a different context (Cooper & Schindler, 2012).

Internal validity was addressed in this study by doing an exploratory factor analysis, where cofounding variables were assessed and removed. This was necessary because questionnaires from prior studies were used to formulate a new questionnaire. Two dependent variables, namely perceived feasibility and perceived desirability, and four independent variables namely, perceived ease

of use, perceived usefulness, perceived trust, and perceived privacy risk; were tested for convergence using the exploratory factor analysis.

3.7.3 Reliability

Reliability of an instrument refers to the degree to which the measurement is free of random or unstable errors. If a scale is not reliable then the outcome will no longer be valid. Reliable instruments are robust and can be applied to different situations, times and conditions (Cooper & Schindler, 2012).

Cronbach's alpha measures the reliability of the scales that are being used. If the scales have a Cronbach alpha score of >0.7, this means the scales used are reliable and can be effectively used to measure what was set out to measure (Field, 2017).

Scales from previous studies (Alayis & Abdelwahed, 2018; Davis, 1989) were used in this study, thus maintaining a certain level of reliability. When tested in previous studies, these scales had Cronbach alpha scores of >0.7 and had already met the requirements for validity and reliability both in an international and South African context.

3.8 Ethical Considerations

According to Cooper and Schindler (2012), ethics are moral standards that guide moral behaviour in terms of relationships with others. It is important that research conducted is ethical to ensure that no one is harmed or suffers adverse consequences during the process. The primary issues involving surveys include deception, confidentiality, quality, and safety.

When collecting data using questionnaires there are several ethical issues that need to be taken into consideration. The aim is to ensure that data is gathered in an ethical manner by obtaining the participant's informed consent, no time is wasted with long or unnecessary questions, and the nature and importance of the research being conducted is clarified. Participants' anonymity should be ensured, and responses should not be attached to their specific identity.

The respondents in this study gave consent for the survey to be administered and it was assumed that if the respondent took part in the survey they granted consent to use the information provided. The researcher applied for ethical clearance from the Wits Ethics Committee and awaited approval before administering the questionnaire.

The ethics protocol number for this study is: WBS/BA2225866/165 (Appendix L)

3.9 Conclusion

Research design and paradigms as well as research procedures that were applied are discussed in this chapter. The study adopted a quantitative, post-positivist approach, which took place over a short period, meaning it was cross-sectional research. The survey instrument used, a questionnaire is also described. Data was captured using Qualtrics and cleaned and analysed in SPSS. Data analysis and interpretation, based on descriptive statistics, exploratory factor analysis, and correlation and regression analysis, are detailed in Chapter 3.

CHAPTER 4: PRESENTATION OF RESULTS

4.1 Introduction

This chapter presents the findings of the research, based on the methodology as discussed in Chapter 3. Primary data was collected by distributing an online questionnaire using the Qualtrics platform. The data was analysed using SPSS, a tool for statistical analysis. This chapter presents the demographic data of the respondents, an exploratory factor analysis, and the reliability and validity of the data. In the last section of the chapter, an analysis of the hypothesised effects is presented.

4.2 Data Screening and Quality

In this research, the total number of respondents were 222. As a result of missing data, 33 responses were excluded from the statistical analysis. The number of responses was capped at 222 because of time constraints, and as a result of the response rate for the questionnaire being 55 per cent, it fell into the desired response rate range of 40 to 80 per cent. Of the 222 responses, 187 questionnaires were deemed acceptable.

4.3 Demographic Profile of Respondents

The demographic data collected in this study were gender, age, ethnicity and employment status. Frequency tables and graphs were used to summarise the demographic data to explain the sample characteristics.

4.3.1 Gender

In Table 4, it can be seen that 113 respondents were female and 74 were male. Therefore 60.4 per cent of respondents were female and 39.4 per cent were male.

In Appendix B the mean for the gender of the respondents was 1.60 with a standard deviation of .490 meaning that on average respondents were female.

Table 4: Gender

Demographic	Frequency	Percent
Male	74	39.6
Female	113	60.4
Total	187	100.0

4.3.2 Age

The age profile of respondents varied between the ages of 23 and 38 years. As seen in Table 5, the majority of respondents were between the ages of 23 and 25 years (34.2 per cent) and 26 and 28 years (35.8 per cent). Only 14.4 per cent of respondents were between 29 and 31 years of age, 9.1 per cent were aged between 32 and 34 years, and the least number of respondents (6.4 per cent) were between the ages of 35 and 38 years.

The mean of the respondents age was 2.18; therefore on average, respondents were between the ages of 26 and 28 years, and the standard deviation was 1.185 (refer to Appendix B).

Table 5: Age

Years	Frequency	Percent
23-25	64	34.2
26-28	67	35.8
29-31	27	14.4
32-34	17	9.1
35-38	12	6.4
Total	187	100.0

4.3.3 Ethnicity

Although race was not important for the research, it was included in the questionnaire. Most respondents (89.8 per cent) were white, while 4.3 per cent were black and 3.2 per cent were Indian. Only one respondent was coloured, and two respondents preferred not to disclose their race (Refer to Table 6).

The mean for ethnicity was 3.90 and the standard deviation .697. Therefore, most of the respondents for this research were white (refer to Appendix B).

Table 6: Ethnicity

Group	Frequency	Percent
Indian	6	3.2
Coloured	1	0.5
Black	8	4.3
White	168	89.8
Other	2	1.1
I prefer not to say	2	1.1
Total	187	100.0

4.3.4 Employment status

Most people aged 23 to 38 years fell within the working age of the population, 148 respondents stated that they were employed on a full-time basis. The rest of the respondents were either employed on a part time basis (20) or are studying on a full-time basis (19) (see Table 7).

The mean was 1.99 and the standard deviation .458, meaning that most of the respondents were employed on a full-time basis (refer to Appendix B).

Table 7: Employment status

Employment	Frequency	Percent
Part-time employment	20	10.7
Full-time employment	148	79.1
Full-time study	19	10.2
Total	187	100.0

The following section discusses social network usage among millennials.

4.4 Social Networking Behaviour among Millennials

In this section, the social network usage of respondents is discussed. The duration of use of social networking sites, daily time spent on social networking sites, the number of friends/followers that respondents had on various sites, as well as, whether the respondent was open to accepting strangers on social networking sites are all discussed.

4.4.1 Duration of social media usage

As seen in Figure 2, 181 respondents had used social media for more than three years and very few (six) respondents had used social media for less than three years.

The mean for the duration of social media use was 3.97 and the standard deviation 1.77, meaning that most of the respondents had used social media for more than three years (refer to Appendix C).

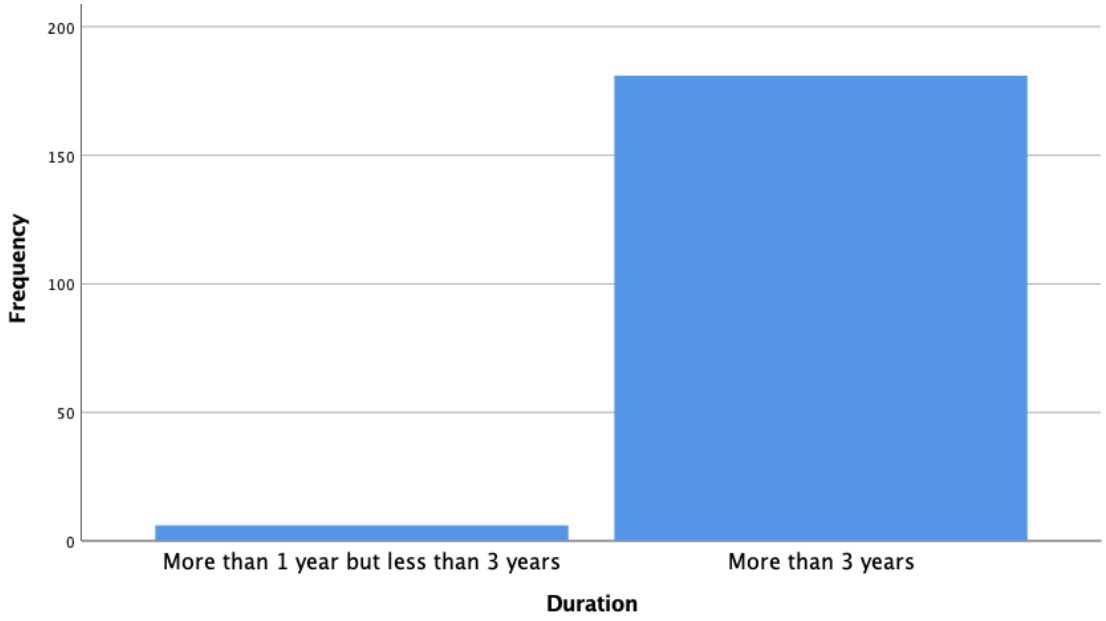


Figure 4: Duration of social media usage

4.4.2 Daily social media usage

With reference to Figure 3, most of the respondents did not spend a significant amount of time on social media per day, which could be as a result of the majority of respondents being employed full time. Of the respondents, 115 believed that they spent less than three hours on social media, 66 respondents believed that they spent between three and six hours on social media per day, whereas only five respondents spent more than six hours surfing social networking sites. Only one respondent spent the majority of the working day on social media, which could mean that this respondent runs a business using social media.

The mean for daily time spent on social media was 1.42 and the standard deviation .576, which meant that the average respondent spent less than three hours a day on social networking sites (refer to Appendix C).

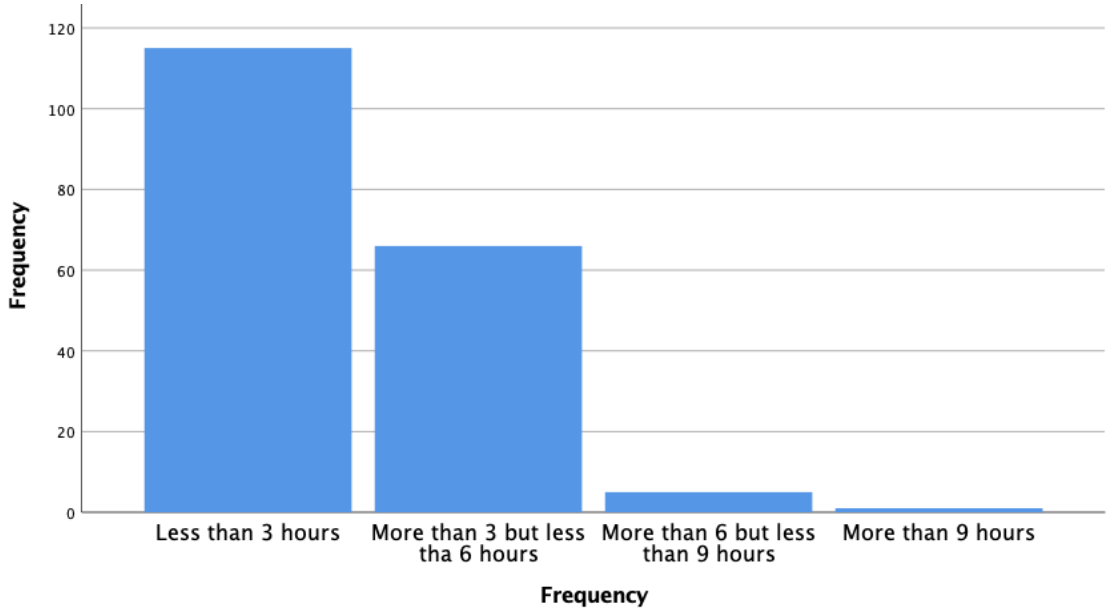


Figure 5: Daily social media usage

4.4.3 Number of friends/followers

In Figure 4, most respondents had between 101 and 1000 followers on the various social media platforms to which they had access. Only four respondents had more than 5 000 followers and another four had 10 000 followers. Some respondents had already established successful businesses on social media and those respondents had more than 5 001 or 10 000 followers.

The mean for the number of followers was 3.43, with the average respondent having between 301 and 600 followers, and the standard deviation from the mean was 1.367 (refer to Appendix C).

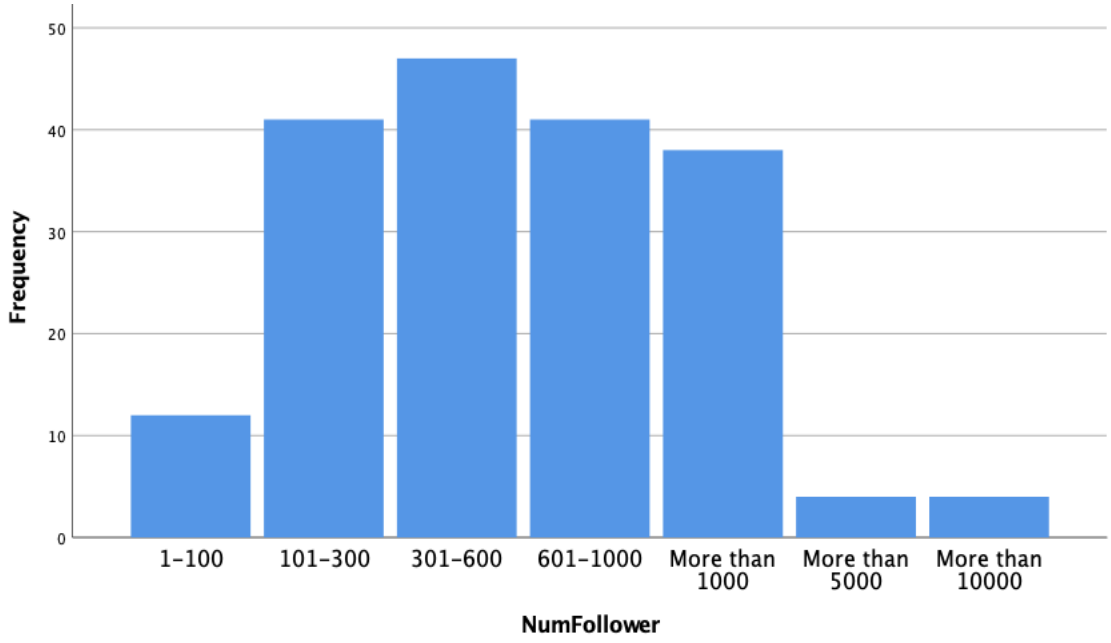


Figure 6: Number of followers

4.4.4 Strangers on social media

Possibly as a result of internet safety, very few respondents (five) accepted strangers who requested to follow them on social media. Respondents who sometimes accepted strangers on social media or never accepted strangers were split equally with 91 respondents respectively (see Figure 5).

The mean was 2.46 and the standard deviation .551, therefore the average response to this question was “I sometimes accept strangers on social networking platforms” (refer to Appendix C).

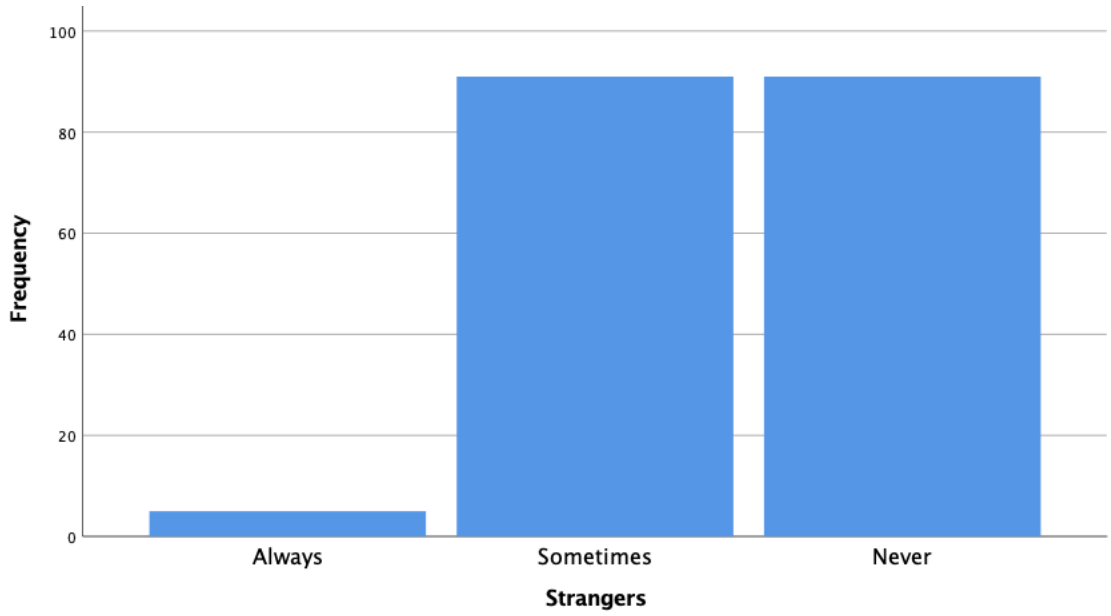


Figure 7: Strangers on social media

The next section discusses the various uses of social media sites.

4.5 Reasons for using Social Media Sites

The reasons for using social networking sites are discussed in this section. These include information searches, playing games, professional and personal relationships and communication, obtaining feedback, posting photos and videos, blogging, shopping, and running a business.

4.5.1 Searching for information

With reference to Table 8, it is clear that most respondents use social networking sites to search for information. Of the respondents, 87 frequently used social media sites to search for information, 19 almost always searched for information, and even less respondents used only social networking sites to search for information. Although these platforms have a lot of information, 18 per cent of respondents stated that they used social networking sites significantly less for searching for information.

The mean for using social networking sites for this reason was 4.63 and the standard deviation 1.356, meaning that the average response for this question was that respondents are neutral about using social networking platforms to search for information (refer to Appendix D).

Table 8: Searching for information

Searches	Frequency	Percent
Never	4	2.1
Almost never	14	7.5
Infrequently	16	8.6
Neutral	31	16.6
Frequently	87	46.5
Almost always	19	10.2
Always	16	8.6
Total	187	100.0

4.5.2 Playing online games

Looking at Figure 6 it can be seen that playing online games was unpopular among the millennial population with the data being skewed to the negative side of the scale used. Most respondents (114) stated that they never use social media platforms for this purpose; one respondent always used social networking platforms to play online games.

The mean for playing online games was 1.88 and the standard deviation 1.368. Therefore, the average response for this question was “I never use social networking platforms to play online games” (refer to Appendix D).

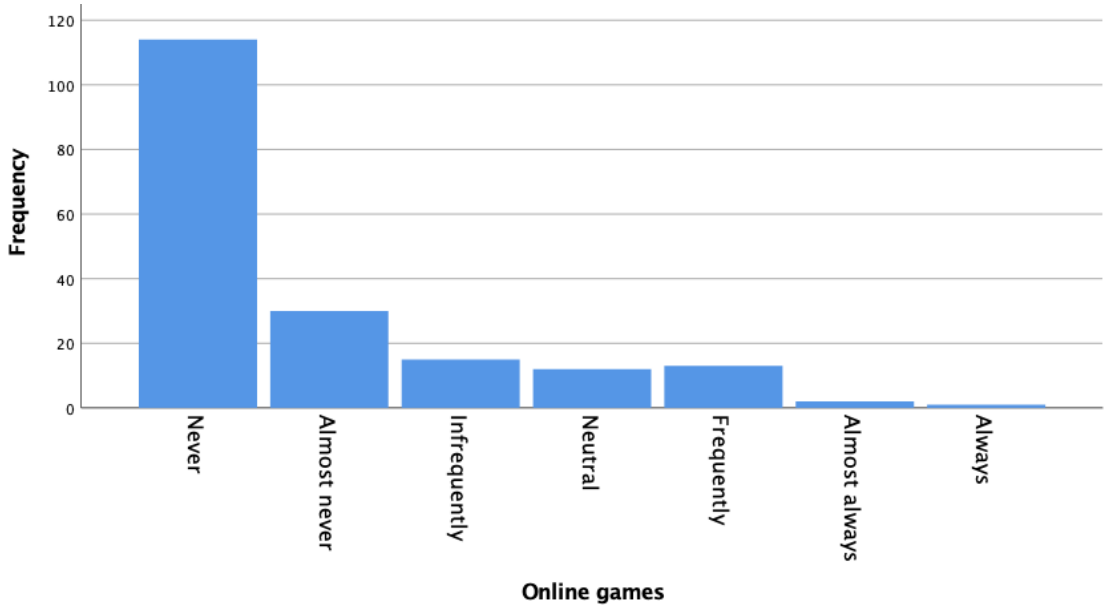


Figure 8: Online games

4.5.3 Fostering professional relationships

Social media platforms such as LinkedIn were created with the purpose of creating professional relationships. Even though the data in Figure 7 shows that using social media platforms to foster professional relationships was fairly evenly distributed, the majority of respondents frequently used social networking platforms for this reason. Very few respondents used social media for this purpose only, and 26 respondents never used the platforms for this purpose. The mean for this data set was 3.55 and the standard deviation 1.583, meaning that most respondents “infrequently” used social networking platforms to foster professional relationships (refer to Appendix D).

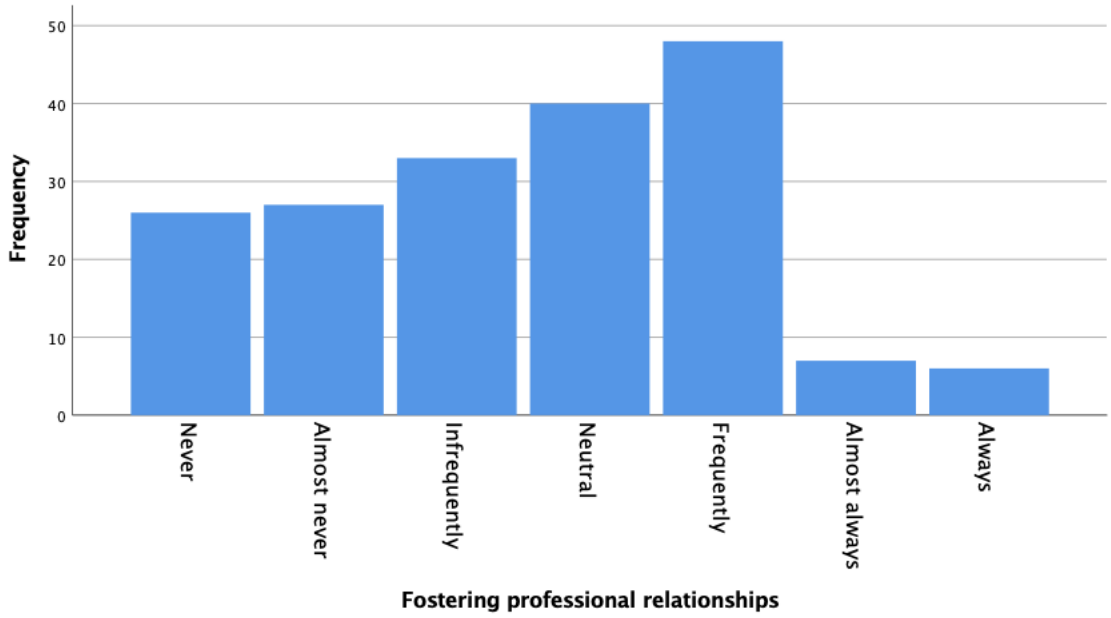


Figure 9: Fostering professional relationships

4.5.4 Communicating with friends and family

Social networking sites are popular for staying in touch and communicating with friends and family, this is seen in Figure 8 where the data is skewed towards the positive side of the scale. Of the respondents, 78 stated that they frequently used social media for this purpose, 38 respondents almost always used social media for this, and 34 respondents stated that communicating with friends and family is the main purpose of their social media presence. It is very rare that individuals who use social media do not use it for this purpose.

The mean for this data set was 5.20 and the standard deviation 1.316 meaning that the average response for this question was that respondents ‘frequently’ use social networking sites to communicate with friends and family (refer to Appendix D).

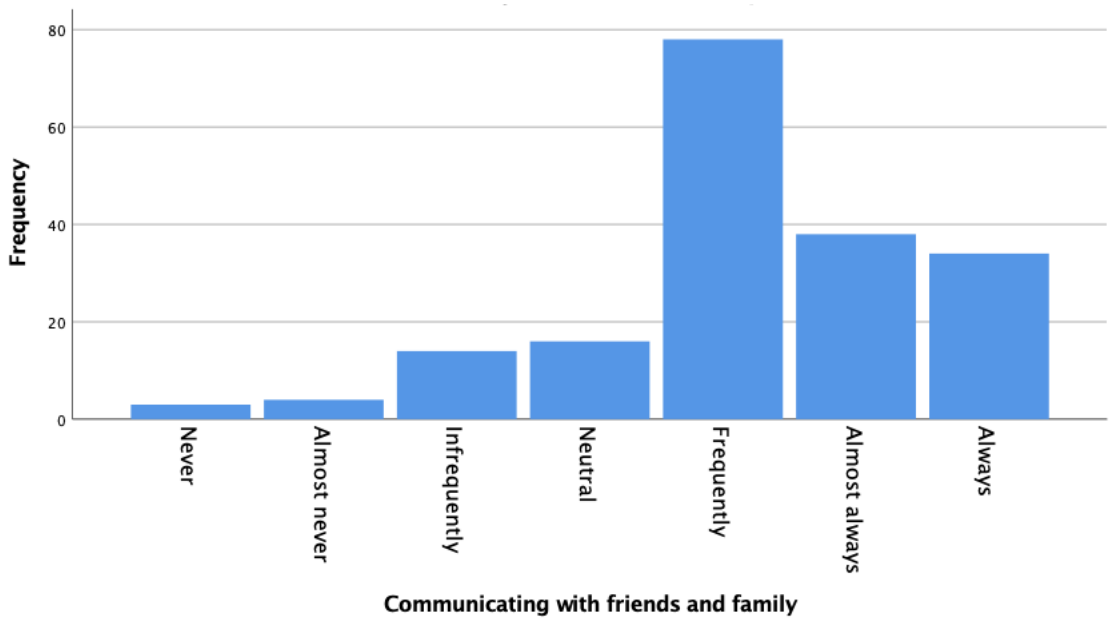


Figure 10: Communicating with friends and family

4.5.5 Making new friends

As a result of the data being skewed towards the negative side of the scale used (refer to Figure 9) it can be seen that most of the respondents who participated in this research did not use social networking sites to meet new friends. Most respondents were wary of making friends on social media, possibly as a result of internet safety, with 60 respondents stating that they never used social media for this purpose.

The mean was 2.6 with a standard deviation of 1.546 meaning that on average, participants either almost never or infrequently used social networking platforms for the purpose of making new friends (refer to Appendix D).

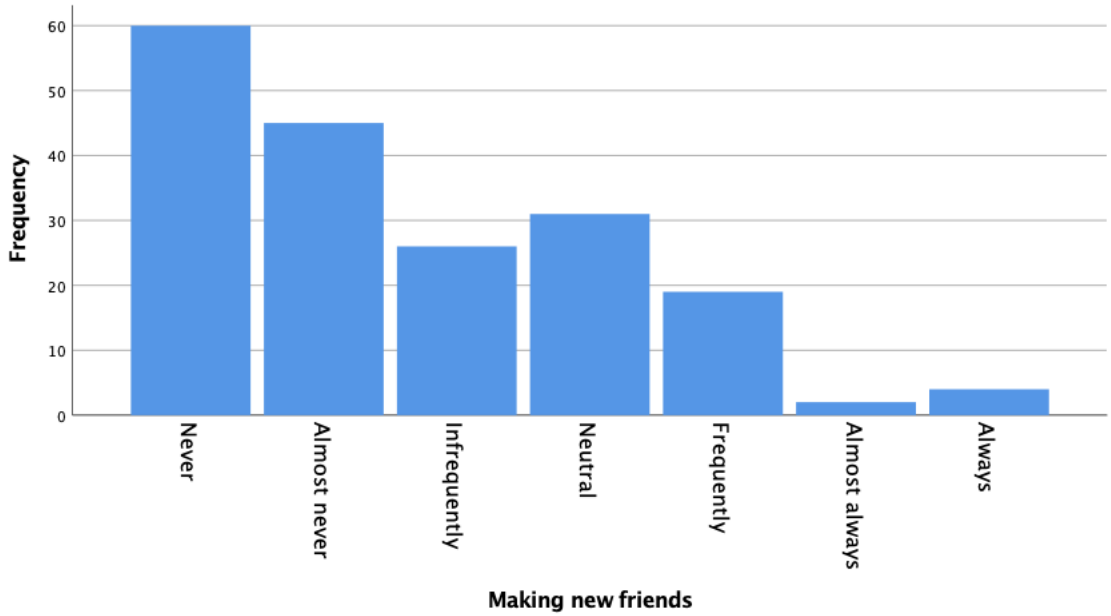


Figure 11: Making new friends

4.5.6 Getting feedback

The questionnaire was not specific as to what respondents wished to receive feedback on; most of the respondents were neutral about this reason (51) with the rest being skewed toward the negative side of the scale used (Figure 10). Very few (five) used social media to receive feedback.

The mean was 3.25 with a standard deviation of 1.581 meaning that the average answer was that respondents “infrequently” used social networking sites to get feedback (refer to Appendix D).

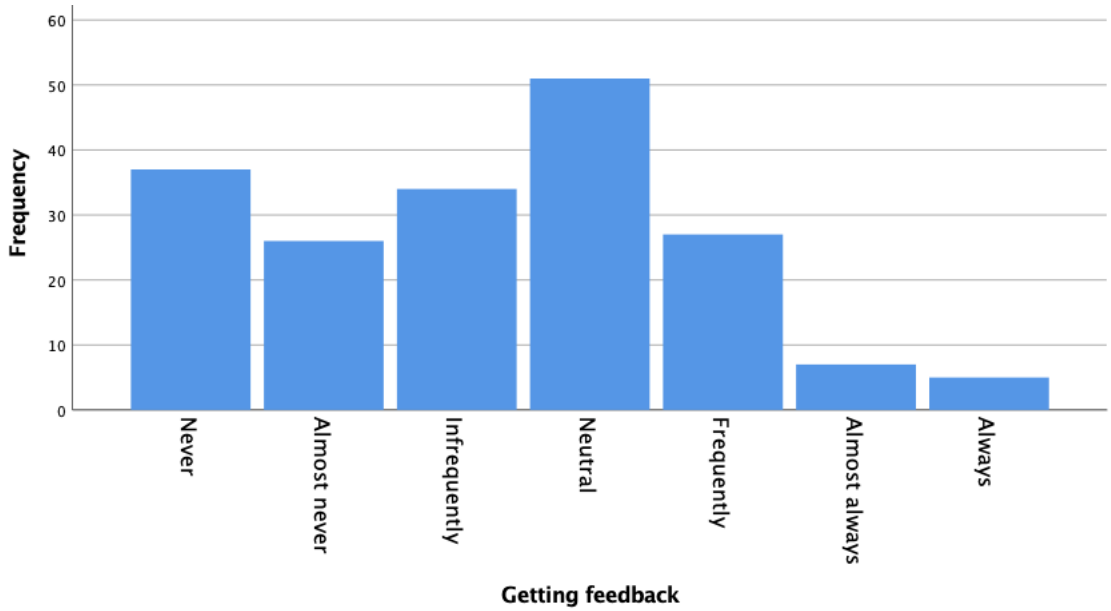


Figure 12: Getting feedback

4.5.7 Posting photos and videos

Most social networking sites were created to share photos and videos therefore most responses were on the positive end of the scale used. Of the respondents, 54 frequently used social networking platforms to post photos and videos (see Table 9).

The mean for this response was 4.54 with a standard deviation of 1.563, which meant that the average response was “neutral” or that respondents “frequently” use social networking sites to post photos and videos (refer to Appendix D).

Table 9: Posting photos and videos

Posting	Frequency	Percent
Never	7	3.7
Almost never	11	5.9
Infrequently	35	18.7
Neutral	28	15.0

Posting	Frequency	Percent
Frequently	54	28.9
Almost always	31	16.6
Always	21	11.2
Total	187	100.0

4.5.8 Sharing experiences through blogging

In Figure 11 it can be seen that the data for this response was skewed to the negative side of the scale used, meaning that most respondents did not use social networking platforms for this purpose. Although it is possible that they used social networking platforms to share photos and videos it is possible that they did not feel they were sharing their experiences with the purposes of blogging.

The mean was 2.42 with a standard deviation of 1.756, which meant that respondents never used their social networking profiles as blogs through which they could share their experiences (refer to Appendix D).

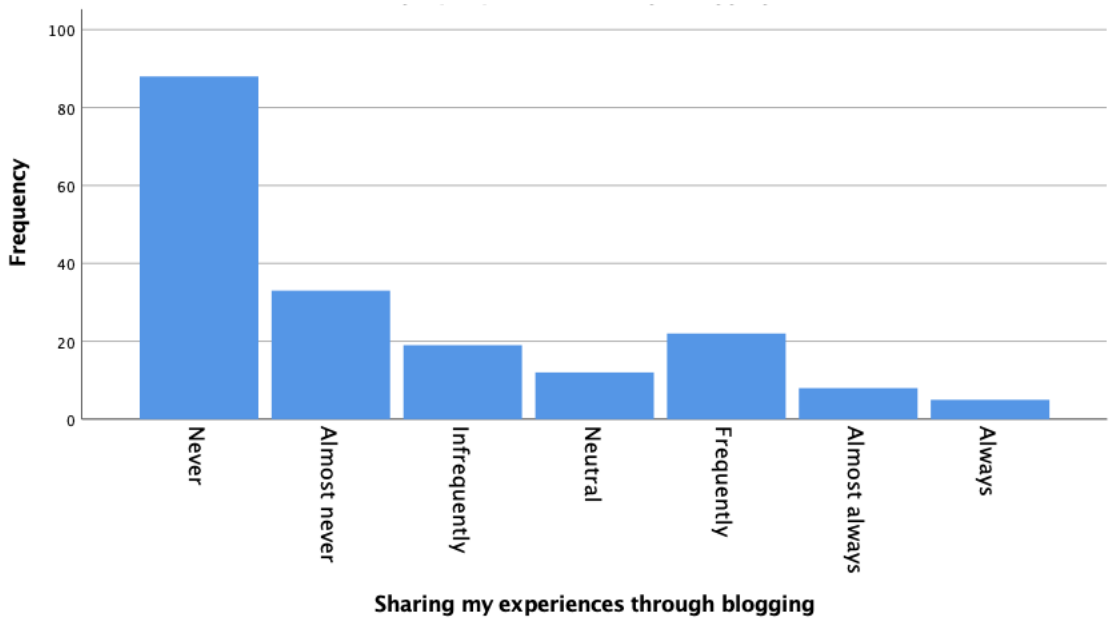


Figure 13: Sharing experiences through blogging

4.5.9 Online shopping/e-commerce

Many social networking sites are used by businesses to market and sell their products and services. Most respondents frequently used social networking platforms for online shopping (see Table 10).

The mean for this response was 3.97 with a standard deviation of 1.678 which means that the average response was that respondents “infrequently use social networking platforms for online shopping or that respondents were “neutral” about this statement (refer to Appendix D).

Table 10: Online shopping

Shopping	Frequency	Percent
Never	21	11.2
Almost never	19	10.2
Infrequently	32	17.1
Neutral	28	15.0
Frequently	57	30.5
Almost always	20	10.7
Always	10	5.3
Total	187	100.0

4.5.10 Running a business

Many respondents for this research were employed full time and this could be a reason for the data being so skewed to the negative side of the scale used. Only 10 respondents out of 187 ran their own businesses on social media (see Table 21).

The mean for this response was 2.12 and the standard deviation 1.820 (refer to Appendix D).

Table 11: Running a business

Run own business	Frequency	Percent
Never	123	65.8
Almost never	12	6.4
Infrequently	6	3.2
Neutral	21	11.2
Frequently	12	6.4
Almost always	3	1.6
Always	10	5.3
Total	187	100.0

The sext section discusses the various social media sites.

4.6 Access to Social Media Sites

The access to different popular social networking sites is discussed in this section. These include Instagram, Facebook, Twitter, LinkedIn, YouTube, Snapchat, Reddit, Tumblr, and Google+.

4.6.1 Instagram

Many respondents used Instagram, at least daily, with 41 respondents accessing this platform hourly (see Figure 12). There were very few respondents that never used Instagram, which could be as a result of being in the older portion of the millennial generation.

The mean for Instagram use was 3.8, with a standard deviation of 1.111 - meaning that the average frequency of Instagram use was daily (refer to Appendix E).

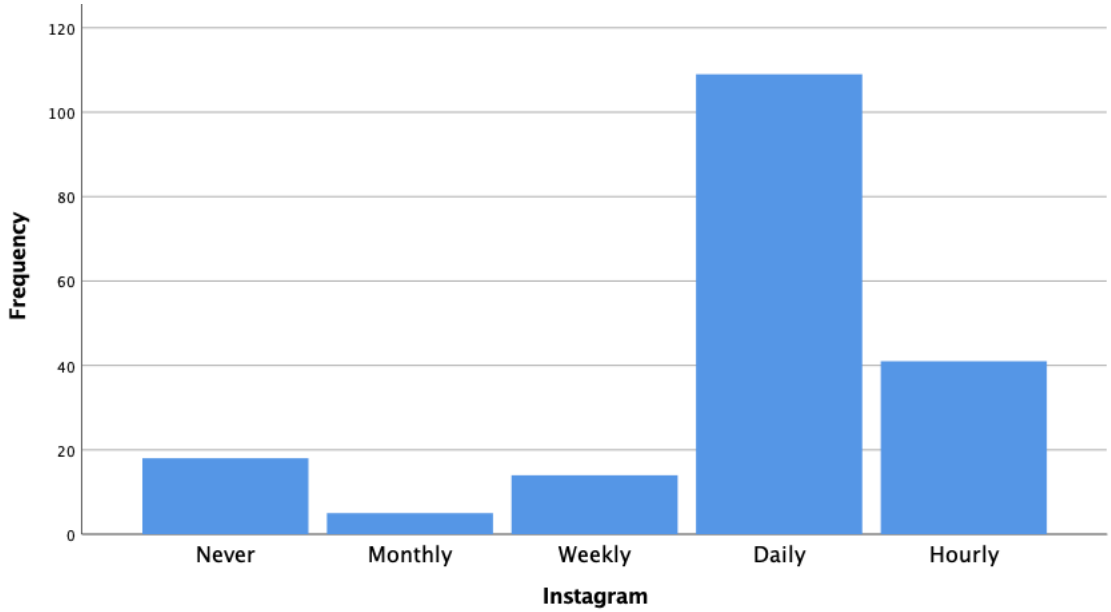


Figure 14: Instagram

4.6.2 Facebook

Facebook was a popular social networking platform among the whole age spectrum of millennials. Of the respondents, 118 accessed the platform daily and 24 respondents accessed the platform hourly (see Figure 13). There are very few respondents who never accessed the site at all, which could be as a result of them being on the younger end of the millennial age spectrum.

The mean for Facebook use was 3.72 with a standard deviation of .962, meaning that most respondents used Facebook daily (refer to Appendix E).

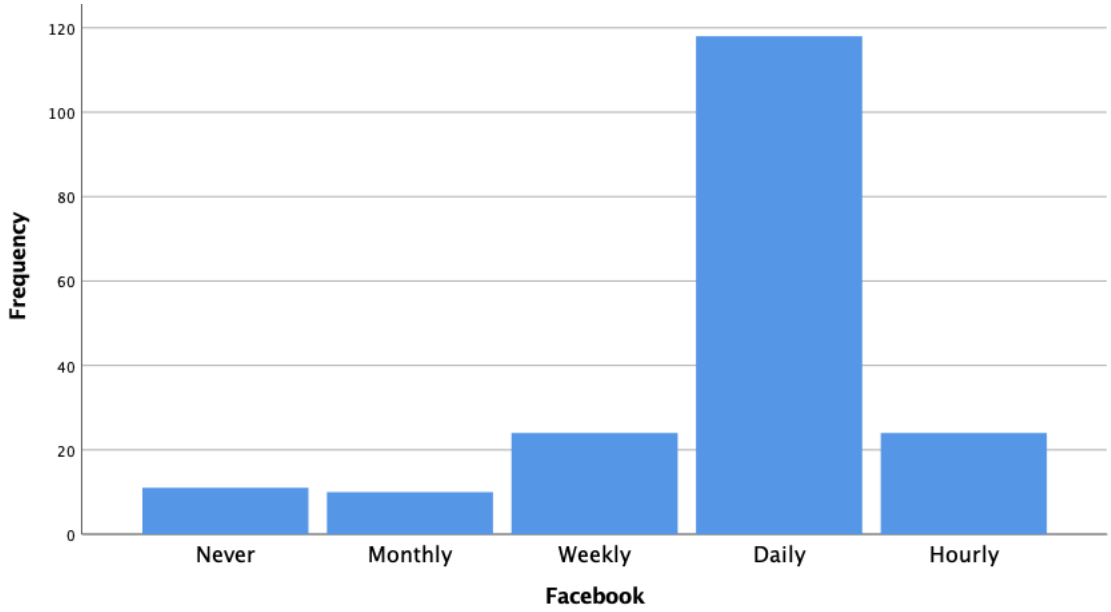


Figure 15: Facebook

4.6.3 Twitter

As a result of Twitter being used mainly for marketing purposes, it was a less popular social media platform among millennials to engage with one another. In Table 12, 131 respondents never used Twitter and only 22 respondents use it daily.

The mean for this data set was 1.65 with a standard deviation of 1.156. The average usage of Twitter for this group of respondents was never (refer to Appendix E).

Table 12: Twitter

Access	Frequency	Percent
Never	131	70.1
Monthly	22	11.8
Weekly	7	3.7
Daily	22	11.8
Hourly	5	2.7
Total	187	100.0

4.6.4 LinkedIn

LinkedIn was not a popular social networking platform, with 82 respondents stating that they never accessed this platform. Of the respondents, 41 accessed the platform monthly, which is more fitting to this type of platform (see Table 13).

The mean access of this platform was 2.07 with a standard deviation of 1.141, meaning that the average access to LinkedIn happened on a monthly basis (refer to Appendix E).

Table 13: LinkedIn

Access	Frequency	Percent
Never	82	43.9
Monthly	41	21.9
Weekly	35	18.7
Daily	27	14.4
Hourly	2	1.1
Total	187	100.0

4.6.5 YouTube

YouTube was a popular platform to access weekly or daily with 84 respondents accessing it weekly and 69 respondents accessing it daily (see Table 14).

The mean frequency of access was 3.24 with a standard deviation of .822, where the average frequency of using YouTube is ‘weekly’ (refer to Appendix E).

Table 14: YouTube

Access	Frequency	Percent
Never	6	3.2
Monthly	23	12.3
Weekly	84	44.9
Daily	69	36.9
Hourly	5	2.7
Total	187	100.0

4.6.6 Snapchat

Snapchat was an unpopular platform among millennials. Of the respondents, 142 stated that they never used the platform. Only nine respondents accessed the platform daily (see Figure 14).

The mean frequency use of Snapchat was 1.43 with a standard deviation of .885, meaning that the average snapchat usage was mostly never (refer to Appendix E).

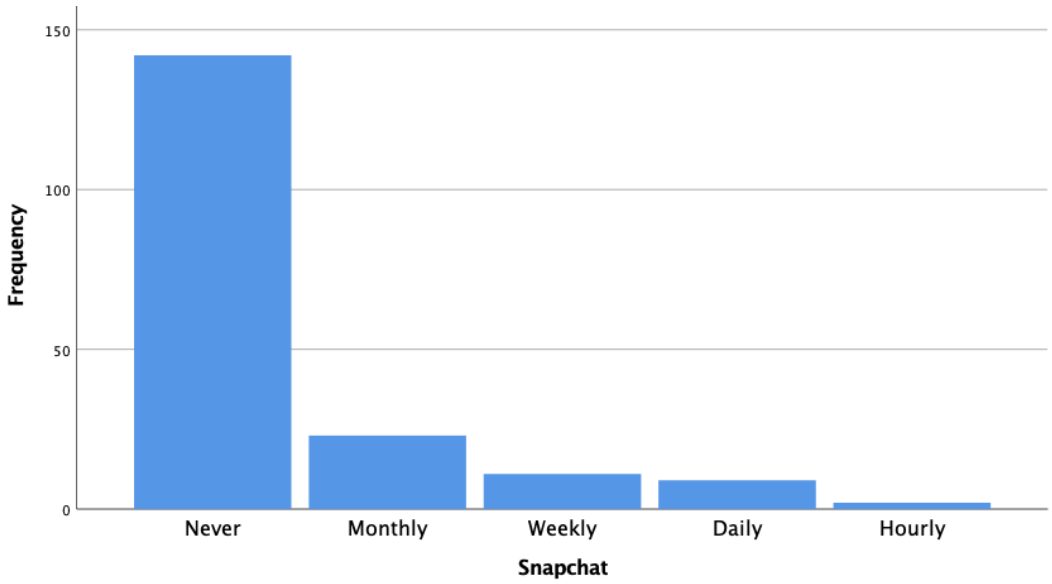


Figure 16: Snapchat

4.6.7 Reddit

Reddit was an unpopular platform among millennials with 157 respondents never accessing the site. Very few respondents (10) access the site daily (see Table 15).

The mean frequency use was 1.35 with a standard deviation of .899, which meant that the average response was “never” (refer to Appendix E).

Table 15: Reddit

Access	Frequency	Percent
Never	157	84.0
Monthly	11	5.9
Weekly	6	3.2
Daily	10	5.3
Hourly	3	1.6
Total	187	100.0

4.6.8 Tumblr

According to Table 16, Tumblr was another unpopular platform among millennials, with 181 respondents stating that they never accessed the platform.

The mean frequency use of this site was 1.04 with a small standard deviation of .250, which meant that the average answer for the question was ‘never’ and there were very few respondents who used the site on a more frequent basis (refer to Appendix E).

Table 16: Tumblr

Access	Frequency	Percent
Never	181	96.8
Monthly	4	2.1
Weekly	2	1.1
Total	187	100.0

4.6.9 Google +

According to Figure 15, Google+ was another unpopular platform among millennials with 112 respondents stating that they never accessed this platform. Of the respondents, 27 accessed the platform weekly and a further 27, daily; eight respondents accessed it every hour.

The mean frequency of access for this platform is 1.96 with a standard deviation of 1.309 which means that the average answer for this question was ‘never’ (refer to Appendix E).

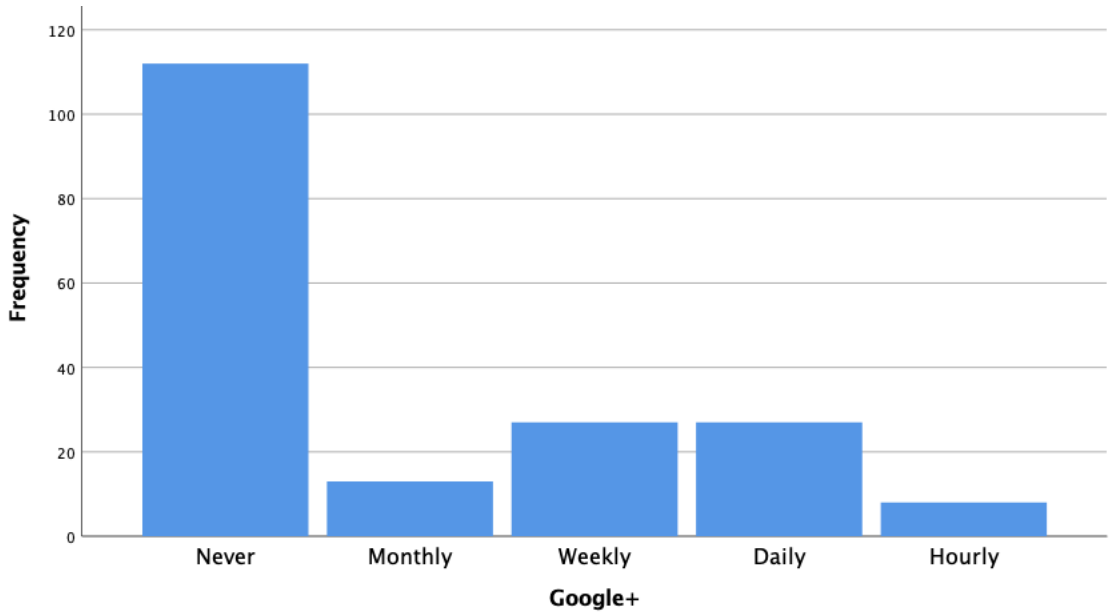


Figure 17: Google+

The next section explains the validity of the survey through an exploratory factor analysis.

4.7 Validity: Exploratory Factor Analysis

Although the survey questions used to formulate the questionnaire for this research were previously tested for construct validity, it was essential to retest it, because the questionnaire was formulated using different studies. In this section, the different factor loadings of each construct are discussed as well as the KMO test of sampling adequacy, the Bartlett's test of sphericity, total variance explained, and the scree plot. Two dependent variables, namely perceived feasibility and perceived desirability, and four independent variables namely, perceived ease of use, perceived usefulness, perceived trust, perceived privacy risk; were tested for convergence using the exploratory factor analysis.

4.7.1 KMO and Bartlett's test of sphericity for dependent variables

A principle component analysis was conducted on the dependent variables with varimax rotation. The Kaiser-Meyer-Olkin test for sampling adequacy verified

the sampling adequacy, KMO = .765, which was above the acceptable value of .5 and therefore adequate (see Table 17).

Table 17: KMO and Bartlett's test of sphericity for dependent variables

Test		Result
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.765
Bartlett's Test of Sphericity	Approx. Chi-Square	385.514
	df	10
	Sig.	.000

Bartlett's test of sphericity tests whether the correlations between variables are significantly different from zero. For the test to be significant the value should be less than .5, p = .000 therefore p < .001, which meant it was highly significant and appropriate for factor analysis.

4.7.2 Total variance explained for dependent variables

The numbers in the scree plot (Figure 16) were compared with the variance table (Table 18) to determine how much variance in the data could be explained. One component had a total Eigenvalue over Kaiser's criteria of 1 explaining 59.719 per cent of the variance.

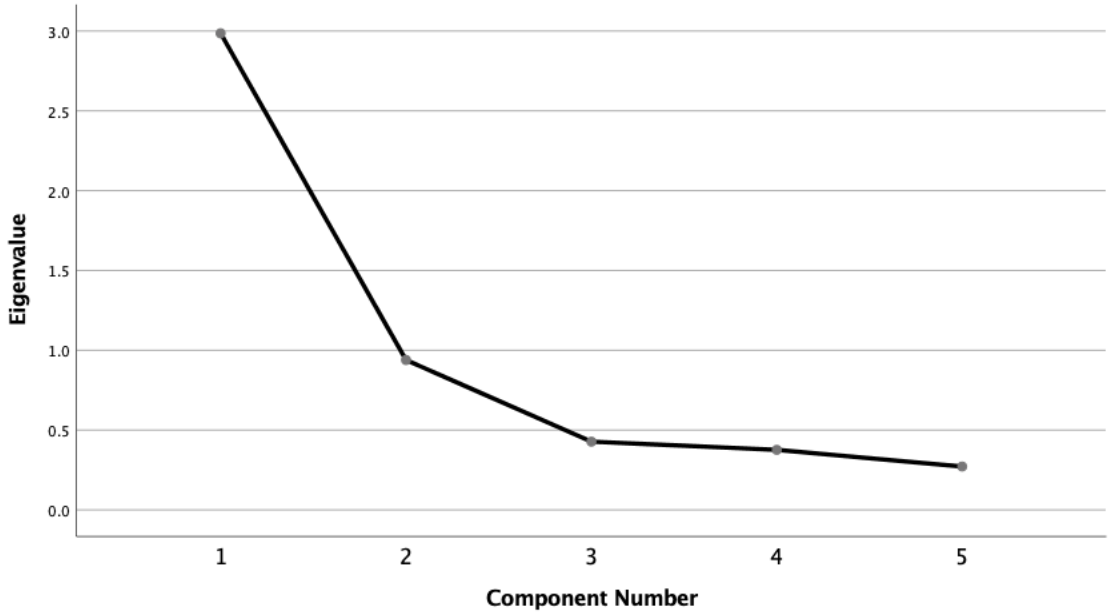


Figure 18: Scree plot for dependent variables

Table 18: Total variance explained for dependent variables

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.986	59.719	59.719	2.986	59.719	59.719
2	.939	18.782	78.502			
3	.427	8.550	87.052			
4	.376	7.518	94.570			
5	.271	5.430	100.000			

Extraction Method: Principal Component Analysis.

4.7.3 Factor loading of questionnaire items for dependent variables

An exploratory factor analysis was conducted to understand the constructs' perceived feasibility and perceived desirability. Six items were dependent variables. The dependent variables loaded highly onto only one component: perceived feasibility, as a result of not loading highly into perceived desirability this dependent variable had to be removed as no further test was done using it.

Only one factor (I trust myself) loaded into a second component and had to then be removed because of validity issues. In the reviewed literature, the same factor was removed.

Table 19: Factor loading for dependent variables

Component Matrix[a]	Component
	1
I am certain that I would be successful if I started a business	.776
I have enough knowledge to start my own business	.754
Starting a business would be very easy for me to do	.811
I want to be and entrepreneur	.816
In the future I would like to work for myself	.701

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

4.7.4 KMO and Bartlett's test of Sphericity for independent variables

A principle component analysis was conducted on the independent variables. The Kaiser-Meyer-Olkin test for sampling adequacy verified the sampling adequacy, KMO = 0.735, which is good (see Table 20). The KMO values for individual variables are produced on the diagonal of the anti-image correlation matrix (refer to Appendix F). The diagonal values on this matrix and KMO values for individual variables and should be above 0.5 (Field, 2017). All the values on the diagonal of the anti-image correlation matrix were above 0.5.

Bartlett's test of sphericity tests whether the correlations between variables are significantly different from zero. For the test to be significant the value should be less than 0.5, p= 0.000 therefore <0.001 which meant it was highly significant and therefore appropriate for factor analysis.

Table 20: KMO and Bartlett's test of sphericity for independent variables

Test		Result
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.735
Bartlett's Test of Sphericity	Approx. Chi-Square	849.184
	df	91
	Sig.	.000

4.7.5 Total variance explained for independent variables

An analysis was run to obtain eigenvalues for each component in the data. Four components had Eigenvalues over Kaiser's criteria of 1 and the combination explained 64.533 per cent of the variance (see Table 21).

Table 21: Total variance explained for independent variables

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	3.462	24.727	24.727	3.462	24.727	24.727	2.993
2	2.560	18.288	43.015	2.560	18.288	43.015	2.947
3	1.582	11.301	54.317	1.582	11.301	54.317	2.105
4	1.430	10.216	64.533	1.430	10.216	64.533	1.815
5	.784	5.596	70.129				
6	.695	4.967	75.096				
7	.661	4.722	79.818				
8	.574	4.103	83.921				
9	.541	3.862	87.783				
10	.449	3.210	90.993				
11	.403	2.877	93.870				
12	.339	2.422	96.292				
13	.300	2.142	98.434				
14	.219	1.566	100.000				

Extraction Method: Principal Component Analysis.
a. When components are correlated, sums of squared loadings cannot be added to obtain a total variance.

4.7.6 Scree plot for independent variables

The scree plot is shown in Figure 17. The point of inflexion of the plot is at the third factor and the fifth factor, which was the final factor that loaded on the component matrix.

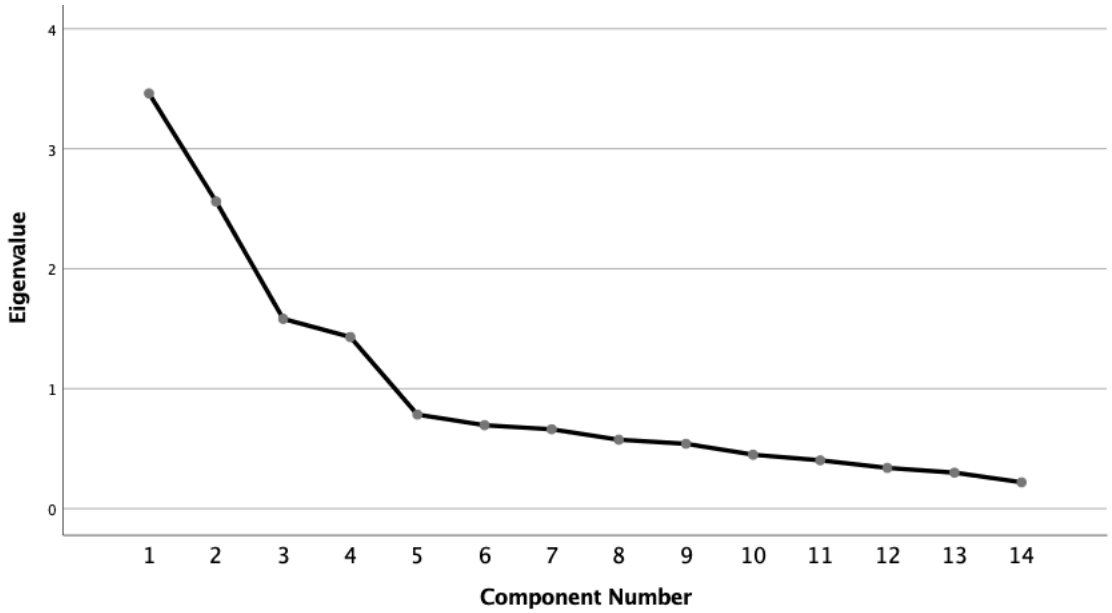


Figure 19: Scree plot for independent variables

4.7.7 Factor loading of questionnaire items for independent variables

Table 22 shows the factor loadings of independent variables after rotation. The items which cluster in the same components suggested that component 1 represented trust of social networking sites, component 2 represented perceived usefulness of social networking sites, component 3 represented perceived privacy risk of social networking sites, and component 4 represented perceived ease of use of social networking sites.

Table 22: Pattern matrix for independent variables

Variables	Component			
	1	2	3	4
Social media increases the productivity of an entrepreneur (PU_1)		.805		
Social media enhances the effectiveness of an entrepreneur (PU_2)		.888		
Social media improves the performance of an entrepreneur (PU_3)		.860		
Social media is useful for an entrepreneur (PU_4)		.631		
Social media is clear and understandable (PEU_1)				.714
Social media is easy to use (PEU_3)				.683
It is easy to get social media to do what I want it to do (PEU_4)				.765
Social media users are truthful in dealing with one another (TRUST_1)	.794			
The knowledge which comes from social media is trustworthy (TRUST_3)	.814			
Social media sites provide a robust and safe environment to transact information (TRUST_7)	.838			
Legal structures will protect me from problems of social media sites (TRUST_8)	.807			
Social media could cause me to lose privacy over personal financial information (PPR_1)			.783	
Social media could cause me to lose privacy dues to personal information being used without my consent (PPR_2)			.827	
It is easy for others to take control of my personal information for their own personal use PPR_3			.775	

Extraction Method: Principal Component Analysis.
Rotation Method: Promax with Kaiser Normalization.
a. Rotation converged in 5 iterations.

As a result of the factors not loading into both dependent variables, only the effect of the factors on perceived feasibility warranted further testing.

In the next section, reliability of the scale of the dependent variable as well as each independent variable is discussed.

4.8 Reliability of Scales

A Cronbach alpha test was done to test whether the scale used for the different variables were reliable.

4.8.1 Perceived feasibility

The Cronbach alpha for perceived feasibility was reliable because α =.829 which was above the acceptable .7 threshold (see Table 23). In Table 24 if any items were deleted the value of α would decrease, therefore no items were deleted as the scale was deemed reliable.

Table 23: Cronbach's alpha for perceived feasibility

Cronbach's Alpha	Cronbach's Alpha Based on Standardised Items	N of Items
.829	.830	5

Table 24: Scale if item deleted for perceived feasibility

Item	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
PF_2	12.10	24.926	.637	.461	.795
PF_3	11.95	22.739	.596	.472	.805
PF_1	11.50	22.273	.678	.474	.779
PD_1	12.23	21.597	.688	.587	.776
PD_2	12.91	25.019	.548	.503	.815

4.8.2 Perceived usefulness

The Cronbach alpha deemed the scale used for perceived usefulness reliable because α = .804, which was above the acceptable .7 threshold. This meant that the scale used was reliable (see Table 25). The Cronbach alpha value would have decreased had any items been deleted (see Table 26), except for

"Social media is useful for an entrepreneur", which would have increased it slightly but not significantly enough to remove the item.

Table 25: Cronbach alpha for perceived usefulness

Cronbach's Alpha	Cronbach's Alpha Based on Standardised Items	N of Items
.804	.805	4

Table 26: Scale if item deleted for perceived usefulness

Item	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Social media increases the productivity of an entrepreneur	7.01	5.919	.674	.477	.737
Social media enhances the effectiveness of an entrepreneur	7.35	7.077	.760	.583	.690
Social media improves the performance of an entrepreneur	7.04	6.499	.694	.517	.715
Social media is useful for an entrepreneur	8.10	9.743	.416	.186	.837

4.8.3 Trust in social networking sites

The Cronbach alpha (see Table 27) deemed the scale used for trust reliable because α = .826, which was above the acceptable .7 threshold. The Cronbach alpha value would have decreased had any items been deleted (see Table 28).

Table 27: Cronbach alpha for trust

Cronbach's Alpha	Cronbach's Alpha Based on Standardised Items	N of Items
.826	.828	4

Table 28: Scale if item deleted for trust

Item	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Social media users are truthful in dealing with one another	13.59	11.135	.685	.503	.765
The knowledge which comes from social media is trustworthy	13.76	11.923	.647	.473	.784
Social media sites provide a robust and safe environment to transact information	14.26	11.033	.662	.447	.775
Legal structures will protect me from problems of social media sites	14.03	10.838	.619	.409	.798

4.8.4 Perceived privacy risk

The Cronbach alpha (see Table 29) deemed the scale used for perceived privacy risk reliable because α = .706, which was above the acceptable .7 threshold. The Cronbach alpha value would have decreased had any items been deleted (see Table 30).

Table 29: Cronbach alpha for perceived privacy risk

Cronbach's Alpha	Cronbach's Alpha Based on Standardised Items	N of Items
.706	.721	3

Table 30: Scale if item deleted for perceived privacy risk

Item	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Social media could cause me to lose privacy due to personal information being used without my consent	6.05	4.745	.604	.372	.533
Social media could cause me to lose privacy over personal financial information	5.32	3.832	.495	.258	.687
It is easy for other to take control of my personal information for their own use	5.75	5.057	.509	.294	.637

4.8.5 Perceived ease of use

The Cronbach alpha (see Table 31) was lower than the previous sub-scales with an overall reliability of .578. Although Field (2017) stated that, such a low Cronbach value can be expected in social science data, it was significantly lower than the other scales. The scale had only three items, and the reliability was reduced, regardless of which item was deleted (see Table 32).

Table 31: Cronbach alpha for perceived ease of use

Cronbach's Alpha	Cronbach's Alpha Based on Standardised Items	N of Items
.578	**.578**	**3**

Table 32: Scale if item deleted for perceived ease of use

Item	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
It is easy for me to get social media to do what I want it to do	6.27	4.694	.364	.134	.512
Social media is clear and understandable	6.27	4.242	.418	.175	.430
Social media is easy to use	6.53	4.712	.381	.148	.487

The next section discusses the correlation analysis.

4.9 Correlation Analysis

In the test for validity, it was found that all dependent variables loaded into one factor, perceived feasibility, instead of two. As a result, a correlation analysis was done on only one dependent variable. This analysis revealed several positive relationships. The data was not perfectly normally distributed and therefore a Spearman Rho's test was done. The results can be seen in Table 33.

Before testing each hypothesis, a correlation analysis was done to see whether the independent variables correlate positively with the dependent variable - perceived feasibility. It was found that each independent variable, except for perceived ease of use, correlated positively with perceived feasibility. It can be seen from the results (see Table 33) that there was a linear relationship between the dependent variable and the independent variables.

Trust, perceived usefulness, and perceived risk, correlated positively with perceived feasibility. Perceived ease of use was the only factor that correlated negatively with the dependent variable.

This warranted further analysis to complete a regression analysis to test the hypothesis.

Table 33: Correlation Analysis

Correlation	Perceived feasibility	Trust	Perceived Usefulness	Perceived Privacy risk	Perceived Ease Use
Perceived feasibility	1.000				
Trust	.230**	1.000			
Perceived usefulness	.131*	.270**	1.000		
Perceived privacy risk	.070	-.141*	.123	1.000	
Perceived ease of use	-.051	.108	-.068	-.093	1.000

**. Correlation is significant at the 0.01 level (1-tailed).

*. Correlation is significant at the 0.05 level (1-tailed).

In the next section, statistical assumptions are discussed.

4.10 Regression Assumptions

In this section, several assumptions of multiple regression are discussed; first, independent errors, followed by multi-collinearity, outliers, and finally normality.

4.10.1 Independent errors

The Durbin-Watson test, tests for correlation between errors. The value was close to two; therefore, it was assumed that the residuals were independent and uncorrelated.

Table 34: Model summary for independent errors

Model[b]	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.244[a]	.060	.039	1.15877	2.018

a. Predictors: (Constant), Perceived_Ease_Use, perceived_Usefulness, Perceived_Privacy_risk, Trust

b. Dependent Variable: Perceived feasibility

On the scatterplot (see Figure 18), the points are randomly and evenly dispersed on the plot, which implied that errors were normally distributed meaning that that the assumptions of linearity and homoscedasticity had been met (Field, 2017).

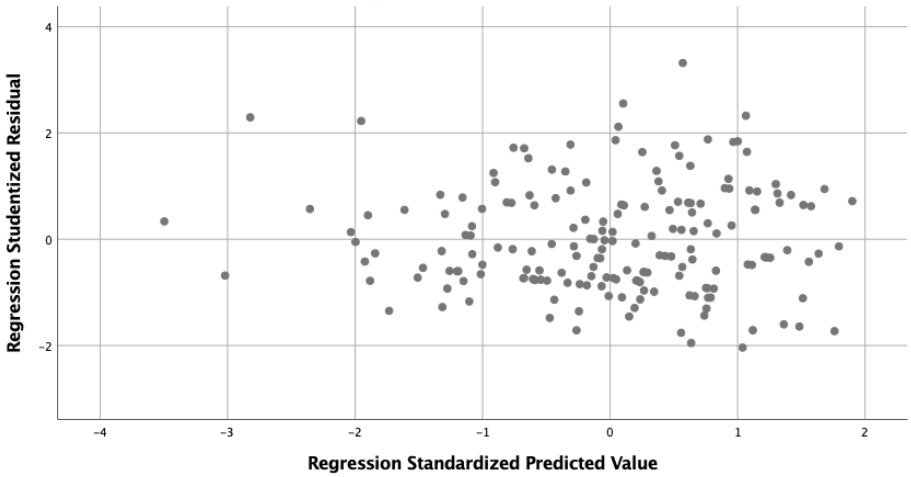


Figure 20: Scatter plot for dependent variable

4.10.2 Multi-collinearity

Looking at the values of the collinearity statistics in Table 35, there were no issues of multicollinearity. According to Field (2017), tolerance and VIF values indicate whether independent variables have strong linear relationship with each other. Values above 1 for tolerance and or above 10 for VIF indicate a problem of multicollinearity.

Table 35: Coefficients table to show multicollinearity

Model[a]		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.933	.572		3.381	.001		
	Trust	.235	.084	.216	2.799	.006	.870	1.149
	Perceived_Usefulness	.061	.104	.045	.589	.557	.871	1.148
	Perceived_Privacy_risk	.058	.089	.049	.651	.516	.926	1.079
	Perceived_Ease_Use	-.095	.089	-.078	-1.068	.287	.970	1.030

a. Dependent Variable: Perceived feasibility

4.10.3 Outliers

In Table 36, the Mahalanobis distance, Cooks distance and Centred leverage value were examined to determine outliers.

As a result of having four predictors, any value that has a Mahalanobis distance greater than 9.49, with a critical value at the .05 alpha level (95 per cent confidence interval) indicates outliers (Field, 2017); therefore, it was assumed that there were outliers in the data because the value was 15.696.

The value for the Cook's distance was less than one, indicating that the outliers had little effect on the model. The centred leverage value should be between 0 and 1; closer to 0. This score was close to the average value (.027); therefore, it was assumed that the outliers had no undue influence on the model.

As a result of outliers, 13 cases in total have been removed and excluded from the rest of the analysis.

Table 36: Residual statistics for outliers

Outliers[a]	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.0255	3.5821	3.0342	.28849	187
Std. Predicted Value	-3.497	1.899	.000	1.000	187
Standard Error of Predicted Value	.099	.347	.182	.053	187
Adjusted Predicted Value	1.9942	3.6671	3.0346	.29238	187
Residual	-2.33394	3.80144	.00000	1.14625	187
Std. Residual	-2.014	3.281	.000	.989	187
Stud. Residual	-2.039	3.317	.000	1.004	187
Deleted Residual	-2.39188	3.88681	-.00034	1.18037	187
Stud. Deleted Residual	-2.057	3.413	.001	1.009	187
Mahal. Distance	.367	15.696	3.979	3.048	187

Outliers[a]	Minimum	Maximum	Mean	Std. Deviation	N
Cook's Distance	.000	.083	.006	.011	187
Centred Leverage Value	.002	.084	.021	.016	187

a. Dependent Variable: Perceived feasibility

4.10.4 Normality

To test normality, tests were done to determine the skewness and kurtosis of each variable. The values of skewness and kurtosis (see Table 37) were converted to z-scores by dividing the values by their standard errors. The cut-offs used to make a decision were two for skewness and seven for kurtosis (Curran, West, & Finch, 1996). The Q-Q plots are visual representations of skewness and kurtosis. The tests of normality were done after outliers were removed.

Table 37: Skewness and kurtosis to test normality

Test		Perceived feasibility	Trust	Perceived_ Usefulness	Perceived_ Privacy_risk	Perceived_ Ease_Use
N	Valid	174	174	174	174	174
	Missing	0	0	0	0	0
Mean		3.0678	4.6796	2.4382	2.8180	3.1073
Median		3.0000	4.7500	2.2500	2.6667	3.0000
Mode		2.00	4.75	2.00	2.00	2.00
Std. Deviation		1.17202	1.01385	.80064	.87978	.91093
Variance		1.374	1.028	.641	.774	.830
Skewness		.524	-.125	.532	.133	.606
Std. Error of Skewness		.184	.184	.184	.184	.184
Kurtosis		-.156	-.642	.364	-.637	-.587

Test		Perceived feasibility	Trust	Perceived_ Usefulness	Perceived_ Privacy_risk	Perceived_ Ease_Use
Std. Error of Kurtosis		.366	.366	.366	.366	.366
Range		6.00	5.00	3.75	3.67	3.33
Minimum		1.00	2.00	1.00	1.00	2.00
Maximum		7.00	7.00	4.75	4.67	5.33
Percentiles	25	2.0000	3.9375	2.0000	2.0000	2.3333
	50	3.0000	4.7500	2.2500	2.6667	3.0000
	75	4.0000	5.5000	3.0000	3.3333	3.6667

i. Perceived feasibility

The frequency of the scores for this dependent variable was slightly positively skewed, which meant that there were some low scores in the distribution. Figure 19 shows that the data for this variable was not normally distributed, and that skewness varied from normal distribution.

Furthermore, the z-score of skewness for perceived feasibility was 2.84 (.524/.184), which indicated that the data was positively skewed because the z-score is positive. The z-score for kurtosis is -0.42 (-.156/.366) indicating a pointy and heavy tailed distribution (refer to Appendix G).

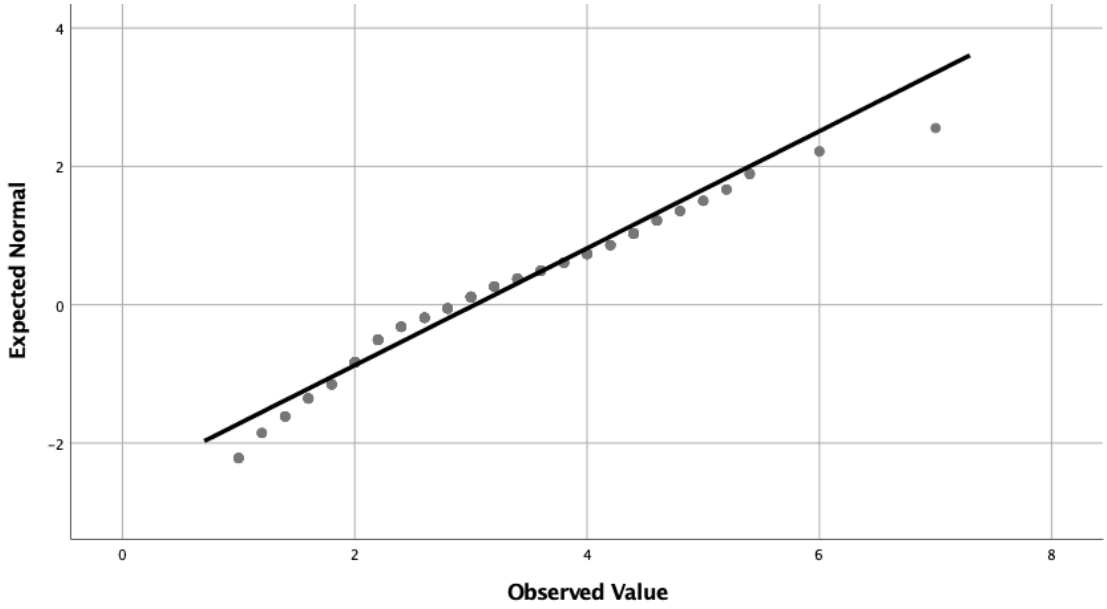


Figure 21: Q-Q plot for perceived feasibility

ii. Perceived usefulness

The frequency of the scores for perceived usefulness were slightly positively skewed, which meant that there were some low scores in the distribution (refer to Appendix H). Figure 20 shows that the data for this variable was not normally distributed, and that skewness varied from normal distribution.

Furthermore, the z-score of skewness for perceived usefulness was 2.84(.606/.184), which indicated that the data was positively skewed because the z-score was positive. The z-score for kurtosis was .99 (.364/.366) indicating a flat and light tailed distribution.

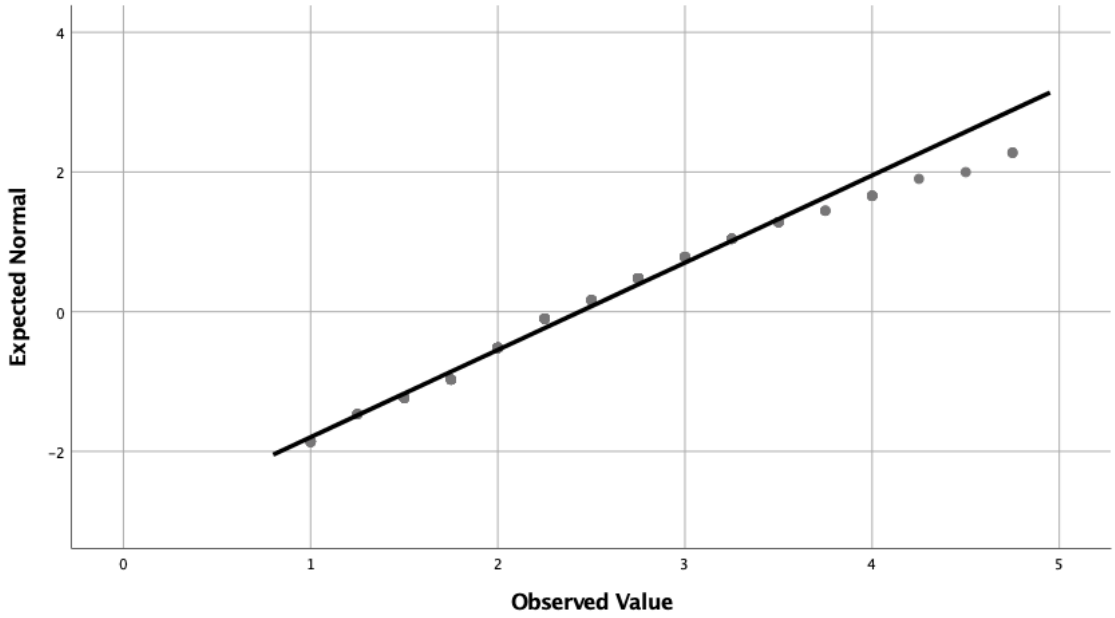


Figure 22: Q-Q plot for Perceived usefulness

iii. Trust

The frequency of the scores for trust was slightly negatively skewed (refer to Appendix I). Figure 21 shows that the data for this variable varied only slightly from normal distribution.

Furthermore, the z-score of skewness for trust was -.679 (-.125/.184) indicating that the data was close to 0 and only slightly negatively skewed. The z-score for kurtosis was -1.75 (-.642/.366) indicating a flat and light tailed distribution.

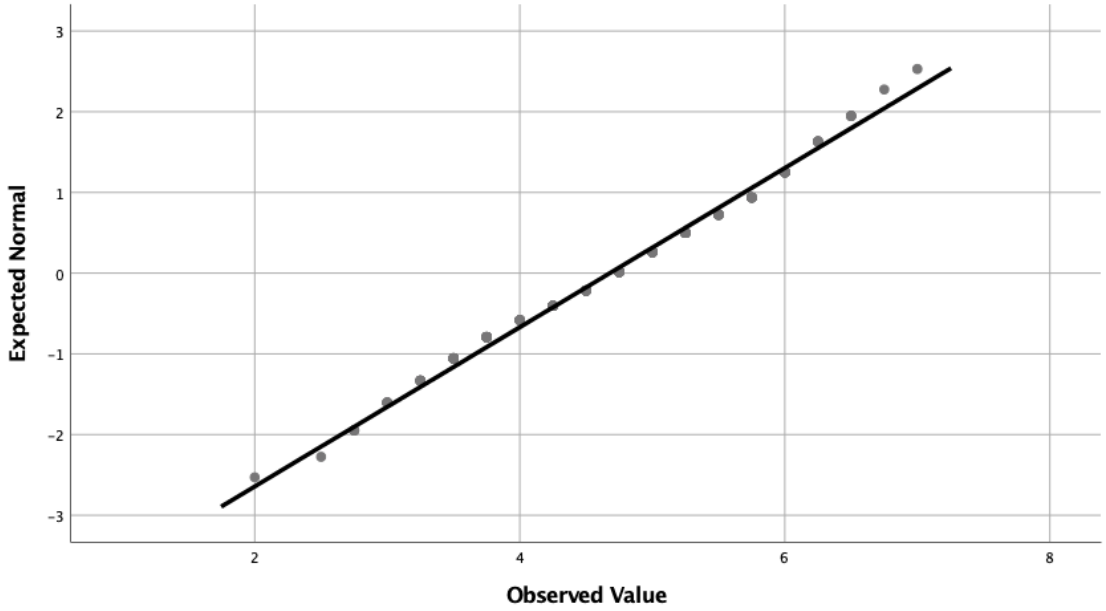


Figure 23: Q-Q plot for trust

iv. Perceived privacy risk

The frequency of the scores for perceived privacy risk was positively skewed (refer to Appendix J). Figure 22 shows that the data varied only slightly from normal distribution.

Furthermore, the z-score of skewness for perceived privacy risk was .072 (.133/.184). This also indicated that the data was positively skewed and only deviated slightly from normality. The z-score for kurtosis was -1.74 indicating a flat distribution.

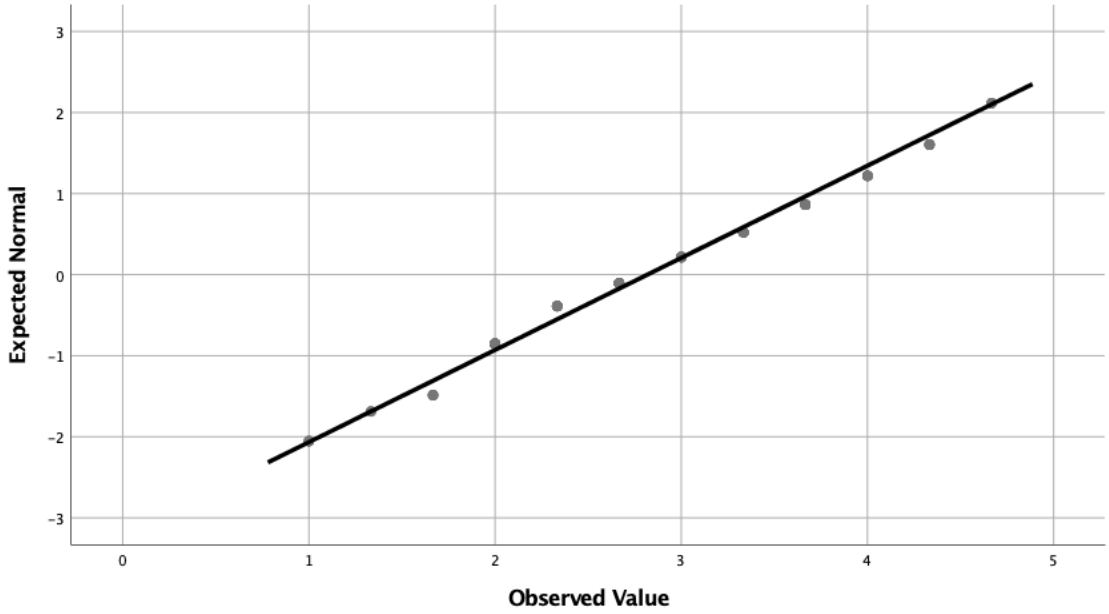


Figure 24: Q-Q plot for perceived privacy risk

v. Perceived ease of use

The frequency of the scores for perceived ease of use was positively skewed (refer to Appendix K). Figure 23 shows that the data for this variable only varied slightly from normal distribution.

Furthermore, the z-score of skewness for perceived usefulness was 3.29 (.606/.184), which indicated that the data was positively skewed because the z-score was greater than 0. This also indicated that the data was positively skewed. The z-score for kurtosis was -.095 indicating a flat and light distribution.

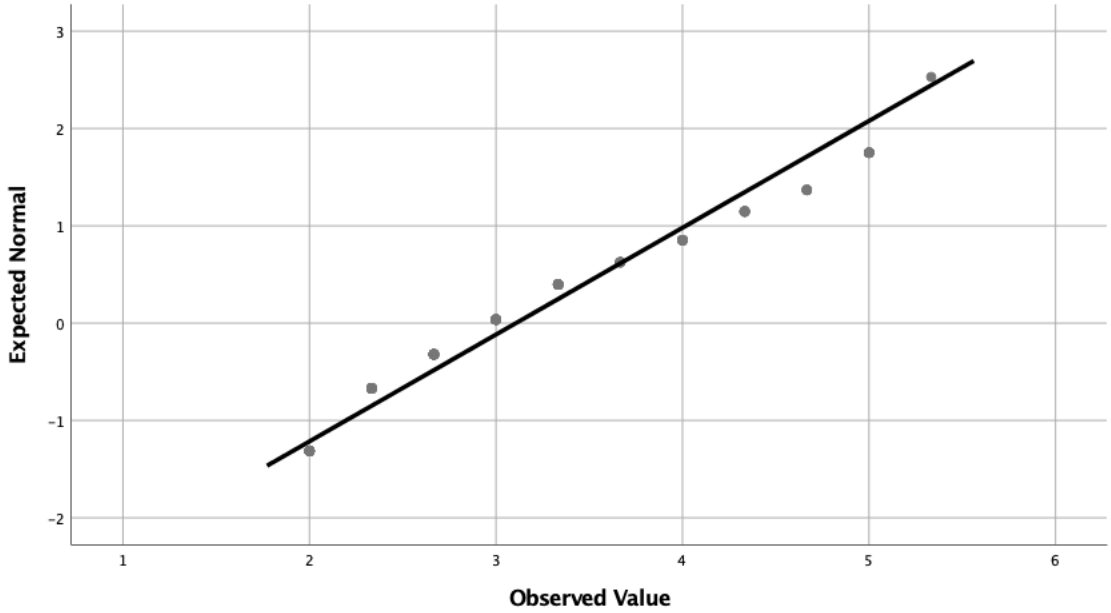


Figure 25: Q-Q plot for perceived ease of use

In the next section a regression analysis is discussed for each hypothesis.

4.11 Regression Analysis

This section contains an analysis of Hypotheses 3, 4, 7, and 8. As a result of all the dependent variable items converging into one factor a regression analysis was not carried out on Hypotheses 1, 2, 5, and 6.

A multiple regression analysis was carried out on Hypotheses 3, 4, 7, and 8 and the results are presented in the model summary (see Table 38), the ANOVA results (see Table 39), and the coefficients results (see Table 40).

Table 38 describes the model summary. The test assessed the percentage of the variance that was explained by the independent variables. The effect of perceived trust, perceived usefulness, perceived ease of use, and perceived privacy risk on perceived feasibility was tested. The R^2 value is the degree of variation of the dependent variable, which can be predicted by the independent variables. In Table 38 it can be seen that perceived ease of use, perceived usefulness, perceived privacy risk, and trust accounted for six per cent variance in the feasibility to start an entrepreneurial venture using social networking

platforms, which meant that 94 per cent of the feasibility was as a result of other factors not measured (R^2= .06).

Table 38: Model summary for multiple regression

Model[b]	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.244[a]	.060	.039	1.15877	2.018

a. Predictors: (Constant), Perceived_Ease_Use, perceived_Usefulness, Perceived_Privacy_risk, Trust

b. Dependent Variable: Perceived feasibility

The ANOVA results for the model summary shows the significance of the model used. The F statistic was 2.882 with an associated significance value of p > 0.05. The significance of the F-change was assessed, and it was found to be significant (p<0.05).

Table 39: ANOVA table for multiple regression

Model[a]		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15.480	4	3.870	2.882	.024[b]
	Residual	244.381	182	1.343		
	Total	259.861	186			

a. Dependent Variable: DV

b. Predictors: (Constant), Perceived_Ease_Use, Perceived Usefulness, Perceived_Privacy_risk, Trust

The results pertaining to each hypothesis is presented in Table 40 and analysed in the sub-sections that follow.

Table 40: Coefficients table for multiple regression

Model[a]		Unstandardised Coefficients		Standardised Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.933	.572		3.381	.001		
	Trust	.235	.084	.216	2.799	.006	.870	1.149
	Perceived_Usefulness	.061	.104	.045	.589	.557	.871	1.148
	Perceived_Privacy_risk	.058	.089	.049	.651	.516	.926	1.079
	Perceived_Ease_Use	-.095	.089	-.078	-1.068	.287	.970	1.030

a. Dependent Variable: Perceived feasibility

4.11.1 Regression analysis for Hypothesis 3

- H3: Perceived usefulness has a positive effect on the perceived feasibility of pursuing an entrepreneurial venture through social networking platforms.

Table 40 displays the influence of perceived usefulness on the variance of the dependent variables as well as the level of significance. The value for b_1 represented the change in the outcome associated with a change in the predictor (b_0 = .061; b_1=.104) (Field, 2017). For these variables it showed that a change in perceived usefulness will cause a positive change in perceived feasibility.

The *t*-test and the associated value of *p* indicated whether the value of *b* is significantly different from 0. The column *Sig.* indicated the probability that a value of *t* =.589 would occur if the value of *b* in the population were 0. As a result of p > 0.05, perceived usefulness was not a significant predictor of the perceived feasibility.

Although the effect of perceived usefulness on the perceived feasibility of pursuing an entrepreneurial venture is not significant, it was supported that Hypothesis 3 be accepted because the effect was positive.

4.11.2 Regression analysis for Hypothesis 4

- H4: Perceived ease of use has a positive effect on perceived feasibility of pursuing an entrepreneurial venture through social networking platforms

Table 40 displays the influence of the perceived ease of use on the variance of the perceived feasibility as well as the level of significance. The value for b_1 represented the change in the outcome associated with a change in the predictor (b_0 =. -095; b_1=.089) (Field, 2017). For these variables it showed that a change in the ease of use caused a negative change in the perceived feasibility.

The *t*-test and the associated value of *p* indicated whether the value of *b* was significantly different from 0. The column *Sig.* indicated the probability that a value of *t* = -.287 would occur if the value of *b* in the population were 0. As a result of p > 0.05, perceived ease of use was not a significant predictor of perceived feasibility.

The effect of perceived ease of use on the perceived feasibility of pursuing an entrepreneurial venture was not significant. This hypothesis was not supported as the effect was negative.

4.11.3 Regression analysis for Hypothesis 7

- H7: Perceived trust in social networking sites has a positive effect on the perceived feasibility of pursuing an entrepreneurial venture through social networking platforms

Table 40 displays the influence of the trust on the variance of perceived feasibility as well as the level of significance. The value for b_1 represented the change in the outcome associated with a change in the predictor (b_0 = .235; b_1 = .084) (Field, 2017). For these variables it showed that a change in the level of trust would cause a positive change in the perceived feasibility of using social networking sites for entrepreneurial ventures.

The *t*-test and the associated value of *p* indicated whether the value of *b* was significantly different from 0. The column *Sig.* indicated the probability that a

value of *t* = .006 would occur if the value of *b* in the population were 0. As a result of p < 0.05, perceived trust was a significant predictor of perceived feasibility.

The effect of perceived trust on the perceived feasibility of pursuing an entrepreneurial venture was significant. This hypothesis was supported because the results indicated a positive effect of trust on the dependent variable.

4.11.4 Regression analysis for Hypothesis 8

- H8: Perceived privacy risk has a positive effect on the perceived feasibility of pursuing an entrepreneurial venture through social networking platforms.

Table 40 displays the influence of the perceived privacy risk on the variance of perceived feasibility as well as the level of significance. The value for b_1 represented the change in the outcome associated with a change in the predictor (b_0 = .058; b_1=.089) (Field, 2017). For these variables it showed that a change in the perceived privacy risk would cause a positive change in the perceived feasibility of using social networking sites for entrepreneurial ventures.

The *t*-test and the associated value of *p* indicated whether the value of *b* was significantly different from 0. The column *Sig.* indicated the probability that a value of *t* = .516 would occur if the value of *b* in the population were 0. As a result of p > 0.05, perceived privacy risk was not a significant predictor of perceived feasibility.

Although the effect of perceived privacy risk on the perceived feasibility of pursuing an entrepreneurial venture was not significant, it was positive and therefore it was supported that Hypothesis 8 be accepted.

4.11.5 Results pertaining to Hypotheses 1, 2, 5, and 6

While doing the exploratory factor analysis, variables concerning perceived desirability converged into one factor, which was named perceived feasibility. As items were not valid, they were removed from further analysis. Regression analysis could not be carried out on these variables, meaning that Hypotheses 1, 2, 5, and 6 could not be tested.

4.12 Summary of results

In this chapter, the data was analysed, and the outcomes discussed. Of 222 responses, due to missing data, it was found that only 187 were usable for analysis. Descriptive statistics were used to analyse the demographic characteristics of the respondent's profile. The respondents were millennials in Gauteng between the ages of 23 and 38 years.

The age demographic was such that 70.1 per cent of respondents were under the age of 30; the majority of whom were white females, employed full time.

Most of the respondents in this survey had been using social media for more than three years and spent, on average, less than three hours on social networking sites every day. Instagram and Facebook were the most popular sites for millennials to visit, and communicating with friends and family was the main reason for social media usage.

In order to establish construct validity, an exploratory factor analysis was done.

Several factors from both dependent and independent variables were removed and only one factor, perceived feasibility, remained as the dependent variable. The effect of the independent variables was therefore only tested on four out of the eight proposed hypotheses.

In this study correlation and regression analysis were conducted to test four of the eight proposed hypotheses. From the model summary it was determined that the model used was significant, which warrants future testing using this

model. Three out of the four relationships were positive. Although trust was the only independent variable, it had a significant effect on perceived feasibility; while perceived privacy risk, trust, and perceived usefulness each had a positive effect on the perceived feasibility of using social networking sites for entrepreneurial ventures. For this reason, Hypotheses 3, 7, and 8 were supported.

The results in this chapter are further elaborated on in Chapter 5.

CHAPTER 5: DISCUSSION OF THE RESULTS

5.1 Introduction

This chapter analyses and explains the results of the study described in Chapter 4. The results are discussed and explained with reference to relevant literature and create a response to the problem statement. The demographic profile of the respondents is discussed, followed by a discussion of the results which pertain to the effect of the independent variables on perceived feasibility, with regard to the conceptual framework.

5.2 Demographic profile of respondents

In this section the demographic profile of respondents is discussed in relation to the literature reviewed in Chapter 2.

5.2.1 Gender

In this study, data was collected from more female (60 per cent) than male (39 per cent) respondents. This is in accordance with past research on the effect of social media on entrepreneurial intention. In the study done by Alayis and Abdelwahed (2018) in Saudi Arabia, the response rate from females was 56 per cent and males only 43 per cent. In a study on entrepreneurial intentions among university students in South Africa, the response rate was similar where 58.1 per cent of respondents were female and 41.9 per cent were male (Malebana, 2014).

A study on the impact of social media on the behavioural intention of millennials in Greece had a response rate of 33.8 per cent from men and 65.5 per cent from women (Chatzigeorgiou, 2017). Although women are more fearful and less confident in their ability to succeed in entrepreneurial ventures (Koellinger, Minniti, & Schade, 2013), Cowling and Taylor (2001) found that women entrepreneurs are more effective at being self-employed when successful.

5.2.2 Age

The distribution of the respondents' age showed a high number of respondents in the age groups 23 to 25 years (34.2 per cent) and 26 to 28 years (35.8 per cent), which cumulatively represented 70 per cent of the population. Respondents older than 34 years accounted for only 6.4 per cent of the sample. This could be because part of that population was on the older end of the millennial generation, and not growing up surrounded by technology in their formative years.

Lenhart, Purcell, Smith, and Zickhur (2010) did comparative research on the age of social media users and found that adults between the age of 18 and 29 years use online social networking platforms at the same rate as teenagers, and have remained the age cohort that is the most likely to access the internet.

5.2.3 Employment status

As most people aged between 23 and 38 years fall within the working age of the population, 148 respondents stated that they were employed on a full-time basis. Levenson (2010) stated that only once an individual is past the initial stages of working, will job changes take place, and only as individuals get older, are they likely to be entrepreneurial.

5.3 Social Network Usage

In the second part of the questionnaire, questions were asked about the use of social networking sites, including questions about the time respondents have been active on these platforms, the frequency of usage, the different social networking platforms frequented, and whether respondents allowed people they do not know to have access to their profiles.

5.3.1 Duration of social media usage

Of the respondents, 96 per cent had been using social media for more than three years and only four per cent had been using the sites for less time. This was similar to previous research done where 93 per cent of respondents had been using social media for more than three years (Alayis & Abdelwahed, 2018).

Furthermore, it was found that most respondents did not spend a significant amount of time on social media per day, with only 35 per cent stating that they spent between three and six hours on the sites daily. This could be because the majority of respondents were employed full time; this result is slightly less but similar to data collected in Saudi Arabia by Alayis and Abdelwahed (2018).

The number of followers that respondents had differed from that of Alayis and Abdelwahed (2018), who stated that 30 per cent of the respondents had between 100 and 300 friends. In this study, 47 per cent of respondents stated that they had between 301 and 600 followers, with 41 per cent stating that they had been 101 and 300 followers, and a further 41 per cent had between 601 and 1 000 followers on the various social media platforms accessed.

Downing (2006) stated that growing up with increased parental supervision and an understanding of what technology can achieve; millennials are more likely to be alert to internet safety. In the sample collected it was found that in Gauteng significantly less respondents (two per cent) were likely to accept strangers on social media, compared to the study in Saudi Arabia (25.2 per cent) (Alayis & Abdelwahed, 2018).

5.3.2 Motivation to use social networking sites

Alayis and Abdelwahed (2018) found that the most popular uses for social networking sites are to communicate with friends and family (78.4 per cent), to search for information (77.6 per cent), and to make new friends (41.1 per cent). Similarly, in the millennial sample in this study, 80.2 per cent communicated with friends and family using these platforms, while 65.3 per cent used these

platforms to search for information, and only 11.4 per cent made new friends using these platforms.

In a qualitative study done by Matni and Shah (2015), eight major themes were identified as reasons for surfing social networking sites. It found that the theme of communication with others, which accounted for 21 per cent of the answers, was a major theme when researching the motivations for social media usage, while online shopping accounted for only six per cent, and blogging or other creative motivations only accounted for five per cent. Very few of the respondents in this study used social networking sites for blogging purposes.

5.3.3 Access to different social media sites

Instagram and Facebook are the most popular social networking sites among millennials in South Africa, both of which are used for posting photos and videos, and communicating with friends and family. LinkedIn is an unpopular social networking site, which could be as a result of it being a professional networking site and not offering the escapism which millennials look for in social networking sites (Risa, 2018). LinkedIn does however, open options for users who are seeking jobs; the reason for the majority of respondents not using LinkedIn frequently could be because they were employed and did not finding it necessary.

In the next section, the hypotheses are discussed in more detail with regard to prior literature.

5.4 Discussion Pertaining to Hypothesis 3

- H3: Perceived usefulness has a positive effect on the perceived feasibility of starting an entrepreneurial venture through social networking sites.

Davis (1989) stated that the amount of effort a person makes is predetermined and limited and as a result, they will only allocate time to specific activities. From the results in Chapter 4, it was found that the perceived usefulness of

social networking sites had a positive effect on the perceived feasibility of using social networking sites for creating entrepreneurial ventures. The results also showed that perceived usefulness was not a significant predictor of perceived feasibility.

Alayis and Abdelwahed (2019) had similar findings in that perceived usefulness has a positive effect on perceived feasibility. Mahapatra (2016) agreed that the perceived usefulness of social networking sites affects intention of use. Hughes (2016) found that perceived usefulness has a positive and significant effect on the likelihood of adoption social media for entrepreneurial ventures. Hutomo and Slamet (2019) found that usefulness influences millennial interest in technology adoption. Chang, Hung, Cheng and Wu (2015) found that perceived usefulness significantly predicts the intention of using social networking sites. The difference in results of this study could be because the study took place in a different context to prior studies.

Of the respondents, 135 stated that social networking sites increased the productivity of an entrepreneur while 156 respondents stated that these sites enhanced the effectiveness of an entrepreneur. This showed that the perceptions of usefulness are important to the millennial generation because it allows for higher efficiency of work (Hutomo & Slamet, 2019).

The effect of perceived usefulness on the perceived feasibility of pursuing an entrepreneurial venture was not significant, but it was supported as the effect is positive as hypothesized.

5.5 Discussion Pertaining to Hypothesis 4

- H4: Perceived ease of use has a positive effect on the perceived feasibility of starting an entrepreneurial venture through social networking sites.

The ease of use of some social media platforms is a concern for entrepreneurs as a result of being busy and having to focus time commitments elsewhere instead of on social media adoption. Not only does adoption require a significant

amount of time but posting to social media also requires a lot of planning (Holzner, 2008).

The results from this study showed that a change in the ease of use of social networking sites would have a negative effect on the feasibility of using social networking sites for entrepreneurial ventures. The results also showed that the perceived ease of use is not a significant predictor of perceived feasibility.

Contrary to this Chang et al. (2015), found that ease of use was the primary factor when deciding to adopt social networking, indicating that social networking sites should offer easy to operate applications. Wang, Wu, and Wang (2009) also found that ease of use significantly affected the feasibility of using social networking sites.

In addition, in the United States of America (USA), effort expectancy of technology adoption had a strong effect on feasibility; whereas in Korea the opposite was found, which could lead to the conclusion that in different countries the perception of effort expectations has different results (Im, Hong, & Kang, 2011).

In this study, 131 respondents agreed that social media was easy to use and to understand, which could be as result of the millennial generation being born at the start of the technological era (Kayode & Olaronke, 2014); therefore, the negative impact on perceived feasibility could be seen as indifference to the creation of intention.

The effect of perceived ease of use on the perceived feasibility of pursuing an entrepreneurial venture was not significant, and because it had a negative effect, the hypothesis was not supported.

5.6 Discussion Pertaining to Hypothesis 7

- H7: Perceived trust has a positive effect on the perceived feasibility of creating an entrepreneurial venture through social networking sites.

In this study it was found that the levels of trust in social networking sites had a positive effect on the perceived feasibility of starting an entrepreneurial venture through social networking sites, which meant that millennials decided whether it was feasible to use social networking sites to start an entrepreneurial venture. It was also found that trust was a significant predictor of perceived feasibility. This was in line with the findings by Alayis and Abdelwahed (2019) who found that trust in social networking sites has a positive effect on individuals' adoption of social networking sites for entrepreneurial ventures.

Hughes (2016) found that trust is not a significant predictor, but has a positive effect on the likelihood of using social networking sites for entrepreneurial purposes. Hughes (2016) stated that other factors such as competitive advantage would be a more significant predictor than trust. Van Slyke, Belanger, and Comunale (2004) agreed that trust has the strongest impact on technology adoption and in recent years user trust in social networking platforms are linked to increased privacy concerns. The risk of social media use makes millennials more wary of trusting social media platforms and what they post or share on these platforms. Large corporations have been suing social networking sites for mining data, which is another reason why millennials are more concerned about what they post (Dwyer et al., 2007; Van Dijck, 2013).

The effect of trust on the perceived feasibility of starting an entrepreneurial venture was significant as well as positive; therefore, it was supported as the effect is as hypothesized.

5.7 Discussion Pertaining to Hypothesis 8

- H8: Perceived privacy risk has a positive effect on the perceived feasibility of creating entrepreneurial venture through social networking.

Perceived privacy risk and perceived trust are concepts which are closely linked, and as a result of social media platforms being easily accessed, entrepreneurs and potential entrepreneurs might have legitimate concerns about privacy risk (Bolotaeva & Teuta, 2010).

In the context of this study, it was found that perceived privacy risk had a positive effect on the perceived feasibility of pursuing an entrepreneurial venture through social networking platforms. The results showed that the change in perceived privacy risk would have a positive effect on the feasibility of using social networking sites to create an entrepreneurial venture. It also showed that perceived privacy risk was not a significant predictor of perceived feasibility.

These results were in line with Hughes (2016), who found that perceived privacy risk was not a significant factor when deciding to use social media for entrepreneurial activities. Many of the respondents in this study were concerned about their financial and personal information being leaked as a result of the ease with which malicious users can access content by means of hacking.

Although the effect of perceived privacy risk on the perceived feasibility of pursuing an entrepreneurial venture was not significant, it was positive, as hypothesized therefore hypothesis eight was supported.

5.8 Discussion Pertaining to Hypotheses 1, 2, 5, and 6

Hypothesis 1, 2, 5, and 6 tested the effect of trust, perceived privacy risk, perceived ease of use, and perceived usefulness on the dependent variable perceived desirability. It was found that the items used for perceived desirability converged into one factor. Alayis and Abdelwahed (2018) found that the same factors did not load high enough in the study carried out in Saudi Arabia.

5.9 Conclusion

The purpose of this study was to analyse the effect of social networking sites on the entrepreneurial intentions of millennials (aged between 23 and 38 years) in South Africa by integrating the model of entrepreneurial event and the technological adoption model. To establish the extent of the effect of social networking sites on entrepreneurial intention, the effect of perceived usefulness, perceived ease of use, perceived privacy risk, and perceived trust on perceived feasibility and perceived desirability were measured. As a result of perceived

feasibility and perceived desirability converging into one factor during the exploratory factor analysis, only the effect on perceived feasibility was measured.

Based on the findings of the study, one of the four hypotheses tested was not supported. Hypothesis 3 concluded that perceived usefulness had a positive effect on the feasibility of using social networking sites for entrepreneurial ventures and therefore was supported. Hypothesis 4 concluded that perceived ease of use had a negative effect on the likelihood of millennials using social networking sites to start an entrepreneurial venture; therefore, the hypothesis was not supported. Hypothesis 7 was accepted because it was found that trust had a positive effect on the likelihood of adopting social networking sites to start an entrepreneurial venture. Lastly, Hypothesis 8 was also accepted as it found that perceived privacy risk had a positive effect on the feasibility of using social networking sites.

The implications of the findings are explored in Chapter 6.

CHAPTER 6: CONCLUSIONS, IMPLICATIONS AND RECOMMENDATIONS

6.1 Introduction

In this chapter the contribution and conclusions of the study are discussed. Implications and recommendations of the study, as well as the limitations of this study and suggestions for further research, are discussed.

6.2 Conclusions of the Study

The findings in this study acknowledge that millennials feel that social networking sites were useful platforms to start an entrepreneurial venture. However, the findings also suggested that the entrepreneurial intention of millennials was highly influenced by trust and that the more trust they had in these sites the more likely they were to use these sites for entrepreneurial purposes. Millennials in Gauteng also believed that the privacy risk of using social networking sites was high, which implied that enhanced cyber security and training in cyber safety was essential if entrepreneurial intention was to be promoted using these sites as a platform.

Several prior studies found similar results where trust, perceived privacy risk, and perceived usefulness had the greatest effect on the likelihood of using social networking sites for entrepreneurial purposes (Alayis & Abdelwahed, 2018; Hughes, 2016).

The model used in this study was also found to be significant, it should however be noted that for future research more items should be added for perceived desirability in order to see the effect of trust, perceived privacy risk, perceived usefulness, and perceived ease of use on perceived desirability.

Research question 3 asked about the effects of the perceived usefulness of social networking sites on the perceived feasibility of pursuing an entrepreneurial venture through social networking platforms. This study found

that most of the population sampled felt that social networking sites could increase the productivity of entrepreneurs and that it could enhance the effectiveness of an entrepreneur. These findings were important because, as noted in Chapter 5, the millennial generation appreciates higher work efficiency (Hutomo & Slamet, 2019).

Several other authors (Alayis & Abdelwahed, 2019; Hughes, 2016; Mahapatra, 2016), also found that perceived usefulness has a positive effect on perceived feasibility. Hughes (2016) found the effect to be significant. It can be concluded that this slight difference is due to doing research in a different context as well as on a different population. The effect of perceived usefulness of social networking sites on the perceived feasibility of starting a new entrepreneurial venture was positive.

Research question 4 asked about the effects of the ease of using social networking sites on the perceived feasibility of pursuing an entrepreneurial venture through social networking platforms. Most of the respondents agreed that social media was easy to use, which could be as a result of being born into the start of the technological era (Kayode & Olaronke, 2014). It was concluded that the negative effect was as a result of an indifference to how easy it is to use and adopt social networking platforms for any reason.

It is essential that social media platforms are easy to use, not only for entrepreneurs, but for anyone using these platforms. Millennials using social networking platforms have a desire for instant gratification because of being busy and having to focus on commitments in other spheres of their lives (Holzner, 2008). Several other authors (Chang et al., 2014; Wang et al., 2009), had contradictory findings, which showed that ease of use is the primary factor when choosing to adopt a new social networking platform.

Results found by Im et al. (2011), showed that the amount of effort expected when adopting technology had a stronger effect on feasibility than in Korea. This led to the conclusion that different countries have different perceptions of the importance of the effort expended when adopting new technology. South African millennials perceived ease of use as having a negative effect on the

perceived feasibility of starting an entrepreneurial venture through social networking sites.

Research question 7 asked about the effects of trust in social networking sites on the perceived feasibility of pursuing an entrepreneurial venture through networking platforms. It was found that the level in trust of social networking sites had a positive and significant effect on the perceived feasibility of starting an entrepreneurial venture. This meant that if millennials trusted social networking sites or if users of social networking sites were protected by legal structures then they would be more inclined to feel that social networking sites were a feasible way to start up a new venture.

Alayis and Abdelwahed (2019) found similar results, while Hughes (2016) found that although trust had a positive effect the effect was not significant. These two studies were done in different contexts. Alayis and Abdelwahed (2019), studied university students in Saudi Arabia, which is a developing country; whereas Hughes (2016) conducted a study in the USA. The perceived trust that millennials have had a positive effect on the use of social networking sites to start an entrepreneurial venture.

Research question 8 asked how privacy risks associated with social networking sites affect the perceived feasibility of creating entrepreneurial intention through social networking platforms. This research found that perceived privacy risk and perceived trust were closely linked because social media platforms. This agreed with research done by Bolotaeva and Teuta (2010), who stated that entrepreneurs and potential entrepreneurs have legitimate concerns about the safety of social networking platforms.

South African millennials felt that perceived privacy risk had a positive effect on the perceived feasibility of pursuing an entrepreneurial venture through social networking platforms. The results showed that the change in perceived privacy risk had a positive effect on the feasibility of using social networking sites to create an entrepreneurial venture. It also showed that perceived privacy risk is not a significant predictor of perceived feasibility; however had a positive effect

on the perceived feasibility of pursuing an entrepreneurial venture through social networking platforms.

The similarity in results between South African millennials and university students in Saudi Arabia, and the differences in responses from the USA, leads to the conclusion that the context of developing and developed countries plays a large role in technology adoption. Developing countries are slow to adopt technology because of economic and social issues that prevent people having access to technology (Esselar & Miller, 2001). According to Kurnia (2015), this could also be as a result of small business owners in developing countries not knowing the direct benefits of technology adoption because they lack the knowledge of these networking sites.

6.3 Implications and Recommendations

The results from this study contribute to ICT adoption and the field of entrepreneurship, specifically creating entrepreneurial intention. It differs slightly from previous studies on the effect of social networking sites on entrepreneurial intention in that this study focused on millennials as a group, instead of only on a sample of individuals in a specific field of study or a specific profession.

The findings showed that trust in social networking sites had a significant and positive impact on the effect of using these sites for entrepreneurial purposes. Application developers for popular social networking sites, such as Instagram and Facebook, need to pay attention to the legal structures in place to protect users from malicious individuals who could steal content or product ideas.

Furthermore, the usefulness of social networking sites also had a positive effect on the likelihood of millennials using social networking sites for entrepreneurial ventures. If younger generations are educated on how to use social networking sites effectively for entrepreneurial and branding purposes, future university graduates might not have to rely on entry into an already saturated job market. This could have implications on educational policy makers where the effective

usage of ICT and social networking sites is worked into the curriculum at both secondary and tertiary levels of education.

Lastly, implications for academics include that research on social media adoption should include other factors, which are relevant to the field of ICT adoption such as the rapid improvement of technology and the likelihood of adopting new social networking platforms.

6.4 Limitations of the Study

There were several limitations and weaknesses to this study, which became apparent once data analysis was underway. Several respondents complained that the survey was too long, which could have been because many respondents work full-time. Of the surveys received, 35 were incomplete and had to be excluded from the analysis.

Another weakness that became apparent was that questions about perceived desirability and perceived feasibility converged into one factor, which resulted in four of the eight hypotheses not being tested.

The age spectrum of respondents was also too broad which could mean that the older portion of the millennial generation are not as obsessed with social networking sites as the younger portion. Hence, the outliers that were removed could have been the older portion of the generation of millennials.

Lastly, respondents were given a list of frequently visited social networking sites. Although this list was based on prior research (Alayis & Abdelwahed, 2018), some of these sites are not popular and not relevant to entrepreneurial ventures, and as such could be excluded from further research on the effect of social networking sites on creating entrepreneurial intentions for millennials in South Africa.

In the next section, suggestions are made for future research.

6.5 Suggestions for Further Research

Several suggestions for future research have been identified. First, as most of the respondents for this study were white females, further research could be done on a more diverse group of respondents.

Another suggestion, as mentioned earlier in this chapter, would be to target the lower end of the millennial age spectrum (23 to 30 years). Although most of the respondents were under 30, some outliers had to be removed which could be as a result of having different views on social media because of their age; therefore, future research should use age as a control variable. These differences in perception of social media could be because the younger millennial generation would have spent some of their formative schooling years learning how to use the internet and would have started using smartphones at a younger age than millennials who are older than 30 years.

Future research could be done on a more specific subset of the millennial population where data is collected on millennials who are employed already. Even more importantly, a comparative study would be beneficial if done on millennials who already own businesses and have used social media to start these ventures – whether successful or not – in order to provide an explanation as to whether social media can effectively create entrepreneurial intention.

Another suggestion is that the study be conducted in a different African country to assess the effect of other African cultures on social media adoption. These suggestions could be carried out in order to test whether ICT adoption and entrepreneurial intentions differ across cultural groups.

Finally, it is also suggested that further research be conducted on developing and developed countries so that conclusions can be drawn and differences noted on social media adoption by entrepreneurs in countries with different social, economic, and political landscapes.

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APPENDIX A

Research Instrument

My Name is Joalta Pienaar, I am a student at Wits Business School, reading for a Master of Management in Entrepreneurship and New Venture Creation. I am investigating the effect of the social networking sites on the entrepreneurial intention among millennials in Gauteng, South Africa. Please be assured that your responses will be kept completely confidential. The survey should take you around 5 minutes to complete. Your participation in this research is voluntary. You have the right to withdraw at any point during the study, for any reason, and without any prejudice. If you would like to contact the supervisor/lecturer for this exercise to discuss this research, please e-mail Dr Jabulile Galawe at jabulile.galawe@wits.ac.za and Joalta Pienaar at joey.pienaar@yahoo.com.

By clicking the button below, you acknowledge that your participation in the study is voluntary, you are 18 years of age, and that you are aware that you may choose to terminate your participation in the study at any time and for any reason. Please note that this survey will be best displayed on a laptop or desktop computer. Some features may be less compatible for use on a mobile device.

Q2 Please select one of the following options to state whether you consent to participate in this study.

- ☐ Yes, I consent (1)
- ☐ No, I do not consent (2)

Demographics:

Q3 What is your gender?

- Male (1)
- Female (2)
- Other (3)

Q4 What is your age in years?

- 23-25 (1)
- 26-28 (2)
- 29-31 (3)
- 32-34 (4)
- 35-38 (5)

Q5 What is your ethnicity?

- Indian (1)
- Coloured (2)
- Black (3)
- White (4)
- Chinese (5)
- Other (6)
- I prefer not to say (7)

Q6 Are you employed?

- Yes, Part time (1)
- Yes, Full Time (2)
- No, I study full Time (3)

Social network usage:

Q7 How long have you been using social media sites?

- ○ Less than 6 months (1)
- ○ More than six months but less than a year (2)
- ○ More than 1 year but less than 3 years (3)
- ○ More than 3 years (4)

Q8 How much time on average, per day, do you spend on social media sites?

- ○ Less than 3 hours (1)
- ○ More than 3 but less than 6 hours (2)
- ○ More than 6 hours but less than 9 hours (3)
- ○ More than 9 hours (4)

Q9 How many friends/contacts/followers do you have on your social media platform?

- ○ 1-100 (1)
- ○ 101-300 (4)
- ○ 301-600 (5)
- ○ 601-1000 (2)
- ○ More than 1000 (3)
- ○ More than 5000 (6)
- ○ More than 10 000 (7)

Q10 Do you accept strangers who try to friend/follow you on social media?

- ○ Always (1)
- ○ Sometimes (2)

○ Never (4)

Q11 Please indicate how often you use social networking sites for each reason provided.

	Never (1)	*Almost never (2)*	*Infrequently (3)*	*Neutral (4)*	*Frequently (5)*	*Almost always (6)*	*Always (7)*
Searching for information (1)							
Playing online games (5)							
Fostering professional relationships or creating ties within the business environment (6)							
Communicating with friends and family (7)							
Making new friends (8)							
Getting feedback (9)							
Posting videos/photos (10)							
Sharing my experiences through blogging (11)							
Online shopping/e-commerce (4)							
I run my own business on a social media platform (3)							

Q12 How often do you access the following social networking sites?

	Never (1)	*Monthly (2)*	*Weekly (3)*	*Daily (4)*	*Hourly (5)*
Instagram (1)					
Facebook (2)					
Twitter (3)					
LinkedIn (4)					
YouTube (5)					
Snapchat (6)					
Reddit (7)					
Tumblr (8)					
Google+ (9)					

Perceived feasibility

Q13 Please state to what extent you agree or disagree with the following statements

	Strongly agree (1)	*Agree (2)*	*Somewhat agree (3)*	*Neither agree nor disagree (4)*	*Somewhat disagree (5)*	*Disagree (6)*	*Strongly disagree (7)*
Starting a business would be very easy for me to do (1)							
I am certain that I would be successful if I started a business (2)							
I have enough knowledge to start my own business (3)							

Perceived desirability

Q14 Please state to what extent you agree or disagree with the following statements

	Strongly agree (1)	*Agree (2)*	*Somewhat agree (3)*	*Neither agree nor disagree (4)*	*Somewhat disagree (5)*	*Disagree (6)*	*Strongly disagree (7)*
I want to be an entrepreneur (1)							
In the future I would like to work for myself (2)							
I trust myself (3)							

Perceived usefulness of Social network usage

15 Please state to what extent you agree or disagree with the following statements

	Strongly agree (1)	*Agree (2)*	*Somewhat agree (3)*	*Neither agree nor disagree (4)*	*Somewhat disagree (5)*	*Disagree (6)*	*Strongly disagree (7)*
Social media increases the productivity of an entrepreneur (1)							
Social media enhances the effectiveness of an entrepreneur (2)							
Social media improves the performance of an entrepreneur (3)							
Social media is useful for an entrepreneur (5)							

Perceived ease of use

Q16 Please state to what extent you agree or disagree with the following statements

	Strongly agree (1)	*Agree (2)*	*Somewhat agree (3)*	*Neither agree nor disagree (4)*	*Somewhat disagree (5)*	*Disagree (6)*	*Strongly disagree (7)*
Social media is clear and understandable (1)							
Interacting on social media requires a lot of mental effort (2)							
Social media is easy to use (3)							
It is easy to get social media to do what I want it to do (4)							

Trust in SNS

Q17 Please state to what extent you agree or disagree with the following statements

	Strongly agree (1)	*Agree (2)*	*Somewhat agree (3)*	*Neither agree nor disagree (4)*	*Somewhat disagree (5)*	*Disagree (6)*	*Strongly disagree (7)*
Social media users are truthful in dealing with one another (1)							
Information from social media users is truthful (7)							
The knowledge which comes from social media users is trustworthy (2)							
Some social media users use personal information about others with their permission (4)							
Social media users will take advantage of others when the opportunity arises (5)							

	Strongly agree (1)	*Agree (2)*	*Somewhat agree (3)*	*Neither agree nor disagree (4)*	*Somewhat disagree (5)*	*Disagree (6)*	*Strongly disagree (7)*
Social media sites provide enough safeguards for users to feel comfortable using them to post personal information (6)							
Social media sites provide a robust and safe environment to transact information (8)							
Legal structures will protect me from problems of social media sites (9)							

Perceived privacy risk

Q18 Please state to what extent you agree or disagree with the following statements

	Strongly agree (1)	*Agree (2)*	*Somewhat agree (3)*	*Neither agree nor disagree (4)*	*Somewhat disagree (5)*	*Disagree (6)*	*Strongly disagree (7)*

Social media could cause me to lose privacy over personal financial information (1)							
Social media could cause me to lose privacy due to personal information being used without my consent (2)							
It is easy for others to take control of. my personal information for their own personal use (4)							

APPENDIX B

Demographic Profile

		Gender	Age	Ethnicity	Employed
N	Valid	187	187	187	187
	Missing	0	0	0	0
Mean		1.60	2.18	3.90	1.99
Std. Error of Mean		.036	.087	.051	.033
Median		2.00	2.00	4.00	2.00
Mode		2	2	4	2
Std. Deviation		.490	1.185	.697	.458
Variance		.240	1.404	.485	.210
Range		1	4	6	2
Minimum		1	1	1	1
Maximum		2	5	7	3
Percentiles	25	1.00	1.00	4.00	2.00
	50	2.00	2.00	4.00	2.00
	75	2.00	3.00	4.00	2.00

APPENDIX C

Social Networking Behaviour

		Duration	Frequency	NumFollower	Strangers
N	Valid	187	187	187	187
	Missing	0	0	0	0
Mean		3.97	1.42	3.43	2.46
Std. Error of Mean		.013	.042	.100	.040
Median		4.00	1.00	3.00	2.00
Mode		4	1	3	2[a]
Std. Deviation		.177	.576	1.367	.551
Variance		.031	.331	1.870	.303
Range		1	3	6	2
Minimum		3	1	1	1
Maximum		4	4	7	3
Percentiles	25	4.00	1.00	2.00	2.00
	50	4.00	1.00	3.00	2.00
	75	4.00	2.00	4.00	3.00

a. Multiple modes exist. The smallest value is shown

APPENDIX D

Uses of Social Media Sites

	Searching for information	Online gaming	Professional relationship	Communicating with friends and family	Making new friends	Getting feedback	Posting photos and videos	Blogging	Online shopping	Social media entrepreneurship
Mean	4.63	1.88	3.55	5.20	2.60	3.25	4.54	2.42	3.97	2.12
Median	5.00	1.00	4.00	5.00	2.00	3.00	5.00	2.00	4.00	1.00
Mode	5	1	5	5	1	4	5	1	5	1
Std. Deviation	1.356	1.368	1.583	1.316	1.546	1.581	1.563	1.756	1.678	1.820
Variance	1.838	1.872	2.507	1.733	2.391	2.498	2.443	3.083	2.816	3.313

APPENDIX E

Social Media Sites

Statistics		Instagram	Facebook	Twitter	LinkedIn	YouTube	Snapchat	Reddit	Tumblr	Google+
N	Valid	187	187	187	187	187	187	187	187	187
	Missing	0	0	0	0	0	0	0	0	0
Mean		3.80	3.72	1.65	2.07	3.24	1.43	1.35	1.04	1.96
Median		4.00	4.00	1.00	2.00	3.00	1.00	1.00	1.00	1.00
Mode		4	4	1	1	3	1	1	1	1
Std. Deviation		1.111	.962	1.156	1.141	.822	.885	.899	.250	1.309
Variance		1.235	.925	1.336	1.302	.676	.784	.809	.063	1.714

APPENDIX F

Correlation Matrix

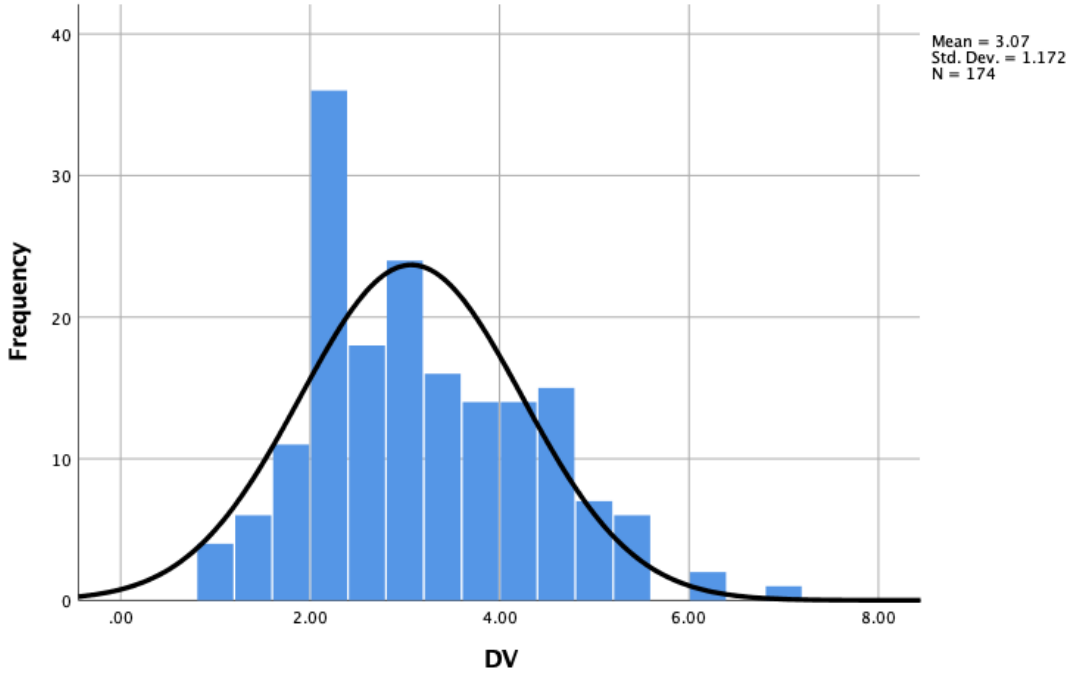
Anti-image Matrices		PU_1	PU_2	PU_3	PU_4	PEU_1	PEU_3	PEU_4	TRUST_1	TRUST_3	TRUST_7	TRUST_8	PPR_1	PPR_2	PPR_3
Anti-image Correlation	PU_1	.794[a]	-.431	-.173	-.105	-.179	.122	-.179	-.159	.045	-.079	-.015	-.076	.077	.002
	PU_2	-.431	.695[a]	-.477	-.185	.166	-.160	.201	.077	-.020	.040	-.129	-.032	-.043	.018
	PU_3	-.173	-.477	.745[a]	-.070	.027	.151	-.251	-.124	.018	.027	.097	.062	.050	-.221
	PU_4	-.105	-.185	-.070	.812[a]	-.007	.165	.116	.033	-.094	-.040	.111	.039	-.083	.090
	PEU_1	-.179	.166	.027	-.007	.651[a]	-.276	-.184	-.058	-.019	-.007	.017	.056	.026	-.040
	PEU_3	.122	-.160	.151	.165	-.276	.639[a]	-.238	-.065	.012	.101	.074	-.029	.107	.076
	PEU_4	-.179	.201	-.251	.116	-.184	-.238	.560[a]	-.041	.074	-.045	-.058	-.064	-.042	.081
	TRUST_1	-.159	.077	-.124	.033	-.058	-.065	-.041	.770[a]	-.482	-.122	-.255	.081	-.118	.059
	TRUST_3	.045	-.020	.018	-.094	-.019	.012	.074	-.482	.757[a]	-.251	-.036	-.089	.168	-.038
	TRUST_7	-.079	.040	.027	-.040	-.007	.101	-.045	-.122	-.251	.821[a]	-.374	.035	.022	.025
	TRUST_8	-.015	-.129	.097	.111	.017	.074	-.058	-.255	-.036	-.374	.792[a]	.022	.081	-.062
	PPR_1	-.076	-.032	.062	.039	.056	-.029	-.064	.081	-.089	.035	.022	.696[a]	-.362	-.163

Anti-image Matrices		PU_1	PU_2	PU_3	PU_4	PEU_1	PEU_3	PEU_4	TRUST_1	TRUST_3	TRUST_7	TRUST_8	PPR_1	PPR_2	PPR_3
	PPR_2	.077	-.043	.050	-.083	.026	.107	-.042	-.118	.168	.022	.081	-.362	.644[a]	-.406
	PPR_3	.002	.018	-.221	.090	-.040	.076	.081	.059	-.038	.025	-.062	-.163	-.406	.688[a]

a. Measures of Sampling Adequacy(MSA)

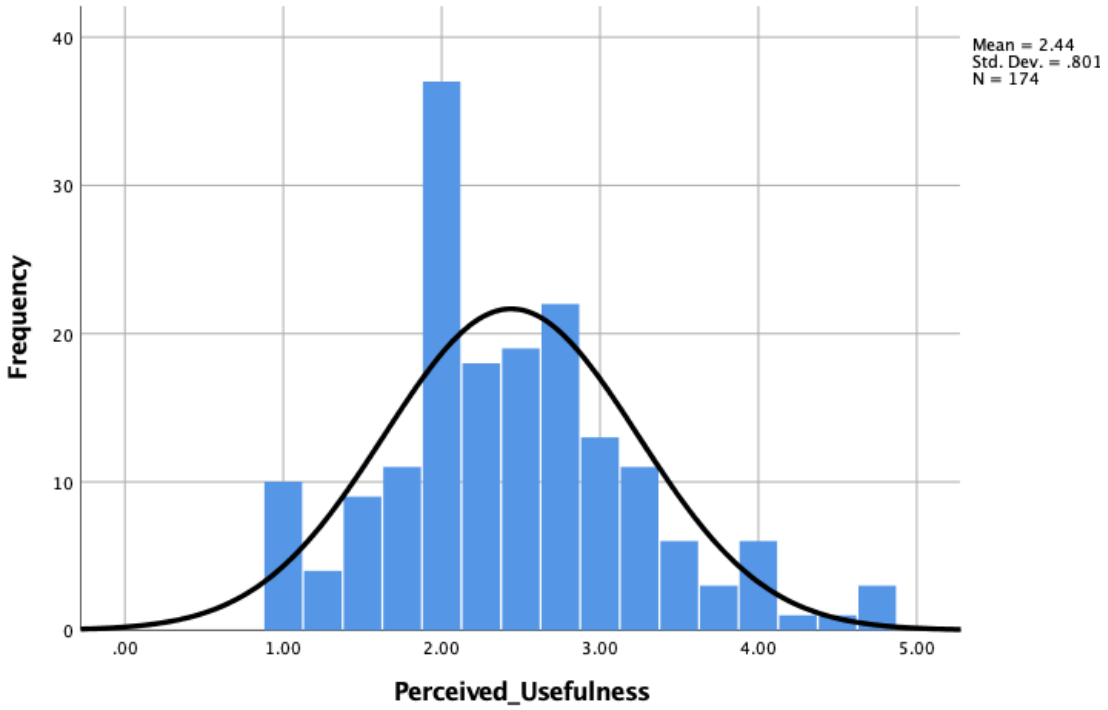
APPENDIX G

Distribution of Perceived Feasibility



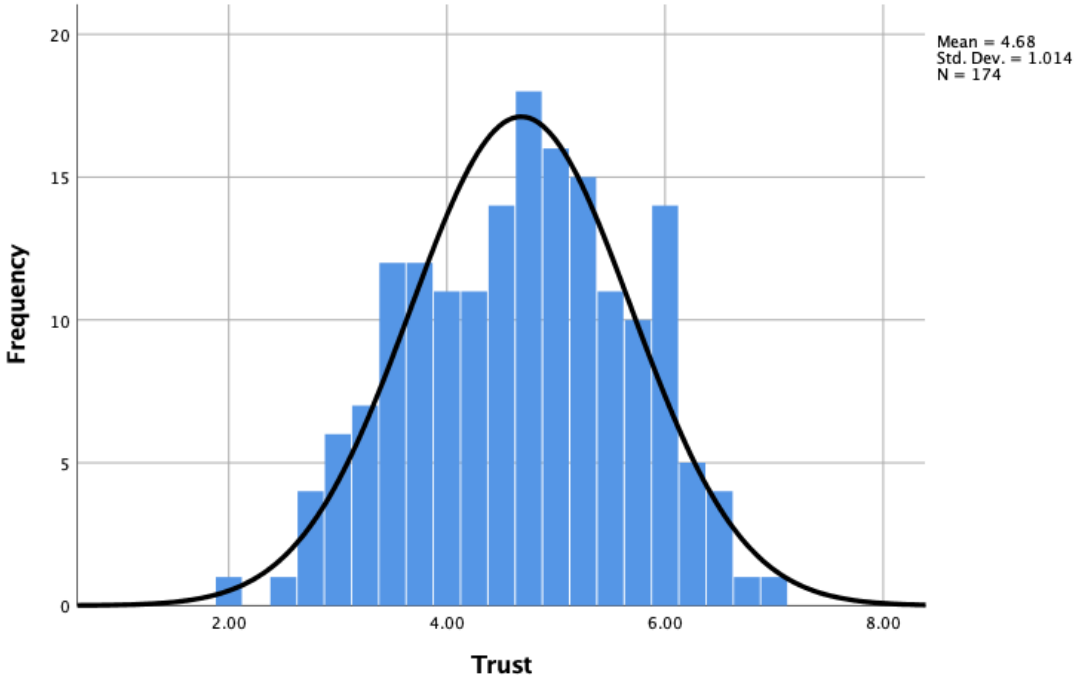
APPENDIX H

Distribution of Perceived Usefulness



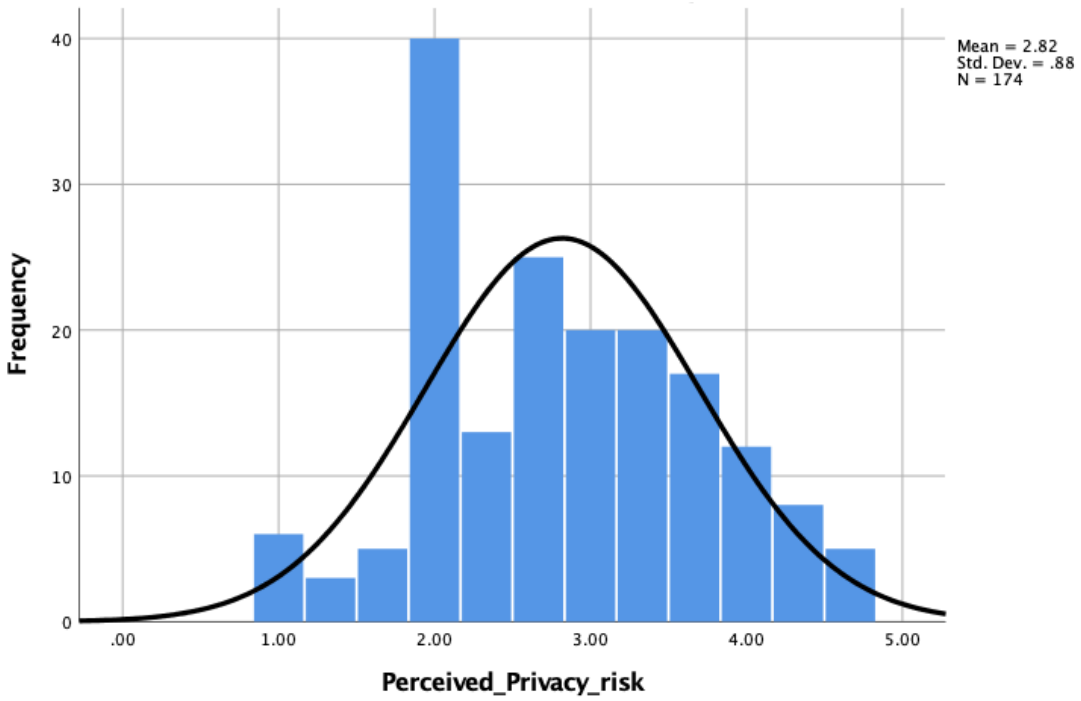
APPENDIX I

Distribution of Trust



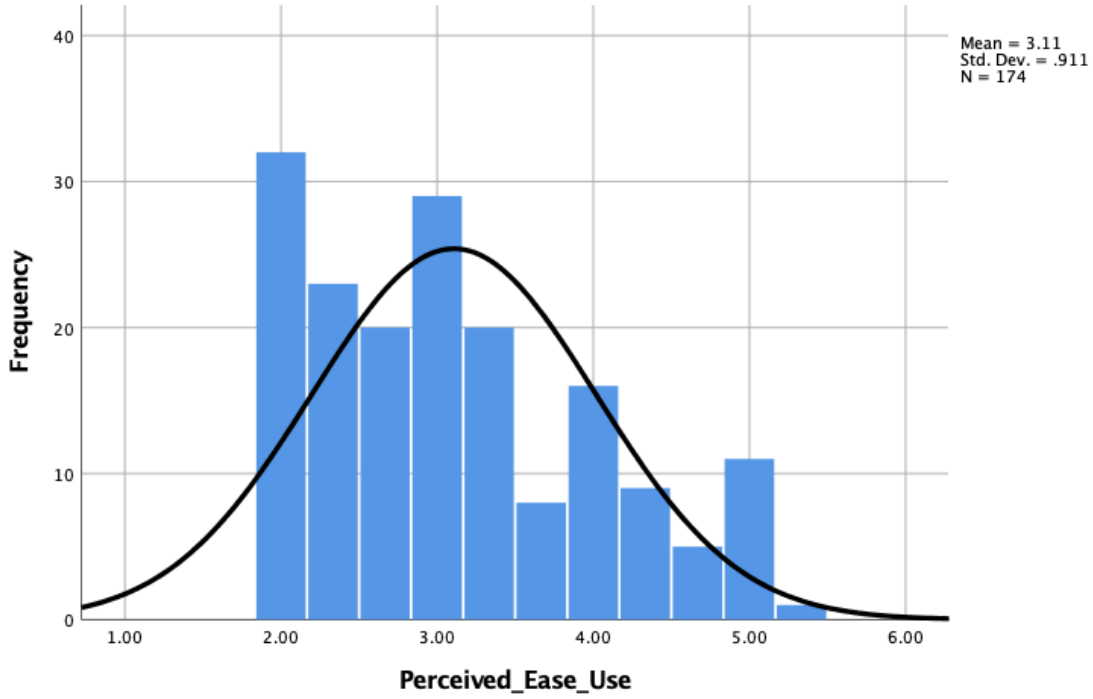
APPENDIX J

Distribution of Perceived Privacy Risk



APPENDIX K

Distribution of Perceived Ease of Use



APPENDIX L

Ethical clearance certificate

Graduate School of Business Administration
University of the Witwatersrand, Johannesburg

Wits Business School Ethics Committee
Constituted under the University Human Research Ethics Committee (Non-Medical)

Ethics Clearance Certificate

Ethics protocol number: WBS/BA2225866/165
This certificate is only valid with a legitimate ethics protocol number and signed by the Researcher (below).

Project title	The effect of social networking platforms on entrepreneurial intention amongst millenials in Gauteng, South Africa
Investigator / Researcher	Ms Joalta Pienaar
Nature of Project	MM (Entrepr & New Venture Creation)
Decision of the Committee	Approved unconditionally
Issue Date of Certificate	2019/11/19
Expiry date	Date of submission of the project report
Chairperson	Prof Anthony Stacey +27 11 717 3587 +27 82 880 4531 anthony.stacey@wits.ac.za

Declaration by Researcher

One copy must be signed by the Researcher and returned to the Chairperson of the Wits Business School Eth Committee.

I fully understand the conditions under which I am authorized to carry out the abovementioned research an guarantee to ensure compliance with these conditions. Should any departure to be contemplated from the research procedure as approved I undertake to resubmit the protocol to the Committee.

Signature Date:

APPENDIX M

Consistency Matrix

To what extent do social networking sites have an effect on entrepreneurial intent among millennials in Gauteng?					
Sub-problem	**Literature Review**	**Hypotheses or Propositions or Research questions**	**Source of data**	**Type of data**	**Analysis**
To determine whether perceived usefulness of social networking sites has an effect on perceived desirability of pursuing an entrepreneurial venture through social networking platforms	Autio et al., 2001; Krueger & Brazeal, 1994; Thompson, 2009	What is the effect of perceived usefulness of social networking sites on perceived desirability of pursuing an entrepreneurial venture through social networking platforms?	Questionnaire	Ordinal (7-point Likert scale)	Correlation analysis Regression analysis
To determine whether perceived ease of use has a positive effect on perceived desirability of pursuing an entrepreneurial venture through social networking platforms	Autio et al., 2001; Davis, 1989; Krueger & Brazeal, 1994; Thompson, 2009	What effect does the ease of using social networking have on perceived desirability of pursuing an entrepreneurial venture through social networking platforms?	Questionnaire	Ordinal (7-point Likert scale)	Correlation analysis Regression analysis

To what extent do social networking sites have an effect on entrepreneurial intent among millennials in Gauteng?					
Sub-problem	**Literature Review**	**Hypotheses or Propositions or Research questions**	**Source of data**	**Type of data**	**Analysis**
To determine whether the perceived trust in social networking sites has a positive effect on perceived desirability of pursuing an entrepreneurial venture through social networking platforms	Autio et al., 2001; Hughes, 2016; Krueger & Brazeal, 1994; Thompson, 2009	What effect does trust in social networking sites have on the perceived desirability of pursuing an entrepreneurial venture through social networking platforms?	Questionnaire	Ordinal (7-point Likert scale)	Correlation analysis Regression analysis
To determine whether perceived privacy risk has a positive effect on perceived desirability of pursuing an entrepreneurial venture through social networking platforms	Autio et al., 2001; Hughes, 2016; Krueger & Brazeal, 1994; Thompson, 2009	How do privacy risks associated with social networking sites effect perceived desirability of pursuing an entrepreneurial venture through social networking platforms?	Questionnaire	Ordinal (7-point Likert scale)	Correlation analysis Regression analysis
To determine whether perceived usefulness has a positive effect on perceived feasibility of pursuing an entrepreneurial venture through social networking platforms	Autio et al., 2001; Davis, 1989; Krueger & Brazeal, 1994; Thompson, 2009	What effect does perceived usefulness of social networking sites have on perceived feasibility of pursuing an entrepreneurial venture through social networking platforms?	Questionnaire	Ordinal (7-point Likert scale)	Correlation analysis Regression analysis

To what extent do social networking sites have an effect on entrepreneurial intent among millennials in Gauteng?					
Sub-problem	**Literature Review**	**Hypotheses or Propositions or Research questions**	**Source of data**	**Type of data**	**Analysis**
To determine whether perceived ease of using social networking sites has an effect on perceived feasibility of pursuing an entrepreneurial venture through social networking platforms.	Autio et al., 2001; Krueger & Brazeal, 1994; Thompson, 2009	What effect does the ease of using social networking sites have on the perceived feasibility of pursuing an entrepreneurial venture through social networking platforms?	Questionnaire	Ordinal (7-point Likert scale)	Correlation analysis Regression analysis
To determine whether perceived trust in social networking sites has a positive effect on perceived feasibility of pursuing an entrepreneurial venture through social networking platforms	Autio et al., 2001; Hughes, 2016; Krueger & Brazeal, 1994; Thompson, 2009	What effect does trust in social networking sites have on the perceived desirability of pursuing an entrepreneurial venture through social networking platforms?	Questionnaire	Ordinal (7-point Likert scale)	Correlation analysis Regression analysis
To determine whether perceived privacy risk has a positive effect on perceived feasibility of pursuing an entrepreneurial venture through social networking platforms	Autio et al., 2001; Hughes, 2016; Krueger & Brazeal, 1994; Thompson, 2009	How do the privacy risks associated with social networking sites effect the perceived feasibility of pursuing an entrepreneurial venture through social networking platforms?	Questionnaire	Ordinal (7-point Likert scale)	Correlation analysis Regression analysis