

**GHANA INSTITUTE OF JOURNALISM**

**TOPIC: SOCIAL MEDIA BUSINESSES: FACTORS INFLUENCING THE  
ENTREPRENEURIAL INTENTIONS OF STUDENTS AT THE GHANA INSTITUTE OF  
JOURNALISM**

**SUPERVISED BY;**

**DR. ETSE SIKANKU**

**STUDENT: JULIANA ODAMEA ASARE**

**INDEX NUMBER: MADC19023**

**THIS LONG ESSAY IS PRESENTED TO THE GHANA INSTITUTE OF JOURNALISM IN  
PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE AWARD OF MASTER OF  
ARTS, DEVELOPMENT COMMUNICATION.**

**OCTOBER, 2020**

**DECLARATION**

I hereby declare that this long essay is an original copy of Juliana Odamea Asare to satisfy the part fulfillment for the award of the Master of Arts, Development Communication and that no part of it has been presented for another degree in this institute or elsewhere except where due acknowledgement has been made in the text.

.....

Signature

DR. ETSE SIKANKU

(Supervisor)

Date:.....

.....

Signature

JULIANA ODAMEA ASARE

(Student)

Date:.....

## **DEDICATION**

I dedicate this work to my family especially my sister for her immense support and encouragement throughout this project.

## **ACKNOWLEDGEMENT**

I am most grateful to the Almighty for His mercies, guidance and protection over my life and also for seeing me through this project.

My heartfelt gratitude goes to my supervisor Dr. Etse Sikanku for his enormous assistance in making this work a success through his intellectual guidance, instructions and suggestions. His supervision and time has made this long essay a success.

I also acknowledge my parents, Mr. & Mrs. Asare-Bakae for their love and support throughout my academic journey and also my sister Gifty Asare-Bakae for her prayers and daily encouragement.

I owe the Lebanese Community in Ghana a debt of gratitude for supporting me to further my education and making this a reality.

I appreciate the support of Enoch Boadi and Anastasia Enyonam Quainoo for their support as well as all those who in one way or the other helped me in achieving this success.

## LIST OF ACRONYMS

- B2B:** Business to Business
- B2C:** Business to Consumer
- CRM:** Customer Relationship Management
- GIJ:** Ghana Institute of Journalism
- ICT:** Information and Communications Technology
- PEU:** Perceived Ease of Use
- PU:** Perceived Usefulness
- SMEs:** Small and Medium-sized Enterprises
- SNS:** Social Networking Sites
- TAM:** Technology Acceptance Model
- TPB:** Theory of Planned Behavior
- TRA:** Theory of Reasoned Action
- UGAG:** Unemployed Graduates Association of Ghana

## TABLE OF CONTENTS

DECLARATION.....	ii
DEDICATION.....	iii
ACKNOWLEDGEMENT.....	iv
LIST OF ACRONYMS.....	v
TABLE OF CONTENTS.....	vi
ABSTRACT.....	viii
<b>CHAPTER 1.....</b>	<b>1</b>
INTRODUCTION .....	1
1.1 Background of the study.....	1
1.1.1 Social Media Usage in Ghana.....	3
1.1.2 Entrepreneurship.....	7
1.1.3 Online Businesses.....	9
1.2 Statement of Problem.....	10
1.3 Justification of the Study.....	11
1.4 Research Objectives.....	12
1.5 Research Questions.....	13
1.6 Significance of the Study.....	13
<b>CHAPTER 2.....</b>	<b>15</b>
LITERATURE REVIEW.....	15
2.1 Introduction.....	15
2.1.1 Social Media Entrepreneurship.....	15
2.1.2 Social Media Businesses and Online Marketing.....	17
2.1.3 Entrepreneurial Intentions.....	19
2.2 Theoretical Framework.....	20
2.2.1 Technology Acceptance Model.....	20
2.2.2 Theory of Planned Behavior.....	22

2.3 Empirical Review.....	24
<b>CHAPTER 3.....</b>	<b>31</b>
<b>METHODOLOGY.....</b>	<b>31</b>
3.1 Introduction.....	31
3.2 Research Design.....	31
3.3 Population and Profile of Target Population.....	32
3.4 Sampling and Sample Size.....	33
3.5 Data Collection Method.....	34
3.6 Data Analysis.....	34
<b>CHAPTER 4.....</b>	<b>35</b>
Conclusion.....	35
<b>REFERENCES.....</b>	<b>37</b>

### **LIST OF FIGURES**

2.1 Technology Acceptance Model.....	22
--------------------------------------	----

## **ABSTRACT**

The advent of social media has been not just an important tool for communication purposes but also for business as well. For already existing small and medium scale enterprises, social media platforms such as Facebook, Instagram and some others are being used widely for marketing and promotion of goods and services. Since most of the tertiary students in Ghana use social media, it is important to introduce cyber or social media entrepreneurship which enables individuals to start an online business without much trouble to them. However, it is not out of line to study the factors which may influence the entrepreneurial intentions of students. Hence, the main objective of this study is to determine the factors that influence the entrepreneurial intentions of tertiary students towards social media businesses in Ghana by using Ajzen (1991) theory of Planned Behavior to help assess this. The study will adopt the quantitative method of research targeting the population of Ghana Institute of Journalism. The sample size will be determined using the Taro Yamane formula. The random sampling technique and survey method will be employed in data collection with structured questionnaires via online or social media. This study is expected to help throw more light on social media businesses, factors that influence their decisions and the importance of cyber or social media entrepreneurship on the society, how it can inform a change in the entrepreneurship courses taught in schools and also helps tertiary students comprehend and acknowledge social media businesses as a promising venture without much stress.

# CHAPTER 1

## INTRODUCTION

### **1.1 Background of the Study**

The internet with its accompanying web 2.0 has not only influenced communication among people but also in the area of business and entrepreneurship. Entrepreneurship plays a vital role in economic growth and job creation. With the advent of web 2.0, most individuals have now resorted to setting up businesses online mainly on Social Networking Sites (SNS) where they manage, advertise and promote these businesses. Social media has proven to be a provider of business opportunities because of its many and diverse users.

Social media is a group of internet based applications that build on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of user generated content (Kaplan & Haenlein 2010: 61). The social media feature which allows users to create and exchange content is what has aided in the formation of various online businesses by individuals across different social networking sites. According to Hansen, Shneiderman, & Smith (2011), social media is a huge source of business along with being a communication tool for marketers allowing for both communication among customers and being able to listen to feedback and responses.

Social Networking Sites (SNS) allows businesses to gain access to resources that might otherwise not be available to them. It can also help in the development of a firm's worthiness, increase the customer and supplier contacts, and reveal where resources and funding are available, promote innovation and help in the cultivation of strategic partnerships (Zontanos and Anderson, 2004). In this regard, social media provide countless opportunities to individuals and businesses out there.

Aside existing businesses promoting their products and services online, most individuals are also able to start new businesses on most of these Sites where they are also able to identify opportunities. Simmons (2008) highlighted the benefits of using social media as a marketing or business tool. A few are mentioned as follows; social media provides greater access to different customer bases, paves way for improved customer service, helps deliver improved products and services and creates adoption of favorable pricing practices. This means that social networking sites such as Facebook, Instagram, twitter, etc. offers a more suitable environment for entrepreneurial activities and growth.

According to Subramanyam et al (2008), social networking sites ( MySpace and Facebook) are popular online communication forms among adolescents and emerging adults. Other researchers have also come out with the finding that young adults especially high school and college students, use SNS the most and that some have even developed addictive tendencies towards the use of SNS especially Facebook, Twitter and some others.(Hampton, Goulet et al, 2011,Wilson, Fornasier& White, 2010). Tertiary students have been observed to be individuals who use social media the most and they are also the same individual who are advised to identify opportunities and engage in entrepreneurial activities.

The use of online platforms such as Instagram, Facebook and Twitter has seen many people make use of the concept of ‘time-space compression’ by using them to actualize their entrepreneurial dreams. The existence of social medial in itself is seen as a major factor which may influence individual entrepreneurial intentions. In Africa, most of the young graduates are choosing to take risks and start entrepreneurial ventures instead of seeking employment, as has been the norm after graduation. This has made entrepreneurship ‘the next big thing’ on the continent. Almost all the African countries have embraced social media usage for various

reasons and according to Ekekwe (2011), there are three categories of people in the African social media sector. The first works to duplicate what is already present, for example, Facebook and Twitter. The second builds up constructive technologies and makes them available for free. The third is at the centre of the entrepreneurial category of feasible business ideas.

In Ghana, most of the young graduates either out of senior high or tertiary like to be identified with the third coming up with all sorts of business ideas which they later actualize by creating business accounts on Instagram and Facebook, sell their products and services to their followers and potential customers, and make some money without much stress. In as much as others want to use social media purposely to create businesses, the intentions of other tertiary students may be different. Hence, it is important to find out the entrepreneurial intentions of tertiary students concerning social media or online businesses as they seem to use social media for various purposes.

### **1.1.1 Social Media Usage in Ghana**

As far as communication is concerned, social media is becoming the main channel of communication as it has increasingly become an important part of our daily lives. Social media has become an essential tool in Ghana recently especially by the youth. With an increase in the number of people who use smartphones now, it is now easy to spot people always on their phones doing one thing or another. However, most of them are usually logged in their social networking sites doing one thing or another. In Ghana, before the internet and its accompanying social networking sites, most of the people depended on the traditional media such as radio, television and newspapers for daily information. According to Botchway (2019), in the past five years, the media landscape has been further diversified as Internet penetration has grown,

bringing with it a myriad of new, online-only media outlets that compete with the traditional media houses for audience.

Social media today has changed everything from connecting with people worldwide to content creation for public consumption. From their initial usage as simple platforms for sharing photos, discussing issues of common interests and supplementing traditional social interactions, social media sites have now become the source of change in various areas of human endeavour to the extent that they have revolutionized the way people interact, the way they communicate, and even the way they think (Weisgerber& Butler, 2010). The shift of Ghanaians from the traditional media to social media has been a quick one.

According to a data report by Hootsuite organization, as at January 2020, there were 14.76 million internet users in Ghana representing 48% of the total population. With this, 6 million of them are active social media users representing 20% of the total population and 98% of these active users access the various SNS via mobile phones. The study also found the frequently used social media platforms starting from the most to the least used in Ghana; Whatsapp (82%), Facebook (71%), Youtube (62%), Instagram (61%), FB Messenger (51%) and Twitter(37%)

Over the years, it has been observed that young people in particular are drawn more to social media. Tertiary students are seen to be on top of this ladder as Post (2011) found that 99.8% of college students have cellphones. Most of these cellphones are smart and they see them as an essential to survive. These smartphones allow users install apps and most of these apps according to Peterson (2011) are a portable way to stay connected to social media and 97% of smartphone users use apps for social networking purposes. This goes on to say that most students use social networking sites every single day for various reasons. These active users identify themselves

with virtual communities where they get to be themselves and engage in various activities. "People in virtual communities use words on screens to exchange pleasantries and argue, engage in intellectual discourse, conduct commerce, make plans, brainstorm, gossip, feud, fall in love, create a little high art and a lot of idle talk" (Rheingold, 1993 as cited in Slevin, 2000).

Apart from these, social media has proved to be important in the lives of many tertiary students. Some researchers have brought to light the positive impact of the internet and social media on tertiary students. In a research conducted by Markwei & Appiah (2016) on the impact of social media on Ghanaian Youth, the findings indicated a positive impact in their development, including their self-identity, relationship development and maintenance, acquisition of social, communication, and technical skills, and new knowledge. Also Social media has improved our ability to absorb information, what would have seemed to be over whelming to someone 20 years ago is normal to us, we have an extreme ease in processing and we are evolving quickly (Raut & Patil, 2016). This means that social media enhance relationship, improve the motivation to learn, offer personalized course material, and also help in developing collaborative abilities (Wheeler, 2008 & Rifkin, 2009). Also, according to Ibrahim et al.(2014), people are attached to smartphones so it is an advantage for business people to promote their product through this new technology to be more efficient and gain more profit for their business.

However, other scholars have also argued that social media have more negative effects on tertiary students than it actually benefit them, many recent researches have pointed out that students' addiction on SNSs can negatively affect their academic performance (Karpinski 2013, Paul 2012 & Wentworth, 2014). Kolek & Saunders (2008) also argued that college and high school students often use Facebook to post pictures of excessive drinking behavior. Haris (2008) argued how students spend most of their hours immersed in social media, such as Facebook,

MySpace, World of War craft, or Sims City and thereby getting parents worried that their wards in the university spent too much time on Facebook and other social media sites at the expense of their studies. Other researchers such as Kaplan (2012) also argued that there seemed to be a positive correlation between the use of social media and cyber bullying as well as online sexual predators.

The situation is not very different in Ghana as most of the students overuse social media to extent of committing crimes by defrauding other users. In 2013, a TV3 program, “You and The Police”, recounted an incident where some university students were caught and prosecuted by the police for abusing the use of social media. According to the edition of this program, a student of the University of Education, Winneba was arrested by the Police for using another lady’s profile picture to defraud people and solicit for funds in the name of being a needy HIV patient. (TV3, 2013 as cited in Tuurosong & Faisal, 2014).

In a research carried out by Ocansey, Ametepe & Oduro (2016) on the impact of social media on the Ghanaian youth, the results showed that social media is popular among the youth surveyed, where 86% of the respondents had profiles, 7% did not, and 7% did not respond. With the youth getting more involved with social media platforms, it is not surprising how most of them are using to create and promote businesses. According to Bastri (2016), there is evidence that have observed that the use of ICT-based platforms is progressively transforming how SME businesses are being conducted. Most businesses have taken to social media to reach a wider audience and promote their businesses.

### **1.1.2 Entrepreneurship**

Entrepreneurship is considered as one of the basic ways of building a strong economy. Kelly et al (2010) posit that, entrepreneurship can provide a source of income when an economy cannot supply enough jobs or other alternatives for generating wages or salaries, and when providing positive social value is in place. This means that entrepreneurship plays a vital role for new venture creation; existing venture expansion, social, technological and economic development of the country (Lumpkin & Dress, 1996). The concept of entrepreneurship has been defined by different scholars in different ways. Morris (1998) defines entrepreneurship as the process through which individuals and teams create value by bringing together unique packages of resource inputs to exploit opportunities in the environment. It can occur in any organizational context and can result in a variety of possible outcomes which may include new ventures, products, services, processes, markets, and even technologies.

Entrepreneurship has been given much credit to the extent that most leaders are pushing their youth to engage in it. Entrepreneurship education has been introduced to students all around the world even from middle school. This is to say that it is an important field and plays a significant role in the economic sector of every country. The starting point for entrepreneurship is entrepreneurial opportunities (Shane & Venkataraman, 2000) without which the basis of entrepreneurship cannot thrive. This means that wherever there is a problem, there is bound to be an opportunity for the entrepreneur.

Several reasons may drive one to undertake entrepreneurial activities, in this area they are referred to as either the push or pull factors. With the 'push' factors, an individual can be 'pushed' into starting a business due to external negative conditions whereas with the 'pull'

factors, the desire to be one's own boss, to increase personal wealth or to use one's experience and knowledge, can also attract an individual to entrepreneurship (Burke et al.,2002). Entrepreneurs therefore create new businesses for many reasons, such as self-sufficiency, lifestyle necessity and also the desire for wealth (Drucker, 1994). The condition for entrepreneurship in Ghana can be likened to that of a Push factor more than that of a pull factor.

In Ghana for instance, the youth usually come out of school expecting white collar jobs because they earned a degree. However, the sad reality is that, after graduating, young Ghanaians especially university graduates are faced with fewer opportunities in the job-market and therefore find it difficult to get a job and acquire the financial resources required to achieve certain social positions as adults (Langevang, 2007). In 2011, the Unemployed Graduate Association of Ghana (UGAG) was formed to promote the well-being of unemployed graduates and unemployed youth in general in Ghana. This association has now rebranded and go by the name; Association of Graduates in Skills Development-Ghana whose main priority is to assist students to be creative and take up internship opportunities to enhance their skills and knowledge about the corporate world; at the same time creating platforms for graduates to take up opportunities or create opportunities on their own ([www.ugag.com](http://www.ugag.com)). This makes for a reason for the youth to be serious when it comes to creating innovative ideas and doing businesses by identifying opportunities on their own without depending on others for survival. Entrepreneurship education is now taken as a full course in most universities all over the globe because of the potential the government see in students to train them for self employment in future.

### **1.1.3 Online Businesses**

Nowadays, a large number of new online businesses emerge rapidly on the digital space. This is possible because of internet advancement and the web 2.0. This possibility has allowed for easy and faster operation of businesses, reach customer segments, conduct transactions and even get consumer feedback which is visible for others to see. This act of conducting business online has received attention from various researchers as some have come up with different names for this activity. Whereas as some scholars refer to it as E-commerce ( Nath 2013, Kinuthia & Akinnusi, 2014), others also referred to it as online business (Anwar & Daniel 2016, Sharif & Butt 2017), cyber-entrepreneurship (Badaruddin et al. 2015), social media entrepreneurship (Cicek, 2018).

According to Nath (2013), e-commerce can be defined as the buying and selling of goods and services over the World Wide Web or internet. In recent times, a lot of people have taken to social media to start their own businesses by selling either products or rendering services to others. Existing businesses also use social media to promote their businesses and to reach more customers. In view of this, both small and large businesses are using social networking sites to their advantage. With the increasing growth of internet access technologies, users now tend to have higher demand and expectation on internet based services (Wei Hin, 2004). Based on this, most young people who are active on social media are looking for new opportunities to conduct businesses online.

Facebook, Instagram and Twitter are most used social media platforms in Ghana and most of the users use these platforms to identify opportunities based on the content people create and start businesses to satisfy customers and gain profit. The Hootsuite data report shows that 7.8% of active social media users make online purchases and/or pay bills online and this shows the

opportunities available. The increasing number of people who have business pages on these platforms have allowed these networks to make it easier for these business owners to advertise their products and services at fee as is done on traditional media. In Ghana, the number of people that Facebook reports can be reached with adverts is 5.2 million, Instagram is 1.4 million and Twitter is 555.5 thousand.

This means that social media which allows individuals to reach billions of users who surf every single day creates the opportunity for them to sell or market their ideas and earn money with low entrance barrier. This only confirms that social networking sites such as Facebook, Instagram, twitter, etc. offers a suitable environment for entrepreneurial activities.

## **1.2 Statement of problem**

Social media and its importance to people and businesses are widely known because of the increasing number of people who use the internet. The use of social media by small and large businesses to promote and get a wider customer base has proven relevant and effective. In this regard several studies have been done on social media and small businesses. Likewise, social media influence on students has also been widely studied.

In Ghana, the unemployment rate is high especially for graduates whose expectations are quite high in terms of acquiring jobs. This is because, as a result of current global economic challenges and rapid technological advances, tertiary education is no longer a guarantee for employment (Collins et al, 2004). In view of this there is the need to address this issue through entrepreneurship on social media or E-commerce which most students are already conversant with. This can be achieved by studying and identifying the entrepreneurial intentions of students regarding social media/online business or cyber-entrepreneurship.

The general entrepreneurial intentions of tertiary students have been widely studied by most scholars all around the world (Iqbal et al. 2012, Denanyo et al, 2015, Keat et al. 2011, Badaruddin et al. 2015). However, despite the increasing number of businesses springing up on social media, little has been done on social media/online or cyber-entrepreneurship. This means that little focus has been given to entrepreneurship on social media where tertiary students in Ghana may consider setting up their businesses via the various Social networking Sites (SNS) which they actively use. The problem in this regard is that unemployment among the youth still exist in the country and one of the answers to solving this problem which is social media entrepreneurship seems to be understudied. Opening the doors of cyber-entrepreneurship through research will help find out how tertiary students can make the decision of engaging in it through their intentions.

However, if little focus is given to online entrepreneurship and students' intentions towards it, the reality of online businesses which already seem to be in motion with already existing businesses also shifting to social media promotion may be under used by tertiary students who may need it the most. It is then relevant to find out what may push a student to start his or her business online. This research fills an important gap by finding out the determinants of social media entrepreneurial intentions among tertiary students in Ghana.

### **1.3 Justification of the Study**

The main purpose of this research is to determine the factors that influence the social media entrepreneurial intentions among tertiary students especially those at the Ghana Institute of Journalism. While most tertiary students use social media for various reasons such as chatting, downloading music and video and doing academic work (Acheaw & Larson, 2015), others also

use it to transact businesses. According to Siebu (2019), SMEs hold the view that customers may be browsing online looking for prices or special offers before they visit the store. Seeing as social media platforms are usually the first point of contact for most people, social media entrepreneurship seems possible in every way.

The decision to venture into entrepreneurship however is usually preceded by the intention which informs the behavior towards the idea. In this case, an individual's attitude and social circumstances may or may not determine his or her intentions towards entrepreneurship and that is exactly what this study seeks to find. Even though running a social media business may not be the same as running a business in a physical space but the intention to start and its determinants may start with the individual which in this case refers to the student.

This study will therefore throw more light on social media businesses, factors that influence their decisions and the importance of cyber or social media entrepreneurship on the society, how it can inform a change in the entrepreneurship courses taught in schools and also helps tertiary students comprehend and acknowledge social media businesses as a promising venture with less stress.

#### **1.4 Research Objectives**

The general objective of this research is to determine the factors that influence the entrepreneurial intentions of tertiary students towards social media businesses in Ghana. The specific objectives are also as follows;

1. To assess GIJ students' understanding of social media entrepreneurship or cyber-entrepreneurship.
2. To establish the factors that influence entrepreneurial intention among students of the Ghana Institute of Journalism

3. To identify how Ajzen's (1991) Theory of Planned Behavior influence social media or online entrepreneurial intention among students of GIJ.

### **1.5 Research Questions**

1. How do GIJ students understand online/social media entrepreneurship or cyber-entrepreneurship?
2. What are the determinants of entrepreneurial intentions among students of GIJ?
3. How does Ajzen's Theory of planned behavior influence social media entrepreneurial intentions among students of GIJ?

### **1.6 Significance of the study**

The world is still evolving and that means technology is also advancing. This only goes a long way to say that there is still more benefits of social media to the youth that has been less explored. Also since little work has been done on the social media or online entrepreneurship, this research will help to identify the importance of introducing the youth to online businesses and if they even have any intentions of engaging in it at all.

This study will therefore add to the limited existing literature by providing insight into how students comprehend entrepreneurship where the business is created and managed online as well as their intentions of engaging in this venture or not. Mabry (2010) study on social media revealed how important social media is because consumers interact with these platforms differently than with traditional media. Gaining more knowledge on these social networking sites regarding entrepreneurship and entrepreneurial intentions among tertiary students will contribute immensely to the society by pointing out how beneficial social media entrepreneurship can help reduce the issue of graduate unemployment by getting students to identify their entrepreneurial

intentions before or after graduation. This research will help individuals identify what may push them to engage in entrepreneurship in the real world.

Also, this research may contribute to governmental and non-governmental organizations in charge of youth employment the opportunity to understanding the value of social media networks for business creation and management hence, entrepreneurship. Findings from this research will also contribute to informing schools as well as the education ministry as to whether students indeed have entrepreneurial intentions when it comes to social media businesses or not which will help in either upgrading or changing the entrepreneurship syllabus in schools to accommodate social media involvement in business creation.

Furthermore, this study will help future researchers who may want to study social media businesses and the entrepreneurial intentions among students get literature to support their researches as well as provide more information for review.

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

This chapter reviews literature by scholars who have studied and researched on materials related to this research. It provides a much clearer understanding of key concepts of social media or online businesses and factors that influence tertiary students' entrepreneurial intentions towards it in Ghana. The theoretical foundations of this study are also extensively discussed as well as previous research findings on the influence of social media on entrepreneurship. This chapter therefore looks at the conceptual review which explains the major concepts in this study further, followed by the theoretical review and then the empirical review.

##### **2.1.1 Social Media Entrepreneurship**

According to Kim et al. (2010), Social media are websites that allow people to create online communities and facilitate sharing contents created by users. This means that the ability to create and share contents distinguishes social media from traditional media. With the advent of web 2.0, internet technologies provide consumers fast and always-on access to new information, services and content with real lifestyle and productivity benefits (Sawyer, Allen, and Lee, 2003). This has made social media a community where people are free to share what they want, what they need and also allows them to search for information on where and how to acquire these wants. Because of these high demands, Internet-based businesses have gained much popularity in the contemporary business world especially among the younger generations.

In Ghana, entrepreneurship development among individuals is an important aspect also considered as an economic improvement. In view of this the government has put plans through

programs and policies together to come up with ways with which individuals can be motivated and empowered to come up with creative ideas for a business start up. However, a research done by Asamani et al. (2013) on entrepreneurial challenges highlighted some of the problems faced by entrepreneurs. The lack of finance and resources, lack of planning and skills, lack of competitiveness and technology innovation, and lack of regulatory framework and social factors are some of the major challenges that have the tendency of keeping others away from entrepreneurship.

Mariotti and Glackin (2010) on the other hand argued that there are five roots of opportunity in the marketplace that entrepreneurs can exploit; problems that a business can solve; changes in laws, situations or trends; inventions of totally new products and services; competition in terms of ways to beat the competitor on price, location, quality, reputation, reliability, or speed through which one can create a very successful business with an existing product or service; and finally technological advances (scientists may invent technology, but entrepreneurs figure out how to use and sell it). This shows that entrepreneurs may see opportunity in technology hence the internet and social media being used for business.

Termed as cyber-entrepreneurship by Badaruddin et al. (2012), they defined this internet-based entrepreneurship as the practice of creating new business using internet as a platform in response to recognized opportunities. Cicek (2018) termed it social media entrepreneurship and noted that it is possible to define the social media entrepreneur as a person who seeks profitable opportunities through social media and who initiates and manages a business within this social structure. According to Cicek (2018), social media entrepreneurs can be easily distinguished from other people because of their ability to see these lucrative opportunities in the online environment where billions of people surf every day, as well as their ability to transform their

innovative ideas, almost like in every field and aspect of life into profitability. Launching a business on social media and actually managing is seen to have fewer challenges as compared to the other forms of entrepreneurship. There are low barriers in social media entrepreneurship characterized by low costs, fewer regulations and market opportunities (Khajeheian, 2013). Social media platforms such as Facebook, Instagram and twitter are a few on which businesses of different kinds are managed by individuals.

### **2.1.2 Social Media Businesses and Online Marketing**

One of the merits of the internet is that it enables emerging businesses to reach a worldwide customer population, so that customers can survey, select, and purchase different products and services from other businesses around the world (Al Kailani & Kumar, 2011). The internet with its amazing features benefits businesses in so many ways. In this global era, social media is the only way to fill the void by bringing the world together. The time-space compression is possible because of online networking, e-commerce and more.

The Internet and especially social media have changed how consumers and marketers communicate. The Internet has distinct characteristics as have been outlined below (Peterson et al., 1997 as stated in Vinerean et al, 2013):

- “The ability to inexpensively store vast amounts of information at different virtual locations
- The availability of powerful and inexpensive means of searching, organizing, and disseminating such information
- Interactivity and the ability to provide information on demand
- The ability to serve as a transaction medium; the ability to serve as a physical distribution medium for certain goods (e.g. software)
- Relatively low entry and establishment costs for sellers”.

Most social media platforms such as Facebook, Instagram and Twitter have not only given opportunity for people to create their own businesses online but have also given them the opportunity to market their products and services by promoting their businesses to reach wider audiences and consumer base whom they would not have been able to reach physically due to geographical boundaries. According to Nadaraja & Yazdanifard (2013), the primary advantages of social media marketing is reducing costs and enhancing reach. According to Glaser (2007), social media plays an important role in marketing by reducing time and also the cost involved in gathering consumer information wherever they may be. The cost of managing a social media platform is relatively lower as compared to other marketing platforms such as face-to-face salespeople or middlemen or distributors. It can provide unlimited information to customers even without human intervention.

The internet has not only demonstrably altered how often people communicate online, but it has also enlarged the pool of individuals they communicate with, and paved new ways for behaviors to be influenced (Burmester, 2009). Consumer behavior studies reveal that individuals consider greatly advice and information shared online and spending more time with websites that provide third-party evaluations (Huang et al. 2009), and other studies and research indicate that, such information can directly influence buying decisions, even if received from purely virtual sources (Awad et al. 2006; Weiss et al. 2008) cited by (Nadaraja & Yazdanifard 2013). This means that social networking sites are powerful in that, they directly or indirectly support online businesses in terms of marketing.

### **2.1.3 Entrepreneurial Intentions**

According to Ajzen (1991), intentions are a good predictor of future behavior. Entrepreneurial intention has been defined by (McStay, 2008) as an individual's intention to be self-employed. The entrepreneurial intentions of people may differ from person to person. According to Remeikiene et al. 2013, the intention to start-up business is mainly based on the following theories: Ajzen's theory (1991) of planned behavior, Shapero and Sokol's (1982) model of the entrepreneurial event and Bandura's (1977) model of social learning, in which the vital elements are explanation and prediction of personal behavior with respect to entrepreneurship. Personal traits and the environment can also define entrepreneurship intention. According to Fitzsimmons (2011), people with high entrepreneurial human capital and entrepreneurial characteristics have higher intention to start their own business venture. Human capital is defined as the age, gender, skills, personalities, education, knowledge and prior experience (Amanamah et al. 2018)

Halis (2013) observed that people become entrepreneurs because they want to become their own boss at work and achieve their personal desires through the realization of personal goals and decisions. They want to have a desired job which allows them to use all of their skills and knowledge, get recognition and prestige, earn more money, be different, explore businesses and opportunities which are either invisible to others or that cannot be easily operated or utilized and want to actualize both their own aims or dreams and serve the aims of society.

In Ghana where graduate unemployment is quite high and tertiary students hardly find jobs after school, entrepreneurship seems to be the only way out. Finding the entrepreneurial intentions of these students can also help the government in putting forth policies which will help individuals realize their dreams. Most scholars have observed that intention is the best predictor of

entrepreneurial behavior and that the dream of becoming an entrepreneur can only be realized when the individual has the intentions.

## **2.2 Theoretical Framework**

Many scholars have come up with different theories to explain social media usage and entrepreneurial intentions. However, in finding the connection between the use of social media to create and manage businesses and the factors influencing entrepreneurial intentions of students at the Ghana Institute of Journalism, two theories were used as theoretical framework for this research; the Technology Acceptance Model and the Theory of Planned Behavior.

### **2.2.1 Technology Acceptance Model**

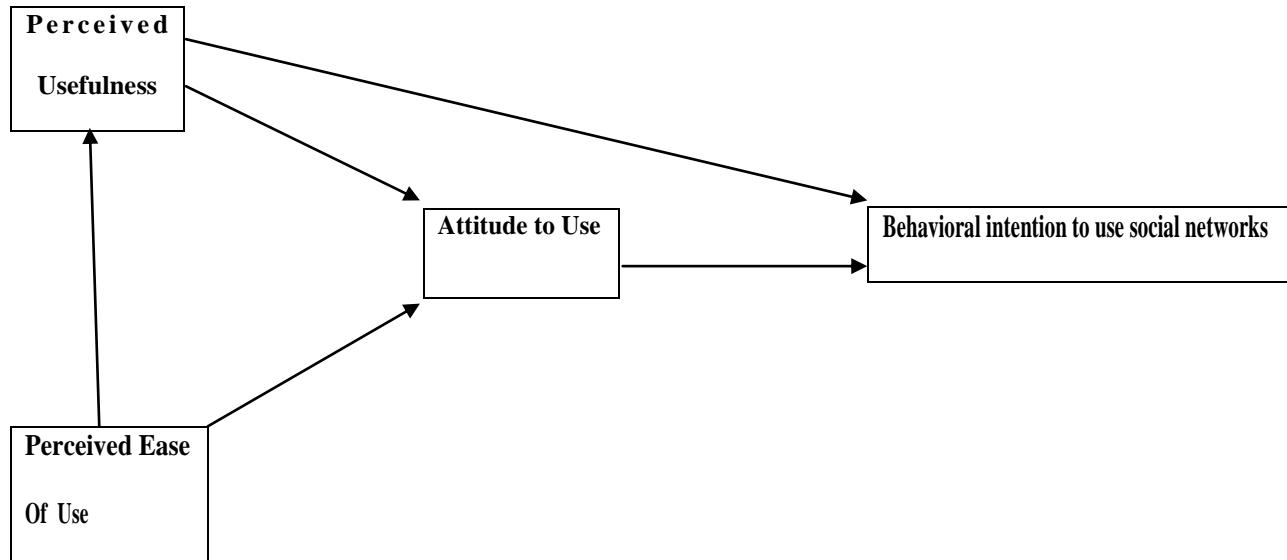
The Technology Acceptance Model (TAM) was originally introduced in 1986 by Fred D. Davis and is considered the most influential and commonly employed theory for describing an individual's acceptance of information systems. This theory has its bases from the Theory of Reasoned Action (TRA) (Fishbein and Ajzen, 1975). The TRA was first designed to help in the description of virtually any human interactions, whereas TAM was intended "to provide an explanation of the determinants of computer acceptance across a broad range of end-user computing technologies and user populations" (Davis et al., 1989). While TRA has been widely used across different areas, TAM has been introduced in the area of information systems by Davis (1986), resulting from an adaptation of TRA to the adoption and behaviour of computer technologies.

The main aim of using TAM is to provide a basis for which the influence of the various external variables on internal beliefs, attitudes, and intentions can be traced. The theory suggests that

perceived ease of use (PEU), and perceived usefulness (PU) are the two most important factors in explaining system use as explained by (Legris et al., 2003). In TAM, a user's motivation to adopt a new technology can be explained by three constructs: perceived ease of use (PEU), perceived usefulness (PU) and attitude toward using the system. Both PEU and PU are beliefs with impact on attitude, whereas PEU also has a direct influence on PU (Davis, 1986). A later development of TAM included the Behavioral Intention to use as a new variable that would be directly influenced by PU and attitude towards use (Davis et al., 1989).

In a research conducted by Carlos et al. (2011), they examined the Technology Acceptance Model in the adoption of social networks. The purpose of the study was to create an understanding of new technology adoption and the process, specifically, social networks (SN) by relying on the technology acceptance model (TAM). The study applied a quantitative methodological approach by using a survey method. The data was collected from a sample of 150 university students. In order to test the proposed relationships, structural equation modeling was employed. The results of this empirical study demonstrated that Social Networking sites are relatively easy to use, as respondents quickly become skillful at using these technologies, finding them quite flexible to interact with. In terms of their attitudes, respondents find SNS fun to use and enjoy using them; Perceived ease of use and perceived usefulness impact on attitude towards SN. Attitude in turn greatly influences the behavioral intention to use SN. Thus, the scholars confirm the explanatory power of TAM in the adoption of Social Networking sites. Carlos et al.,(2011) in figure 1 below adapted Davis et al.(1989) TAM model to explain how the Technology Acceptance Model influences the adoption of social networking sites by tertiary students .

Figure 2.1 Technology Acceptance Model



Source: Adapted from Davis et al. (1989)

The Technology Acceptance Model as a theoretical foundation will help understand why most tertiary students especially those at the Ghana Institute of Journalism, use social networking sites or social media platforms in their day to day networking. This theory will also help in finding out students' reason for using social media as well as their attitudes towards buying and selling on social media.

### 2.2.2 Theory of Planned Behavior

Ajzen's (1991) Theory of Planned Behavior (TPB) assumes that human behaviors are planned and are therefore preceded by intention toward that behavior. According to Ajzen, perceived behavioral control, together with behavioral intention, can be used directly to predict behavioral achievement. The theory of planned behavior postulates three conceptually independent

determinants of intention. The primary determinant is the attitude toward the behavior which refers to the degree to which a person forms a favorable or unfavorable evaluation of that particular behavior. The second predictor is the subjective norm which refers to the perceived social pressure to perform or not to perform a particular behavior. The third and final antecedent of intention is the degree of perceived behavioral control which refers to the perceived ease or difficulty to perform a behavior and it is presumed to reflect past experience as well as anticipated problems and obstacles (Ajzen, 1991).

Becoming an entrepreneur is not a one day job and it requires a lot of risk-taking as well. Observations made by Krueger et al., (2000), suggested that, entrepreneurial inclinations are psychological in nature. Krueger et al., (2000) stated that “psychologists have proven that inclinations are the good forecasters of any planned behavior, mainly when the behavior is exceptional, difficult to study, or includes irregular intervals”. They again posited that entrepreneurial activity can be predicted more accurately by studying intention rather than personality traits, demographic characteristics, or situational factors.

A study was conducted by Astuti & Martdianty (2012) to establish the intentions of students in entrepreneurship by using the theory of planned behavior of Fishbein and Ajzen. The study was conducted in six state universities in Indonesia which were presented under the guise of University A in Northern Sumatra, University B in Western Sumatra, University C in Jakarta, University D in Yogyakarta, University E in Eastern Java and University F situated in Southern Sulawesi with total sample of 600 final year students. After the data analysis, the result showed that the theory of planned behavior is proven significant to predict students’ entrepreneurial intention simultaneously in those six universities, whereas subjective norm was the strongest

variable in the modeling. However, when results were analyzed separately, significant differences were found between results from each university.

The theory of planned behavior will serve as a framework to help answer the research question; how does Ajzen's Theory of planned behavior influence social media entrepreneurial intentions among students of GIJ? Also, the factors which influence the entrepreneurial intentions of students could also be identified using this theory.

### **2.3 Empirical Review**

The significance of entrepreneurship to the economy of countries and as well its ability to solve the problem of unemployment among graduates have led to good number of researches on the entrepreneurial intentions of tertiary students and their determinants in different countries by different scholars. More so, the increasing number of online businesses and the ability of individuals to create and manage their own businesses online have also invited some studies in the area of social media or cyber entrepreneurship.

In a study conducted by Uddin & Bose (2012), they examined the determinants of entrepreneurial intention of business students in Bangladesh as was their objective. In their methodology, their target population encompassed all public and private schools universities in Bangladesh and they sampled 89 universities where 55 are private and rest is public. This was a survey type of research which was conducted based on the responses collected from the students studying at graduation and master level using structured questionnaires. The survey focused on the students of business and commerce only. A total of 520 students were selected on convenience basis from various public and private universities located in Dhaka, Rajshahi,

Khulna, Sylhet and Kustia. Students were from different major areas including management, marketing, accounting and information system, and other departments and faculties.

The model results showed that student tendency for taking risk, their need for achievement, job security, and education on entrepreneurship offered by universities, were the strongest determinants followed by environment created by the government for starting a business. The outcome also represents that entrepreneurial intention is positively correlated with vital phenomenon like risk taking, need for achievement, environment for starting for a new business and education.

Mirjana et al.(2018) additionally conducted a research; examining determinants of entrepreneurial intentions in Slovenia: applying the TPB and an innovative cognitive style. The aim of the study was to spot the determinants of entrepreneurial intentions through the framework of the TPB and a personal innovative cognitive style. By using the TPB, the authors evaluated how personal attitudes, subjective norms and perceived behavioral control can affect an individual's intentions to become an entrepreneur. In addition, the innovative cognitive style is tested as a potentially vital determinant of entrepreneurial intentions. A survey was then conducted using the sample of 330 bachelor and master students in economics and business from the European country through questionnaires. Using the linear hierarchical regression modeling, the results concluded that personal attitudes towards entrepreneurship, subjective norms and perceived behavioral control have a positive relation to one's entrepreneurial intentions. Furthermore, the innovative cognitive style was found to be significant in creating one's intention to become an entrepreneur. The research further expanded the current knowledge on entrepreneurial intentions by analyzing the exclusive and mutual impact of different factors recognized by the TPB and the innovative cognitive style on entrepreneurial intentions, as well

as providing significant insights into the antecedents of entrepreneurial intentions in the Slovenian context.

Aslam et al.(2012) also carried out a research on the entrepreneurial intentions among university students of Punjab, a province of Pakistan. The research aimed to examine levels of Entrepreneurial Intentions among students through the theory of planned behavior developed by Ajzen, in Punjab a province of Pakistan. A survey (Entrepreneurial Intention Questionnaire) was shared among 197 Pakistani university students. The data was analyzed using SPSS soft ware, t-test regression was then utilized for finding out the results. The results revealed that students who participated in entrepreneurship education have more intention towards entrepreneurship than those who has not participated in entrepreneurship education courses.

According to Mah, Ghulam and Mariah (2010) social media is a good source of building entrepreneurial intentions. Their study was designed with the intent to find the components of social networking which help in entrepreneurship. The population for the study comprised all enterprises registered with Trade of Chamber and Commerce (Multan). 5 respondents were selected for interview through convenient sampling. Detailed interviews were then conducted for data collection and analyzed by using critical analysis procedure. From the analysis, the results indicated that social networking helps the entrepreneur in developing entrepreneurial intention through which peer group and family and educational institutions in general and universities in particular contribute a lot. Mass media was however found as a main source in providing the platform for entrepreneurship in the realm of networking.

Badaruddin et al. (2012) in their study also attempted to examine the start of cyber-entrepreneurial intention among undergraduates in institutions of higher learning in Malaysia.

The quantitative research was used. The purpose of this explanatory research was to determine the factors (independent variables) influencing cyber-entrepreneurial intention (dependent variable) among undergraduates in higher education. With a sample size of 399, the questionnaires were self administered and a total of 296 correct responses from undergraduates were taken from one public university and one private university in Zamfara. There were four determinants tested on the cyber-entrepreneurial intention with the use of appropriate measures using the 5-point Likert scale. All the constructs and variables were systematically developed and hypotheses constructed according to the theoretical framework. The results indicated the usefulness of Theory of Planned Behavior model in explaining entrepreneurial intention. The three components of Theory of Planned Behavior (TPB) were tested using four variables to represent general attitude, attitude towards entrepreneurship, social background and IT knowledge. The results of the research showed that perceived social background have significant impact on social media entrepreneurial intentions. Also, there is a positive relationship between attitudes towards entrepreneurship and cyber entrepreneurial intention and another positive relationship between IT knowledge and student's cyber entrepreneurial intentions

With social media businesses, some scholars have also studied the use of social media as a marketing tool for entrepreneurs and small scale enterprises. Jagongo & Kinyua (2013) did a research which focused on establishing the effect of social media on the growth of SMEs in Nairobi. This was done by finding out the effect of social media on the market access, CRM, innovativeness and pricing of products of SMEs in Nairobi. The study used descriptive research design. Questionnaires were administered on 246 SMEs in Nairobi, with the respondents being either the owners or managers. Cluster sampling was used to divide the population of interest and then the simple random sampling technique was used to further identify the specific businesses

to be used for the study. The data was collected and then analyzed using SPSS. The study concluded that social media tools offer a much greater market accessibility and CRM which in turn have a significant impact on the growth of SMEs. On the other hand, the pricing of products and innovativeness aspects offered by social media have had very little impact to cause any growth in the SMEs. It revealed that the use of social media tools can cause time-space compression. Additionally, social media allows businesses to communicate quickly and economically with customers as well as allow them to construct a database that can be used to generate business leads that may help in increased sales and thus grow the SMEs.

Ojeleye, Opusunju & Ahmed (2018) also researched the impact of social media on entrepreneurship development among SNS users in Zamfara State of Nigeria. The study adopted the survey research design and simple random sampling techniques to select 399 respondents across the 14 Local Government Area using Taro Yamane formula. The study again adopted simple percentage, normality test, reliability test and multiple regressions. The results indicated that social media impact significantly on entrepreneurship development among users in Zamfara state of Nigeria. Also, social media platforms such as Facebook, WhatsApp and Instagram contribute significantly in realizing innovation and creativity among users in Zamfara state. The study concludes that YouTube does not contribute to entrepreneurship development in terms of creativity and innovation among users in the state as the others do. The study therefore, suggests that SNSs such as Facebook, WhatsApp and Instagram should be encouraged among users in the state when it helps increase entrepreneurship development but should be discouraged when it is being used for fraudulent and negative acts.

Amanamah et al. (2018) also studied the entrepreneurial intention among university students in Ghana. The main aim of the study was to explore the factors that influence entrepreneurial

intentions among students in Ghana. The research was carried out by a survey method as questionnaires were used to collect data from 731 undergraduate students who were purposefully sampled and pursuing regular and part-time programmes in a Ghanaian public university. Data obtained were analyzed using correlation and multiple regression analysis through the SPSS. Results of standard multiple regression showed that 6 out of the 23 factors explored in the study significantly influenced student entrepreneurial intention. The study revealed that Ghanaian tertiary student will go into entrepreneurship because of the expected result and outcome. Based on a follow-up forward regression analysis, exposure to other entrepreneurs and experienced network is the most significant predictor of student entrepreneurial intentions.

Denanyoh et al. (2015) also conducted a research that aimed to analyze the factors that impact on entrepreneurial intention of tertiary students in Ghana. The study used a descriptive research design. A survey was used and questionnaires were administered. Based on a quota sampling method, a total of 228 polytechnic students were selected to be respondents in this study. The result of the study showed that all the factors were significant indicators of entrepreneurial intention of students. According to the study, if a tertiary institution provides adequate knowledge and inspiration for entrepreneurship, the possibility of choosing an entrepreneurial career might increase among students after school. On the basis research the researchers came to the conclusion that there exists a positive correlation between entrepreneurial intention and (educational support, family support and structural support).

Samuel et al (2013) conducted a research which aimed to assess the entrepreneurial intention among the students of Sunyani Polytechnic, and also to determine the motivators, and obstacles to entrepreneurial intentions. The sample size for the study was 136 who were selected by convenient sample method. Primary data were obtained using self designed questionnaire which

were administered by the researchers. Results indicated that there is a high entrepreneurial intention among the respondents.

## **CHAPTER 3**

### **METHODOLOGY**

#### **3.1 Introduction**

This chapter considers the methodology for the study. It provides a more detailed description of the research approach which will be adopted in this study. The research design, target population and profile of the target population, data collection instrument, sampling and sample technique are explained.

This research is an explanatory research whereby the purpose is to determine the factors (independent variables) influencing social media entrepreneurial intentions (dependent variable) among undergraduates at the Ghana Institute of Journalism. The study will adopt the quantitative method of research. The population of the study comprises undergraduate students of the Ghana Institute of Journalism with a total number of 4, 500 students. The sample size was then derived using the Taro Yamane formula. The random sampling technique and survey method were employed in data collection. Respondents were then administered structured questionnaires via online or social media.

#### **3.2 Research Design**

In this explanatory research, the quantitative method was used in collecting data. This quantitative research is designed as a cross-sectional research which uses individuals or tertiary students as the unit of analysis. Quantitative research methods strive to isolate specific elements, and it uses numbers and numeric correlations with value-free environment to measure and analyze the causal relationship between variables (Denzin and Lincoln, 1998). This study used

this method to collect data on the factors influencing social media entrepreneurial intentions among tertiary students in Ghana.

### **3.3 Population and Profile of Target Population**

The Ghana Institute of Journalism which is the target population for this study has about 4,500 registered undergraduate students as at April, 2020 according to the Academic Affairs Registry of the Institute. The study targets the undergraduate students of the GIJ because undergraduates are those who are mostly affected when it comes to unemployment after graduation.

The Ghana Institute of Journalism is a Public tertiary institute in Ghana. The institute was established on 16th October 1959 by Dr. Kwame Nkrumah the first president of Ghana. In 1974, the National Redemption Council (NRC) passed a legislative instrument (NRCD 275) formally establishing the Ghana Institute of Journalism. The decree set as objects of the Institute the following:

To train young men and women in the skills and techniques of journalism, mass communication, advertising and public relations and to organize classes, lectures, seminars, demonstrations, experiments, researches and practical training in all aspects of journalism and mass communication

The school got its presidential charter establishing it as a university in 2009. The charter allowed the institute to self exists with the ability to award its own certificates, diplomas and degrees for its accredited programmes. Since then it has trained several journalists and public relations officers in the country. This has severed the institute's affiliation with the University of Ghana ([www.gij.edu.gh](http://www.gij.edu.gh)). The school runs Diploma, Bachelor of Arts and Masters programmes with a total of almost 5,000 registered students as at April 2020.

### 3.4 Sampling and Sample Size

The simple random sampling technique which is a probability sampling was used to collect data from students. Simple random sampling (SRS) is a method of selection of a sample comprising of a number of sampling units out of the population having a number of sampling units such that every sampling unit has an equal chance of being chosen.

In order to determine the sample size, the Taro Yamane formula (Yamane 1973) was used to ensure equal chances of selection. The formula of Taro Yamane is presented as follows.

$$n = \frac{N}{1 + N(e)^2}$$

Where : n= sample size required, N = number of people in the population (4,500),

e = allowable sampling error (assume 5%)

$$n = \frac{4500}{1 + 4500(0.05)^2}$$

$$n = \frac{4500}{1 + (4500)(0.0025)}$$

$$n = \frac{4500}{1 + 11.5}$$

$$n = \frac{4500}{1 + 11.5}$$

$$n = \frac{4500}{12.5}$$

$$n = 360$$

The sample size of 360 was used as derived from the formula. The questionnaires were then administered to these respondents who are also social media users to represent the population.

### **3.5 Data Collection Method**

The quantitative method which was used in collecting data was the survey (questionnaire). This structured questionnaire included close-ended questions to collect data from respondents. These questionnaires were administered via social media using survey monkey to the respondents who are undergraduate students in their first, second, third and final years respectively at GIJ. The link to the questionnaires was shared via WhatsApp and other social messaging apps to invite these students to respond to them. The administered questionnaires were further collated after completion and then analyzed. Questionnaires were used because it is an efficient means of collecting data on a large scale and also easy to analyze.

### **3.6 Data Analysis**

In analyzing the primary data collected from the respondents, the Statistical Package for the Social Sciences (SPSS V.17) was used for data coding, entry and analysis. SPSS is used to analyze questionnaire-based and other data organized as cases with particular variables. The data analysis and presentation were done by using relevant descriptive statistics such as tables, bar charts and pie chart.

## CHAPTER 4

### 4.1 Conclusion

Entrepreneurship has always been seen as the way out for most students and must be given the attention needed when it comes to identifying students' entrepreneurial intentions towards it. The idea is that, currently, already existing businesses as well as new businesses have resorted to using social media platforms to promote and launch their businesses in order to reach new and potential customers and also because it is cheaper to operate on such platforms. For tertiary students who may not have enough capital to rent structures to start their own businesses, social media or online businesses is seen as the ideal solution. The rate of social media usage keeps increasing every year in Ghana and this means that potential clients or customers are also increasing.

This research will not only add to existing literature but also help in building the knowledge of social media entrepreneurship among students. Since some researchers have come out with the finding that young adults especially high school and college students, use SNS the most and that some have even developed addictive tendencies towards the use of SNS especially Facebook, Twitter and some others (Hampton et al, 2011; Wilson et al, 2010), it will be beneficial for the youth to channel this addiction towards monetizing their accounts by converting them into business accounts.

This study when completed will help students understand social media or cyber entrepreneurship better so as to be able to differentiate between already existing business promotions online and start up businesses using social media. Since social media/cyber entrepreneurship is usually mistaken for physical businesses that are looking to promote their businesses, most students still don't see the opportunity in using social media platforms for start-up services. Also, this study

will end up providing more information on the determinants of entrepreneurial intentions among students specifically from the Ghana Institute of Journalism. The push or pull factors of entrepreneurship will also help students understand what may or may not motivate them to consider entrepreneurship as a choice after school. In Ghana, most students only consider entrepreneurship after they fail to secure jobs. In this regard, the study will help to identify some of these factors that may influence their entrepreneurial intentions. Based on the outcome, social media entrepreneurship can be recommended to them as a good start-up platform for finding potential customers, advertising to reach the masses and doing business from the comfort of their homes.

Ajzen's theory of planned behavior posits that attitude, subjective norm and perceived behavioral control are independent determinants of intention. This research will either prove or disprove this theory as to whether a person's attitude, social pressures or perceived ease or difficulty of performing a particular task affects their intentions towards entrepreneurship. Even though some studies (Astuti & Martdianty, 2012) found that subjective norm is a major predictor of intentions, the outcome of this research may add extra knowledge to the already existing ones and the various factors influencing entrepreneurial intentions can help inform the decisions of future researchers, individuals and other institutions.

Cyber or social media entrepreneurship may not be a term widely understood by students and most people, however, this study will help gain more knowledge on this subject matter as a significant money making tool for students or individuals who may be interested in entrepreneurship but are also worried about where to attract potential customers or raising capital for structures. The beauty of social media entrepreneurship is the ability to engage in Business to Business (B2B) and Business to Consumer (B2C) without stress.

## References

- Acheaw, O.M. & Larson, A.G.(2015). *Use of Social Media and its Impact on Academic Performance of Tertiary Institution Students: A Study of Students of Koforidua Polytechnic, Ghana*. Journal of Education and Practice.
- Ajzen, I. (1991). *Theory of planned behaviour*. *Organizational Behaviour and Human Decision Processes*, 50, 179-211.
- Al Kailani, M., & Kumar, R. (2011). *Investigating Uncertainty Avoidance and Perceived Risk for Impacting Internet Buying: A Study in Three National Cultures*. *International Journal of Business and Management*, 6(5), 76-92. <http://dx.doi.org/10.5539/ijbm.v6n5p76>
- Amanamah, R.B., Acheampong, A. & Owusu, E.K. (2018). *An exploratory study of entrepreneurial intention among university students in Ghana*. *International Journal of Scientific & Technology Research*, 7(1): 140 -148.
- Anwar, M. and Daniel, E. (2016). *Entrepreneurial marketing in online businesses: The case of ethnic minority entrepreneurs in the UK*, *Qualitative Market Research*, Vol. 19 No. 3, pp. 310-338. <https://doi.org/10.1108/QMR-04-2015-0029>
- Asamani, L. and Mensah, A. O., (2013). *Entrepreneurial Inclination among Ghanaian University Students: The Case of University of Cape Coast, Ghana*, *European Journal of Business and Management*, 5(19), pp. 113-125.
- Aslam, T.M. , Awan, A.S. , & Khan, T.M. (2012). *Entrepreneurial intentions among university students of Punjab, a province of Pakistan*. *International Journal of Humanities and Social Sciences*, 2(14), 114–120.
- Astuti, R. D., & Martdianty, F. (2012). *Students' entrepreneurial intentions by using theory of planned behavior, the case in Indonesia*. *The South East Asian Journal of Management*, 6(2), 100–143.
- Awad, N.f., Dellarocas, C. & Zhang, X. (2006). *The digital divide of word of mouth*. *Proceedings of the first Midwest united States Association for Information Systems*, Grand Rapids, MI (May 5-6).
- Badaruddin, M.N.B.A., Moorthy, M.K., Mohamad, Z.Z.B., & Zin, A.W.B.M.(2015): *Cyber Entrepreneurship: A New Revolution* .*International Journal of Physical and Social Sciences* 5 (8), 127-137
- Basri, W. (2016). *Social media impact on small and medium enterprise: Case review of businesses in the arab world*. *Arts and Social Science Journal*, 7(6), 236
- Botchway, K. (2019). *Ghana Media Measurement: Top TV And Radio Stations 2018*. Retrieved from <https://www.geopoll.com/blog/ghana-media-measurement-top-tv-radio-2018/> on 06/08/2020.

- Burke, A. E., FitzRoy, F. R., & Nolan, M. A. (2002). *Self-employment wealth and job creation: The roles of gender, non-pecuniary motivation and entrepreneurial ability*. *Small Business Economics*, 19(3), 255-270.
- Burmester, A. (2009). *Global faces and networked places*. Retrieved from [https://nielsen.com/nielsenwire/wpcontent/uploads/2009/03/nielsen\\_globalfaces\\_mar09.pdf](https://nielsen.com/nielsenwire/wpcontent/uploads/2009/03/nielsen_globalfaces_mar09.pdf)
- Carlos, J., Pinho, M. R., Soares, A.M.(2011): *Examining the technology acceptance model in the adoption of social networks*. *Journal of Research in Interactive Marketing*
- Cicek, B. (2018). *Social Media Entrepreneurship*. *İçtimaiyatSosyalBilimlerDergisi*, 2(1), 10-17.
- Collins, L., Hannon, P. D. and Smith, A. (2004). *Enacting entrepreneurial intent: the gaps between student needs and higher education*, *Education + Training*, Vol 46 Nos 8/9, pp. 454-63
- Davis, F. (1986). *A Technology Acceptance Model for Empirically Testing new End-User Information Systems: Theory and Results*, Doctoral dissertation, Sloan School of Management, Massachusetts
- Davis, F., Bagozzi, R., & Warshaw, P. (1989). *User Acceptance of Computer Technology: a comparison of two theoretical models*, *Management Science*, Vol.35 No.8, pp.982-1003.
- Denanyoh, R., Adjei, K., & Nyemekye, G.E. (2015). *Factors That Impact on Entrepreneurial Intention of Tertiary Students in Ghana*, *International Journal of Business and Social Research*, 5 (3): 19-29.
- Denzin, N. & Lincoln, Y. (1998). *Entering the Field of Qualitative Research*, in Denzin, N & Lincoln, Y. (eds.) *Collecting and Interpreting Qualitative Materials*. London: Sage
- Drucker, P. (1994). *Innovation and entrepreneurship: Practice and Principles*. New York: Drucker Series.
- Ekekwe, N. (2011). *Nuture entrepreneurs in Africa (online)*. Harvard Business Review Blog Network. [Online] Available: <http://blogs.hbr.org/2011/02/nuture-entrepreneurs-in-afric/> (Retrieved: 01/08/2020).
- Fishbein, M., & Ajzen, I. (1975). *Belief, Attitude, Intention and Behavior: An Introduction to Theory and Research*, Addison-Wesley, Reading, MA
- Fitzsimmons, J.R. & Douglas, E.J. (2011). *Interaction between feasibility and desirability in the formation of entrepreneurial intentions*, *Journal of Business Venturing*, Vol. 26 No. 4, pp. 431-440
- Glaser, M. (2007). *Your Guide to Social Networking Online*, PBS MediaShift, August.
- Hampton, K., Goulet L. S., Rainie L., and Purcell, K. I. (2011): *Social networking sites and our lives*. Technical report, Pew Internet & American Life Project.
- Hampton, K., Goulet L. S., Rainie L., and Purcell, K. I. (2011). *Social networking sites and our lives*. Technical report, Pew Internet & American Life Project.
- Hansen, D. L., Shneiderman, B., & Smith, M. A. (2011). *Analyzing social media networks with NodeXL: Insights from a Connected World*. Burlington, MA: Morgan Kaufmann.

Hootsuite & We Are Social (2020). *Digital 2020 Global Digital Overview*, retrieved from <https://datareportal.com/reports/digital-2019-global-digital-overview>

Huang, P., Lurie, N.H.& Mitra, S. (2009). *Searching for experience on the web: an empirical examination of consumer behavior for search and experience goods*, Journal of Marketing, 73(2), pp. 55–69

Ibrahim, J. Ros, R.C., Sulaiman N.F., Nordin, R.C., & Yuan, L.Z. (2014). *Positive Impact of Smartphone Application: Whatsapp& Facebook for Online Business*. International Journal of Scientific and Research Publications, Volume 4, Issue 12, December 2014 1 ISSN 2250-3153 www.ijsrp.org

Iqbal, A., Melhem, Y.&Kokash, H. (2012). *Readiness of the university students towards entrepreneurship in Saudi private university: An exploratory study*. European Scientific Journal, 8(15): 109-131.

Jagongo, A. & Kinyua, C. (2013). *The Social Media and Entrepreneurship Growth*. International Journal of Humanities and Social Science, 3 (10), 213-227.

Kaplan A. (2012). *If you love something, let it go mobile: Mobile marketing and mobile social media 4x4*, Business Horizons, Vol. 55, No. 2, p. 129-139.

Kaplan, A.M., &Haenlein, M. (2010). *Users of the world, unite! The challenges and opportunities of social Media*. Business Horizons, 53, 59-68.

Karpinski, A.C., Kirschner, P.A. Ozer, I., Mellott, J.A. and Ochwo, P. (2013). *An Exploration of Social Networking Site Use, Multitasking, and Academic Performance among United States and European University Students*. Computers in Human Behavior, 29, 1182-1192.

Keat, O. Y., Selvarajah, C., & Meyer, D. (2011). *Inclination towards entrepreneurship among university students: An empirical study of Malaysian university students*. International Journal of Business and Social Science, 2(4), 206-220

Kelly, D. Bosoma, N. and Amoros, J. E. (2010). *Global Entrepreneurship Monitor,Global Report 2010 rev'*

Khajeheian, D. (2013). *New venture creation in social media platform; towards a framework for media entrepreneurship*. InHandbook of social media management(pp. 125-142). Springer, Berlin, Heidelberg.

Kinuthia, J. N. K., &Akinnusi, D. M. (2014). *The magnitude of barriers facing e-commerce businesses in Kenya*. Journal of Internet and Information Systems, 4(1), 12–27.

Kolek, E. A., & Saunders, D. (2008). *Online disclosure: An empirical examination of undergraduate Facebook profiles*. Journal of Student Affairs Research and Practice, Vol. 45, p. 1– 25.

Krueger, N., Reilly, M., and Carsrud, A. (2000) *Competing models of entrepreneurial intentions*. Journal of Business Venturing, 15, 5-6, 411-432.

Langevang, T. (2007). *Movements in time and space: Using multiple methods in research with young people in Accra, Ghana*. Children's Geographies, 5(3), 267-282.

- Legris, P., Ingham, J. and Colletette, P. 2003. *Why do people use information technology? A critical review of the technology acceptance model*, Information & Management, (40), pp. 191-204.
- Lumpkin, G.T. & Dess, G.G. (1996). *Clarifying the entrepreneurial orientation construct and linking it to performance*, Academy of Management Review, vol. 21, no. 1, pp. 1-37.
- Mabry, E. (2008). *Engaging Audiences: An analysis of social media usage in advertising*. Masters Thesis: Louisiana State University.
- Mah, J. Z., Ghulam, Y. & Mariah, I. (2010). *Social Networking a Source for Developing Entrepreneurial Intentions Among Entrepreneurs: A Case of Multan*. Asian Economic and Financial Review 2(8),102-108
- Mariotti, S. & Glackin, C. (2010). *Entrepreneurship*. Newark, New Jersey: Prentice Hall NBSSI Report. (2011). Accra. Asempa Publishers.
- Markwei, D.E., Appiah, D. (2016). *The Impact of Social Media on Ghanaian Youth: A Case Study of the Nima and Maamobi Communities in Accra, Ghana*. Council for Scientific and Industrial Research, Institute for Scientific and Technological Information 2016. Volume 7.
- McStay, D. (2008). *An investigation of undergraduate student self-employment intention and the impact of entrepreneurship education and previous entrepreneurial experience*. Unpublished doctoral dissertation, School of Business, Bond University, Australia
- Mirjana, P.B., Ana, A. & Marjana, M.S. (2018). *Examining determinants of entrepreneurial intentions in Slovenia: applying the theory of planned behaviour and an innovative cognitive style*, Economic Research-Ekonomska Istraživanja, 31:1, 1453-1471.
- Nadaraja, R. and Yazdanifard, R. (2013). *Social media marketing: advantages and disadvantages*, Social Media Marketing, Centre of Southern New Hampshire University, pp. 1-10.
- Nath, P. (2013). *The impact of e-commerce in modernisation of traditional enterprises with special reference to the entrepreneurship development in BTAD of Assam*. Global Research Methodology Journal, 2(Feb-Mar-Apr), 1-9.
- Ocansey, S.K, Ametepe, W. and Oduro, C.F. (2016). *The impact of social media on the youth: the Ghanaian perspective*. International J. Engg. Technol. & Sci. (IJETS), Vol.6 (1) Dec 2016 DOI: <http://dx.doi.org/10.15282/ijets.6.2016.1.12.1062>
- Ojeleye, Y.C., Opusunju, M.I., Ahmed, A.I., Samuel, A. (2018). *Impact of social media on entrepreneurship development among users in Zamfara State*. Journal Of economics & finance issn 26365332 vol.2 issue 2 october 2018| 303
- Paul, J.A., Baker, H.M. and Cochran, J.D. (2012). *Effect of Online Social Networking on Student Academic Performance*. Computers in Human Behavior, 28, 2117-2127. <http://dx.doi.org/10.1016/j.chb.2012.06.016>
- Peterson, D. (2011). *Stats on College Students & their cellphones*. Retrieved March 29, 2020, from Generation Mobile: <http://thedrewpeterson.com/2011/11/10/stats-on-college-students-their-cell-phones/>

Post, H. (2011). *99.8% of college students have cellphones*: Ball State STude. Retrieved March 15, 2020, from Huff Post: [http://www.huffingtonpost.com/2010/06/28/998-of-college-students-h\\_n\\_628161.html](http://www.huffingtonpost.com/2010/06/28/998-of-college-students-h_n_628161.html)

Raut, V. & Patil, P.(2016).*Use of Social Media in Education: Positive and Negative impact on the students*. International Journal on Recent and Innovation Trends in Computing and Communication ISSN: 2321-8169 Volume: 4 Issue: 1 281 - 285

Remeikiene, R. D. &Startiene, G. (2013). *Explaining entrepreneurial intention of university students:The role of entrepreneurial education*. International Proceedings of the Management, Knowledge and Learning International Conference 2013. [Online]. pp. 299-307. Available: <http://www.toknowpress.net/ISBN/978-961-6914-02-4/papers/ML13-258.pd>

Rifkin, W., Longnecker, N., Leach, J., Davis, L., &Ortia, L. (2009). *Motivate students by having them publish in new media: An invitation to science lecturers to share and test*. Paper presented at the Motivating Science Undergraduates: Ideas and Interventions, UniServe Science Proceedings.

Sawyer, S., Allen, J.P. and Lee, H. (2003). *Broadband and Mobile Opportunities: A socio-technical perspective*, Journal of Information Technology 18: 121–136

Shane, S., & Venkataraman, S. (2000). *The promise of entrepreneurship as a field of research*.Academy of Management Review, 25(1), 217-226.

Sharif, A. and Butt, H. (2017). *Online businesses and influence of e-marketing on customer satisfaction*, Journal of Humanities Insights, 01(02), 89-93

Siebu, S.(2019). *Impact of Social Media Advertising on the Profitability of SMEs in Ghana's Retail Industry*. University of Ghana <http://ugspace.ug.edu.gh>

Simmons, G. (2008) *'Marketing to Postmodern Consumers: Introducing the Internet Chameleon'*, European Journal of Marketing 42(3/4): 299-310.

Simões, J., Redondo, R. D., & Vilas, A. F. (2013). *A social gamification framework for a K-6 learning platform*. Computers in Human Behavior, 29(2), 345-353

Slevin, J.(2000) *The Internet and Society*. Polity, Cambridge

Subrahmanyam, K., Reich, S., Waechter, N., & Espinoza, G. (2008). *Online and offline social networks: Use of social networking sites by emerging adults*.Journal of Applied Developmental Psychology, 29, 420–433 (this issue).

Tuurosong, D. & Faisal, A.M. (2014). *The Social Media Scourge among University Students: A Study of the University for Development Studies, Ghana* .Asian Dev. Stud, Vol. 3, ISSN 2304-375X

Uddin, M.R. & Bose, T.K. (2012). *Determinants of entrepreneurial intention of business students in Bangladesh*. International Journal of Business and Management, 7(24), 128–137

UGAG. <https://ugagghana.com/about-ugag/> accessed on April, 23 2020.

- Vinerean, S., Cetina, J., Dumitrescu, L., Tichindelean, M. (2013). *The Effects of Social Media Marketing on Online Consumer Behavior*. International Journal of Business and Management; Vol. 8, No. 14; 2013 ISSN 1833-3850 E-ISSN 1833-8119 Published by Canadian Center of Science and Education 66
- Wei Hin, C. (2004). *Globalization and application of strategic management model and theories to entrepreneurs in a turbulent economy*. Unpublished work: Universiti Utara Malaysia
- Weisgerber, C., & Butler, S. (2010). *Editor's introduction: Special issue on communication pedagogy in the age of social media*. Electronic Journal of Communication, Vol. 20 (1-2), 1. Retrieved March 29, 2020, from <http://www.cios.org/www/ejc/v20n12toc.htm>
- Wen, H. J., Chen, H.-G., & Hwang, H.-G. (2001). *E-commerce web site design: strategies and models*. Information Management & Computer Security, 9(1), 5–12
- Wentworth, D.K. and Middleton, J.H. (2014) *Technology Use and Academic Performance*. Computers & Education, 78, 306-311. <http://dx.doi.org/10.1016/j.compedu.2014.06.012>
- Wheeler, S., Yeomans, P., & Wheeler, D. (2008). *The good, the bad and the wiki: Evaluating student-generated content for collaborative learning*. British Journal of Educational Technology, 39(6), 987–995.
- Wilson, K, Fornasier, S. White, K.M. (2010) *Psychological predictors of young adults' use of social networking sites*. Cyberpsychology, Behavior, and Social Networking. 2010;13:173–177.
- Wilson, K.Fornasier, S.&White, K.M. (2010) *Psychological predictors of young adults' use of social networking sites*. Cyberpsychology, Behavior, and Social Networking. 2010;13:173–177
- Yamane, T. (1967) *Statistics, An Introductory Analysis*. 2nd ed. New York: Harper and Row,
- Yeboah, A.S., Kumi, E., & Awuah, B.J. (2013). *An Assessment of Entrepreneurship Intention among Sunyani Polytechnic marketing student*. International Review of Management and Marketing, 3(1), 37-49
- Zontanos, G. and Anderson, A.R. (2004) *Relationships, marketing and small business: An exploration of links in theory and practice*. Qualitative Market Research: An International Journal 7(3): 228-236