

## Leveraging Social Media Networks' Impact on Technopreneurship

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**Abstract**— Technology has become an integral part of society, substantially contributing to its many facets. With the advent of technology, media entrepreneurship in Malaysia has expanded significantly. The younger generation, specifically Generation Z, relies heavily on social media for communication, information inquiry, and online purchasing and selling. This change has had a significant impact on the Malaysian field of technopreneurship. Therefore, the purpose of this study is to examine the relationship between the factors that influence Generation Z's use of social media for business and their propensity to engage in technopreneurship. This is a quantitative study that uses a questionnaire to collect demographic information, factors influencing Generation Z to use social media for business, and their motivations or aspirations to partake in technopreneurship activities. 280 respondents from Generation Z technopreneurs were selected through random sampling. The software Statistical Package for the Social Sciences (SPSS) was used to perform a descriptive analysis of the obtained data. According to the study's findings, each factor has a significant relationship with the motivation to engage in technopreneurship.

**Keywords**— determining factor; social media; Z Generation; technopreneurship.

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### I. INTRODUCTION

Social media is defined in accordance with the function and advancement of technology. According to [1], social media is defined as a group of internet-based applications that are developed on the basis of Web 2.0 ideology and technology, and that enable creation and exchange. Media plays a role in delivering various information in the form of entertainment, such as Instagram, Twitter, Facebook, Youtube, and so on have boosted this borderless world. According to [2] social media has had an impact on community involvement in the current issues. Today, social media has become an important platform in several sectors such as education [3], entertainment [4], [5], and other sectors including the economy [6].

#### A. Problem Statement

F. I. Omar and I. S. Sallehuddin [7] highlighted that the use of social media was very significant in the satisfaction

acquired by youth such as avoiding loneliness, finding entertainment and information, strengthening relationships, and playing online games. In addition, there are also positive implications for the respondents' communication in creating fast and easy interaction skills and information sharing. In addition, [6] found a clear relationship between the use of social media and the visibility of entrepreneurial elements among the youth because social media allowed entrepreneurs to interact and share information quickly.

According to [8], social media services enable users to share their experiences with their peers, thereby creating free word-of-mouth marketing for the business. This situation also occurs when student entrepreneurs who operate businesses choose to use social media as a business platform.

Furthermore, rapidly changing lifestyles cause most life activities to turn virtual such as conventional sale and purchase transform to online. Similar situations happen to entrepreneurs where they are also forced to change their approach to virtual.

[9] found that many factors contribute to the adoption of social media as a business platform, including performance expectation, effort expectation, social influence, facilitating condition, and enjoyment perception.

According to [10], the high rate of customer access driven by the convenience of internet access such as social media and lifestyle changes has made online purchases increasingly rapid and a priority. This is because the concentration of traders has changed toward online desires. Constraints in terms of time, high rent, and large capital tied to the workplace make it difficult for media entrepreneurs to do business physically.

Besides, [10] stated that the elements of freedom in terms of time and not being tied to the workplace cause many entrepreneurs to conduct business using social media. As stated by [11], another factor that influences employee happiness is the element of freedom. Furthermore, [12] also stated the changing world of global marketing with world-famous brands focused on the digital market in a more effective and cheap way through social media has changed traders and buyers to actively use social media as a business medium.

#### *B. Research Question*

1. What are the determining factors that influence Gen Z to use social media to do business?
2. Is there any relationship between the determining factors influencing Z to engage in the field of technopreneurs?

#### *C. Research Objective*

1. Identifying factors that influence Gen Z to use social media in technopreneurship activities.
2. Determining the effects of factors that influence Gen Z to participate in technopreneurship activities.

#### *D. Research Scope*

This study was limited to technopreneurs among Gen Z in Johor Bahru who used social media networks in doing their business. Johor Bahru is a city in southern peninsular Malaysia.

#### *E. Literature Review*

Technology is designed to enhance human life by providing efficiency, energy conservation, cost reduction, time savings, and promoting creativity. Its advantages extend to multiple industries, including information and communication technology. With the accelerated development of technology, social media have become indispensable to human existence, and their usage has increased dramatically. Previously time- and labour-intensive tasks can now be completed in mere minutes with relative simplicity. As a result, social media have become an integral part of human existence, influencing numerous societal aspects.

Social media is a comprises computer and information technology, communication networks, and digital media

content. The resulting information is distinct from the technology in the print or broadcast era because this new media possesses unique characteristics such as digital networks, global reach, interactivity, and communication, which merge all the elements of oral, written, visual, data, and sound communication using computers and telecommunication tools to unify them into a single platform.

In the report of the International Telecommunication Union (ITU), United Nations, Malaysia has recorded the fourth highest rate of digital natives in the world due to the existence of devices for example like smartphones and tablets, as well as the aggressive promotion of telecommunications companies about internet packages, resulting in the expanding use of social media, such as Facebook, YouTube, and Twitter [13].

Technology refers to the application and understanding of tools, crafts, organizational methodologies, and systems in order to address specific challenges or deliver various services. According to [14] and [15], many terms have been used before such as “technology-based entrepreneurs”, “technical entrepreneurs”, “high technology entrepreneurs” or even “high tech new participates” to describe a new business that integrates entrepreneurial aptitude with technological expertise.

Schumpeter and Nichol [16] defines a technopreneur as an individual who subverts the current economic system by providing novel goods and services, developing novel organizational structures, and utilizing novel raw materials. In addition, he also characterizes a technopreneur as an individual who assumes risks by establishing a company or business with the potential for financial gain.

As technopreneurs, there are many reasons for using social media as a business platform. According to [17], social media platforms have the potential to facilitate and modify several business operations, including marketing, advertising, and promotion. Meanwhile, [18] add that using social media enables the facilitation of interaction and co-creation of information among firms, communities, and customers. Ali [19] identify that there are three factors for adopting social media in their business which are technology context, organizational context, and environmental context. Meanwhile [20] state that there are fourteen factors that affect the technopreneurs which are a person's traits, drive, external circumstances, social dynamics, financial and non-financial skills, entrepreneurial and business skills, cultural and environmental pulls and pushes, socioeconomic conditions, and laws and regulations.

In line with that, a study by [21], revealed that internal skill factors such as business experience, business plans, knowledge, interests and hobbies, profits, business training, and support from financial institutions influenced the involvement of women as entrepreneurs in the Small Medium Enterprise (SME) sector. Furthermore, [22] highlights that technological change and economic stability influence the decision to engage in business and this happens due to the development of technology and factors. The economy is the main catalyst for an individual to engage in business lines [23].

Additionally, [9] state that social media represents a highly effective instrument that internet marketing organizations can utilize to enhance the growth of their business. In addition, [19]

also found that social media is the best platform to enhance business performance. Meanwhile, [24] also state that there is a significant influence of social media adoption on business performance. Vivian [25] suggests that social media is very important because it is a source of information and entertainment, and a forum to persuade and influence society. There are thus many reasons why business owners begin embracing social media as a platform for managing their operations. The acceptability of social media as a business platform is influenced by various important aspects, including performance expectancy, effort expectancy, social impact, facilitating condition, and perceived enjoyment. [9].

Besides saving cost and time, using social media in the business allow entrepreneurs to start their business with small capital and low risk, without premises to allocate stock and without having to hire more employees. Thus, many sellers change their conventional methods, and many new entrepreneurs start their businesses online. Due to that fact, a study done by demonstrates that electronic commerce (e-commerce) emerged as the sole viable avenue for customers to engage in online buying and selling activities during Covid 19 pandemic period. Moreover, Malaysia's business-to-consumer (B2C) e-commerce value grew by 39% during the pandemic phase, in 2019.

Apart from that, online business becomes the main alternative when something unexpected occurs such as a pandemic. According to [27], The utilization of online platforms as a means of purchasing goods and services has gained significant popularity among both consumers and dealers in the wake of the epidemic.

#### F. Determining Factor: Usefulness and Ease of Use

According to [28], usefulness means that technology can be used for a profitable purpose. Besides, [29] also stated that the ease of use factor has an effect on a person's desire to buy online or offline. While [30] stated that ease of use is the most important factor that affects or has a direct relationship with influencing consumers to buy online. Based on past research, the following hypothesis is formed:

*Hypothesis 1:* There is a significant positive relationship between usefulness and ease of use with Gen Z's desire to participate in the field of technopreneurship.

#### G. Determining Factor: Social Influence

Rashotte [31] defines social influence as related to someone who is able to influence others in terms of feelings, attitudes, and behavior whether intentionally or unintentionally. [32] state that users like to give suggestions and recommendations related to a service used to others if they are satisfied with the service used or provided. They usually tell and encourage those who are independent to also try [32]. Therefore, social influence affects consumers' desire to use m-commerce systems [33]. This shows that exerts a significant impact on the utilization of an application, such as an online business platform. Based on past research, the following hypothesis is formed:

*Hypothesis 2:* There is a significant positive relationship between social influence factors and the desire of Gen Z to participate in the field of technopreneurship.

#### H. Determining Factor: Trust

Participating in the field of technopreneurship requires establishing trust, both among potential customers and investors. Trust is crucial for the success of any startup or entrepreneurial venture. According to [34], trust can be described as the extent to which an individual has the belief that utilizing a particular system will improve individual performance. A study by [35] found that the trust factor is important when it comes to risk and electronic exchange. In addition, [36] confirmed that the trust factor is a fundamental factor in a business website. Based on past research, the following hypothesis is formed:

*Hypothesis 3:* There is a significant positive relationship between the trust factor and the desire of Gen Z to participate in the field of technopreneurship.

#### I. Determining Factor: Cost

According to [37], cost is a resource that is taken into account in meeting the production requirements of a product, which is taken into account in the form of currency value and occurs when producing a new product or establishing a new company. [32] cost has a significant relationship with online business tendencies. The users or traders first compare the costs offered on a website before doing business. Therefore, users place a great emphasis on the cost factor in conducting business activities on social media. According to the findings of previous research, the following hypothesis is formed:

*Hypothesis 4:* There is a significant positive relationship between the cost factor and the desire of Gen Z to participate in technopreneurship.

#### J. Theory of Social Influence

This theory of social influence explains the change in attitude and response produced by social influence based on several levels (Figure 1). The level stated is based on the individual's acceptance of influence involving compliance, internalization, and identification [38][39]. This theory explains how the use of new applications such as social media affects the environment today. This theory coincides with the research conducted where the research focuses on how Small Medium Industries (SMI) entrepreneurs influence customers to buy their products using social media. In this study, this theory helps to highlight how the new technology can attract the interest of the social community to use it.

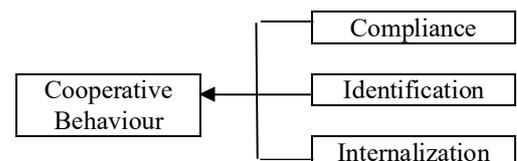


Fig. 1 Theory of Social Influence [38]

## II. MATERIAL AND METHOD

### A. Conceptual Framework

Based on previous studies, a conceptual framework is developed as presented in Figure 2.

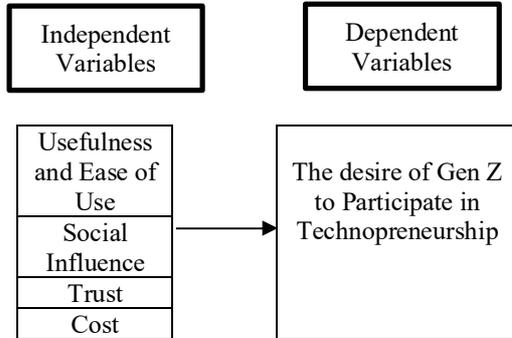


Fig. 2 Conceptual Framework - The Effect of Social Media Networks and Gen Z Participation in Technopreneurship [40].

### B. Research Design

This research employed a descriptive survey methodology. A total of 280 youths who participated in entrepreneurial activities in Johor Bahru were selected through a simple random sampling method.

The research tools used in this descriptive survey were a questionnaire and an observation checklist. The questionnaire was used to identify the factors which influenced Gen Z to use social media in technopreneurship activities / in doing business and determine the effect of factors that influenced Gen Z involvement in technopreneurship activities. The evaluation of the items was conducted using a five-point Likert scale, with the score distribution being depicted in Table 1.

TABLE I  
SCORE DISTRIBUTION

Item	Scale
Strongly Disagree	1
Disagree	2
Neutral	3
Agree	4
Strongly Agree	5

### C. Data Analysis

Using SPSS 2.0 software, the data were descriptively analyzed using frequency, percentage, and median values for each variable. A descriptive analysis was conducted in order to ascertain the factors that exert influence Gen Z to use social media in technopreneurship activities. In the meantime, Pearson Correlation was employed in inferential analysis to ascertain the effect of factors influencing Gen Z participation in technopreneurship activities.

According to [41], in quantitative research, the researcher must explain how one variable influences other factors. While [42] explain correlation research as a study between two or more variables. To determine the impact of factors

influencing Gen Z's participation in technopreneurship activities, this study used inferential analysis.

## III. RESULT AND DISCUSSION

The data has been analyzed descriptively to find out the level of influencing factors and in the meanwhile, inferential analysis was conducted to determine the relationship between two variables and to accept and reject the hypothesis.

### A. Reliability and Validity

To determine the internal consistency strategy for each instrument item, the Cronbach Alpha reliability test was utilized. If the reliability value is at a high level and above, then the question is suitable for use in real research. According to [43], the value of an instrument is said to be reliable when the Cronbach Alpha value exceeds the value of 0.6. The Cronbach Alpha values of the pilot are shown in Table 2.

TABLE II  
CRONBACH ALPHA VALUE OF PILOT TEST

Instrument	Cronbach Alpha Value ( $\alpha$ )
Usefulness and Ease of Use	0.948
Social Influence	0.860
Trust	0.709
Cost	0.904
<b>Cronbach Alpha Value factor (Objective 1)</b>	<b>0.952</b>
Business Opportunity	0.867
Market	0.896
Income Enhancement	0.894
Job Opportunity	0.760
<b>Cronbach Alpha Value factor (Objective 2)</b>	<b>0.934</b>
<b>Cronbach Alpha Value factor (Overall)</b>	<b>0.911</b>

TABLE III  
CRONBACH ALPHA VALUE OF ACTUAL OUTPUT

Instrument	Cronbach Alpha Value ( $\alpha$ )
Determining Factors	0.878
Gen Z desire to participate in technopreneurship	0.914

### B. Respondents' Demographic Analysis

Table 4 shows the respondents' demographic analysis. This study involved 280 Gen Z who participated in technopreneurship activities. The majority of respondents were females at 71.4 % (n=200) and the remaining 28.6% (n=80) were males. Most of the respondents were students within the age range of 20 to 24 years old and the respondents with the status of single were 93.6% (n=262). Most respondents were Malays with 89.3% (n= 250), followed by Chinese at 6.4% (n=18) and Indians at 2.1% (n=6).

All of the respondents (n=280) had their own social media account in doing their business and half of them (n=142) allocated more than 6 hours a day to run their business through social media and 47.9 % of them sold clothes (n=134).

### C. Analysis of Usefulness and Ease of Use Factor

The analysis of the mean score for the 'Usefulness and Ease of Use' factor was high with a mean value of 4.33. Most of the respondents agreed that using social media helped them to share their business information with customers more easily with a mean score of 4.39. These findings were in line with the findings of [44] who discovered that social media may help strengthen bonds and provide customers with better service without charging for it.

TABLE IV  
DEMOGRAPHIC ANALYSIS

Demographic	Items	Frequency	Percentage (%)
<b>Gender</b>	Men	80	28.6
	Women	200	71.4
<b>Age</b>	Below 19 years	48	17.1
	20-24	210	75.0
	25-29	22	7.9
	30 years and above	0	0.0
<b>Etnic</b>	Malay	250	89.3
	Chinese	18	6.4
	Indian	6	2.1
	Others	6	2.1
<b>Marital Status</b>	Single	262	93.6
	Married	14	5.0
	Others	2	1.4
<b>Level of Education</b>	SPM	32	11.4
	STPM	6	2.1
	Diploma	76	27.1
	Bachelor Degree	166	59.3
<b>Occupation</b>	Government	22	7.9
	Private	4	1.4
	Self-employed	14	5
	Student	240	85.7
<b>Media Entrepreneurial ownership</b>	Yes	280	100
	No	0	0
<b>Allocated time</b>	Less dan 6 hours	142	50.7
	6 - 12 hours	98	35
	12 – and more	40	14.3
<b>Types of Business</b>	Clothes	134	47.9
	Food & Beverages	44	15.7
	Beauty	34	12.1
	Product		
	Others	68	24.3

Meanwhile, the mean score of another two items, 'I can increase my business performance' and 'I can increase my production' showed the lowest scores. Apparently, the score showed that social media did not really affect their business performance and production. Slightly contradicting this finding, [45] found that social media has very beneficial for business owners in promoting products, expanding market share, and gaining access to information for products. Table 5 displays the item's specifics.

TABLE V  
ANALYSIS OF USEFULNESS AND EASE OF USE FACTOR

Analysis of Usefulness and Ease of Use Factor	Mean	Mean Value
My business becomes easier.	4.34	High
I can increase my business performance.	4.26	High
I can increase my production.	4.26	High
Sharing information with customers becomes easier.	4.39	High
Social media helps me to complete my task faster.	4.38	High
<b>Total</b>	<b>4.33</b>	<b>High</b>

### D. Social Influence Factor Analysis

As shown in Table 6, the total mean score for social influence is 4.01 which is at a high level. Relatively these findings showed that social factor had a high influence on Gen Z in using social media in technopreneurship activities. According to [9], social influence is one of the factors that supports the adoption of social media as a business platform. Additionally, one of the things that student entrepreneurs consider significant to them and determine if it represents their behaviour is social impact.

The highest mean score was 'The advancement of technology drives me to run a business' with a mean value of 4.18. Meanwhile, the lowest mean score was identified for the item 'Friends suggested me to run an online business' with a mean value of 3.86.

TABLE VI  
SOCIAL INFLUENCE FACTOR ANALYSIS

Social Influence Factor	Min	Mean Value
The advancement of technology drives me to run a business	4.18	High
The environment influences me to do business.	3.99	High
Friends suggested me to run an online business	3.86	High
A good market	4.02	High
<b>Total</b>	<b>4.01</b>	<b>High</b>

### E. Trust Factor Analysis

Based on Table 7 the total mean score on the trust factor is high with a mean value of 3.86. 'Items displayed are the same as those offered' scored a high mean of 4.02. It can be assumed that the respondents believed the advertisement on social media posted by the owners. According to [46], trust is a key component in assisting social media users in gathering pertinent and accurate information. In support of that finding, [47] added that the element of trust contributes to the online purchasing decision.

In the meantime, the lowest mean score value was obtained for the item 'Customers believe in the services offered' with a mean value of 3.65. This finding indicates that although respondents agreed that items displayed the same as offered, customers do not really believe in the service offered by the sellers. Previously, [47] claimed that the reputation and experience components of the online consumer review dimension were substantially correlated with online shopping trust. Thus, it is important for businessmen to ensure that their

customers get a good experience during the sales and purchase activities, especially regarding the services provided.

#### F. Cost Factor Analysis

Table 8 shows the total mean score for the cost factor is high with a mean value of 4.13. The highest score was for the item ‘Cost savings in terms of making promotions by advertising products and services through the facilities provided by social media networks can be carried out’ with a mean value of 4.02. These findings showed that media social helped to reduce the costs of advertising products as stated by [45] that social media helped in promoting products and reducing marketing costs.

Meanwhile, the lowest mean score was identified for the item, ‘Low initial capital in running an online business’ with a 4.02 mean value. This finding indicated that even ough running a business using social media does not need a huge capital, it is still like providing stock with advanced equipment for an advertisement to make the product more attractive.

#### G. Relationship Between Determined Factor and The Desire of Gen Z to Participate in Technopreneurship

To ascertain if the data follows a normal distribution, it is necessary to compare the p-value to the significance level, usually denoted as  $\alpha$  or alpha. A significance level of 0.05 is commonly used, indicating that there is a 5% chance that the results will be misinterpreted as not showing a normal distribution when they actually do. Table 9 presents a normality test of the independent and dependent variables. The results indicate that the variables relating to the determining factors that influence Gen Z and their desire to participate in technopreneurship were normally distributed. These findings will be used to accept or reject the research hypothesis, as shown in Table 10.

TABLE VII  
TRUST FACTOR ANALYSIS

Trust Factor	Mean	Mean Value
Customers believe in the services offered.	3.65	Moderate
My customer's personal information can be stored perfectly without being known by outside parties.	3.89	High
Clients use my services based on their past experiences.	3.81	High
Items displayed are the same as those offered	4.02	High
<b>Total</b>	<b>3.84</b>	<b>High</b>

TABLE VIII  
COST FACTOR ANALYSIS

Cost Factor	Mean	Mean Value
Low initial capital in running an online business.	4.01	High
The cost of renting a business building can be reduced	4.21	High
Cost savings in terms of making promotions by advertising products and services through the facilities provided by social media networks can be carried out.	4.25	High
Inventory/storage costs can be reduced.	4.03	High
I don't have to bear high management costs.	4.16	High
<b>Total</b>	<b>4.13</b>	<b>High</b>

TABLE IX  
NORMALITY TEST

Table Head	Kolmogorov-Smirnov	
	Statistic	Sig.
Factors influencing Gen Z to use social media in doing business	0.83	0.019
Desire to participate into technopreneurship	0.64	0.200

#### 1) Usefulness and Ease of Use Factor

**H<sub>0</sub>** : There is no relationship between Usefulness and Ease of Use Factor and market in influencing Gen Z to use social media in doing online business.

**H<sub>a</sub>** : There is a relationship between Usefulness and Ease of Use Factor and market in influencing Gen Z to use social media in doing online business.

The null hypothesis was rejected at  $\alpha = 0.05$ . This was because the p-value was  $< 0.05$  ( $p < 0.05$ ), and  $p = 0.000$  with correlation coefficient  $r = 0.499^{**}$ . It showed that there was a significant relationship between the usefulness and ease of use factors and the desire of Gen Z to participate in technopreneurship.

#### 2) Social Influence

**H<sub>0</sub>** : There is no relationship between the social factor and the desire of Gen Z to participate in technopreneurship

**H<sub>a</sub>** : There is a relationship between the social factor and the desire of Gen Z to participate in technopreneurship

The null hypothesis was rejected at  $\alpha = 0.05$ . This is because the p-value was  $< 0.05$  ( $p < 0.05$ ), and  $p = 0.00$  correlation coefficient  $r = 0.637^{**}$ . It showed that there was a relationship between social influence and the desire of Gen Z to participate in technopreneurship.

3) *Trust*

**H<sub>0</sub>** : There is no relationship between the trust factor and the desire of Gen Z to participate in technopreneurship

**H<sub>a</sub>** : There is a relationship between the trust factor and the desire of Gen Z to participate in technopreneurship.

The null hypothesis was rejected at  $\alpha = 0.05$ . This was because the p-value was  $< 0.05$  ( $p, 0.05$ ), and  $p = 0.00$  correlation coefficient  $r = 0.470^{**}$ . It showed that there was a relationship between the trust factor and the desire of Gen Z to participate in technopreneurship.

4) *Cost*

**H<sub>0</sub>** : There is no relationship between the cost factor and the desire of Gen Z to participate in technopreneurship.

**H<sub>a</sub>** : There is a relationship between the cost factor and the desire of Gen Z to participate in technopreneurship.

The null hypothesis was rejected at  $\alpha = 0.05$ . This was because the p-value was  $< 0.05$  ( $p, 0.05$ ), and  $p = 0.00$  correlation coefficient  $r = 0.688^{**}$ . It showed that there was a relationship between the cost factor and the desire of Gen Z to participate in technopreneurship.

TABLE X  
ANALYSIS OF PEARSON CORRELATION TEST ON DETERMINED FACTOR AND THE DESIRE OF GEN Z TO BE INVOLVED IN TECHNOPRENEURSHIP

<i>Factor</i>		<i>Desire to participate in technopreneurship</i>
Usefulness and Ease of Use	Pearson Correlation	0.499**
	Sig. ( 2-tailed)	0.000
Social Influence	Pearson Correlation	0.637**
	Sig. ( 2-tailed)	0.000
Trust	Pearson Correlation	0.470**
	Sig. ( 2-tailed)	0.000
Cost	Pearson Correlation	0.688**
	Sig. ( 2-tailed)	0.000

\*\* Correlation significant at level 0.01 (2-tailed).

\* Correlation significant at level 0.05 (2-tailed).

Finally, the Pearson correlation analysis test was run for both variables. The p values  $< 0.05$ ,  $p = 0.000$  with Pearson coefficient  $r = 0.749^{**}$ . Overall, there is a strong relationship between the factors influencing Gen Z doing business via media social and the desire of Malaysian Gen Z to participate in technopreneurship.

The findings of the data analysis are presented in Table 12, which summarizes the relationship between the determining factors and the desire of Gen Z to participate in technopreneurship. The findings show that the desire of Gen Z to engage in technopreneurship was significantly influenced by all the influencing criteria, including usefulness and convenience of use, social impact, trust, and cost. These

findings show that the alternative hypotheses (H<sub>a</sub>) were accepted, and the null hypothesis (H<sub>0</sub>) was rejected.

TABLE XI  
ANALYSIS OF PEARSON CORRELATION TEST ON DETERMINED FACTOR AND THE DESIRE OF GEN Z TO PARTICIPATE IN TECHNOPRENEURSHIP

		<b>Determined Factor</b>	<b>The Desire of Gen Z to be Involved in Technopreneurship</b>
Determined Factor	Correlation Coefficient	1.000	0.749**
	Sig. ( 2-tailed)		0.000
The Desire of Gen Z to be Involved in Technopreneurship	Correlation Coefficient	0.749**	1.000
	Sig. ( 2-tailed)	0.000	.

In other words, the study has demonstrated a strong correlation between the elements influencing Gen Z's use of social media for business and their ambitions to pursue technopreneurship. This has important implications for businesses and policymakers in Malaysia, as it underscores the need to provide support and resources that can facilitate the entry of Gen Z into the tech startup landscape. Overall, the study provides valuable insights into the factors that are driving the growth of technopreneurship in Malaysia and highlights the crucial role that social media is playing in this trend.

Thus, the use of social media becomes the new hybrid element of the advertising mix. According to [53], Due to the development of internet-based social media, one person can now connect with hundreds or even thousands of others regarding items and the businesses that sell them. This has greatly increased the influence of consumer-to-consumer communication in the marketplace.

In line with this finding, Hassan (2008) agreed that the factor of usefulness and ease of use had significant moderate relationships with the desire to use a website in their business for those who were not website users. While a study by [54] found significant results related to the use and deployment of technology and its influence on the use of social networks. It reflects the influence of an individual's autonomy and how it improves the perception of the ease of using technology. This in turn is predictive of students feeling that they will actually use a product or service.

Meanwhile, Tsu et al., (2009) agreed with these findings where they confirmed that social factor had a relationship with the intention of youth involved in e-commerce with the p-value of  $p=0.001$ ;  $r=0.40$ .

The factor of trust was also found to have a relationship with the desire of Gen Z to participate in technopreneur because [48] in their study found that the element of trust had a positive relationship with online purchasing activities with the p-value,  $p = 0.001$ . Agreeing with that, [36] also found that trust was essential for the success of e-commerce activities. From another point of view, Thakur et al., (2011) stated that online

consumer reviews had an impact on consumers' trust in online shopping malls. In fact, a study by [49] found that most respondents considered security and confidentiality when browsing websites. Therefore, another approach that could be used to put trust in the product being advertised on the website was by using previous customer reviews.

Meanwhile, the last factor found to have a significant relationship with the desire of Gen Z to participate in technopreneurship was the cost factor. Most of the previous research in line with this finding stated that social media was becoming an increasingly popular approach to be adopted by many businesses due to its low cost [45], [50], [51]. However, [52] found that the cost factor actually had a negative relationship with the desire to purchase musical instruments online with p-value  $p = 0.001$  and  $r = -0.63$ .

TABLE XII

SUMMARIZATION OF THE RELATIONSHIP BETWEEN DETERMINED FACTOR AND THE DESIRE OF GEN Z TO PARTICIPATE IN TECHNOPRENEURSHIP

Determining Factor	The Desire of Gen Z to Participate in Technopreneurship
Usefulness and Ease of Use Factor	Pearson Correlation: Moderate Null Hypothesis : Rejected Level of Significant : Significant
Social Influence	Pearson Correlation: Moderate Null Hypothesis : Rejected Level of Significant : Significant
Trust	Pearson Correlation: Moderate Null Hypothesis : Rejected Level of Significant : Significant
Cost	Pearson Correlation: Moderate Null Hypothesis : Rejected Level of Significant : Significant

The findings of this study may be crucial in assisting the government in creating a thorough programme or strategy to assist those who are interested in starting businesses online but are new to e-commerce. Specifically, the findings can inform the design of literacy programs that provide essential training in information and communication technology. Additionally, the study highlights the need for budgetary allocations and training programs that prepare individuals with the necessary knowledge and competencies in business and e-commerce.

By implementing these measures, the government can empower new and aspiring entrepreneurs to make informed decisions and effectively leverage technology to grow their businesses. This, in turn, can contribute to the growth of the digital economy and create new employment opportunities in

the tech sector. Therefore, it is important for policymakers and relevant stakeholders to take note of the study's findings and take action to support the development of technopreneurship in Malaysia.

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