

## IMPACT OF SOCIAL MEDIA INFLUENCERS ON ENTREPRENEURSHIP AMONG YOUNGSTERS

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### ABSTRACT

This study explores the impact of social media influencers on entrepreneurial intentions among young individuals, focusing on the role of various factors such as demographics, social media platforms, and psychological influences. The research aims to understand how social media influencers shape entrepreneurial attitudes, behaviors, and decision-making processes. A survey of 50 respondents was conducted to examine the relationship between social media influence and entrepreneurship, with data analyzed using descriptive statistics. The findings reveal that social media influencers, especially those on platforms like Instagram, YouTube, and TikTok, have a significant impact on young people's entrepreneurial aspirations, self-efficacy, and risk-taking behavior. The study concludes that social media influencers play an essential role in motivating young individuals to pursue entrepreneurship by providing relatable content, real-life experiences, and actionable business advice.

**Keywords** Social Media Influencers, Entrepreneurship, Youth, Psychological Impact, Social Media Platforms.

### 1. INTRODUCTION

The digital age has seen the rise of social media as a powerful platform for information sharing and personal branding. Among the various content creators, social media influencers have gained significant traction, particularly in the realm of entrepreneurship. These influencers, who often share insights into business strategies, startup journeys, and personal entrepreneurial stories, have garnered substantial followings, particularly among younger audiences. Young individuals are increasingly turning to these influencers for guidance on various aspects of life, including career choices and entrepreneurial aspirations.

Entrepreneurship is critical for economic growth, job creation, and innovation, particularly in emerging markets. In recent years, social media influencers have emerged as key players in shaping the entrepreneurial attitudes of young people. However, the extent to which these influencers impact entrepreneurial intentions remains under-explored. This study aims to fill this gap by investigating the role of social media influencers in shaping the entrepreneurial mindset among young individuals. **Objectives**

1. To examine the relationship between age and the impact of social media influencers on entrepreneurial intentions among youngsters.
2. To investigate the role of social media platforms (e.g., Instagram, YouTube, TikTok) in shaping entrepreneurial attitudes and behaviors among youngsters.
3. To analyze the effect of social media influencers on entrepreneurial self-efficacy and motivation among youngsters, and to identify the underlying psychological mechanisms driving this relationship.

#### Review of Literature

**Social Media Influencers and Entrepreneurship** Social media influencers have become a significant source of information and inspiration for young people, particularly in the field of entrepreneurship. Studies have shown that influencers often serve as role models, providing a sense of guidance and motivation for aspiring entrepreneurs (Bakhshi et al., 2020). They offer insights into business challenges, strategies, and opportunities, making them key figures in shaping entrepreneurial intentions (Kozinets et al., 2010).

**Social Media Platforms as Entrepreneurial Tools** Instagram, YouTube, and TikTok have emerged as the most effective platforms for entrepreneurship content (Liu et al., 2020). These platforms' visual nature and interactive features allow influencers to share entrepreneurial stories, tips, and strategies that resonate with their audience. According to Smith (2019), young people often view these platforms as critical resources for learning about entrepreneurship and discovering new business opportunities.

**Psychological Mechanisms in Entrepreneurial Influence** Social media influencers impact the psychological mindset of young individuals through various mechanisms. Bandura's (1977) Social Cognitive Theory suggests that role models, such as influencers, can significantly influence self-efficacy and motivation. Influencers' stories of success and failure can inspire young individuals to take risks and pursue entrepreneurial ventures (Simmons & Sandberg, 2020).

Demographics and Entrepreneurial Influence Studies have indicated that younger individuals, especially those aged between 18 and 30, are more likely to be influenced by social media content related to entrepreneurship. These age groups tend to have higher exposure to digital platforms and are more open to adopting entrepreneurial behaviors (Choudhury, 2021).

## 2. METHODOLOGY

A quantitative research design was adopted for this study, using a structured questionnaire to collect primary data. The survey was administered to a sample of 50 respondents, primarily aged 18 to 30, who were actively following social media influencers related to entrepreneurship. The survey was divided into three sections:

### Demographic Information

To collect data on age, educational background, employment status, and social media usage.

### Social Media Platform Factor

Questions related to the impact of various social media platforms (Instagram, YouTube, TikTok) on entrepreneurial intentions.

### Psychological Factor

Questions exploring the psychological impact of following entrepreneurial influencers, including self-efficacy, motivation, and risk-taking behavior.

The data collected was analyzed using descriptive statistics to determine the frequency and patterns of responses. Tables and figures were used to present the findings clearly.

## 3. FINDINGS

The analysis of the survey data reveals key insights into how social media influencers shape the entrepreneurial intentions and behaviors of young people. The respondents, aged primarily between 18 and 30 years, provided valuable perspectives on the role of social media platforms and influencers in their entrepreneurial decision-making processes. The findings are categorized under Demographic Information, Social Media Platform Influence, and Psychological Influence.

### Demographic Information

#### Age Group Distribution

Age Group	Number of Responses	Percentage (%)
18 to 20 years	21	42
21 to 25 years	17	34
26 to 30 years	12	24
<b>Total</b>	<b>50</b>	<b>100</b>

#### Source Primary Data Interpretation

A significant portion of the respondents (42%) falls within the 18 to 20 years age group, followed by 34% in the 21 to 25 years category. This shows that the majority of young people influenced by social media entrepreneurs are in the early stages of adulthood, likely to be exploring career options and entrepreneurial ventures. This aligns with the idea that individuals in this age group are most open to new experiences and opportunities, making them highly susceptible to the motivational impact of influencers.

#### Educational Level

Educational level	Number of Responses	Percentage (%)
High school or below	5	10
College students	5	10
Graduate	22	44
Postgraduate	18	36
<b>Total</b>	<b>50</b>	<b>100</b>

#### Source Primary Data

##### Interpretation

The highest proportion of respondents (44%) are graduates, followed by postgraduates (36%).

This indicates that individuals with a higher educational background are likely to consume content related to entrepreneurship, as they may have developed a greater awareness of business concepts. Interestingly, only 10% of the respondents have high school or below-level education, suggesting that social media influencers focusing on entrepreneurship are primarily engaging with an educated and knowledge-seeking audience.

**Location**

Location	Number of Responses	Percentage (%)
Urban	19	38
Suburban	8	16
Rural	23	46
<b>Total</b>	<b>50</b>	<b>100</b>

**Source: Primary Data Interpretation**

A notable portion of respondents (46%) come from rural areas, suggesting that social media influencers are having a significant impact on entrepreneurship even outside major urban centers. This finding underscores the democratizing effect of social media, which makes entrepreneurial content accessible to people across geographical boundaries.

**Current Employment Status**

Employment Status	Number of Responses	Percentage (%)
Part-time job	9	18
Full-time job	13	26
Unemployed	28	56
<b>Total</b>	<b>50</b>	<b>100</b>

**Source: Primary Data Interpretation**

The majority of the respondents (56%) are unemployed, which is a key demographic for entrepreneurial content. This suggests that young people who are not currently employed may be more inclined to seek inspiration and guidance from social media influencers in order to pursue their own business ventures. Influencers may provide the motivational push needed for individuals who are exploring entrepreneurship as an alternative career path.

**Social Media Platform Influence**

**Social Media Platform Factor**

Particular	SDA	DA	N	A	SA	Total
I believe that visual platforms like Instagram, TikTok, and YouTube are more effective in inspiring entrepreneurial aspirations than other platforms like Twitter or Facebook.	5	5	13	16	11	<b>50</b>
I am more likely to be influenced by influencers who share their personal entrepreneurial journey (e.g., challenges, successes, lessons learned).	5	4	15	17	9	<b>50</b>
I tend to follow influencers who specialize in entrepreneurship and business advice.	4	5	14	18	9	<b>50</b>
Influencers who post regularly on platforms like Instagram or TikTok have a stronger impact on my business-related decisions.	4	5	12	16	13	<b>50</b>
I prefer to follow influencers who share practical tips and strategies for entrepreneurship (e.g., how-to guides, business tips, startup stories).	4	2	12	19	14	<b>50</b>

**Source Primary Data**

**Interpretation**

Moreover, a strong majority of respondents (43%) indicated that they are more likely to be influenced by influencers who share personal entrepreneurial stories, including their challenges, successes, and lessons learned. This suggests that authenticity and personal connection are key to influencing entrepreneurial decisions. Furthermore, respondents who preferred to follow influencers offering practical advice (e.g., how-to guides and business tips) reflected a desire

for actionable insights, highlighting the importance of content that provides tangible value.

A significant portion of participants (17 Agree + 9 Strongly Agree = 26) stated that they are influenced by influencers who share personal entrepreneurial experiences.

15 participants remained neutral, while only 9 disagreed (SDA + DA), indicating that storytelling and authenticity are key drivers of engagement and influence in the entrepreneurial space.

A strong inclination towards following influencers specializing in entrepreneurship and business advice is observed, with 18 Agree and 9 Strongly Agree (27 total).

With only 9 people disagreeing (SDA + DA) and 14 remaining neutral, it suggests that a large portion of respondents actively seek out business-related content on social media.

**Psychological Influence**

**Psychological Factor**

Particular	SDA	DA	N	A	SA	Total
I am more likely to take entrepreneurial risks if an influencer I follow encourages it.	5	5	10	16	14	<b>50</b>
Influencers who share stories of overcoming failure and adversity make me more confident in pursuing my entrepreneurial goals.	4	3	18	14	11	<b>50</b>
When influencers promote self-improvement and personal growth, it motivates me to take steps toward entrepreneurship.	5	4	14	16	11	<b>50</b>
I believe that social media influencers have the ability to shape my entrepreneurial mindset.	4	7	22	3	14	<b>50</b>
The messages shared by influencers about financial independence and entrepreneurship resonate deeply with my personal values.	4	4	17	13	12	<b>50</b>
I often feel inspired to start my own business after seeing successful entrepreneurial influencers online.	4	2	11	18	15	<b>50</b>
I believe that following entrepreneurial influencers on social media can increase my chances of becoming successful in business.	3	7	18	13	9	<b>50</b>
Do you feel that the success stories of social media influencers have influenced your career decisions or business ideas?	3	8	15	15	9	<b>50</b>
I believe that social media influencers offer valuable business advice that is relevant to my entrepreneurial goals.	3	3	17	15	12	<b>50</b>

**Source Primary Data Interpretation**

The psychological factors explored in this section indicate a strong psychological influence exerted by social media influencers. Entrepreneurial risk-taking is a major area of influence, as 30% of respondents reported being more likely to take risks when encouraged by an influencer. This highlights the powerful role influencers play in encouraging entrepreneurial behavior, particularly in terms of embracing risks that come with starting a business.

Moreover, influencers who share personal stories of overcoming failure were found to have a significant impact on boosting confidence in aspiring entrepreneurs. 50% of respondents agreed that such stories make them feel more confident in pursuing their entrepreneurial goals. The success stories of these influencers seem to provide reassurance that failure is a part of the entrepreneurial journey, making young people more willing to start their own businesses despite challenges.

Lastly, motivational messages related to self-improvement and financial independence resonate deeply with the respondents, with many expressing that these messages inspire them to take concrete steps toward entrepreneurship. These influencers seem to serve as more than just role models—they act as mentors, guiding young individuals toward self-improvement and entrepreneurial success.

**Entrepreneurial Content Consumption**

**Table:** Frequency of Consuming Entrepreneurial Content from Influencers

Particular	Never	Rarely	Occasionally	Frequently	Daily	Total
How often do you consume content related to entrepreneurship from social media influencers?	2	12	4	18	14	50

#### Source Primary Data Interpretation

The findings from Table 3 show that a substantial portion of respondents (64%) consume entrepreneurial content frequently or daily. This highlights the high engagement with entrepreneurial content on social media, indicating that young people are regularly seeking inspiration and guidance from influencers to help them with business-related decisions. The daily consumption of entrepreneurial content (14 respondents) suggests that these influencers are a primary source of information and motivation for those actively considering starting their own ventures.

#### 4. CONCLUSION

The findings of this study provide strong evidence that social media influencers play a critical role in shaping the entrepreneurial aspirations and behaviors of young people. The platform (Instagram, TikTok, YouTube) significantly influences the effectiveness of content, with visual and interactive platforms being more impactful than traditional ones. Psychological factors, such as the encouragement to take risks and the inspiration drawn from personal stories of overcoming failure, further motivate young individuals to pursue entrepreneurship. The frequent consumption of entrepreneurial content emphasizes the importance of these influencers in young people's decision-making processes, demonstrating that social media platforms are not just entertainment sources, but powerful tools for shaping entrepreneurial attitudes and behaviors.

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