



SOCIODEMOGRAPHIC PROFILE AND SOCIAL MEDIA ENGAGEMENT OF BUSINESS STUDENTS AS PREDICTORS OF ENTREPRENEURIAL INTENTION AND ATTRIBUTES

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Abstract

This study investigates the the relationship between the demographic profiles, educational profiles, socioeconomic profiles, and social media interaction of undergraduate business students in a state university to their entrepreneurial intention and attributes. Recognizing the pervasive influence of social media in today's society, this study aims to determine whether their individual background and social media usage are able to predict their entrepreneurial aspirations and attributes. A quantitative, cross-sectional design was employed, using a survey which returned 164 responses. The results reveal that the respondents presented firm intentions for entrepreneurship, with many actively using social media for business related purposes. The results emphasizes that there is potential of social media as a vital tool for fostering entrepreneurial ambition and mindset among future business leaders.

Keywords: Undergraduate Business Students , Social Media , Entrepreneurship Intention, Entrepreneurship Attributes

1. Introduction

It is a known fact how social media has integrated into our lives. It undergoes significant transformation as time passes. It is a necessity for individuals , businesses, and other institutions. Social media has significantly altered the way in which we earn, spend, acquire knowledge, and socialize, particularly following the year 2020 when the needs, priorities, and lifestyle of the majority underwent a great transformation. (Moosa, 2024)

Social Media is transformative, it encourages a dynamic environment that encourages innovations and allows businesses to connect to a global audience and niche markets. Real-time interaction for direct feedback and fostering customer relationship building are a couple of advantages. Challenges are also posed for every shift in social media. Its fast-paced characteristics, privacy concerns, and overload of information require entrepreneurs to be adaptable and strategic in their use of social media. Thus, it is important to acknowledge its opportunities and challenges to unlock potential for growth and contribute to the constantly changing realm of entrepreneurship. (Udoudom, Brown, George. 2024)

Digital natives are generally identified as the millennial generation and the generations that come after; as of right now, this includes Generation Z. Social media is essentially where they socialize and learn. Their exposure to technology suggests that they are able to use it proficiently, find jobs, and prepare for everyday life. (Gillis. 2020)

This study explores the relationship of social media and the entrepreneurship tendencies of business students particularly those students taking undergraduate business courses. The role of social media may be able to encourage students to seek entrepreneurial opportunities and aid decision-making. Social media which seems to be ubiquitous but extremely necessary, must take full advantage of its benefits to create entrepreneurs in the future.

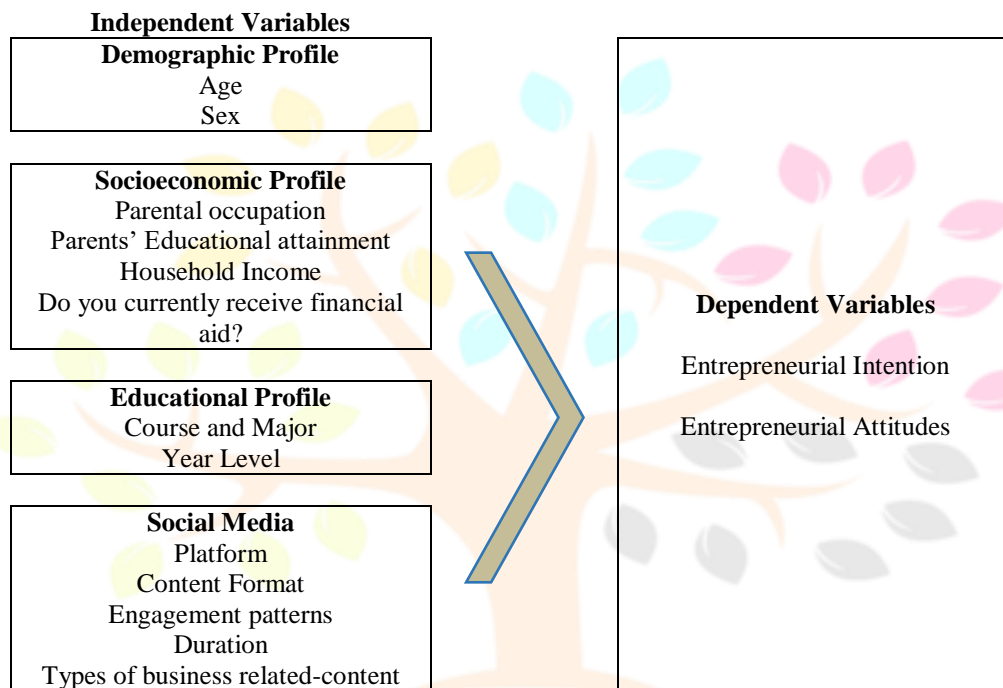
Statement of the Problem

Among undergraduate business students in a state university, does their demographic profile, educational profile, socioeconomic profile, and social media use predict their their entrepreneurial aspiration and entrepreneurial attributes?

This study aims to identify significant relationship of the entrepreneurial tendencies of business students in a state university. Specifically, it will answer the following questions.

1. What are the demographic characteristics of business students?
2. What are the socioeconomic profiles of the business students?
3. What are the educational profiles of the business students?
4. What describes the social media that the business students consume?
5. Do business students have entrepreneurial intentions and the attributes to become entrepreneurs?
6. Is there a significant relationship between the demographic profiles and the entrepreneurial intention and attributes of business students?
7. Is there a significant relationship between the socioeconomic profiles and the entrepreneurial intention and attributes of business students?
8. Is there a significant relationship between the educational profiles and the entrepreneurial intention and attributes of business students?
9. Is there a significant relationship between the social media utilization and the entrepreneurial intention and attributes of business students?

Table 1. Conceptual Framework



2. METHODS

This study is a quantitative and observational type of research wherein entrepreneurial tendencies of business students will be determined without manipulating the variables. This will involve the distribution of the survey instrument to the respondents. It will be a cross-sectional study as it will utilize the collection of data needed, which will be analyzed at a single point in time. Moreover, as an analytical type of research, correlation analyses will be employed to determine the association of the demographic, socioeconomic, educational factors, use of social media to the entrepreneurial tendencies of business students.

The study is projected to be completed within two months for Midyear AY 2023-2024. This will include all undergraduate business students enrolled at the College of Business and Management of CMU for Midyear AY 2023-2024, a total of 164 students responded to the survey, majority responded via pen and paper method.

The research survey is divided into 5 sections. First, is about their demographic profile, for age and sex. Second, are the socioeconomic profile, inquiring about the educational attainment and source of income for the family. Thirdly, educational profile: course and major, year level. Fourth, are details about their social media usage and engagement. Lastly, a Likert scale assessment of entrepreneurial intention and attributes of entrepreneurs.

3. RESULTS

Demographic Profile

Age Distribution, the respondents are aged 18-24 years old. The majority of respondents are aged 21 (45.06%), followed by 20 (16.05%) and 22 (425.31%). The majority of the participants are female (68.29%), compared to males (31.71%).

Socioeconomic Profile

Parental Occupation. Most respondents have parents who are employed or self-employed (65.24%), while a smaller number are unemployed (31.10) or retired (3.66%).

Parent's Educational Attainment. The highest educational attainment among parents is college graduate 70 (42.68%), followed by secondary graduate 52 (31.71%). 15 elementary graduates 15 (9.15%), 12 (7.32%) with Masters degree or higher, 6 (3.66%) for Trade school or Vocational, and 8(4.88%) preferred not to answer

Household Income. A notable portion of respondents 45 (27.44%) comes from households earning below ₱10,000 monthly, while 44 (26.83%) report incomes between ₱11,000 and ₱20,000.

Financial Aid. A majority of respondents 112 (68.29%) do not receive financial aid.

Educational Profile

Courses and Majors. The most popular major is Bachelor of Science in Business Administration Major in Financial Management 57 (34.76%), followed by Bachelor of Science in Business Administration (17.68%).

Year Level. Most respondents are in their third year of study 74 (45.12%) indicating a focus on upper-level students.

Social Media Engagement

The most common reasons include connecting with friends and family 160 (97.56%), staying updated on news 124 (75.61%), and entertainment 147 (89.63%). Facebook 162 (98.78%) is the most utilized platform, followed by Instagram 145 (88.41%) and TikTok 132 (80.49%).

Respondents primarily consume short-form videos 136 (82.93%) and images 138 (84.15%), indicating a preference for visual content. Engagement Patterns, Viewing only 148 (90.24%) is the most common engagement pattern. This high percentage suggests that while students are accessing materials, they may not be fully engaging with the content meaningfully. Sharing is at 118 (71.95%), indicating a willingness to disseminate information and engage with peers. Commenting with 69 students at 42.07%, this suggests that students express opinions and ask questions, but discourse may be limited. Participating in Polls, Forums, and Surveys at 24.39%, relatively low with only 40 students engaging. More engaging polls or forums could increase participation and enhance learning dynamics. Posting Personally Created content is only at 23.17% and 3.05% in Collaboration projects. This suggests that there may be a need to encourage students to create and work with their peers, it can foster creativity and collaborative learning.

A significant number of 77(46.95%) spend over 5 hours daily on social media, while 50 spend 3-4 hours. This extensive use could suggest that social media plays a significant role in their daily lives, potentially impacting their academic focus and productivity.

Time spent of Business Related Content in Social Media, 46.95% or 77 students spend less than 1 hr a day and 70(42.68%) spends 1-2 hours on business related content daily. There is a clear need to encourage students to allocate more time to business-related content.

Business Related Content. The most consumed business-related content are Educational business topics (e.g., marketing tips, business strategies, financial advice) by 89 (54.27%) respondents. Followed by Industry News and Trends 81 (49.39%), 65 (39.63%) for Career Development.

Frequency of following Entrepreneurs and Businesses in Social Media: Almost half of the respondents, 80 (48.78%) occasionally follow entrepreneurs or businesses, this suggests a moderate level of interest and engagement. Only 3.66% (6) always follow, suggesting consistent engagement is limited.

Promotional Use of Social Media. A significant number 129 (78.66%) have used social media to promote personal projects or business ideas, indicating a strong inclination among students to leverage social media as a platform for entrepreneurial activities. This implies students recognizing that social media is a powerful tool for visibility and outreach.

Social Media as a Resource. Almost all respondents 160 (97.56%) consider social media a valuable source of information for aspiring entrepreneurs. Indicating a strong belief in the potential of social media to provide information, insights, trends, an other relevant resources for business and entrepreneurship.

Entrepreneurial Aspirations and Intentions. 68 respondents strongly agreed that they are aspiring entrepreneurs.103 intends to pursue a business after college, showing strong entrepreneurial spirit.

Entrepreneurial Attributes

Creativity and Innovation. 88(53.66%) respondents considered themselves creative and innovative people. 136 (82.93%) respondents always looked for new ways to solve problems. These, suggesting they are creative and confident in innovative thinking.

Risk-Taking and Autonomy. 102 (62.20%) respondents were willing to take calculated risks to start a business. 133 (81.10%) respondents valued being their own boss and having control over their work. This implies that they are willing to grow and push boundaries to pave the way for innovative ideas and business success.

Determination and Persistence. 152 (90.24%) respondents believed success comes from hard work and effort. 150 (92.68%) respondents remained determined to achieve goals despite challenges.

Adaptability and Long-Term Focus. 116 respondents could easily adjust plans in response to changing circumstances. 118 respondents could stay focused on long-term goals despite short-term distractions.

Curiosity and Willingness to Experiment: 149 are eager to try new things and explore different possibilities.

Determination, Decisiveness, and Risk Tolerance. Impressively 152 (92.68%) admits that success stems from one's efforts. This suggests a growth mindset among the respondents. 124 (75.91%) admits that it is important to take measured risks in order to achieve goals. When it comes to decision-making 68 or 41.46% are comfortable even when there may information lacking, this may suggest that they are willing to take chances and act decisively. however 60(36.59%) are neutral, this may suggest that they may prefer to gather more information before making a decision, this is still positive as it reflects a more cautious or analytical approach.

Self Awareness and Comfort with Failure. 109 (66.46%) admits recognizing their strengths and weaknesses. 126 (76.83%) comprehends that failure is part of success. Individuals who are comfortable with failure may have a growth mindset. It must suggest that self-aware individuals may have a more balanced perspectives thereby making better informed decisions.

Table 2. Sociodemographic Profile and Social Media Engagement of Business Students

		Frequency (%)	
Demographic Profile			
q1	Age: ____		
	21	73	44.51%
	22	41	25.00%
	20	26	15.85%
	19	10	6.10%
	23	7	4.27%
	24	3	1.83%
	18	2	1.22%
q2	Sex		
	Male	52	31.71%
	Female	112	68.29%
Socioeconomic Profile			
q3	Parental occupation		
	Employed/ Self-employed	107	65.24%
	Unemployed	51	31.10%
	Retired	6	3.66%
q4	Parents' Educational attainment		
	College Graduate	70	42.68%
	Secondary graduate	52	31.71%
	Elementary graduate	15	9.15%
	Masters Degree or Higher	12	7.32%
	Prefer not to answer	8	4.88%
	Trade School or Vocational	6	3.66%
	No formal education	1	0.61%
q5	Household Income (Monthly)		
	Below ₱10,000	45	27.44%
	₱11,000- ₱20,000	44	26.83%
	Prefer not to answer	27	16.46%
	₱21,000- ₱30,000	24	14.63%
	₱31,000- ₱40,000	11	6.71%
	Above ₱50,000	10	6.10%
	₱41,000- ₱50,000	3	1.83%
q6	Do you currently receive financial aid?		
	No	112	68.29%
	Yes	52	31.71%
Educational Profile			
q7	Course and Major		
	Bachelor of Science in Business Administration Major in Financial Management	57	34.76%
	Bachelor of Science in Business Administration Major in Operations Management	29	17.68%

	Bachelor of Science in Management Accounting	26	15.85%
	Bachelor of Science in Office Administration	20	12.20%
	Bachelor of Science in Business Administration Major in Marketing Management	13	7.93%
	Bachelor of Science in Internal Auditing	10	6.10%
	Bachelor of Science in Accountancy	7	4.27%
	Bachelor of Science in Business Administration	2	1.22%
q8	Year Level		
	1	5	3.05%
	2	26	15.85%
	4	59	35.98%
	3	74	45.12%
		164	100.00%
Social Media			
q9	Primary Reasons for Social Media		
	Connect with friends and family	160	97.56%
	Stay updated on news	124	75.61%
	Entertainment (videos, games)	147	89.63%
	Follow businesses/brands	73	44.51%
	Learn new skills	75	45.73%
	Network with professionals	25	15.24%
	Self-promotion	15	9.15%
	Other: _____	2	1.22%
q10	Social Media Platform Used		
	Facebook	162	98.78%
	Instagram	145	88.41%
	Tiktok	132	80.49%
	Telegram	107	65.24%
	X (Formerly Twitter)	80	48.78%
	Pinterest	56	34.15%
	WhatsApp	14	8.54%
	Snapchat	14	8.54%
	Others: _____	10	6.10%
	Viber	3	1.83%
q11	Content Format Consumed		
	Images	138	84.15%
	Short-form video	136	82.93%
	Text-based	126	76.83%
	Long-form video	89	54.27%
	GIFs/Memes	88	53.66%
	Live stream	61	37.20%
	Audio (ex. Podcasts)	59	35.98%
	Webinars	40	24.39%
	URL/links to other content	40	24.39%
	User-generated content	29	17.68%
	Influencer Collaborations	28	17.07%

Others: _____	0	0.00%
q12 Engagement patterns		
Viewing only	148	90.24%
Sharing	118	71.95%
Commenting	69	42.07%
Participating in polls, Forums, and surveys	40	24.39%
Posting personally created content	38	23.17%
Collaboration projects	5	3.05%
Others: _____	0	0.00%
q13 Duration (estimated no. of hours spent in a day on Social Media)		
5+ hours	77	46.95%
3-4 hours	50	30.49%
1-2 hours	31	18.90%
Less than 1 hour	6	3.66%
q14 Time spent on business related content (estimated no. of hours spent in a day)		
Less than 1 hour	77	46.95%
1-2 hours	70	42.68%
3-4 hours	14	8.54%
5+ hours	3	1.83%
q15 Types of business related-content consumed		
Educational content on business topics (e.g., marketing tips, business strategies, financial advice)	89	54.27%
Industry News & Trends	81	49.39%
Career Development	65	39.63%
Inspirational stories and quotes from entrepreneurs	63	38.41%
Knowledge Sharing & Discussion	60	36.59%
Job Search & Internship Opportunities	59	35.98%
Product demonstrations and tutorials (e.g., how-to videos for business tools, product launches)	47	28.66%
Behind-the-scenes content from businesses (e.g., company culture videos, employee stories, etc.)	41	25.00%
Content showcasing successful business models (e.g., case studies, success stories)	37	22.56%
Industry-specific news and updates (e.g., news related to their field of interest, industry trends)	35	21.34%
Company Research & Reviews	27	16.46%
Networking & Collaboration	24	14.63%
Live q&A sessions with entrepreneurs or business leaders	22	13.41%
Other/s	0	0.00%
q16 How often do you follow entrepreneurs or businesses on social media platforms?		
Occasionally	80	48.78%
Rarely	54	32.93%
Frequently	23	14.02%
Always	6	3.66%
Never	1	0.61%

		0.00%
q17	In your opinion, how can social media be helpful for aspiring entrepreneurs?	
	Learning about new business trends and opportunities	117 71.34%
	Promoting and advertising products or services	105 64.02%
	Building a brand and online presence	102 62.20%
	Finding potential customers and investors	99 60.37%
	Networking with other entrepreneurs and professionals	85 51.83%
	Other	1 0.61%
q18	Have you ever used social media to promote a personal project, side hustle, or business idea?	
	Yes	129 78.66%
	No	32 19.51%
q19	Do you consider social media as a valuable source of information for aspiring entrepreneurs?	
	Yes	160 97.56%
	No	1 0.61%

Table 3. Descriptive Statistics of the Independent Variables

Primary Reasons for Social Media			
		Frequency	Valid Percent
Valid	Connect with friends and family	160	25.8
	Stay updated on news	124	20.0
	Entertainment (videos, games)	147	23.7
	Follow businesses/brands	73	11.8
	Learn new skills	75	12.1
	Network with professionals	25	4.0
	Self-promotion	15	2.4
	Others	2	0.3
	Total	621	100.0
Social Media Platform Used			
		Frequency	Valid Percent
Valid	Facebook	161	22.3
	Tiktok	132	18.3
	Instagram	145	20.1
	X (Formerly Twitter)	80	11.1
	Telegram	107	14.8
	Pinterest	56	7.8
	WhatsApp	14	1.9
	Viber	3	0.4
	SnapChat	14	1.9
	Others	10	1.4
	Total	722	100.0
Content Format Consumed			
		Frequency	Valid Percent
Valid	Text-based	126	15.1
	Short-form video	136	16.3
	Long-form video	89	10.7
	Webinars	40	4.8

	Images	138	16.5
	Live Stream	61	7.3
	GIFs/Memes	88	10.6
	User-generated content	29	3.5
	Audio (e.g., podcasts)	59	7.1
	URL/links to other content	40	4.8
	Influencer collaborations	28	3.4
	Total	834	100.0

Engagement Patterns

		Frequency	Valid Percent
Valid	Viewing only	148	35.4
	Commenting	69	16.5
	Sharing	118	28.2
	Participating in polls, forums, and surveys	40	9.6
	Posting personally created content	38	9.1
	Collaboration projects	5	1.2
	Total	418	100.0

Duration (estimated number of hours spent in a day in Social Media)

		Frequency	Valid Percent
Valid	Less than 1 hour	6	3.7
	1-2 hours	31	18.9
	3-4 hours	50	30.5
	5+ hours	77	47.0
	Total	164	100.0

Time spent on business related content (estimated number of hours spent in a day)

		Frequency	Valid Percent
Valid	Less than 1 hour	77	47.0
	1-2 hours	70	42.7
	3-4 hours	14	8.5
	5+ hours	3	1.8
	Total	164	100.0

Type of business-related content consumed

		Frequency	Valid Percent
Valid	Industry news & trends	81	12.5
	Career development	65	10.0
	Networking & collaboration	24	3.7
	Job search & internship opportunities	59	9.1
	Company research & reviews	27	4.2
	Knowledge sharing & discussion	60	9.2
	Inspirational stores and quotes from entrepreneurs	63	9.7
	Educational content on business topics (e.g., marketing tips, business strategies, financial advice)	89	13.7
	Industry-specific news and updates (e.g., news related to their field of interest, industry trends)	35	5.4
	Product demonstrations and tutorials (e.g., how-to videos for business tools, product launches)	47	7.2

	Behind-the-scenes content from businesses (e.g., company culture videos, employee stories, etc)	41	6.3
	Live Q&A sessions with entrepreneurs or business leaders	22	3.4
	Content showcasing successful business models (e.g., case studies, success stories)	37	5.7
	Total	650	100.0
How often do you follow entrepreneurs or businesses on social media platforms?			
		Frequency	Valid Percent
Valid	Never	1	0.6
	Rarely	54	32.9
	Occasionally	80	48.8
	Frequently	23	14.0
	Always	6	3.7
	Total	164	100.0
Have you ever used social media to promote a personal project, side hustle, or business idea?			
		Frequency	Valid Percent
Valid	No	35	21.3
	Yes	129	78.7
	Total	164	100.0
Do you consider social media as a valuable source of information for aspiring entrepreneurs?			
		Frequency	Valid Percent
Valid	No	4	2.4
	Yes	160	97.6
	Total	164	100.0

Table 4. Descriptive Statistics of Dependent Variables

	Mean	Std. Deviation	Interpretation
I am an aspiring entrepreneur. (Aspiration, desire, or ambition)	3.88	0.9228	Agree
I am likely to start my own business after graduating college. (Intention, plan or aim)	3.72	0.9370	Agree
I consider myself to be a creative and innovative person. (Innovative thinking)	3.64	0.9260	Agree
I may have an idea for a business and I am willing to take a risk to start it. (Risk-taking)	3.82	0.8431	Agree
It is important is to be your own boss and have control over your work. (Autonomy and Independence)	4.27	0.8658	Strongly Agree
I believe that success is primarily determined by your own hard work and effort. (Determination)	4.56	0.7769	Strongly Agree
I am always eager to learn new things and explore different possibilities. (Curiosity)	4.38	0.8310	Strongly Agree
I enjoy trying new things and experimenting with different approaches, even if the outcome is uncertain.	4.01	0.8896	Agree

I can easily adjust my plans and strategies in response to changing circumstances. (Willingness to Experiment)	3.84	0.8995	Agree
I am comfortable making decisions, even when I don't have all the information. (Decisiveness)	3.29	0.9718	Neutral
I have a good understanding of my strengths and weaknesses. (Self-Awareness)	3.85	0.8809	Agree
I am willing to take calculated risks in order to achieve my goals. (Risk Tolerance)	3.99	0.8508	Agree
I don't let setbacks discourage me, and I keep trying until I succeed. (Comfort with Failure)	4.04	0.8315	Agree
I am determined to achieve my goals, even when faced with challenges. (Persistence)	4.39	0.7390	Strongly Agree
I am always looking for new and creative ways to solve problems. (Innovative Thinking)	4.21	0.7632	Strongly Agree
I can stay focused on my long-term goals, even when there are short-term distractions. (Long-Term Focus)	3.97	0.8891	Agree

Table 5. Correlations (Demographics)

		Entrepreneurial_Tendencies_ Total
Age	Pearson Correlation	0.057
	Sig. (2-tailed)	0.466
	N	164
Sex	Pearson Correlation	-0.064
	Sig. (2-tailed)	0.416
	N	164

There is no significant relationship between the demographics and the entrepreneurial intentions and attributes. As for age, it has a low positive correlation against the entrepreneurial intentions and attributes. As for sex, it has low negative correlation against the entrepreneurial intentions and attributes.

Table 6. Correlations (Socioeconomic Profile)

		Entrepreneurial_Tendencies_ Total
Parental Occupation	Spearman's rho	0.049
	Sig. (2-tailed)	0.530
	N	164
Parents' Educational Attainment	Spearman's rho	0.040
	Sig. (2-tailed)	0.608
	N	164
Household Income (Monthly)	Spearman's rho	0.028
	Sig. (2-tailed)	0.720
	N	164
Do you currently receive financial aid?	Pearson Correlation	-.189*
	Sig. (2-tailed)	0.015

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

There is no significant relationship between the socioeconomic profile and the entrepreneurial intentions and attributes except for the financial aid. For parental occupation, educational attainment, and household income, it has low positive correlation. For the financial aid, it has a significant relationship to the parental occupation, and it has low negative correlation.

Table 7. Correlations (Educational Profile)

		Entrepreneurial_Tendencies_ Total
Course and Major	Spearman's rho	0.036
	Sig. (2-tailed)	0.648
	N	164
Year Level	Pearson Correlation	0.029
	Sig. (2-tailed)	0.714
	N	164

There is no significant relationship between the educational profile and the entrepreneurial intentions and attributes, and it has low positive correlation.

Table 8. Correlations (Social Media)

		Entrepreneurial_ Tendencies_ Total
Primary Reasons for Social Media	Correlation Coefficient	0.017
	Sig. (2-tailed)	0.669
	N	621
Social Media Platform Used	Correlation Coefficient	-0.003
	Sig. (2-tailed)	0.926
	N	722
Content Format Consumed	Correlation Coefficient	0.032
	Sig. (2-tailed)	0.354
	N	834
Engagement Patterns	Correlation Coefficient	0.062
	Sig. (2-tailed)	0.206
	N	418
Duration (estimated number of hours spent in a day in Social Media)	Correlation Coefficient	-.248**
	Sig. (2-tailed)	0.001
	N	164
Time spent on business related content (estimated number of hours spent in a day)	Correlation Coefficient	0.088
	Sig. (2-tailed)	0.264
	N	164
Type of business-related content consumed	Correlation Coefficient	0.000
	Sig. (2-tailed)	0.995
	N	650
How often do you follow entrepreneurs or businesses on social media platforms?	Correlation Coefficient	.216**
	Sig. (2-tailed)	0.006
	N	164
In your opinion, how can social media be helpful for aspiring entrepreneurs?	Correlation Coefficient	-0.023
	Sig. (2-tailed)	0.611
	N	509
Have you ever used social media to promote a personal project, side hustle, or business idea?	Correlation Coefficient	0.009
	Sig. (2-tailed)	0.905
	N	164

Do you consider social media as a valuable source of information for aspiring entrepreneurs?	Correlation Coefficient	-.163*
	Sig. (2-tailed)	0.037
	N	164

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

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

There is no significant relationship between the social media and the entrepreneurial intentions and attributes except duration, frequency of following entrepreneurs, and source of information for entrepreneurs, and it has low positive or negative correlation. For the duration, it has a significant relationship against entrepreneurial intentions and attributes, and has low negative correlation. For the frequency of following entrepreneurs, it has a significant relationship against entrepreneurial intentions and attributes, and has low positive correlations. And for the source of information for entrepreneurs, it has significant relationship against entrepreneurial intentions and attributes, and has low negative correlation.

4. Discussion

The analysis reveals that demographic factors such as age and sex show no significant relationship with entrepreneurial intentions and attributes. The correlation coefficients for age (0.057) and sex (-0.064) indicate low positive and negative correlations, respectively, with p-values of 0.466 and 0.416, suggesting that these factors do not significantly influence entrepreneurial tendencies within the sample population.

Similarly, the socioeconomic profile, including parental occupation, educational attainment, and household income, also lacks significant correlations with entrepreneurial intentions. The only exception is financial aid, which shows a significant negative correlation (-0.189) with a p-value of 0.015. This suggests that receiving financial aid may be associated with lower entrepreneurial intentions, possibly indicating a reliance on external support rather than self-initiated entrepreneurial activities.

The educational profile, which includes course and major as well as year level, demonstrates no significant correlations with entrepreneurial tendencies. The correlation coefficients are low (0.036 for course and major, 0.029 for year level), with high p-values (0.648 and 0.714), indicating that educational background does not play a significant role in shaping entrepreneurial intentions.

In the realm of social media, the findings are mixed. While most factors related to social media usage show no significant correlations, notable exceptions include the duration spent on social media (-0.248, $p = 0.001$) and the frequency of following entrepreneurs (0.216, $p = 0.006$). The negative correlation with duration suggests that increased time spent on social media may detract from entrepreneurial intentions, whereas following entrepreneurs positively correlates with these intentions, albeit weakly. Additionally, the perception of social media as a valuable source of information for aspiring entrepreneurs shows a significant negative correlation (-0.163, $p = 0.037$), indicating skepticism about the utility of social media as a resource for entrepreneurial guidance.

Entirely, the data suggests that while certain social media behaviors may influence entrepreneurial tendencies, demographic, socioeconomic, and educational factors do not significantly correlate with entrepreneurial intentions. This demonstrates the complexity of entrepreneurial aspiration and the need for additional study to explore other possible influences or underlying root causes.

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