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Entrepreneurs of Social Media

How Social Media Influencers Differ from other
Social Media Users.

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Abstract

Background: Over the years, traditional entrepreneurs started businesses due to either pull or push factors within their environments. Research has been carried out in profiling different types of entrepreneurs and their characteristics. The social media influencers are new forms of entrepreneurs who recently appeared due to changes in the technological environments. The existence of social media platforms has enhanced the possibility of entrepreneurial activities online. The platforms are available for everyone, but some have more entrepreneurial orientation or characteristics than others.

Purpose: The aim of this research is to measure the entrepreneurial orientation and the characteristics of social media users, compare social media influencers with other social media users, to determine if differences exist.

Methods: This research uses the Individual Entrepreneurial Orientation scale (Bolton & Lane, 2012) and the Individual Personality Traits measuring scale (Al Mamun, Bin Yusoff, & Ibrahim, 2018). This is a deductive study, testing the above-mentioned theories on social media users, and a quantitative study aided using data collected from online survey.

Conclusion: **The results of this study show that Social Media Influencer have higher entrepreneurial traits than non-Social Media Influencers. The result also supports the three-factor structure and satisfactory reliability of the IEO scales and subscales. Subsequently, I found out that non-SMIs do create online contents and carry out entrepreneurial activities online too.**

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1 Introduction

This chapter introduces the background of the study, specifying from the problem statement, research questions and orientations of study and stating the research gaps and definitions. This chapter closes with thesis dispositions.

1.1 Background

The increase in online activities, internet usage and the birth of social media, have changed the business landscape in the last two decades. Social media can be defined as internet-based applications that carry consumer-generated content (Xiang & Gretzel, 2010). This content encompasses media impressions created by consumers, who are informed by relevant experiences shared or archived online by impressionable consumers for easy access (Blackshaw, 2006 cited in Xiang & Gretzel, 2010). Social media provides access to resources that are otherwise inaccessible to firms (Jagongo & Kinyua, 2013). For instance, Skype, Facebook, and discussion forums are a few examples of social media tools (Tapscott & Williams, 2008) which enable users to hold visual meetings.

According to Paniagua & Sapena (2014), different online communities have emerged, like Facebook, Instagram, YouTube, and LinkedIn, which bring people together with common interests; and organizations hosting these communities generate revenue from membership fees, advertising and the access to information on personal interests of the users (Mahadevan, 2000). These applications provide cheaper and faster means of communication with a larger number of stakeholders at the same time (Jagongo & Kinyua, 2013; Smith & Taylor, 2004), facilitate knowledge sharing through the use of databases (Yates & Paquette, 2011), facilitate brand awareness (Jin, 2012; Laroche, Habibi, & Richard, 2013) and also has resulted in a new set of business models which challenge or augment traditional businesses (Hanna, Rohm, & Crittenden, 2011).

With the increasing popularity of social media, a new type of entrepreneurship seems to have been developed. Schwemmer and Ziewiecki (2018) fueled the concerns regarding the social and economic impact of social media influencers.

They used automated content analysis on an original dataset of 139,475 videos created by German YouTube channels between 2009 and 2017, to show that monetization of content by influencers plays a significant role on social media platforms.

Among the millions of users of social media, some individuals are dominant users known as social media influencers. A social media influencer is a person who has built a sizeable number of followers (Abidin, 2016) who use their network to give a detailed opinion about products and/or services to potential customers and can create trends (More & Lingam, 2019). Social media influencers give a new type of independent third-party endorsement through blogs, tweets, and other social media, which in turn shapes the audience's attitude (Freberg, Graham, McGaughey, & Freberg, 2011). Subsequently, these social media influencers generate some benefits in the form of income from their online activities (Abidin, 2015). For instance, even though influencer marketing is yet to become its category in industrial statistics, the US forecasted that social medial marketing spending would be double in 2019 to \$18.7bn, up from \$8.2bn in the previous year, according to estimates from Forrester Research (Bond & Kuchler, 2015). This study seeks to provide a comprehensive understanding of social media influencers' entrepreneurial characteristics, to justify whether or not these sets of individuals can be categorized as entrepreneurs.

Entrepreneurship has over the years become a rich field of study, addressing a large variety of topics, among which defining what entrepreneurship is (Cunningham & Lischeron, 1991), characteristics of an entrepreneur (Gartner 1988), corporate entrepreneurship (Zahra & Covin, 1995; Stopford & Baden-Fuller, 1994; Covin & Miles, 1999), performance of entrepreneurial firms (Zott & Amit, 2007), Comparing novice, serial, and portfolio entrepreneurship (Westhead, Ucbasaran, & Wright, 2005; Parker, 2013) and entrepreneurial failure (McGrath, 1999; Cope, 2011; Singh, Corner, & Pavlovich, 2007; Ucbasaran, Shepherd, Lockett, & Lyon, 2013). The common ground among a large variety of definitions for entrepreneurship is that they include Cole's (1968) definition of entrepreneurship as a purposeful activity that initiates, sustains and develops a

profit-making organization. It is the creation of a new company where none existed before and Gartner (1985b) argued that there is variation between entrepreneurs and non-entrepreneurs. In line with this, they both agreed that an entrepreneur is a person who started a non-existing new business.

Entrepreneurs are believed to have a variety of characteristics like “need for achievement” (McClelland D. C., 1967), internal locus of control (Sexton & Bowman, 1985; Brockhaus, 1982) high risk-taking (Lumpkin & Dess, 1996) and tolerance for ambiguity (Sexton & Bowman, 1985; Schere, 1982. Drawing from Bolton and Lane’s (2012) Individual Entrepreneurial Orientation theory and Al Mamun, Bin Yusoff, & Ibrahim’s (2018) individual personality traits, this study will measure the entrepreneurial orientation and personalities social media influencers in comparison to non-social media influencers.

1.2 Problem statement

The last decade has seen social media platforms developed for a variety of uses including product promotion by influencers (Schwemmer & Ziewiecki, 2018). The Social media influencer is a relatively new phenomenon within the empirical research scope, therefore studies on it have been very limited. Influencers are one form of microcelebrity (Senft, 2008) who accumulate a following on blogs and social media platforms through textual and visual narrations of their personal, everyday lives, upon which advertorial of products and services are premised (Abidin, 2014). Much research on various forms of social media influencers has focused on self-curation (Marwick, 2015; Wissinger, 2015, follower-engagement (Abidin, 2015), authenticity (Hopkins & Thomas, 2011) and advertorial disclosure (Abidin & Ots, 2015) as well as ordinary users as ‘promotional apparatus’ for brands (Carah & Shaul, 2015) and as participants in electronic word of mouth (Erkan, 2015;). Surprisingly, little is known about the magnitude of the phenomenon (Schwemmer & Ziewiecki, 2018), especially within entrepreneurship research.

Early research on entrepreneurship focused on identifying the traits and characteristics that differentiated entrepreneurs from others (Segal, Borgia, &

Schoenfeld, 2005). McClelland (1967) argued that a high need for achievement was a common personality trait among entrepreneurs. Several studies have focused on entrepreneurs' characteristics (Gartner, 1990; Mclain, 1993), however, results are still mixed and inconclusive (Shaver and Scott & Scott, 1991).

Also, previous studies showed different measurements of entrepreneurial traits in isolation. For instance, McClelland (1965) measured the *need for achievement*; Craig, Franklin, & Andrews (1984) measured *locus of control*; while Mclain, (1993) measured *tolerance ambiguity*. Conger & Kanungo (1994) measured *visionary leaders*; *persistent* was mentioned by Duckworth, Peterson, Matthews, & Kelly (2007); while Smith (2008) measured resilience in assessing the ability to bounce back after a failure. Subsequently, research on EO has been majorly tested on entrepreneurial firms and limitedly on entrepreneurial individuals.

While anyone with a basic knowledge of how the social media networks work, has the potential of becoming a micro-celebrity, not everyone has the potential of becoming a vocational influencer (Abidin, 2018). Even though they might not intend to become an entrepreneur, they are regarded as such by the tax authorities and other business governing bodies including consumer rights of their country of residence. Moreover, "Influencers are public personalities with a significant social media following who use their profiles to aestheticize and monetize their lifestyle in various ways - through posting sponsored content, advertisements and affiliate links, and engaging in brand partnerships - thereby promoting awareness and consumption of partnered brands to their followers" (Perthuis & Findlay, 2019, p. 227). According to Iqani (2019), social media influencing is a form of brand value creation. Subsequently, Voorveld (2019) proposed a research agenda based on the overview of the current research state and suggested social media influencers as an area of study. So, this raises questions as to what extent this new form of business strategies, can be identified as entrepreneurial. It would also be interesting to know, as to what extent SMIs are more entrepreneurial than non-SMIs. The outcome of this research would be beneficial to policymakers, who will be interested in knowing the best way to deal

with these new forms of businesses, hence, understanding the traits and behavior of the social media users can be valuable.

1.3 Purpose

The purpose of this research is to examine the entrepreneurial orientation and characteristics of social media influencers in comparisons to other social media users. Drawing from Individual Entrepreneurial orientation and individual entrepreneurial traits by Bolton and Lane (2012) and Al- Mamun et al. (2018) respectively, this study aims to test the characteristics of social media users. Moreover, studying social media influencers from the entrepreneurial perspective will give create new knowledge for potential stakeholders, such researchers, serial entrepreneurs, authorities and so on. there are shifts in paradigm due to the digital age, there are and more entrepreneurial activities that exist online, especially on social media platforms which are yet to be explored. Therefore, the research aims to raise the awareness and understanding social media influencers from the entrepreneurial perspectives, for the benefit of practitioners and researchers in the field of social media.

1.4 Research Question

Based on the aim and objective in creating an understanding of the entrepreneurial orientation of social medial influencers, the author has formulated an overarching question below:

Do Social Media Influencers have higher entrepreneurial traits and orientation than non-social media influencers (i.e. other social media users)?

1.5 Delimitations

Based on reflection on the study there are shortcomings that the author will like to highlight, to show transparency.

Social media influencer is a new phenomenon in entrepreneurship literature, there were difficulties in obtaining well-sited literature to support the argument of the study. Pieces of literature were obtained from other research areas, such as *education, communication, tourism, and management*. The study can only benefit from previous studies from accessible databases and books, some articles even though they are relevant couldn't be downloaded.

The author maintained minimum usage of non-academic references unless necessary, for instance, reference was obtained from the Financial Times, to shed light on the income of SMIs.

Some limitations were noticed during the data collection process. I am aware that the survey usually has responses that account for about 20% of the expected data. The situation was even more difficult this time. Some of the feedback I got was that the questions were too long. It was particularly difficult to reach SMIs, hence the reason why n=23 was the only obtainable data.

The SMIs responses were about 20% of the data compared to 80% of non-SMIs, studies with a sample size that is less 30 may affect the result. The participants of this study were from n=23 different countries, in as much as this is a good generalizable advantage of the study, beliefs and cultural differences can affect their responses.

As a novice researcher, the data analysis process was all new to me, even though the in-depth study has been made alongside the study, the author cannot guarantee that the statistical analysis used for the study is the best fit, although the result supports some findings in previous research.

1.6 Key Definitions

- **Entrepreneurs** are those persons (business owners) who seek to generate value, through the creation or expansion of economic activity, by identifying and exploiting new products, processes or markets.
- **Entrepreneurial activity** is the enterprising human action in pursuit of the generation of value, through the creation or expansion of economic activity, by identifying and exploiting new products, processes or markets.
- **Entrepreneurship** is a phenomenon associated with entrepreneurial activity.
- **Social media** is defined as “Websites and applications that enable users to create and share content or to participate in social networking”. (Hornby, 2005)
- **Social Media Influencers** refer to a type of an independent third-party endorser who use social media networks to” shape audience” (Freberg, Graham, McGaughey, & Freberg, 2011).
- **Influencer marketing** is the art and science of engaging people who are influential online to share brand messaging with their audiences (Sammis, Lincoln, & Pomponi, 2015)
- **Brand** - For this study, brand ownership means a recognizable logo, associated with SMU (own definition).

1.7 Abbreviations

IEO – Individual Entrepreneurial Orientation

EO – Entrepreneurial Orientation

SMI – Social Media Influencers

Non-SMI – Non-Social Media Influencer

LOC – Locus of control

K - Thousand

M - Million

1.8 Thesis Dispositions

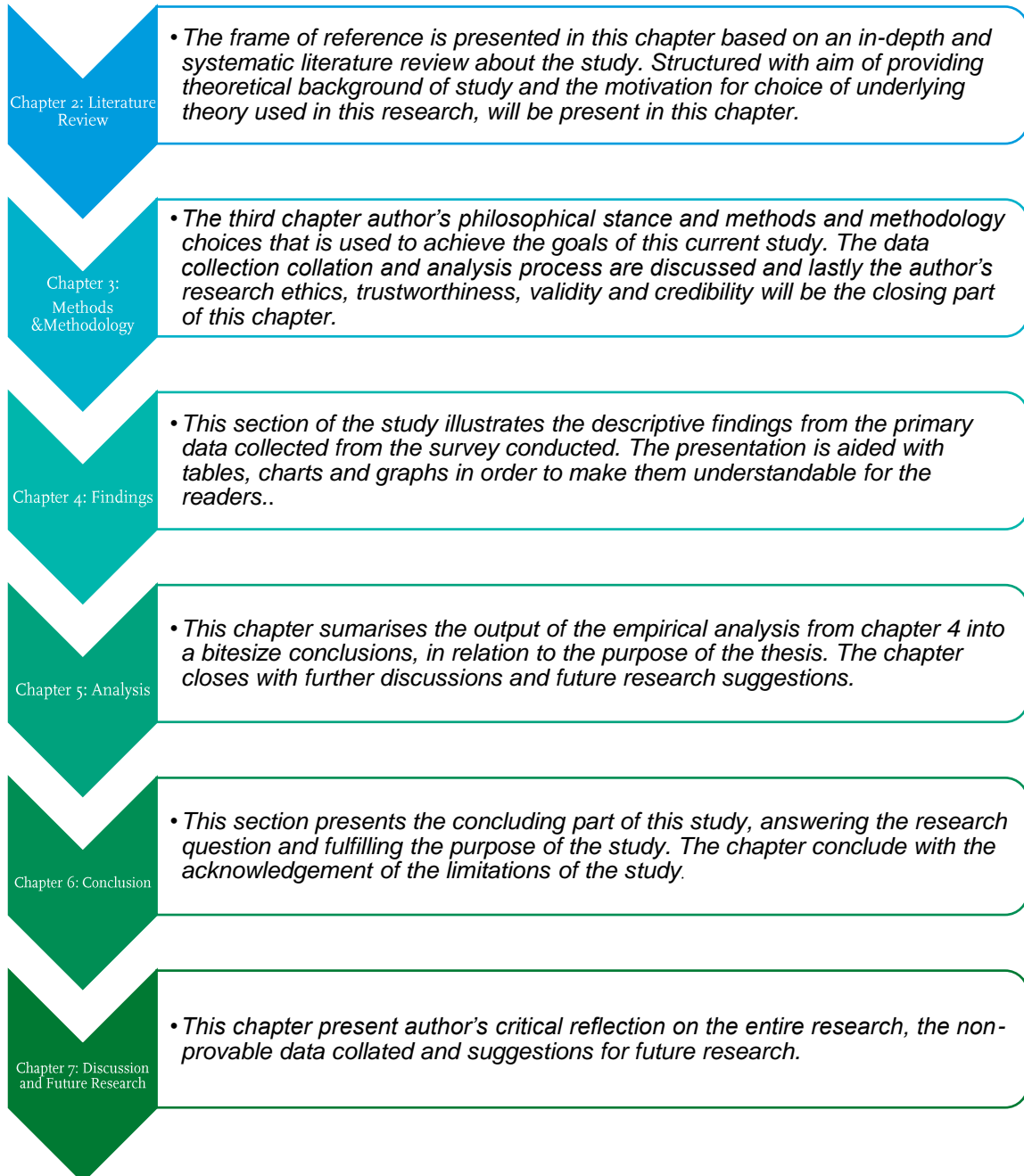


Figure 1.1 Thesis Disposition

2 Literature Review

The frame of reference presented in this chapter is based on an in-depth and systematic literature review about the study. Structured to provide a theoretical background to the study and the motivation for the choice of underlying theory used in this research.

2.1 Systematic Literature Review

The literature used in this study as a frame of reference has been majorly collected from online databases, using search engines such as Google Scholar, Scopus, Jönköping university library's journal database. Literature searches were also made offline, in the printed journal library (e.g. Amit & Muller, 2013). The keywords used include entrepreneurial orientation, traits, characteristics, intentions, inclination, personality. To search for articles regarding social media influencers and other social media users, the keywords used include social media and entrepreneurship, social media influencers, social media impact, social influencers, SMIs and so on.

2.2 Social Media and Entrepreneurship

Research within social media and entrepreneurship hemisphere is still very limited. Oprica (2013) carried out a case study on social entrepreneurship with the usage of social media in generating trust. Drummond, Helen McGrath, & O'Toole (2018) established that the impact of social media extended creation and maintenance of activity structure in B2B (Business to business) relationships and networks. Their research contributed knowledge on the impact of social media on entrepreneurial firm's ability to establish and develop relationships with its B2B partners. Research lenses on social media within entrepreneurship has also shed light on the effective usage of social media by female entrepreneurs (Genç & Öksüz, 2015). Genç & Öksüz (2015) concluded that social media is a beneficial business tool with its low-cost information disclosure, wide networking and instant means of communication. Genç & Öksüz (2015) also found out that social media poses the ethical threats on entrepreneurship through unfair competition, imitations of works, unidentified target audience and market share issues. Research is yet to include the entrepreneurial impact of social media on individuals.

Furthermore, using word of mouth (WOM), viral marketing and social presence theory, Ahmad, Ahmad, & Bakar, (2018) research the social media adoption and its impact on business performances. Ahmad, Ahmad, & Bakar (2018) interviewed entrepreneurs of small and medium-sized enterprises. Another organizational perspective on the effect of social media on SMEs was carried out by Tajvidi & Karami (2017) who sampled 384 hotels in the UK. Subsequently, Tajvidi & Karami (2017), the study showcased a positive correlation and significant relationship between the firm's performance and social media. Tajvidi & Karami, (2017) argued that marketing activities such as brand and innovation, positively and significantly mediate the association between firm performance and social media use. The buzz or word of mouth on social media is created by users on the platforms, however, little is known on how they can sustain and maintain their platforms. This activity can be classified as being entrepreneurial in nature.

Entrepreneurship drives digital media industries and encourages individuals to succeed in the realm with a little bit of smartness, perseverance, and grit (Marwick, 2013). social media plays an important role in the entrepreneurial ideal by seemingly offering a means of independently supporting and promoting oneself (Marwick, 2013).

Table 1 Overview of Some Popular Social Media (included in this study)

Social Media Platforms	Year of Launch	Description	Number of Active Users (Million)
Facebook	2004	A social networking site that allows people to build public profiles and establish explicit connections with others in their social network (Boyd & Ellison, 2007)	2,271
YouTube	2005	Video-sharing platform/content community (Kaplan & Haenlein, 2010)	1,900

Instagram	2010	A social networking site that provides users with video- and photo-sharing possibilities (Voorveld, 2019)	1,000
Pinterest	2010	Social networking site where any web image or a personal digital image can be posted (“pinned”) to a digital scrapbook, where it can then be viewed by the public (Phillips & McQuarrie, 2014)	250

Adapted from (Voorveld, 2019)

2.3 Defining Entrepreneurship

According to Hisrich & Peters (1989, p. 10), entrepreneurship is the “the process of creating something different with value by devoting the necessary time and effort, assuming the accompanying financial, psychic, and social risks, and receiving the resulting rewards of monetary and personal satisfaction”. Kao (1993) defined entrepreneurship as a process of doing something different and new, to create wealth for individuals and add value to society. It can also be defined as the process of seeking opportunities and organizing the resources needed to exploit them (Carson, Cromie, McGowan, & Hill, 1995). Recently, Sarasvathy & Venkataraman (2011) have suggested entrepreneurship as a method of human action. Entrepreneurial actions taken by individual leads to new venture creation. With the constant growth of internet usage and increasing use of social media platforms, the business landscape is changing, and new entrepreneurial opportunities arise. Gartner (1988) proposed that a focus on entrepreneurial behavior is the key to explaining entrepreneurship. Therefore, it will be knowledgeable to know if the online activities of social media influencers are entrepreneurial and if there are distinctively different from other users.

2.4 Social Media influencers

In the last 10 years, the influencer commerce has experienced substantial growth, which has resulted in new forms of digital practices among social media users, especially women (2016). Abidin Crystal is an ethnographic researcher who has done quite a lot of work on SMIs; her report in 2016 was conducted among Instagram influencers and followers in Singapore, investigating the visibility labor of SMIs' activities in terms of profitability, creativity, and its hidden abuse. Influencers usually start on various blog platforms, and gradually took up numerous social media such as Facebook, Twitter, YouTube, Instagram, AskFM, Snapchat and Vine as these platforms became popular (2014). SMIs are classified as online celebrities, who creates recognition over the years, and in turn used by businesses to communicate or sell to their customers (Hearn & Schoenhoff, 2016).

'SMI works to generate a form of "celebrity" capital by cultivating as much attention as possible and crafting an authentic "personal brand" via social networks, which can subsequently be used by companies and advertisers for consumer outreach' (Hearn & Schoenhoff, 2016, p. 194).

SMIs determine their success in terms of return on influence as marketers seek them out to capitalize on their wide social networks and benefit from the intimate, more 'trustworthy' relationships SMIs have ostensibly created (Hearn & Schoenhoff 2016, p. 203, Gormley 2016). In their research, Khamis, Ang, and Welling (2017) made mention of the viability of some Social Media Influencers (SMIs), whose success is based on self-branding and practices, which has proven to be replicable and inspirational.

Casalo, Flavian, and Sanchez (2018) carried out a quantitative study on influencers on Instagram. They collected data from 808 followers of an Instagram account which focused on fashion. Djafavora & Ruthworth (2017) found out that celebrities on Instagram are influential in the purchase behavior of young female users. However, non-traditional celebrities such as bloggers, YouTube personalities and 'Instafamous' profiles are more powerful, as participants regard them as more credible, relatable rather than more traditional, celebrities. To gain

insight and build a theory, Djafavora & Ruthworth (2017) adopted a qualitative research method, interviewing 18 females aged 18-30, who are active users of Instagram.

According to Van Norel, et al. (2014), advertising of products and services are majorly impacted by celebrities. Djafavora & Ruthworth (2017) also agreed that traditional celebrities, such as film stars, TV personalities, musicians, sporting icons are used for endorsements on online platforms. However, there has been a rise in the type of new types of digital celebrities, including bloggers, 'instafamous' and vloggers in recent years (Chahal, 2016). Bryanboy's Bryan Grey Yambao in 2011, boasted of making \$100,000 a year from blogging, which Strugatz (2012) stated is quite low for a top-tier blogger, especially the one with other factors integrated, such as the partnership with advertising and promotion companies.

Abidin (2014) categorized lifestyle bloggers into three segments, including, low-status, mid-status, and high-status. She argued bloggers trades privacy for free public attention. Although SMIs' credibility has been questioned in the literature (Audrezet, Kerviler, & Maulard, 2018; Djafavora & Ruthworth, 2017). The study, however, would have been richer if it was not gendered biased. Audrezet et al., (2018) propose a four-path framework that provides the first conceptualization of how SMIs can manage authenticity for themselves to resolve the tensions created by brand encroachment into their content.

Influencers are one form of microcelebrity (Senft, 2008) who accumulate a following on blogs and social media through textual and visual narrations of their personal, everyday lives, upon which advertorial of products and services are premised (Abidin, 2014). Much research on various forms of Influencers on social media has focused on self-curation (Abidin, 2014; Marwick, 2015; Wissinger, 2015), follower-engagement (Abidin, 2015), authenticity (Hopkins & Thomas, 2011) and advertorial disclosure (Abidin & Ots, 2015), as well as ordinary users as 'promotional apparatus' for brands (Carah & Shaul, 2015)and as participants

in electronic word of mouth (Erkan, 2015), none has focus on social media influencers as entrepreneurs.

In conclusion, early research on entrepreneurship focused on identifying the traits and characteristics that differentiated entrepreneurs from others (Segal, Borgia and Schoefeld, 2005). McClelland (1967) argued that a high need for achievement was a common personality trait among entrepreneurs. Several types of research have focused on entrepreneurs' characteristics, (Shaver and Scott, 1991; Beattle, 2016; Gartner, 1990; McLain 1993), however, results are still mixed and inconclusive (Shaver and Scott, 1991). Perhaps it will be interesting to know how to look into their personality traits and entrepreneurial orientation since traits and orientation have not been studied on Social media users. It is important to study this group because as earlier stated, social media give a platform with diverse opportunities, including entrepreneurial activities. Two theoretical frameworks will be used to measure the entrepreneurial orientation and traits of the SMIs.

2.5 Theoretical Framework

2.5.1 Entrepreneurial Personality Traits

Research on entrepreneurial personality traits has reemerged after a hiatus of almost 20 years (Zhao, Seibert and Lumpkin, 2010). Late 1980, the researcher concluded that there was no consistent relationship between personality and entrepreneurship, suggesting that the future using the trait paradigm be to abandon (Zhao et al., 2010). Perhaps this was because earlier research had trouble identifying particular traits, which are associated with entrepreneurship (Zimmer, 1986, cited in Al Mamun, 2018). However, newer researches suggested that the contradictory finding from previous literature might be due to a lack of theoretically derived hypotheses and various research artifacts (see, Shane, Locke & Collin, 2003).

Past studies have also used the **Big Five Five-Factor Model of Personality** (See Zhao et al., 2010). In their meta-analysis research, Zhao et al. (2010) stressed how important it is to define entrepreneurial personality traits because it gives a

more detailed understanding of the characteristics of an entrepreneurial individual (Zhao et al. 2010). Even though their measurement was carried out on both individuals and entrepreneurial firms. The outlined characteristics includes **conscientiousness**, which describes an individual's work motivation, level of achievement, organization and planning, virtue and responsibility toward others, self-control and acceptance of traditional norms (McLure, 2010, Chernyshenko, Stark & Goldberg, 2005); **openness to experience** is the trait of an individual who is imaginative, intellectually curious and creative; someone who is constantly looking for alternative values, new ideas and aesthetic standards (Zhao et al., 2010); **emotional stability** which refers to an individual who is able to balance the responsibilities of success or failure of a new venture with stable emotions and clear mind (Costa & McCrae, 1992); **extraversion** characteristics are associated with people's embedded perceptions of the leadership role (Lord, DeVader & Alliger, 1986, cited in Zhao et al., 2010); **agreeableness** defines an individual's attitude and behavior towards other people; and people with high agreeable characteristics are trusting, cooperative, altruistic and modest (Zhao et al., 2010). **Risk propensity** an important trait associated with entrepreneurs and also the *hallmark of the entrepreneurial personality* (Begley & Boyd, 1987) and this trait was added to the popular Big five model.

The author of this current study prefers to use the more recently introduced conceptualization of individual entrepreneurial traits by Al Mamun et al (2018) due to the nature of the subject of the study. A lot has changed within the social media in the past 10 years. It is therefore vital to test the entrepreneurial traits of social media influencers to contribute to this area of thought. Below is the explanation of the identified construct of entrepreneurial traits, which exists in relevant literature according to Al Mamun et al. (2018). Al Mamun et al. (2018) argued there was no unified, prevalent and statistically validated instrument, which existed to measure the entire construct of entrepreneurial traits, hence developing these components of entrepreneurial traits discussed below. None of these factors has been measured on social media influencers before now.

2.5.1.1 Need for Achievement

The need of achievement (Nach) drives the pursuit of opportunities and the creation of measurable, tangible assets and outcomes (McClelland D. C., 1967). An individual with a high achievement inclination is likely to pursue careers that allowed them control over outcomes, offers moderate levels of risk and access to more direct feedback on performance (McClelland D. C., 1967). McClelland further asserted that the entrepreneurial environment gives room for achieving these requirements. Begley and Boyd, (1987) reinforce and consolidated that the need for achievement as a trait exhibited by entrepreneurs, which differentiate them from non-entrepreneurs. Striving for excellence is an attribute that is associated with entrepreneurial individuals, which has a direct influence on the growth of both the entrepreneur and their business (Beattie, 2016). Therefore, an entrepreneurial individual is likely to portray a high need of achievement compared to others.

H1 – SMIs are likely to portray a higher need of achievements than non-SMIs

2.5.1.2 Locus of Control

Locus of control (LOC) can be either internal or external; individuals with internal LOC feels that their activities and actions can directly impact and enhance the results of an event, whilst individual with external LOC believe that the result of any event is out of their control (Rotter, 1966). Shane, Locke, and Collin (2003) asserted that LOC is a significant entrepreneurial trait that has received a lot of attention in the literature, as it is the belief of individuals in the extent to which they perceive their characteristics. Shane et al. (2003) convey that LOC is a definitive trait of entrepreneurial individuals; in their study, they measured these traits among founders and managers, separating them from other populations. Previous research has shown that internal LOC popularly cited personality traits associated with entrepreneurial individuals and the most studied in psychological traits within entrepreneurship research (Mueller & Thomas, 2001). Rotter (1966) argued that this might be because an individual with an internal LOC is keen on seeking entrepreneurial roles as a result of their need for achievement (Rotter, 1966).

H2 – SMIs are likely to have a higher internal locus of control than non-SMIs

2.5.1.3 Tolerance of Ambiguity

This construct could be defined as an entrepreneur's ability to deal with ambiguity, acting in an optimistic and in a challenging way in the absence of solid or definitive information (Ibrahim & Soufani, 2002). Being entrepreneurial equates to operating in an inherently uncertain and unstructured environment. "Tolerance of Ambiguity is a trait often linked to successful entrepreneurs for its potential to allow entrepreneurs to organize their thought processing and providing opportunity to induce creative and novel response that defines new rules of the game and thereby aids in decision making even under uncertain conditions" (Al Mamun, Bin Yusoff, & Ibrahim, 2018, p. 4). Entrepreneurial individuals are found to be sufficiently comfortable whilst embarking on business creation with little to no planning or research, their capability to handle ambiguity reduces risk perception that might otherwise hinder activities and action in such an ambiguous environment.

H3 – SMIs are likely to tolerate more life ambiguity than non-SMIs

2.5.1.4 Visionary

According to (Sarasvathy & Venkataraman, 2011), the visionary is a trait of individuals who remain committed and single-minded in pursuit of their vision in the absence of sufficient resources while confronting the skeptic naysayers. The key element to be a visionary individual is having foresight, which is the ability to see beyond the current situation and coming up with what can actually and potentially work in the future (Locke & Baum, 2007). The entrepreneurial traits of individual enable them to fixated on the unwavering pursuit of a single perceived most powerful opportunity, which could be a false perception (Pendergast, 2003). Fernald, Solomon, and Tarabishy (2005) asserted that the visionary and self-confidence sprouting out of their identity drive entrepreneurial individuals towards achievement. Entrepreneurial individuals must be able to make inferences from their observation and integrations (Locke, 2000), by developing leadership skills,

such as visionary to grow their business ventures and turning them into the professional and established venture (Fernald et al., 2005).

H4 – SMIs are likely to have a clearer vision than non-SMIs

2.5.1.5 Persistence

Locke (2000) referred to persistence as the effort sustained by an individual over time. Cardon et al. (2009) defined persistence as continuous effortful actions regardless of impediments, failures, or threats that affect entrepreneurial effectiveness. Previous research on persistence asserts that the construct is one of many important entrepreneurial characteristics, which exist among entrepreneurial individuals (Fernald et al., 2005). Entrepreneurial challenges require dogged persistence and determination (Pendergast, 2003), depending on the goals and values, and individuals usually persist more when the value or goals attached to the job is harder to achieve or important (Locke, 2000). Pendergast (2003) asserted that skeptic naysayers coupled with limited resources within one's control, unexpected bumps in the roads, and limited novel ideas, as commonly encountered by entrepreneurs, are parts and parcel of the entrepreneurial process and usually requires persistence in the face of obstacles. Furthermore, it has been established that persistent behavior reflects an interest in higher achievement and effectively supports opportunity recognition, both of which are essential functions of entrepreneurship.

H5 – SMIs are likely to score higher in persistence attribute than non-SMIs

2.5.1.6 Resilience

Resilience is the last construct developed to measure entrepreneurial traits of individuals by Al Mamun et al. (2018). Tedeschi and Calhoun (2004) stated that resilience is a trait that enables entrepreneurial individuals to move on with life even after being faced with adversity or hardship. Celebrating failure, for instance, is a form of resilience entrepreneurial activity. Hayward, Foster, Sarasvathy & Fredrickson (2010) confirmed that failed entrepreneurs possessing higher resilience are more likely to start over again should a new business opportunity rises. Resilient individuals with a higher level of propensity are more likely to act

in the face of adversities than less resilient individuals who are effortlessly discouraged by challenged of a hostile environment (Al Mamun, Bin Yusoff, & Ibrahim, 2018). Resilient individuals are likely to engage in entrepreneurial activities for solving pressing issues, such as inadequate meaningful employment, inability to provide for the family (Baron & Markman, 2000; Markman, Baron, and Balkin, 2005). Resilient individuals are likely to do well with push entrepreneurship due to the trait they possess.

H6 – SMIs are likely to show a higher level of resilience attribute than non-SMIs

Since the purpose of this research is to explore the entrepreneurial status of SMIs, this research also uses EO to understand the entrepreneurial behavior of SMUs to see if there is a significant difference in SMIs in comparison to Non-SMIs.

2.5.2 Previous Research on Entrepreneurial Orientation

While Entrepreneurial traits look into the individual's characteristics, entrepreneurial orientation is more action-oriented and it captures the propensity to innovate, take a risk and be proactive. Entrepreneurial Orientation (EO) phenomenon as a driving force behind the pursuit of understanding entrepreneurial activities, has been the central focus of research in entrepreneurship literature over four decades (Covin & Wales 2011). The concept by Lumpkin and Dess (1996, 2001) has gained a lot of interest within the research of contemporary entrepreneurship (Andersen, 2013). According to Wiklund (1999), EO is a firm's propensity to be innovative, proactive and take risks. There has been a spectrum of "being entrepreneurial" (Antonivic & Hisrich, 2003; Lumpkin & Dess 1996), within which organizations fall, ranging from conservative (which is the "low" end) to the "high" end entrepreneurial (Covin & Slevin 1998; Barringer & Bluedorn, 1999).

The idea of orientating towards an entrepreneurial activity has been seen from different perspective in literature, including entrepreneurial intensity, posture, style, proclivity, propensity and orientation (Covin & Wales, 2011). There has not been a consensus on the definition of entrepreneurial orientation or its constructs based on the disparity in perspective (Covin & Wales, 2011). There is some school of thought who emphasize the *management's actions* (Khandwalla, 1976/1977; Covin & Slevin 1998; Avlonitis & Salavou 2007; Cools & Vanden Broeck, 2007/2008). The other segments suggest that entrepreneurial orientation action include being aggressively innovative, proactive, taking risks in the face of uncertainty (Mintzberg, 1973; Miller & Friesen, 1983; Miller, 1983; Morris & Paul, 1987; Merz & Sauber, 1995; Zahra & Neubaum, 1998; Pearce, Fritz & Davis 2010) and being autonomous (Lumpkin & Dess, 1996; Voss, Voss & Moorman, 2005).

The definition that is adopted for this research is the more detailed and individual (and organization) orientated definition by Lumpkin and Dess. According to Lumpkin and Dess (1996), Entrepreneurial Orientation is the decision making, processes, and practices activities that lead to new entry, based on the characteristics of being autonomous, innovative, risk-taking; tending to be competitive and proactive towards opportunities within the market environment.

2.5.3 Entrepreneurial Orientation Construct

There are no single characteristics or trait which defines the entrepreneur, nor allow one to predict the entrepreneurial behavior (Mueller & Thomas, 2001). According to Mueller and Thomas (2001, p. 62), entrepreneurial orientation is “a predisposition which is likely to lead to behavior associated with entrepreneurial activity”. Gartner (1988) argued that entrepreneurs are known through their actions and not their traits. Research using the EO construct has predominately focused on firm-level phenomena (Blementritt, Kickul & Gundry, 2005; Fayolle, Basso & Bouchard, 2010). However, Lumpkin and Dess (2011) stated that there is no particular reason why the EO construct can't be used to access the entrepreneurial process at the individual level. Bolton and Lane (2012) developed and tested a model for measuring EO at the individual level. Even though they

started to test the five constructs, they concluded with three distinctive factors, including innovativeness, risk-taking, and proactiveness.

In contrast to the majority of existing studies on EO which examines the relationship between EO and performance at organizations level, this study uses EO to measure the entrepreneurial characteristics of individuals, that is, the social media influencers. Scholars from previous studies, which majority were focused on firms had repeatedly studied three core dimensions EO, including risk-taking, innovativeness and proactiveness (see, Zahra & Covin 1995; Naman & Slevin, 1993; Wiklund, 1999; Barringer & Bluedorn, 1999; Covin & Slevin, 1989; Wiklund & Shepherd, 2003, 2005), with arguments based on the Miller's (1983) definition of entrepreneurial firms, which they defined as firms who "engages in product market innovation, undertakes somewhat risky ventures, and is first to come up with 'proactive' innovations, beating competitors to the punch" (p. 771).

On the other hand, Lumpkin and Dess (1996) conceptualized the competitive aggressiveness and autonomy in addition to the three dimensions identified by Miller (1983) for a more coherent EO construct. Lumpkin and Dess (1996) argued that an EO is operationalized through risk-taking, innovativeness, proactiveness, competitive aggressiveness and autonomy, with each being an independent variable.

To advance Lumpkin and Dess's (1996) framework, it is clear that more research needs to be carried out on an individual level in terms of characterizing someone with an entrepreneurial orientation. This will enable us to know the extent to which social media influencers are entrepreneurial. The next section will explore each dimension, developing hypotheses as to how each segment might have a positive impact on the entrepreneurial traits of social media influencers.

2.5.3.1 Innovativeness

Lumpkin & Dess (2001) defined innovativeness as the "willingness to support creativity and experimentation in introducing new products/services, and novelty, technological leadership and R&D in developing new processes" (p. 431). Innovativeness is one of the key components of entrepreneurship that can be used to explain and define who an entrepreneur is and what they do (Sharma & Chrisman 1999; Lumpkin & Dess, 1996). The fundamental activities an entrepreneurial individual (or organization) is the creation and development of new product and services (Schumpeter, 1934).

H7 – SMIs are likely to score higher in innovativeness than non-SMIs

2.5.3.2 Risk Taking

The concept of risk taking has been associated with entrepreneurship for a long time (Kreiser, Marino & Weaver, 2002). The definition of entrepreneurship was initially centralized on entrepreneurs' willingness to involve in calculated business-related risks (Brockhaus, 1980). McClelland suggested that "practically all theorists agree that entrepreneurship involves, by definition, taking risks of some kind" (McClelland, 1960, p. 210, cited in Kreiser et al., 2002). Entrepreneurs also perceive risk taking differently to non-entrepreneurs. asserted that "entrepreneurs may not think of themselves as being any more likely to take risks than non-entrepreneurs, but they are nonetheless predisposed to cognitively categorize business situations more positively" (Palich & Bagby 1995, p.426). The high need for achievement of entrepreneurs shapes their passion to take risks (McClelland, 1960). Although Brockhaus (1980) created empirical knowledge that portrays entrepreneurs as moderate risk-takers.

A risk-oriented individual according to Lumpkin and Dess (1996) has the willingness to commit resources in implementing projects, activities, and solutions, which a high level of uncertainty. Risk-taking character is a drive that entrepreneurial individuals have, which enables them to undertake exploitative activities regardless of the favorability of the outcome. EO empirical studies on firm argued that risk-oriented firms combine

opportunity-seeking behavior and constructive risk-taking attitude, to generate a bias for exploration and exploration (Baird & Thomas, 1990; Lumpkin & Dess, 1996). This can also be true when tested on entrepreneurial individuals.

H8 – SMIs are likely to be higher risk-taker than non-SMIs

2.5.3.3 Proactiveness

Proactiveness is an "aggressive execution and follows through, driving toward the achievement of the firm's objectives by whatever reasonable means are necessary" (Knight, 1997, p. 214). Lumpkin and Dess (2001) posited that proactiveness is an opportunity-seeking, forward-looking perspective that involves the introduction of new products or services ahead of the competition and in anticipation of future demand caused by environmental change. A proactive person (or a firm) utilizes the *first-mover* strategies in gaining competitive advantages over rivals (Lieberman and Montgomery, 1988). By observing and exploiting the asymmetries in the market-place, the activities that the first mover does can give them the cutting-edge advantage of establishing brand recognition (Lumpkin & Dess 1996). Proactiveness refers to processes of "seeking new opportunities which may or may not be related to the present line of operations, introduction of new products and brands ahead of the competition, strategically eliminating operations which are in the mature or declining stages of life cycle" (Venkatraman, 1989a, p.949). Therefore, proactiveness is one of the characteristics of entrepreneurship.

H9 – SMIs are likely to be more proactive than non-SMIs

The null hypothesis for this study assumes that there is no difference in the entrepreneurial characteristics and orientation of social media influencers, compared to non-influencers.

H0 – SMIs has the same entrepreneurial traits and orientation as non-SMIs

The null hypothesis formula is; $H0: \mu_1 = \mu$

3 Methods and Methodology

The third chapter author's philosophical stance and methods and methodology choices that are used to achieve the goals of this current study. The data collection, collation, and analysis process are discussed and lastly the author's research ethics, trustworthiness, validity, and credibility will be the closing part of this chapter.

3.1 Methodological disposition

The figure 3.1 below is the deposition of this chapter, which gives the reader an overview of my approach in solving the problem stated in chapter 1 of this report. This clear and concise visualization also helps the author in reaching the desired conclusion through the right approach.

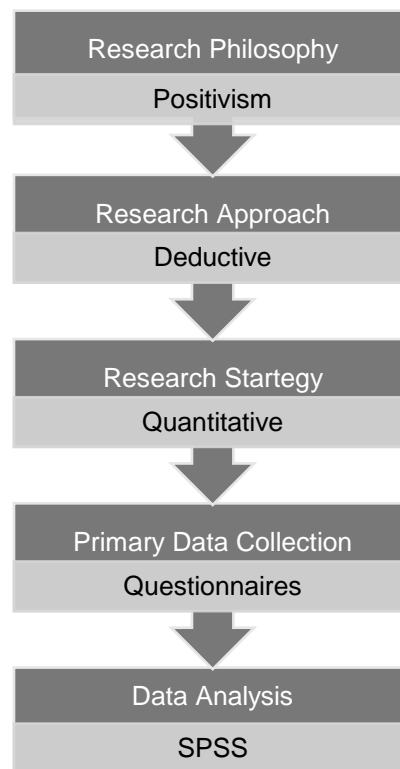


Figure 3.1 Method disposition (own figure)

3.2 Research Philosophy

Research philosophy is referred to as the nature and development of knowledge (Saunders, Lewis, & Thornhill, 2009) The researcher's adoption of a philosophical stance will have a far-reaching implication on how to conduct the research, as this will showcase the researchers' assumptions regarding the research strategy

and methods. The research philosophy comprises of ontology and epistemology. Ontology is the researcher's basic assumption of reality, whilst epistemology is the view of the most appropriate ways of finding out the nature of reality (Saunders, Lewis, & Thornhill, 2009). The researcher's ontological stance also influences her choice of undertaking a quantitative study (Bryman, Social Research Methods, 2012) instead of a qualitative study. The author's research ontology and epistemology will further be explained in subsection 3.2.1 and 3.2.2 below.

3.2.1 Ontology

As earlier stated, ontology is the way the researcher perceives reality. Social ontology research questions are usually concerned with the social entity's nature; and this position can be viewed on a continuum, from objectivism to constructionism perspectives (Bryman & Bell, 2011). **Objectivism** is a stance which implies that social phenomenon confronts us as external facts which cannot be influenced by us, meanwhile, **constructivism** challenges the suggestion that categories such as organization and culture are pre-existed, therefore confront social actors as external realities that they have no role in shaping (Bryman & Bell, 2011).

My ontological stance as a quantitative researcher relies on **internal realism** as suggested by Bryman (2012). Internal realism assumes that one reality exists, however, there is indirect access to it, because of differences in perception of human minds (Easterby-Smith, Thorpe, & Jackson, 2015). The nature of reality can be inferred indirectly through data collection from large samples of SMUs for instance, however, statistical analysis is made in an objective and replicable means, to derive at the arguments which explain human behavior (Easterby-Smith, Thorpe, & Jackson, 2015). This is also in support of Bryman's (2012) assertion of quantitative research design, which accentuates on quantification of data collection and analysis.

The research problem could also be solved from a constructivist perspective, that is, collecting qualitative data through interviews and observations. However, the theories, used in this study have been applied using quantitative methods (Al Mamun, Bin Yusoff, & Ibrahim, 2018; Bolton & Lane, 2012). Therefore, from an internal realism point of view, I collected primary data, through an online survey from SMUs, analyze the data and tried to derive generalization out of it. This was done following Saunders et al. (2009), to understand the entrepreneurial status and personality traits of the social media influencers in comparison to other social media users; and drawing conclusions based on the responses from the survey in an objective manner. Conclusions cannot be drawn without observable social reality and this act is relatable to my epistemology stance, which is explained in subsection 3.2.2 below.

3.2.2 Epistemology

Epistemology is a philosophy which is concerned with “the question of whether or not the social world should be studied according to the same principles, procedures, and ethos as the natural sciences” (Bryman & Bell, 2011, p. 15). On the epistemology continuum, there are two stances at both ends, that is, Positivism and interpretivism. **Positivism** is invariably associated with the epistemological stance which agrees with the importance of imitating the natural sciences (Bryman & Bell, 2011). The **interpretivism** epistemological stance argues that the subject matter of social science (i.e., people and their organizations) is fundamentally different from that of the natural sciences.

Orientation	Quantitative Approach
Paradigm (assumption about the world)	Positivism / Realism
Research Purpose (rationale)	Numerical description Casual explanation Prediction
Ontology (nature of reality)	
Epistemology (theory of knowledge)	Dualist / Objectivist
Methodology (aims of scientific investigation)	Experimental/Manipulative
Research methods (techniques and tools)	Empirical examination Measurement Hypothesis testing Randomization Blinding Structure protocols Questionnaires
Scientific Methods (role of theory)	Deductive approach Testing of theory
Nature of Data Instruments	Variables Structured and Validated-data collection instruments
Data Analysis	Identify statistical relationships among variables
Results	Generalizable findings
Final Report	Formal Statistical report with: Correlations Comparison Reporting of statistical significance of findings

Table 2 *Quantitative Research Paradigms* (Antwi & Hamza, 2015)

Bryman (2012) stated that quantitative research mostly relies on the positivism approach to research, therefore, my epistemological stance for this study is **positivism**. According to Saunders et al. (2009), positivism is associated with observable social reality, whereby facts can be discovered to draw generalization. In other words, the researcher takes a neutral and objective role during data collection, thereby not influencing the empirical results. The difficulty in discovering the underlying meanings and derive actionable implication (Easterby-Smith, Thorpe, & Jackson, 2015) are the disadvantages of this philosophical stance, however, positivism is the most suitable stance, because it enables mass data collection on SMUs, giving room for comparability SMIs to Non-SMIs and generalizable results. The hypothesis developed in the theoretical framework chapter will be used to guide the research. Using the Individual Entrepreneurial Orientation and Individual personality traits measurements to answer the research question, in knowing how social media influencers are different from other social media users. The author will be maintaining a positivist position in collecting factual scientific knowledge as suggested by Walsham (1995).

3.3 Research Approach

3.3.1 Deductive

The current study is theory-testing research, which will be testing the EO construct and personality trait theory on social media influencers in comparison to other social media users. The use of the deductive approach, which is based on testing an existing theory in literature will enable the author to achieve the aims and objectives of the research whilst maintaining an objectivist stance. "Deductive theory is the most common view of the relationship between theory and research" (Bryman & Bell, 2011, p. 23). Based on the author's knowledge of entrepreneurial activities and personality traits, hypotheses were deduced on social media influencers and other social media users, which must be scrutinized empirically as suggested by Bryman & Bell (2015). The role of theory here is to guide the empirical inquiries (Merton, 1967).

There two other approaches or scientific process which could have been used, including inductive and abductive approach (Hyde, 2000; Bryman & Bell, 2015). An inductive approach according to Taylor et al. (2002) seeks to develop theory, rather than testing an existing one, which means that the study process starts with facts and ends with theory. The abductive approach combines both inductive and abductive scientific methods, to deliver a new framework to a current phenomenon through an empirical and theory-building study.

The deductive approach has been chosen based on the author's philosophical stance, moreover, research has shown that a theory-testing approach is appropriate for the current study, as studies within the subject of the current study utilized the same approach. Section 3.5 below explains the steps taken in finding suitable literature and theory for the study.

3.3.2 Research Methods: Quantitative

As a positivist and objectivist, the author's research strategy in collating information needed in achieving the aims and objectives of this research is by using a quantitative method. In my study process, Gunter (2002) stated that quantitative research begins with cause and effect relationships, which usually commence with a hypothesis. The table below by Bryman and Bell (2011) shows that a quantitative approach is appropriate for a deductive study. Past studies on EO constructs and personality traits theory has utilized a quantitative approach in collecting facts from the participants. They utilized survey and questionnaires which were administered through different means, for example via emails.

Factual information could also be collected qualitatively, that is, through interviews, observations and so on, however, the quality of the research is subjective in nature. The outcome of the study may be affected by the researcher's interpretation (Sogunro, 2002) and the perception of reality. Besides, a qualitative approach is not appropriate for a deductive study, as stated in Table 3.2 below.

Some studies utilize the combination of both methods, that is, collecting quantitative data, through surveys and qualitative data through observation for example.

	Quantitative	Qualitative
Principle orientation to the role of theory concerning research	Deductive; testing of theory	Inductive; generation of theory
Epistemological orientation	Natural science model, in particular, positivism	Interpretivism
Ontological orientation	Objectivism	Constructionism

Table 3 Fundamental differences in research strategies. Source: Bryman & Bell (2011)

Since the data collected for this study is collected and analyzed statistically, the author can maintain her objectivist stance. The type of data collected is discussed below.

3.4 Systematic Literature Review

The literature used in this study as a frame of reference has been majorly collected from online databases, using search engines such as google scholar, Scopus, Jönköping university library's journal database. Literature searches were also made offline, in the printed journal library. The keywords used include entrepreneurial orientation, traits, characteristics, intentions, inclination, personality. To search for articles regarding social media influencers and other social media users, the keywords used includes social media and entrepreneurship, social media influencers, social media impact, social influencers, SMIs and so on.

3.5 Primary Data Collection

The author used the most suitable means to collect data, which is the quantitative data collection per my ontology and epistemology. The aim is to collect

measurable numeric data, which can be translated into meaningful and descriptive information.

This research uses a primary data collection method, in other words, collecting data directly from the source. Using the framework created with the aid of the literature review, questionnaires were developed. Gathering and analyzing primary data is time-consuming and costly, however, it is highly valuable and relevant (Bryman & Bell, 2011), because the researcher can tailor it to fit the research purpose. This study collects primary data through a questionnaire which was designed using an Esmaker cloud-based software, through Jönköping University. The questionnaire includes the demographic data, social media activities-oriented questions, entrepreneurial trait questions developed and validated by Al Mamun, et al. (2018) and individual entrepreneurial scale by Bolton & Lane (2012).

3.5.1 Sampling technique

Sampling is used to collate data that represent a broader group or population (Fritz & Morgan, 2010). According to Saunders et al. (2009), it is impossible or impractical to use the whole population due to the size, the cost and the time necessary for reaching out to the entire population. Therefore, using a sample of social media influencers to make a statement on an entire SMIs within research can be reliable according to Saunders et al. (2009), provided the sample is enough for the population.

There are two different ways of sampling, probability and non-probability sampling. Probability sampling is a representative sampling, which means that every member of the population has an equal opportunity of being chosen (Saunders, Lewis, & Thornhill, 2009). Non-probability sampling technique is used for a purposive measure to fit the study. This is also a convenient sampling that enables the researcher to collect primary data where is first accessible. According to Sedgwick, (2013) data can be collected from where participants are available. This study uses the non-probability sampling because questionnaires were distributed all across social media platforms, contacting each participant

individually to facilitate completion of the questionnaires. The research started by focusing on only Social Media Influencer, but other Social Media Users were added, to allow a distinct identification of differences between the two groups. In this case, the conclusion will be more valid. Since the extension of samples, measures were put in place to limit unrelated responses.

Snowball sampling was also used to make to establish contacts with other participants who are relevant for the research through initial contact with the first group (see, Bryman, 1999). This technique enables the author to contact other participants proposed by the sample group. Question 13 was the snowball question, which asked them to “name social media influencers accounts, you would recommend a friend to follow on social media”

3.5.2 Questionnaire Construction

The questionnaire contained 5 parts including:

Question 1-5 is about the demographic aspect of the gender, age, country of residence, education, and employment of the samples.

Question 6 – 12 is about social media influencers

Question 13-16 are snowball questions

Question 17-19 comprises of 73 questions, based on the measuring scale of entrepreneurial traits developed and validated by Al Mamun et al. (2018)

Question 20 comprises of 9 questions measuring entrepreneurial orientation on an individual level. The individual entrepreneurial orientation (IEO) developed by Bolton and Lane (2012).

Within this research, the five Likert-style scales were used to design the entrepreneurial traits and orientation question, as used by Bolton and Lane (2012) and Al Mamun et al. (2018).

3.6 Administration of Survey

Data were collected from in the month of April till June 2019, using questionnaires, which were mailed out to social media influencers' emails. A link

to the survey was shared on Facebook inboxes, Instagram direct messages (DMs), under comment sections on YouTube created contents. A set of reminders was sent out individually to enhance responses and completion of the research. Changes were made to the research approach and selection of samples to enhance more responses. For instance, samples were initially randomly selected from SMIs only, other social media users were included at a later stage to give room for justification after comparing the two groups

3.7 Data Analysis

3.7.1 Descriptive analysis

The data analysis for this study was carried out using a quantitative analysis guide as recommended by Saunders et al. (2009). As initially indicated, data were designed and distributed on through the Esmaker website, an online survey portal. The completed questionnaires were downloaded in Microsoft excel 2019 software. The data were downloaded in excel format, coded and prepared by the author to be exported to SPSS. There were 261 samples, however, only fully completed samples were chosen for analysis. The completed questionnaires were 104 in total and all data collected from these samples were subsequently coded into a numerical value, which is suitable for SPSS analysis.

The author presented the result in chapter 4, using graphical and tabular forms of illustrations, followed by a brief explanation of the results. As suggested by Saunders et al. (2009), results can be visualized, using bar charts, pie charts, and percentage component bar charts when appropriate. Therefore, the results of this study were categorized in the format the questions were asked. The questionnaire as stated above, consisted of the **demographic**, the **social media**, **entrepreneurial traits**, and **entrepreneurial orientation** categories.

The demographic section consisted of **gender**, **age**, **country of residence**, **education**, and **employment**. The social media category requested for information regarding the **platform** (Facebook, Instagram, YouTube and so on) **social media influencing** – which enabled the author to define two groups, SMIs

and Non-SMIs – **content creating experience, own brand, followers** on different platforms, **online income** on different platforms and **offline incomes** due to online activities. The open questions created was about the advantages and disadvantages of social media. This section was created to compare the perspective of SMIs and Non-SMIs. **Celebrities** have special advantages over non-celebrity, their loyalty-based fans are per automation, that is, no online activities will directly have an impact on their income online, unlike the SMIs whose online activities are what determines their income. Therefore, celebrity samples were not relevant to this study, hence the question, for differentiation purposes. The last section was based on **entrepreneurial traits constructs** according to Al Mamun et al.'s (2018), measuring scale which includes the *need for achievement, locus of control, tolerance of ambiguity, visionary, persistence, resilience* and *entrepreneurial traits*. Furthermore, this section includes questions from the validated **individual entrepreneurial orientation** measuring questions according to Bolton and Lane (2012), which measured the *risk-taking, innovative and proactive* abilities.

Chapter 5 of this report presents the analysis of the result, which is also structured as the empirical finding chapter as explained in the paragraph above. Also, both result presentation, analysis and the discussion chapter will compare two groups of social media users, that is, SMIs and Non-SMIs.

Descriptive statistical values such as **central tendency** (mean, median and the standard deviation) as suggested by Saunders et al. (2009) as well as the minimum and maximum value will be presented. The mean is the average value of the entire data; the median is the middle value of the sequential data within a sample, whilst the dispersion, which implies standard deviation, shows how the data is distributed around the mean. The importance of having these three values is that it enables the author to compare and draw conclusions on the accuracy and meaning of the mean values. Moreover, the mean and standard deviation are commonly used in quantitative research, as they provide a highly efficient statistical summary for describing empirical data. The median, however, is less

sufficient than the mean, but less sensitive to changes in data, thereby providing an important complement to the data analysis (Easterby-Smith et al., 2015).

3.7.2 Inferential statistics

Different statistical analysis methods have been considered for this study, including Mann-Whitney's test included in appendix 4. However, the significant differences between entrepreneurial personality traits and entrepreneurial orientation of SMI and non-SMI were measured using the independent t-test, to derive a generatable result from the sample used.

3.8 Research Ethics, Reliability and Validity

The author believes that research ethics are vital to enhance the quality of the study. According to Saunders et al. (2012), reliability and validity are two important elements that the researcher needs to consider whilst carry out research. Reliability is the examination of data consistency, through several repeated studies carried out by different researchers. To be able to replicate the research process, it is very important that the process of data collection and collation and result implementation, are replicable and transparent. Research validity can be explained as the appropriate data collection approach and the measurement of the accuracy of the method selected by the author, to see whether or not it provides the intended results (Saunders et al., 2012). The author used questionnaires that have been developed by the past researcher to develop the survey sent to participants. The analysis procedure in this study will reproduce consistent findings if performed by other researchers with all things being equal.

The result of this study is reliable because the survey used was obtained from questionnaires used in published journals. Although the comparison of under 30% sample of SMIs compared to non-SMIs might affect the consistency of results if reproduced. The constructs measured in this study are exclusive and cannot be generalized because other factors cannot be measured directly from using only the entrepreneurial orientation or entrepreneurial personality construct. This means that the t-test analysis result is not generalizable, even

though it shows that there is a significant difference in SMI and non-SMI entrepreneurial characteristics.

Furthermore, Cronbach's alpha, which is one of the most common methods of examining data reliability, by testing its internal consistency (Duignan, 2016) statistically was used. Cronbach's Alpha value of research should be above 70%. If the result is between 60% - 70%, then research the research is questionable and most likely needs to be redesigned. However, if it is between 70% - 80%, it means that the internal consistency is acceptable. The best internal consistency result should be between 80-90% or 90-100%. Even though the measuring instruments used for both entrepreneurial orientation and trait constructs were chosen by the author based on their reliability, the author also chose to perform some tests. Table 2 below shows the internal consistency of 0.951 Cronbach's Alpha on 73 items in the entrepreneurial traits instrument.

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,951	,954	73

Table 4 Cronbach's Alpha - Entrepreneurial Traits

While the Cronbach's Alpha test carried out on the 9 items or questions of the entrepreneurial orientation measuring instrument yielded 0.895 (See table 3).

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,895	,896	9

Table 5 Cronbach's Alpha - Entrepreneurial Orientation

Although questionnaire for EO was extracted from Bolton & Lane (Bolton & Lane, 2012) and the questions for entrepreneurial trait were obtained from Al Mamun et al. (2018), the questionnaires were sent to a couple of friends and the research supervisors for checks, in terms of length appropriateness, structure and

complete coverage to aid answering the researching questions. Changes were made to the survey after the feedbacks received. For instance, instead of "country of origin" in the demographic section, it was changed to "country of residence" based on the supervisor's suggestion. There were a few typos that were pointed out and they were corrected before sending out the questionnaires.

4 Empirical Findings

This section of the study illustrates the descriptive findings from the primary data collected from the survey conducted. The presentation is aided with tables, charts, and graphs to make them understandable for the readers.

The empirical findings with a total sample size of N=104 will be described here, in the order, they appeared in the online questionnaire.

4.1 Demographic Characteristics

The links to the questionnaires were emailed to initially social media influencers and later shared in direct messages all social media users including the influencers, via Facebook including groups, Instagram, and WhatsApp. The links were also shared in the comment section on Facebook, and YouTube and LinkedIn. This action is not currently possible in the comment section on Instagram. The link was also shared via Jönköping University's email to students. There were 256 respondents, however, there are only 104 completed were samples used.

4.1.1 Gender

The result shows that there was a balance in gender distribution between men and women. There were 51 females, 53 males in the sample of the study, 0 chose "prefer not to say". Approximately 24% of social media influencers are male and 20% were female. Respondents that are non-SMIs are 76,5% and 77,7% male and female respectively

4.1.2 Age

No sample was under 18 years of age, n=14 belong to age group 18-24, a majority of n=64 represent the age group 25-34. This is the age range with the highest participant, followed by age group 35-44 with n=23. The oldest age group falls within 45-54 with n=3 with the minimum age range being 18-24, oldest participants fall within the categories 45-54. There were no samples from age 55 and above.

4.1.3 Country of Residence

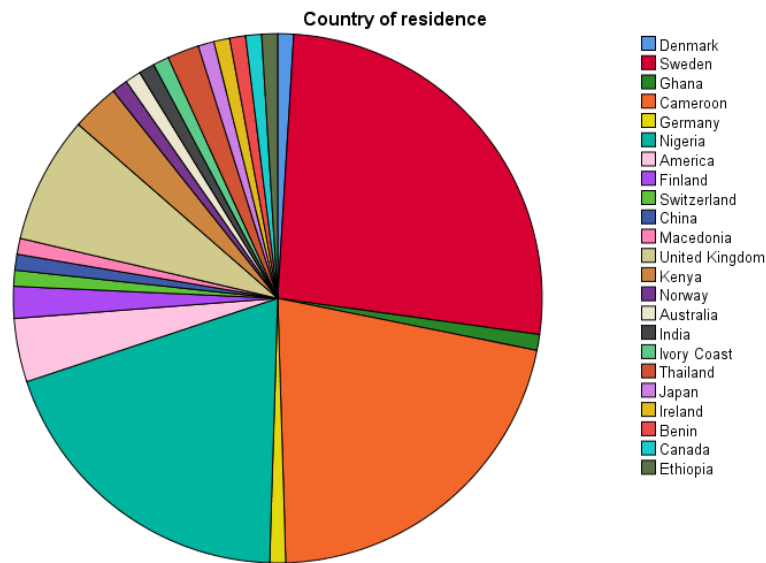


Figure 4.1 Country of residence result

The above pie chart presents the participants' country of residence, which comprises 23 countries, with Sweden, Nigeria, and Cameroon accounting for the largest part of the population with 26.2%, 19.4%, and 21.4% respectively. Even though respondents were few, it was very interesting to see diverse responses across the globe. This is my only evidence that the links to the questionnaires were distributed appropriately, however, the low response rate was quite disappointing.

4.1.4 Education

Although questionnaires were distributed across all social media platforms, the majority of respondents were in or have completed the university studies. Comparing the two groups, there are no SMI samples in college and only 33,3% of SMIs are in high school. Both SMI and non-SMIs rank high at the university level. University education account for n=97, which is about 93,3% of the

entire sample compare to 3,8% college holder and 2,9% high-school respondents.

4.1.5 Employment

The sample result for the employment is very diverse with n=49 were in *full time*, n=11 were employed *part-time*, n=17 were *self-employed*. *Jobseeker* samples accounted for n=13, whilst n=20 were *students*. None of the samples were retired and two respondents answered "*none of the above*". The table below shows a crosstabulation (own table, obtained from SPSS) to show the differences between the employment status of SMIs compared to Non-SMIs. Proportionally, there are no differences between the two groups.

Employment			
	SMI	Non-SMI	Total
Full time	8 (7,8%)	40 (38,8%)	48 (46,6%)
Part-time	4 (3,9%)	7 (6,8 %)	11 (10,7%)
Self-employed	5 (4,9%)	12 (11,7%)	17(16,5%)
Job Seeker	3 (2,9%)	10 (9,7%)	13 (12,6%)
Full-Time Student	5 (4,9%)	15 (14,6%)	20 (19,4%)
Employment None	1 (1,0%)	1 (1,0 %)	2 (1,9%)
Total	23 (22,3%)	80 (77,7%)	103 (100%)

Table 6 Employment results

4.1.6 Social Media

This section on the survey, focus on finding out the respondents' social media usage or presence. Firstly, they were asked the question, *which social media platforms are you on?* They were then asked a yes or no question, to find out if they regard themselves as SMI (the definition of SMI was provided, to avoid confusion) or not. The next five questions were asked, *how many years have you been creating content on social media?* Followed by brand ownership online, the numbers of followers, online income, offline income due to social media activities. Finally, a question was asked to confirm their celebrity status, to differentiate between traditional celebrities and micro-celebrities.

4.1.7 Social Media Platforms

Since there are different platforms, social media users can choose to be on all of them, some of them or none of them. The result of the survey showed 74% (n=77) were on *Instagram*, 95% (n=99) were on *Facebook*, n=56 on *Twitter*, n=71 on *YouTube*, n=11 on *the Blog portal*, n=39 on *Snapchat*, whilst n=32 of the sample were on *Pinterest*.

4.1.8 SMI vs Non-SMIs

The result showed that n=23 were *social media influencers* and n=81 accounted for other social media users.

4.1.9 Content Creating Experience

When asked about the number of years of content creation online, only n=41 respondents answered this question. The number of samples that have been creating content online between 1-5years accounts for n=23; 6-10 years are n=16 and just two (n=2) has created content online for over 10 years. The table below showed also that there are non-SMIs who create content online, amounting to n=18.

Table 7 Content Creation Years

		Content Creation Years			Total
		1-5 years	6-10 years	Over 10 years	
SMI	Yes	12	10	1	23
	No	11	6	1	18
Total		23	16	2	41

4.1.10 Brand

When asked if they own their own brand online, 15 SMI said yes whilst 7 non-SMIs said yes. The number of SMI samples that has a *brand* is more than double that of non-SMI samples. About n=8 SMIs does not own a brand and majority non-SMIs samples n=63 does not have a brand.

Table 8 Own Brand

		Own Brand		Total
		Yes	No	
SMI	Yes	15	8	23
	No	7	63	70
Total		22	73	93

4.1.11 Followers

The objective of asking the SMUs about the number of followers they have is to be able to know if they have enough followers to be rewarded for it. The figure below shows that the number of participants who have between 1k-10k is n=39 on Instagram, n=55 on Facebook; n=17 YouTube; n=17 Snapchat; n=30 Twitter and n=15 Pinterest. Some samples have followers between 10k-999k, including n=3 Instagram, n=4 Facebook, n=1 YouTube, n=1 Snapchat, and n=3 Twitter. None of the sample has followers over 1million. None of the sample has followers over 1million.

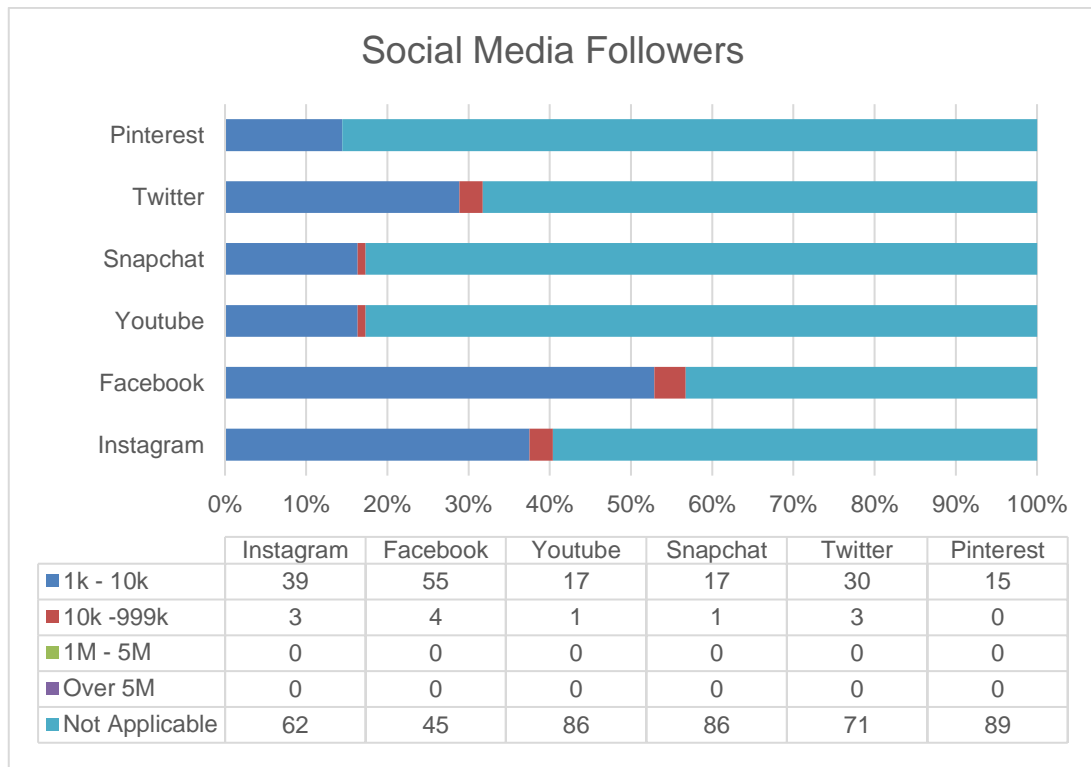


Figure 4.2 Social Media Followers

4.1.12 Online Income

The income section was divided into two to determine if they have income online and/or offline. The result shows that n=21 has income "up to 9k" US Dollars online across all the social media platforms present in the study. There were three (n=3) participants who have income between 20k – 49k Dollars on *Instagram*, *Facebook*, and *YouTube* respectively. Subsequently, some samples fall between income group of 50k-99k Dollars, including n=2 on *Instagram*, n=1 Facebook, and n=1 on Twitter. None of the participants has online income that is over 100k Dollars.

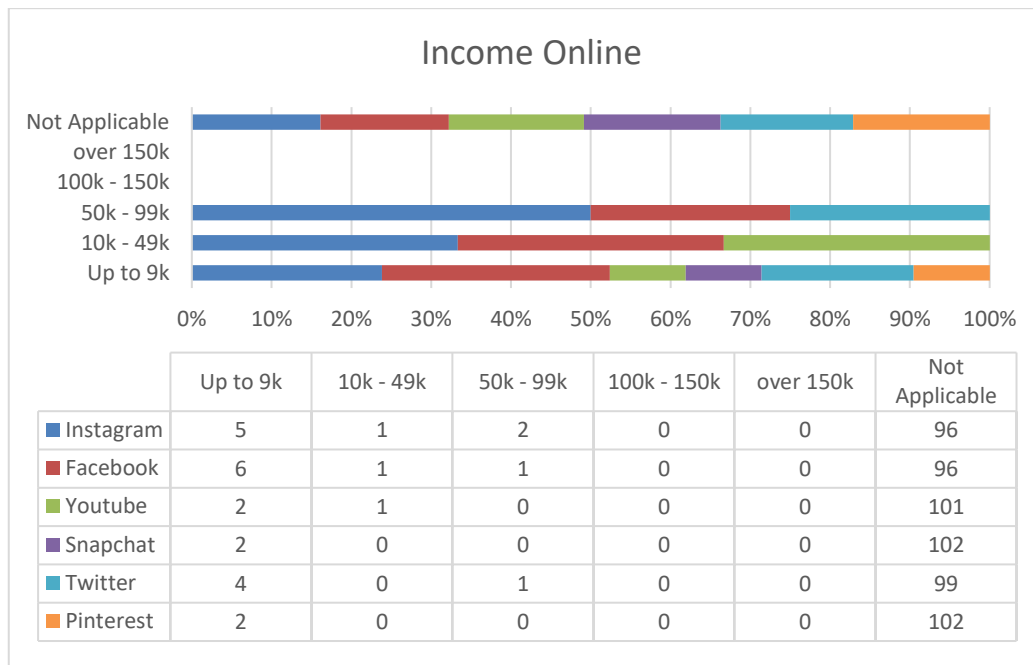


Figure 4.3 Income Online

4.1.13 Offline Income

The division of income online and offline due to online activities yielded some results which are shown in the figure below. The result showed that n=25 has income up to 9k Dollars offline through all the social media platforms; n=3 received between 10-49k on *Instagram* and *Facebook*; whilst n=3 received income between 100k-150k on *Instagram*, *YouTube*, and *Twitter*.

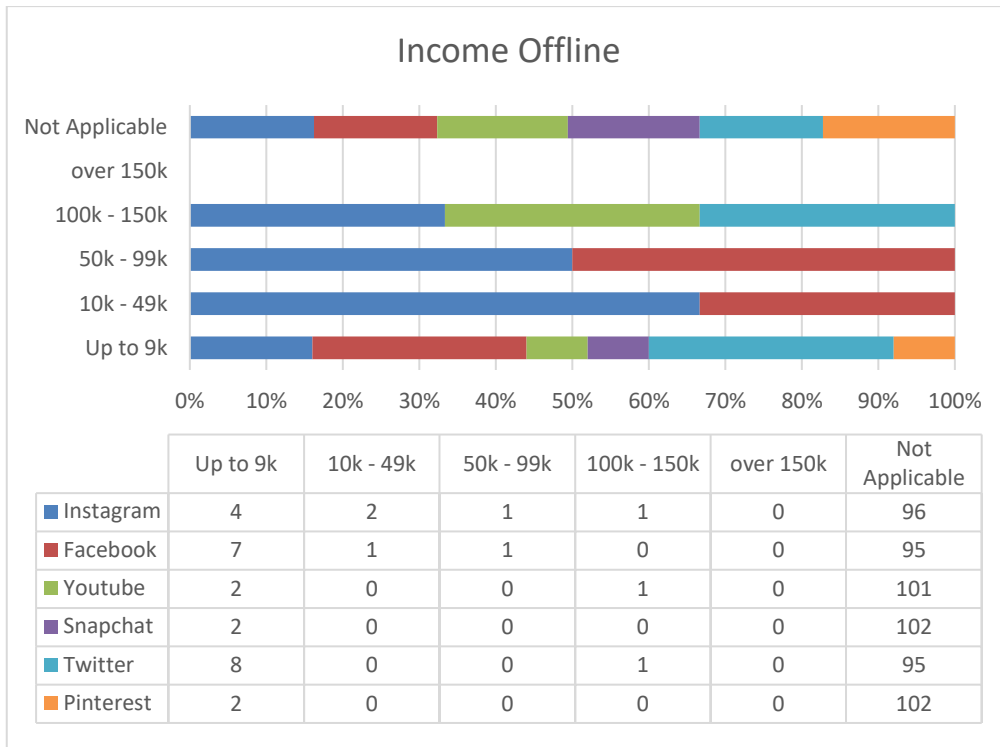


Figure 9 Income Offline

4.2 Celebrity Status

There was only n=4 of the samples that are celebrities, and n=3 identify themselves at SMI, this is 75% of the total celebrity in the sample.

Table 10 Celebrity Status

		Celebrity		Total
		Yes	No	
SMI	Yes	3	20	23
	No	1	79	80
Total		4	99	103

4.3 Entrepreneurial Traits

In this section of the survey, respondents were asked using the Likert scale from strongly agree (5), agree (4), average (3), disagree (2) and strongly disagree (1), to choose which entrepreneurial traits apply to them. The variables in the entrepreneurial traits construct include, the *need for achievement, locus of control, tolerant of ambiguity, persistence, resilience*. Using the independent sample t-test to test the difference between SMIs and Non-SMIs. Using this t-test will enable us to compare the (independent) mean between the two groups. The calculation of the independent variable for these two groups will be done using SPSS.

$$H_0: \mu_1 = \mu_2$$

$$H_A: \mu_1 \neq \mu_2$$

4.3.1 Need for achievement

H1- SMIs are likely to portray a higher need of achievement than non- SMI

Group Statistics

	SMI	N	Mean	Std. Deviation	Std. Error Mean
Mean Nach Score	SMI	23	4,3261	,53767	,11211
	Non-SMI	80	3,9906	,70946	,07932

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Mean Nach Score	Equal variances assumed	,985	,323	2,098	101	,038	,33546	,15989	,01829	,65263
	Equal variances not assumed			2,443	46,307	,018	,33546	,13733	,05907	,61185

Assumptions: 1 – Equal variance is assumed as the p-value is .323 > .05

2 - P-value (Sig 2-tailed) = .038

Because the 2-tailed test of .038 is less than .05 then we **REJECT** the H0.

4.3.2 Locus of Control

H2 – SMIs are likely to have a higher locus of control than non-SMIs

Group Statistics

	SMI	N	Mean	Std. Deviation	Std. Error Mean
Mean LOC Score	SMI	23	3,5417	,72854	,15191
	Non-SMI	80	3,1875	,51898	,05802

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Mean LOC Score	Equal variances assumed	6,165	,015	2,621	101	,010	,35417	,13515	,08607	,62226
	Equal variances not assumed			2,178	28,717	,038	,35417	,16262	,02144	,68690

Assumptions: 1 – Equal variance is **NOT** assumed as the p-value is .015 < .05

2 - P-value (Sig 2-tailed) = .038

Because the 2-tailed test of .038 is less than .05 then we **REJECT** the H0.

4.3.3 Tolerance of Ambiguity

H3 – SMIs are likely to tolerate more life ambiguity than non-SMIs

Group Statistics

	SMI	N	Mean	Std. Deviation	Std. Error Mean
Mean Ambiguity Score	SMI	23	3,8739	,74175	,15467
	Non-SMI	80	3,4075	,67632	,07562

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Mean Ambiguity Score	Equal variances assumed	,302	,584	2,852	101	,005	,46641	,16351	,14205	,79078
	Equal variances not assumed			2,709	33,245	,011	,46641	,17216	,11625	,81658

Assumptions: 1 – Equal variance is assumed as the p-value is $.584 > .05$

2 - P-value (Sig 2-tailed) = $.005$

Because the 2-tailed test of $.005$ is less than $.05$ then we **REJECT** the H_0 .

4.3.4 Visionary

H4 – SMIs are likely to have a clearer vision than non-SMIs

Group Statistics					
	SMI	N	Mean	Std. Deviation	Std. Error Mean
Mean Visionary Score	SMI	23	4,3696	,64456	,13440
	Non-SMI	80	3,8375	,83968	,09388

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Mean Visionary Score	Equal variances assumed	1,370	,245	2,807	101	,006	,53207	,18957	,15601	,90812
	Equal variances not assumed			3,245	45,677	,002	,53207	,16394	,20201	,86212

Assumptions: 1 – Equal variance is assumed as the p-value is $.245 > .05$

2 - P-value (Sig 2-tailed) = $.006$

Because the 2-tailed test of $.006$ is less than $.05$ then we **REJECT** the H_0 .

4.3.5 Persistence

H5 – SMIs are likely to score higher in persistence attribute than non-SMIs

	SMI	N	Mean	Std. Deviation	Std. Error Mean
Mean Persistence Score	SMI	23	4,1304	,69575	,14507
	Non-SMI	80	3,4857	,65666	,07342

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Mean Persistence Score	Equal variances assumed	,221	,639	4,095	101	,000	,64472	,15743	,33243	,95701
	Equal variances not assumed			3,965	34,089	,000	,64472	,16259	,31432	,97512

Assumptions: 1 – Equal variance is assumed as the p-value is .639 > .05

2 - P-value (Sig 2-tailed) = .000

Because the 2-tailed test of .000 is less than .05 then we **REJECT** the H0.

Since the p-value is reported to be .000 from SPSS, the result will be presented as $p < .001$.

4.3.6 Resilience

H6 – SMIs are likely to show a higher level of resilience attribute than non-SMIs

	SMI	N	Mean	Std. Deviation	Std. Error Mean
Mean Resilience Score	SMI	23	4,3370	,54803	,11427
	Non-SMI	80	3,7531	,78403	,08766

Independent Samples Test										
		Levene's Test for Equality of Variances				t-test for Equality of Means				
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Mean Resilience Score	Equal variances assumed	3,425	,067	3,339	101	,001	,58383	,17486	,23695	,93071
	Equal variances not assumed			4,064	50,627	,000	,58383	,14402	,29465	,87302

Assumptions: 1 – Equal variance is assumed as the p-value is .067 > .05

2 - P-value (Sig 2-tailed) = .001

Because the 2-tailed test of .001 is less than .05 then we **REJECT** the H0.

4.4 Entrepreneurial Orientations

The measurement of entrepreneurial orientation in this current study was adapted from Bolton and Lane's (2012) study, which stressed risk-taking, proactivity, and innovativeness as key dimensions of IEO. Other scholars agree with this dimension of EO at the firm level. The question asked for this study comprised nine items on a 5-point Likert scale (see Appendix 3) to assess the SMUs' propensity for risk-taking, innovation, and proactivity. The result of the *Kaiser-Meyer-Olkin* (KMO) test was 0.88. This test was closed to the 0.9 suggested by Hair, Rolph & William (1999), thereby acceptable. The independent sample test is conducted using the three IEO constructs comparing the mean of the two groups.

$$H_0: \mu_1 = \mu_2$$

$$H_A: \mu_1 \neq \mu_2$$

4.4.1 Innovativeness

H7 – SMIs are likely to score higher in innovativeness than non-SMIs

Group Statistics

	SMI	N	Mean	Std. Deviation	Std. Error Mean
Mean Innovation Score	SMI	23	4,1522	,66887	,13947
	Non-SMI	81	3,4630	,80827	,08981

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Mean Innovation Score	Equal variances assumed	1,090	,299	3,738	102	,000	,68921	,18436	,32352	1,05490
	Equal variances not assumed			4,155	42,039	,000	,68921	,16588	,35446	1,02396

Assumptions: 1 – Equal variance is assumed as the p-value of .299 > .05

2 - P-value (Sig 2-tailed) = .000

Because the 2-tailed test of .000 is less than .05 then we REJECT the H0.

Since the p-value is reported to be .000 from SPSS, the result will be presented as $p < .001$.

4.4.2 Risk Taking

H8 – SMIs are likely to be higher risk-taker than non-SMIs

Group Statistics

	SMI	N	Mean	Std. Deviation	Std. Error Mean
Mean Risk Taking Score	SMI	23	4,1739	,79053	,16484
	Non-SMI	81	3,6461	,95502	,10611

		Levene's Test for Equality of Variances					t-test for Equality of Means				
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference		
									Lower	Upper	
Mean Risk Taking Score	Equal variances assumed	,637	,427	2,423	102	,017	,52782	,21785	,09572	,95993	
	Equal variances not assumed			2,692	42,027	,010	,52782	,19604	,13221	,92344	

Assumptions: 1 – Equal variance is assumed as the p-value of .427 > .05

2 - P-value (Sig 2-tailed) = .017

Because the 2-tailed test of .017 is less than .05 then we REJECT the H0.

4.4.3 Proactiveness

H9 – SMIs are likely to be more proactive than non-SMIs

Group Statistics					
	SMI	N	Mean	Std. Deviation	Std. Error Mean
Mean Proactive Score	SMI	23	4,5435	,65562	,13671
	Non-SMI	81	3,7284	,90156	,10017

		Levene's Test for Equality of Variances					t-test for Equality of Means				
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference		
									Lower	Upper	
Mean Proactive Score	Equal variances assumed	1,615	,207	4,037	102	,000	,81508	,20190	,41462	1,21555	
	Equal variances not assumed			4,809	48,150	,000	,81508	,16948	,47435	1,15582	

Assumptions: 1 – Equal variance is assumed as the p-value of .207 > .05

2 - P-value (Sig 2-tailed) = .000

Because the 2-tailed test of .000 is less than .05 then we REJECT the H0.

Since the p-value is reported to be .000 from SPSS, the result will be presented as $p < .001$.

5 Analysis

This chapter aims to elaborate more on the previous chapter, providing the flesh to the skeletal presentation of the findings in conjunction with existing literature. This chapter will be divided into four parts, including demographics, social media activities, entrepreneurial personality traits, concluding with the entrepreneurial orientation of social media users.

5.1 Demographic Characteristics

The demographic characteristics of social media users enable us to understand the difference between SMIs compared to non-SMIs. Looking at the sample, **gender** shows no substantial difference in both groups. There was an equal distribution between the groups, and in comparison, the percentage of SMIs to non-SMIs is in direct proportion to the percentage of the entire sample. The age group with the highest sample is between 25-34 years in both group and the percentage of SMIs and non-SMIs within this group is 18,8% and 81,3% respectively, which is the same proportion as the sample. Again, this part can make us believe that these two groups are pretty similar. Even though (Cañizares & García, 2010) showed gender differences in entrepreneurial attitudes, their findings showed that women are less likely to initiate entrepreneurial activity because of their fear of failure.

The educational background of participants ranges from high school to the university. The majority of the participants has at least a university degree. It was surprising to see that there no SMIs in college in the sample and there were quite a few in high school too. Out of n=97 samples that are in university, 22,9% were SMIs and 77,1% were non-SMIs. This is also proportionate to the sample. (Ertuna & Gurel, 2011)also concluded that student with higher academic has the intention of becoming entrepreneurs.

One would have expected the same similarity when it comes to employment. Overall, there are no major differences, however, there is a difference in the “self-employment” part. Almost half of the SMUs who are SMIs are self-employed, n=5, compared with n=12 for non-SMI. This is higher than the normal proportion of approximately 20/80 percent SMIs to non-SMIs, showcased by the age and

gender variables. The diversity of the responses from different countries and continents shows that social media platforms are boundaryless, accessible, and enhance connectivity.

5.2 Social Media Activities

According to Marwick (2013), Social media platforms give room and opportunity to their users, which makes it possible for individuals to gain inspiration on projects of self-production and self-improvement that emphasizes on hard-work and ingenuity (Marwick A. , 2013). Different platforms offer different incentives and possibilities; therefore, the users are present on the platform that suits them, hence the variations in the sample. Facebook seems to be the most popular with $n=99$, which means almost all of the samples have a Facebook presence. Being one of the oldest social media platforms, it also has the highest number of active users (Voorveld, 2019). The table below shows a cross-tabulations of SMIs compared non-SMIs on different platforms. The online presence of both groups does not show a huge difference, however, responses from the *blog portal* seem to be almost equal with $n=5$ and $n=6$ for the respective group. This finding is surprising because SMIs, usually start their career on blog portals (Abidin, 2016), nonetheless, the non-SMIs could be potential SMIs, starting a new social media activity.

Table 11 Social Media Platforms

	SMI	Non-SMI	Total
Instagram	18 (17,5%)	59 (57,3%)	77 (74,8%)
Facebook	23 (22,3%)	75 (72,8%)	98 (95,1%)
Twitter	15 (14,6%)	41 (39,8%)	56 (54,4%)
Youtube	17 (16,5%)	54 (52,4%)	71 (68,9%)
Blog Portal	5 (4,9%)	6 (5,8%)	11 (10,7%)
Snap chat	13 (12,6%)	26 (25,2%)	39 (37,9%)
Pinterest	7 (6,8%)	25 (24,3%)	32 (31,1%)
Total	23 (22,3%)	81 (77,7%)	104 (100,0%)

Source: Own image

The SMIs that become micro-celebrities are usually known for their content creation, which is the reason why they have more followers than non-SMI. People subscribe to their content creation to get updated on their new content or post. It is quite surprising to see that the number of non-SMIs who has been creating content between 1-5 years is almost equal to that of SMIs, that is, n=12 and n=11 respectively. Although, the opposite is the case between 6 -10years of content creation, where SMI has n=10 whilst non-SMI has n=6. Again, there could be some potential SMIs in the sample, since this phenomenon is new and it is growing at an exponential rate. They might identify themselves as SMIs yet because they properly have lower counts of followers, but they are still creating content. Consistency and commitment are so of the characteristics of becoming successful content creators, who are regarded as SMIs.

Furthermore, the findings from the online brand ownership show the entrepreneurial orientation of SMIs. The number of SMIs who has their own brand is over double the amount of non-SMIs who has a brand. This is following the

argument of the study, which says SMIs are more entrepreneurial than non-SMIs. Nonetheless, the result also shows that you don't have to be SMI to be entrepreneurial, with n=7, there are some non-SMI who also own a brand. Carter (2016) acknowledged that social media users are ranked according to measures of influence and compensated for promoting products online.

The majority of the respondents from this sample have followers between 1-10k and quite a few have followers between 10k-999k. There were none that over 1million. Although, none applicable was the condition that they are not present on the platform, however, it can be possible that they do not have up to 1k followers. As a content creator, the higher your followers the higher the possibility to be rewarded for your content. Therefore, anything lower than 1k might not be useful for the study. Another thing that is worth pointing out from this study is that followers can be subjective, people might necessary regards their Facebook friends as followers. This might cause them to choose "*not applicable*". The high correlation in the number of followers with income possibilities.

Since the survey is shared worldwide, a universal currency was used, because some of the monetary incentives are paid in the same currency – *US Dollar*. There 2 SMIs who has income online between 50k-99k dollars on *Instagram*, and 1 SMI on Facebook. In the sample, 1 SMI has an income between 100k-150k on *Instagram* and *Twitter*. These are more than reasonable income for online activities. Depending on their online activities, SMIs can also earn some rewards offline, including monetary rewards. In the sample, there n=3 celebrities who are SMIs, however, since the study only focuses on testing the personality traits and entrepreneurial orientation of SMUs, this part will only serve as an informative subchapter. The purpose of this study is to test the differences in the entrepreneurial characteristics and orientation SMIs compare to other SMUs, the findings are analyzed in subsection 5.3 and 5.4 below.

5.3 Theories Hypothesis Testing

To establish the differences between SMIs and non-SMIs, in terms of their entrepreneurial characteristics and orientation, the theory of individual personality traits and entrepreneurial orientation were used. As showed in the table, it was hypothesized that SMIs will have better personality traits and higher entrepreneurial orientation than non-SMIs. Therefore, rejecting the null hypothesis which states that both groups are equal. The results are analyzed below. The inferential statistical analysis used in this study shows the differences between the two group, with a p-value which represent the probability test's findings if the null hypothesis is true. The measurement standard of a p-value is $< .05$ for an alternative hypothesis, otherwise, the null hypothesis will be accepted.

5.3.1 Entrepreneurial Personality Traits

Given the robustness of the personality traits measurement, using individual responses from the survey, an average means of each variable, were used to run the *Independent sample t-tests*.

Table 12 Result of Personality trait test

Variables	Expected Sign	Results	Null Hypothesis
Need of Achievement	$H1: \mu_1 > \mu_2$	Levene's ¹ test: p-value = .323 Sig. (2-tailed) p- values = .038	Reject
Locus of Control	$H2: \mu_1 > \mu_2$	Levene's test: p-value = .015 Sig. (2-tailed) p- values = .038	Reject
Tolerance of Ambiguity	$H3: \mu_1 > \mu_2$	Levene's test: p-value = .584 Sig. (2-tailed) p- values = .005	Reject

¹ Levene's Test for Equality of Variances

Visionary	$H4: \mu_1 > \mu_2$	Levene's test: p-value = .245 Sig. (2-tailed) p- values = .006	Reject
Persistence	$H5: \mu_1 > \mu_2$	Levene's test: p-value = .639 Sig. (2-tailed) p- values < .001	Reject
Resilience	$H6: \mu_1 > \mu_2$	Levene's test: p-value = .067 Sig. (2-tailed) p- values = .001	Reject

(own table)

5.3.1.1 Need of Achievement

Begley and Boyd, (1987) stated that, the need for achievement as a trait exhibited by entrepreneurs, which differentiate them from non-entrepreneurs. The result showed SMIs have a higher need of achievement than non-SMIs. As indicated in the table above, the significant (2-tailed) p-value of .038, we can confidently reject the null hypothesis. (Popescu, Bostan, Robu, Maxim, & Diaconu, 2016) also concluded that the Need for Achievement and Propensity towards risk-taking play an important role in determining the entrepreneurial intention.

5.3.1.2 Locus of Control

The result of locus of control is also significant in showing that SMIs are different from non-SMIs with a p-value of .038. Although, equal variances were not assumed for the output of this test, because of a low Levene's test p-value that was lower than .05. Therefore, SMIs can be said to have a higher internal locus of control than non-SMIs.

5.3.1.3 Tolerance of Ambiguity

Non-SMIs are argued to have less tolerance of ambiguity, and the result shows this to be true with over 95% significance. This is because SMIs are said to be more entrepreneurial, therefore has higher likeliness to tolerate ambiguity. This result is contradictory to the findings from (Dinis, Paço, Ferreira, Raposo, & Rodrigues, 2013) study, which concluded that the relationship between tolerance and ambiguity, locus of control and innovativeness with entrepreneurial intentions reported no statistical significance. Although their result is flawed because data

were collected from teenage samples (age 14-15), their tolerance of ambiguity might be low at the time.

5.3.1.4 Visionary

A visionary individual has a foresight, which enables them to fixate on an unwavering pursuit of opportunity (Pendergast, 2003), hence the reason why tested for SMIs to have a higher vision than non-SMIs. The result agrees with this assertion with a significant *p-value* of .006 to reject the null hypothesis which states that they are equal.

5.3.1.5 Persistence

Cardon et al. (2009) defined persistence as continuous effortful actions regardless of impediments, failures, or threats that affect entrepreneurial effectiveness. SMIs were tested to more persistent than non-SMIs and the result proves significant. The findings agreed with the alternative hypothesis. The SPSS result for persistence recorded .000 significance, however, <.001 has been presented (see Table 5.2)

5.3.1.6 Resilience

Resilience is a trait that enables entrepreneurial individuals to move on with life even after being faced with adversity or hardship (Tedeschi and Calhoun 2004). Hence the reason I expect SMIs to have higher resilience than non-SMIs because they can cope with constant changes that happen on the social media platforms Table 5.2 shows that this is true with a significant level of 99%.

5.4 Individual Entrepreneurial Orientation

According to Bolton and Lane (2012), there are three distinctive factors – innovativeness, risk-taking, and proactiveness- that are reliable and valid, which are statistically correlated with entrepreneurial intention measurement. Hence the reason why these factors were tested on SMIs probabilities.

5.4.1.1 Innovativeness

With the Levene's test *p-value* of .299, equal variances were assumed for innovative, which leads to a significant *p-value* of < .001, which means that I am

allowed to reject the null hypothesis. Therefore, the result showed that SMIs are more innovative than non-SMIs.

5.4.1.2 Risk Taking

SMIs were hypothesized to have higher risk-taking ability than non-SMIs and the result is significantly true.

5.4.1.3 Proactiveness

The test showed to reject the null hypothesis at a significant level of over 99%. It has been statistically proven that SMIs are more proactive than non-SMIs.

Table 13 Result of Individual Entrepreneurial Orientation test

Variables	Expected Sign	Results	Null Hypothesis
Innovativeness	$H7: \mu_1 > \mu_2$	Levene's test: p-value = .299 Sig. (2-tailed) p- values < .001	Reject
Risk Taking	$H8: \mu_1 > \mu_2$	Levene's test: p-value = .427 Sig. (2-tailed) p- values = .001	Reject
Proactiveness	$H83: \mu_1 > \mu_2$	Levene's test: p-value = .207 Sig. (2-tailed) p- values <.001	Reject

(own table)

6 Conclusion

The conclusion chapter is presented after a thorough investigation of the empirical results and data analysis, as related to the theory applied for the study. Therefore, this section presents the conclusion drawn from the findings.

6.1 Conclusions

This thesis aimed to explore the entrepreneurial orientation and characteristics of social media influencers in comparison to other social media users. Additionally, the researcher aimed to establish if there are any distinctive differences in the characteristics and orientation within the two groups. To achieve this purpose, a quantitative method of data collection was used to obtain information from social media users. The findings from the quantitative analyses carried out showed some strong argument that the hypothesis arguments were valid or positively correlated. The use of quantitative analysis enabled the measurement of both the entrepreneurial traits and orientations objectively. The demographic factor does not show any substantial differences between SMIs and non-SMIs, they are almost similar in terms of the age range, gender, and education. The conclusion drawn from the two entrepreneurial theories used in testing the hypothesis is discussed below.

Measuring entrepreneurial traits of Social Media Influencers

According to Driessen and Zwart (2007), people are positively interested in knowing about the capabilities and traits of entrepreneurs, which influence their business success, hence why entrepreneurial traits research has become increasingly important. Measuring the entrepreneurial traits of social media users is a contributory knowledge of entrepreneurial research. The findings correlated with the hypothesis that social media influencers portray higher entrepreneurial traits than other SMUs. using the independent sample tests, the null hypothesis was rejected for all the components of the entrepreneurial traits measuring scale.

This research does not necessarily state that this is the pure reality of things, as other contributory factors can affect sample responses. Qualitative research might be able to shed more light and understanding in this area.

Measuring individual entrepreneurial orientation on Social Media Influencers

The use of the IEO scale is an important factor in contributing to the research in assessing individual entrepreneurial orientation, especially in this new type of entrepreneur. Three factors that are positively correlated to the author's hypothesis include innovativeness, proactiveness, and risk-taking. The result of this study supports the three-factor structure of IEO by Bolton & Lane, (2012) and adds to the satisfactory reliability of its scales and subscales. With a larger sample, Popov, Varga, Jelić, & Dinić (2019) also supported the result and confirmed the reliability of the same scale.

To achieve a non-biased conclusion on the sub-group of social media users, they were compared to non-social media influencers. Social media influencing is a huge phenomenon (Schwemmer & Ziewiecki, 2018), which is changing the usage of social media platforms, which needs a lot of attention within the research community. The measurement of individual personality traits and individual entrepreneurial orientations were used to test the difference between these two groups.

The demographic factor does not show any substantial differences between SMIs and non-SMIs, they are almost similar in terms of the age range, gender, and education. I would have expected to find a sort of difference, more female than male. It is quite surprising that 97 of 104 have a university degree or are currently studying at the university. Although Ertuna & Gurel (2011) suggested that individuals with higher education have a higher intention of becoming entrepreneurs. My conclusion on this finding is that only academia will understand and participate in academic research. Subsequently, there were more SMIs that are self-employed than non-SMIs (as expected).

The results also confirmed that SMUs get income both online and offline based on their strategic online activities. Given their self-presentation as ordinary individuals, social media influencers premise their accrual of influence on “entrepreneurial gumption” (Banet-Weiser, 2012). Furthermore, Iqani (2019) argued that the visual work undertaken online by social media influencers contributes in significant ways to the production of the value of global brands. Therefore, the online activities of social media influencers should be given more

attention in the literature, as this group of individuals has a lot of knowledge we can learn from (expanded in the future research section).

The results of this study suggest that all six personality traits tested were significant in differentiating SMIs from non-SMIs. This means that SMIs can be regarded as being entrepreneurial. Chaudhary's (2016) findings on this were contradictory to the expectation, as the results suggested that only locus of control, tolerance for ambiguity, self-confidence and innovativeness were significant in differentiating entrepreneurs from non-entrepreneurs, whilst, need for achievement and risk-taking propensity were not found to be significant. Based on this fact, the author considered another test, to check the quality of the result. The Mann-Whitney test was done on the construct, the result (see appendix 5) also confirmed significance in all variables except locus of control, where the test suggested to retain the null hypothesis. LOC was the only variable that I did not assume equal variance for, but this did not affect the probability that both groups are equal, at a significant level of .038, I reject the null hypothesis.

The individual entrepreneurial orientations tested were significant in all three factors, including innovativeness, risk-taking, and proactiveness. The result of this study supports the three-factor structure of IEO by Bolton & Lane, (2012) and adds to the satisfactory reliability of its scales and sub-scales. With a larger sample, Popov, Varga, Jelić, & Dinić (2019) also supported the result and confirmed the reliability of the same scale.

The study expatiates on the knowledge of personality traits and individual entrepreneurial orientation constructs, as it adds to individual entrepreneurial studies, rather than entrepreneurial firms. This also provides evidence for SMIs who identify themselves as entrepreneurs, because of the activities they engage in are entrepreneurial.

6.2 Study Limitations

Based on reflection on the study there are shortcomings that the author would like to highlight, to show transparency.

6.2.1 Theoretical

- ❖ Social media influencer is a new phenomenon in entrepreneurship literature, there were difficulties in obtaining well-sited literature to support the argument of the study. Literature was obtained from other research areas, such as education, communication, tourism, and management. The study can only benefit previous studies from accessible databases and books, some articles even though they are relevant, couldn't be downloaded.
- ❖ The author maintained minimum usage of non-academic references unless necessary, for instance, reference was obtained from the financial times, to shed light on the income of SMIs.

6.2.2 Empirical

- ❖ Some limitations were noticed during the data collection process. I am aware that the survey has responses that about 20% of the expected data. The situation was even more difficult this time. Some of the feedback I got was that the questions were too long. It was particularly difficult to reach SMIs, hence the reason why n=23 was the only obtainable data.
- ❖ The SMIs responses were about 20% of the data compared to 80% of non-SMIs, studies with a sample size that is less 30 may affect the result.
- ❖ The participants of these studies were from n=23 different countries, in as much as this is a good generalizable advantage of the study, belief and cultural differences can affect their responses.

7 Discussion and Future Research

This chapter presents the author's critical reflection on the entire research, the non-provable data collated and suggestions for future research.

7.1 Discussion on findings

This research aimed to examine the extent to which SMIs are entrepreneurial in comparison to non-SMIs. Drawing from IEO and personality theory, the author tested the entrepreneurial characteristics of social media influencers compared to non-social media influencers. It was hypothesized that SMIs have more entrepreneurial characteristics than non-SMIs. Table 14 below shows a summarized finding of the statistical analysis carried out.

Variable in the analysis of Personality Traits

Variables	Definition	Hypothesis	Expected Sign
Need of Achievement	Mean Score Need of Achievement	<i>SMIs are likely to portray a higher need of achievement than non-SMI</i>	$H1: \mu_1 > \mu_2$
Locus of Control	Mean Score Locus of Control	<i>SMIs are likely to have a higher locus of control than non-SMIs</i>	$H2: \mu_1 > \mu_2$
Tolerance of Ambiguity	Mean Score Tolerance of Ambiguity	<i>SMIs are likely to tolerate more life ambiguity than non-SMIs</i>	$H3: \mu_1 > \mu_2$
Visionary	Mean Score Visionary	<i>SMIs are likely to have a clearer vision than non-SMIs</i>	$H4: \mu_1 > \mu_2$
Persistence	Mean Score Persistence	<i>SMIs are likely to score higher in persistence</i>	$H5: \mu_1 > \mu_2$

		<i>attribute than non-SMIs</i>	
Resilience	Mean Score Resilience	<i>SMIs are likely to show a higher level of resilience attribute than non-SMIs</i>	<i>H6: $\mu_1 > \mu_2$</i>

Table 14 Personality Traits findings

Variable in the analysis **Individual Entrepreneurial Orientation**

Variables	Definition	Hypothesis	Expected Sign
Innovativeness	Mean Score Innovativeness	<i>SMIs are likely to score higher in innovativeness than non-SMIs</i>	<i>H7: $\mu_1 > \mu_2$</i>
Risk Taking	Mean Score Risk-Taking	<i>SMIs are likely to be higher risk-taker than non-SMIs</i>	<i>H8: $\mu_1 > \mu_2$</i>
Proactiveness	Mean Score Proactiveness	<i>SMIs are likely to be more proactive than non-SMIs</i>	<i>H9: $\mu_1 > \mu_2$</i>

Table 15 IEO findings

7.2 Advantages and disadvantages of Social Media

Out of 104 samples, only 12 did not complete these two open questions, some answered both whilst others answered one and ignored the other. The categorized section of the table has been coded, for instance, DIYs was stated multiple times but have been recorded once. In the quoted relatable section are quotations that are related to this study. This section highlights the entrepreneurial activities that exist on social media, regardless of whether the users are SMIs or not.

7.2.1 Advantages of using social media

The left side of the table below shows the categorized advantages (1-27), where the author collated them and classified them as shown. The right part of the table, however, number 28 through to 45, shows the quotations of participants, the only changes made were typos (the tour was changed to your). These participant quotations are the relatable reality of the current research. The categorized advantages re-affirm the knowledge about the contributory benefits of social media. Although I found it surprising that some participants can categorize *trolling* as an advantage, perhaps they are one of the trolls and they enjoy doing it.

The quoted relatable advantages were gotten from an open question, asked before question relating to entrepreneurship, confirmed my intuition that there are entrepreneurial activities on the social media platforms. Take “promoting my goods” (32, on the table below) for instance, this could account for why some users may be able to make “*offline income*” due to their online activities. Marwick (2013) pointed out that social play a significant role in entrepreneurial ideal through the provision of means that independently promotes and supports oneself. Quote 36 stated that “*Social media has many advantages if only you use it right for your benefit. You can advertise and make your occupation well known on social media*”. This agrees with Marwick's (2013) assertion that successful digital entrepreneurial activities need smartness, perseverance, and grit; you have to be able to do things right and with the right attitude.

Table 16 Advantage of Social Media Usage

Categorized advantages	Quoted relatable advantages
1. Exposure	28. <i>That I can connect with my followers and work with brands that I always admire</i>
2. Social update	29. <i>Personal Brand Growth</i>
3. DIYs	30. <i>It helps boost communication and sales of products</i>
4. News	31. <i>You can reach a lot of people very quickly at little to no cost or effort.</i>
5. Expressing myself	
6. Expanded reach	
7. Access to Information	
8. Educating	
9. Entertainment	

<ul style="list-style-type: none"> 10. Positive thinking 11. Fast communication means 12. Information sharing 13. Connectivity 14. Keep me happy (Fun) 15. Accessibility, networking, and connections 16. Eyewitness live news updates 17. Online streaming 18. Global news 19. Speed, cheap, easy access, privacy 20. Easier for interactions 21. Explore the world 22. Important influence on politics and economy 23. Social networking 24. Recommendations 25. Trend updates 26. Free information 27. Trolling 	<ul style="list-style-type: none"> 32. <i>Promoting my goods</i> 33. <i>Advertisement</i> 34. <i>Business idea</i> 35. <i>Market reach, wider coverage, global awareness, cheaper advertisements, etc.</i> 36. <i>Social media has many advantages if only you use it right for your benefit. You can advertise and make your occupation well known on social media.</i> 37. <i>Money making</i> 38. <i>Marketing of products is easy and a wide variety of products are available</i> 39. <i>Reach more people at a time, be seen by potential or unexpected consumers</i> 40. <i>Marketing, sales, brand awareness</i> 41. <i>Easy communication and a good platform for sales</i> 42. <i>Free Exchange of information, a platform for free advertising your products and sharing ideas</i> 43. <i>You promote your business and idea to the largest audience at lower cost</i> 44. <i>Increase brand or product awareness</i> 45. <i>You will get updated by feedback from customers and research</i>
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7.2.2 Disadvantages of using social media

Based on the responses, these are the disadvantages highlighted by the SMUs samples in this study. The categorized section has been collected and coded in 24 disadvantages and, interestingly, the borderless social media community experiences the same thing even across different continents. Looking at the relatable section, part of table 7.2 sheds light on why I was ignored during my data collection period.

“Inappropriate Messages from strange personalities, lots of viewing and non-buying customers”.

Table 17 Disadvantage of Social Media Usage

Categorized disadvantages	Quoted relatable disadvantages
46. Competition	<i>69. my income is not always regular or stable</i> <i>70. false products</i> <i>71. The delivery time is slow, the authenticity of the goods is questionable</i> <i>72. Inappropriate Messages from strange personalities, lots of viewing and non-buying customers</i>
47. Time-consuming	
48. False news	
49. Lack of concentration	
50. Lack of self-discipline	
51. Addiction	
52. Lack of privacy	
53. Corruption	
54. Creates false reality	
55. Children exposure	
56. News from unreliable sources	
57. Being manipulated	
58. Peer pressure	
59. Cyberbullying	
60. Human right violation	
61. Laziness	
62. May lead to depression	
63. Inappropriate content	
64. Stress and anxiety	

65. Identity theft	
66. Promote fraudulent activities	
67. Mental health	
68. Trolling	

7.3 Future research

The author hopes that current research will inspire future researches of social media influencer as a phenomenon within entrepreneurship literature. I hereby suggest the following; An in-depth qualitative study on the entrepreneurial characteristics of social media influencers. This current study has samples from n=23 countries, it will be interesting to focus on one country to avoid cultural differences. The research could also focus only on SMIs income and SMUs income separately to know the average income made by both. Lastly, this study was tested on small samples, it will be good if some research can be done with a larger sample.

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Appendix

Appendix 1 Data collection request letter

Dear _____,

My name is Janet Adenola from Jönköping Sweden. I am currently writing my master thesis on the topic of '*influencers in Sweden*'. I am writing to you because I know that you would be able make rich and valuable contributions to my research.

The purpose of my research is to explore how you were able to convert your hobby into an income generating business. In other word, I am interested in the activities that led you to becoming entrepreneur through social media.

My contact with you during my research period will include interview will not take longer than one hour and can be conducted via Skype, Telephone, or in person (preferably) at your convenience. Your data will be treated as confidential and solely for the purpose of the master thesis. And if you don't want your name mentioned, it will be respected too.

Kindly indicate your willingness to partake in this research by replying this e-mail before 10th of March, 2019, as the time frame of this thesis is really short.

Thank you for your cooperation and I look forward to hearing from you soon. Do not hesitate to contact me in case you have further questions or concerns via email or telephone.

Have a wonderful day ahead.

Best regards,

Janet Adenola

Masters in Strategic Entrepreneurship Students

Jönköping University

Contact: janet.adenola@gmail.com

Appendix 2 Online Survey



Gender

- Female
- Male
- Prefer not to answer

Age

- Under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55 or older

Country of residence



Education

- Elementary
- High school
- College
- University

Which of the following is applicable to you?

- Employed full time
- Employed part time
- Self-employed
- Job seeker
- Student
- Retired
- None of the above

Which social media platforms are you on?

- Instagram
- Facebook
- Twitter
- YouTube
- Blog portal

Snapchat

Pinterest

Social media influencers (SMIs) are those who accumulate a following on blogs and social media through textual and visual narrations of their personal, everyday lives, upon which advertorials for products and services are premised. Are you a SMI?

Yes

No

If yes, how many years have been creating contents on social media?

1 - 5 years

6 - 10 years

Over 10 years

Do you have your own brand, that is recognized because of your social media presence?

Yes

No

How many followers do you currently have?

	1k - 10k	10k - 999k	-	1M - 5M	Over 5M	Not Applicable
Instagram	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Facebook	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
YouTube	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Snapchat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Twitter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pinterest	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Your income from social media, per year (US Dollars). -No income = Not applicable

	Up to 9k	10k - 49k	50k - 99k	100k - 150k	over 150k	Not Applicable
Instagram	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Facebook	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
YouTube	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Snapchat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Twitter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pinterest	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Your income offline but through social media, per year (US Dollars). -No income = Not applicable

	Up to 9k	10k - 49k	50k - 99k	100k - 150k	over 150k	Not Applicable
Instagram	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Facebook	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
YouTube	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Snapchat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Twitter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pinterest	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Name social media influencers accounts, you would recommend a friend to follow on social media

What are the advantages that you associate with the use of social media?

What are the disadvantages that you associate with the use of social media?

**Celebrities are film stars, TV personalities, musicians, sporting icons, different industry icons.
Are you a celebrity?**

Yes

No

Entrepreneurial Traits

	Strongly disagree	2	3	4	Strongly agree
I prefer to act to get something rather than sit and wait until someone else does	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I always want immediate feedback	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I like to accept responsibility for my own performance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I want to know how well I have been doing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I enjoy working on moderately difficult and challenging tasks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am thinking of accomplishing goals rather than my previous achievement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am driven to more greater efforts by an unquenched ambition	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I judge my work by considering whether it meets the minimum requirements for the task	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I feel real satisfaction when my work is among the best	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I seldom get a sense of pride and accomplishment from my work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My goals and ambitions are modest and easily achieved	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I want to achieve something in my life	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I have more fun handling more complicated problems	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Many of the most important decisions consist of insufficient information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am willing to face new challenges	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My life is determined by my own actions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I get what I want usually because I work hard for it	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My success is due to luck and being in the right place at the right time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The vast majority of my life happened by accident	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am lucky in getting what I want	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I think planning anything too much is not wise because things can turn out to be associated with a bad thing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Success in life – I mostly rely on my own abilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

I think what is happening in my life is mostly due to existing contacts in the organization	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My life is under control	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I think that most of the success in business is due to luck	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To get the job, it also depends on the convenient time and place	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I think most things in life have a bad part of their misfortune	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Strongly disagree	2	3	4	Strongly agree
An individual is disadvantaged due to past mistakes he/she once did	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Individuals do not realize how their lives are affected by things that are inadvertent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I always find that what is happening will continue to happen	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
One needs to be diligent to be successful	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
In my opinion, businesses will continuously grow if we can control our competencies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am in total control of my destiny	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am ultimately responsible for my own business success	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I can control my own internal situations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I frequently find myself in situations where I am powerless to control the outcome	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I need to know that it's already been done before I'm willing to try it	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I need to know the consequence before making any decisions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I need to know the rules before starting a job	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I feel that example sentences are only helpful when we have already gone over the rules	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
When we do a new activity or game, I prefer to know all of the rules before I start	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

When faced with the ambiguity of change, I try to create certainty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
In the midst of something unfamiliar, I try to make sense of what I am experiencing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
When faced with ambiguity, I choose to become neutral instead of trying to force certainty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A person is said to attract those who differ from others	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A person is said to attract those who do not mind being themselves	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I need to contribute to the family income	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I want to be economically independent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I do not want to be just a housewife/husband	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I have a clear vision of myself operating at my best	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I understand my vision	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I read my written vision statement regularly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My written vision statement causes positive physical sensations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I support the independent action of an individual or a team in bringing forth an idea or a vision and carrying it through to completion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Strongly disagree	2	3	4	Strongly agree
I can usually accept things in stride	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I always easily to find something to make myself happy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I usually get a solution, even in difficult conditions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I can manage many things at once	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I have enough income to support a family	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I have enough income for myself	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I will do a job until completion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I want to work for myself	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I want to work for my family	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

I continue to work on hard projects even when others oppose me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I can think of many times when I persisted with work when others quit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No matter how challenging my work is, I will not give up	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I have a strong sense of vision to succeed that keeps me going	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I tolerate the pressure to grow my business further within the limited resources	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am always clear about what to do regardless of the business problems I have	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Owning my own business is more important than spending more time with my family	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I feel like I have made progress toward being successful in my life	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I have found very few hobbies or activities in my life that capture my interest or motivate me to put effort into them	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
When it comes to achieving things that are important to me, I find that I don't perform as well as I would ideally like to do	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Entrepreneurial Orientation

	Strongly disagree	2	3	4	Strongly agree
I like to take bold action by venturing into the unknown	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am willing to invest a lot of time and/or money on something that might yield a high return	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I tend to act "boldly" in situations where risk is involved	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I often like to try new and unusual activities that are not typical but not necessarily risky	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

In general, I prefer a strong emphasis in projects on unique, one-of-a-kind approaches rather than revisiting tried and true approaches used before

I prefer to try my own unique way when learning new things rather than doing it like everyone else does

I favor experimentation and original approaches to problem solving rather than using methods others generally use for solving their problems

I usually act in anticipation of future problems, needs or changes

I prefer to "step-up" and get things going on projects rather than sit and wait for someone else to do it

Appendix 3 Coding of Variables in SPSS

Coding of Variables in SPSS

Gender	1 "Female" 2 "Male" 3 "Prefer not to answer"
Age	1 "Under 18" 2 "18-24" 3 "25-34" 4 "35-44" 5 "45-54" 6 "55 or older"
Country of Residence	1 "Denmark" 2 "Sweden" 3 "Ghana" 4 "Cameroon" 5 "Germany" 6 "Nigeria" 7 "America"

	8 "Finland" 9 "Switzerland" 10 "China" 11 "Macedonia" 12 "United Kingdom" 13 "Kenya" 14 "Norway" 15 "Norway" 16 "Australia" 17 "India" 18 "Ivory Coast" 19 "Thailand" 20 "Japan" 21 "Benin" 22 "Canada" 23 "Ethiopia"
Education	1 "Elementary" 2 "High school" 3 "College" 4 "University"
Employment: Employed full time Employed part time Self-employed Job seeker Student Retired None of the above	** 1 "Yes" 0 "No"
Social Media Platforms: Instagram Facebook Twitter YouTube Blog portal Snapchat Pinterest	** 1 "Yes" 0 "No"
Social Media Influencer	1 "Yes" 2 "No"
Years of creating contents	1 "1 - 5 years"

	2 "6 - 10 years" 3 "Over 10 years"
Own a Brand	1 "Yes" 2 "No"
Followers: Instagram	1 "1k - 10k"
Facebook	2 "10k -999k"
Twitter	3 "1M - 5M"
YouTube	4 "Over 5M"
Blog portal	5 "Not Applicable"
Snapchat	
Pinterest	
Income online:	1 "Up to 9k"
Instagram	2 "10k - 49k"
Facebook	3 "50k - 99k"
Twitter	4 "100k - 150k"
YouTube	5 "over 150k"
Blog portal	6 "Not Applicable"
Snapchat	
Pinterest	
Offline income:	1 "Up to 9k"
Instagram	2 "10k - 49k"
Facebook	3 "50k - 99k"
Twitter	4 "100k - 150k"
YouTube	5 "over 150k"
Blog portal	6 "Not Applicable"
Snapchat	
Pinterest	
Entrepreneurial traits questions	1 "Strongly disagree" 2 "2" 3 "3" 4 "4" 5 "Strongly agree"
Entrepreneurial Orientation questions	1 "Strongly disagree" 2 "2" 3 "3" 4 "4" 5 "Strongly agree"

Appendix 4 Mann-Whitney (Non-parametric) test for Personality traits

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The distribution of Mean Nach Score is the same across categories of SMI.	Independent-Samples Mann-Whitney U Test	,035	Reject the null hypothesis.
2	The distribution of Mean LOC Score is the same across categories of SMI.	Independent-Samples Mann-Whitney U Test	,058	Retain the null hypothesis.
3	The distribution of Mean Ambiguity Score is the same across categories of SMI.	Independent-Samples Mann-Whitney U Test	,008	Reject the null hypothesis.
4	The distribution of Mean Visionary Score is the same across categories of SMI.	Independent-Samples Mann-Whitney U Test	,002	Reject the null hypothesis.
5	The distribution of Mean Persistence Score is the same across categories of SMI.	Independent-Samples Mann-Whitney U Test	,000	Reject the null hypothesis.
6	The distribution of Mean Resilience Score is the same across categories of SMI.	Independent-Samples Mann-Whitney U Test	,000	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is ,05.

Appendix 5 Mann-Whitney (Non-parametric) test for Individual Entrepreneurial Orientation

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The distribution of Mean Risk Taking Score is the same across categories of SMI.	Independent-Samples Mann-Whitney U Test	,020	Reject the null hypothesis.
2	The distribution of Mean Innovation Score is the same across categories of SMI.	Independent-Samples Mann-Whitney U Test	,000	Reject the null hypothesis.
3	The distribution of Mean Proactive Score is the same across categories of SMI.	Independent-Samples Mann-Whitney U Test	,000	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is ,05.

Appendix 6 Data protection and Integrity



DATA PROTECTION AND INTEGRITY

Whether you use our systems in the role of administrator, user, recipient, respondent or participant, you need to feel confident that we treat your information safely.

In order for you to understand what we do to protect you, we have divided the information into 2 parts, technical and organizational measures.

TECHNICAL MEASURES

The data traffic between your computer, mobile or tablet and our server is always encrypted. The encryption is continuously checked and updated as needed.

Data is always stored encrypted. We take continuous backups so that it does not disappear in the event that something unexpected happens to the system.

The data traffic to and from our server is monitored through various technical solutions that are updated as the need arises.

There are functions in our systems to change or delete data, should the need arise. You can request information about which data is stored about you and what it is used for. We have a high level of traceability in our systems, which means that it is logged a lot, in order to see who made what and when.

All data is stored in Sweden and is thus not transferred to any country outside the EU or EEA. The systems have a good shell protection, which means that the premises have a high level of safety regarding fire, burglary, power outages etc.

ORGANIZATIONAL ACTIONS

We have routines that we follow to ensure that all personnel who can come in contact with your data have signed a confidentiality agreement and that they are continuously trained and informed about which rules apply for your data to be protected in the best way.

We follow routines in all further development, testing and updating of the systems to maintain a high quality of what we deliver, especially with a focus on safety. We continuously evaluate the platforms and the technical equipment used. Of course, we also evaluate all our routines.

Those who use our systems usually belong to larger organizations, e.g. municipalities, county councils or companies. We always sign a so-called personal data assistance agreements with these where the protection of your data is regulated. It is therefore important to remember that as a supplier we do not always have a look at what information our users choose to collect and how they intend to use it. If the user has not informed sufficiently clearly about this then you can always contact us, and we can help you get in touch with the specific responsible person.

GDPR

If you have questions about our work with the data protection regulation, please contact gdpr@entergate.se.