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Integrating TAM and TPB towards behavioural intention to use social networking sites by small and medium business entrepreneurs

Siva Prakash C. S.^{1,*}, Sangeeta², Goutam Dutta³, Wilson Cordova⁴, Gabriel Rojas Martel⁵, Shaista Alvi⁶, Parayitam Chennakesava Rao⁷

¹ DC School of Management and Technology, Trivandrum 695001, India

² K.R Mangalam University, Gurugram 122103, India

³ Amity University Kolkata, Kadampukur 700135, India

⁴ De La Salle University, Manilla 0922, Philippines

⁵ de la facultad de Ciencias Agrarias, de la carrera profesional de Ingeniería Agroindustrial de la, Universidad Nacional Hermilio Valdizán (UNHEVAL), Pillco Marca 10003, Peru

⁶ Amity University, Dubai 345019, UAE

⁷ College of Leadership and Governance, ILG, Ethiopian Civil Service University, Addis Ababa 1000, Ethiopia

* **Corresponding author:** Siva Prakash C. S., sivaprakash@dcschool.net

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Abstract: In this research, we explore the psychological factors that SMB owners who are micro-entrepreneurs and use SNS for entrepreneurial purposes rely on to make their self-employment decisions. Research-based on a merger of the Technology Acceptance Model (TAM) and the Theory of Planned Behaviour (TPB) deals with how perceived ease of use (PEU), perceived usefulness (PU), attitude, subjective norms (SN), perceived behavioral control (PBC), openness to experience (OTE), and dominance contribute to people's behavioural intention (BI) to use SNS for Data was collected from 342 SMB micro-entrepreneurs in the Delhi/NCR region of India by the means of a standardized questionnaire. Employing PLS-SEM, a partial least squares structural equation modeling was used to analyze the data. The results point out an impact of PU, attitude, and behavioral intention, and unappealing presentations, unacceptance of an explanation, unclear mechanisms, and domination do not make any difference. The research emphasizes how technophobe's attitude, and the perception of effectiveness would impact micro-entrepreneurs desire to avail SNS for entrepreneurship efforts. Moreover, research shows the psychological understanding based on the SNS adoption by the small business owners, micro-entrepreneurs as well as for the practitioners and policymakers who are working to enhance the capability of the SMB. More investigations should be conducted on the other personality traits and cover more nations as demographic dividends in comparison to acquire more inclusive data.

Keywords: social networking sites; micro-entrepreneurs; technology acceptance model; theory of planned behavior; psychological determinants

1. Introduction

The impact of information and communication technologies (ICT) on social, economic and personal development has gain attention among research scholars during the last decades. Small and medium enterprises (SMEs) have made the use of ICT an integral part of the entrepreneurship method (Stefano et al., 2023). Through the adoption of ICT, SMEs compete in the marketplace to reach targets and generate new ideas for businesses (Modimogale and Jan, 2011). Through the use of ICT, SMEs can accomplish operational, strategic or marketing needs. Therefore, the adoption of ICT is seen as a strategic need to take a competitive advantage (Tarute and Gatautis,

2014). Bayo-Moriones et al. (2013) and Bellakhal and Mouelhi (2023) stated that ICT resources have a significant impact on firm performance. Micro-entrepreneurs use ICT as a business strategy to increase profitability of their firm (Gyamera et al., 2023). Haug et al. (2020) found that SMEs are also taking advantage of ICT in product innovation and enhancing innovation performance. Karim et al. (2022) stated that the use of ICT brings benefits to entrepreneur activity resulting in enhanced firm performance.

ICT and social networking sites (SNS) are valuable tools for aiding communication and collaboration. SNS is one of the grandest benefits of ICT (Ajayi, 2015). Previous studies on ICT are expanded and highlight how the utilization of SNS platforms enhances firm performance and improves communication with customers (Ashley and Tuten, 2015; Neghina et al., 2019). Micro-entrepreneurs get the benefit of using SNS in terms of reaching new markets (Kahar et al., 2012), building customer relationships (Anwar and Daniel, 2017).

To increase communication with customers which forms the basis of customer loyalty (Ahmad et al., 2022). SNS has changed the way of business in terms of sharing, collaboration and co-creation. Besides the advantages of ICT, many entrepreneurs are hesitating towards the use of SNS (Park, 2017) and prefer traditional methods of sales for the profitability of the firm because they are not aware and do not recognize new entrepreneurial opportunities in using SNS (Craig and Johnson, 2006). The use of SNS as a business platform among micro-entrepreneurs promotes entrepreneurial activity (Nawi et al., 2017) and made a significant impact on the economy (Hossain and Rahman, 2018). Many micro-entrepreneurs are operating on SNS and taking advantage of SNS (Brahem and Boussema, 2022). However, little is known about the psychological reasons for the use of SNS by micro-entrepreneurs. Zafar et al. (2012) also stated that SNS is a source of developing entrepreneurial intentions among entrepreneurs.

SNS is important for micro-entrepreneurs, using SNS micro-entrepreneurs create and share information with customers from whom they receive feedback and comments based on engagement on SNS (Ceptureanu et al., 2020; Hafeez et al., 2018; Olanrewaju et al., 2020). Interaction with customers, employees, and investors builds low-cost business growth and brand development (Nakara et al., 2011; Trainor, 2012). Beside this many micro-entrepreneurs rely on in-store shops for their business (Anwar and Daniel, 2017). When entrepreneurs start their businesses, they bring their capital, at this stage, the personality traits of micro-entrepreneurs come into play (Alyedreessy and Rashid, 2020; Littunen, 2020). The personality traits of micro-entrepreneurs focused on the importance of a psychological perspective in the study of the use of SNSs by entrepreneurs.

In our study, we will identify the psychological reasons to predict the behavioral intention of SME micro-entrepreneurs to use SNS in their business activity.

Implications & overview of SMEs in Delhi/NCR

Small and medium-sized enterprises (SMEs) have many implications for society and the economy. They are economically important because they generate jobs, foster innovation and contribute to GDP growth rates (Anwar and Daniel, 2017). At local levels, these firms play a significant part in community development by supplying

basic needs such as food, health care services etc., building up supply chains around them and investing in infrastructures within communities where they operate. In terms of culture, small businesses encourage entrepreneurship while at the same time nurturing an innovative spirit which is necessary for sustained economic vibrancy (Hossain and Rahman, 2018). Within market spaces, SMBs bring about fair competition thus driving efficiency among firms involved with similar products or services while also promoting variety among consumers' choices available in markets. Additionally, small businesses particularly start-ups can use technology to access global markets hence contributing towards globalization besides widening business opportunities. Socially responsible behavior often characterizes SMBs which frequently get involved in CSR activities aimed at addressing various social concerns with regards to their environment or any other aspects related to welfare for mankind living together harmoniously (Craig and Johnson, 2006). All these points underscore how much influence they have on economies worldwide as well as societies globally.

In India, Delhi/NCR is the backbone of small and medium-sized enterprises (SMEs), which include Delhi, Gurugram, Noida, and the surrounding areas. The Confederation of Indian Industry (CII) showed in a study that these businesses account for a large portion of the region's Gross Domestic Product (GDP). This sector spurs local economic development drives innovation as well as creates jobs (Ajayi, 2015).

Despite facing challenges such as regulatory intricacies and limited financial accessibility amongst others; SMBs in Delhi/NCR demonstrate resilience too. Most companies here use technology together with digital platforms to streamline their operations while widening their market coverage too. In addition to this government schemes like skill-building initiatives among others act as catalysts for furthering SMB growth (Ahmad et al., 2022).

Due to its strategic location within India coupled with strong infrastructure and connectivity levels; the New Delhi National Capital Region offers excellent prospects for small businesses' success by enabling them to access markets easily where they can find necessary resources needed for growth. This area also boasts vibrant start-up ecosystems across different sectors including but not limited to IT & e-commerce thus making it an attractive innovation centre (Tarute and Gatautis, 2014). For policymakers, investors or stakeholders who wish to gain deeper insights into what makes Delhi-NCR's SME sector tick; understanding how these dynamics work is key. Sustainable economic advancements within this locality can only be achieved through coming up with policies aimed at fostering sustainable growth among other things.

2. Theory development and conceptual framework

2.1. Technology acceptance model

TAM was developed by Davis (1986) which explains how users accept and use a technology. It is one of the most effective models for technology acceptance. In the field of social media, TAM is an extension of TPB (Do et al., 2020; Rauniar et al., 2014). This theory describes perceived ease of use (PEU) and perceived usefulness (PU) as an influencing factor to describe individual behavioral intention to use technology (Charness and Boot, 2016). PEU has been defined as "the degree to which a person believes that using a particular system would be free of effort" (Rauniar et

al., 2014) while PU is defined as “the degree to which a person believes that using a particular system would enhance his or her job performance”. PEU and PU influence the attitude of users towards using technology. According to TAM, intentions to use technology will determine whether the individual will use the technology or not (behavior) (Davis, 1986).

Since the 1990s many SNSs have been developed some continue to exist and some have failed due to the acceptance of individuals. The success of SNS depends on the positive attitude of individuals towards SNS in terms of usage experience. In this study, PU is defined as the extent to which SNS helps SME micro-entrepreneurs to meet their goals. Each SNS has different applications and tools for their usage among users. PU signifies positive outcomes that are achieved through positive attributes of the technology being used. We also define PEU as the degree to which the use of SNS is free of effort. In the context of SNS, SMB micro-entrepreneurs may evaluate the SNS depending on how user-friendly and useful it is for achieving their goals.

In this study, the TAM model is applied to explain the behavioral intention of SMEs micro-entrepreneurs to use SNS in their business activity. Following the TAM, the behavioral intention of SME micro-entrepreneurs to use SNS is influenced by attitude towards entrepreneurial activity on SNS which is in turn affected by PEU and PU. Previous studies within the context of TAM, also assume that PU and PEU are positively related to attitudes toward using SNS in the context of acceptance of different technologies (Dixit and Prakash, 2018; Hamid et al., 2016; Gupta et al., 2022; Tripopsakul, 2018; Wicaksono and Maharani, 2020). Thus, we stated that:

H1. PEU has a significant impact on attitude towards entrepreneurial activity on SNS.

H2. PU has a significant impact on attitude towards entrepreneurial activity on SNS.

2.2. Theory of planned behaviour

Besides the popularity of SNS, academic scholars are interested to know the psychological variables that predict the behavior of usage of SNS. Ajzen (1991) developed TPB which attempts to predict planned behavior. The focal point of TPB is the individual intention to engage in certain behaviors. This theory postulates that behavioral intention is influenced by attitude, subjective norms and perceived behavioral control (Ajzen, 1991). Attitude refers to the outcome of the behaviour, subjective norms refers to beliefs about the normative expectations of significant others and perceived behavioural control refers to beliefs regarding the absence or presence of factors that facilitate the performance of the behaviour (Ajzen, 1991). In the literature on entrepreneurship, TPB has been seen at the forefront of entrepreneurship and entrepreneurial behaviour research and can be considered as a planned behaviour and TPB provided the best results (Linan and Chen, 2009; Souitaris et al., 2007). TPB has been applied in many previous researches (Autio et al., 2010; Linan and Chen, 2009; Souitaris et al., 2007; Van Gelderen, 2016).

In this study, attitude is explained by the assessment of behaviour towards entrepreneurial activity on SNS by SME micro-entrepreneurs. This assessment of behaviour may be positive or negative. TPB posits that an attitude is influenced by

behavioural beliefs linking the behaviour to various outcomes. Based on the evaluation of belief, SMB micro-entrepreneur acquires positive or negative attitudes. When SMB micro-entrepreneur accomplish goals while performing entrepreneurial activity on SNS, their beliefs are favorable with positive attitude. In this way, a positive attitude towards behavioural attention to the use of SNS has been built.

Subjective norms (SNs) as per TPB posit that “it is the belief about whether most people approve or disapprove of the behaviour” (Ajzen, 1991). SNs reveal the belief of individual about how they would be viewed by their reference groups if they perform a certain behavior. SNs are the views considered important by individuals to approve or disapprove of certain behaviour. In entrepreneurship, SMB micro-entrepreneur views are derived from the belief and support of family and friends that are important to them (Utami, 2017). The role of the environment around the SMEs micro-entrepreneur also builds behavioural intention to use SNS and reach new target markets and increase sales of company (Maydiantoro et al., 2021).

According to Ajzen (1991), “perceived behavioral control (PBC) is an individual’s perception of whether or not it is easy for an individual to behave and is assumed to be a reflection of previous experiences and the obstacles that are anticipated”. This study proves the significant impact of PBC on behavioral intention to use SNS. In TPB, Fishbein and Ajzen (2005) stated that perceptions of behavior control are determined by beliefs of individual in the availability of resources to run their business; also consider the role of these resources in realizing this behavior. The stronger the belief in the availability of resources and opportunities that the individual has, the stronger the individual’s perception of control over the behavior (Santoso, 2021). When SMEs micro-entrepreneur use SNS and accomplish goals with increased profit, they have a stronger belief and control over the behaviour. Stefano et al. (2023) stated that behavioural intention to use SNS is influenced by SNs and PBC. Therefore, through the lens of TPB following hypotheses are proposed:

H3. Attitude towards entrepreneurial activity on SNS has a significant impact on behavioural intention to use SNS.

H4. SN has a significant impact on behavioural intention to use SNS.

H5. PBC has a significant impact on behavioural intention to use SNS.

2.3. Personality factors of micro-entrepreneurs

A personality trait can be defined as a consistent individual reaction to external circumstances (Awwad and Al-Aseer, 2021). Personality theorists suggest that the personality of an individual predicts individual behaviour. Previous studies found that an entrepreneur’s success depends on personality traits because traits determine an entrepreneur’s behaviour and decision-making. Possession of specific personality qualities leads to enjoyment of entrepreneurship activities since those activities are meaningful and satisfying (Awwad and Al-Aseer, 2021). The personality traits of micro-entrepreneurs play an important role in entrepreneurship behavior and SNS usage (Stefano et al., 2023). One of the top personality traits of entrepreneurs is openness. Entrepreneurs must be innovative in order to generate new ideas and overcome problems that arise in the course of doing business (Correa et al., 2010; Ozguven and Mucan, 2013; Shabbir et al., 2016). In other words, being open to new experiences allows entrepreneurs to see beyond perceived boundaries (Omotsho,

2023). This enables them to devise novel solutions to challenges that others stuck within these borders have been unable to address.

Micro-entrepreneurs from SMB are facing day-to-day challenges to run their business. Due to these challenges, they learn new experiences, so they must possess a high level of openness to learn the new experiences. Many micro-entrepreneurs use SNS for several reasons and various purposes to run their business effectively (Olanrewaju et al., 2020). When micro-entrepreneurs use SNS, it will facilitate knowledge sharing and enhance information gathering (Chen and Liu, 2023) and builds customer relationship. In this way, micro-entrepreneurs possess a high level of openness towards the use of SNS. Micro-entrepreneurs who are highly open to experience were inclined to use several SNS features, likely due to their curiosity and willingness to seek out new experiences (Amichai-Hamburger and Vinitzky, 2010).

Besides, openness and dominance are other personality factor of micro-entrepreneurs. A dominant personality is one who frequently leads oneself and others into action. It is characterized mostly by an overriding desire for power and a sense of pride. A person with a dominant personality type is “assertive”, “courageous”, “proactive”, and “self-reliant”. They are also goal-oriented and focused. These people handle themselves in a socially remarkable style that radiates positive energy to others (Diab-Bahman, 2021). Extraversion is a fundamental trait for entrepreneurs to build social connections, as well. Extraverted entrepreneurs build solid networks to ease their access to external resources, showing dominant traits in social occasions. Additionally, they generally show dominant traits in making decisions that also affect innovation in the entrepreneurial process (Zhao et al., 2010). The dominant personality trait enables micro-entrepreneurs to develop innovative ideas and share those ideas using SNS usage and put them into action. In this context, if the beliefs of micro-entrepreneurs exhibit a positive attitude towards the usage of SNS, then micro-entrepreneurs perform entrepreneurial activity on SNS. In the light of the above discussion, we proposed the following hypotheses:

H6. The high level of openness has a significant impact on attitude towards entrepreneurial activity in SNSs.

H7. The high level of dominance has a significant impact on attitude towards entrepreneurial activity in SNSs.

The model as shown in **Figure 1** is adopted from Stefano et al. (2023) to test the relationship between the variables in the context of SMB micro-entrepreneurs. Moreover, this study finds the predictor of attitude towards entrepreneurial activity on SNS and behavioural intention to use SNS through the integration of TAM and TPB in the context of SMB micro-entrepreneurs.

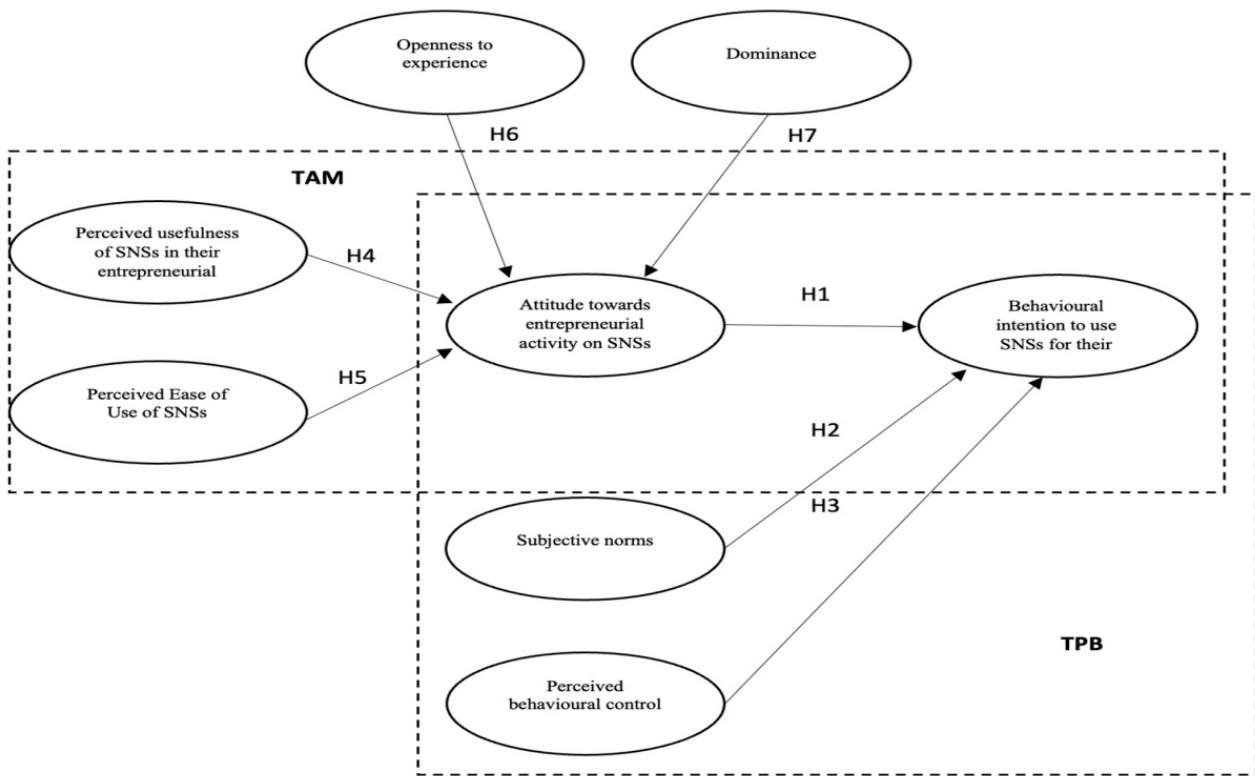


Figure 1. The research model (Stefano et al., 2023).

3. Research methodology

3.1. Sample, sample size and sampling technique

The study was conducted to examine the predictor of attitude towards entrepreneurial activity on SNS and behavioural intention to use SNS in the context of SMB micro-entrepreneurs. The sample of this study is micro-entrepreneurs from small and medium businesses in Delhi/NCR. Quantitative data were collected from micro-entrepreneurs in the Delhi/NCR region by using a conventional sampling technique. The author had local contacts with SMB micro-entrepreneurs in Delhi/NCR who are willing to participate in the survey. All SMB micro-entrepreneurs worked in the field of handmade objects such as flower pots, furniture, toys and air coolers.

The questionnaire was developed and distributed to the local SMB micro-entrepreneurs. Only those SMB micro-entrepreneurs are contacted who use SNS to sell their products. Those SMB micro-entrepreneurs who sell in a shop and use SNS are exempted from participation in the survey. The author had personally visit and met SMB micro-entrepreneurs and taught them how to fill the responses. The author assured the confidentiality of data filled in by SMB micro-entrepreneurs.

The author distributed a total of 649 questionnaires to the SMB micro-entrepreneurs by personal contact in the local region. The filled questionnaires from the SMB micro-entrepreneurs received a response rate of 55.3% (359). The filled questionnaires were scrutinized and 17 questionnaires with missing responses resulted in 342 responses, which was used further for data analysis.

3.2. Measures

The study instruments consist of questions related to hypothesized constructs along with the demographic of SMB micro-entrepreneurs. The seven-item scale to measure attitude towards entrepreneurial activity on SNS was adopted from Osgood et al. (1957). SNs were measured using a two-item scale adopted from the operational definition of SNs given by Ajzen and Fishbein (1980). The sample item included was “The most significant person for me at this moment (e.g., my partner, one of my parents) believes that the use of social networking sites is a fundamental element to develop my business activity”. PBC was measured with five items based on the operational definition of PBC given by Ajzen and Fishbein (1980). The sample item included was “I think I have all the technological skills for management of a potential online activity developed exclusively through SNS”. The perceived Usefulness of SNSs in Entrepreneurial Activity was measured with an item scale adopted by Davis (1989). The sample item included was “I think that social networking sites are useful tools for the purchase of products by modern consumers”. Perceived ease of use of SNS was also measured with a six-item scale adopted by Davis (1989). The sample item include was “It is easy for me to use social networking sites to find important information”. Dominance and openness to experience were measured with 24 questions, adopted from Caprara et al. (1997) and Costa and McCrae (1992). Behavioural intention to use SNS for business was measured using two items adopted from the operational definition of behavioural intention given by Ajzen and Fishbein (1980). The included statement was “I intend to start using social networking sites for my business activity”. All the responses are based on a five-point Likert scale.

3.3. Data analysis

To test the research model partial least square structural equation modelling (PLS-SEM) has been used and all results are interpreted. The data analysis was performed in two steps namely model assessment and hypothesis testing.

3.3.1. Model assessment

Reliability (Cronbach’s alpha and Composite reliability), average variance extracted (AVE) and discriminant validity were used as criteria for model assessment. First, factor loadings of all the items were accessed. From **Table 1** it is found that all items have significant loadings and, were above the cut-off value (except for items DOM2, DOM5, DOM6, DOM11, DOM12, OTE1, OTE2, OTE3, OTE6, OTE7, OTE8, OTE9, OTE11 and OTE12). Fourteen items were removed due to insignificant loadings. Next, we examined scale reliability by evaluating Cronbach’s alpha and Composite reliability (CR). From **Table 1**, it is seen that values of Cronbach’s alpha and CR were scored above 0.7 as suggested by Hair et al. (2011), which indicates scale is reliable. In the third step, we also evaluated the AVE of each item and scored above 0.5 (Hair et al., 2014) as shown in **Table 1**. Finally, discriminant validity was also examined based on Fornell-Larcker criteria (Hair et al., 2019). From **Table 2**, the square root of AVE is greater than the inter-item correlations. Hence, this study also confirms the discriminant validity of the measurement model.

Table 1. Measurement model assessment.

Variable	Items	Loadings	α	CR	AVE
Attitude	ATT1	0.765	0.884	0.909	0.590
	ATT2	0.769			
	ATT3	0.776			
	ATT4	0.786			
	ATT5	0.726			
	ATT6	0.747			
	ATT7	0.799			
Behaviour intention	BIN1	0.907	0.747	0.887	0.797
	BIN2	0.879			
Dominance	DOM1	0.753	0.871	0.900	0.564
	DOM3	0.779			
	DOM4	0.783			
	DOM7	0.705			
	DOM8	0.750			
	DOM9	0.771			
Openness to experience	OTE4	0.860	0.731	0.848	0.652
	OTE5	0.839			
	OTE10	0.717			
Perceived behavioural control	PBC1	0.765	0.861	0.899	0.642
	PBC2	0.825			
	PBC3	0.835			
	PBC4	0.793			
	PBC5	0.786			
Perceived ease of use	PEU1	0.752	0.870	0.903	0.607
	PEU2	0.728			
	PEU3	0.790			
	PEU4	0.793			
	PEU5	0.807			
	PEU6	0.802			
Perceived usefulness	PU1	0.850	0.790	0.876	0.703
	PU2	0.852			
	PU3	0.812			
Social norms	SNI	0.935	0.747	0.839	0.725
	SN2	0.758			

Table 2. Discriminant validity.

Constructs	ATT	BIN	DOM	OTE	PBC	PEU	PU	SN
ATT	0.768							
BIN	0.557	0.893						
DOM	0.703	0.565	0.751					
OTE	0.612	0.681	0.718	0.808				
PBC	0.699	0.549	0.632	0.601	0.802			
PEU	0.718	0.600	0.658	0.661	0.711	0.779		
PU	0.686	0.551	0.655	0.631	0.784	0.746	0.838	
SN	0.663	0.468	0.642	0.543	0.709	0.647	0.668	0.851

Note: Correlation is significant at 0.05, figures in italics represent square root of AVE.

3.3.2. Hypothesis testing

After performing the model assessment, the next step is to test the proposed hypothesis by using the PLS algorithm along with the bootstrapping method. The structural model was analyzed by evaluating path coefficient, *t*-values and *p*-values (see **Figure 2**). The summary of hypothesis testing of direct effect is shown in **Table 3**. Findings indicate that PEU has an insignificant influence on ATT ($\beta = 0.137, t = 1.816, p = 0.070$). Thus, H1 is not supported. PU positive influence ATT ($\beta = 0.504, t = 8.215, p = 0.000$). Thus, H2 is supported. ATT ($\beta = 0.307, t = 2.976, p = 0.003$) and PBC ($\beta = 0.278, t = 2.989, p = 0.003$) influence ATT positively. Thus, H3 and H5 are supported. SN has an insignificant influence on BIN ($\beta = 0.038, t = 0.420, p = 0.674$). Thus, H4 is not supported. OTE has an insignificant influence on ATT ($\beta = 0.020, t = 0.351, p = 0.726$). Thus, H6 is not supported. DOM has a significant influence on ATT ($\beta = 0.256, t = 3.505, p = 0.000$). Thus, H7 is supported.

Table 3. Outcome of hypothesis testing.

Hypotheses	Path	Path coefficient	<i>t</i> -static	<i>p</i> -value	Supported
1	PEU → ATT	0.137	1.816	0.070	No
2	PU → ATT	0.504	8.215	0.000	Yes
3	ATT → BIN	0.307	2.976	0.003	Yes
4	SN → BIN	0.038	0.420	0.674	No
5	PBC → BIN	0.278	2.989	0.003	Yes
6	OTE → ATT	0.020	0.351	0.726	No
7	DOM → ATT	0.256	3.505	0.000	Yes

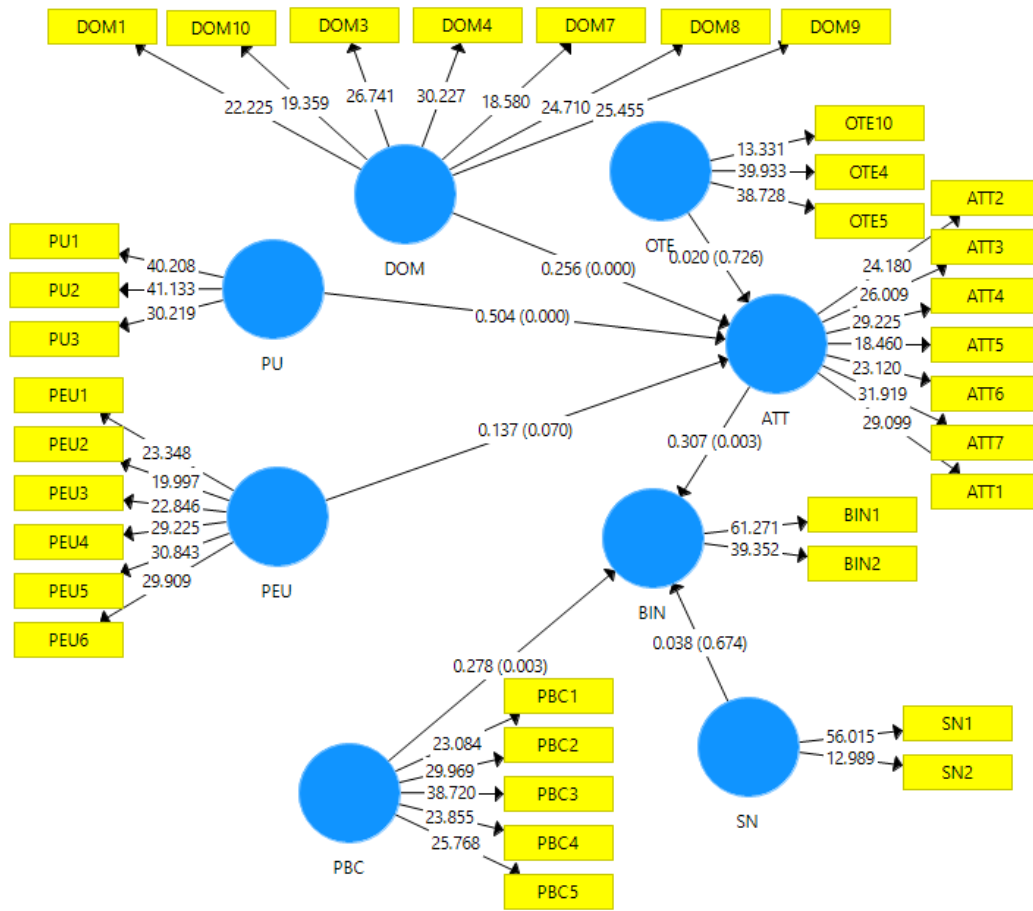


Figure 2. SEM model.

4. Discussion and conclusion

This study is an attempt to analyze the psychological reasons in influencing the decision of micro-entrepreneurs to use SNS in small and medium business (SMB) activity. The theoretical framework of this study is adopted from the study of Stefano et al. (2023) and this framework is tested in the context of SMB micro-entrepreneurs following the suggestion of Stefano et al. (2023). The theoretical framework of Stefano et al. (2023) is based on the theory of planned behaviour (TPB) and the technology acceptance model (TAM). The current identifies the psychological reasons to predict the behavioural intention of SMEs micro-entrepreneurs to use SNS in their business activity. Our research framework shows informative findings explained below.

First, PEU has an insignificant influence on ATT towards Entrepreneurial Activity on SNSs in Indian settings. This finding implies that even if individuals find using SNSs for entrepreneurial activities to be easy, it does not significantly influence their overall attitude toward actually pursuing entrepreneurial activities on those platforms. Other factors or variables OTE might play a more critical role in shaping their attitudes and motivations related to entrepreneurship on social networking sites in the Indian context.

Second, the impact of PU on ATT towards Entrepreneurial Activity on SNSs in Indian settings is significant. In the context of entrepreneurial activity on SNSs, if

individuals perceive these platforms as useful tools that can aid them in starting or running a business, they are more likely to have a positive attitude towards engaging in entrepreneurial activities on those platforms. According to TAM, perceived usefulness is a critical determinant of users' attitudes and intentions to use technology. If individuals see value in using SNSs for entrepreneurial purposes, they are more inclined to embrace such activities and invest time and effort in them.

Third, ATT has a significant influence on BIN. When individuals have a positive attitude towards engaging in entrepreneurial activities on SNSs, they are more likely to develop a stronger intention to use these platforms for business purposes. A positive attitude indicates that they see potential benefits, advantages, and value in using SNSs for their entrepreneurial endeavors. This positive perception can lead to a higher motivation to adopt the behavior of utilizing SNSs for business-related activities. The relationship between attitude and behavioral intention is often explained by the Theory of Planned Behavior (TPB), another widely used model in the field of psychology and behavioral research. According to TPB, attitudes, subjective norms, and perceived behavioral control collectively influence an individual's intention to perform a specific behavior. In the context of using SNSs for business, a positive attitude is one of the key drivers of the intention to engage in this behavior.

Fourth, SN has an insignificant influence on BIN. It is argued that because of the differences in the types of content, forms of interaction and dominant themes of social media sites, perceptions about subjective norms should differ among users with a high or low use frequency. It is reasonable to state that the relationship between social media use and perceived subjective norms should vary according to the entrepreneur's demographic.

Sixth, OTE has an insignificant influence on ATT. This conclusion implies that regardless of an individual's level of openness to experience, their attitudes towards using SNSs for entrepreneurial purposes remain relatively consistent. In other words, being open-minded, curious, and imaginative does not significantly sway a person's attitude toward leveraging SNSs for entrepreneurial endeavors.

Seventh, DOM has a significant influence on ATT. This suggests that an individual's level of dominance, whether high or low, does not have a substantial impact on their attitudes toward using SNSs for entrepreneurial purposes. In other words, whether someone is assertive and influential or less dominant and reserved, it does not significantly sway their attitude towards leveraging SNSs for entrepreneurial endeavors.

The interplay of complex psychological dynamics affects the decisions of micro-entrepreneurs to use social networking sites (SNS) in small and medium-sized business (SMB) undertakings, especially in India. It draws its foundations from the Theory of Planned Behavior (TPB) and the Technology Acceptance Model (TAM), this research probes into how ease of use, usefulness, attitudes, subjective norms, openness to experience (OTE), and dominance interaction with each other to affect intentions of micro-entrepreneurs towards integrating SNSs into their entrepreneurial activities (Di Stefano et al., 2023).

One interesting finding is related to Perceived Ease of Use (PEU), which has no significant effect on Attitude (ATT) toward Entrepreneurial Activity on SNSs. This is different from past studies that found a strong relationship between ease of use and

attitude towards technology adoption but similar to recent research suggesting that there could be other factors that may play a stronger role in shaping attitudes, particularly among Indian users where cultural values are more dominant than individualism (Bonfanti et al., 2023). However, the study also affirms that Perceived Usefulness (PU) significantly influences ATT toward Entrepreneurial Activity on SNSs as hypothesized based on prior literature. This highlights that people will tend to have positive attitudes toward technology if they think it can help them succeed in their entrepreneurial endeavors and perceive it as beneficial, particularly crucial in resource-constrained contexts like micro-entrepreneurship (Cabeza-Ramirez et al., 2022). Furthermore, attitudes play a pivotal role in shaping Behavioral Intention (BIN), aligning with the Theory of Planned Behavior's premise. This emphasizes attitudes as central drivers of behavioral outcomes, consistent with prior research on technology adoption and entrepreneurial behavior (Tornikoski and Maalaoui, 2019).

However, an unexpected finding emerges regarding Subjective Norms (SN), which shows an insignificant influence on BIN. This raises questions about social influence's role in micro-entrepreneurs intentions to adopt SNS for business purposes, suggesting cultural and social nuances may mediate subjective norms' impact within the Indian entrepreneurial landscape (Di Stefano et al., 2023). In terms of personality traits, the study reveals an unexpected facet, with Openness to Experience (OTE) showing an insignificant influence on ATT. This challenges conventional wisdom suggesting a positive relationship between openness and attitudes towards technology adoption, necessitating further exploration of underlying mechanisms (Ng et al., 2021).

Similarly, Dominance (DOM) significantly influences ATT, highlighting the complexity of individual differences within entrepreneurial settings. This contradicts prior studies linking dominance with positive attitudes toward technology adoption, emphasizing the need for a nuanced understanding of personality-context interactions. This study offers valuable insights into the psychological drivers of SNS adoption among Indian micro-entrepreneurs. Integrating theoretical frameworks and insights from personality psychology sheds light on technology adoption's multifaceted nature in SMB contexts. However, further research is warranted to explore underlying mechanisms and boundary conditions, considering cultural and social factors shaping technology adoption behaviors among micro-entrepreneurs.

5. Limitation and future scope

The current study has several limitations. First, the sample population of the current study is limited to Delhi/NCR which does not represent the entire population of India. To deal with this issue future studies can be conducted across different locations of India. Second, this study is based on a cross-sectional research design, future studies can be conducted by incorporating a longitudinal research design. Finally, it would be interesting if future research incorporated other personal traits.

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