Lifu Li* and Kyeong Kang

Effect of the Social and Cultural Control on Young Eastern Ethnic Minority Groups' Online-Startup Motivation

Abstract: This study is developed based on particular social and cultural backgrounds and discovers young Eastern ethnic minority groups' (EMGs) online-startup motivation on live streaming platforms. Drawing on the Hofstede cultural dimensions, this paper explores various influencing factors, including peers' support, conservative thinking and family support. It analyses young Eastern EMGs' entrepreneurial motivation and behaviour based on the Stimulus, Organism and Response (S-O-R) model. Compared with traditional research models, the combination of the Hofstede cultural theory and the S-O-R model could be conducive to make the research model reflect influencing factors and present their specific relationships. By analysing 531 valid online questionnaires based on the partial least squares path modelling and variance-based structural equation modelling (PLS-SEM), the paper proves that peers' support and family support can reduce young EMGs' conservative thinking and positively affect young people EMGs' online-startup motivation. Based on the analysis results, some suggestions are provided for related departments, aiming to enhance young EMGs' online-startup confidence.

Keywords: social and cultural control, young Eastern ethnic minority groups, conservative thinking, online-startup motivation

1 Introduction

Unlike traditional entrepreneurship, the online-startup model is developed based on information technology and provides entrepreneurs with convenient platforms to communicate with online consumers (Soegoto and Akbar 2018). Considering the convenient functions, more and more young entrepreneurs tend to promote

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online-startups on live streaming platforms where they can have real-time inter-action with viewers and build trust with online consumers (Wongkitrungrueng, Dehouche, and Assarut 2020). Most live streaming platforms developed in Eastern countries, such as Taobao Live, Mogujie and Kuaishou platforms, encourage young entrepreneurs to live broadcast videos about products and services. As a result, the use of live streaming to advertise online products has become a new area of e-business. Specifically, during the shopping festival named "618" in China, the sales on Taobao Live reached to 13 billion yuan (Xu, Wu, and Li 2020). Meanwhile, under the support of official departments, the mode of online-startup is flexible for young entrepreneurs, without strict requirements for capital, tax and sites (Pustovrh et al. 2019). Therefore, based on the advantages of online-startup, more and more young Eastern entrepreneurs decide to develop online-startups on live streaming platforms.

The entrepreneurial motivation can be influenced by the social and cultural background, which has been identified by prior studies (Anggadwita et al. 2017; Badri and Hachicha 2019). This study result could not be applied to young Eastern ethnic minority group (EMG) entrepreneurs because young EMGs would have different opinions from the major group entrepreneurs (Rahman, Ullah, and Thompson 2018). Compared with the major group entrepreneurs, most young EMGs from Eastern countries have their original living environment and cultural backgrounds, such as languages, writing systems, religions and social values (Liu et al. 2018), which would have a significant impact on their online-startup motivation. Meanwhile, many young Eastern EMG residents live in remote areas, such as the Zang (Tibetan) from plateau, Torres Strait Islanders from archipelagos and Vietnamese minority from mountain areas, and they could face fund issues and have different attitudes to developing online-startups (Le Duc et al. 2018; McNiven 2017; Zhang et al. 2018). In addition to the difficulties they faced, a unique living cultural environment could also provide young EMG entrepreneurs with abundant artistic resources to attract online consumers' attention while adver-tising products and services. Hence, young EMGs' entrepreneurial motivations are different from the major group, which needs to be researched in this study.

Moreover, because of the strong social ties, family members and peers' group as two social and cultural factors, play an essential role during the entrepreneurial process of young Eastern EMGs (Edelman et al. 2016; Ijaz, Yasin, and Zafar 2012). In some Eastern countries where the degree of power distance and collectivism is high, the family business atmosphere is prevalent, and older family members are willing to encourage and support young entrepreneurs (Hofstede 2011; Ijaz, Yasin, and Zafar 2012). For example, for many young Chinese entrepreneurs, the most critical entrepreneurial support and education, such as funds and advice, are mainly collected from their parents and other immediate family members (Hidayat, Murwani, and Arief 2019). Meanwhile, because of the influence of long-

term orientation and collectivism, peers' group is the leading source for social communication, including entrepreneurial interaction (Hofstede 2011). During the exchange and cooperation process, peers' support can solve labour problems and provide talents for young EMG entrepreneurs, which is necessary for the online-startup mode (Li and Wu 2019). Therefore, family support and peers' support are two critical influencing factors while analysing social and cultural control in Eastern countries.

However, due to the low level of economic development and inconvenient transportation, most EMG individuals' income level is lower than urban residents. For example, compared with the major group, young EMGs from less-developed regions are more likely to face material hardship and financial strain (Cassells and Evans 2017). Although existing scholars have paid much attention to young Eastern entrepreneurs' online-startup motivation, almost none of them analyse the differences between the major group entrepreneurs and EMG entrepreneurs (Kang and Xiong 2021; Lai and To 2020). Considering the living environment of young EMGs, the potential economic and mental pressure would lead young Eastern EMG entrepreneurs to avoid uncertain issues and tend to be restrained, reflecting the conservative thinking factor (Hofstede 2011). This kind of thinking could impede young EMG entrepreneurs to face challenging careers and reduce their enduring innovation enthusiasm (Filser et al. 2014). Hence, under the particular social and cultural environment, young EMGs' online-startup motivation would be influenced by specific factors. To discover the social and cultural impact on young EMG entrepreneurs, this first research objective is as follows: *What kinds of social and cultural factors would affect young Eastern EMG entrepreneurs' online-startup motivation?*

Regarding the first question, this paper draws on the Hofstede cultural theory and explores influencing factors based on the cultural dimensions. For instance, the peers' support is based on the high degree of long-term orientation and collectivism, and the conservative thinking reflects the uncertainty-avoidance and restraint. These influencing factors play a significant impact in young Eastern EMGs' online-startup progress, although there would be some differences among different EMGs. Meanwhile, influencing factors directly affect young EMGs' online-startup motivation and result in their final entrepreneurial behaviours. To discover the process, this paper establishes the research model based on the Stimulus, Organism and Response (S-O-R) model, which existing scholars have utilised to explore entrepreneurial behaviours (Bhushan 2020). Prior studies have identified the importance of peers' support and family support, but few of them evaluate their influences on young Eastern EMG entrepreneurs (Bellò, Mattana, and Loi 2018; Neneh 2017). Thus, the second study objective is as follows: *How do influencing factors, including peers' support, family support and conservative thinking, affect young Eastern EMG entrepreneurs' online-startup motivation and final behaviour?*

The paper significantly contributes to theoretical and practical implicants. Firstly, this study explores the influencing factors based on the Hofstede cultural dimensions and analyse young Eastern EMGs' online-startup motivation based on the S-O-R model. Considering young Eastern EMGs' unique social and cultural background, the combination of Hofstede cultural theory and the S-O-R model is beneficial to identify influencing factors and is also helpful to research young Eastern EMGs' entrepreneurial motivation and behaviours. Meanwhile, based on the research results, suitable strategies can be designed by related departments to encourage young Eastern EMGs to promote online-startups, which contributes to practical implicant. For instance, universities can incorporate collectivism into educational philosophy, and local governments should encourage the development of family-owned enterprises. With the number of EMG online-startups increasing, young EMGs' income would be enhanced, and Eastern EMG culture could also be conducted gradually.

The rest of the study is structured as follows. Firstly, prior researches related to peers' support, family support and conservative thinking are reviewed, and theoretical foundations, including the Hofstede cultural theory and the S-O-R model, are presented to discover young EMGs' online-startup motivation. Then, the research model for this paper is established based on the S-O-R model, and six hypotheses have been presented. Thirdly, the methodology is described, including data collection and data analysis, and the study results are reported. In the final part, the key findings, implications and future study are discussed.

2 Literature Review

2.1 Social and Cultural Control

Social and cultural control focuses on the impact of potential norms and cultural atmosphere, and it would affect individuals' relationships with peers' groups and family members (Venuleo, Mossi, and Rollo 2019). All social and cultural influencing factors are based on Hofstede cultural dimensions from the macro level, although there are some differences among Eastern countries. Meanwhile, considering the nature of Hofstede cultural dimensions, the score cannot be applied to the individual level directly and should be adjusted based on young Eastern EMGs' living environment (Tung and Verbeke 2010; Venaik and Brewer 2013). As the cross-cultural research requirements proposed by Tung and Verbeke (2010), scholars need to develop a broad conceptual view of the dimension concept and draw on social, cultural, institutional and economic components. Based on young Eastern EMGs' social and cultural background, the study re-considers Hofstede cultural dimensions and re-evaluates their effects in the Eastern cultural

environment. Firstly, compared with Western countries, like Australia and America, the degree of collectivism and long-term orientation is high in Eastern countries, such as China, Singapore and South Korea (Hofstede 2011). Under this kind of cultural environment, individuals focus on the guanxi (social relationship) with peers and family members, and an improved guanxi network can reduce the difficulty of starting a new business (Badi, Wang, and Pryke 2017). Hence, before promoting online-startups, young Eastern EMGs are willing to find reliable supports among peers and family members. Secondly, many Eastern countries have a high degree of power-distance and masculinity, including China, Japan and the Philippines, which can be reflected in their family atmosphere. Specifically, many young Eastern entrepreneurs have to get their fathers' permission and follow their advice while making an important decision (Xu, He, and Yang 2021). This means that family support is not only material support but also spiritual dependence. Finally, unlike the Western environment where indulgence is high, the restrained social background discourages young Eastern entrepreneurs from trying new challenges, resulting in conservative thinking to online-startups (Jia 2020). Meanwhile, considering the living environment of young EMGs, the study re-evaluates the influence of uncertainty-avoidance and claims it plays a high impact on young EMGs' online-startup motivation, which has been proved by existing scholars (Jin 2017; Lei and Yan 2017; Lin 2018). Therefore, the relationship between cultural dimensions and influencing factors has been presented in Figure 1.

2.2 Peers Support

Peers' support refers to the process that peers provide entrepreneurial experiences and skills based on their knowledge (Darby 2018). The relationship with peers' group plays an essential role in contemporary society (Chaplin and John 2010). In Eastern countries, such as South Korea and China, young individuals focus on collectivism, leading them to rely on peers' encouragement while facing challenging careers (Hofstede 2011; Lee et al. 2018). Thus, talent support and trust from peers' groups could enhance young Eastern EMGs' confidence to develop online-startups. Meanwhile, the long-term orientation dimension also significantly affects young entrepreneurs to focus on the relationship with peers (Hofstede 2011). Specifically, individuals from the high degree of long-term orientation environment put the peers' group in the first place, and peers' trust and encouragement are beneficial for young entrepreneurs to solve uncertain problems and face new challenges (Kacperczyk 2013; Lubman et al. 2017). Thus, influenced by the collectivism and long-term orientation dimension, young EMGs from Eastern countries focus on peers' support during the entrepreneurial process. Furthermore, unlike traditional offline-startups, young Eastern EMGs should pay more
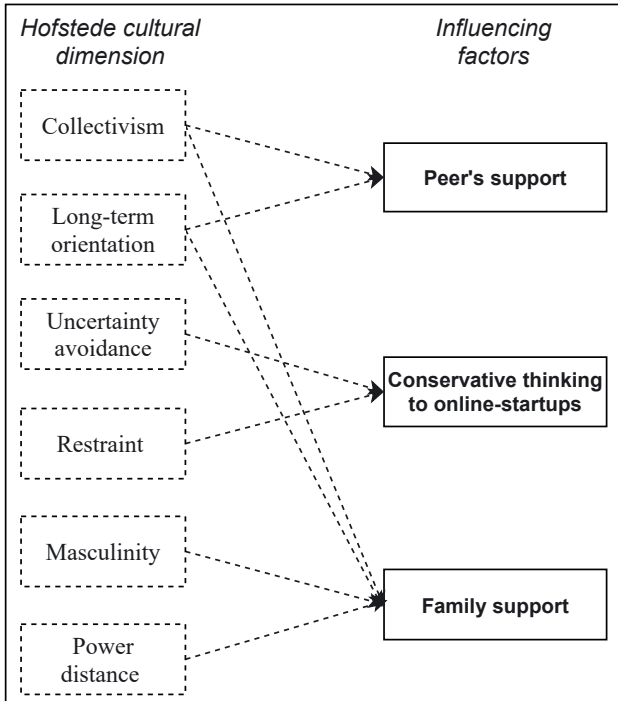
Figure 1: The relationship between cultural dimensions and influencing factors.

attention to technical skills, live marketing skills and online interaction skills while developing online-startups (Liguori and Winkler 2020). Considering most young EMG peers have accepted higher education and controlled various entrepreneurial knowledge, peers' support is necessary for young EMG entrepreneurs when promoting online-startups on live streaming platforms. Thus, peers' support could decrease young Eastern EMGs' conservative thinking and enhance their online-startup motivation.

2.3 Family Support

Family support is the support from family members and includes material support and emotional support (Roksa and Kinsley 2019). Based on the strong social ties among family members, family support significantly influences young EMGs' online-startup motivation (Edelman et al. 2016). For instance, young individuals from a high degree of power distance environment, like China and Vietnam, would

follow parents' advice before making important decisions (Chen 2016). Parents' advice, especially fathers' permission, is necessary for young EMGs, because masculinity has a high impact on Eastern society (Hofstede 2011). Meanwhile, for maintaining their family position and power in society, traditional family members focus on the effects of collectivism and long-term orientation (Ijaz, Yasin, and Zafar 2012). This is why the family business atmosphere is prevalent in modern Eastern society (Zellweger 2017). Furthermore, unlike the significant group entrepreneurs, the family of young EMGs cannot only provide funds support but also have the ability to impart traditional cultural knowledge to young generations, such as the jewellery handwork skills from the Chinese Miao group, the jungle life knowledge from the Orang Asli group, and the island music knowledge from South Sea Islander (Cheung 2019; Kardooni et al. 2014; Webb-Gannon and Webb 2018). Unique cultural knowledge learned from older family members can be applied to live content and enhance online consumers' live shopping experience. Thus, family support, including material and emotional support, is as vital as the peers' support for young EMG entrepreneurs, and it would increase their online-startup confidence.

2.4 Conservative Thinking

The conservative thinking is a kind of traditional thinking that affects individuals to avoid uncertain issues and hinders their innovation (Broockman, Ferenstein, and Malhotra 2019). Financial pressure and mental pressure could cause young Eastern EMGs' conservative thinking to online-startups. Considering the impact of uncertainty-avoidance and restraint dimensions, this kind of cultural phenomenon tends to enhance individuals' conservative thinking (Hofstede 2011). In Eastern countries, such as South Korea and Japan, young entrepreneurs influenced by the uncertainty-avoidance environment tend to find steady jobs rather than promoting online-startups on live streaming platforms (Beliaeva, Laskovaia, and Shirokova 2017). Meanwhile, the uncertainty-avoidance dimension plays a dramatic influence on young Chinese EMGs, although its degree in China is low (Svartangen 2014). Due to historical and cultural reasons, most Chinese EMGs live in remote areas where the level of economic development is relatively backward, i.e. the Zang group and the Tu group from the Qinghai-Tibet Plateau, and the Miao group and the Yi group from the Yunnan-Guizhou Plateau (Diamond 2017; Zhang et al. 2018). This means these young Chinese EMG entrepreneurs have few opportunities to get financial and technical support compared with the entrepreneurs from urban areas, and they would have conservative thinking to online-startups. Therefore, although both peers' support and family support can enhance young

EMGs' online-startup motivation, the negative impact of young EMGs' conservative thinking on their online-startup motivation should be analysed.

3 Research Model and Hypotheses

The research model contains three units based on the S-O-R model, including *Stimulus*, *Organism* and *Response*. Regarding the *Stimulus*, the influencing factors are designed according to the Hofstede cultural dimensions. Specifically, the peers' support is prevalent in the specific cultural environment, like China and South Korea's collectivism and long-term orientation cultural background, and the conservative thinking is influenced by the uncertainty-avoidance and restraint cultural dimensions. Meanwhile, the *Organism* unit reflects young EMGs motivation and attitude to online-startups, and the *Response* unit presents their final behaviours. From *Stimulus* to *Response*, it shows the changing process of young EMGs' entrepreneurial motivation. Therefore, according to the Hofstede cultural theory and the S-O-R model, the research model has been established, as Figure 2 shows.

In Eastern countries with a significant influence of collectivism and long-term orientation cultural dimensions, the peers' support significantly affects young EMGs' entrepreneurial decisions. As an essential role in contemporary society,
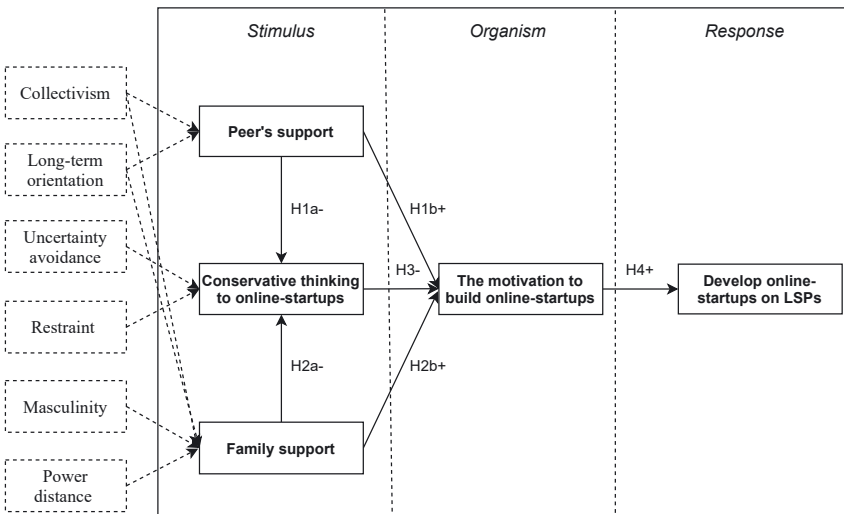

Figure 2: The research model.

peers' support can provide young EMG entrepreneurs with various skills support, such as technical support and live marketing skills. This is because most young Eastern EMGs' peers have accepted higher education, and they have the ability to provide talent support for the new startup mode (Li and Wu 2019). Although some young EMGs still have conservative thinking for online-startups, the encouragement and trust from peers can efficiently decrease their apprehension. Meanwhile, in the collectivism and long-term orientation society, young Eastern EMGs hold a solid collective consciousness, which means they focus on the relationship, also known as guanxi, with others (Lee et al. 2018). An improved social connection with peers could strengthen young EMGs' online-startup confidence and reduce the unknown difficulties of entrepreneurship. Therefore, before promoting online-startups, peers' support is an essential factor that affects young Eastern EMGs' conservative thinking and entrepreneurial motivation, and the paper proposes:

Hypothesis: 1a: Peers' support negatively affects young Eastern EMGs' conservative thinking to online-startups.

Hypothesis: 1b: Peers' support positively affects young Eastern EMGs' motivation to promote online-startups.

To maintain family position and power, the family business atmosphere is prevalent in modern Eastern society (Ijaz, Yasin, and Zafar 2012; Zellweger 2017). Influenced by the masculinity and power distance cultural factors, young Eastern EMGs should get family members' permission, especially from their fathers, while they plan to develop new careers (Bodycott and Lai 2017). Thus, some young Eastern EMGs' conservative thinking might be caused by the lack of family support. Meanwhile, unlike the significant group, EMGs' family members cannot only provide funds support but also impart traditional cultural knowledge to young generations (Cheung 2019; Webb-Gannon and Webb 2018). Unique EMG knowledge can be applied to advertising methods and enhance online consumers' shopping experience. Therefore, the family support could reduce young Eastern EMGs' conservative thinking and improve their online-startup motivation, and the study proposes:

Hypothesis: 2a: Family support negatively affects young Eastern EMGs' conservative thinking to online-startups.

Hypothesis: 2b: Family support positively affects young Eastern EMGs' motivation to promote online-startups.

As mentioned before, most young Eastern EMGs are from less-developed areas, such as the Zang group and the Tu group from the Qinghai-Tibet Plateau, and the Miao group and the Yi group from the Yunnan-Guizhou Plateau (Diamond 2017; Zhang et al. 2018). They have to undertake financial pressure and face inconvenient geographical environments, which results in them keeping restrained emotion while promoting new careers (Beliaeva, Laskovaia, and Shirokova 2017). This kind of conservative thinking could lead young Eastern EMGs to avoid uncertain issues and lack the spirit of challenge, which would negatively impact young EMGs' online-startup motivation (Hofstede 2011; Lei and Yan 2017). Hence, this paper supposes:

Hypothesis 3: Conservative thinking to online-startups negatively affects young Eastern EMGs' motivation to promote online-startups.

Individual motivation significantly influences their final behaviours, including entrepreneurial behaviours, which has been identified by prior scholars (Mayne 2018; Ridha and Wahyu 2017; Teixeira et al. 2018). Meanwhile, previous study results can also be applied to explore the relationship between young Eastern EMGs' entrepreneurial motivation and their final behaviours. Hence, the paper hypothesizes:

Hypothesis 4: Young Eastern EMGs' online-startup motivation positively affects them to develop online-startups on live streaming platforms.

4 Methodology

4.1 Research Setting

To examine the research model, the online questionnaire method can be utilised to collect data and test these hypotheses mentioned before. Compared with traditional quantitative research methods, the online questionnaire method has more advantages, like the flexibility of filling out time and a wide range of survey areas (Nayak and Narayan 2019). Considering the wide distribution of Eastern EMGs, the online questionnaire method is beneficial to collect samples from different EMGs from different regions. Meanwhile, this study focuses on Chinese EMGs as research samples because there are 55 official EMGs in China, and most of them have a unique language, writing system and religious background (Zhou 2020). In addition to the specific ethnic categories, the online-startup atmosphere in China is

improved and famous, which has great reference value. In light of this, the online-startup environment of young Chinese EMGs is chosen as the research context.

4.2 Measurement

All constructs measured in this study are based on existing literature. Firstly, peers' support is tested through four questions from Geri (2013), Keat, Selvarajah, and Meyer (2011), Linan (2008) and Silveira et al.' research (2017), and the measurement of family support draws on Linan (2008), Osorio, Settles, and Shen (2017) and Silveira et al.' research (2017). According to Osorio, Settles, and Shen (2017) and Silveira et al.' study (2017), five-question items are used to test young Eastern EMGs' conservative thinking to online-startups. Moreover, the motivation to build online-startups is tested by four questions based on Lee-Ross (2017) and Taormina and Lao's research (Taormina and Lao 2007), and the behaviour of developing online-startups is measured through five-questions items (Linan 2008; Silveira, Santino, and Olivense 2017). In addition to basic information statistics, such as gender, age, educational background and EMG background, major question items are shown in Table 1. The paper utilises the Likert 7-point scale with a range from the lowest score = 1 to the highest score = 7 to measure EMG participants' answers.

4.3 Data Collection

Online questionnaires are distributed on the academic Chinese questionnaire design platform, Tencent Questionnaire. Academic functions and the Chinese language option on the platform are convenient for young Chinese EMGs to fill in. Before the formal questionnaire, many filtering questions have been designed, such as live streaming platform using experience and online-startup developing experience, aiming to focus on the target group. From February 2021 to May 2021, 607 questionnaires have been received from 41 EMGs, and these participants are coming from 34 different provinces, which reduces the influence of geographic factors on the results of questionnaires. However, due to the issues of communication inconvenience during the COVID-19 situation, some responses are inappropriate, such as the answers from the major group, same replies, incomplete responses and unmatched group cultural background. After filtering and managing, 531 respondents fill out questionnaires completely, which is valid for data analysis. The rate of return is 87.48%.

Table 1: The list of questionnaire contents.

Variable	Item	Measurement
Peers' support (Geri 2013; Keat, Selvarajah, and Meyer 2011; Linan 2008; Silveira, Santino, and Olivense 2017) (strongly agree = 7, strongly disagree = 1)	PS1	My friends would approve of my decision to start an online business.
	PS2	Interested in online business because my friends are in the online business.
	PS3	People with whom I have relations trust and respect me.
	PS4	Friends are the main source of business-related information.
Family support (Linan 2008; Osorio, Settles, and Shen 2017; Silveira, Santino, and Olivense 2017) (strongly agree = 7, strongly disagree = 1)	FS1	My immediate family would approve of my decision to start an online business.
	FS2	If necessary, my family members will provide me with funds, materials, or suggestions to help me start my own business.
	FS3	My family members will give me the advice to start my own business.
	FS4	My family members will provide me with ideas to start new businesses.
Conservative thinking to online-startups (Osorio, Settles, and Shen 2017; Silveira, Santino, and Olivense 2017) (strongly agree = 7, strongly disagree = 1)	CT1 CT2	I am not confident about my skills and abilities to run my own business.
	CT3	I would not be certain of success if I started my own business.
	CT4	I have not known enough to start my own business. Being an entrepreneur implies to me more disadvantages than advantages.
	CT5	It would be very difficult for me to develop the idea of a new business.
Motivation to build online-startups (Lee-Ross 2017; Taormina and Lao 2007) (strongly agree = 7, strongly disagree = 1)	MB1	To me, being an entrepreneur suggests advantages, not disadvantages, and a career as an entrepreneur is attractive to me.
	MB2	I want to be an online business owner.
	MB3	I enjoy having authority at work.
	MB4	I like to control my own time at work.
Develop online-startups (Linan 2008; Silveira, Santino, and Olivense 2017) (strongly agree = 7, strongly disagree = 1)	DO1	I will create a business venture in the future.
	DO2	Certainly, I will establish my own online business.
	DO3	After graduation, I will prefer to pursue an entrepreneurial career.
	DO4	If I tried to start an online business, I would have a high probability of succeeding.
	DO5	I will make every effort to start and run my own online business.

5 Data Analysis

5.1 Descriptive Statistics

Among these 531 respondents (Table 2), 40.49% of them are female, 56.50% are male, 1.88% are others, and 1.13% prefer not to say. Meanwhile, 5.46% are less than 19 years old, 59.32% are between 19 and 25 years old, and 35.22% are between 26 and 32 years old. Regarding the educational background, more than 55% are undergraduates, 16.20% are from junior college, and 15.63% are postgraduates. For the EMG cultural background, most of them are from the Hui group (17.33%), 15.25% are from the Yi group, and 14.69% are from the Menggu group. Furthermore, 45.57%

Table 2: The basic information of online questionnaire respondents (n = 531).

Demographic Variables	Category	Frequency	Percentage (%)
Gender	Female	215	40.49
	Male	300	56.50
	Other	10	1.88
	Prefer not to say	6	1.13
Age	<19	29	5.46
	19–25	315	59.32
	26–32	187	35.22
Educational background	Junior college	86	16.20
	Undergraduate	295	55.56
	Postgraduate	83	15.63
	Doctoral student	8	1.51
	Graduates	59	11.11
EMG background	The Hui group	92	17.33
	The Yi group	81	15.25
	The Menggu group (Mongolian)	78	14.69
	The Zang group (Tibetan)	53	9.98
	The Zhuang group	50	9.42
	The Miao group	44	8.29
	The Chaoxian group (Korean)	32	6.02
	Other 31 groups	101	19.02
LSP using experience	Less than half year	86	16.20
	0.5–1 year	83	15.63
	1–2 year	242	45.57
	2–3 year	73	13.75
	More than 3 year	47	8.85
Online-startup experience	Yes	270	50.85
	No	261	49.15

of them have one to two years of the platform using experience, and 50.85% of these participants have online-startup experiences.

To test the research model, this study utilises the variance-based structural equation modelling (SEM) and partial least squares (PLS) path modelling based on SmartPLS 2.0 to analyse the data collected from young Eastern EMGs. Different from other model test methods, PLS-SEM has the advantage to analyse measurement model parameters and evaluate structural path coefficients (Cheah et al. 2020; Chin, Marcolin, and Newsted 2003). PLS-SEM is a causal-predictive approach to SEM that can develop prediction in estimating statistical models, and it is suitable for the model structures that are designed to provide causal explanations (Hair et al. 2019). Meanwhile, PLS-SEM analysis can be easily accessed on the SmartPLS 2.0 because of its comprehensive functions (Hair et al. 2017; Sarstedt and Cheah 2019).

5.2 Measurement Model

To evaluate the measurement model, the paper should test the reliability, convergent validity, and discriminant validity (Hair et al. 1998). Based on the research results claimed by Hair et al. (2016), the reliability of the model can be analysed through three items, including AVE, composite reliability (CR), and Cronbachs. To be specific, AVE needs to be higher than 0.50, CR should be greater than 0.70, and Cronbach's Alpha needs to be higher than 0.70 (Bhatnagar, Kim, and Many 2014; Chin 1998; George and Mallery 2003; Hair Jr et al. 2016). In Table 3, the results of AVE, CR and Cronbachs Alpha meet the requirements, claiming that the model's reliability is acceptable.

The convergent validity and discriminant validity can be assessed based on the confirmatory factor analysis. As the factor loadings and cross-loadings show in Table 4, the markers' loadings in each construct are highly correlated, and all

Table 3: The results of AVE, CR, R Square and Cronbachs alpha.

	AVE	Composite reliability	Cronbachs alpha
CT	0.840	0.963	0.952
DO	0.727	0.930	0.906
FS	0.703	0.905	0.859
MB	0.701	0.904	0.858
PS	0.693	0.900	0.850

CT = Conservative thinking to online-startups, DO = Develop online-startups, FS = Family support, MB = Motivation to build online-startups, PS = Peers' support.

Table 4: Factor loadings and cross-loadings.

	CT	DO	FS	MB	PS
CT1	**0.922**	−0.336	−0.342	−0.356	−0.364
CT2	**0.893**	−0.356	−0.334	−0.340	−0.365
CT3	**0.911**	−0.358	−0.328	−0.353	−0.358
CT4	**0.927**	−0.348	−0.348	−0.387	−0.388
CT5	**0.929**	−0.360	−0.377	−0.382	−0.395
DO1	−0.279	**0.872**	0.665	0.725	0.683
DO2	−0.395	**0.805**	0.630	0.725	0.673
DO3	−0.360	**0.850**	0.666	0.716	0.690
DO4	−0.284	**0.855**	0.653	0.725	0.686
DO5	−0.315	**0.879**	0.660	0.731	0.684
FS1	−0.263	0.614	**0.860**	0.649	0.665
FS2	−0.326	0.676	**0.850**	0.678	0.685
FS3	−0.326	0.616	**0.797**	0.653	0.671
FS4	−0.348	0.667	**0.847**	0.700	0.701
MB1	−0.296	0.722	0.708	**0.863**	0.699
MB2	−0.307	0.767	0.639	**0.821**	0.705
MB3	−0.363	0.692	0.653	**0.831**	0.680
MB4	−0.368	0.660	0.680	**0.833**	0.682
PS1	−0.336	0.730	0.720	0.739	**0.897**
PS2	−0.386	0.681	0.649	0.683	**0.850**
PS3	−0.296	0.584	0.672	0.650	**0.744**
PS4	−0.339	0.668	0.663	0.676	**0.831**

marked constructs are considerably higher than other constructs, claiming the convergent validity and discriminant validity are reasonable (Chin 1998; Wang et al. 2018). The range of marked items presented in Table 4 is from 0.744 to 0.929, and the field is more than 0.70, which means the model meets the convergent validity requirement (Ab Hamid, Sami, and Sidek 2017; Wong 2016).

Furthermore, the Fornell–Larcker criterion can be used to examine the discriminant validity (Chin 1998; Fornell and Larcker 1981). The AVEs' square root on the diagonals can be applied to evaluate whether the discriminant validity of the model meets the requirement (Ab Hamid, Sami, and Sidek 2017; Chin 1998). Specifically, as Table 5 shows, the AVEs' square root on the diagonals is higher than other correlations, indicating the discriminant validity in this study is acceptable.

5.3 Common Method Bias

Considering some correlations of the constructs are relatively high, which would cause the common method bias (Tehseen, Ramayah, and Sajilan 2017). To evaluate

Table 5: Correlations between constructs.

	AVE	CT	DO	FS	MB	PS
CT	0.840	0.917				
DO	0.727	−0.383	0.852			
FS	0.703	−0.378	0.768	0.839		
MB	0.701	−0.397	0.850	0.800	0.837	
PS	0.693	−0.408	0.802	0.812	0.827	0.832

this potential problem, both the single-factor test and measured latent-factor test can be used to assess the common method bias (Podsakoff et al. 2003). The paper applies the measured latent-factor test based on the functions of SmartPLS, which is proposed by Liang et al.' research (2007). As Table 6 shows, the average of trait factors explains 73.7% of the overall variance, and the average of method factors can explain 1% of the overall variance. The ratio between the average of trait

Table 6: Common method bias.

	R1	R1 square	R2	R2 square
CT1	0.923	0.852	−0.037	0.001
CT2	0.893	0.798	−0.038	0.001
CT3	0.913	0.833	0.033	0.001
CT4	0.926	0.857	0.086	0.007
CT5	0.927	0.860	0.109	0.012
DO1	0.874	0.764	−0.087	0.008
DO2	0.800	0.640	0.143	0.020
DO3	0.851	0.724	−0.016	0.000
DO4	0.855	0.731	−0.037	0.001
DO5	0.880	0.774	−0.133	0.018
FS1	0.867	0.752	0.249	0.062
FS2	0.850	0.723	0.064	0.004
FS3	0.794	0.630	0.130	0.017
FS4	0.842	0.709	−0.063	0.004
MB1	0.864	0.746	−0.099	0.010
MB2	0.815	0.665	−0.039	0.001
MB3	0.834	0.695	0.019	0.000
MB4	0.835	0.698	0.011	0.000
PS1	0.898	0.806	0.000	0.000
PS2	0.851	0.725	−0.007	0.000
PS3	0.738	0.545	−0.022	0.000
PS4	0.833	0.695	−0.223	0.050
AVG		0.737		0.010
Ratio	73.968			

factors and the average of method factors is 73.968, higher than 39, claiming the common method bias in this study is not serious, and the correlations of the constructs are acceptable (Liang et al. 2007; Rönkkö and Ylitalo 2011).

5.4 Structural Model

The paper applies the bootstrapping function on SmartPLS 2.0 to analyse the path significances based on the *t*-statistical test results (Hair Jr et al. 2016). As Table 7 presents, all hypotheses proposed in this study are supported, because *t*-statistics results are remarkably higher than 1.96 and *P* values are less than 0.05 (Hair Jr et al. 2016).

According to the data analysis in Table 7, peers' support negatively affects young Eastern EMGs' conservative thinking to online-startups ($\beta = -0.298$, $t = 5.141$, $P < 0.001$) and positively influences their motivation to promote online-startups ($\beta = 0.504$, $t = 13.820$, $P < 0.001$), supporting H1a and H1b. Meanwhile, family support negatively affects young EMGs' conservative thinking ($\beta = -0.136$, $t = 2.352$, $P < 0.01$) and positively influences their online-startup motivation ($\beta = 0.371$, $t = 9.457$, $P < 0.001$), supporting H2a and H2b. Furthermore, conservative thinking has a negative influence on young Eastern EMGs' online-startup motivation ($\beta = -0.051$, $t = 3.085$, $P < 0.01$), supporting H3. Young EMGs' online-startup motivation plays a positive role in their online-startup behaviour ($\beta = 0.850$, $t = 55.772$, $P < 0.001$). All hypotheses results have been summarised in Figure 3.

6 Discussion and Implications

6.1 Key Findings

Based on the impact of social and cultural control, the peers' support and family support play positive roles on young Eastern EMGs' motivation to promote online-

Table 7: Hypothesis testing summary.

	Hypothesis	Original sample (O)	Standard error (STERR)	*T* statistics (|O/STERR|)	*P*-value	Support?
CT ->MB	H3−	−0.051	0.017	3.085	*P* < 0.01	Yes
FS -> CT	H2a−	−0.136	0.058	2.352	*P* < 0.01	Yes
FS -> MB	H2b+	0.371	0.039	9.457	*P* < 0.001	Yes
MB -> DO	H4+	0.850	0.015	55.772	*P* < 0.001	Yes
PS -> CT	H1a−	−0.298	0.058	5.141	*P* < 0.001	Yes
PS -> MB	H1b+	0.504	0.036	13.820	*P* < 0.001	Yes
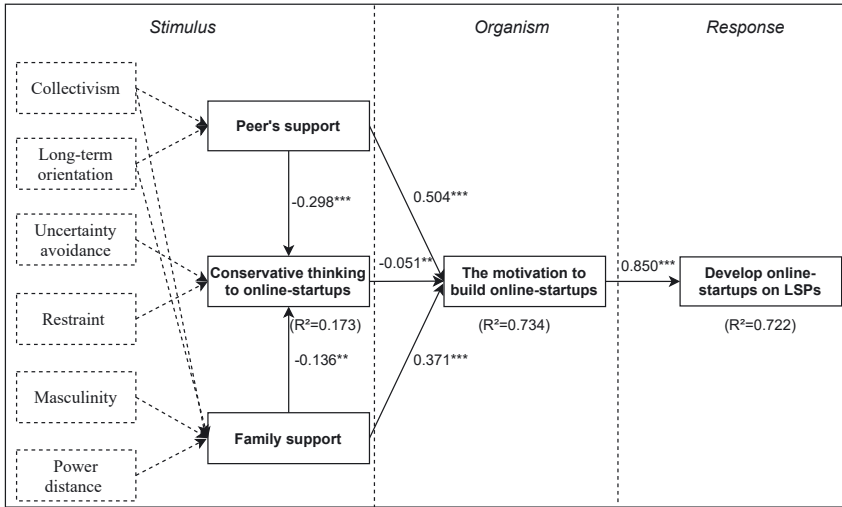
Note. *p<0.05, **p<0.01, ***p<0.001

Figure 3: Hypotheses summary.

startup on live streaming platforms. Various material and emotional supports from peers and family members, such as entrepreneurial skills, labour resources and financial resources, can strengthen young Eastern EMGs' confidence and effectively reduce their conservative thinking to online-startups. Different from other age group entrepreneurs, most young EMGs lack entrepreneurial experience and are unfamiliar with this new online-startup mode. This requires peers' talent support and family members' encouragement. Meanwhile, unlike the urban entrepreneurs, most young Eastern EMG entrepreneurs are from less-developed areas. They have to take account of financial pressure and entrepreneurial issues, which causes them to avoid the uncertain situation and keep conservative thinking to challenging careers. Through the data analysis, young Eastern EMGs' conservative thinking plays a negative role in their online-startup motivation. Future studies should pay more attention to young EMG entrepreneurs and focus on this specific emotion factor. Finally, young EMGs' online-startup motivation positively influences them to develop online-startups on live streaming platforms, which is similar to the major group entrepreneurs.

6.2 Theoretical Implications

Young individuals' entrepreneurial motivation can be influenced by peers' support and family support, which has been identified by existing scholars. Unlike previous studies, this paper discovers online-startup motivation according to young

entrepreneurs' cultural background and pays much attention to Eastern EMGs. As mentioned before, young Eastern EMGs' social and cultural background is different from the major group. Many of them have inherited traditional cultural knowledge from old family members, which can be applied to enhance their consumers' online shopping experience. Meanwhile, the influencing factors in the research model are based on the Hofstede cultural dimensions, which considers the similarities among Eastern countries. For instance, although family support is more prevalent in China with a high degree of collectivism, the family business atmosphere also exists in Western-style countries, like Japan. Furthermore, unlike prior studies focusing on the impact of uncertainty-avoidance dimension, this study re-evaluates its influence and proves that it plays a significant negative role on young Eastern EMGs' online-startup motivation. Finally, to present the changing process of young EMGs' online-startup motivation, this study explores the entrepreneurial process based on the S-O-R model, which could be beneficial for related researchers to have a deep understanding.

6.3 Practical Implications

Due to the impact geographic environment, many young Eastern EMGs from remote regions have lower income levels than urban residents, causing them to undertake financial pressure and tend to have conservative thinking to online-startups. Through analysing young EMGs' online-startup motivation, the paper shows the social and cultural influence and discovers the relationship among influencing factors. For instance, to enhance young Eastern EMGs' online-startup confidence, related departments should focus on the peers' support and family support, because peers and family have strong ties with young EMGs. Moreover, unlike the major group entrepreneurs, young Eastern EMGs can apply their traditional cultural knowledge into their online business, enhancing online consumers' shopping experience and increasing product sales. As live cultural content becomes popular in online business, Eastern EMG culture would be conducted and protected gradually.

6.4 Limitations and Future Study

The influencing factors in this study are based on the Hofstede cultural dimension, but it lacks a further division of the extent of the cultural impact. Specifically, young Eastern EMGs from South Korea and Japan could pay more attention to the peers' support, and others from China and Singapore would focus on family

support. So, in the future study, the researchers will collect data from different Eastern countries. Then, by comparing the differences among them, more specific research results would be presented. Meanwhile, the definition of peers and family support is broad in this paper and lacks a detailed classification. Therefore, future research will need to classify a variety of support methods to analyse influencing factors more accurately.

7 Conclusions

Unlike the major group individuals, young Eastern EMGs from the unique cultural background would have different opinions about online-startups. To explore the influence of social and cultural control, this paper draws on the Hofstede cultural dimensions and analyses influencing factors. All hypotheses can be supported by testing the research model, such as peers' support and family support positively affecting young EMGs' online-startup motivation and decrease their conservative thinking to online-startups. In light of this, to enhance young EMGs' online-startup motivation, related departments should encourage peers' support and family support and focus on young EMGs' conservative thinking.

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