

Influencing Factors of the Online start-ups for Young Ethnic Minority Groups on the Live Social Platform

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Thesis submitted in fulfilment of the requirements for
the degree of

Doctor of Philosophy (Information System)

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December 2022

Certificate of Authorship

I, Lifu Li, declare that this thesis is submitted in fulfilment of the requirements for the award of Doctor of Philosophy, in the School of Professional Practice and Leadership in the Faculty of Engineering and Information Technology at the University of Technology Sydney.

This thesis is wholly my own work unless otherwise referenced or acknowledged. In addition, I certify that all information sources and literature used are indicated in the thesis.

This document has not been submitted for qualifications at any other academic institution. This research is supported by the Australian Government Research Training Program.

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Date: 08/12/2022

Acknowledgement

Recently, I often recall what I have been through in the past three years and try to count how many times I am going to quit my PhD study. Still, the number is zero because of your support.

First and foremost, I would like to thank my supervisor, Dr. Kyeong Kang, for providing me with an opportunity to study my interested areas, i.e. data innovation and ethnic culture. Without your continuous encouragement and thoughtful guidance, I cannot have the confidence to promote my PhD study and enjoy this process. Meanwhile, I would like to appreciate my co-supervisor Dr. Osama Sohaib, for his help, especially in strengthening my research skills. Under his intellectual support, I have the ability to publish high-quality papers.

I am also very grateful to my parents and mother-in-law. Compared with my PhD study, they are more concerned with my physical and mental health. I would like to thank my family members and friends. They have been willing to spend lots of time listening to my complaints.

A massive thank you to my wife. I could not have completed this thesis without her company. Her optimism and patience help me overcome my anxiety, disappointment and fear. I would also like to thank my son. He brings me luck and happiness.

I will never forget this meaningful journey. Thank you all.

Publications from this Dissertation

Conference paper

1. Li, L., & Kang, K. (2020). *Analyzing shopping behavior of the middle-aged users in tiktok live streaming platform*. Paper presented at the AMCIS 2020.
2. Li, L., & Kang, K. (2021b). *Exploring the Relationships between Cultural Content and Viewers' Watching Interest: A Study of Tiktok Videos Produced by Chinese Ethnic Minority Groups*. Paper presented at the 18th International Conference on e-Business.
3. Li, L., & Kang, K. (2022b). *The Role of Cultural Attractors in Live Streaming Content: Regional Cultural Perspective Using Multi-Group Analysis*. Paper presented at the PACIS 2022.

Journal paper

1. Li, L., & Kang, K. (2021a). Effect of the Social and Cultural Control on Young Eastern Ethnic Minority Groups' Online-Startup Motivation. *Entrepreneurship Research Journal*.
2. Li, L., & Kang, K. (2021c). Why ethnic minority groups' online-startups are booming in China's tight cultural ecosystem? *Journal of Entrepreneurship in Emerging Economies*.
3. Li, L., & Kang, K. (2022a). Impact of opportunity and capability on e-entrepreneurial motivation: a comparison of urban and rural perspectives. *Journal of Entrepreneurship in Emerging Economies*(ahead-of-print).
4. Li, L., & Kang, K. (2022c). Understanding the real-time interaction between middle-aged consumers and online experts based on the COM-B model. *Journal of Marketing Analytics*, 1-13.
5. Li, L., Kang, K., Feng, Y., & Zhao, A. (2022). Factors affecting online

consumers' cultural presence and cultural immersion experiences in live streaming shopping. *Journal of Marketing Analytics*, 1-14.

6. Li, L., Kang, K., & Sohaib, O. (2021). Investigating factors affecting Chinese tertiary students' online-startup motivation based on the COM-B behaviour changing theory. *Journal of Entrepreneurship in Emerging Economies*.
7. Li, L., Kang, K., Zhao, A., & Feng, Y. (2022). The impact of social presence and facilitation factors on online consumers' impulse buying in live shopping—celebrity endorsement as a moderating factor. *Information Technology & People*(ahead-of-print).

Abstract

This research analyses young ethnic minority groups' (EMGs) social media using affordance and explores influencing factors of their online start-up motivation on live social platforms (LSPs). The definition of EMGs not only indicates their small population and remote living areas, but also means that they have their original languages, writing systems, and traditional religions, reflecting on their social media using affordance. As peer-to-peer technology develops and Marketing 4.0 improves, LSPs can provide young EMG entrepreneurs with more convenient functions to promote online start-ups than traditional social media platforms (SMPs). The technical advantages lower the threshold for entrepreneurship and boost EMGs' entrepreneurial enthusiasm. Unlike other EMG age-groups, most young EMGs, including EMG college students and graduates, have accepted higher education and become more familiar with the LSP using skills and marketing skills. Compared with typical entrepreneurs, young EMGs have a wealth of generated knowledge and entrepreneurial skills, benefiting them from receiving more support from their family members and official departments. Although more than 85% of young EMGs understand the advantages of online start-ups and are willing to promote online start-ups, most of them eventually choose to follow their parents' advice and find some steady jobs. Based on the research gap, the study applies the COM-B Behaviour Changing theory and the Hofstede Cultural theory (improved) to build the research model, and it presents influencing factors of the online start-ups promoted by young EMGs on LSPs. The thesis aims to analyse how these factors, including *Environmental and business opportunity* factors, *Personal capability* factors, and *Social and cultural control* factors, impact young EMGs' online entrepreneurial motivations on LSPs. Through the online survey of 586 young EMGs (between 19 to 32) from 41 different EMGs, the thesis applies the partial least squares path modelling and variance-based structural equation modelling method (PLS-SEM) based on the SmartPLS 2.0 to analyse the relationship of different factors. In addition to testing the research model

and examining hypotheses, the study also promotes the importance-performance map analysis (IPMA) to explore additional findings of influencing factors and discuss managerial implications. According to the research results, 17 hypotheses can be supported, such as the positive relationship between service quality and personal online start-up motivation, the positive relationship between religion knowledge and personal motivation, and the negative relationship between conservative attitude and final online start-up behaviour. Meanwhile, five unsupported hypotheses are also explained based on 14 interview results and existing literature. This study is of significance to understanding young EMG individuals' social media using affordance and their entrepreneurial motivation on LSPs. With the number of online start-ups developed by young EMGs increasing, their living standards could be improved, and EMG culture would be conducted and protected.

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List of Abbreviations

AF	Advice and funds support
CA	Conservative attitude to online start-ups
CF	Convenient function
COM-B	Capability-Opportunity-Motivation-Behaviour
CR	Creative skills
CS	Communication skills
DO	Develop online start-ups on LSPs
EMG	Ethnic minority group
FA	Family approval
FS	Financial and training support
FT	Friends trust
IPMA	Importance-performance map analysis
IS	Information and experience sharing
LSP	Live social platform
LK	Language cultural knowledge
MB	Motivation to build online start-ups on LSPs
PLS-SEM	The partial least squares path modelling and variance-based structural equation modelling method
RC	Religion and custom knowledge
RI	Real-time interaction
SMP	Social media platform
SQ	Service quality