UTS UNIVERSITY OF TECHNOLOGY SYDNEY

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

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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.

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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

Chapter 1: Introduction

Live social platforms (LSPs) provide online users with the information service to broadcast their videos and interact with other users in real-time (Fietkiewicz & Scheibe, 2017). As the definition proposed by Alexopoulos et al. (2014), LSP is a new type of social media platform (SMP) and allows users to upload and broadcast video content to their audience based on the development of peer-to-peer technology (Alexopoulos, Loukis, & Charalabidis, 2014). On this kind of platform, online users can act as both information consumers and information producers (Fietkiewicz & Scheibe, 2017). Many popular LSPs in Eastern countries, such as TikTok, Kuaishou, Douyu, and Taobao Live platforms, have attracted many users' interests and become their first choice for online shopping. As emerging LSPs in China, the number of daily active users on the Douyu platform has reached more than 12 million in 2016, and the amount of monthly active users on YYLive has increased to 140 million (Zhou, Chen, & Su, 2019). Based on the advantages of various convenient functions, like real-time video, virtual gift-sending systems, and group chat, live streamers have more chances to win online consumers' trust and increase product sales (Li & Kang, 2021a). According to the global e-commerce retail sales statistics (2020), the deals could be increased from 1,336 billion dollars in 2014 to 6,542 billion dollars in 2023 (Zhang et al., 2020). From 2016 to 2022, the market value in China will increase from 5 billion US dollars to 19 billion US dollars (iResearch, 2018).

Facing the new online environment in Eastern countries, some live streamers utilise the technical support of LSPs to promote real-time interaction with users and enhance their social influence. Some of them promote online start-ups to achieve their business goals. Unlike traditional offline start-ups, convenient functions and real-time interaction technology on LSPs are helpful for online entrepreneurs to introduce brands and advertise products through economic and innovative ways (Li & Kang,

2021c). Meanwhile, with the official policy support, the online start-up mode on Eastern LPSs is relatively flexible, with no strict requirements for financial resources, human resources and sites (Finkle, 2018; Li, Kang, & Sohaib, 2021). It benefits to stimulate online entrepreneurs' business talents and enhances their entrepreneurial enthusiasm on LSPs

Different entrepreneur groups could have different attitudes to online start-up activities. Existing scholars have deeply explored individuals' online start-up behaviours based on their gender, age, income level, and educational level (Lu et al., 2021; Lavelle, 2021), but almost none of them focuses on online entrepreneurs' cultural backgrounds, such as ethnic minority group (EMG) background. According to the definition given by Xiong et al. (2016), the EMG is a group of people who differ in language, religion, custom, and historical origin from the major group. The EMG has different divisions in different countries. In China, except for the major group Han, there are 55 EMGs that are divided based on their religions, language and other cultural factors (Xiong, Jacob, & Ye, 2016; Li & Kang, 2021b). In the U.S., in addition to major group non-Hispanic Whites, EMGs include Mexicans, African Americans, Asian Americans, American Indians, and Native Hawaiians (U.S. Census Bureau QuickFacts: UNITED STATES, 2018). In Australia, three main EMGs have different religions and living environments, including Aboriginal peoples, Torres Strait Islanders, and South Sea Islanders (Moore & Gounder, 2015). Separate from the major group entrepreneurs, most EMG entrepreneurs live in a unique social and cultural atmosphere and have specific historical backgrounds, language, writing systems, festivals, food cultures, and religions, potentially affecting their social media using affordance and online start-up motivation (Bender, 2016; Li & Kang, 2021c).

Compared with regular online entrepreneurs, young EMGs, including EMG college students and graduates, have many advantages in establishing online start-ups on LSPs. Firstly, EMG culture is diverse and can be applied to live streaming content, providing online users with unique visual and auditory experiences (Li & Kang, 2021b; Li et al.,

2022). In Australia, three main EMGs have different religions and living environments, including Aboriginal peoples, Torres Strait Islanders, and South Sea Islanders (Moore & Gounder, 2015). In China, except for the major group Han, there are fifty-five EMGs, like the Hui group, the Chaoxian group, and the Menggu group, and most of them have their original cultural background and living environment (Xiong, Jacob, & Ye, 2016). This unique cultural background makes EMGs' languages, festivals and religions different from the major group, and the unique cultural resources controlled by them can be applied to live streaming content (Li & Kang, 2022b). For example, various cultural content on Eastern LSPs, including costumes from the Miao group, the bracelet from the Zang group, and the mooncake from the Weiwuer group, has unique cultural characteristics and attractiveness for online viewers (Li & Kang, 2021b). Secondly, different from the major group, educational departments provide EMG students with special examination and admission policies (Leibold & Chen, 2014), which means young EMGs have a lower barrier to entry into universities. For example, Chinese governments have implemented a series of measures, such as young EMGs' education and employment policies, to eliminate the ethnic inequality between EMGs and the Han group and improve EMGs' standard of living (Zang, 2015).

Meanwhile, educational departments support universities in establishing entrepreneurial training centres, aiming to provide EMG college students with entrepreneurial experiences and transfer their cultural knowledge to entrepreneurial innovation (Akhmetshin et al., 2019; Li, 2018). Young EMGs have chances to accept innovation and entrepreneurial education in colleges or universities, helping them control various online start-up capabilities, such as information technology knowledge, live streaming interactive skills, and online marketing strategies (Wei, Liu, & Sha, 2019; Zhu, Zhang, & Ogbodo, 2017). Entrepreneurial education in developed countries, i.e., the U.S. and Australia, has been promoted earlier than in developing countries, like China and Malaysia, but the entrepreneurship education ecosystem in developing countries has been developed comprehensively in recent years (Li et al., 2021). Under the improved entrepreneurship education system, young EMGs'

entrepreneurial capability could be further enhanced.

Furthermore, in order to reduce the pressure of employment and increase young EMGs' income, official departments provide various policy and funding supports for the online start-up promoted by young EMGs (Hu, 2015). For example, Chinese educational departments have built some employment centres in universities and provided EMG graduates with special entrepreneurial training programs, which is helpful to increase their technical information skills, social skills, and marketing skills (Mei, Parkay, & Pitre, 2016). Financial departments cooperate with commercial banks and implement an improved FinTech ecosystem for entrepreneurs, resulting in young EMG entrepreneurs having more opportunities to get online microloans (Leong et al., 2017). Thus, young EMGs in Eastern countries have an advantage in policy support, such as financial support, tax exemptions, education grants, and the provision of the worksite, although they mostly live in remote rural regions (Lei & Yan, 2017).

Regarding the *Social and cultural control* unit, supporting factors offered by family members and peers' groups are essential entrepreneurial advantages for young EMGs, which should be analysed by the current study. Influenced by familial consciousness and cultural identity among Eastern EMGs, the family business atmosphere is prevalent among EMGs (Li & Kang, 2021a). For young EMG entrepreneurs, family members can provide financial resources and teach them traditional knowledge generated from their groups, such as folk songs, handwork skills, and ethnic customs. These different kinds of generated knowledge can be incorporated into live streaming content, providing online consumers with cultural immersion experience and increasing their shopping interest. At the same time, influenced by collectivism and long-term orientation in Eastern countries, young EMGs from China, South Korea, and Japan, pay much attention to their relationship with peers' group, which is beneficial for valuable information sharing and experience imparting (Lee et al., 2018). Unlike the suggestion provided by family members, there is no age gap in communication between peers, and the information sharing between them can help

young EMGs understand the latest industry trends directly and clearly. In light of this, influencing factors from the *Environmental and business opportunity*, *Personal capability* and *Social and cultural control* units have significant relationships with young EMGs' online start-up motivation on LSPs.

However, developing an online start-up is still challenging for young EMG entrepreneurs (Olugbola, 2017). This research focuses on young Eastern EMGs from 19 to 32 years old based on the age at which most young EMGs enter and graduate from colleges, including undergraduates, master's students, doctoral students, and graduates who have graduated no more than five years. Due to various reasons, like lack of financial support and business experience, many online start-ups promoted by young entrepreneurs cannot survive more than three years (Ding et al., 2020). More than 28% of young Eastern entrepreneurs claim they face funding issues (Ding et al., 2020), and this problematic situation also exists among young EMGs while developing online start-ups on LSPs. Specifically, most of young EMGs in Eastern countries are from remote areas where the level of economic development is lower than in urban areas (Li, 2012). Due to a lack of financial resources, more than 80% of EMG colleges claim they do not have enough entrepreneurial confidence and keep a conservative attitude toward online start-ups (Lei & Yan, 2017).

Moreover, affected by the traditional mindset reflecting on collectivism, masculinity and power distance, young EMGs would listen to their family members' and peers' suggestions before starting a career on LSPs (Li & Kang, 2021a). This is because, EMG parents, especially parents from Eastern cultural backgrounds, have strict requirements for their children and tend to control them (Li & Kang, 2021a). Without the permission of old family members, young EMGs could not have the courage to develop online start-ups. Furthermore, impacted by the mainstream culture created by the major group, more and more EMG culture has been gradually abandoned by young EMG residents, which has placed much pressure on cultural diversity and even threatens the survival of EMG culture (Zang, 2015). Although existing scholars have

identified younger generations' entrepreneurial motivation, almost none of them explores young EMGs' attitudes toward the online start-up mode (Li & Kang, 2021c; Li & Kang, 2022b). In light of this, it is significant for the thesis to understand young EMGs' social media using affordance and discover what kinds of influencing factors positively affect young EMGs' online start-up motivation on LSPs and what factors play negative roles. Specific research questions have been proposed in the following section (section 6.1).

To narrow the research gap and answer research questions, this study promotes the qualitative method and quantitative method to analyse young EMGs' social media using affordance and online start-up motivation on LSPs. Regarding social media using affordance, the research makes comparisons between the major group users and EMGs and explores the differences based on their using language, focusing content, following live streamers, and using habits. It aims to improve young EMGs' online social environment before encouraging them to promote online start-ups. Regarding young EMGs' online start-up motivation, the thesis applies the COM-B Behaviour Changing theory to examine influencing factors from macro and micro aspects, contributing to the theoretical innovation (Michie, Van Stralen, & West, 2011). Based on the COM-B Behaviour Changing theory, *Environmental and business opportunity* and *Personal capability* influence *Personal motivation*, potentially leading to *Personal behaviours* (Michie et al., 2011). In view of the live streaming technology and online start-up environment in Eastern countries, this research designs the platform support and official department support factors as *Environmental and business opportunities*, and it includes entrepreneurial skills and EMG generated knowledge as *Personal capabilities*. Influencing factors from these two units could positively affect young EMGs' online start-up motivation, stimulating their online start-up behaviours.

Considering young EMGs' unique living environment and cultural background, this paper needs to analyse the impact of *Social and cultural control* based on the Hofstede Cultural theory (Hofstede et al., 2010; Li & Kang, 2021a). In detail, unlike the major

group entrepreneurs, most young EMGs living in remote areas have to undertake financial pressure and tend to hold conservative attitudes to online start-ups on LSPs, also known as uncertainty-avoidance thinking. Meanwhile, *Social and cultural control* is related to the impact of potential norms and cultural atmosphere, significantly affecting individuals' relationships with peers' groups and family members (Venuleo, Mossi, & Rollo, 2019). Because of the strong cultural identity and ethnic consciousness among young EMGs, they would pay more attention to their relationship with their peers and family members, which can be explained based on cultural dimensions proposed in the Hofstede Cultural theory (Li & Kang, 2021a). According to the research results, suitable suggestions are provided for related departments, such as improving young EMGs' online social environment, encouraging young EMGs to establish online start-ups on LSPs, and changing their conservative attitude toward online start-ups. Therefore, the ultimate research aim can contribute to the theoretical and practical implications.

The structure of the rest of the thesis is as follows: First, the research introduces the similarities and differences between SMPs and LSPs, and it presents the EMG cultural content on Eastern LSPs. Second, the study analyses the online social environment of EMGs and explains the cultural advantages of young EMGs. It discusses young EMGs' social media using affordance and reviews related influencing factors from three units based on existing literature, such as *Environmental and business opportunity*, *Personal capability*, and *Social and cultural control*. Next, drawing on the COM-B Behaviour Changing theory and the Hofstede Cultural theory, the thesis builds the research model to present the relationships between influencing factors and young EMGs' online start-up motivation on LSPs. Several hypotheses have been proposed based on the research questions. Then, in the methodology part, the process of data collection and data analysis, including quantitative and qualitative methods, have been promoted. Finally, the research presents key findings and discusses the theoretical, practical, and managerial implications.

Chapter 2: Research background

This chapter introduces the similarities and differences between SMPs and LSPs, and it explains why EMG cultural content is prevalent on LSPs. Based on the advantages of LSP functions and the uniqueness of EMG cultural resources, the live streaming cultural content produced by young EMGs has unique attractiveness for online consumers. Meanwhile, this chapter presents the main issues and difficulties that negatively affect young EMGs' social media using experience, and it also claims to determine why these factors would prevent them from developing online start-up activities on LSPs.

2.1 OVERVIEW OF SMPS IN DIFFERENT CONTEXTS

As Figure 2.1 shows, although there are some similarities between Eastern and Western SMPs in terms of influence and functionality, most parts between Eastern SMPs and Western SMPs are different. These include the relationship between platforms, users' backgrounds, social commerce development, and SMP information policy.

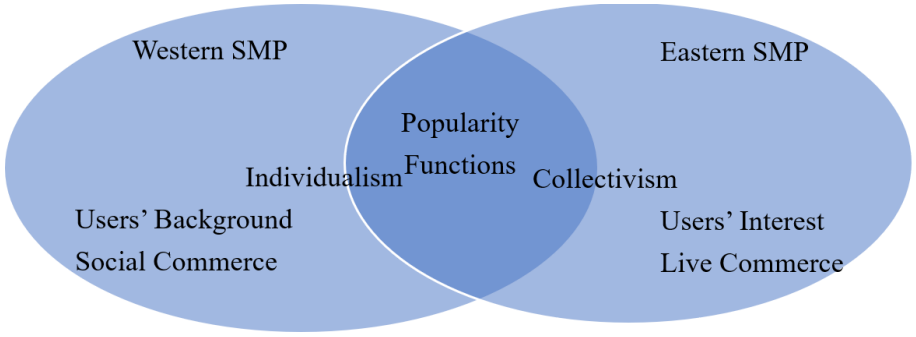


Figure 2.1: The main comparison between Eastern SMPs and Western SMPs (Han & Kim, 2018; Hofstede et al., 2010)

Firstly, compared with Western countries, like Australia and the U.K., China and South Korea have a higher score on collectivism (Hofstede et al., 2010). Influenced by the

collectivist environment, the managers of Eastern SMPs focus more on cooperative relationships with others, resulting in some secure connections being built among these Eastern SMPs (Deluca, Brunner, & Sun, 2016). Meanwhile, with the exchange and integration of culture, there are no apparent boundaries between individualistic states and collectivist states (Zhao & Untea, 2017). As the authors, Zhao and Untea (2017) claim, individualism also plays an essential role in social and economic development in Eastern traditional religious culture. Therefore, it is unreasonable to analyse platforms or users without considering their comprehensive social and cultural features.

Secondly, living in a relationship-oriented country, Eastern users pay more attention to social tie strength than other online users in the U.S. (Men & Muralidharan, 2017). For example, in China, South Korea, Singapore, Malaysia, Philippines, Thailand, and Japan, suggestions from users' friends and family members significantly impact users' online activities, which has been identified by existing studies (Han & Kim, 2018; Li & Kang, 2022c; Zahid & Dastane, 2016).

Furthermore, since TikTok, Kuaishou, and Yinke launched between 2014 and 2017, this new type of online social mode has changed the original Eastern SMP environment (Zhou, 2019). In the first quarter of 2019, Tiktok has attracted more than 500 million active users worldwide, and most of users have spent more than 52 minutes on the platform each day (Zhou, 2019). In the process, Eastern LSPs have developed faster than Western. In light of this, compared with Western SMPs, Eastern SMPs have special features that are related to Eastern social and cultural backgrounds, which should be analysed in user behaviour research.

2.2 CONNECTIONS BETWEEN SMPS AND LSPS

With the improvement of SMP functions and the establishment of connections between traditional SMPs and LSPs, information posting and sharing have become more convenient for online users. As Figure 2.2 shows, in Eastern countries, four popular

traditional SMPs and LSPs with different features are shown in the system map, including their target users, ranks, and company background. WeChat and QQ, developed by Tencent company, are the two most popular real-time communication platforms, and they focus on all age groups (Chen et al., 2019). The Sina Weibo platform is similar to Twitter, and numerous users, such as celebrities, officers, and common residents, write public posts and comments on the platform (Yang, 2017). The Mafengwo platform is a traditional and professional travel platform in Eastern countries (Martin & Ren, 2020). Like TripAdvisor, online users on the Mafengwo platform can share their travel experiences, including unique landscapes, local food, transportation, and personal evaluation (Liang & Luo, 2019; Shen & Liu, 2016).

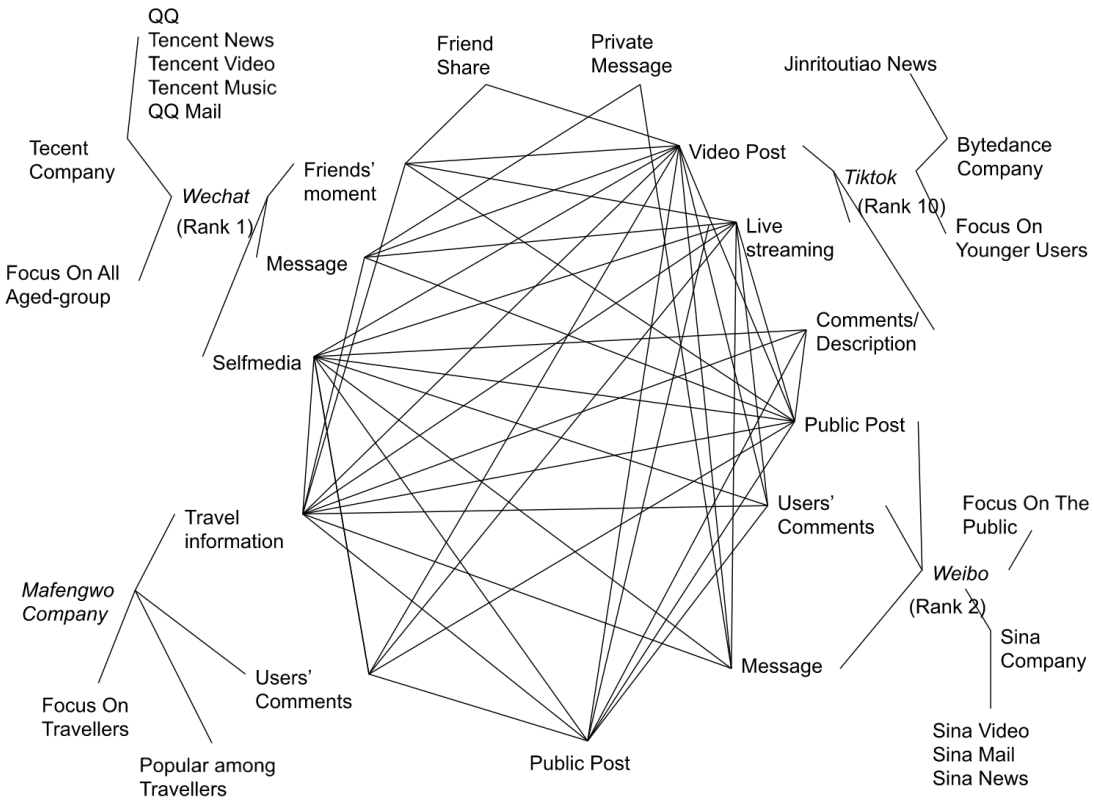


Figure 2.2: The system map and introduction of popular SMPs and LSPs in Eastern countries (Li & Kang, 2020)

Different from the other three traditional SMPs, the Tiktok platform created by Bytedance company has developed rapidly around the world, and the function of live

streaming on Tiktok is attractive to users (Gu, Wu, & Xu, 2018; Wang, Gu, & Wang, 2019). Users can communicate with others in this new networking environment, such as a virtual gift-sending system, real-time communication, and group chat function (Scribano & Jingting, 2019). Compared with traditional SMPs, LSPs provide online merchants with more methods to advertise their products and influence online consumers' decision-making through real-time interaction (Li et al., 2022; Ram & Xu, 2019).

As shown in Figure 2.2, although these four prevalent platforms have their specific features and focus on different user groups, there are some close connections between LSPs and traditional SMPs (Deluca et al., 2016; Li & Kang, 2020). All of these Eastern platforms are committed to building a convenient social networking environment and providing online users with a comfortable experience (Scribano & Jingting, 2019). Through the process of sharing and forwarding, the fascinating cultural live content created by young EMG users can attract a large number of online viewers' attention from other traditional SMPs. Specifically, in this online environment, young Eastern EMG users can switch these platforms and share cultural information conveniently, such as sending news from Sina Weibo to Wechat, and sharing the live streaming link from Tiktok to Weibo (Jiang & Kontauts, 2019). This means that the same information published on LSPs can get attention from four or more platforms, and its influence could be enhanced doubly.

2.3 EMG CULTURAL ADVANTAGES

Based on the abundant cultural atmosphere among EMGs, numerous cultural contents, such as folk songs, handworks, and costumes, can be presented by EMG live streamers on LSPs. Most young EMGs living in remote areas have their local language environment, writing systems, and historical backgrounds, which are much different from mainstream culture (Mingyuan, 2014). However, influenced by the development of urbanisation and the prevalence of mainstream culture, more and more EMG culture

has been gradually abandoned by young EMG residents, which has placed much pressure on cultural diversity and even threatens the survival of EMG culture (Zang, 2015). For instance, as Table 2.1 claims, most young EMGs are from China's western regions, where the level of economic development is relatively low, and few local people have accepted higher education (Yuan & Zhang, 2016), which is similar to the situation of EMGs in Western countries. To find better job opportunities and enhance their income, more and more young EMG generations have decided to move from China's west areas to China's east areas, such as Shanghai, Guangzhou, and Shenzhen cities, in order to accept improved entrepreneurial support and establish online start-ups (Yuan & Zhang, 2016; Zang, 2015). During this process, young EMG residents have gradually integrated into mainstream culture, and the original ethnic culture has been abandoned by themselves. To protect traditional EMG culture and meet EMG residents' economic needs, some Eastern entrepreneurs utilise the advantages of LSPs and establish online start-ups based on EMG cultural resources. For example, the Yi group farmers are good at cultivating buckwheat tea but lack brand awareness and marketing channels (Song et al., 2020). Considering EMGs' difficult situation, enhancing their groups' popularity and establishing e-commerce on TikTok and Taobao Live platforms would be a great choice to solve their marketing issues (Huang, 2019).

Table 2.1: The geographical distribution of EMGs in China (Yuan & Zhang, 2016)

Comparison	Eastern areas	Western areas
Number of EMGs	8	47
Number of an uneducated population	Low	High
Birth and death rates	Low	High
Number of occupation types	High	Low
Main types of industry	Secondary industry Tertiary industry	Primary industry
Number of people with higher education	High	Low

2.4 EMG CONTENT ON LSPS

Based on the advantages of LSPs, like real-time video interaction, virtual gift-sending system, and group chat function, the cultural content produced by young EMGs can be presented more vividly, conducting to attract a large number of online viewers and consumers in a short time (Xu & Kong, 2019). However, on LSPs, most of the users are from the major group and tend to accept mainstream culture and pop culture, which means they are unfamiliar with EMG cultural content (Lai et al., 2020). Faced with this potential problem, young EMG live streamers need to use their cultural strengths to influence users' attitudes and provide them with a unique watching experience. Like the teaching method that applies cultural immersion to educational experiments (Jones & Bond, 2019), young EMG entrepreneurs who have abundant generated knowledge can also apply cultural immersion strategy in their live streaming content and utilise it to attract online users' attention(Li & Kang, 2022b; Li, Kang, Feng, et al., 2022). Meanwhile, different LSPs have different features and target users. According to the study of the top five LSPs in China posted on the Pandaily website (2020) (Table 2.2), the LSPs can be divided into three major types, and they have different target users (Pandaily, 2020). To attract more users' attention, young EMG live streamers need to pay much attention to the creative of live streaming content and the type of LSPs. Once live streamers have influenced users' watching attitudes, it is beneficial for them to attract online users to continue watching and even influence users' consumption intention (Hou et al., 2019; Smolcic & Katunich, 2017).

Table 2.2: The list of top five LSPs in Eastern countries (Pandaily, 2020)

Popularity rank	Platform	Main content	Target users
1	Douyin (TikTok)	Comprehensive	All user group
2	Kuaishou	Comprehensive	Villagers
3	Douyu	Entertainment	Young gamers
4	Taobao Live	Commerce	Consumers
5	Inke	Entertainment	Young users

2.5 EMG ONLINE START-UPS

To assist young EMG generations in building confidence in online start-up activities, many official entrepreneurial policies have been designed by local governments. According to the policy and planning from the ministry of human resources and social security (2019), more and more entrepreneurship support policies and activities have been promoted by local governments, including strengthening entrepreneurship training, holding entrepreneurship contests, providing a variety of financial support, and strengthening public services for entrepreneurship (*Support policies related to youth entrepreneurship*, 2019). Overall, the future entrepreneurial environment would be more suitable for young EMG entrepreneurs, especially for EMG college students and graduates. Although some official departments provide young EMG entrepreneurs with various policies and financial support, there is still much pressure and challenges for young EMG entrepreneurs.

Firstly, in the Eastern family culture, most parents have high requirements and expectations for their children (Mocan & Yu, 2020). In detail, they might ask their children to make more money and get a higher social status, which would significantly impact children's education, business plan, and even philosophy (Chen, 2016). This means that before developing new start-ups, young EMG entrepreneurs should present the entrepreneurial plan to their parents and get their permission. Thus, young EMG entrepreneurs must take much pressure from their family members while implementing their online business plan. Secondly, influenced by local economic and educational conditions, young EMG entrepreneurs have some apparent differences in entrepreneurial purposes and entrepreneurial support compared with the major group (Table 2.3). For instance, in China, most of the major group entrepreneurs come from coastal areas and central provinces where the living conditions are better than in remote areas, and their primary purpose of entrepreneurship is to challenge themselves (Zheng, Wang, & Yuan, 2015). However, for young EMGs, their main aim related to online entrepreneurship is to improve their abilities and make money, which is more

realistic than the major group entrepreneurs. Thirdly, different from the major group generations, young EMGs' entrepreneurial purpose is more practical and rational, and they want to upgrade their skills and improve their living conditions through entrepreneurship activities (Lei & Yan, 2017). Finally, although young generations of the major group can receive more educational resources than EMGs, the holistic entrepreneurial education system in developing countries is still not improved (Sun, 2017).

Table 2.3: The comparison of the online start-up situation between EMGs and the major group

Comparing objects	The start-up situation of EMGs	The start-up situation of the major group, the Han group	Reference
Economic pressure	Much financial burden	Almost no financial burden	(Zheng et al., 2015)
Political support	Obvious advantages	No obvious advantages	(Lei & Yan, 2017; Zheng et al., 2015)
Entrepreneurial motivation	Improve abilities and make money	For challenges	(Lei & Yan, 2017; Zheng et al., 2015)
Entrepreneurial training	More educational policy support, but an unimproved entrepreneurial education system	An unimproved entrepreneurial education system	(Sun, 2017)

According to the statistics on EMG college students' willingness to start a business, some critical data can reflect their entrepreneurial situation (Lei & Yan, 2017). For example, as Table 2.4 presents, although more than 85% of EMG college students claim they are willing to develop start-ups, only 23.48% of them pay much attention to the entrepreneurial policy (Lei & Yan, 2017). This states that young EMG students and graduates rarely design entrepreneurial projects and practice entrepreneurial skills, although they have vast entrepreneurial advantages in many aspects. Meanwhile, according to the survey of 460 EMG college students developed by Lei and Yan (2017),

young EMG entrepreneurs could face several difficulties. As Table 2.5 shows, more than 80% of EMG students think that funds shortage is the main difficulty for their start-up. Furthermore, many students claim that they do not understand the entrepreneurial policy, not only because they do not pay much attention to it but also because the information is not appropriately publicised. Therefore, to enhance young EMGs' online start-up motivation, all of these factors should be discussed in this research.

Table 2.4: The statistics on entrepreneurship-related information for EMG college students (Lei & Yan, 2017)

Factor	Percentage
Percentage of willing to establish a new career	85.22%
Percentage of participating in entrepreneurial competitions	32.17%
Percentage of focusing on entrepreneurial policy	23.48%
Percentage of entrepreneurship courses considered useful	22.4%

Table 2.5: A survey of the problematic factors of EMG college students' entrepreneurship (Lei & Yan, 2017)

Rank	Difficult factor	Frequency
1	Shortage of funds	372
2	Inadequate entrepreneurial information	164
3	Lack of support from relatives and friends	150
4	Lack of skills and knowledge	149
5	Lack of human resources	127

Chapter 3: Literature Review

This chapter analyses young EMGs' social media using affordance based on existing empirical evidence and discusses influencing factors of the online start-ups from *Environmental and business opportunity*, *Personal capability*, and *Social and cultural control* units. Firstly, the research utilises the stakeholder analysis to explore user groups on SMPs and presents young EMG users' specific social media using affordance from language, content, live streamer, and usage habit aspects. Secondly, EMGs' characteristics and generated knowledge have been reviewed according to previous EMG cultural studies. Thirdly, regarding the *Environmental and business opportunity*, the chapter introduces technical support and official department support, aiming to explore their positive impacts on young EMGs' online start-ups. Fourthly, both entrepreneurial education systems in Eastern and Western countries have been reviewed based on government documents. The research explores the entrepreneurial education opportunities for young EMGs and claims their entrepreneurial capabilities. Finally, considering the specific social and cultural environment of young EMGs, the chapter shows the importance of peers' support and family members' support. It also discovers the negative influence of their conservative thinking on online start-ups.

Moreover, drawing on the existing literature, the definitions of keywords have been presented in Table 3.1, including social media platform, live social platform, ethnic minority group, *Environmental and business opportunity*, *Personal capability*, *Social and cultural control*, social media using affordance, online start-up, and generated knowledge.

Table 3.1: Definitions of Keywords:

Keywords	Definitions
Social media platform	The social media platform is for "content sharing and collaboration among communities of users online" (AccessScience, 2019).

Live social platform	The live social platform is a multimedia entertainment platform that can provide real-time video interaction between live streamers and viewers (Hilvert-Bruce et al., 2018).
Ethnic minority group	The ethnic minority group has different definitions in different countries. In China, except for the major group Han, there are 55 EMGs which are divided based on their religions, language, and other factors (Xiong, Jacob, & Ye, 2016). In the U.S., in addition to major group non-Hispanic Whites, EMGs include Mexicans, African Americans, Asian Americans, American Indians, and Native Hawaiians (U.S. Census Bureau QuickFacts: UNITED STATES, 2018). In Australia, three main EMGs have different religions and living environments, including Aboriginal peoples, Torres Strait Islanders, and South Sea Islanders (Moore & Gounder, 2015).
Environmental and business opportunity	*Environmental and business opportunity* refers to a combination of technical, economic, and political environments related to the online start-up environment, dramatically influencing individuals' online start-up attitudes and behaviours (Wu & Mao, 2020).
Personal capability	*Personal capability* means the ability possessed by entrepreneurs to develop their business, mainly consisting of marketing skills, technical skills, business management skills, and communication skills (Sariwulan et al., 2020).
Social and cultural control	*Social and cultural control* indicates the impact of potential norms and cultural atmosphere, affecting individuals' relationships with peers' groups and family members (Venuleo et al., 2019). In the thesis, all social and cultural influencing factors are based on the Hofstede Cultural model dimensions (Hofstede et al., 2010)
Social media using affordance	Social media using affordance means how different user groups probably perceive and use the same social media differently (Vaast & Kaganer, 2013). While the functions and content of social media are reasonably stable, users' affordances are socially and culturally constructed and may vary based on their social and cultural backgrounds (Vaast & Kaganer, 2013).
Online start-up	Online start-up (also called online entrepreneurship) is a knowledge-intensive business established on an online social network, and it has rapid development after the financial crisis (Song, 2015).
Generated knowledge	Generated Knowledge is mainly passed on to the young generation by the older residents, which can sustain the livelihood cultures (Jinlong, Renhua, & Qiaoyun, 2012).

3.1 USER GROUP ON SMPS

It is necessary to list the relevant research on Eastern SMPs before analysing Eastern LSPs. This is because LSPs are developed based on the SMP environment and technology, and there are many similarities between LSPs and SMPs, such as platforms' functions, users' behaviours, popular content, and viewers' watching interest. Because of the significant influence of Facebook, Twitter, and other popular Western social software, most previous studies utilise these Western SMPs as their analytic objects (Boyd, 2014; Kramer, Guillory, & Hancock, 2014; Dijck, 2013). However, exploring the Eastern SMP environment still needs to distinguish the differences between Eastern and Western backgrounds. Although Sina Weibo is similar to Twitter and Wechat is similar to Facebook, influencers and information providers on these platforms should apply different management strategies and respect local culture values to cater to their users' requirements (Billings et al., 2019; Wang, Huang, & Pérez-Ríos, 2020). For instance, there is a significant difference in the cultural heritage between the U.S. and China because China is a country that has more than 5000 years of historical civilization and has abundant cultural heritages (Li & Kang, 2021b; Li, Cao, & Li, 2019).

Cultural protection and cultural respect, including tangible cultural heritage and intangible cultural heritage, are essential topics on Chinese SMPs. With the improvement of Eastern SMPs, more and more cultural elements have been added to platform functions. By 2019, there have been more than 700 million active users on the WeChat platform, and this is because the platform designers have already created some typical functions for the cultural background of Eastern user groups, including red envelope, group chatting, and friends' moment (Zhang et al., 2019).

Moreover, according to the search results presented by the Scopus website (Scopus, 2020), from 1998 to 2020, more than 60% of research related to SMPs focuses on social science, computer science, medicine, arts, and business management, but few

of them pay much attention to the cultural atmosphere on SMPs. In detail, some researchers collect data from SMPs and analyse users' attitudes to various online activities (Ghaisani, Handayani, & Munajat, 2017; Lin & Lu, 2011; Munar & Jacobsen, 2014), and some studies discuss social commerce and live commerce (Chen & Shen, 2015; Hajli, 2015; Rosario et al., 2016). However, few of them focus on Eastern SMPs and analyse EMG user groups (Xu & Kong, 2019), which needs much attention. To analyse the online environment of Eastern SMPs and understand the EMG user group, this research presents the user group through stakeholder analysis and explains EMG users' social media using affordance from different aspects.

3.1.1 Stakeholders' analysis of SMPs

Before analysing online EMG users' behaviour and understanding their social media using affordance, it is necessary to present online users' living environment and explore the Eastern social and cultural atmosphere. Considering the differences between Eastern and Western SMPs, there could be some different roles between user groups. For instance, with the development of Web 2.0, TikTok platform users can not only become short video viewers but also have an opportunity to play the influencer role and promote business activities (Kaye, Chen, & Zeng, 2021; Zhang, 2021), which is different from Western short video platforms. Meanwhile, the study should also distinguish interest groups from a third party while discussing the online market environment, which is helpful for the current study to discover the online start-up environment in Eastern countries.

Stakeholder analysis theory (Blackman & Tearfund, 2003; Chen et al., 2017) could be improved and applied to analyse the SMP environment in Eastern countries. As the theory (Figure 3.1) claims, stakeholders on SMPs can be divided into the user group, interest group, and third party based on the interest and power dimensions. This study combines the stakeholder analysis with the Eastern SMP environment and utilises the EMG user group as an example.

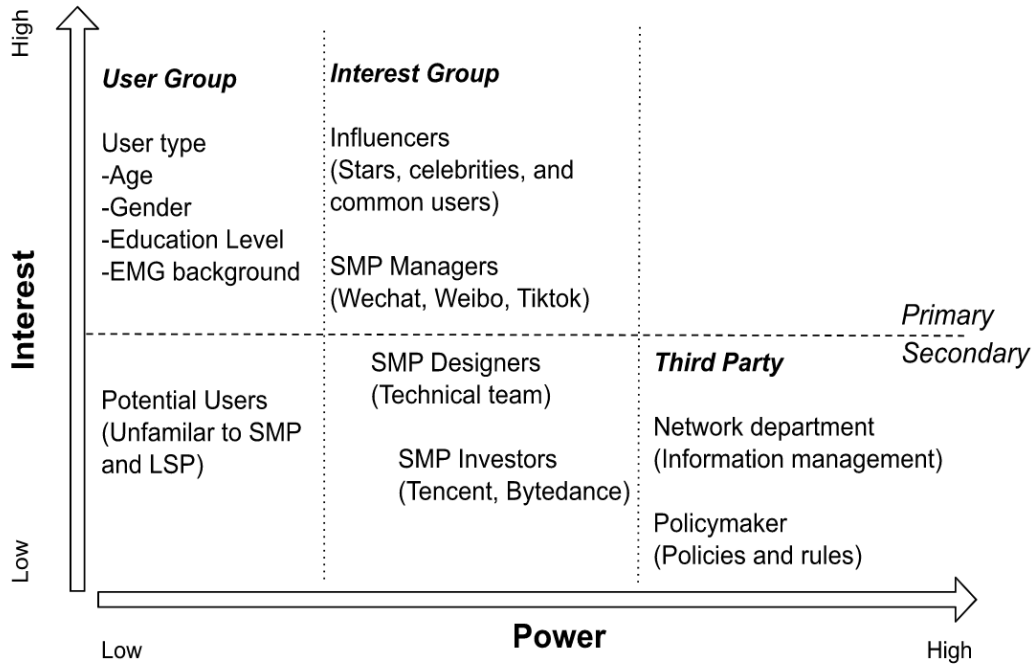


Figure 3.1: The stakeholder analysis of Chinese SMPs (Blackman & Tearfund, 2003; Chen et al., 2017)

Firstly, the user group, including online viewers and online consumers, has a high interest in platforms but has low power to control the platform. This is because ordinary users can use their accounts to post information and cannot manage their social influence (Blackman & Tearfund, 2003; Chen et al., 2017). Except for potential users who are unfamiliar with SMP, all online users, including online viewers and online consumers, belong to the primary level and have a close relationship with platforms. Among these various users, the study can analyse platform users based on their ages and examine their activities among young, middle-aged, and old groups (Mao et al., 2017). Others utilise students or employees as samples and do research based on their education levels and occupations (Molok et al., 2014; Chen, Maynard, & Ahmad, 2014; Han & Kim, 2018).

However, in the view of the Eastern cultural background, the user's group can also be divided by ethnic backgrounds, such as the major group and EMGs (Gustafsson, Hasmath, & Ding, 2020). Unlike the Western EMGs, the division of EMGs in the East

is more detailed and complex (Dai et al., 2018). To be specific, in the U.S., in addition to major group non-Hispanic White users, EMG users mainly include Mexicans, African Americans, Asian Americans, American Indians, and Native Hawaiians (*U.S. Census Bureau QuickFacts: UNITED STATES*, 2018). Still, in China, except for the major ethnic group Han, there are 55 EMGs distributed in different provinces, like the Miao group from the Yunnan province, the Tu group from the Qinghai province, and the Hui group from the Ningxia province (Bender, 2016). Some of them still keep their original language and writing system, and many have their specific traditional customs (Xiong et al., 2016), which would potentially affect their online platform using behaviours. From 2014 to 2019, a large number of studies related to EMGs focus on how to enact specific protection policies and design suitable education strategies for various EMGs (Jin, Li, & Luo, 2014; Wang et al., 2019; Xiong et al., 2016), but few of researchers pay much attention to EMG users on SMPs and study their using preferences.

Moreover, as LSPs get prevalent, not only celebrities but also normal users have the possibility to become influencers (Figure 3.1). On Eastern LSPs, the influencers, especially famous live streamers, could use real-time interaction and communication skills to change online consumers' attitudes to products and even influence their shopping decision-making process (Li & Kang, 2022c; Ram & Xu, 2019). With the development of Tiktok and Kuaishou, which are the two most popular LSPs in Eastern countries, it is necessary to pay more attention to live streamers' influence rather than the original influencers, i.e., celebrities (Li, Kang, Zhao, et al., 2022). With the development of LSPs, this research needs to discuss the possibility of encouraging EMG users to become live streamers and sell some cultural products or advertise cultural services to increase their income.

Meanwhile, as Figure 3.1 shows, compared with live streamers, SMP managers have lower interest than influencers but have higher power than them, and they should be responsible for the operational challenges and provide comprehensive support for

online users (Tørning, Jaffari, & Vatrapu, 2015). This means that platform managers need to balance the relationship between influencers and users, providing a comfortable online space for them (Tørning et al., 2015). In detail, to offer EMG users with convenient services, platform managers should guide the major group users to respect EMGs' religions and cultural habits. Although the number of EMG users is increasing on Eastern SMPs, few studies pay much attention to this research topic (Li & Kang, 2022b).

In the interest group, except for platform managers, both SMP designers and SMP investors belong to the second level because they do not control the platforms directly but have more control power than managers. Many researchers present SMP designers' importance and provide them with some advice about how to implement content analysis and improve the learning process (Dosenko et al., 2020; Tan & Yuen, 2018). However, most existing studies ignore the importance of SMP investors, such as the cooperation relationship between investors and official departments. As the Hofstede Cultural model shows, most Eastern countries have a high score on the collectivism and the long-term orientation. Eastern organisations prefer to build relationships with others rather than develop independently, reflecting on the economic cooperation establishment and education system development (Hofstede et al., 2010). SMP investors also know the significance of cooperation with other platform investors and keeping healthy relationships with them, which is beneficial for the improvement of the SMP network (Li & Kang, 2020).

Finally, it is necessary to present the third party that belongs to the secondary level (Figure 3.1) because they hardly participate in platform management. Although the third parties, such as network departments and policymakers, do not control or manage these platforms straight, their decisions and suggestions could substantially impact SMPs' development environment (Walster, 2017). For instance, facing personal information issues, establishing relevant laws and rules could effectively help online users protect their personal information and promote platforms to improve their safety

services, showing the significant impact of third parties from the official department system (Das, Dev, & Srinivasan, 2018; Gupta, 2018).

Meanwhile, to increase the interaction with citizens, more and more Chinese official departments, including network departments and information policy departments, have created new online channels to invite citizens to participate in public affairs discussions (Cheng et al., 2018). Regarding EMGs' online start-ups on LSPs, improved policy supports provided by third parties could enhance young EMGs' online start-up confidence and decrease their unnecessary issues. Therefore, given the significant influence of third parties, both network departments and policymakers should pay much attention to EMG cultural protection and provide EMG users with a more comfortable online environment by establishing some service systems and policies.

3.1.2 EMG Social Media Using Affordance

The study should present young EMGs' social and cultural backgrounds and analyse their specific social media using affordances before attracting and encouraging young EMG users to participate in online start-up activities. Online users' behaviours, such as browsing, posting, and retweeting, could reflect their specific opinions and intentions regarding various information (Zhang et al., 2015). Many studies examine users' social media using affordances based on popular SMPs, such as Wechat, QQ, and Tiktok (Huang, Kim, & Kim, 2013; Lien & Cao, 2014; Wang et al., 2016; Wei et al., 2019). Previous research divides online users according to their gender, age, and occupation (Chu & Choi, 2010; Liu & Yuan, 2014; Venkatesh & Morris, 2000). For example, to improve users' online experience on SMPs, the gender prediction model has been built by researchers Li and Liu (2014), which is beneficial for future studies to explore users' online behaviours, such as writing and the type of tone. With the development of entertainment culture on platforms, numerous users, especially young users, prefer to use emoticons to express their moods (Chen & Siu, 2017). To assist

researchers in understanding young users' intentions in their communication, Chen and Siu (2017) have built the research to analyse these emotions used by young users. According to the findings from Chinese users' behaviours, various strategies, including inviting online chatting, employing celebrities, and adopting a gift system, would be designed to attract Chinese users' attention (Li, Kang, Zhao, et al., 2022; Ram & Xu, 2019).

However, prior study results cannot be directly used on young EMG users because they have different social and cultural backgrounds and accept unique social values (Huang et al., 2019). EMG's social media using affordance means how EMG users perceive and use the same social media differently. Unlike the major group, EMG individuals have different social and cultural backgrounds, which has a significant impact on their social media using affordance. Understanding their social media using affordance is helpful for related scholars and departments to improve their online social environment and protect cultural diversity.

As Figure 3.2 shows, information transmission can be divided into three parts on SMPs, including users receiving information, the influence of users' cultural background, and users' using behaviours. Based on users' experience and motivation, various information can be shared on their platforms, such as business information, social information, and peers' information (Ghaisani et al., 2017). Faced with various information, users having different backgrounds would have different affordances and choices. Although prior studies have analysed platform users' social media using affordance, few reports show the specific similarities and differences between the major group users and EMGs. Therefore, the study should analyse the different factors between ordinary users and EMG users. It presents their specific using affordance in the following part, benefiting to explain their online start-up behaviours.

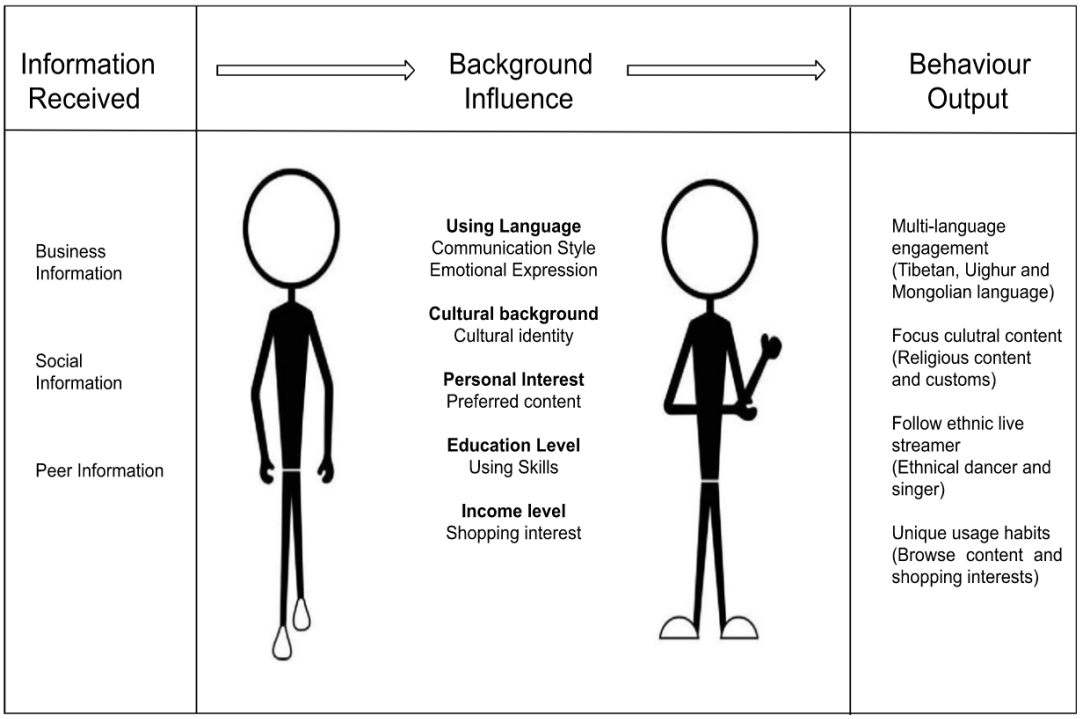


Figure 3.2: EMG social media using affordance (Lai et al., 2020; Li et al., 2014; Mingyuan, 2014)

Firstly, most Eastern EMG users have their local language and writing system. For example, as a multi-ethnic country, Chinese educational departments respect ethnic groups' original language and encourage them to use their writing systems and communication styles in schools (Mingyuan, 2014). This bilingual education method protects their local language and encourages them to have different ways of thinking (Mingyuan, 2014). Most young EMG individuals would become bilinguals and speak two different languages at least. Meanwhile, although every young EMG should accept compulsory education and learn the mainstream cultural language, many older residents cannot speak it fluently. Based on EMG users' language habits and their current situation, many researchers suggest that designers and managers of SMPs should promote multilingual SMP engagement (Lai et al., 2020). In their views, the multilingual design could provide convenience for these EMG users and be beneficial for the stability of the network environment. Thus, the multi-language engagement on LSPs should be focused on by the research.

Secondly, on SMPs, influenced by mainstream culture and popular culture, such as Paris dress fashion, Korean pop music, and some mainstream cultural festivals, few platform managers consider EMG users' interest and concern about their attitudes to the mainstream cultural atmosphere (Lai et al., 2020). According to Lai's paper (2020), engaging the SMPs and accepting the mainstream culture could benefit EMG students in cultivating their understanding of the living environment and motivating them to interact with the major group users. Nevertheless, the research does not show the drawback of EMG users engaging the mainstream culture, and they have not discussed what kinds of adverse impact would have on EMG users' daily life. As more and more young EMGs accept mainstream culture, traditional cultural content could lose their attention, which is not conducive to the development of cultural diversity (Ma, 2019). Hence, before attracting their attention to participate in this online social environment and develop online start-ups, it is necessary to consider EMG users' watching interests, such as which platform they prefer to use and what kinds of content they tend to focus on.

Furthermore, unlike the major group users, most EMGs live in remote places and are unfamiliar with the mainstream culture created by the major group users (Gustafsson et al., 2020; Li & Kang, 2021b). Except for young residents who have accepted higher education, most middle-aged and old residents cannot accept the mainstream culture and control modern knowledge (Li et al., 2019), which results that most of them hold traditional thinking and are influenced by their ethnic culture. Because of the strong cultural identity, EMG users on LSPs could tend to focus on their own group live streamers rather than popular influencers (Bender, 2016; Li & Kang, 2021a). This is because their own group live streamers are more likely to speak the ethnic language, and present cultural content, which is different from the major group live streamers. Hence, it is significant to teach EMG users who are old and unfamiliar with the social network some basic technical knowledge, which can help them understand social media platforms' functions and enhance their online social experiences.

Finally, considering the rapid development of the online market on SMPs, it is necessary to analyse online consumers' social media shopping situation and specific usage habits. Different from ordinary users, some EMG users live in remote mountain areas and could have different usage habits (Ye et al., 2018). The living environment negatively affects EMGs' income level and online shopping awareness, potentially affecting their purchasing decision-making (Gradín, 2015). Meanwhile, influenced by the local geographic environment, some young EMG residents, like the Dai group, mainly grow rice for a living and spend numerous day-time cultivating land (Oranratmanee, 2020). Their professions would influence their online purchase ability and online shopping time, which needs to be analysed in this research.

All of these factors from young EMGs' social and cultural backgrounds would significantly impact their using affordances on SMPs (Figure 3.2). Combined with their educational background and income level, young EMG users might have specific opinions on online start-ups compared with the major group users. As mentioned before, EMG users could pay more attention to the cultural content and follow their own group influencers, which has a noticeable difference from the major group users (Hwang & Choi, 2016). In light of this, it is necessary to analyse EMG users' social media using affordance according to their unique cultural backgrounds, which benefits this thesis to design useful strategies to attract EMG users' interest in engaging SMPs and protect EMG culture. Considering few kinds of research are making a comprehensive survey on the using affordances of EMG users, and most of the existing surveys related to EMG are based on EMG students from local schools, the research needs to improve the data collection process in the methodology part and should cover as many ethnic groups as possible.

3.2 DEVELOPMENT OF LIVE SOCIAL PLATFORM

Different from traditional SMPs, LSPs are multimedia entertainment platforms based on peer-to-peer technology that can provide real-time social interaction between live

streamers and online viewers (Hilvert-Bruce et al., 2018), which is more suitable for young EMG entrepreneurs to promote various cultural programs and establish their own business.

3.2.1 Comparison of LSPs based on regions

According to Table 3.2, there are also some similarities and differences between the live social environment in Eastern and Western countries. For example, as of 2017, the number of LSP users in China has reached 324 million, and they are from about 200 different LSPs (Lu et al., 2018). In the U.S., LSPs, like Periscope and Twitch, are also attractive and popular among online users. Specifically, in 2016, the Twitch platform's number of active users has reached 10 million and become the most popular LSP in Western countries (Cunningham, Craig, & Lv, 2019). In addition to similar features, the mainstream content on Eastern and Western LSPs is much the same, including food, gaming, teaching, and chatting (Friedlander, 2017).

Table 3.2: The comparison of the LSP environment between China and the U.S.

Comparison	Factors	LSP in China	LSP in the U.S.	Reference
Similarity	Content	Life experience, travelling, singing, dancing, and gaming	Chatting, sharing information, a slice of life, entertainment, and making music	(Friedlander, 2017; Lu et al., 2018)
	Abundant platform	Taobao, Kuaishou, Huajiao, YY, and Douyu	Twitch, Facebook Live, YouTube Live, and Periscope	(Lu et al., 2018; Sun et al., 2019)
	Popularity	High market value	Numerous active users	(iResearch, 2018; Cunningham et al., 2019)
Difference	E-commerce	Closely linked to online shopping	Mostly separate	(Cunningham et al., 2019)
	User gender	Gender imbalance	Almost balance	(Lin & Lu, 2017)
	Preferences	Unfamiliar live	Friends	(Lu et al.,

	of focus	streamers		2018)
	Types of interaction	Various (fan group, reward system, and virtual gift-sending system)	Relatively single	(Lu et al., 2018)

Although the development of Eastern and Western LSPs is fast, there are some differences in using preference and users' gender distribution. Firstly, LSPs are closely linked to online shopping in Eastern countries, but in the U.S., LSPs and e-commerce platforms are mostly separate (Cunningham et al., 2019). For instance, with the assistance of the Taobao Live platform in 2018, all of the live streamers on this platform have achieved 100 billion yuan in revenue in total (Sun et al., 2019), which can explain why more and more young EMGs are willing to promote online start-ups on LSPs. Secondly, due to the gender imbalance in Eastern countries, such as China, the male population is 70 million, that is more than the female population in 2020, which results that more and more single male users are following female live streamers on the LSPs to meet their spiritual needs (Cunningham et al., 2019). This might be why the proportion of female live streamers has reached 73%, but most LSP users are male (Lin & Lu, 2017). Hence, the live streaming content produced by female EMGs could be easier than male EMGs to attract online consumers' watching interest. Thirdly, different from the situation that Eastern users are interested in strangers' personal experiences, Western users are more likely to focus on the live streaming content provided by their close friends, limiting their potential to expand into the online market (Lu et al., 2018). Finally, for unfamiliar live streamers, Eastern users are open to joining their fan groups and are willing to reward them (Lu et al., 2018). This can explain why the reward-based system on LSPs is more common in China than that in America.

3.2.2 Information Adoption Factors of Online Users

According to the research on influencing factors of information adoption (2003) and

the research on purchase intention in online communication (2016), both argument quality and source credibility have positive connections with users' information adoption and purchase intention (Figure 3.3) (Sussman & Siegal, 2003; Zhu, Chang, & Luo, 2016). Combining the source credibility with the environment of LSPs, the source credibility can be divided into platform credibility and live streamer credibility. According to the study developed by Zeng and Seock (2019), online consumers prefer to build trust with a platform that has a high reputation (Zeng & Seock, 2019). For example, compared with Kuaishou and TikTok, online consumers prefer to use the Taobao Live platform, not only because the Taobao platform focuses on the online shopping function, but also because it has a comprehensive evaluation system for live streamers.

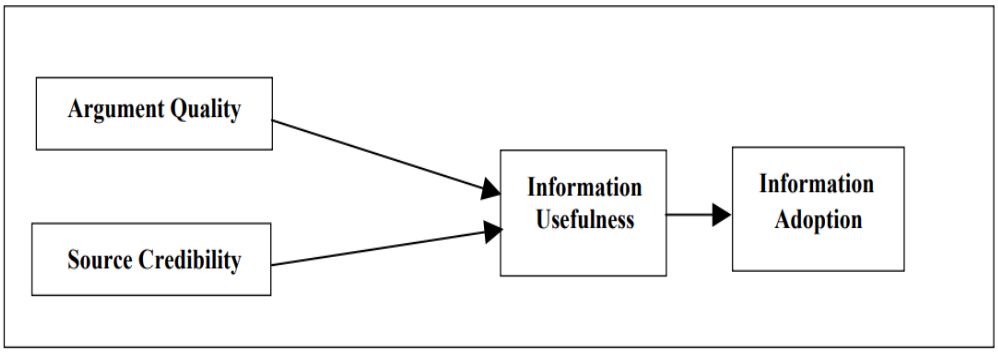


Figure 3.3: Influencing factors of information adoption (Sussman & Siegal, 2003)

Regarding the live streamer credibility, online consumers are more likely to purchase cultural products recommended by EMG live streamers rather than standard live streamers (Li & Kang, 2021b; Li, Kang, Feng, et al., 2022). This is because young EMGs' cultural background can increase online customers' trust in their products. Meanwhile, for the interactivity quality on LSPs, in addition to the real-time communication, users' perceptions of the usefulness of LSPs are also related to the ease of use (Zeng & Seock, 2019). Table 3.3 shows the influencing factors of Chinese online users' information adoption through the above analysis and summary. Compared with these regular live streamers who create cultural content and establish an online business, young EMGs would be easier to build trust with online consumers

because of their trustworthy background. In light of this, it is significant for this research to focus on young EMG users and encourage them to develop online business related to cultural products.

Table 3.3: Influencing factors of Chinese online users' information adoption

Factors	Interactivity quality	Source credibility	Reference
Platforms	-Ease of use -Convenient functions	-Platform reputation -Platform influence	(Zeng & Seock, 2019)
Persons	-Real-time communication -Timely feedback	-Reliable personal account -Trustworthy background	(Li & Kang, 2021b; Li, Kang, Feng, et al., 2022)

3.3 EMGS AND GENERATED KNOWLEDGE

Different from the EMG division method in Western countries, ethnic groups rather than the major group Han can be called EMGs (*Ethnic Groups in China*, 2014). In detail, according to the official statistic from China's state council (2014), there are fifty-five EMGs in China, accounting for 8 per cent of the total population. Although their language systems, customs and customs are different from the major group Han, there are similarities among these EMGs (Li, 2012; Ma, 2008).

3.3.1 List of characteristics of EMGs

Before dividing EMGs, it is necessary to understand their ethnic characteristics. According to Table 3.4, fifty-five EMGs in China can be divided into seven main groups, benefiting for data collection and data analysis. Firstly, influenced by Tibetan Buddhism, most EMG residents from the main group 1 have a firm belief and a peaceful attitude to their daily life, including the Zang group, the Yugu group, the Menba group, the Luoba group, and the Tu group (Lin, 2016). The residents from group 1 pay more attention to religion than their honour status, resulting in their happiness index being higher than other groups (Lin, 2016). To be specific, different from Tibetans, most Chinese residents live in busy cities, and the fast pace of life has

put them under immense mental pressure. As a result, many urban people are trying to find spiritual comfort in Tibetan Buddhism, which is why Tibetan-related cultural content is becoming increasingly popular among LSP users.

Secondly, people from the main group 2 believe in Islam and strictly abide by the doctrine, including the Hui group, the Sala group, the Dongxiang group, and the Baoan group (Ma, 2008). Meanwhile, group 2 residents, such as the Hui group, focus on business operations and attach great importance to cooperation in the group's commercial operations (Yang & Tan, 2002). Besides being good at business, individuals from group 2 mainly engage in the halal food industry and catering industry. Because of its clean and unique flavour, halal food has become the exclusive food in the catering industry (Yang & Tan, 2002).

Thirdly, the characteristics of the main group 3 are closely related to the local natural environment, including the Man group, the Hezhe group, and the Xibo group. For example, the Man group's (Manchu) traditional dress style has the particular characteristics of resisting the cold and easily riding horses (Zhao & Zheng, 2019). The northeast's unique natural geographical conditions give birth to abundant animal and plant resources and provide endless material resources for the Man group, the Hezhe group, and the Xibo group. This results that they mainly see fishing and hunting as the primary mode of production, and the collection objects include east pearls, herbs, wild fruits, mushrooms, and honey (Zhao & Zheng, 2019).

Fourthly, in China, the Great Wall is the demarcation line between the agricultural civilization and the nomadic civilization (Xing & Zhao, 2011). Unlike the farming people, the Menggu group, the Elunchun group, the Ewenke group, and the Dawoer group from the main group 4 refuse to fix farmland which is different from the major group Han. Its traditional life is simply to pursue the natural environment of rich water and grass because the abundance of water and grass can contribute to the breeding of livestock (Xing & Zhao, 2011). Influenced by a free lifestyle, their folk songs and

dances are more vibrant than the mainstream culture.

Fifthly, the Chaoxian group's culture has some similarities with Chinese mainstream culture, but also is influenced by South Korean culture at the same time, including language, writing system, customs, and festivals (Zhao, 2012). Affected by Korean-wave on the Internet, such as Korean drama, and pop music, Chinese youth are full of curiosity about Chaoxian culture and tend to attend the language course designed by the Chaoxia group from the main group 5 (Ahn, 2014; Li & Kang, 2021b). This has increased attention to the Chaoxian group to some extent, and the tourism industry in Yanbian city has developed rapidly in recent years.

Sixthly, like the main group 4, the main group 6, including the Weiwuer group (Uyghur), the Hasake group, the Wuzibieke group, the Tajike group, the Keerkezi group, the Tataer group, and the Eluosi group, is influenced by nomadic culture and has an enthusiastic personality (Xing & Zhao, 2011). Music and dance are essential for every participator at local festivals and ceremonies, like Baijiafan (hundreds of families gathering to celebrate something) (Wang, 2017). This is why people's first impression of the Weiwuer group is that they are skilful at singing and dancing.

Finally, the main group 7 included 31 EMGs, such as the Miao group, the Yi group, the Lisu group, the Wa group, the She group, the Gaoshan group, the Lahu group, the Shui group, the Naxi group, the Jingpo group, the Mulao group, the Zhuang group, the Buyi group, the Dong group, the Yao group, the Bai group, the Tujia group, the Hani group, the Dai group, the Li group, the Qiang group, the Bulang group, the Maonan group, the Gelao group, the Achang group, the Pumi group, the Nu group, the Deang group, the Jing group, the Dulong group, and the Jinuo group. Although they have some small differences in language and customs, the overall similarity is high, including costume and handwork (Zhang & Yang, 2004). This is because most of them live in the Yungui Plateau, and the unique living environment, rice farming methods, and eating habits are relatively similar (Yue, 2014; Zhang & Yang, 2004). At the same

time, the marriage rate between the residents of group 7 and the Han group is very high, and they have lived with the Han group for a long time. According to the paper written by He, Zhang and Li (2004), the learning ability and adaptability of EMG students living with Han group are higher than EMGs living independently (He, Zhang, & Li, 2004). This could be the reason why the content produced by group 7 on LSPs is popular among online users.

Table 3.4: Seven main groups based on their religion and geophagy (Li & Kang, 2021b; Li, 2012; Ma, 2008)

Main group	Language and writing	Religion	Marriage	Living area	Ethnic characteristics
Group 1 (Zang, Yugu, Menba, Luoba, Tu)	Independent	Tibetan Buddhism	Inter-ethnic marriage	Western areas (Xizang and Qinghai province)	Religious culture, painting (Thang-ga)
Group 2 (Hui, Sala, Dongxiang, Baoan)	Mandarin	Islam	Inter-ethnic marriage	Scattering throughout the country, and some of them living in Ningxia province	Food culture (kebab, hand-pulled noodles)
Group 3 (Man, Hezhe, Xibo)	Mandarin	No obvious religious beliefs	High marriage rate with the Han group	Scattering throughout the country, and some of them	Costume (chi-pao)

				living in north areas	
Group 4 (Mongolian, Elunchun, Ewenke, Dawoer)	Mandarin	Multiple religious beliefs	High marriage rate with the Han group	North area (Inner Mongolia autonomous region)	Folk songs, sports (wrestling)
Group 5 (Chaoxian)	Independent	No obvious religious beliefs	Low marriage rate with the Han group (10%)	North-eastern areas (Jilin province)	Language
Group 6 (Weiwuer, Hasake, Wuzibieke, Tajike, Keerkezi, Tataer, Eluosi)	Independent	Most believe in Islam	Inter-ethnic marriage	North-western areas (Xinjiang province)	Religious culture, local landscape
Group 7 (Miao, Yi, Lisu, Wa, She, Gaoshan, Lahu, Shui, Naxi, Jingpo, Mulao, Zhuang, Buyi, Dong, Yao, Bai, Tujia, Hani, Dai, Li, Qiang, Bulang, Maonan, Gelao, Achang, Pumi, Nu, Deang, Jing, Dulong, Jinuo)	Mandarin	Multiple religious beliefs	High marriage rate with the Han group	Southwest areas (Yunnan, Sichuan, Guangxi province)	Handmade goods, folk dances, folk songs

3.3.2 List of generated knowledge of each main group

In addition to the classification of EMGs, the seven main groups have specific

generated knowledge, which has been summarised in Table 3.5. The summary of this generated knowledge is not only helpful to understand the cultural characteristics of each main group but also beneficial to discover what kinds of cultural content are suitable for display on LSPs.

For instance, the original spiritual system of group 1 is god worship, which can be reflected in the Potala Palace and Thang-ga design (Lin, 2016; Xing & Zhao, 2011). The original social system of group 2 is related to commercial trade, explaining why their food culture restaurants are prevalent in China (Yang & Tan, 2002). The ancestors of group 3 make a living from hunting and fishing, which can be reflected in their diet and clothing styles (Zhao & Zheng, 2019). The group emotion of group 4 is bold and unconstrained, claiming why the wrestling sport is prevalent in their group (Xing & Zhao, 2011). Group 5 culture is similar to South Korean culture, and tourism and language teaching are attractive to individuals (Ahn, 2014; Zhao, 2012). The group emotion of group 6 is enthusiasm and optimism, which is reflected in their talent for singing and dancing (Wang, 2017; Xing & Zhao, 2011). The agricultural civilization prevails in group 7 that is similar to the major group Han, and their handmade crafts are attractive to online consumers (He et al., 2004; Yue, 2014; Zhang & Yang, 2004). In light of this, each main group has their specific generated knowledge and cultural advantage, and they can be applied to live streaming content and enhance cultural product's influence.

Table 3.5: The list of generated knowledge of each main group

Main group	Group emotion	Original spiritual system	Original social system	Generated knowledge display in LSPs	Reference
Group 1	Modest and peaceful	God worship	Nomadic civilization	A view of the Potala Palace; Thang-ga design	(Lin, 2016; Xing & Zhao, 2011)
Group	Shrewd	Faith	Commercial	Food culture	(Yang & Tan,

2	and adventurous	and worship	trade	(kebab, hand-pulled noodles)	2002)
Group 3	Diligent and brave	Popular belief	Fishing and hunting	Costume (chi-pao)	(Zhao & Zheng, 2019)
Group 4	Bold and unconstrained	Nature worship	Nomadic civilization	Grassland song; Sports (wrestling)	(Xing & Zhao, 2011)
Group 5	Open and inclusive	Ancestor worship	Agricultural civilization	Language teaching; Tourism	(Ahn, 2014; Zhao, 2012)
Group 6	Enthusiasm and optimistic	Faith and worship	Nomadic civilization	Dance performance; Food culture	(Wang, 2017; Xing & Zhao, 2011)
Group 7	Honest and friendly	Ghost worship	Agricultural civilization	Silver jewellery handmade; folk song	(He et al., 2004; Yue, 2014; Zhang & Yang, 2004)

EMG cultural knowledge is a significant advantage for young EMG entrepreneurs, and it can include EMG writing system, language, traditional customs, and unique costumes (Zhou, 2020). Young EMGs can produce abundant cultural live streaming content. The cultural content would have unique attractiveness for online consumers, and it is helpful for EMG live streamers to build the trust with online consumers (Li & Kang, 2021c). According to Li and Kang's ethnic research (2021c), "various cultural products on the live streaming market, including costumes from the Menggu group, the bracelet from the Zang group, and the mooncake from the Weiwuer group, have unique cultural characteristics and attractiveness for online viewers (as Table 3.6 shows)". Meanwhile, unlike regular products introduced by the major group entrepreneurs, profound cultural knowledge could assist young EMG entrepreneurs in establishing artistic credibility among online consumers and affecting their watching and purchasing intention (Djafarova & Rushworth, 2017). Therefore, cultural knowledge mastered by young EMGs can be designed as live streaming content, conducting to advertise cultural products and enhance their online start-up confidence.

Table 3.6: EMG cultural products on LSPs (Li & Kang, 2021c)

		
The costume from the Menggu group (Mongol)	The bracelet from the Zang group (Tibetan)	The mooncake from the Weiwuer group (Uygur)

However, as to how to attract online users' watching attention, most previous researchers focus on the appearance of the live streamer and the techniques used during the live broadcast, such as celebrity endorsements, sex appeal, and humour appeal (Hou et al., 2019; Kim & Yoon, 2014; McCormick, 2016). Few of them consider the influence of cultural knowledge in live streaming content and analyse whether this kind of generated knowledge can be applied to online start-up mode. Meanwhile, most EMGs' characteristics generated from their original group are favourable and suitable for display on LSPs. According to the research promoted by Xu and other authors (2015), they divide users' emotions into four levels (Figure 3.4) (Xu et al., 2015). In the part of emotional factors, negative emotions have more kinds than positive emotions, and they are reflected in most of the content on LSPs. For example, based on the analysis of 9960 original posts from the Sina Weibo platform, 24.43% of the content is negative, and only 17.34% of it shows positive emotion (Xu et al., 2015).

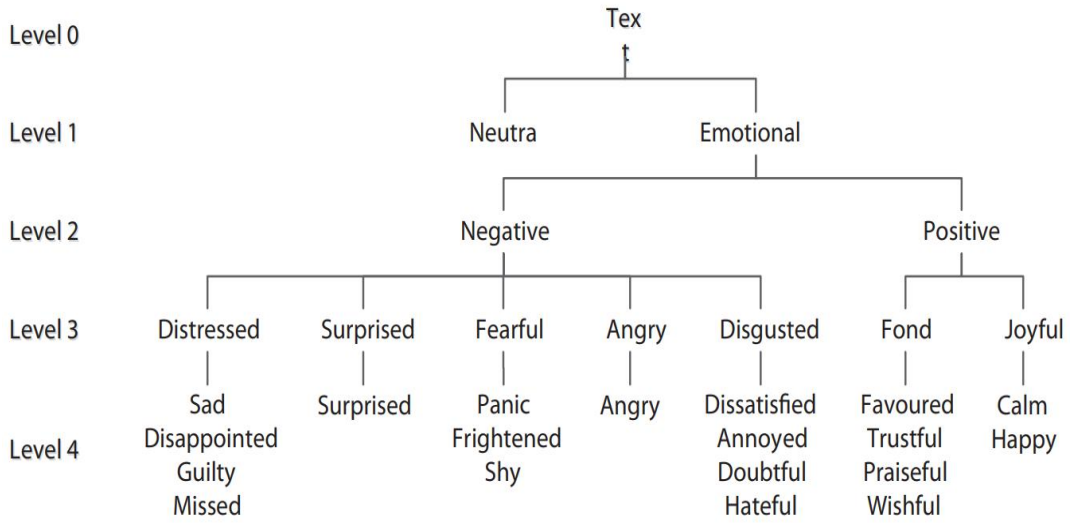


Figure 3.4: Four-level hierarchy of emotion (Xu et al., 2015)

Furthermore, as the study of users' liking behaviours claims, online users are more likely to focus on funny and exciting content instead of malicious content (Gan, 2017). In the summary of characteristics of each main group (Table 3.5), most of the group emotions and generated knowledge are related to positive, such as enthusiasm, friendly, and peaceful. Therefore, compared with ordinary live streamers, the content created by young EMGs also has an emotional advantage that can be applied in online start-ups, which draws little attention from researchers.

3.3.3 EMG cultural protection

Some traditional EMG culture has been faced with the danger of disappearance, although the urbanisation promoted by local governments can provide EMG residents with a more comfortable living condition (Xu et al., 2019). This is the major reason why this study discovers young EMGs' online start-up motivation and encourages them to protect EMG culture through this entrepreneurial strategy. As the concept of urbanisation prevails in Eastern countries, local governments encourage residents to change the backwardness of cities, such as rebuilding local road layouts and demolishing some cultural sites, and they advocate industrialisation to promote economic development.

However, this urbanisation and industrialisation process has an adverse impact on EMG cultural protection, hastening the demise of EMG culture (Li et al., 2021). Faced with the cultural risk, some researchers support recording cultural heritage through digital technologies, such as 3D models and 3DsMax (Wu, Wei, et al., 2017; Xu et al., 2019). This new technology can collect cultural samples at a large scale and provide a real-time render for online users (Xu et al., 2019), which is more advance and valid than traditional protection methods, including museum exhibitions and video records (Wu, Wei, et al., 2017). Meanwhile, some studies claim that protecting ethnic minority culture should combine local situations with suitable strategies and policies because implementing a sound strategy could assist local governments in building a long-term framework and promoting sustainable economic and cultural development (Li & Zhang, 2017; Long et al., 2018).

Although various cultural protection strategies have been proposed by existing studies, it is vital to analyse how many financial, human, and technical resources need to be spent on these projects and how long these methods could achieve their goals. This is because many EMG cultural heritages have large-scale sites, and others might need assistance from official departments and professional teams. Different EMG culture needs different protection strategies. Therefore, before developing cultural protection methods, it is essential to analyse these cultural protection strategies based on the feasibility study (Figure 3.5) and present both advantages and disadvantages of these protection methods.

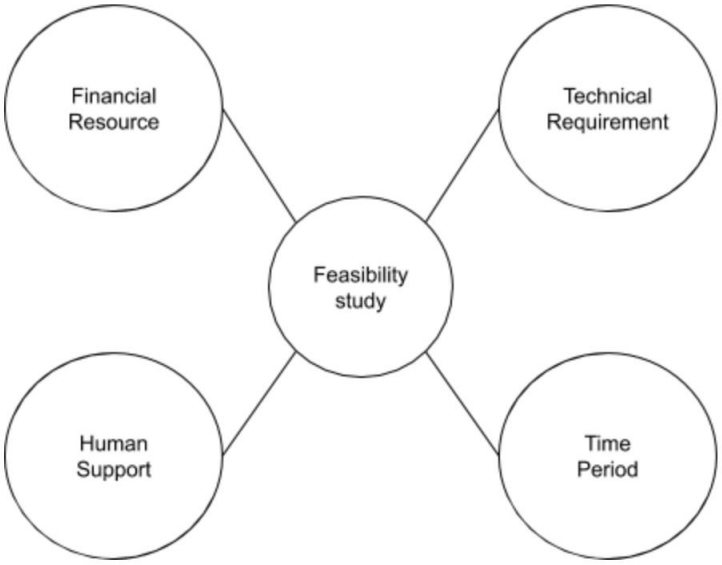


Figure 3.5: The feasibility study on the EMGs cultural protection project (Haibin & Jinming, 2016; Justis & Kreigsmann, 1979)

The original feasibility study is applied to business project management early and mainly focuses on four parts, including economic feasibility, technical feasibility, operational feasibility, and schedule feasibility (Haibin & Jinming, 2016; Justis & Kreigsmann, 1979). Nevertheless, to promote the specific project successfully, it is necessary to combine the feasibility study with the virtual situation and analyse its sustainability and social responsibility (Shen et al., 2010). Through analysing and comparing research related to EMG culture protection, there are three crucial cultural protection methods suitable for EMG cultural protection, including technical support (Wu, Wei et al., 2017; Xu et al., 2019), strategic policy implementation (Li & Zhang, 2017; Long et al., 2018), and social awareness establishment (Du & Gao, 2019; Xu & Kong, 2019). Combining these main protection methods, the feasibility study framework should be updated to compare these three cultural protection methods. As Figure 3.5 shows, the feasibility study based on the EMGs cultural protection project should test four parts, including financial resource, technical requirement, human or local government support, and time period.

Technical support

For the protection method supported by digital technology, studies claim protectors can use 3D modelling software to collect and exhibit cultural heritages, and the process is shown in Figure 3.6 (Wu, Wei, et al., 2017). Through this method, all of these valuable cultural materials, like the Dai group's costume, can be recorded by technical teams and transformed into FBX files, and these documents will be stored in a specified database (Wu, Wei, et al., 2017). After combining HTML technology, users can get the 3D display of Dai costumes through a wide range of SMPs (Wu, Wei, et al., 2017). From 2017 to 2019, existing scholars designed various technical methods, such as 3D modelling, Kinect and virtual reality technology, to protect EMG cultural heritages (Lei et al., 2017; Wu et al., 2019; Wu, Wei, et al., 2017; Wu, Ying, et al., 2017). For instance, to protect the paper-cut from the Dai group and enhance users' interest in it, prior research insists on collecting various paper-cut symbols and applying the V.R. technology on SMPs (Wu, Ying, et al., 2017). This strategy can decrease the visual distance between the users and paper-cut symbols.

Although this method utilises the advantages of V.R. technology to collect tangible cultural heritages in a short period, it needs professional support from technical teams and financial support for digital technologies. Meanwhile, based on the feasibility study, the method combined with the 3D model and V.R. technology might not get enough assistance from residents and local governments. This is because some EMGs living in rural areas lack comprehensive education, and many local governments are not familiar with these digital technologies. This protection strategy would only be promoted by professional organisations and cannot achieve its goal at a low-cost level. Therefore, considering both the technical requirements and the financial cost, the EMG protection method designed by researcher Wu (2017) has some shortcomings during future implementation.

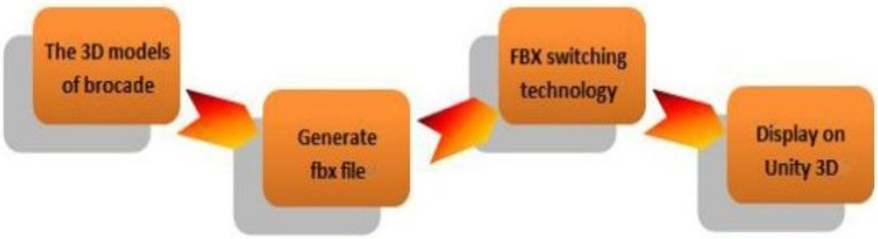


Figure 3.6. The process of loading models into Unity 3D (Wu, Wei, et al., 2017)

Strategic policy implementation

In addition to the technology method, designing suitable strategic policies to protect EMG culture is also accepted and supported by some scholars. Among these writers, the researchers named Long (2018) and Li (2017) have designed different strategies, such as implementing field works and establishing suitable policies, to protect EMG culture. In Long's opinion (2018), in order to develop a traditional ethnic village named Yinling, which is the Qiang group's village, economic development should be combined with social protection and historical reserve materials (Long et al., 2018). According to Long's report (2018), numerous ancient buildings, like Zhang's ancestral temple having more than 150 years, are gradually destroyed by residents in Yinling village. In order to protect these tangible cultural heritages, the author not only establishes some policies to protect these ancient buildings but also encourages local cultural departments to develop the tourist industry (Long et al., 2018). With the development of the tourism industry, EMG villagers will realise the significant value of these historical materials and be willing to protect these heritages.

Meanwhile, in Li's research (2017), the balance between economic development and social protection has been transferred to the balance between humans and nature. The researcher pays much attention to the landscape characters in these villages and suggests that designing protection strategies should build secure connections with local geographic systems. For instance, in the Wuling Mountain area, there are nine EMGs, such as the Dong group, the Miao group, and the Tujia group, and researchers

Li and Zhang (2017) divide this area into two levels and design particular protection strategies based on the land cover and population status (Li & Zhang, 2017). Suitable strategies could be convenient for local governments to understand residents' requirements and promote cooperation with villagers. Although it could be developed steadily in these local areas and get support from official departments and residents, it needs a long period of about ten or twenty years. Considering most EMG cultural heritages have been faced with the danger of disappearance, the cultural risk should raise social awareness and be solved in a short period.

Social awareness establishment

Similar to the digital technology strategy, the least protection method insists on enhancing individuals' and organisations' protection awareness through LSPs' influence. For instance, Guangfulin is a famous cultural heritage in Shanghai, but few residents are familiar with it or have the awareness to protect it. Faced with this problem, the paper written by Xu and Kong (2019) supports it is necessary to rebuild the mechanism of the online environment on various SMPs and guide users to have more communication and interaction with Guangfulin culture instead of other entertainment news (Xu & Kong, 2019). Based on the influence of LSPs, this suggestion could not only decrease the financial cost of cultural protection but also shorten the implementation period.

In addition to building an online cultural atmosphere on platforms, the authors Du and Gao (2019) advise a more helpful way to protect the generated knowledge, like the Fengxiang Woodcut picture, through the mobile terminal app (Du & Gao, 2019). Although designing apps would need more financial resources and technical support than LSPs' publicity, the app could provide online users with a more straight and comprehensive cultural experience. However, because of two drawbacks, this cultural protection method cannot be directly utilised in EMG cultural protection. Firstly, there are some differences between EMG cultural protection and tangible-intangible culture protection, because EMG culture includes a large range of cultural forms, such as dress

designs, folksongs, and cultural heritages (Jing et al., 2020; Rees, 2016). Hence, it would be more difficult and complicated for researchers to design a single app for all EMGs with various cultural characteristics and generated knowledge. Meanwhile, if researchers design an app for each EMG, fifty-five different apps need to be invested in and implemented. The workload is enormous for the app research team, and the working efficiency might be low.

Secondly, the functions of the Fengxiang woodcut picture app are abundant, which needs a large amount of collecting and managing work, such as generating knowledge modules, entertainment experience, and famous works of folk artists. However, the primary income might only rely on product sales through the online shopping function (Du & Gao, 2019). Without stable financial support from online consumers or the development team, the project cannot be continuously promoted. In light of this, enhancing individuals' cultural awareness and attracting social support through SMPs and mobile apps have some advantages to promoting EMGs' cultural protection, but researchers should conduct some feasibility studies before combing the method with EMG cultural protection.

As Table 3.7 shows, cultural protection methods implemented by previous studies have different advantages and limitations. Specifically, technical support needs help from professional technical organisations, which is difficult to promote in remote areas. Policy support has to rely on the cooperation between local governments and residents, and it is unlikely to achieve results in the short term. Nevertheless, it would satisfy the factors of the feasibility study framework and benefit achieving the goals, if these cultural protection methods could be combined flexibly. For example, the researcher Long (2018) supports developing local tourism by establishing strategic policies, which need an extended promotion. Still, financial and time resources would be saved if the support of these policies could be used to advertise live streaming travel on LSPs. With the help of the influence of LSPs, local tourism could attract numerous online users' attention in a short period, without strict requirements of financial, human,

technical and time resources. Considering the convenient functions of LSPs, young EMGs would be interested in utilising live streaming features to conduct traditional culture and are willing to implement online start-ups. Therefore, this thesis refers to and summarises these previous studies of cultural protections, supporting young EMGs to establish online start-ups on LSPs to increase their income level and conduct EMG culture.

Table 3.7: The previous cultural protection methods and limitations

The purpose of the method	Protection method	Rely on resources	Study reference	Advantages and limitations of the method
Transfer the samples into e-document and display them on platforms	Digital technology (3D model and V.R. technology)	Professional technical organisations	(Lei et al., 2017; Wu et al., 2019; Wu, Wei, et al., 2017; Wu, Ying, et al., 2017)	Achieve goals in a short period but need financial and technical support from local departments
Protect original buildings and develop the tourism industry	Establish protection policies according to the local geography and custom	Local governments and residents support	(Long et al., 2018; Li & Zhang, 2017)	Get residents' and governments' support quickly but need a long period
Rebuild the mechanism of the online environment and increase cultural information	Raise public awareness and improve their cultural protection knowledge	Social platforms (Weibo and Wechat) and mobile apps	(Xu & Kong, 2019; Du & Gao, 2019)	Raise protection awareness in a short period but need stable financial support and necessary technical support

3.4 ENVIRONMENTAL AND BUSINESS OPPORTUNITY

Due to the influence of the financial crisis, online social network has created an entrepreneurial environment for numerous knowledge-intensive businesses that can be

named online start-ups (also called online entrepreneurship) (Song, 2015). According to the COM-B Behaviour Changing theory, *Environmental and business opportunities* in this study include platform support and official department support (Li & Kang, 2021c; Michie et al., 2011). Both of them positively affect EMG entrepreneurs' online start-up motivation, which has been proved by prior studies (Li et al., 2021).

3.4.1 Platform support

Platform support means the support provided to ensure the effectiveness of the platform system for the purposes of providing video streaming services for online users (Rappaz, McAuley, & Aberer, 2021). The online start-up discussed in the thesis refers to the online entrepreneurship mode established on the live streaming technology and developed in the live streaming market (Meisner, 2019). This means analysing young EMGs' online start-up motivation cannot be separated from the platform support. Although prior studies have identified the positive relationship between LSPs' technical support and individuals' online business behaviours, few of them analyse young EMGs' social and cultural backgrounds and discuss the technical impact on young EMG users (Chen & Xiong, 2019; Ma, Wang, & Liu, 2022). With the help of LSPs, young EMGs can interact with online consumers in real-time and introduce their cultural products and services through the platform functions (Ho & Rajadurai, 2020; Li & Kang, 2022b). As reviewed before (section 3.2.1), different from traditional SMPs, LSPs are developed based on peer-to-peer technology that provides online entrepreneurs and online consumers with real-time interaction opportunities. It is comfortable for young EMG live streamers to establish cultural immersion atmospheres and display cultural products (Li & Kang, 2021c; Li, Kang, Feng, et al., 2022).

Given the technical support of LSPs, young EMG entrepreneurs can apply their cultural knowledge to live streaming content and utilise their online marketing skills to attract customers' watching interest, affecting their final purchase intention (Sun et

al., 2019). For example, on the Taobao Live platform, more than 10 thousand online entrepreneurs recommend their products in live streaming channels, like cosmetics, health care products, food, clothes, and wines. The live streaming content advertised by Starbucks can attract 180 thousand online consumers in three hours, which is difficult to achieve through traditional entrepreneurship modes (Cai & Wohn, 2019; Chen & Xiong, 2019). Therefore, the real-time interaction technology on LSPs could positively affect young EMGs' online start-up motivation, leading to their final entrepreneurial behaviours.

Moreover, with the popularity of smartphones and the development of online payment systems, the online start-up mode has been integrated into young EMG users' daily life, offering young EMGs with entrepreneurial chances (Gilbert, 2019; Liu et al., 2021). Unlike offline start-up modes, the online start-up established on LSPs is more flexible, with no strict site, labour and register requirements for young EMG entrepreneurs (Craig, 2021). Hence, the technical advantages provided by LSPs can enhance young EMGs' online start-up interest.

Furthermore, official departments in Eastern countries pay much attention to the partnership with network industries, such as Bytedance, Tencent, and Alibaba (Li & Kang, 2021c). The cooperation could dramatically enhance the effect of online platforms' technical support. For instance, the "Internet Plus" innovation and entrepreneurship competition is held each year by local universities and Internet companies, aiming to provide young EMG entrepreneurs with a platform to display their business ideas and deeply communicate with industry experts (Luo, 2018). Through the entrepreneurship competition process, young EMGs can learn many practical skills from industry managers, and managers can improve their platform support based on young EMG participants' feedback.

Finally, with the improvement of convenient functions on Eastern LSPs, such as group chat, virtual gift-sending system, and bullet-screen comments, young EMGs have

more opportunities to know online consumers' experience and adjust their business strategies (Chen & Xiong, 2019). This can explain why more and more young EMG entrepreneurs prefer to build online start-ups rather than offline start-ups (Xu, Wu, & Li, 2020). Therefore, the real-time interaction technology and convenient platform functions from the *Environmental and business opportunity* unit could positively influence young EMGs' online start-ups on LSPs.

3.4.2 Official departments support

Although young EMGs, including EMG students and EMG graduates, have unique generated knowledge and enough enthusiasm to establish various online businesses as their entrepreneurial goals, they lack related business experiences and sufficient capital to support their online start-ups. This results that most online start-ups developed by young entrepreneurs cannot survive for more than three years (Ding et al., 2020). As the paper written by Olugbola (2017) claims, compared with other age groups, young individuals have more potential to develop and improve their entrepreneurial ability, but they should accept entrepreneurship training and study some successful cases (Olugbola, 2017). Therefore, adequate funding and systematic training are necessary for young EMGs.

To solve this problem, Eastern educational departments have cooperated with universities and held various online and offline education activities to guide these young EMG entrepreneurs (Ding et al., 2019). For example, according to Sharif's research (2014), a new efficient model, university-industry-government collaboration, has been implemented in many universities in Shenzhen and would be prompted in other cities. Hence, young EMGs could get more and more opportunities to accept professional training and use their knowledge to build an online business in the future. Meanwhile, different from the major group, educational departments provide EMG students with special examination and admission policies (Leibold & Chen, 2014). According to the book about the introduction of ethnicity in China (2015), Chinese

governments have implemented a series of measures, such as young EMGs' education and employment policies, to eliminate the ethnic inequality between EMGs and the major group, aiming to improve young EMGs' standard of living (Zang, 2015). Employment centres in universities can also invite EMG students to attend some employment training and even provide one-on-one vocational guidance, which helps them adapt to new work environments. As the authors, Mei, Parkay, and Pitre (2016) claim, the interaction between students and faculties can assist EMG students in integrating into the college community and enhancing their social skills (Mei et al., 2016).

Moreover, financial departments also focus on young EMG entrepreneurs because lacking financial support is another challenge for them (Chong & Luyue, 2014). More than 28% of college students have indicated that the main reason preventing them from developing start-ups is lacking funds (Ding et al., 2020). With the establishment of the FinTech ecosystem, more and more financial organisations are willing to offer online microloans for college students and support their online start-ups (Leong et al., 2017). Among these financial supports, both equity financing and credit financing play an essential role in young EMGs' careers (Pan & Yang, 2019). This might be why the number of fresh start-ups developed by college students and graduates increased from 3.2% to 6.3% between 2014 and 2015 (Ding et al., 2020). Meanwhile, because of fewer requirements and lower difficulty than traditional offline businesses, most young EMG entrepreneurs prefer to build micro-enterprises on LSPs, such as selling products, advertising brands, and designing online lessons (Hu, 2015).

However, based on different economic development levels in Eastern countries, entrepreneurial policies established by urban areas and rural areas have apparent differences, which would influence official service quality. As Figure 3.7 shows, between 2014 to 2015, most start-ups are established in China's eastern provinces rather than in western provinces where most EMGs live (Pan & Yang, 2019). This is because that the official service quality in urban regions is much more improved than

it is in rural regions. To promote rural restructure, official departments in rural areas, like Yunnan province, also establish funds and technical support to attract young EMGs to return to these rural areas and promote entrepreneurial activities (Chen, 2013; Long et al., 2016). Although the entrepreneurial environment in urban areas is improved, developing start-ups in rural areas can also get enough attention from local governments. Some Eastern countries, such as China, have initiated the national strategy of "mass entrepreneurship and innovation" to tap into the innovative potential and promote entrepreneurial development both in urban and rural areas (Liu, Ye, & Feng, 2019). Therefore, in Eastern countries, both developed areas and remote areas are becoming suitable for young EMGs to develop online start-ups.

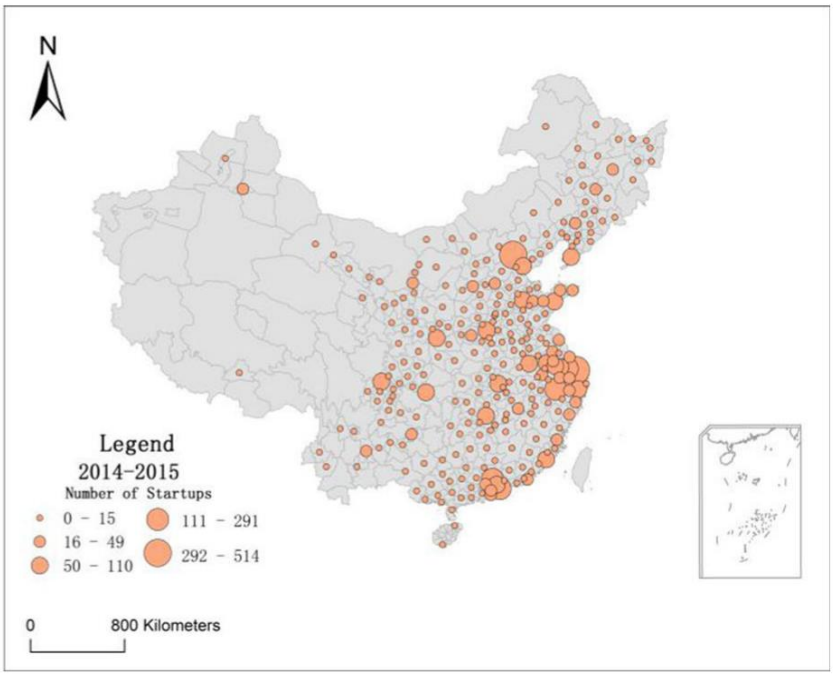


Figure 3.7: The distribution of start-ups in China between 2014 to 2015 (Pan & Yang, 2019)

Furthermore, online start-ups developed by entrepreneurs could force innovations and provide numerous employment for society (Neequaye et al., 2017). To accelerate the transformation from a manufacturing-oriented to an innovation-oriented country, many high-quality policies, like tax credits and insurance cover, have been designed by labour departments to stimulate college students' start-ups (Liu, Liu, & Wan, 2015;

Long, 2014). In order to transform the traditional economy into a knowledge economy, many local governments in Eastern countries are planning to design more improved laws and policies to attract and retain talent, including undergraduates, masters, and doctoral students (Lee, 2014). From the national departments to the municipal departments, all of them support EMG students and graduates to implement online start-ups (Li & Kang, 2021c). For instance, in Shenzhen, according to the entrepreneurship policy enacted by the human resources and social security bureau (2019), college students who have graduated no more than five years can receive entrepreneurship grants (*Subsidy scheme for self-employment support in Shenzhen*, 2019). Thus, young entrepreneurs, especially college students and graduates, are more suitable to develop online start-ups than other age groups.

Meanwhile, poverty reduction in rural China is the main objective of the Chinese government. Some related policies have been designed to develop the economy in remote areas, such as eliminating agricultural taxes, the support for poor college students' employment, and the relaxation of restrictions on rural-urban migration (Li, 2014; Li & Sicular, 2014). Faced with various support policies, young EMGs who live under economic difficulties can get more confidence and opportunities to establish their online businesses. With the implementation of the college graduate village officials program, poor graduates get the chance to return to their rural villages and become political leaders in the village governance system (He & Wang, 2017). Through the influence of the village governance system, many online start-ups in rural areas can be developed successfully.

Finally, for different forms of entrepreneurship, official departments provide different subsidies to ensure service quality. Because of the popularity of network technology, more and more official policies have been issued to support young EMGs in developing online businesses. In Shanghai, through holding China's "Internet Plus" university student innovation and entrepreneurship competition, college students' innovative ideas can be put into practice (*Shanghai Special Action Plan to Encourage*

Entrepreneurship-Driven Employment (2018-2022), 2018). In Huaian city, a technical, cultural, and patented business established through the Internet, which is similar to online start-up mode, can apply for venture guarantee loans of up to 2 million RMB (*Huai'an City issues policies to support network entrepreneurship*, 2015). In China's western provinces, such as Xinjiang province, most of the subsidy policies are related to entrepreneurship training subsidies, tax relief, and site rental subsidies, and their employees can get social insurance subsidies (*Xinjiang issues standard for the identification of network entrepreneurship*, 2015). As Table 3.8 shows, in China, young EMGs can get more support in eastern areas than western areas, which results in most online start-ups have been built in eastern areas eventually. Still, with the development of the economy and the improvement of official service quality, the online entrepreneurial environment in rural areas will be more and more suitable for young EMGs' business development.

Table 3.8: The policy comparison of developing online start-ups between eastern areas and western areas in China

Comparisons	Eastern areas in China (Developed regions)	Western areas in China (Rural areas)	Reference
Young graduates (Graduate no more than five years)	Get technology resources, sufficient funds, and advanced entrepreneurship training	Get more attention from the local government	(Chen, 2013; Hsu, Tian, & Xu, 2014; Long et al., 2016; Pan & Yang, 2019)
Poor graduates (Students from rural areas and their parents have low income)	Labour departments have a comprehensive employment security system. Local governments relax restrictions on rural-urban migration.	The agricultural sector eliminates agricultural taxes. Local governments promote the college graduate village official program.	(He & Wang, 2017; Li, 2014; Li & Sicular, 2014)
EMG graduates	Get assistance from employment centres in the university. Universities provide	Impractical cultivation system. Lack of social skills and innovation	(Chen-chen, 2014; Mei et al., 2016; Ya-hua, 2014; Zang, 2015)

	one-to-one vocational guidance (Graduate no more than five years).	ability (Graduate no more than five years).	
Network entrepreneurs	"Internet Plus" university student innovation and entrepreneurship competition. Technology and cultural network entrepreneurship can apply for venture guarantee loans up to 2 million RMB.	Provide entrepreneurship training subsidies, tax relief, site rental subsidies, and social insurance subsidies.	(Huai'an City issues policies to support network entrepreneurship, 2015; Shanghai Special Action Plan to Encourage Entrepreneurship-Driven Employment (2018-2022), 2018; Xinjiang issues standard for the identification of network entrepreneurship, 2015)

3.5 PERSONAL CAPABILITY

Personal capability means the ability possessed by entrepreneurs to develop their business, mainly consisting of technical skills, creative skills, communication skills, and cultural knowledge in this research (Sariwulan et al., 2020).

3.5.1 Online start-up education ecosystem

Entrepreneurship education in Western countries is developing earlier than it in Eastern countries, but the Eastern entrepreneurship ecosystem is improving rapidly (Li, Du, & Yin, 2017; Yu, 2018). Australian universities have developed entrepreneurship education since the 1940s, and its primary goal is to improve students' entrepreneurial abilities and provide them with some opportunities for practice (Yu, 2018). By the 1980s, most Western colleges have developed comprehensive entrepreneurship training for students (Liu et al., 2014). Although Eastern entrepreneurship teaching in most colleges remains in the classroom mode, some of them, i.e. the China Ministry

of Education, have implemented pilot programs related to entrepreneurship education in some universities, such as Tsinghua University, Renmin University, and Wuhan University (Yu, 2018). Many novel training methods, like Innovation and Entrepreneurship Competitions (Figure 3.8), attract a large number of college students to participate in.

Figure 3.8: The homepage of the College Students Innovation and Entrepreneurship Competition website

Moreover, because of the improved financial system and comprehensive policy support, university graduates in Eastern countries have enough courage and confidence to start a business (Wang, 2016). In Eastern countries, such as South Korea, Thailand, and China, influenced by traditional thinking characteristics, some college graduates hold a conservative attitude to online entrepreneurship. Compared with challenging entrepreneurship, they are more likely to get their diploma and use it to find stable jobs (Wang, 2016). However, with the rapid economic growth and deepening of cooperative relations among government-enterprise-universities, college students' attitudes towards entrepreneurship gradually change. For example, influenced by “The Fourth Wave” of entrepreneurship in China, the amount of start-ups has increased to 1.6 million by 2018 (Yu, 2018).

Furthermore, unlike the Western traditional entrepreneurial model, the Eastern entrepreneurial model on LSPs is more novel. Based on the advanced and improved network platform established by Tencent, Alibaba, and Bytedance, developing online start-ups on LSPs has become a straightforward career for young EMG entrepreneurs (Wang, 2016). For instance, due to the COVID-19 situation and the shutdown of premises, the live shopping platform established by Tencent, Alibaba, and JingDong, has replaced offline shopping in a short period and promoted the development of live streaming commerce (Liao, 2020). Meanwhile, different from other entrepreneurship models, establishing an online start-up on LSPs requires less capital, sites, and human resources, which is more suitable for young EMGs.

Finally, the entrepreneurship policy in Eastern countries focuses on specific areas and groups. In the U.S., to ensure the sustained development of new businesses, the country's policies focus on America's Innovators Act, tax exemption on investment, and access to capital (Hudson, 2016). Compared with Western countries' entrepreneurship policies, Eastern entrepreneurship policy focuses more on specific areas and specific entrepreneurs. For example, for researchers and university students to start a business, financial departments can provide them with financial support and tax incentives (Wei, 2017). Meanwhile, land use for digital business and entrepreneurship purposes can be prioritised by the local land and resources bureau (Wei, 2017). As a result, there are significant differences in the entrepreneurial ecosystem between Eastern and Western countries, as Table 3.9 shows.

Table 3.9: The comparison of start-up ecosystems between Eastern and Western countries

Comparison	The start-up ecosystem in Eastern	The start-up ecosystem in Western	Reference
Entrepreneurship education	Pilot programs	Improved training system	(Liu et al., 2014; Yu, 2018)
Entrepreneurship	Conservative	Confidence	(Wang, 2016;

attitude	attitude changing to a positive attitude		Yu, 2018).
Entrepreneurial model	Novel (live streaming commerce)	Comprehensive	(Liao, 2020; Wang, 2016)
Entrepreneurial policies	Researchers, university students	Innovators Act and tax reform	(Hudson, 2016; Wei, 2017)

3.5.2 Entrepreneurial skills of Online start-up

Entrepreneurial skills on LSPs can encompass a broad range of various skill sets, like platform using skills, real-time communication skills, and creative skills (Li et al., 2021). Different from the offline start-up mode, promoting online start-ups on LSPs has high requirements for young EMG entrepreneurs' entrepreneurial skills. Based on the exceptional education policy support, young EMGs from developed and less-developed regions can accept higher educational resources and study entrepreneurial knowledge in universities (Ding et al., 2019; Pan & Yang, 2019). For instance, the university-industry-government collaboration system provides young EMGs with practical opportunities to control advanced online entrepreneurial skills, such as communication skills, human resource management skills, and live marketing knowledge, which is helpful for them to promote online start-ups on LSPs (Li & Kang, 2021c). Hence, young EMGs, including EMG students and graduates controlling comprehensive entrepreneurial skills in universities, have more creativity and enthusiasm than other age groups to establish online start-ups on LSPs.

However, to avoid business risks, they need to get related training and study knowledge from some successful online start-up cases (Olugbola, 2017). The research analyses different types of online start-ups and presents their success reasons in the following part (Table 3.10), assisting the research in designing specific influencing factors under the *Personal capability* unit.

Table 3.10: Success factors of online start-up cases

Online start-up cases	Successful Factors	Reference

Tea business	Fluent communication, creative publicity, emotional sale	(Huang, 2019)
Personal brand	Original communicating content, creative brand symbol, and deep meaning of the brand	(Jiang, 2020)
Tourist industry	Detailed travel information and frequent communication	(He, Yang, & Xiang, 2020)
Online courses	Creative skill and real-time interaction	(Diep, 2019)

First of all, young EMG entrepreneurs need to learn to work as a team and maintain fluent communication, which is helpful for them to stand out from the competition. For instance, in China's southwest areas, like Yunnan province, tea production has a long history and is the primary income for local EMGs (Hung, 2016). Based on the tea culture and tea cultivation technology, introducing tea knowledge and advertising tea-related products have been developed by EMG residents on LSPs, reflecting tea farmers' creative skills. For example, faced with competition from large enterprises, local tea farmers in the Wuyishan Mountain area decide to cooperate with each other and establish online start-ups (Huang, 2019). Through industrial cooperation and creative advertising, these tea farmers win online consumers' trust and take the initiative in pricing. The price of their product, Jinjunmei tea, dramatically increased from 20 yuan/ 500g to 300 yuan/500g between 2005 and 2015 (Huang, 2019). This cooperative online start-up strategy could also be applied to the EMG tea business, which has a high requirement for communication and management skills. Especially as the author Song's research (2020) presents, buckwheat tea produced by the Yi group is recognised as a popular healthy drink, and residents have traditional knowledge to cultivate tea seeds under different climates (Song et al., 2020). Based on the real-time interaction function, young EMG entrepreneurs from the Yi group could sell this tea through LSPs and propagate local tea culture indirectly. During this process, they also should cooperate with family members and peer groups, which is an essential factor of successful entrepreneurship.

Secondly, young EMG entrepreneurs need to know a creative skill, especially using

their advantage of cultural symbols during communication with online consumers. For instance, by regularly posting various original and attractive content, a personal brand named Xijingmudan, created by an online celebrity, successfully attracted more than 4 million followers in 2018 (Jiang, 2020). Through analysing this successful case, there are three creative skills that are worthwhile for young EMG entrepreneurs to study, including setting an interesting brand symbol before implementing the brand, giving the brand a deep meaning during implementing the brand, and increasing the communication with followers after implementing the brand (Jiang, 2020). As young EMG entrepreneurs, they need to use their cultural advantages to combine EMG cultural knowledge with communication skills, which is beneficial for them to increase their brand influence.

Thirdly, young EMG entrepreneurs need to provide information to their customers in as much detail as possible while communicating with them. In 2019, the tourism industry developed fast in Thailand, which cannot leave the marketing strategy promoted by online travel agencies. Based on the network platform, travel agents not only post various videos and pictures related to the local landscape, but also introduce tour routes, traffic information, accommodation information, and food information to online consumers (He et al., 2020). Detailed travel information presented in the communication can not only systematically introduce the local tourism market but also provide great convenience to customers.

Finally, for early-stage entrepreneurs, selling low-cost products and services can reduce their investment risk. Compared with other high-cost entrepreneurial models, implementing online language courses is a better choice for young EMGs. For instance, an English teacher named Wei Zhu build this kind of online course market with his partners and make more than 270,000 US dollars in a short period (Diep, 2019). After attracting many students, his team unleashes their ability to innovation and begins to organise other different online language courses, and their revenue reaches 1,600,000 US dollars (Diep, 2019). This means that the language education market on LSPs still

has excellent potential if entrepreneurs can strengthen their innovative skills. Thus, these young EMGs who accept bilingual education could also implement their creative skills to design language courses on LSPs and attract learners' interest.

In addition to live shopping content, other unique live streaming content on LSPs, such as EMG cultural performances and historical stories introduction, could also arouse online users' curiosity and attract their shopping attention (Li & Kang, 2022b; Lu, 2019). With the number of followers increasing, an online start-up could become a stable career for EMG live streamers and provide them with more chances to popularise their cultural phenomenon (Lu et al., 2018).

3.5.3 Business model on LSPs

The business model on LSPs can be divided into three types based on different purposes and profitability. As Table 3.11 presents, live business models include a specialised live streaming model, bundled live streaming model, and collateral live streaming model, and each model has its unique live streaming form and revenue approach (Svitlana, 2018). For example, regarding the specialised live streaming model, young EMG entrepreneurs should pay much attention to their communication with online consumers, and they can earn income through the virtual gift-sending system on LSPs. For the collateral live streaming model, live streamers on LSPs usually invite celebrities into the live channel and use their influence to attract users to pay to watch (Svitlana, 2018).

Each business model has its suitable platform, but for comprehensive platforms, such as Tiktok and Kuaishou, the live streaming mode is more abundant. For instance, young entrepreneurs from the Zang group can introduce Tibetan Buddhism through the specialised live-streaming model, and some from the Man group can sell Chi-pao, which is a close-fitting woman's dress with a high neck and slit skirt through the bundled live-streaming model.

Table 3.11: Three main business models on LSPs (Svitlana, 2018)

The business model on LSPs	Live streaming form	Revenue approach	LSPs
The specialised live streaming model	Focus on communication with users	Virtual gifts and rewards from users	Douyu, Inke, Huajiao, and Longzhu
The bundled live streaming model	Focus on selling products or services	Selling and advertisements	Taobao, Mogujie
The collateral live streaming model	Cooperate with celebrities	Traffic monetizing, pay-to-watch, advertisement	Tencent live, Youku live, and Baidu live

However, according to the LSP research developed by authors Liu and Li (2016), most of the live streamers' income is not optimistic because of the distribution of income. As Figure 3.9 shows, in addition to the platform, more than 10% of income should be distributed to the agency. Nevertheless, for EMG live streamers, peers' cooperation and family members' engagement could replace the role of agencies and reduce unnecessary expenses.

Influenced by the local social and cultural atmosphere, young EMGs holding strong cultural identity focus on their relationship with peers and family members (Cohen, 2009). This means EMGs' peers and family members are willing to provide instrumental and emotional support when young EMGs develop online start-ups. Meanwhile, the LSP manager would provide relevant entrepreneurial subsidies to young EMG entrepreneurs because of local entrepreneurship policy support (Li & Kang, 2021c). Therefore, compared with the ordinary entrepreneur on LSPs, EMGs' online-entrepreneurship mode has a more obvious advantage.

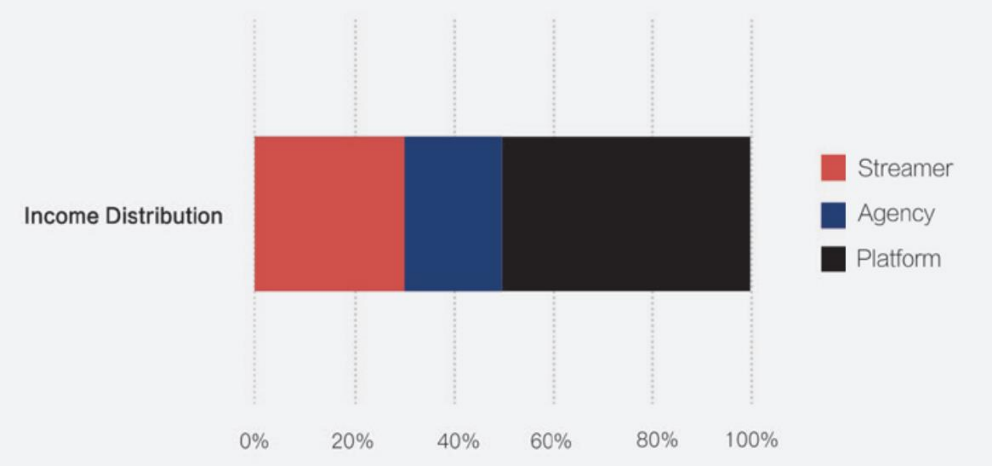


Figure 3.9: The income distribution of live commerce (Liu & Li, 2016)

3.6 SOCIAL AND CULTURAL CONTROL

Social and cultural control indicates the impact of potential norms and cultural atmosphere, affecting individuals' relationships with peers' groups and family members (Venuleo et al., 2019). In the thesis, all social and cultural influencing factors are developed based on the Hofstede Cultural model dimensions (Hofstede et al., 2010). Meanwhile, considering the unique social and cultural background of young EMGs, the results of the Hofstede Cultural model cannot be applied to the study directly, which will be discussed in the following sections.

3.6.1 Conservative attitude to online start-ups

Conservative thinking under the *Social and cultural control* unit is a kind of thinking that forces young EMGs to avoid uncertain or unknown careers, which is related to uncertainty-avoidance thinking (Amodio et al., 2007; Bell & Bell, 2010; Hofstede et al., 2010). Drawing on the definition of liberal and conservative thinking presented by Broockman et al. (2017) and Day et al. (2014), young EMGs holding a liberal attitude would be more confident while facing challenging careers and willing to try new businesses. However, others with a conservative attitude tend to avoid uncertain issues and would be cautious about developing online start-ups.

Different from the major group entrepreneurs keeping entrepreneurial enthusiasm, most young EMGs are from remote areas where the economy falls behind, and the local's income level is low (Day et al., 2015). Inevitable financial pressures have exacerbated young EMGs' conservative thinking, preventing them from developing online start-ups on LSPs. For instance, young EMGs from less-developed areas, such as the Menggu group from the Mongolian Plateau, the Miao group from the Yunnan-Guizhou Plateau, and the Zang group from the Qinghai-Tibet Plateau, have to overtake financial pressures, tending to keep an uncertainty-avoidance mind rather than an open mind to new careers (Cheung, 2019; Tao et al., 2015; Yeh & Makley, 2019). The backward economic environment has made them lose confidence in entrepreneurship and try to avoid uncertain careers. Hence, unlike the results proposed by the Hofstede Cultural theory, uncertainty-avoidance plays a significant role in young EMGs' online start-up motivation on LSPs.

Moreover, influenced by the Confucianism canon, conservative thinking exists in the Eastern cultural atmosphere, which negatively affects young EMGs' online start-up confidence (Li & Kang, 2021c). In detail, although Eastern countries, such as China, Japan, and South Korea, are gradually modernised, traditional Confucianism still has a potential impact on the core values of Eastern society, such as cultivating young EMGs' conservative thinking (Yin et al., 2018). For instance, "the educational philosophy in China stresses the importance of uncertainty avoidance and suggests students to think twice before making an important decision, also known as San Si Er Hou Xing, leading young EMGs to avoid challenges and have conservative thinking to challenging careers" (Li & Kang, 2021c; Loh & Teo, 2017; Zhao, 2020). Although conservative thinking can assist young EMGs in avoiding unnecessary hassles, it can cause young EMG entrepreneurs to hinder their entrepreneurial innovation and development (Li & Kang, 2021c). Therefore, as a negative *Social and cultural control* factor, conservative thinking among young EMGs decreases their online start-up confidence and prevents them from developing online start-ups on LSPs.

3.6.2 Family Support

Both family members and peers' groups are the most important socialising agents for adults, which should be analysed in the *Social and cultural control* unit (Chaplin & John, 2010; Li & Kang, 2021a). Family support means support from family members, including material support and emotional support (Roksa & Kinsley, 2019). Regarding family support, it plays a significant role both in Eastern and Western countries. As the Hofstede Cultural insight shows, Eastern people pay much attention to collectivism, long-term orientation and power distance (Hofstede et al., 2010). This cultural characteristic is not only reflected in social life but also has a subtle influence on family relationships and family business culture.

Given the solid social relationships among family members, family members' emotional support significantly affects young EMGs' online start-up motivation (Edelman et al., 2016; Li & Kang, 2021a). Developing an online start-up is a decision where individual needs and desires should be balanced with their family responsibilities (Svartangen, 2014). For instance, unlike Western parents, Eastern parents concern more about their children's growth and prefer to provide advice for their children's development direction (Chen, 2016). This means that getting permission and support from families is an essential part of young EMGs' online start-up. Therefore, family members' approval is essential for young EMGs' motivation to develop online start-ups.

Funds and advice are primary forms of instrumental support in the family business atmosphere which is a widespread cultural phenomenon both in Eastern and Western countries (Alderson, 2018). Because of the family business culture in Eastern countries, young EMG entrepreneurs can get financial and human support from their family members if their business plans get approved by their families (Ma & Marquis, 2016). Most young EMGs from remote regions lack venture capital and need to rely on the

family's instrumental support, especially advice and funds support (Gujrati, Tyagi, & Lawan, 2019; Peng, Lu, & Kang, 2013). This can explain why young EMGs could hold a conservative attitude toward online start-ups without parents' advice and funds support. In addition to Eastern countries, the family business atmosphere is also prevalent in Western countries (Li & Kang, 2021a). For example, in Italy, the family business is typical in small hospitality firms, and the kind of successful business mode has been implemented by many young entrepreneurs (Buonocore & Iqbal, 2018). Thus, whether in Eastern or Western cultures, advice and funding support from family members can alleviate the psychological pressure of young entrepreneurs, enhancing their online start-up confidence. Because of the influence of blood relationships, trust among family members is easy to build, resulting in young EMG entrepreneurs probably getting entrepreneurial advice and funds from their family members (Buonocore & Iqbal, 2018; Ya Chen, 2016).

Furthermore, for young entrepreneurs from EMG families, they might not only get some financial support and labour support, but also can get some generated knowledge guidance from old members, including custom knowledge, language knowledge, and food knowledge. In detail, EMG cultural knowledge imparted from old family members has unique cultural attractions and benefits for EMG entrepreneurs to stand out on LSPs, i.e. the Tibetan Buddhism knowledge from the Zang group, the silver headdresses from the Miao group, the grassland songs from the Menggu group, and kebab food culture from the Hui group (Chu, 2015; Xing & Zhao, 2011; Xu & Campbell, 2018; Yang & Tan, 2002). All of the generated knowledge is helpful for young EMGs to enhance their competitiveness in online start-ups (Li & Kang, 2022b). Because of the influence of advice support from family, young EMGs have an outstanding possibility to inherit original language, religion and custom knowledge and then apply them to live streaming content. Therefore, compared with other young entrepreneurs, young EMGs supported by family members are more suitable to promote online start-ups on LSPs.

3.6.3 Peers support

Peers' support can be defined as the process that peers' groups provide entrepreneurial knowledge and experiences for young EMGs (Darby, 2018). The relationship with peers' group plays a significant role in contemporary society (Chaplin & John, 2010). Unlike family support, young EMGs easily get peers' support in universities. Because of the college entrance examination policy's support (see section 3.4.1), young EMG candidates can get an extra 5 to 50 points (Leibold & Chen, 2014), which means they have more opportunities to enter universities. This policy measure is beneficial for young EMGs to accept higher education, indirectly providing them with a chance to cooperate with other talents in universities (Li & Kang, 2021a). In schools, most EMG students should learn three languages, including their original language, Mandarin, and English, which can be applied to their future business (Feng & Adamson, 2018).

At the same time, influenced by traditional Confucianism, Eastern individuals from China, Korea and Japan pay much attention to their relationship with others, including the relationship between colleagues and colleagues, and the relationship between classmates and classmates, which is beneficial for valuable information sharing and experience imparting (Lee et al., 2018). Relationship means guanxi (social network) which is "a social exchange mechanism built on mutual favours", playing a significant role in Chinese society (Lee et al., 2018). Different from Western countries, collectivism plays a vital role in Eastern educational philosophy, resulting in most Eastern students preferring to cooperate with partners to establish projects instead of promoting them alone (Chen, 2015; Hofstede et al., 2010). Improved guanxi with peers' groups can not only improve business efficiency but also eliminate unnecessary problems (Arntzen-Nordqvist & Ramskjell, 2021).

Moreover, unlike family support focusing on advice and funds aspects, peers' support is mainly related to advanced knowledge learned from universities (Li & Wu, 2019). Whether in Eastern countries or Western countries, both of their educational departments have set various online and offline education activities to guide these

young entrepreneurs (Ding et al., 2019; Leibold & Chen, 2014). The entrepreneurial education platform designed by universities is convenient for young entrepreneurs to acquire resources and assists them in sharing entrepreneurial information and experience (Wei et al., 2019). Young EMGs' communication skills and creative skills would become improved and comprehensive through information and experience sharing among peers (Donia, O'Neill, & Brutus, 2018).

Furthermore, individuals from a high degree of long-term orientation environment put the peers' group in the first place (Hofstede, 2011). Considering peers' group is the most important socialising agent for young adults, peers' information and experience sharing is helpful for young EMGs to establish confidence and decrease their conservative attitude toward online start-ups (Chaplin & John, 2010; Kacperczyk, 2013; Lubman et al., 2017). Unlike family suggestions, there is no age gap in communication between peers, and the information sharing between them can help young EMGs understand the latest industry trends more directly and clearly. Therefore, the cooperating process with peers' group could positively affect young EMGs' online start-up confidence.

In the entrepreneurial process, entrepreneurs not only focus on their ability but also expect to get peers' trust and encouragement (Galloway, Kuhn, & Collins-Williams, 2021). A steady "guanxi" with peers could increase young EMGs' confidence to promote online start-ups. Existing scholars identify and analyse the importance of peers' guanxi in Eastern countries (Guo et al., 2021; Lee et al., 2018), and it also significantly affects business development in Western countries, like New Zealand (Wang, Lee, & Chan, 2021). As an emotional factor, peers' trust can stimulate young EMGs' potential and keep them optimistic in the face of difficulties. Cooperating with peers' group and getting their trust are beneficial for young EMGs to enhance their entrepreneurial motivation and confidence, which has been identified by existing research (Patuelli, Santarelli, & Tubadji, 2020).

Meanwhile, impacted by the cultural root of Confucianism, most Eastern countries focus on the collectivist spirit and emphasise the guanxi between people (Dunning & Kim, 2007). Specifically, as collectivist and long-term orientation countries, young Eastern EMGs live in an intimate social and cultural environment, and the mutual trust environment could provide them with courage while facing challenges, decreasing their conservative attitude toward online start-ups (Averin, 2017). Thus, the factor of peers' support is as important as family support.

Chapter 4: Research gaps from Literature review

Based on identified knowledge gaps from the literature review (Table 4.1), this study aims to understand young EMGs' social media using affordance and discovers influencing factors of the online start-ups promoted by young EMGs on LSPs. All of these issues can be divided into five main research gaps, including lacking related surveys for young EMG users' social media using affordance, lacking research on the online start-up environment of young EMGs, misunderstanding of young EMGs' online start-up capabilities, misunderstanding of the influence of social and cultural control on young EMG's online start-up attitude, and lacking suitable suggestions for related departments to enhance the online social environment and increase young EMGs' online start-up motivation. Specifically, because of the unique social and cultural environment, young EMGs could have different social media using affordance from the major group users, reflecting on their language option, content-focused and live streamer followed. Different kinds of usage habits would influence their attitude to live streaming technology and potentially affect their online start-up motivation. Hence, the social media using affordance study is helpful for this research to understand young EMGs' attitudes to LSPs and the online social environment.

Moreover, regarding the research unit of *Environmental and business opportunity*, section 3.2.1 and section 3.4.1 indicate the importance of platform support, and section 3.2.2 and section 3.4.2 claim the significant relationship between policy support and young EMGs' online start-up motivation. For instance, prior studies focus on the technical support of traditional SMPs and lack the comparison between SMPs and LSPs. Based on the peer-to-peer technology on LSPs, young EMGs have many opportunities to interact with potential online consumers and promote their online start-up activities.

About the *Personal capability* unit, the research summarises the young EMGs' cultural advantages in section 3.3.1 and section 3.3.2, and it discusses the improved entrepreneurial education system for young EMGs in section 3.5.1 and section 3.5.2, which has been ignored by prior studies. Unlike the major group entrepreneurs, young EMGs not only have more chances to accept the higher education system but also can apply their ethnic knowledge, such as folk songs, unique costumes, and various handworks. Because of abundant educational and cultural resources for young EMGs, their capabilities could positively affect their online start-up motivation.

Furthermore, different from existing scholars mainly applying the COM-B Behaviour Changing theory to study *Personal motivation*, this research designs *Social and cultural control* unit based on the Hofstede Cultural theory and analyses social and cultural influences, such as peers' support and family support. Influenced by the backward economic environment, most young EMGs face financial pressure and keep conservative thinking about online start-ups. To change EMGs' conservative thinking, it is vital to analyse the impact of peers and family support.

Finally, suitable entrepreneurial suggestions for young EMGs and related official departments could provide young EMGs with a comfortable online social environment and significantly enhance young EMGs' online start-up confidence. Different from the major group entrepreneurs keep entrepreneurial enthusiasm, most young EMGs are from remote areas where the economy falls behind, and the local's income level is low (Day et al., 2014; Tang et al., 2015). Inevitable pressures prevent them from developing online start-ups on LSPs, which needs to be focused on in this study. Therefore, according to these research gaps (Table 4.1), specific research aims will be presented in the following part (section 6.1).

Table 4.1: The research gaps from the literature review

Research	Sections	Research gaps

focus		
Social media using affordance	3.1.1	The finding results of Western SMPs cannot be directly applied to Eastern SMPs.
	3.1.2	Most of the research focuses on ordinary online users and studies them according to their ages, genders and occupations, but few of them focus on EMG users' social media affordances.
Environmental and business opportunity	3.2.1	LSPs in Eastern countries provide more opportunities for users to promote online start-ups than in Western countries.
	3.2.2	Few studies identify that EMG users have advantages in creating live streaming content because of their trustworthy background.
	3.4.1	LSPs' support can make up for young EMGs' financial deficiencies and lower the threshold for starting an online start-up.
	3.4.2	Existing studies rarely discuss the difficulties of starting online start-ups and the need for policy support.
Personal capability	3.3.1	Unlike the Western EMGs, the division of EMGs in the East should be based on their language, religion and living areas. This means various cultural resources can be applied by Eastern EMGs.
	3.3.2	Few studies consider the influence of EMG cultural knowledge in live streaming content and analyse whether various generated knowledge can impact their online start-up motivation.
	3.5.1	Entrepreneurial education ecosystems in Eastern countries provide young EMGs with a comfortable platform to communicate with industry managers.
	3.5.2	Unlike traditional entrepreneurial modes, promoting online start-ups needs young EMGs to control advanced entrepreneurial skills.
Social and cultural control	3.6.1	Although the online start-up ecosystem has improved dramatically, young EMGs still have a conservative attitude to online start-ups.
	3.6.2	Unlike Western social and cultural backgrounds, family members in Eastern countries play a substantial impact in young EMGs' entrepreneurship, which should be focused on.
	3.6.3	Influenced by Confucian culture, the guanxi with peers' group plays an important role in young EMGs' online start-up motivation.
Suggestions for young	3.3.3	Previous online cultural protections have apparent drawbacks, including lacking financial support and

EMGs and related departments		taking an extended period.
	3.5.3	The different business models on LSPs are suitable for different online start-up activities. It is important to understand young EMGs' using preferences and provide them with specific suggestions.

Chapter 5: Theory Background

This chapter explains the COM-B Behaviour Changing theory and the Hofstede Cultural theory. It draws on them based on the research topic and establishes the conceptual framework to present the relationship between influencing factors and EMGs' online start-up motivation.

5.1 COM-B BEHAVIOUR CHANGING THEORY

Unlike existing scholars that use the traditional theory of planned behaviour to analyse users' online behaviours (Kaijun & Sholihah, 2015; Li, Wu, & Wu, 2008; Tsordia & Papadimitriou, 2015), the COM-B Behaviour Changing model is more conducive to grasping the change of the consciousness of the target group both from the macro-level and minor-level (Li & Kang, 2022c; West & Michie, 2020). This is helpful for a holistic grasp of the relationship between the online entrepreneurial environment and young EMGs' entrepreneurial psychology. According to the COM-B Behaviour Changing theory (Michie et al., 2011), *Environmental and business opportunity* and *Personal capability* would influence their motivation and even change their future behaviour. From its inception in 2011 to 2022, the theory has been cited more than 4,000 times and has been applied to different areas, such as physical health promotion (Carney, Bradshaw, & Yung, 2016), education training (Alshaikh et al., 2019), and consumer behaviour patterns (Duan et al., 2020). Therefore, it is reasonable and practical to apply this theory to study the changing process of young EMGs' entrepreneurial motivation.

Firstly, in the part of the *Environmental and business opportunity*, in addition to the technical support of LSPs, many official departments can provide different kinds of support for young EMGs, including professional training, tax credit, and microloans (Chong & Luyue, 2014; Leong et al., 2017; Liu et al., 2015; Long, 2014). According

to the stakeholder analysis in Figure 3.1, these official departments, such as the network department and policymaker, have the high power to influence the online environment on LSPs. The entrepreneurial policies issued by them could positively affect young EMGs' online start-up motivation.

Secondly, unlike typical entrepreneurs on LSPs, young EMGs have technical using skills and cultural appeal in the part of capability (Li & Kang, 2022b). For instance, the Yi group can sell their local buckwheat tea, and the Chaoxian group can teach the Korean language on LSPs (Diep, 2019; Song et al., 2020). Based on the successful online start-up cases in the literature review part (section 3.5.2), the premise of conducting concept and advertising products is to have a large online follower base. To attract users' watching attention, young EMGs can give play to EMG cultural strong points and immerse their followers in cultural enjoyment during interactions. Therefore, there are two distinct advantages for young EMGs. One is their comprehensive knowledge and advanced thinking learned from universities, such as communication and creative skills. Another is that they can get sufficient generated knowledge from their family members and original groups.

5.2 HOFSTEDE CULTURAL THEORY

This study applies the Hofstede Cultural theory to distinguish the differences between Eastern and Western cultures, and it utilises its specific dimensions to design the research model's *Social and cultural control* part (Hofstede et al., 2010). Some of the prior studies tend to use two-dimensional cultural theories to discuss the social and cultural impact on individuals' entrepreneurial behaviours, such as the liberal and conservative theory, and the tight and loose theory (Haynie & Shepherd, 2009; Jarrodi, Byrne, & Bureau, 2019; Ko, 2008; Margos, 2021; Samuels, 2021).

However, different from these cultural theories, the Hofstede Cultural theory presents a framework for cross-cultural communication from six dimensions, benefiting

understanding of young EMGs' social and cultural atmosphere from specific aspects (Li & Kang, 2021a). Drawing on the Hofstede Cultural theory, the influence of *Social and cultural control* can also be reflected in personal attitudes to peers and family members' support (Hofstede et al., 2010). Based on the comparison between Eastern countries and Western countries, Eastern countries, like China and South Korea, have similarities in power distance, individualism, long-term orientation, and indulgence (Figure 5.1). For instance, influenced by collectivism and power distance factors, family business culture is prevalent in Eastern countries, and family members often cooperate with young entrepreneurs and play their strengths in the family career (Ma & Marquis, 2016).

In the family business, fathers usually play an important role and make critical decisions, which can be reflected in masculinity (Chen, 2016). Besides governmental support, young EMG entrepreneurs could also get ample financial and human support from their family members and peers' group if they have a feasible career plan, which can reflect their concern for long-term orientation (Ma & Marquis, 2016). Meanwhile, individuals from Eastern countries pay more attention to restraint, which results in them tending to choose ordinary lives and keeping a conservative attitude to challenging careers (Hofstede et al., 2010). This could be the reason why most of young EMGs eventually choose stable jobs, although they expect to promote online start-ups.

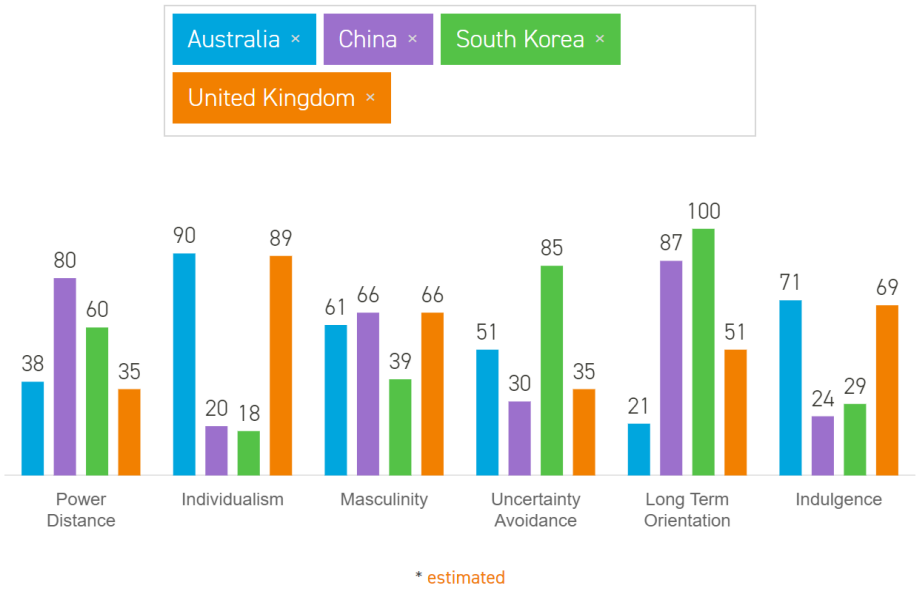


Figure 5.1: Cross-culture comparison of the Hofstede insight ("COUNTRY COMPARISON," 2020)

However, the Hofstede research theory lacks a comprehensive analysis of traditional Eastern culture, especially the balance between Confucian, Buddhist, and Taoist cultures. Except for the traditional culture, the value survey promoted by the Hofstede team does not pay much attention to the situation of EMGs. For instance, most EMGs from less developed areas face economic pressure, which results that they could have a high score on uncertainty avoidance (Lei & Yan, 2017; Li, 2012). In light of this, this thesis combines author Xing's research (1995) with the Hofstede Cultural theory.

In the cultural contrast process between China and the West (Table 5.1) (Xing, 1995), the article can clearly explain how traditional Chinese mindset, such as self-restrained and desiring for eternity, affects their attitude and behaviours. In addition to referring to existing studies, this research also considers young EMGs' specific social and cultural backgrounds and analyses the influencing factors based on their current situation.

Table 5.1: The basic comparison of Chinese and American traditional thinking

characteristics (Xing, 1995)

Chinese thinking characteristics	American thinking characteristics
Intuitive	Rational
Aesthetic	Scientific
Introverted	Extroverted
Self-restrained	Aggressive
Dependent	Independent
Procrastinators	Proactive
Implicit	Explicit
Synthetic	Analytical
Patient	Impatient
Group reference criteria	Individualistic
Desire for eternity	Eager to change

In summary, the COM-B theory needs to be combined with the Hofstede Cultural theory to study young EMGs' online start-up motivation. Specifically, the conceptual framework is established based on two related research theories, including COM-B Behaviour Changing theory (Part 1) and Hofstede Cultural dimension theory (improved based on existing literature) (Part 2) in Figure 5.2. Both Part 1 and Part 2 mainly focus on the factors that would influence young EMG s' motivation to promote online start-ups on LSPs.

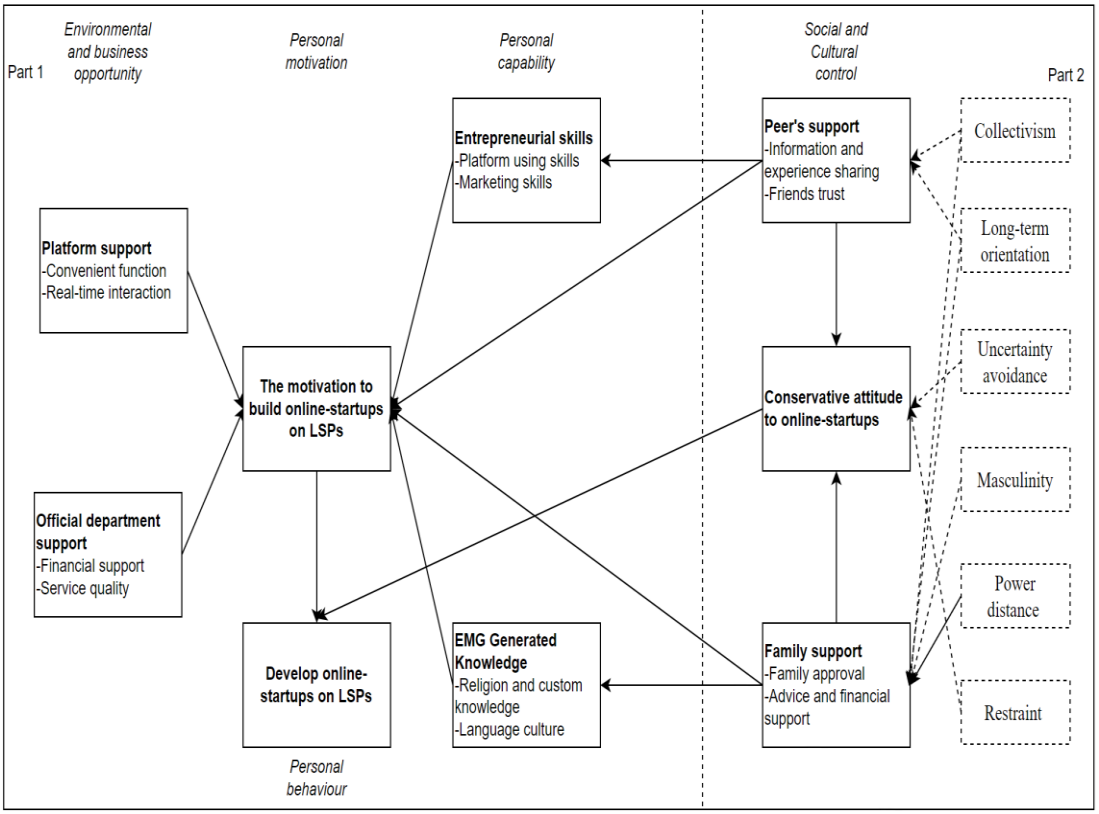


Figure 5.2: The conceptual framework of the study

Chapter 6: Research Aim and Research Model

This chapter presents specific research aims and research questions based on the research gaps proposed in the literature review section (section 3). To satisfy research aims and solve relevant research questions, the social media using affordance study and the online start-up motivation study have been designed and developed. Meanwhile, the chapter also states the relationships among research aims, benefiting for readers to understand the research design and the ultimate aim proposed in the research.

6.1 RESEARCH QUESTION

Influenced by a unique social and cultural environment, young EMGs may have different platform preferences and specific platform usage time, presented in EMG users' social media affordance in the literature review (section 3.1). Although the EMG population has exceeded 100 million and is growing faster than the Han population (*The sixth nationwide population census*, 2010), few authors have comprehensively studied EMG users' characteristics and explored their attitude to the online social environment. To understand their entrepreneurial intentions in their specific cultural climate (as Figure 3.2 shows), it is crucial to investigate young EMG users' behaviours and develop the qualitative study from four aspects, including using multi-language, focusing on cultural content, following live streamers, and usage habits.

Research aim 1: Understand the social media using affordances of young EMGs.

Question 1a: What are the LSP using habits of young EMGs?

Question 1b: What are the differences in using preferences between young EMGs and the young major group users?

With the rapid development of peer-to-peer technology, many convenient functions have been applied in different LSPs, such as real-time chat, virtual gift-sending systems, and online store functions. These new technical features allow live streamers to have a close connection with consumers and implement online business, which has been presented in section 3.4.1. In addition to the technical support of LSPs, some policies aimed at online start-ups may also positively impact the entrepreneurial motivation of young EMGs (section 3.4.2). Thus, the second aim of this research is to present the *Environmental and business opportunities* and analyse whether they will impact young EMGs' online start-up motivation.

Research aim 2: Analyse the *Environmental and business opportunities* for online start-ups.

Question 2a: Is the support of LSPs beneficial to enhance young EMGs' motivation to develop online start-ups?

Question 2b: How does official department support influence young EMGs' online start-up motivation?

Compared with ordinary EMG residents, young EMGs have more capability advantages in conducting and protecting EMG culture through developing online start-ups on LSPs. This is because young EMGs not only have cultural knowledge generated from their group but also can accept higher education related to entrepreneurial skills in universities (section 3.5). Therefore, the third aim of this research is to focus on EMG students' and graduates' capabilities and analyse which capability significantly influences their online start-up motivation.

Research aim 3: Focus on young EMGs' capabilities for online start-ups.

Question 3a: Are entrepreneurial skills essential for young EMGs' motivation to develop online start-ups?

Question 3b: Is EMG generated knowledge important for young EMGs' motivation to develop online start-ups?

Question 3c: How does entrepreneurial intention influence young EMGs' online start-up motivation?

In the view of young EMG entrepreneurs' situation, they have to face much mental pressure, resulting in a conservative attitude to online start-ups. Based on the comparison of the online start-up ecosystem between Eastern and Western countries in the literature review part (section 3.6.1), their conservative thinking is influenced not only by economic pressures but also by traditional thinking, including the avoidance of uncertainty factors, respect for parents' authority, and the idea of win-win cooperation. This study's fourth aim is to combine the research model with the Hofstede cultural theory (improved) and research on how social and cultural factors influence young EMGs' conservative attitude to online start-ups on LSPs.

Research aim 4: Research *Social and cultural control* factors influencing young EMGs' conservative attitude and their intention to develop online start-ups.

Question 4a: How does peers' support of young EMGs influence their online start-up motivation on LSPs?

Question 4b: How does the peers' support increase young EMGs' entrepreneurial skills?

Question 4c: Does the peers' support of young EMGs decrease their conservative attitude toward online start-ups?

Question 4d: Does the personal conservative attitude to online start-ups negatively impact young EMGs' online start-up behaviour on LSPs?

Question 4e: How does family support influence young EMGs' online start-up motivation on LSPs?

Question 4f: How does family support for young EMGs increase their EMG generated knowledge?

Question 4g: Does family support for young EMGs decrease their conservative attitude toward online start-ups?

Finally, most previous studies explore online users' using affordance based on their age, gender and income live, but few of them focus on their EMG background. Thus, it is essential to understand young EMGs' social media using affordance and provide

them with a comfortable online social environment while exploring their online start-up motivation. Meanwhile, due to the lack of entrepreneurial experiences, numerous start-ups established by college students and graduates cannot survive more than three years (section 2.5). Although promoting live streaming and establishing an online start-up, like selling cultural products and advertising local tourist areas, are simple works for young EMG entrepreneurs, it is difficult for them to stand out from other competitors. In light of this, it is significant for this study to provide related departments with some valuable suggestions, like how to improve young EMGs' online social environment and how to assist young EMGs in overcoming their psychological barriers to developing online start-ups.

Research aim 5 (The ultimate research aim): Provide related departments and young EMGs with some valuable suggestions to establish a comfortable online social environment for young EMGs and enhance their online start-up motivation.

Based on these five research aims and several specific research questions, the relationships among them have been shown in Figure 6.1. Research aim 1 is to understand young EMGs' social media using affordance and provide them with an improved online social environment. The research aims 2 to 4 are to explore young EMGs' online start-up motivation and help them build entrepreneurial confidence. All of them aim to satisfy the ultimate research aim and provide suitable suggestions for young EMGs and related departments.

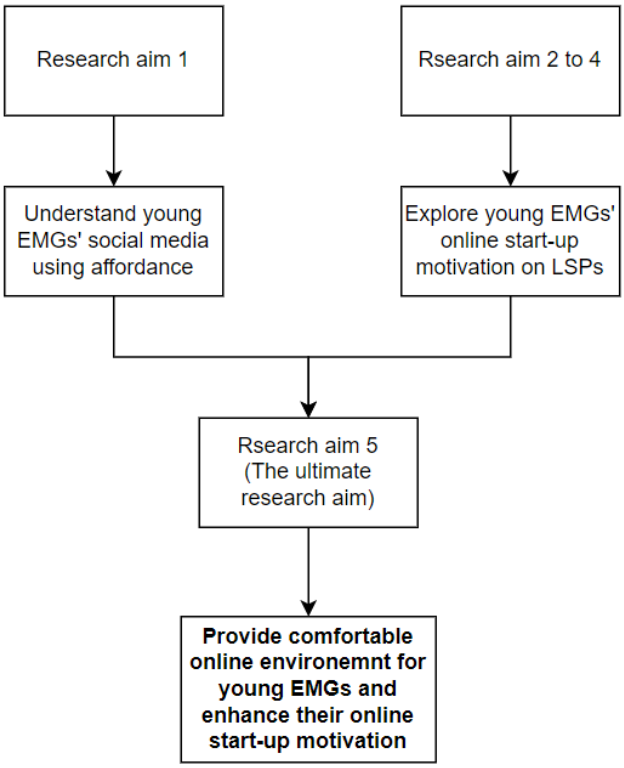


Figure 6.1: The relationship between research aims

6.2 SOCIAL MEDIA USING AFFORDANCE STUDY

Considering the differences between the major group and EMGs, the research should present young EMGs' social and cultural backgrounds. It needs to analyse their specific social media using affordance before attracting and encouraging young EMG users to participate in online start-up activities. The study results can be helpful for related scholars to understand young EMG users and explain the results provided by the research model. To satisfy research aim 1, the study can be divided into four aspects to analyse young EMGs' social media using affordance, including language, content, live streamers and usage habits, as Figure 3.2 presents.

Firstly, due to the different language systems between young EMGs and the major group users, the research needs to analyse the impact of multi-language engagement on young EMGs' platform using experience (Tang, 2016). Although bilingual education has been added to China's education system, many young EMGs still tend

to use their ethnic language (Xiong et al., 2016). Hence, it is necessary to understand young EMGs' attitudes to multi-language engagement on SMPs.

Meanwhile, unlike the major group residents, young EMGs living in a specific social and cultural atmosphere could have a deeper understanding of cultural knowledge, reflecting on their focusing content (Li & Kang, 2021c). Unlike the major group users who are concerned about popular content related to entertainment, sports, and social news, young EMGs might prefer to browse cultural content. Hence, discussing young EMGs' social media using affordance needs to analyse their attitude to online content on LSPs.

Furthermore, influenced by religion and customs, most young EMGs hold strong cultural identify, and they tend to focus on their own group live streamers, which is different from the major group users who prefer to follow popular live streamers on LSPs (Li & Kang, 2021a; Tsui & Tollefson, 2007). Strong cultural identity could stimulate young EMGs to follow their group influencers and focus on the cultural content produced by them.

Finally, as the content in section 3.1 presents, a unique living environment could lead young EMGs to present specific social media usage habits, such as their using time, shopping platform preference, and using purpose, which is ignored by prior studies. The social media using affordance study could help researchers and related departments know young EMGs' specific online using behaviours and understand their online social environment. Therefore, this research proposes that young EMG users have specific social media using affordance that is different from the major group users.

6.3 THE RESEARCH MODEL OF ONLINE START-UP MOTIVATION

Given the young EMGs' situation, most of them are from remote areas and have to take on business pressure and mental pressure from society (Yuan & Zhang, 2016),

which would influence their confidence to develop online start-ups. Thus, in Part 1 (Figure 6.2), the research model combines the online start-up environment with COM-B Behaviour Changing theory (Michie et al., 2011) and presents how the *Environmental and Business Opportunity* factors and *Personal Capability* factors impact young EMGs' entrepreneurial *Motivation* and *Behaviour* on LSPs.

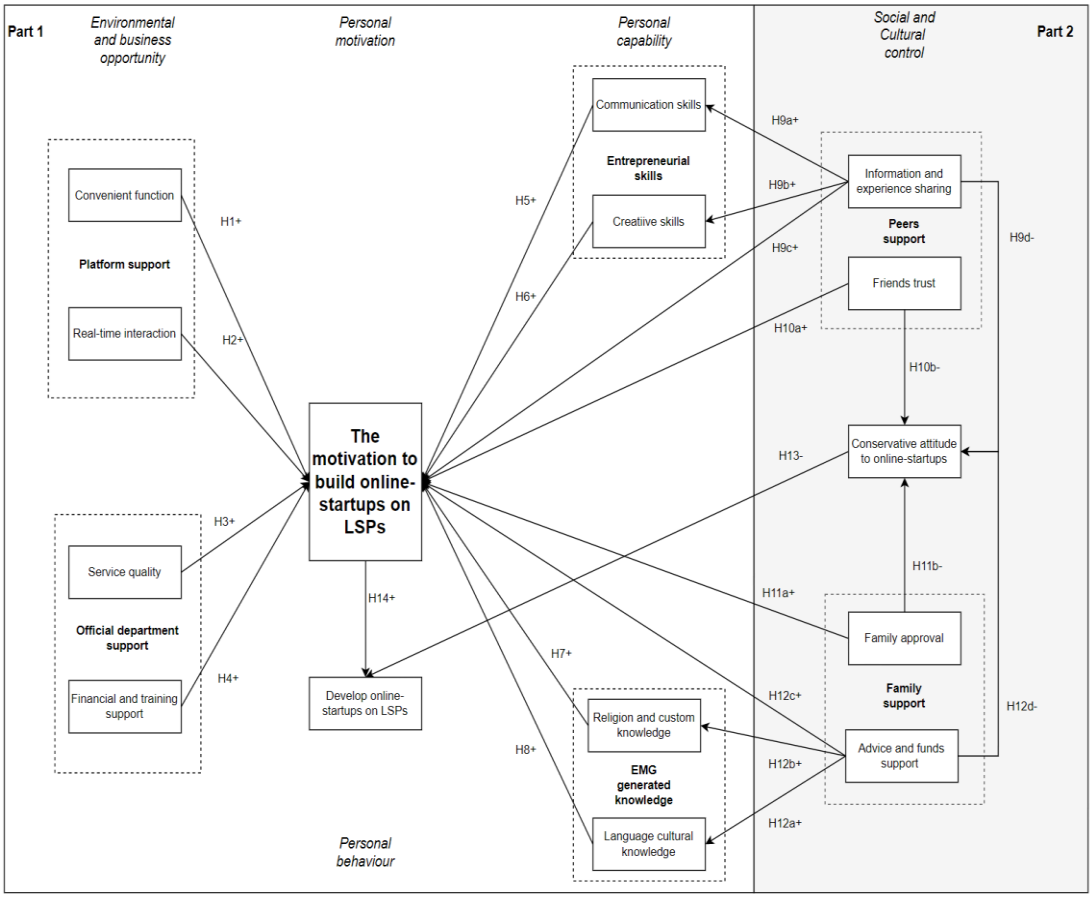


Figure 6.2: The research model of developing online start-ups by young EMGs on LSPs

6.3.1 Environmental and business opportunity

To clearly present the relationship between influencing factors and personal online start-up motivation, this study divides the research model into several parts, as the following figures show.

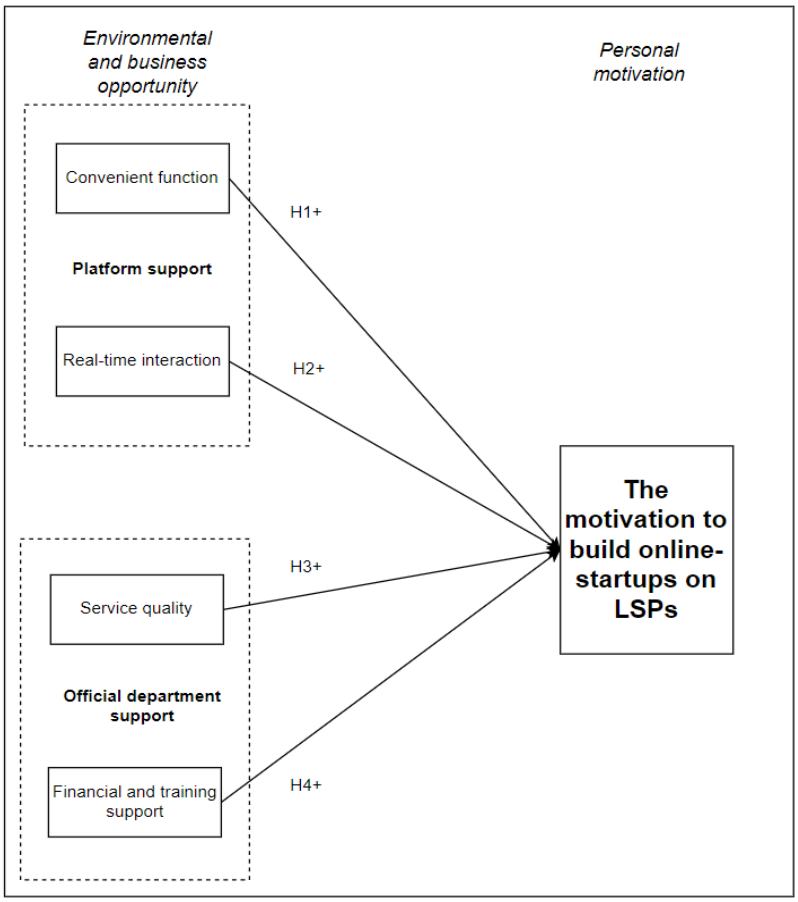


Figure 6.3: The impact of environmental and business opportunity

As Figure 6.3 states, platform support, as a critical *Environmental and business opportunity* factor, could positively affect young EMGs' online start-up motivation on LSPs. Firstly, based on the advantages of real-time interaction and convenient connections with traditional SMPs, LSPs, like YouTube Live, Twitch, Taobao Live, TikTok, and Kuaishou, have gained immense popularity among users in a short period (Li & Kang, 2020; Neyaz et al., 2020). These LSPs draw on the advantages of traditional SMPs and build close connections with them, which is convenient for LSP users to forward various video content to traditional SMPs through the share function. Specifically, young EMG entrepreneurs can share the live streaming link from LSPs, i.e., Taobao Live and Kuaishou, to traditional SMPs, i.e., WeChat and Sina Weibo. The strong tie between LSPs and SMPs can help young EMG entrepreneurs to enhance their online marketing influence, reflecting the necessity of platform support (Li & Kang, 2020). Meanwhile, the statistical function on the number of content views, likes,

and comments on the LSP can help young EMG entrepreneurs understand customers' online shopping experience, accelerating them to improve their service quality. According to Li and Kang's research (2021), the number of likes positively correlates with viewers' watching interest, potentially affecting their online shopping intention. Hence, the statistical function on LSPs is beneficial for young EMGs to know the quality of their live streaming quality and make a further improvement.

Moreover, based on the peer-to-peer technology, convenient functions, including the real-time video function, virtual gift-sending system, and online store function provided by LSPs, can be helpful for online entrepreneurs to interact with online consumers and display various cultural products, which is helpful to understand online consumers' shopping experience and win their trust (Li & Kang, 2020). For example, on the TikTok platform, EMG live streamers can chat with users one by one through the bullet screen function, promote a real-time interaction with users through the gift-sending system, and display products through their online store function (Li, Kang, Feng, et al., 2022; Ram & Xu, 2019). All of these convenient functions and real-time interactive technology are comfortable for young EMGs to display their cultural content and understand consumers' needs, supporting their online start-ups. This can explain why, whether in Eastern or Western societies, LSPs, including YouTube Live and Taobao Live, have a vast user base and market influence. Thus, considering the significant influence of platform support, the research proposes:

Hypothesis 1: Convenient functions have a positive relationship with young EMGs' motivation to build online start-ups on LSPs.

Hypothesis 2: The real-time interaction has a positive relationship with young EMGs' motivation to build online start-ups on LSPs.

The official department support significantly affects young EMGs' online start-up motivation on LSPs, which has been proved by existing studies (Li & Kang, 2021c). According to the study of official department support in section 2.5 and section 3.4.2, official departments, such as education departments, financial departments, and labour

departments in Eastern and Western countries, have promoted various activities and policies to assist young EMG entrepreneurs, which is beneficial to reduce their economic pressure and stimulate their online start-up motivation. In detail, education departments in China invite some successful entrepreneurs to design training courses for young EMGs, financial organisations cooperate with bank systems to offer online microloans to EMG students, and labour departments issue many policies, like tax credits and insurance cover, to assist young EMGs in establishing online start-ups (Ding et al., 2019; Leong et al., 2017; Liu et al., 2015; Long, 2014). Hence, young EMGs have more opportunities to get attention from official departments and receive their financial and training supports compared with everyday online entrepreneurs.

Meanwhile, unlike urban entrepreneurs, most young EMGs live in remote areas and probably face financial issues while promoting online start-ups on LSPs (Bender, 2016; Li & Kang, 2021c). According to the EMG survey promoted by Lei and Yan (2017), more than 80% of EMG students think that funds shortage is the main difficulty for their start-up, and more than 30% of them claim they lack entrepreneurial knowledge and training support. Thus, it is necessary for young EMGs to get official department support, especially financial support and entrepreneurial training support.

Furthermore, due to the influence of economic development level, service support quality would be different in different regions. For example, most Chinese entrepreneurs tend to establish online start-ups in China's east coast areas rather than west areas because of the policy support quality (Pan & Yang, 2019). Since the reform and opening-up in China, entrepreneurs have been attracted by the superior policy environment in the east and tend to emigrate to the eastern provinces to carry out entrepreneurial activities (Wang, 2019; Yu et al., 2017). However, with the improvement of official service quality both in developed and less developed regions, the service quality problem can be effectively solved, resulting in more and more young EMGs being willing to return to their home provinces and build online start-ups on LSPs (Hu, 2015; Yu et al., 2017). Hence, the service quality provided by official

departments would significantly affect young EMGs' online start-up motivation. Based on the above arguments, the research proposes hypotheses as follows:

Hypothesis 3: Service quality has a positive relationship with young EMGs' motivation to build online start-ups on LSPs.

Hypothesis 4: Financial support and training support have a positive relationship with young EMGs' motivation to build online start-ups on LSPs.

6.3.2 Personal capability

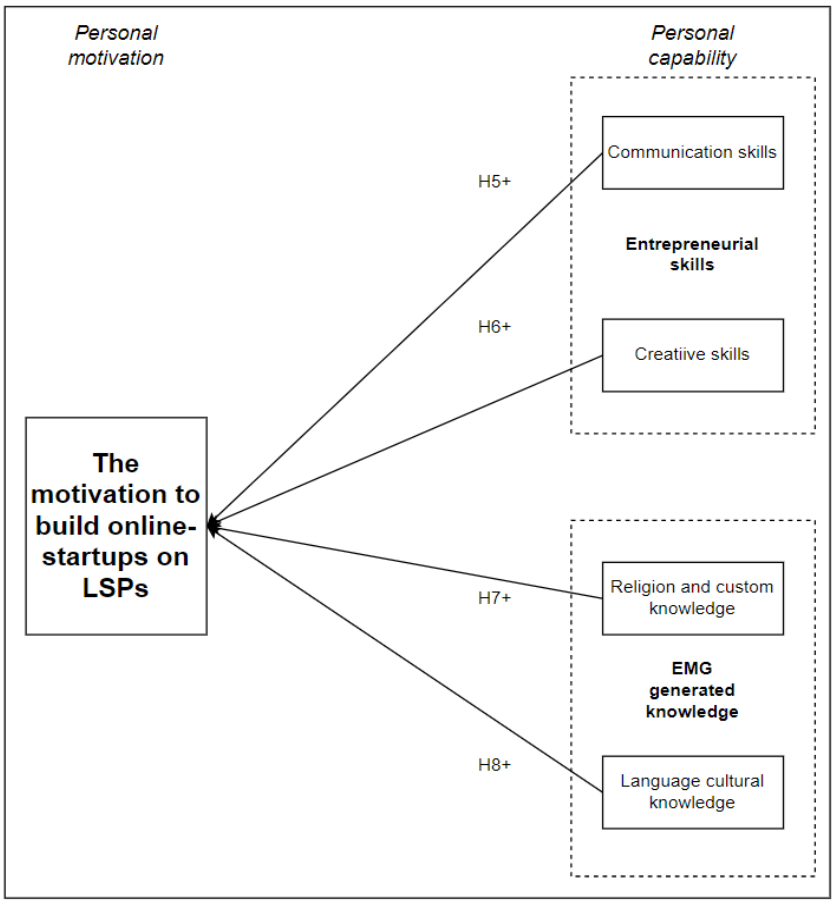


Figure 6.4: The impact of personal capability

Online entrepreneurial activities are inseparable from the individual capabilities of entrepreneurs, such as communication and creative skills (Biraglia & Kadile, 2017). Although most old EMG residents are from remote areas and lack entrepreneurial education, increasingly more young generations have opportunities to accept higher education and get comprehensive skills in universities, including communication skills,

marketing skills, and technical knowledge (Leibold & Chen, 2014; Li & Kang, 2021c). Considering education departments have designed specific EMG policies, like special examination and admission policies, young EMGs are more likely to enter universities than the major group students and have more chances to accept entrepreneurial training (Leibold & Chen, 2014; Li & Kang, 2021c). For instance, to promote the all-around development of college students, a new efficient model, university-industry-government collaboration, has been implemented in Shenzhen (Sharif & Tang, 2014). In collaborative practice, young EMGs can effectively learn the entrepreneurial process of the online enterprise and the practical knowledge of communicating with online customers, stimulating young EMGs' creative talents. With the help of collaborative practice, young EMGs get more opportunities to learn advanced skills and apply them to present their creative ideas. Meanwhile, in order to remain competitive in the live streaming marketplace, entrepreneurial creative and innovative thinking can help entrepreneurs leverage their cultural strengths and keep their businesses sustainable (Kunicina, Bilic, Zabasta, Caiko, & Ribickis, 2019). Hence, among various entrepreneurial capabilities, creative skill is an essential one that should be controlled by young EMGs.

Moreover, different from traditional offline start-up modes, the online start-up promoted on LSPs requires entrepreneurs to communicate and interact with online consumers in real-time (Jiang, 2020; Lu et al., 2018). Whether it is language skills or expression management, it can not only directly affect the consumer's shopping experience but also relate to teamwork and business communication (Guffey & Loewy, 2021; Koris & Vuylsteke, 2020). Thus, the communication skills learned from universities should be controlled before young EMGs promote online start-ups on LSPs.

Furthermore, with the saturation of the live streaming market, it is difficult for ordinary live content and communication styles to attract consumers' attention. In order to make live content stand out, young EMGs need to be creative and should integrate cultural

knowledge into their communication content. In light of this, communication skills and creative skills are essential for young EMG entrepreneurs, which has been identified in section 3.5.2, and the research proposes:

Hypothesis 5: Communication skills are beneficial for young EMGs to enhance their motivation to build online start-ups on LSPs.

Hypothesis 6: Creative skills are beneficial for young EMGs to enhance their motivation to build online start-ups on LSPs.

As mentioned in section 3.2.2, EMG generated knowledge is a unique advantage for young EMG entrepreneurs, and it needs to be applied in live streaming content to increase the credibility of cultural products, which has been proved by ethnic tourism research (Su et al., 2016). To attract users' watching interest, various content has been posted by live streamers, and the cultural content provided by young EMGs has apparent advantages (Li & Kang, 2022b). According to the summary from authors Zimmer and Scheibe (2019), 44% of the content on LSPs is just chatting, and more than 12% of content presents nothing (Zimmer & Scheibe, 2019). Compared with typical online entrepreneurs, young EMG entrepreneurs have more cultural resources for content creation, as shown in sections 3.3.1 and 3.3.2. Living in a unique social and cultural environment, some young EMG residents have gotten various generated knowledge not only from schools but also from their family members and group members (Li & Kang, 2021b; Postiglione, 2014). This kind of generated knowledge links the traditional culture within the EMG, and it is mainly passed on to the young generation by old residents, such as the original language, basic custom knowledge, and traditional forest knowledge (Jinlong, Renhua, & Qiaoyun, 2012). Compared with traditional SMPs, EMG culture can have a more vivid and intuitive display on LSPs.

Both cultural vision and cultural audition content can be applied to live streaming content (Li & Kang, 2021b). For the cultural vision part on LSPs, abundant custom and religious content can be displayed by young EMGs, like silver costumes from the Miao group, wood carvings from the Dong group, dance performances from the

Weiwuer group, and the Potala Palace introduction from the Zang group (Baishan, 2012; Liu, 2015; Wong, 2018; Yang, Ryan, & Zhang, 2013). In addition to showing cultural vision, cultural audition, like popular language from the Chaoxian group, grassland songs from the Menggu group, and religious language from the Zang group, can also be performed by young EMGs (Campbell, 2018; Henochowicz, 2008; Xiong et al., 2016).

These different kinds of vision and audition content would arouse online users' curiosity and attract them to immerse in the unique EMG culture, potentially influencing their online shopping interest (Li & Kang, 2021b). Existing studies have proved EMG cultural knowledge positively affects young EMGs to promote online start-ups (Chan et al., 2016; Li, Kang, Feng, et al., 2022; Su et al., 2016), and this research mainly focus on EMG religion, custom, and language knowledge that are basic cultural symbols of each EMG and prevalent on LSPs (Li, 2012; Ma, 2008). Hence, the research hypothesises:

Hypothesis 7: Religion and custom knowledge are beneficial for young EMGs to enhance their motivation to build online start-ups on LSPs.

Hypothesis 8: Language cultural knowledge is beneficial for young EMGs to enhance their motivation to build online start-ups on LSPs.

6.3.3 Personal motivation

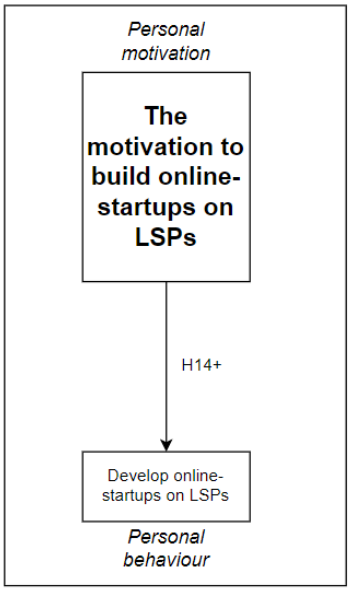


Figure 6.5: The relationship between motivation and behaviour

According to the COM-B Behaviour Changing theory, *Personal Motivation* can play a role in promoting the realisation of *Personal Behaviour* (Michie et al., 2011). This means that, before establishing online start-ups on LSPs, individuals should have the intention to implement them. Specifically, young EMGs' positive entrepreneurial motivation can encourage them to start a new business, and little motivation would prevent them from developing online start-ups on LSPs (Li & Kang, 2021a; Wang, Cai, & Munir, 2021). In light of this, as Figure 6.5 claims, young EMGs' motivation to establish online businesses has a direct impact on their final behaviour to promote online start-ups, and the paper supposes:

Hypothesis 14: Young EMGs' motivation to build online start-ups on LSPs has a positive relationship with their behaviour toward developing online start-ups on LSPs.

6.3.4 Social and cultural control

Based on the Hofstede cultural dimension theory (improved), these six different factors, including power distance, collectivism, masculinity, long-term orientation, uncertainty avoidance, and restraint, can be applied to the *Social and Cultural Control* part. They

have different influences on young EMGs' online start-up motivation, as Figure 6.6 presents. Considering China's unique social and cultural backgrounds, this paper improves the COM-B Behaviour Changing model and adds *Social and cultural control* factors based on the Hofstede Cultural theory, which is different from previous studies.

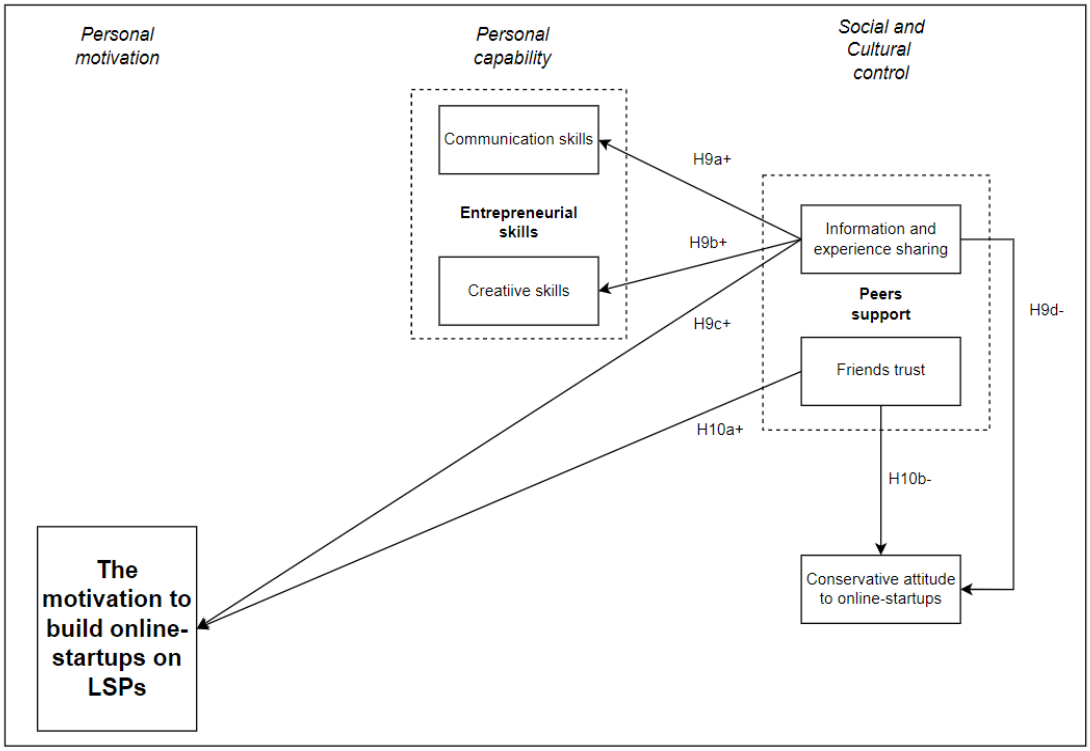


Figure 6.6: The impact of peers' support

Different from Western countries, collectivism plays a vital role in Eastern educational philosophy, resulting that most Eastern students preferring to cooperate with partners to establish projects instead of promoting them alone, which has been identified by existing studies (Chen, 2015; Hofstede et al., 2010). Still, according to Guo et al.' business development research (2021), guanxi with peers also plays an essential impact in the Western individualistic society, although the level of individualism is higher in Western countries. This means that, entrepreneurs from Eastern and Western focus their relationships with peers' groups. An improved social network with peers' groups can not only improve business efficiency but also eliminate unnecessary problems (Arntzen-Nordqvist & Ramskjell, 2021). Thus, getting peers' support could

help them establish entrepreneurial confidence and enhance their online start-up motivation.

Moreover, unlike family support, especially regarding advice and funds aspects, peers' support is mainly related to advanced knowledge learned from universities (Li & Wu, 2019). This is because that, in developed countries, like Australia and the U.S., and developing countries, like India and China, all of the educational departments have designed various online and offline education activities to guide these young entrepreneurs to improve their entrepreneurial skills (Ding et al., 2019; Leibold & Chen, 2014). For example, the university-industry-government collaboration in Hongkong is helpful for the young generation and their peers to accept new knowledge and stimulate creative thinking (Sharif & Tang, 2014). Entrepreneurship education in universities provides a comfortable environment for young entrepreneurs to acquire entrepreneurial resources and build multi-level learning platforms for them to share entrepreneurial information and experience (Wei et al., 2019). Through information and experience sharing among peers, young EMGs' communication skills and creative skills would become improved, enhancing their online start-up motivation (Donia et al., 2018).

Furthermore, except for parents, the peers' group is the most important socialising agent for adults, which means their opinions are essential for young EMGs (Chaplin & John, 2010). Based on the Hofstede Cultural model, the long-term orientation dimension also significantly affects young entrepreneurs focus on their relationship with peers (Hofstede, 2011). Specifically, individuals from a high degree of long-term orientation environment put the peers' group in the first place, and peers' information and experience sharing are conducive for young EMGs to establish confidence and decrease their conservative attitude toward online start-ups (Kacperczyk, 2013; Lubman et al., 2017). Therefore, cooperating with peers' groups and getting their entrepreneurial experience would positively enhance young EMGs' online start-up confidence. In view of the above agreement, the study supposes:

Hypothesis 9a: Information and experience sharing has a positive impact on young EMGs' communication skills.

Hypothesis 9b: Information and experience sharing has a positive impact on young EMGs' creative skills.

Hypothesis 9c: Information and experience sharing has a positive impact on young EMGs' motivation to build online start-ups on LSPs.

Hypothesis 9d: Information and experience sharing could decrease young EMGs' conservative attitude to online start-ups.

As mentioned in section 3.6.3, the relationship with peers' group means guanxi which is a social exchange mechanism built on mutual favours (Lee et al., 2018). Drawing on the statistics on entrepreneurship-related information for EMG college students, the significant difficulty hindering their entrepreneurship motivation is the lack of emotional support from friends and peers' group (Lei & Yan, 2017). This means that, cooperating with peers' group and getting their trust are helpful for young EMGs to enhance their entrepreneurial motivation and confidence, which accords with existing research (Patuelli et al., 2020). Unlike other social support modes, peers' support plays a substantial impact both in the collectivist and individualistic society (Ozdemir et al., 2020; Yin & Jahanshahi, 2018). Specifically, young EMGs from Eastern countries could attach great importance to the role of peers' support and concern for their emotional feedback (Li & Kang, 2021a). As a collectivist and long-term orientation country, Eastern people live in an immediate social environment, and the mutual trust environment could provide them with courage while facing challenges and decrease their conservative attitude toward online start-ups (Averin, 2017). Meanwhile, in individualistic countries, like Australia and America, individuals also put peers in the first place and expect to win their trust while establishing new careers (Kacperczyk, 2013; Lubman et al., 2017). Therefore, given peers' significant effect in the entrepreneurial process, peers' trust could decrease the influence of conservative attitude and enhance young EMGs' online start-up motivation. The research proposes:

Hypothesis 10a: Peers' trust has a positive impact on young EMGs' motivation to

build online start-ups on LSPs.

Hypothesis 10b: Peers' trust could decrease young EMGs' conservative attitude to online start-ups.

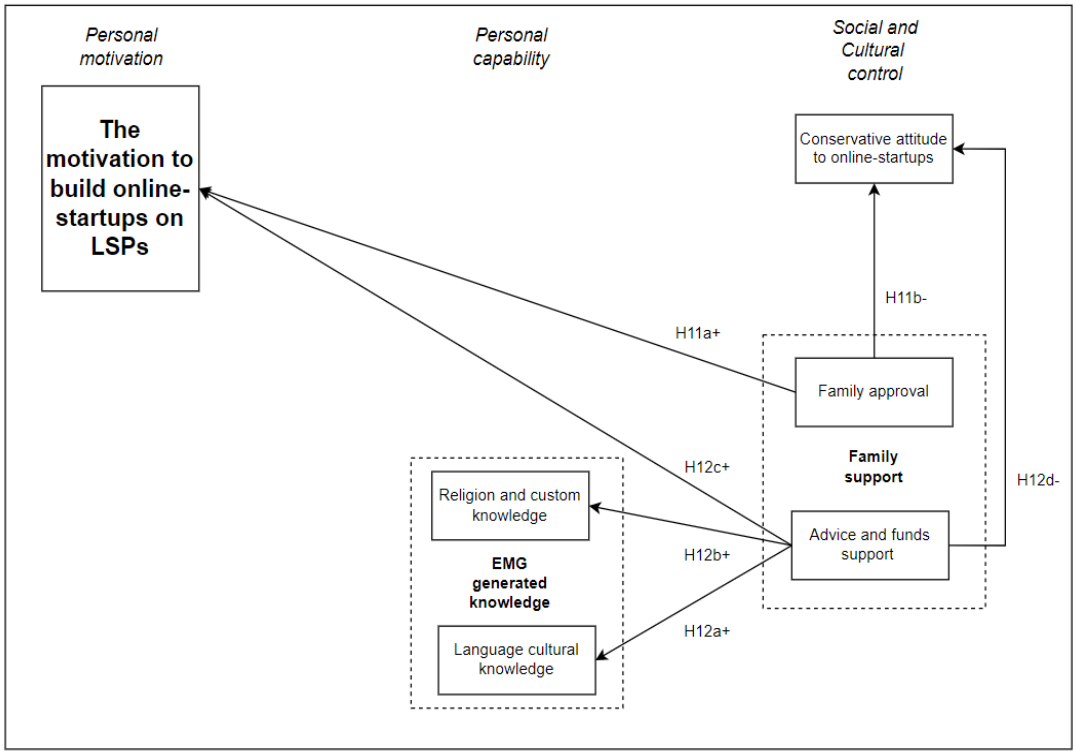


Figure 6.7: The impact of family support

Family support refers to the support from family members and includes material support and emotional support (Roksa & Kinsley, 2019). As the Hofstede Cultural insight shows, Eastern countries have a high score in collectivism, power distance, and masculinity, which can also be reflected in the family culture (Hofstede et al., 2010). Because of the strong social ties among family members, family members' opinions significantly influence young EMGs' online start-up motivation (Edelman et al., 2016). Specifically, ordinary Eastern parents, especially fathers, prefer to manage and control their children's lives, from children's education to children's future business (Chen, 2016). Considering most Eastern fathers have a significant leadership in the family group, young EMGs have to report their business plans to their fathers, which is related to Confulegalistic Hierarchical Ethical Order (Anggadwita et al., 2019).

Based on the literature review in section 3.6.2, young individuals would keep a conservative attitude and have limited confidence to promote their online start-ups without explicit support and approval from their families. Promoting online start-ups is a decision where individual needs and desires are balanced with their family responsibilities (Svartangen, 2014). Furthermore, although the influence of parents is relatively low in Western society, parents' approval for young EMGs can still enhance their self-confidence to promote online start-ups (Li & Kang, 2021a; Wyrwich, 2015). Therefore, the hypotheses are shown as follows:

Hypothesis 11a: Family approval has a positive impact on young EMGs' online start-up motivation on LSPs.

Hypothesis 11b: Family approval could decrease young EMGs' conservative attitude to online start-ups on LSPs.

Funds and advice are common forms of support in a family business atmosphere that is a widespread cultural phenomenon both in Eastern and Western countries (Alderson, 2018). According to the statistic stated in Alderson's study (2018), more than 80% of businesses are family-owned in the U.S., more than 75% of companies in the Middle East are family businesses, and family firms dominate the Asian industry. Because of the influence of blood relationships, trust between family members is easily built, resulting in young EMG entrepreneurs probably getting entrepreneurial advice and funds from their family members (Buonocore & Iqbal, 2018; Chen, 2016). Meanwhile, different from urban college students, most young EMGs from China's remote regions lack venture capital and have to rely on the family's instrumental support, especially advice and funds support (Gujrati et al., 2019; Peng et al., 2013). Without parents' advice and funds support, young EMGs could hold a conservative attitude to online start-ups. Hence, the advice and funds from the family support unit can release young EMGs' mental pressure and encourage them to develop online start-ups, enhancing young EMGs' online start-up motivation and decreasing their conservative attitudes (Edelman et al., 2016).

Moreover, unlike the major group, once young EMGs get support from EMG family members, they would get not only financial and labour resources to implement their online start-up activities but also have cultural knowledge impartment through their advice support (Yuan & Liu, 2009). In detail, EMG cultural knowledge imparted from old family members has unique cultural attractions and benefits for EMG entrepreneurs to stand out among competitors, i.e. the Tibetan Buddhism knowledge from the Zang group, the silver headdresses from the Miao group, the grassland songs from the Menggu group, and the kebab food culture from the Hui group (Chu, 2015; Xing & Zhao, 2011; Xu & Campbell, 2018; Yang & Tan, 2002). Among these professional skills, language, religion and customs are basic cultural knowledge of each EMG, which means that they could be more quickly and efficiently taught by old family members (Ahn, 2014; Ma, 2008; Zhao, 2012). Hence, under the influence of advice and funds support from family, young EMGs have an outstanding possibility to control language, religion and custom knowledge and apply them to live streaming content.

Furthermore, based on the statistics of 7667 original live streaming content from various LSPs, 44.02% of live streaming content is about chatting, and more than 12% of them show nothing (Friedlander, 2017). Thus, for young EMGs, EMG cultural knowledge generated from family members is a significant advantage that can be utilised to attract online consumers' interest, which should be controlled before developing online start-ups on LSPs (Li & Kang, 2022b; Li, Kang, Feng, et al., 2022). The research supposes:

Hypothesis 12a: Advice and funds support has a positive impact on young EMGs' language cultural knowledge.

Hypothesis 12b: Advice and funds support has a positive impact on young EMGs' religion and custom knowledge.

Hypothesis 12c: Advice and funds support has a positive impact on young EMGs' online start-up motivation on LSPs.

Hypothesis 12d: Advice and funds support could decrease young EMGs' conservative attitude to online start-ups on LSPs.

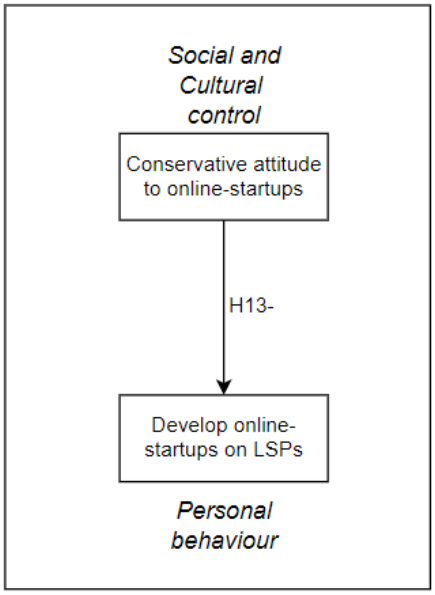


Figure 6.8: The impact of conservative attitude

Conservative attitude is a way of thinking that remains stable and unwilling to change (Xing, 1995), influenced by the economic foundation, traditional culture, and social background (Asif et al., 2020). Unlike the positive impact of social support, conservative thinking would generate negative societal attitudes towards online start-ups (Cavada et al., 2018). Considering the online entrepreneurial environment of young EMGs (section 3.6.1), most of them are faced with financial stress and mental pressure from society and family, which results these young EMGs might have a conservative attitude toward developing online start-ups and restrain their online start-up behaviours (Chen, 2016; Olugbola, 2017). Although the measurement standard of conservative attitude draws on the uncertainty-avoidance dimension from the Hofstede Cultural model, the score of each factor on it is not entirely accurate, as section 5 shows. According to the Hofstede Cultural model insight, the country China has a low score in uncertainty avoidance, and Chinese people are willing to take risks and try new things (Hofstede et al., 2010).

However, this study's results are one-sided, partly because of their long-standing

research time and partly because they do not take into account the imbalance of Chinese economic development (Li & Kang, 2022a). Most young EMGs in China are from west areas, such as Ningxia, Qinghai, and Yunnan provinces, where the economy is backward, and the income level is low, and they have to face financial pressure and keep a conservative attitude to challenging things (Lei & Yan, 2017; Li & Kang, 2022a; Li, 2012). This could explain why most young EMGs living in remote regions prefer to choose steady jobs rather than developing businesses in uncertain areas (Gelfand, 2019; Lei & Yan, 2017). Therefore, considering their living background, most young EMGs could have a conservative attitude that would prevent them from establishing online start-ups. The thesis proposes:

Hypothesis 13: Personal conservative attitude to online start-ups has a negative impact on young EMGs' behaviour to promote online start-ups on LSPs.

6.3.5 The relationship among research aims and hypotheses

As Figure 6.9 presents, the relationship among research aims, research questions and hypothesises have a logical and precise connection. Firstly, regarding research aim 1, the qualitative study aims to understand young EMGs' social media using affordance and explores their attitude toward LSPs, such as multi-language engagement, cultural content preference, and usage habits.

Secondly, the research model of online start-up motivation is established based on research aims 2 to 4. Specifically, the core factor in Part 2 (Figure 6.2) is young EMGs' conservative attitude, which is developed based on the Chinese social and cultural atmosphere. In this unit, most of the factors are influenced by *Social and Cultural Control*, such as EMG personal preference, family background, and peers' encouragement, which are subtle and deeply rooted in Eastern culture. At the same time, these intangible cultural factors would also affect the online start-up attitude of young EMGs.

If the attitude is seen as thinking, the motivation is closer to action, which must be analysed based on the COM-B Behaviour Changing theory. Most factors directly affect young EMGs' online entrepreneurial decisions at this unit, including policy support, technical support, and entrepreneurial skills. All of these factors belonging to *Environmental and business Opportunity* and *Personal capability,* have significant impacts on young EMGs' motivation and influence their final behaviours.

Finally, both the qualitative study and the quantitative study are to satisfy the ultimate research aim, which is to provide suggestions for related scholars and departments. It can help them design specific policies to improve the online social environment of young EMGs and stimulate their online start-up motivation, contributing to the protection and development of the EMG economy and culture. Based on this framework and the research aim (section 6.1), the relationship among research aims, research questions, hypotheses and literature reviews are shown in Table 6.1.

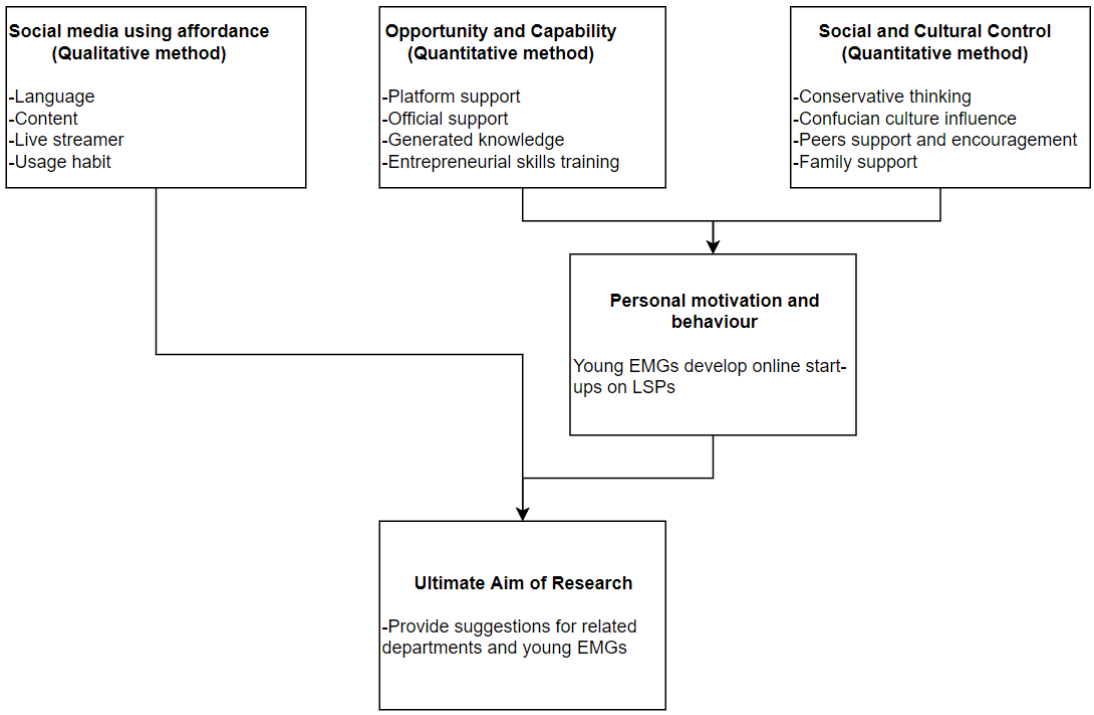


Figure 6.9: The relationship among research aims, research questions, and hypotheses

Table 6.1: The relationship among research aims, research questions, hypotheses, and literature reviews

Research aims	Research questions	Hypotheses	Literature reviews	References
Aim 1: Understand the social media using affordance of young EMGs	Question 1a: What are the LSP using habits of young EMGs? Question 1b: What are the differences in using preferences between young EMGs and the young major group users?	Different from Han group users	3.1.1 3.1.2	(Gradín, 2015; Lai et al., 2020; Li et al., 2014; Mingyuan, 2014)
Aim 2: Analyse the *Environmental and business opportunities* for online start-ups	Question 2a: Is the support of LSPs beneficial to enhance young EMGs' motivation to develop online start-ups?	H1+ H2+	3.2.1 3.2.2 3.4.1	(Michie et al., 2011; Neyaz et al., 2020; Ram & Xu, 2019; Yuan & Zhang, 2016)
	Question 2b: How does official department support influence young EMGs' online start-up motivation?	H3+ H4+	3.4.2	(Ding et al., 2019; Hu, 2015; Leong et al., 2017; Liu et al., 2015; Long, 2014)
Aim 3: Focus on young EMGs' capabilities for online start-ups	Question 3a: Are entrepreneurial skills essential for young EMGs' motivation to develop online start-ups?	H5+ H6+	3.5.1 3.5.2	(Leibold & Chen, 2014; Sharif & Tang, 2014)
	Question 3b: Is EMG generated knowledge important for young EMGs' motivation to develop online start-ups?	H7+ H8+	3.3.1 3.3.2	(Baishan, 2012; Campbell, 2018; Henochowicz, 2008; Liu, 2015; Wong, 2018; Xiong

				et al., 2016; Yang et al., 2013)
	Question 3c: How does entrepreneurial intention influence young EMGs' online start-up motivation?	H14+	3.5.1	(Michie et al., 2011)
Aim 4: Research *Social and cultural control* factors influencing young EMGs' conservative attitude and their intention to develop online start-ups	Question 4a: How does peers' support of young EMGs influence their online start-up motivation on LSPs?	H9c+ H10a+	3.6.3	(Averin, 2017)
	Question 4b: How does the peers' support increase young EMGs' entrepreneurial skills?	H9a+ H9b+	3.5.1 3.6.3	(Leibold & Chen, 2014)
	Question 4c: Does the peers' support of young EMGs decrease their conservative attitude toward online start-ups?	H9d- H10b-	3.6.1 3.6.3	(Lei & Yan, 2017)
	Question 4d: Does the personal conservative attitude to online start-ups negatively impact young EMGs' online start-up behaviour on LSPs?	H13-	3.6.1	(Chen, 2016; Olugbola, 2017)
	Question 4e: How does family support influence young EMGs' online start-up motivation on LSPs?	H11a+ H12c+	3.6.2	(Chen, 2016; Ma & Marquis, 2016)
	Question 4f: How does family support for young EMGs increase their EMG generated knowledge?	H12a+ H12b+	3.3.2 3.6.2	(Li, 2012; Ma, 2008)
	Question 4g: Does family support for young EMGs decrease their conservative attitude toward online start-ups?	H11b- H12d-	3.6.1 3.6.2	(Ma & Marquis, 2016)
Aim 5 (The ultimate research aim): Provide related departments and young EMGs with some valuable suggestions to establish a comfortable online social environment for young EMGs and enhance their online			3.1.1 3.1.2 3.3.3 3.5.3	(Xu et al., 2019)

start-up motivation.		

Chapter 7: Mixed Methodology

The chapter introduces the qualitative method and quantitative method to solve the research questions and test the hypotheses supposed in chapter 6. The combination of qualitative and quantitative methods benefits the interpretation of data results and the exploration of young EMGs' online start-up motivation. Meanwhile, qualitative measurement and quantitative measurement have been shown in this chapter, including online interview questions and online questionnaire content. The qualitative method and the quantitative method have been promoted simultaneously. The mixed methodology designed in the current study is to satisfy the ultimate research aim.

7.1 ANALYSIS OF EXISTING DATA COLLECTION METHOD

To effectively narrow the research gaps and answer research questions, the methodology design should be developed based on young EMGs' specific backgrounds, such as their distribution areas, population size, and language systems. Unlike the major group residents, most young EMGs live in remote areas, such as Qinghai, Ningxia, Xinjiang, and Xizang provinces in China, and they keep a unique social and cultural atmosphere that is different from the urban environment (Xiong et al., 2016). This results that, they would have special social media using affordances and hold particular opinions on promoting online start-ups on LSPs.

To bridge the research gap, many studies focus on EMG economic development and cultural protection (Li & Zhang, 2017; Liu, 2015; Long et al., 2018; Xu & Kong, 2019). From digital technical support to social awareness establishment on LSPs, various economic development and cultural protection strategies have been discussed in the prior research, aiming to protect EMG cultural diversity and enhance young EMGs' living environment (Li & Kang, 2021c).

However, for the methodology in the EMG research, especially the survey design part, some limitations should be discussed and improved in the current study. First of all, the target group in some research does not have representativeness. Most of these EMG studies choose EMG students from local schools as their target groups (Lei et al., 2019; Song et al., 2016; Xiong et al., 2016; Yao & Yang, 2017). Due to different occupations, education levels, and living environments, there is an apparent gap among different EMGs. For example, young EMGs from the Miao group might be interested in digital technology and willing to interact with online users on LSPs because they have a similar living background to the major group. However, others from the Zang group would pay more attention to policy support and public subsidy for online start-ups because of their backward economic environment. This means that, different specific EMGs could have different opinions on online start-ups. Therefore, before implementing the survey, it is necessary to analyse and divide target groups based on their original language, customs, and religions.

Some EMGs live in the same area, such as the Dong group, the Tujia group, and the Miao group from the Sichuan province, and they might share similar traditional customs and social values (Li & Zhang, 2017). Some EMGs, like the Hui group, which is the third-largest EMG in China, live throughout the country and are influenced by the mainstream culture of the Han group (Yang, Mao, & Jansz, 2019). This claims that they could be similar to the Han group residents, reflecting on their social media using affordance and entrepreneurial motivation. Meanwhile, ten EMGs believe in Islamism, like the Weiwuer group, the Hasake group, and the Tajike group, and nine EMGs believe in Buddhism, such as the Zang group, the Yugu group, and the Tu group (Li, 2012). In light of this, the EMGs with the same religious belief could be surveyed together while promoting quantitative and qualitative methods, and it can help the research to summarise their similar points and decrease the workload of data collection, which has been discussed in section 3.3.1.

Secondly, due to the limited number of young EMGs, including EMG students and

graduates (from 19 to 32 years old), the qualitative research method, i.e., the online interview, is used by EMG researchers widely, which is beneficial for them to have in-depth communication with interviewees and understand their current situation. For example, according to Xiong's research (2016), various questions are presented in front of the Chaoxian group and the Menggu group students, aiming to understand the using statutes of the indigenous language. The main questions include "what kinds of roles should local governments play to protect EMGs language, and what factors could be beneficial for EMGs language and culture preservation" (Xiong et al., 2016).

Although the interview method can obtain the research topic data directly, the interviewee's selection and the interview content need high requirements (DiCicco-Bloom & Crabtree, 2006). Considering the young EMGs' educational background, the interview content should be comprehensive, the language should be fluent, and the questions need to be easy to understand. Meanwhile, unlike prior scholars, this study aims to investigate the overall entrepreneurial motivation of young EMGs, and thus the data collection should combine the qualitative with the quantitative method. The two online approaches complement each other, contributing to a comprehensive understanding of young EMGs' entrepreneurial perspective, which has been identified by existing studies (Hesse-Biber & Griffin, 2013; Namisango, 2020).

Thirdly, it is necessary to consider the language issue in the process of the survey. As Authors Chen et al. (2014) claim, many EMG languages belong to under-resourced languages, and these different kinds of languages have various word orders and abundant morphologies. Due to less support from the machine translation system, translating Mandarin to other EMG languages is difficult (Chen et al., 2014). However, with the development of the Chinese education system, young EMGs get the opportunity to attend schools and accept bilingual education (Mingyuan, 2014). Although the elderly EMGs still speak their ethnic language, educated young EMG individuals have become proficient in Mandarin. Hence, speaking and reading

Mandarin are easy for most EMG students and graduates. If the research of whole EMGs, including all age groups, is needed in future studies, then the EMG language translation is crucial for online survey design.

Finally, data collection is an essential part of the research, which could significantly impact the test result. Survey data related to ordinary users is abundant, and it can be divided based on age, occupation, and gender (Abdul Molok et al., 2014; Chen et al., 2014; Han & Kim, 2018; Mao et al., 2017). Few studies pay much attention to collecting data related to young EMG users, although the EMG population is more than one hundred and thirteen million in China (Li, 2012). In addition to this problem, most previous studies focusing on young EMGs prefer to collect data and samples from one or two local Minzu Universities where numerous EMG students accept higher education due to the difficulty of the survey for all EMGs (Xiong et al., 2016; Yang, Ding, & D'Alessandro, 2018). Although this method reduces data collection difficulty, EMG students from one or two universities cannot represent young EMGs' real thinking. Therefore, the data collection should consider the quantity problem and the wide range of interview and questionnaire fillers, including their EMGs, places of birth, ages, and educational background, which will be explained in the following section.

7.2 RESEARCH SETTING

Given the rapid development of online start-ups in China, many young Chinese EMGs are more familiar with this new entrepreneurial model than other Eastern EMGs, and some of them even have related online start-up experiences, which is beneficial for the research to understand their attitudes to online start-ups (Li & Kang, 2021c). Due to the current COVID-19 economic crisis, the online start-up mode has become a new tendency among young entrepreneurs, which could not only solve the employment issue but also enhance personal income (Maritz et al., 2020). Specifically, the world's largest working-from-home experiment has been established in China, attracting more

than 50 million homebound customers and offering opportunities for online entrepreneurs (Ro et al., 2021). During the Chinese shopping festival named “618”, sales on the Taobao Live platform have increased to 13 billion yuan (Xu et al., 2020). Given the improved online entrepreneurial environment in China, the online start-up environment of young Chinese EMGs is chosen as the research context.

Meanwhile, regarding ethnic group categories, fifty-five EMGs are officially certified in China, and most of them have unique historical backgrounds, original languages, writing systems, religions, and customs, having great completeness and representativeness (Li & Kang, 2021b). In consideration of the improved online start-up environment and the broad ethnic category in China, the Chinese EMGs’ online start-up environment is chosen as the research context, benefiting the understanding of Eastern EMGs’ online start-up motivation.

Moreover, the online interview and online questionnaire should be distributed to young EMGs (from 19 to 32) based on the age at which most young EMGs enter and graduate from colleges, including undergraduates, master's students, doctoral students, and graduates who have graduated no more than five years. This is because, in terms of policy support requirements, most local authorities require graduates to graduate no more than five years, and few of them ask that graduation is no more than three years. Qualitative and quantitative data collection are promoted in different universities and colleges simultaneously, mainly including Southwest Forestry University, Zhengzhou Science and Technology College, Baoji Vocational and Technical College, and Chongqing Polytechnic University. They are primarily distributed in places where EMGs live.

The data collection pays much attention to the west areas in China, like Sichuan, Yunnan, and Xinjiang provinces, where EMG cultures are more popular than in China’s eastern regions. Compared with the major group Han, the percentage of the EMG population is only 8.4%, but their living areas hold about 64% of Chinese

territory (Yang et al., 2018). Most EMGs, such as the Weiwuer group, the Hui group, the Zang group, the Miao group, and the Tu group, distribute in remote areas, including the northwest, west, and southwest (Li, 2012). This means that collecting data from every EMG is a complicated long-period task. Researchers should design an effective strategy to implement the project based on geography, religion, and language. Section 3.3.1 shows that 55 EMGs can be divided into seven main groups based on their languages, living environment, and religions. Drawing on the researcher Ma's classification of Chinese EMGs (2008), it can reduce the difficulty of data collection and improve the quality of data collection.

Furthermore, the study needs to distinguish the province where EMGs have lived for a long time, such as Sichuan and Xinjiang provinces, from where some EMG immigrants have been in recent years, such as Guangzhou and Fujian provinces. This is because urbanisation and mainstream culture have deeply influenced EMG residents from Guangzhou and Fujian provinces, and the data collected from them lack originality and representativeness, although both Guangzhou and Fujian provinces have 55 EMGs (Chen et al., 2018; Li, 2012). Thus, both qualitative and quantitative data collection should be promoted in China's western areas simultaneously.

Finally, the mixed methodology is designed based on the ultimate research aim. Because of the background of the target group, the study utilises the online interview method to collect young EMGs' opinions on social media affordance. It promotes the online questionnaire method to collect their responses on online start-up activities through the Qualtrics platform, as Figure 7.1 shows. Considering the advantages of the online interview method, scholars can build trust with interviewees and learn more about their real thoughts through specific questions (Meho, 2006). Regarding the online questionnaire method, researchers can contact and collect information from different respondents from different areas, especially during the COVID-19 pandemic (Li & Kang, 2022a; Rowley, 2014). With the popularity of network communication, the distribution and collection of online interviews and online questionnaires have

become more and more convenient for researchers (Meho, 2006; Rowley, 2014).

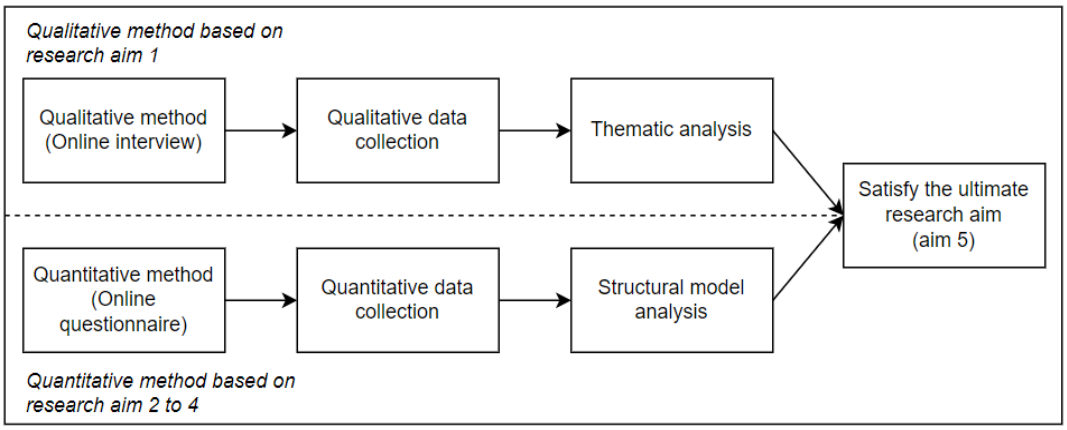


Figure 7.1: Mixed methodology

7.3 QUALITATIVE MEASUREMENT

The combination of qualitative and quantitative methods benefits the interpretation of data results and the exploration of young EMGs' social media using affordance and online start-up motivation (Spicer, 2004). Based on the research questions in section 6.1, specific interview questions have been designed in Table 7.1. The development of interview questions is informed by the research aim, research questions, and the current literature, aiming to explore young EMGs' social media using affordance. The interview questions can be divided into four aspects: using language, focusing content, following live streamers, and usage habits. Each category has a specific study purpose and provides related questions. For instance, considering the different language systems between young EMGs and the major group users, the first question aims to analyse the impact of multi-language engagement on young EMGs' platform using experience (Tang, 2016).

Meanwhile, unlike the major group residents, young EMGs living in a specific social and cultural atmosphere could have a deeper understanding of cultural knowledge, reflecting on their focusing content (Li & Kang, 2021c). Hence, the second question is to survey their attitude to online content on SMPs. Furthermore, influenced by

religion and customs, most young EMGs holding solid cultural identity tend to focus on their own group live streamers, which is different from the major group users who prefer to follow popular live streamers on LSPs (Li & Kang, 2021a; Tsui & Tollefson, 2007). Finally, a unique living environment could lead young EMGs to present specific social media usage habits, such as their using time, shopping platform preference, and using purpose, which is ignored by prior studies. Therefore, the fourth question could help researchers know their using behaviours and explore their social media using affordance.

Table 7.1: The content of interview questions

Category	Description	Question items
Language	Platform multi-language engagement	What is your opinion about the live streaming platforms which can provide multilingual engagement? Why do you think it is necessary or unnecessary (especially for the interviewees who are familiar with the platform using)?
Content	Cultural content focused	What kinds of content do you focus on, such as entertainment, sports, culture, live shopping, friend's moment (looking for friendship), or getting attention from viewers? Is it similar to other EMGs or the major group Han?
Live streamers	EMG live streamers followed	What kinds of live streamers do you prefer to follow? Do they have a similar cultural background to you? (This question should focus on the EMG participants from western areas in China.)
Usage habits	Special usage habits	What special using behaviours do you have, such as using time, shopping platform preference, or using purpose?

7.4 QUANTITATIVE MEASUREMENT

All constructs measured in this research are employed based on previous literature, as shown in Table 7.2. The platform support, including convenient function and real-time interaction, is measured by five questions from Balasubramanian et al.'s research (2014), and official department support, including service quality and financial and

training support, is measured through the study by Abbasi et al. (2011), Richman et al. (1993) and Suurmeijer et al.'s studies (1995). Meanwhile, according to Lee (2017) and Taormina and Lao's research (2017), four items are used to measure young EMGs' motivation to build online start-ups on LSPs, and three items from Linan (2008) and Silveira et al.'s paper (2017) are applied to evaluate their final behaviour to promote online start-ups. Adapted from Geri's (2013) and Linan's studies (2008), entrepreneurial skills, including communication skills and creative skills, are tested by three and two questions separately.

Furthermore, based on the previous papers related to cultural study (D'Agruma & Hardy, 1997; Mason, 1995), five items about EMG generated knowledge, such as religion and custom knowledge and language cultural knowledge, have been applied in this research. Drawing on the literature from Geri (2013), Keat et al. (2011), Linan (2008), Osorio (2017) and Silveira et al. (2017), four-question items about information and experience sharing and friends' trust factors are used to measure peers' support, and five items related to family approval and advice and funds support factors are applied to survey family support influence. Finally, given a few existing pieces of literature focusing on young EMGs' conservative attitudes, five-question items are designed to measure it based on Osorio et al. (2017) and Silveira et al.'s research (2017).

Considering the number of questionnaires issued and the number of research factors, the paper refers to the Likert 7-point scale (Dawes, 2008) to increase the score's accuracy. The range is from the lowest score=1 to the highest score =7, as Table 7.2 shows.

Table 7.2: The content design of the questionnaire

Platform support (Balasubramanian, Jaykumar, & Fukey, 2014)	Convenient function -It is easy to identify functions on the platform, such as virtual gift-sending system, online store, and group chat. -I find the live streaming platform is user friendly.

(Strongly agree=7, strongly disagree=1)	Real-time interaction -This platform is useful for sharing information. -Interaction between users and live streamers is convenient. -Communication among users is fast.
Official department support (Abbasi, Siddiqi, & Azim, 2011; Richman, Rosenfeld, & Hardy, 1993; Suurmeijer et al., 1995) (Strongly agree=7, strongly disagree=1)	Service quality -In general, I am satisfied with the overall quality of official department support for online start-ups. -Official departments provide high-quality services for young entrepreneurs.
	Financial and training support -If necessary, official departments will help, for example, when you need financial support or training support. -It is important for my development to get financial and training supports from official departments. -Chinese governments are supporting entrepreneurship.
Motivation to build online start-ups (Lee-Ross, 2017; Taormina & Lao, 2007) (Strongly agree=7, strongly disagree=1)	-To me, being an entrepreneur suggests advantages, not disadvantages, and a career as an entrepreneur is attractive to me. -I want to be an online business owner. -I enjoy having authority at work. -I like to control my own time at work.
Entrepreneurial skills (Geri, 2013; Linan, 2008) (Strongly agree=7, strongly disagree=1)	Creative skill -Starting an online business and keeping creative would be easy for me. -I am able to control the creative process of a new business. -I know all about the practical details needed to start an online business.
	Communication skills -I am convincing and I set up good communication with people. -I love being at entrepreneurship work and taking communicative responsibility.
EMG generated knowledge (D'Agruma & Hardy, 1997; Mason, 1995) (Strongly agree=7, strongly disagree=1)	Religion and custom knowledge -I am satisfactorily knowledgeable in the religion and custom culture of at least one EMG. -I know the prevailing beliefs, customs, norms, and values of the EMG. -I attend cultural or racial group holidays or functions within EMGs.
	Language cultural knowledge -I am satisfactorily proficient in at least one EMG language knowledge. -I know what languages are used by my EMG.

Develop online start-up (Linan, 2008; Silveira, Santino, & Olivense, 2017) (Strongly agree=7, strongly disagree=1)	-I will create a business venture in the future. -Certainly, I will establish my own online business. -After graduation, I will prefer to pursue an online entrepreneurial career.
Peers' support (Geri, 2013; Keat, Selvarajah, & Meyer, 2011; Linan, 2008; Silveira et al., 2017) (Strongly agree=7, strongly disagree=1)	Information and experience sharing -Interested in online business because my friends are in related occupations, and they can share me with experience. -Friends are the main source of business-related information and experience.
	Friends trust -My friends would approve of my decision to start an online business. -People with whom I have relations trust and respect me.
Conservative attitude to online start-ups (Osorio, Settles, & Shen, 2017; Silveira et al., 2017) (Strongly agree=7, strongly disagree=1)	-I am not confident about my skills and abilities to run my own business. -I would not be certain of success if I started my own business. -I have not known enough to start my own business. -Being an entrepreneur implies to me more disadvantages than advantages. -It would be very difficult for me to develop the idea of a new business.
Family support (Linan, 2008; Osorio et al., 2017; Silveira et al., 2017) (Strongly agree=7, strongly disagree=1)	Family approval -My immediate family would approve of my decision to start an online business. -My family emotionally supports me to be an entrepreneur.
	Advice and funds support -If necessary, my family members will provide me with funds, materials, or suggestions to help me start my own business. -My family members will give me funds and advice to start my own business. -My family members will provide me with ideas to start new businesses.

7.5 QUALITATIVE DATA COLLECTION

According to the research aims and questions, data collection has been promoted through the quantitative method, i.e., online questionnaires, and the qualitative method, i.e., online interviews. Regarding the online interview method, the selection of

interviewees follows two principles: representativeness and comprehensiveness. For representativeness, targeted interviewees are selected from online questionnaire participants by checking their answers, mainly the answers about whether they are original EMGs and whether they are familiar with LSPs. This is beneficial for the research to select suitable participants and understand EMGs' social media using affordance. For comprehensiveness, the expression of interest has been sent to potential interviewees from seven main groups, and each group have two interviewees. The aim of the interview is to explore the social media using affordance of EMGs, and participants from each main group are essential for the research data completeness. Twenty-one young EMGs agree to participate in the online interview. After screening their ethnic backgrounds, fourteen interviewees from seven main groups have completed the online interview from 3rd March to 27th April. Each main EMG group has two interviewees.

Unlike the offline interview mode, the online interview has the advantage of being simple, comfortable, and attractive to introverted participants who do not like face-to-face interviews (Davis, Bolding, Hart, Sherr, & Elford, 2004). This method is helpful for them to present their real thinking and answer the question objectively. Meanwhile, due to the influence of the COVID-19 situation, most offline interviews cannot be promoted in some regions. In light of this, the researcher decides to develop online interviews through email and the voice call function on the WeChat platform. Each interview has taken an average of 30 mins and has also been recorded with the approval of the participants. Therefore, the online interview method is beneficial for testing the research questions and satisfying the research aims.

7.6 QUANTITATIVE DATA COLLECTION

The online questionnaire method has been promoted in this research for quantitative data collection. The benefits of an online questionnaire can increase the geographical spread of respondents and provide them with convenient questionnaire links, which

saves much time for researchers (Nayak & Narayan, 2019). Meanwhile, this research builds cooperative relationships with four Chinese university managers to enhance response efficiency and win young EMG participants' trust. Most of them are from China's western areas and have abundant academic experiences. Through the technical support of the Qualtrics survey platform, online questionnaires are distributed among these western universities in China. In addition to the design of distribution strategies, academic functions and the multi-language options on the Qualtrics website are convenient for Chinese EMGs to participate in. Some filtering questions have been added before the formal questionnaire, including their gender, age, EMG cultural background, educational background, platform using interest, and online start-up experience, benefiting in focusing on the target groups.

Before young EMG participants fill in questionnaires, the invitation letter is presented in advance to assist them in understanding the research topic and background. Considering some young Chinese EMGs are unfamiliar with the English language, the online questionnaire has been translated into Chinese by scholars who are skilful in English and Chinese languages. After data collection is completed, the questionnaire results are translated into English for data analysis. From 24th February to 1st May, 686 questionnaires were received from 41 EMGs, and they came from 34 different provinces and covered seven main groups, which reduces the influence of geographic factors on the results of questionnaires. Still, due to the issues of communication inconvenience and network instability, some responses are inappropriate, such as the answers from the major group, same replies, incomplete responses, and unmatched educational background. After filtering and managing, 586 respondents fill out online questionnaires completely, which is valid for data analysis. Finally, the rate of valid questionnaires is 85.42%.

In general, qualitative and quantitative methods have been designed for the purposes of this study. Fourteen young EMGs are interviewed online, and 586 EMG participants have completed the online questionnaire. In the next chapter, the research will

introduce the specific analysis process and research results.

Chapter 8: Qualitative Data Analysis: Thematic Analysis

The thematic analysis as a qualitative data analysis method has been applied to satisfy the research aim 1. This chapter presents the basic information of interview participants and applies the NVivo 12 to analyse the interview content, including transcribing, coding, and data-model exploring. Meanwhile, through the qualitative data analysis, the results related to young EMGs' social media using affordance have been discussed.

8.1 DESCRIPTIVE STATISTICS

Regarding the qualitative analysis, the interview method has also been implemented in this research, aiming to understand EMGs' social media using affordance and explain young EMGs' online start-up motivation. As Table 8.1 states, most interviewees are between 26 and 32 years, and they are from 9 different provinces and have diverse social and cultural backgrounds. Specifically, 50% (7) are male, and 50% (7) are female, 35.71% (6) of them are postgraduates, and 28.57% (4) are undergraduates. Four of them are from Xinjiang province (28.57%), and three are from Jilin province (21.43%). Both regions are the areas inhabited by most Chinese EMGs. All interview answers are complete, and some of the interviewees provide deep analyses of cultural affordances. Meanwhile, unlike the online questionnaire mode, the interview method has unique advantages in understanding participants' real thinking and probably getting additional valuable answers to explain unsupported hypotheses (Salmons, 2011). This is helpful for the research to complete research aim one and analyse young EMGs' social media using affordance.

Table 8.1: The basic information of interview participants (N=14)

Main	ID	Gender	Age	EMG	Living area	Educational

group				background		background
Group 1	1	Male	26-32	The Zang group	Qinghai province	Graduates (no more than five years)
	2	Female	26-32	The Zang group	Xizang province	Graduates (no more than five years)
Group 2	3	Male	19-25	The Hui group	Henan province	Undergraduate
	4	Female	19-25	The Hui group	Xinjiang province	Undergraduate
Group 3	5	Female	26-32	The Man group	Jilin province	Postgraduate
	6	Female	26-32	The Man group	Xinjiang province	Postgraduate
Group 4	7	Male	26-32	The Menggu group	Hebei province	Postgraduate
	8	Male	26-32	The Menggu group	Neimenggu province	Graduates (no more than five years)
Group 5	9	Male	26-32	The Chaoxian group	Jilin province	Postgraduate
	10	Female	26-32	The Chaoxian group	Jilin province	Postgraduate
Group 6	11	Male	19-25	The Weiwuer group	Xinjiang province	Undergraduate
	12	Female	19-25	The Weiwuer group	Xinjiang province	Undergraduate
Group 7	13	Male	26-32	The Tujia group	Chongqing province	Postgraduate
	14	Female	26-32	The Li group	Guizhou province	Doctoral student

8.2 DATA ANALYSIS

A rigorous qualitative study should be implemented in this research to deeply analyse the interview content, including transcribing, coding, and finally, data-model evaluating (Chen, Liu, & Li, 2019; Strauss & Corbin, 1990).

Firstly, the original content is transcribed into text form based on its meaning, and the

language has been translated from Chinese to English because all EMG students use Chinese to answer questions. Young EMGs' interviews are audio-recorded and transcribed verbatim, and transcripts are verified for accuracy and uploaded for analysis into NVivo 12 software. The data analysis with data collection is utilised in the thematic analysis approach.

Secondly, by following the thematic analysis approach, the coding system is applied to the observation field notes. Similar meaning quotes have been translated into codes that accurately present the interviewee's opinion, such as concerning cultural diversity, and focusing on the ease of operation. To solve the research aim 1, the study creates some nodes and codes by adopting an inductive approach, as Figure 8.1 shows (Kayapinar, 2014).

Thirdly, regarding the observation field notes, the research enters them in NVivo 12 and assigns related text to an existing node. The content showing similar viewpoints, i.e., agree, disagree, and neutral, has been divided into the same categories. The process needs to be repeated until the category with overlapping content is collapsed (Jan, 2020).

Finally, four themes and related subthemes have been emerged from the data analysis, including language, live streamer, content, and usage habit. Appendix H presents the themes, related subthemes, and illustrative quotes. Through analysing interviewees' opinions, the research presents young EMGs' social media using affordance from four aspects, which can be utilised to analyse their platform using behaviours. Some of the answers can be applied to explain unsupported hypotheses in the key finding section. All prominent opinions and examples of the coding process are shown in Appendix H.

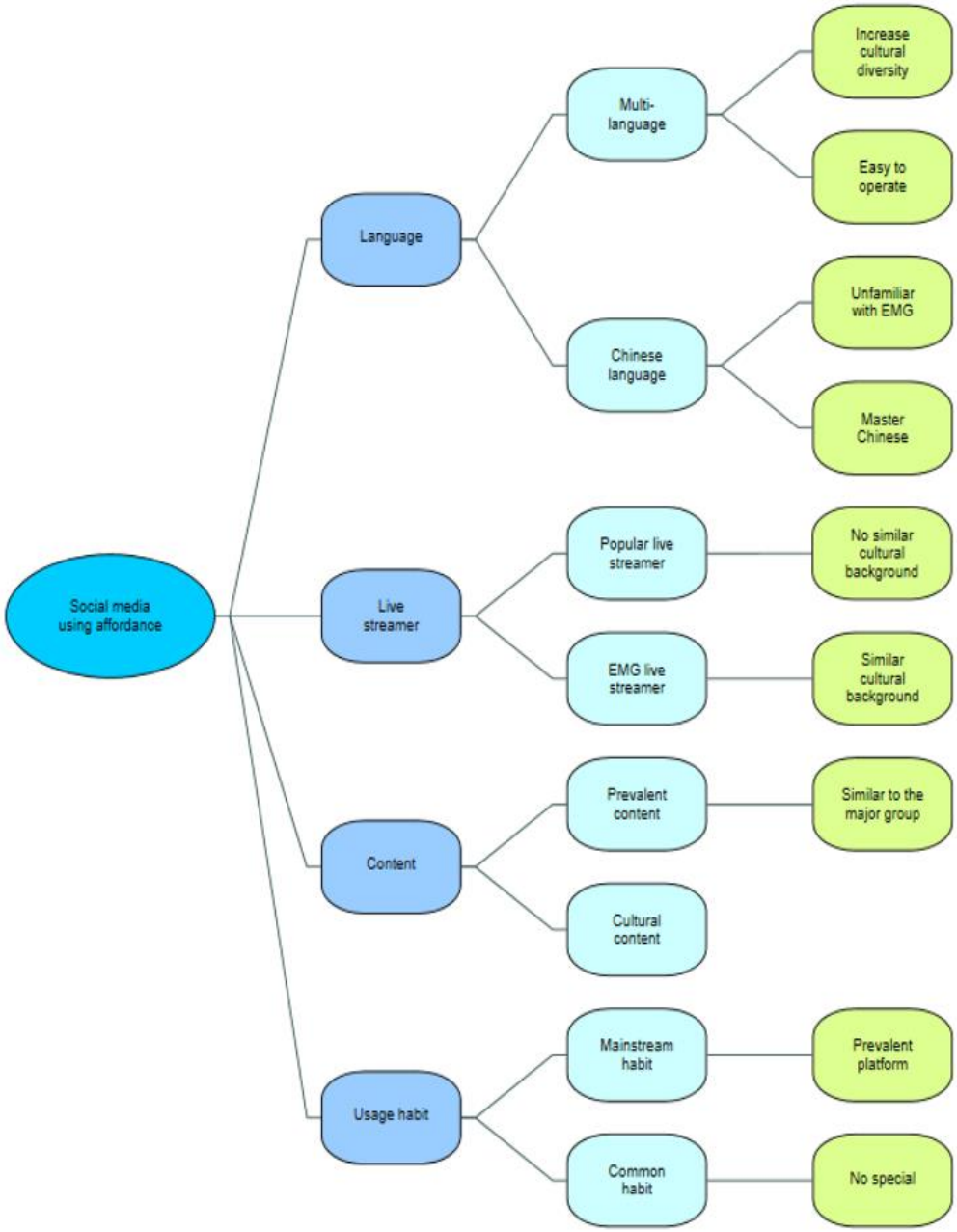


Figure 8.1: Coding process

8.3 RESULTS ANALYSIS

The thesis uses the qualitative software NVivo 12 to organise the transcribed information obtained from 14 young EMG participants. It displays a high frequency of words based on the Word cloud function. High-frequency words include culture, language, EMG, and mainstream, as Figure 8.2 presents. Additionally, the theme codes are in the Word cloud map, i.e., culture, language, EMG, mainstream, live streamer, content, and usage habit, displaying the keywords of the interview content. All these

words are related to the research topic and can reflect research questions, indicating that EMG participants understand the study background and provide suitable answers for the online survey.

Figure 8.2: Words cloud

Meanwhile, based on the participants' responses, this study has rigorously divided their attitudes towards the problem. Firstly, regarding the language used on SMPs, more than 71% of participants support multi-language engagement because it can increase cultural diversity and provide a convenient operating system for EMG users. The opinion of multi-language engagement presents young EMGs' unique social media using affordance. For example, participant 1 claims that *"Providing a multi-language function can better help EMGs use effective resources, learn from the Internet, entertain, etc. And it can help us better keep up with the development of the times and get in touch with new things."* Participant 7 shares that "*I think it would be great if online platforms provide multi-language. I remember one reason why many Tibetan users used Apple mobile phones in the past few years is that Apple provides a Tibetan operating system that has a multi-language option."* This means that, multi-language

engagement can provide young EMGs with a convenient online environment even if most of them have controlled Chinese Mandarin.

Secondly, 57.14% of participants prefer to focus on cultural content on SMPs, which is different from the major group users. Participant 9 thinks that *"Our EMG residents pay more attention to the cultural content related to China and South Korea, because this can directly affect the living conditions of Chinese people in foreign countries."* Participant 10 says that *"I prefer to pay much attention to entertainment and cultural content."* This kind of using affordance is developed based on EMG's social and cultural backgrounds, as Figure 3.2 claims. This is because that, most young EMGs live in China's west regions and have lots of chances to contact various cultural resources.

Thirdly, similar to the major group users, most young EMGs tend to follow popular live streamers on LSPs, answering research aim 1. *"I like to pay attention to live streamers who can bring you happiness, share meaning content, and spread positive energy. It has nothing to do with cultural background."* (Participant 12).

Finally, 92.86% of EMG participants claim that their usage habits are affected by mainstream culture, although they live in a specific cultural environment. Participant 3 says that *"I will post content on prevalent platforms, such as WeChat, Weibo, Bilibili, and Douban… Shopping will be on Taobao, Jingdong, Dangdang, and Pinduoduo, influenced by the Chinese mainstream culture."* Participant 14 states that *"Preferences for using shopping platforms are influenced by the mainstream culture."* This proves that, with the development of modernisation, more and more young EMGs tend to accept the mainstream culture, and cultural diversity will face the crisis of disappearing.

Table 8.2: Attitudes to social media using affordance

Category	Attitude	Percentage
Multi-language	Increase cultural diversity and	71.43%

engagement is important for young EMGs	tolerance	
	Easy to operate	
Multi-language engagement is unnecessary for young EMGs	Unfamiliar with the ethnic language	28.57%
	Must master the major group language	
The content focus is different from the major group	Focus more on cultural content	57.14%
The content focus is similar to the major group	Similar to the major group users	42.86%
Follow popular live streamers	Interesting live streamers	78.57%
	More concerned with practical results	
Follow EMG live streamers	Similar cultural background	21.43%
Usage habits influenced by the mainstream culture	Follow the mainstream culture	92.86%
No obvious usage habits	No special platform usage habit	7.14%

Chapter 9: Quantitative Data Analysis: Measurement & Structural Model Analysis

The chapter shows the basic information of online questionnaire respondents and uses the variance-based structural equation modelling (SEM) and partial least squares (PLS) path modelling to promote data analysis and test the research model. In addition to exploring the research model based on the PLS-SEM, the study also measures influencing factors based on the importance-performance map analysis (IPMA) for discovering additional findings and discussing managerial implications.

9.1 DESCRIPTIVE STATISTICS

Among 586 online questionnaire respondents (Table 9.1), 40.1% (235) of EMG participants are female, and 56.83% (333) are male. This might be because the ratio of males to females in China is unbalanced, and the male population is remarkably larger than the female (Goodkind, 2011). Meanwhile, 1.71% (10) of participants are of other gender, and 1.37% (8) are preferred not to say. Based on the data collection design, this research mainly focuses on college students and graduates who have graduated no more than five years. Thus, as the data statistic shows, more than 57% (338) of them are between 19 and 25 years old, 31.91% (187) are between 26 and 32 years old, and few are less than 19 years old or more than 32 years.

For participants' educational backgrounds, 59.73% (350) of them are undergraduate students, 14.68% (86) are from junior school, 14.16% (83) are postgraduate students, and few of them are doctoral students or graduates. Thus, the data can thoroughly reflect young EMGs' opinions on online start-ups. To improve the comprehensiveness and objectivity of questionnaire data, the distribution strategy of online questionnaires

focuses on the diversity of participants' social and cultural backgrounds. As a whole, the number of respondents from each main EMG group is basically the same as each main EMG group's population and group classification (Li & Kang, 2021b). In detail, 59.39% (348) of answers are from group 7 because it covers 31 EMGs, and the Zhuang group which is mainly from Guangxi province has the largest population in China. 8.87% (52) of them are from the main group 4 living north areas, including the Menggu group, the Elunchun group, the Ewenke group, and the Dawoer group. 5.12% (30) of them are from group 5 because it only contains one group, which is the Chaoxian (Korean) group living in China's northeast regions.

Furthermore, regarding respondents' LSP using experience, more than 40% (242) of their LSP using experience is between 1 and 2 years, 27.13% (159) of them have less than half a year of experience, and 14.16% (83) of their expertise is between 0.5 to 1 year.

Table 9.1: The basic information of online questionnaire respondents (N=586)

Demographic Variables	Category	Frequency	Percentage (%)
Gender	Female	235	40.10%
	Male	333	56.83%
	Other	10	1.71%
	Prefer not to say	8	1.37%
Age	<19	29	4.95%
	19-25	338	57.68%
	26-32	187	31.91%
	>32	32	5.46%
Educational background	Junior college or high school	86	14.68%
	Undergraduate	350	59.73%
	Postgraduate	83	14.16%
	Doctoral student	8	1.37%
	Graduates (no more than five years)	59	10.07%
EMG background	Group 1	50	8.53%
	Group 2	51	8.7%
	Group 3	25	4.27%
	Group 4	52	8.87%

	Group 5	30	5.12%
	Group 6	30	5.12%
	Group 7	348	59.39%
LSP using experience	Less than half a year	159	27.13%
	0.5-1 year	83	14.16%
	1-2 year	242	41.30%
	2-3 year	73	12.46%
	More than three years	29	4.95%

Among 586 participants, 90.44% of them (N=530) claim they are interested in online start-ups and fill in the question part related to influencing factors of online start-up motivation, as shown in Table 9.2. The data collected from these EMG participants can be used to test the research model. Other 56 participants have not filled in the following questions about online start-up motivation because they are unfamiliar with LSPs and uninterested in online start-up mode. Among these 530 respondents, 24.72% (131) prefer to use the Taobao Live platform, 23.96% (127) tend to use the TikTok platform, and 18.87% (100) of them like using the Kuaishou platform. The statistical results are similar to existing reports (Li, Kang, Feng, et al., 2022).

Moreover, for the online start-up experience on LSPs, more than 50% (269) of EMG participants have online start-up experience, such as selling products, advertising brands, and providing online services. Their responses improve the representativeness and reference value of data results. 49.25% (261) of participants are interested in online start-ups and know related knowledge, although they do not have online entrepreneurial experiences.

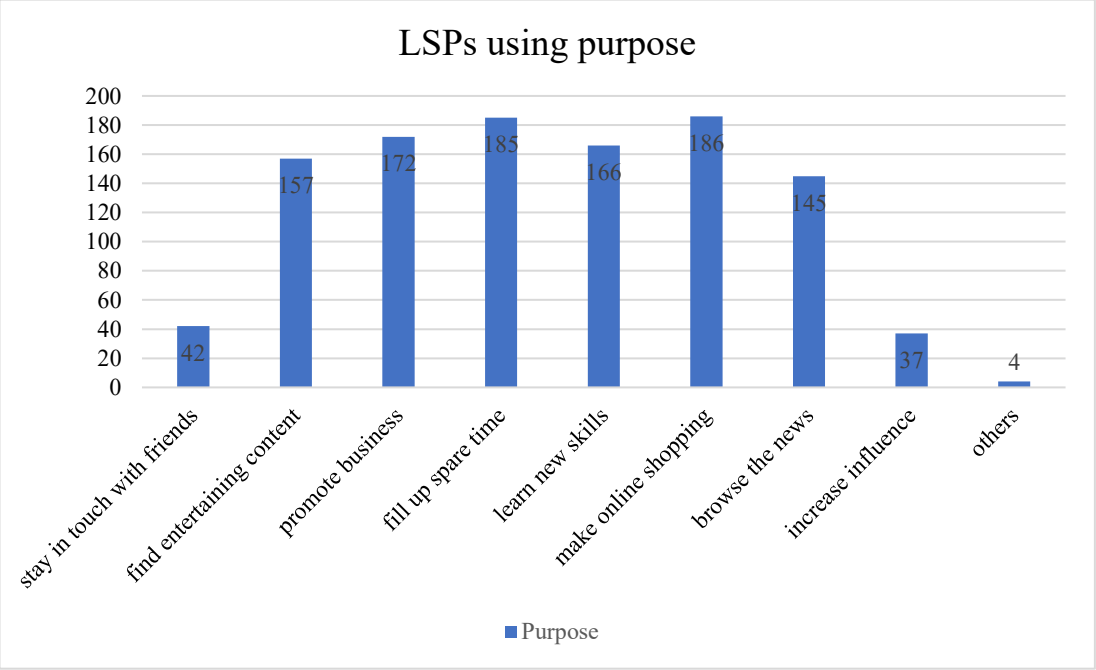
Table 9.2: The information of online start-up survey (N=530)

Online start-up interest	Interested	530	90.44%
	Uninterested	56	9.56%
LSP prefer to use	Taobao Live	131	24.72%
	TikTok	127	23.96%
	Kuaishou	100	18.87%
	Huajiao	59	11.13%
	Others	113	21.32%

Online start-up experience	Yes	269	50.75%
	No	261	49.25%

Through the online survey (Table 9.3), young EMGs' primary purpose for using the LSP is to do online shopping, which can explain why most of them prefer to use the Taobao Live platform that is the most popular live shopping platform in China. Regarding young EMGs, the secondary purpose of using the LSP is to fill up spare time, which has been identified by prior studies (Lu et al., 2018). Some participants (N=172) aim to promote online business on LSPs, and few use the LSP to stay in touch with friends or increase their influence. This might be because these two purposes can be satisfied by traditional SMPs, like the WeChat platform and the Weibo platform.

Table 9.3: The purpose of using LSPs



The variance-based structural equation modelling (SEM) and partial least squares (PLS) path modelling are utilised to promote data analysis and test the research model. The analysis of the measurement model and structural model has been conducted through SmartPLS 2.0, which is academic and reasonable for the research model study and fits the research purpose (Chin, 1998b; Chin, Marcolin, & Newsted, 2003).

PLS-SEM is a causal-predictive approach to SEM, and it can be applied to test a theoretical framework from a prediction perspective (J. Hair, Hollingsworth, Randolph, & Chong, 2017; Sarstedt & Cheah, 2019). Meanwhile, implementing PLS-SEM analysis on the SmartPLS can give a better understanding of the research model, which has been identified and supported by previous studies (J. Hair et al., 2017; Sarstedt & Cheah, 2019). Therefore, the PLS-SEM method has been applied in this research to promote data analysis.

9.2 MEASUREMENT MODEL

Based on Hair et al.'s research results (1998), reliability, convergent validity, and discriminant validity can be applied to examine the measurement model. Firstly, to check the reliability of the research model in this thesis, the criteria, including an average of variance extracted (AVE), composite reliability (CR), and Cronbachs Alpha, can be utilised (J. F. Hair et al., 1998; Henseler, Ringle, & Sarstedt, 2015). To be specific, AVE results need to be greater than 0.50, CR needs to be higher than 0.70, and Cronbach's Alpha needs to be greater than 0.70 (Chin, 1998b). As Table 9.4 shows, AVE is from 0.698 to 0.840, higher than 0.50, CR is between 0.853 and 0.963, higher than 0.7, and Cronbachs Alpha is between 0.657 and 0.951. Although the Cronbachs Alpha of FA is 0.657, the result also can be acceptable, which has been supported by prior scholars (Bhatnagar, Kim, & Many, 2014; George & Mallery, 2003). Therefore, all data results meet the requirements, indicating acceptable reliabilities.

Table 9.4: The results of AVE, CR, and Cronbachs Alpha

	AVE	Composite Reliability	Cronbachs Alpha
AF	0.716	0.883	0.801
CA	0.839	0.963	0.952
CF	0.840	0.913	0.809
CR	0.729	0.889	0.811
CS	0.798	0.888	0.747

DO	0.748	0.899	0.830
FA	0.744	0.853	0.657
FS	0.724	0.887	0.809
FT	0.809	0.894	0.764
IS	0.833	0.909	0.799
LK	0.829	0.906	0.793
MB	0.700	0.903	0.857
RC	0.779	0.914	0.858
RI	0.698	0.874	0.784
SQ	0.788	0.882	0.731
Note. CF=Convenient function, RI=Real-time interaction, SQ=Service quality, FS=Financial and training support, CS=Communication skills, CR=Creative skills, MB=Motivation to build online start-ups on LSPs, DO=Develop online start-ups on LSPs, RC=Religion and custom knowledge, LK=Language cultural knowledge, IS=Information and experience sharing, FT=Friends trust, CA=Conservative attitude to online start-ups, FA=Family approve, AF=Advice and funds support.			

The convergent validity and discriminant validity can be evaluated through the confirmatory factor analysis, which has long been identified by previous studies (Hwang & Lee, 2012). As the factor loadings and cross-loadings are present in Appendix I, the markers' loadings in each construct are highly correlated. All marked constructs are considerably higher than other constructs, claiming the convergent validity and discriminant validity are acceptable (Chin, 1998b; Wang et al., 2018).

Meanwhile, based on the Table in Appendix I, the range of marked items is from 0.745 to 0.928, significantly greater than 0.707, claiming the convergent validity meets the requirement (Hwang & Lee, 2012). Moreover, AVE can also be utilised to test convergent validity. As Table 9.4 shows, the AVE results are between 0.698 and 0.840, that are higher than the proposed AVE value of 0.50, showing the convergent validity of this research model meets the requirements (J. F. Hair et al., 2010).

The Fornell-Larcker criterion can be applied to test the discriminant validity, and the AVEs' square root on the diagonals can examine whether the discriminant validity is acceptable or not (Chin, 1998b; Fornell & Larcker, 1981; Hwang & Lee, 2012). As the

Table shows in Appendix J, the AVEs' square root on the diagonals is significantly higher than other correlations, meeting the requirement of discriminant validity (Ab Hamid, Sami, & Sidek, 2017; Chin, 1998a). Thus, the discriminant validity of the research model is reasonable.

9.3 COMMON METHOD BIAS

Due to many correlations of the constructs being relatively high, it might cause common method bias, which needs to be checked. According to Liang et al.'s study (2007) and Rönkkö and Ylitalo's research (2011), the single-factor test and the measured latent-factor test based on SmartPLS 2.0 can examine the common method bias, and the analysis results are presented in Appendix K. As the table in Appendix K shows, the average of trait factors explains 76.7% of the overall variance, and the standard of method factors can explain 0.7% of the overall variance. Thus, the ratio between the average of trait factors and the average of method factors is 108.585, indicating common method bias is not serious in this research and the correlations of the constructs are reasonable (Liang et al., 2007; Rönkkö & Ylitalo, 2011).

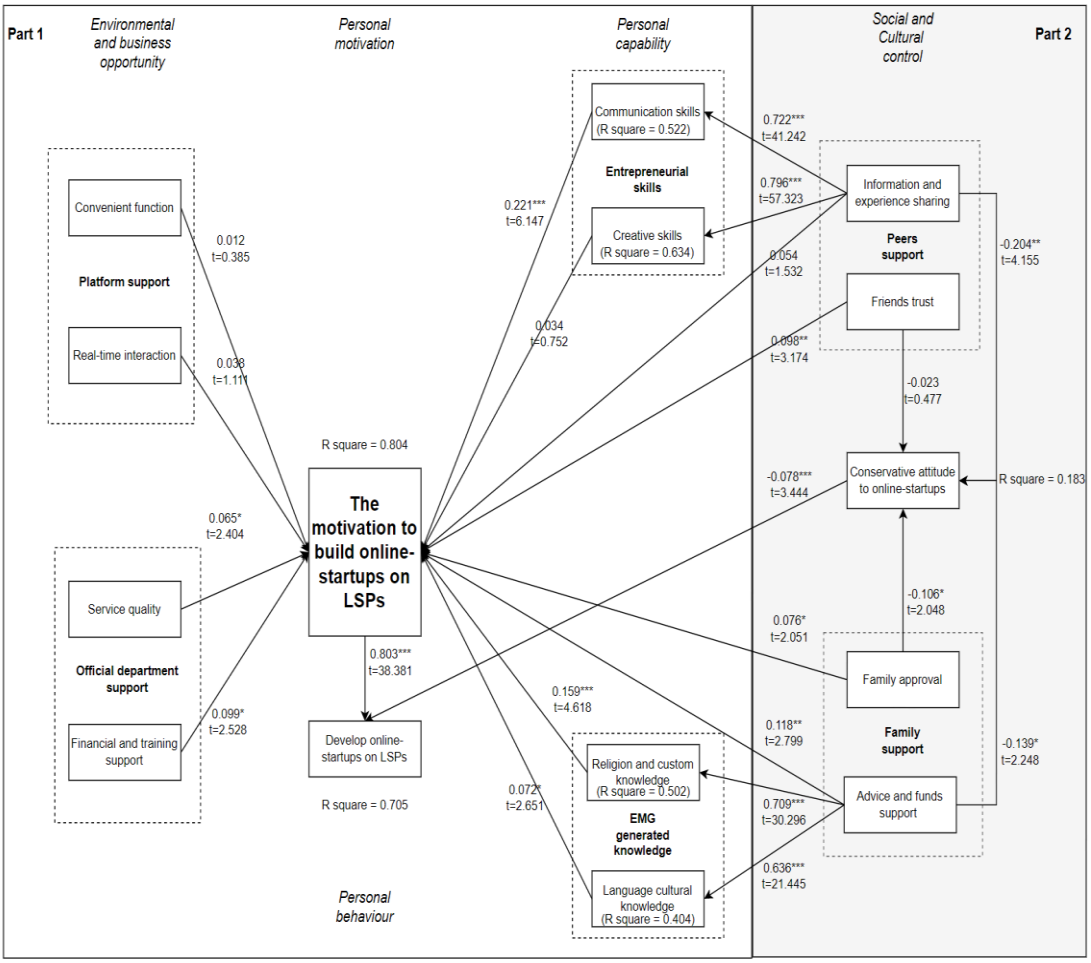
9.4 STRUCTURAL MODEL

Through the bootstrapping function on SmartPLS 2.0, the research can explore the path significances and the t-statistical test of each path (Hair Jr et al., 2016). According to the Table in Appendix L, the hypothesis can be supported if its statistical result is higher than 1.96 (Hair Jr et al., 2016). Specifically, both convenient functions (β=0.012, t=0.385) and real-time interaction (β=0.038, t=1.111) have no significant relationships with young EMGs' online start-up motivation, which means H1 and H2 cannot be supported. Service quality (β=0.065, t=2.404, $p<0.05$) and financial and training support (β=0.099, t=2.528, $p<0.05$) positively affect young EMGs' online start-up motivation, supporting H3 and H4. Communication skills positively correlate with young EMGs' online start-up motivation (β=0.221, t=6.147, $p<0.001$), but the

relationship between creative skills and young EMGs' motivation is not significant. Religion and custom knowledge positively affect young EMGs' online start-up motivation (β=0.159, t=4.618, p<0.001), and language cultural knowledge also have a positive impact on their motivation (β=0.072, t=2,651, p<0.01), indicating H7 and H8 can be supported.

Regarding the information and experience sharing factor, it has positive relationships with communication skills (β=0.722, t=41.242, p<0.001) and creative skills (β=0.796, t=57.323, p<0.001). Meanwhile, it negatively influences young EMGs' conservative attitude to online start-ups (β=-0.204, t=4.155, p<0.01), but it has no significant relationship with young EMGs' online start-up motivation (β=0.054, t=1.532). H10a, the positive relationship between friend's trust and EMGs' online start-up motivation, can be supported (β=0.098, t=3.147, p<0.01), but H10b that the negative relationship between friends' trust and EMGs' conservative attitude cannot be supported (β=0.023, t=0.477). Family approval positively affects young EMGs' online start-up motivation (β=0.076, t=2.051, p<0.05), and it also can decrease their conservative attitude to online start-ups (β=-0.106, t=2.048, p<0.05).

For advice and funds support from family, it has positive relationships with language cultural knowledge (β=0.636, t=21.445, p<0.001), religion and custom knowledge (β=0.709, t=30.296, p<0.001), and young EMGs' online start-up motivation (β=0.118, t=2.799, p<0.01), indicating H12a, H12b and H12c can be supported. Meanwhile, it negatively impacts young EMGs' conservative attitude (β=-0.139, t=2.248, p<0.05), supporting H12d. Furthermore, young EMGs' conservative attitude negatively influences their final behaviour to promote online start-ups on LSPs (β=-0.078, t=3.444, p<0.001), and young EMGs' online start-up motivation positively affects their final online start-up behaviours (β=0.803, t=38.381, p<0.001), stating both H13 and H14 can be supported. All hypotheses' results have been presented in the research model, as Figure 9.1 shows.



Note. * Significant at 0.05 level, ** Significant at 0.01 level, *** Significant at 0.001 level;
• T >1.96 at p < 0.05, T > 2.576 at p < 0.01, T > 3.29 at p < 0.001 for two-tailed tests

Figure 9.1: The hypotheses summary

In addition to exploring the research model based on the PLS-SEM, the study also measures influencing factors based on the importance-performance map analysis (IPMA) for discovering additional findings and discussing managerial implications. To be specific, through analysing the IPMA, the study can compare and find the impact of latent variables, such as whether they have relatively high or low importance (total effects) and whether they have relatively high or low performance (Hock, Ringle, & Sarstedt, 2010).

Developing the IPMA needs to determine the targeting constructs, including convenient functions, real-time interaction, service quality, financial and training support, communication skills, creative skills, religion and custom knowledge,

language cultural knowledge, information and experience sharing, friends trust, family approval, and advice and funds support. The performance of each construct can be measured on a scale from 0 to 100, and a higher value means the higher performance of the variable (Shafaei & Abd Razak, 2018). The importance of each construct is based on the total effects provided by the SmartPLS.

Regarding the performance of young EMGs' online start-up motivation, the IPMA is presented by the SmartPLS, and the results are summarised as shown in Table 9.5. The highest performance construct is the convenient function of LSPs, but its importance is the lowest. Except for convenient function, both friends' trust from peers' support and service quality from official department support have significantly high performance, followed by financial and training support and communication skills. Meanwhile, the highest importance construct is advice and funds support from family support, followed by information and experience sharing and communication skills. On the whole, as Figure 9.2 shows, two factors have significantly high performance and importance for EMGs' online start-up motivation, including communication skills and religion and custom knowledge, which need related departments' attention during the process of improving young EMGs' online start-up environment. Conversely, language cultural knowledge, and family approval play low importance and performance roles during young EMGs' online start-up process, which needs less attention.

Table 9.5: IPMA results of young EMGs' online start-up motivation

Criterion: MB	Importance	Performance
AF	19.965	69.856
CF	0.906	72.625
CR	2.430	69.361
CS	15.846	70.733
FA	5.493	68.992
FS	7.075	71.133
FT	7.053	72.200
IS	17.190	69.517
LK	5.205	67.683

RC	11.489	70.517
RI	2.696	69.456
SQ	4.652	71.717

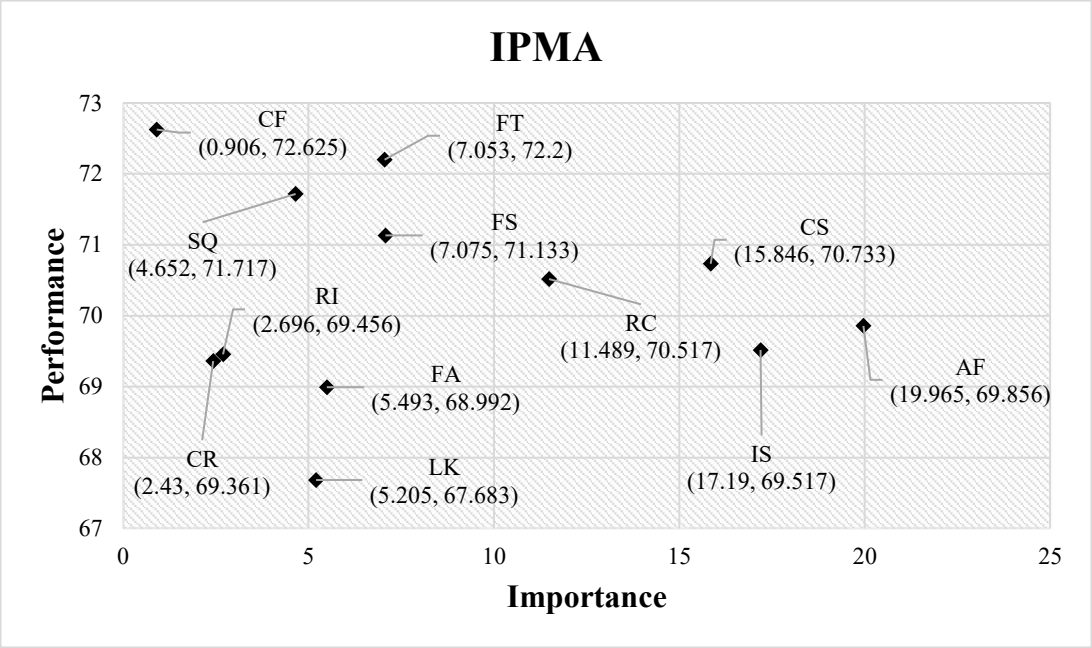


Figure 9.2: IPMA of young EMGs' online start-up motivation

Chapter 10: Discussion and implication

Based on the research results, this chapter summarises the key findings based on the qualitative method and quantitative method. Meanwhile, the theoretical implication and practical implication have been stated, aiming to present the research's innovation and provide suitable suggestions for young EMGs and related departments. Furthermore, the chapter also discusses the research limitation and lists some advice for future studies.

10.1 RESEARCH FINDINGS

The qualitative research results can solve research aim 1, and the quantitative research results can solve research aims 2 to 4. Both the qualitative and quantitative research results can satisfy the ultimate research aim (research aim 5) that provides suggestions for related scholars and departments to improve young EMGs' online social environment and simulate their online start-up motivation, which has been shown in section 10.3.

10.1.1 Research results based on qualitative method

Through interviewing 14 young EMGs, the research presents a deep analysis of young Eastern EMGs' social media using affordance to satisfy research aim 1. As mentioned in section 3.1, young EMGs have a unique social and cultural environment that is different from the major group, potentially affecting their attitude toward LSPs and online start-up modes. This needs the current study to pay much attention to. The research results can be summarised from four aspects: using language, focusing content, following live streamers, and usage habits. Specifically, among these participants, 71.43% of them think that the multilingual engagement designed by LSPs is crucial because it is helpful for EMG cultural diffusion and can provide Eastern

EMG users with a comfortable operation experience. Meanwhile, the main reason that others state that multilingual engagement is unnecessary is that, their original language and writing system have been lost over the years. Most of them have accepted the mainstream culture and used the Chinese language system instead of their original language. Thus, unlike the major group users, the multi-language option is necessary for young EMG users.

Secondly, as young EMG users, more than 50% of them tend to focus on cultural content while browsing SMPs, which is different from the major group users who have fewer interests in cultural content and pay more attention to entertainment news or sports news. The reason why they tend to focus on cultural content is affected by their original cultural atmosphere. Abundant cultural resources encourage young EMGs to be interested in cultural content.

Thirdly, regarding following live streamers preferences, most of the young EMGs (78.57%) tend to follow popular live streamers who can present exciting and practicable live streaming content, which is similar to the major group users. Although few of them prefer to follow their ethnic live streamers, most of them are influenced by the mainstream culture and willing to focus on popular live streamers on SMPs.

Finally, regarding the LSP usage habits, i.e., online shopping preferences, using time, and using platforms, almost all young EMGs (92.86%) admit that they are influenced by mainstream culture and become fully integrated into the major group, negatively affecting their EMG cultural innovation and inheritance. As more and more young EMGs accept mainstream culture, the pluralistic cultural environment will face the danger of disappearing.

10.1.2 Research results based on quantitative method

To answer the research aim 2 (including research questions 2a and 2b), the research

focuses on two main kinds of factors under the *Environmental and business opportunity* unit, including platform support and official department support. Unlike existing study results related to young entrepreneurs' online start-up motivation, the platform supports, including convenient functions and real-time interaction technology, have no significant impacts on young EMGs' entrepreneurial intention, as Figure 9.1 shows. Although the technical support of LSPs can provide young Eastern EMGs with improved functions to present their cultural content and communicate with online consumers in real-time, few of them have EMG language options or EMG writing systems. According to the interview results (section 10.1.1), more than 70% of young EMG participants claim that multilingual engagement is essential for EMG users because it can decrease the influence of the language barrier and be accessible for EMG users to operate. This interview result could explain why convenient functions and real-time interaction on current LSPs cannot significantly positively influence young EMGs' online start-up motivation.

Different from platform support factors, service quality and financial and training support positively correlate with young EMGs' online start-up motivation. For instance, Chinese EMG entrepreneurs tend to establish new careers in east areas because local governments in east coast areas can provide young EMGs with a higher service quality than in western areas (Pan & Yang, 2019). Meanwhile, whether in Eastern or Western society, most young EMGs give up their online start-up plan because of the shortage of funds and lack of scientific training. Thus, the financial and training resources designed by official departments can positively affect young EMGs' online start-up motivation on LSPs, answering research question 2b.

Moreover, to satisfy research aim 3, the thesis analyses young EMGs' capabilities from entrepreneurial skills and generated knowledge aspects. Among entrepreneurial skills, the communication skill controlled by young EMGs positively influences them to develop online start-ups on LSPs, but creative skill has no significant relationship with young EMGs' online start-up motivation. Unlike offline start-ups, young EMGs

promoting online start-ups should communicate with online consumers frequently. A skilful communication skill could attract online consumers' watching interest and build a strong relationship with them, affecting their final purchasing behaviours. Nevertheless, based on the research results, young EMGs' creative skills do not positively affect their online start-up motivation on LSPs. This might be resulted from two reasons. Firstly, as the live streaming market becomes saturated and the live streaming format tends to be unified, the space for creativity in the live streaming market is gradually shrinking, increasing young EMGs' entrepreneurial pressure and reducing their enthusiasm for innovation (Evans, 2017). Secondly, according to young EMGs' social media using affordance, most of them tend to accept the popular culture and follow mainstream culture, not benefiting for entrepreneurial innovation and uniqueness. All of these would lead young EMGs to ignore the importance of creative skills. Thus, research question 3a has been solved.

Meanwhile, as *Personal capability* factors, both religion and custom knowledge and language knowledge have positive relationships with young EMGs' online start-up motivation. Specifically, most modern residents live in cities and have to undertake life stress, and some of them are trying to find spiritual comfort in Tibetan Buddhism (Lin, 2016). Hence, young EMG entrepreneurs who can draw on Tibetan religious knowledge get the cultural advantage to enhance their live streaming content attractiveness. Similarly, language cultural knowledge, especially the Korean language, is prevalent on LSPs, which can be applied by the Chaoxian group and designed as online language courses. Therefore, research question 3b has been answered.

Furthermore, in part of *Social and cultural control*, peers' support and family support cannot only enhance young EMGs' online start-up motivation but also decrease their conservative attitude toward online start-ups, reflecting the research aim 4. Firstly, information and experience sharing from peers' groups positively impact young EMGs' communication skills and creative skills. This is because that, more and more young generations have the chance to study in universities as EMG educational policies

improve. Cooperating with peers' groups from universities means young EMGs could get more talents and practical knowledge, especially communication skills and creative skills. During the process of information and experience sharing, young EMGs would have a comprehensive understanding of online start-ups, which is helpful for them to overcome entrepreneurial pressure. Still, the information and experience sharing factor cannot positively influence young EMGs' online start-up motivation. This might be because most of the shared content comes from theoretical knowledge rather than practical knowledge, and its reference value is easily suspected (Ding et al., 2020). Thus, the experience provided by the young group has no significant impact on young EMGs' online start-up motivation, solving research question 4a.

Unlike the factor of information and experience sharing, peers' trust plays a primary role in young EMGs' emotional units. Drawing on the statistics proposed by Lei and Yan (2017), the significant difficulty influencing young EMGs' entrepreneurial confidence is the lack of support and encouragement from peers' groups. Hence, the research results prove that peers' trust positively affects young EMGs' online start-up motivation, answering research question 4b. For the conservative attitude, friends' trust plays a limited role in it, especially compared with family's approval. This indicates the difference in emotional support between peers' groups and family members.

In addition to peers' support, family support performs a significant role in young EMGs' cultural knowledge and influences their online start-up motivation. Whether in Eastern or Western countries, family members, especially parents, could influence young generations' future decisions (Chen, 2016; Ma & Marquis, 2016). To be specific, family approval has a positive relationship with young EMGs' motivation, and it also can decrease their conservative thinking, solving research questions 4e and 4g. For advice and funds support, they can significantly influence young EMGs' online start-up motivation and conservative attitude, and they also can play a significant role in their religion and language knowledge. Regarding religion and language knowledge,

most young EMGs should learn them from their old family members rather than schoolteachers. Therefore, the influence of advice and funds support can positively affect young EMGs' generated cultural knowledge, answering question 4f.

Finally, *Personal motivation* has a positive relationship with individual final behaviour, which previous theoretical studies have identified (Michie et al., 2011). As the research results show, young EMGs' online start-up motivation can positively affect them to develop online start-ups on LSPs. Meanwhile, young EMGs' conservative attitude negatively influences them to promote online start-ups. This can be explained based on their backward living environment and low-income level. In detail, most young EMGs are from remote areas, such as the Tibetan group from the plateau region, Australian South Sea Islanders from the island and Cambodian EMGs from rainforest regions (Callery et al., 2021; Li et al., 2020; Mitchell, 2019). A backward economic environment and low-income level make most EMG individuals suffer from financial pressure, leading to a conservative attitude to challenging careers (Li & Kang, 2022a). Therefore, personal online start-up motivation positively influences their final behaviour, but the conservative attitude plays a negative role, answering research questions 3c and 4d.

10.2 THEORETICAL IMPLICATIONS

Several theoretical implications can be discussed in consideration of the research topic and research design. Firstly, this study focuses on young EMGs and discovers their online start-up motivation on LSPs. Existing studies explore individuals' entrepreneurial motivation based on their ages, genders, educational background, and income level (Hu & Ye, 2017; Yao, Wu, & Long, 2016). Few of them focus on online entrepreneurs' EMG backgrounds and discover young EMGs' online start-up motivation. Influenced by specific cultural backgrounds and living environments, young EMG individuals would have different thinking and opinion while making online start-up decisions. Thus, the first theoretical implication contributes to the

entrepreneur's behaviour research, and the research topic could encourage related scholars to pay more attention to young EMGs' online start-up environment and understand their entrepreneurial behaviours.

Secondly, unlike traditional entrepreneurial research models, this research draws on the COM-B theory to establish the theoretical framework. The COM-B Behaviour Changing theory can be utilised to discover how *Environmental and business opportunity* and *Personal capability* factors influence *Personal motivation*, which has been applied in studies about government management measures, disease transmission, and user behaviour (Cane, O'Connor, & Michie, 2012; Michie & West, 2013; West, Michie, Rubin, & Amlôt, 2020). Still, almost no research explores young EMGs' motivation based on the COM-B Behaviour Changing theory. As discussed before, unlike traditional user research models, i.e., the traditional view of planned behaviour research model, the COM-B Behaviour Changing model can analyse *Personal behaviour* and consider both the macro aspect, *Environmental and business opportunity*, and the micro aspect, *Personal capability and motivation*. This theoretical application enhances the comprehensiveness of the research model, which is helpful in analysing young EMGs' entrepreneurial motivation as a whole.

Thirdly, the thesis compensates for the shortcomings of the COM-B model by combining the Hofstede Cultural theory with the COM-B Behaviour Changing theory. Given EMGs' social and cultural backgrounds, the research model also draws on the Hofstede Cultural theory and analyses some social phenomena to improve the COM-B Behaviour Changing model. To be specific, collectivism and long-term orientation would encourage young EMGs to cooperate with peers' group, the high score of masculinity and power distance results in young generations respecting family members' advice, and the uncertainty-avoidance and restraint could force young EMGs to keep a conservative attitude to new careers (Hofstede et al., 2010; Ma & Marquis, 2016). In the family business, men usually play an important role and make critical decisions, which can be reflected in masculinity (Chen, 2016).

Besides governmental support, young EMG entrepreneurs could also get ample financial and human support from their family members and peers' groups if they have a feasible career plan, reflecting their concern for long-term orientation (Ma & Marquis, 2016). Meanwhile, individuals from Eastern countries pay more attention to restraint, which means they tend to choose ordinary lives (Hofstede et al., 2010). The influence of this kind of cultural factor may be reflected between the East and the West and between the EMGs and the major group. Therefore, the research model refers to the COM-B Behaviour Changing theory and the Hofstede Cultural theory, making the results of the research more systematic and representative. Future entrepreneurial research should focus on the cultural impact while designing a theoretical framework.

Furthermore, the study updates the score presented by the Hofstede Cultural model and applies it to analyse the conservative attitude of young EMGs. The design of a conservative attitude is mainly based on the uncertainty-avoidance dimension from the Hofstede Cultural model. For instance, most Eastern countries, such as Malaysia and China, have a lower score than Western countries, such as Australia and the U.S., which means Eastern EMG entrepreneurs have more courage and confidence to face uncertain issues (Hofstede et al., 2010). However, the score presented by the Hofstede Cultural model cannot be applied to young EMGs directly, and it should be updated according to young EMGs' living environment. Unlike existing studies, the research pays more attention to the influence of uncertainty-avoidance and restraint on young EMGs and reflects them as the conservative attitude factor. Given the data results, young Eastern EMGs' conservative attitude has a significantly negative impact on their online start-up decision. This claims the data results on the Hofstede Cultural model are not entirely correct, and it needs to be re-evaluated according to the current group background during the application process.

Finally, different from the single research method in the existing papers, this study develops qualitative and quantitative research simultaneously. Qualitative study results

can not only benefit researchers in understanding young Eastern EMGs' social media using affordance but also explain some unsupported hypotheses. In detail, the relationship between platform support factors and online start-up motivation is not significant because most popular LSPs cannot provide bilingual services for young Eastern EMG users. It causes most platform functions to be unable to play their original convenient role due to the lack of EMG language options. Therefore, the combination of qualitative analysis and quantitative analysis helps to improve systematic research and explain unsupported hypotheses.

10.3 PRACTICAL AND MANAGERIAL IMPLICATIONS

Most young EMG residents live in remote areas and face financial pressures. Understanding young Eastern EMGs' social media using affordance and online start-up motivation is helpful for related official departments to help them overcome their psychological barriers and encourage them to develop online start-ups on LSPs, which can satisfy the research aim 5.

Most young EMGs live in remote areas and are mainly influenced by ethnic culture, different from the major group. This results that they have different social media using affordance, reflecting on their using language and focusing content. According to the qualitative research results, more than 70% of young EMGs think that multi-language engagement on LSPs is necessary for them. Thus, LSP designers and managers should respect young EMGs' language environment and provide multi-language options. Meanwhile, more than 50% of young EMGs claim that they pay more attention to cultural content, and the rate is much higher than the major group users. Related departments need to cooperate with LSP industries to encourage the creation of cultural content. In light of this, to provide a comfortable online environment for young EMGs, both multi-language engagement and cultural content creation should be focused on.

Moreover, unlike traditional offline start-ups, the online start-up mode has no strict requirements for sites, tax, and labour, which is suitable for young EMGs to promote. Meanwhile, the generated cultural knowledge controlled by young EMGs can also play a significant role during the online start-up process, such as establishing cultural immersion, attracting online consumers' attention, and enhancing cultural product sales. With the number of EMGs' online start-ups increasing, the income level of EMGs would be increased, and EMG culture could also be conducted and protected. Compared with previous EMG culture protection methods, such as policy design, technical support, and financial support (section 3.3.3), encouraging young EMGs to develop online start-ups based on LSPs is a practical strategy to protect EMG culture and enhance their income level. Thus, specific suggestions can be presented for official departments based on the research results. In detail, the funds support provided by financial departments is necessary for young EMGs, and their service quality also should be a concern.

Regarding young EMGs' entrepreneurial capabilities, educational departments need to pay much attention to the training of communication skills and encourage young EMGs to learn EMG cultural knowledge from their original groups. To stimulate young EMGs' online start-up motivation on LSPs, related departments should also focus on the impact of young EMGs' peers and family members. Influenced by the strong cultural identity, young EMGs show solicitude for their relationship with peers' groups and family members and expect to get emotional and instrumental support from them. Thus, university and college entrepreneurial centre managers must build a suitable platform for young EMGs and guide them to communicate with peers and family members.

Furthermore, due to the large distribution and small population of EMGs, most of the existing literature only focuses on one or two EMGs from the same region, showing low representativeness and reference value. In this research, 586 questionnaires have been received from 41 EMGs, and they are coming from 34 different provinces.

Fourteen interview participants having diverse cultural backgrounds are from 9 different provinces. Comprehensive data collection makes the research results more referential and provides objective guidance and advice for relevant departments (Chen et al., 2019; Strauss & Corbin, 1990).

In addition to exploring the relationship between influencing factors and young EMGs' online start-up motivation, this research also makes comparisons among the significant factors by using the IPMA. Based on the IPMA results shown in Figure 9.2, four elements, including religion and custom knowledge, communication skills, information and experience sharing, and advice and funds support, have significantly high performance and importance for young EMGs' online start-up motivation. Both religion and custom knowledge and communication skill belong to the *Personal capability* unit, which should be focused on by related educational departments, such as universities and employment service centres. The education department should design specific courses for young EMGs to learn communication skills and religion and custom knowledge.

Meanwhile, financial and training support from official departments and friends' trust from peers' groups have high performance while its importance is relatively low. According to the IPMA results, financial departments need to provide ample financial support to release young EMGs' financial pressure, such as the initial capital for start-ups, tax exemptions, and micro-loan services. Furthermore, the peers' group and the family group should also bring some encouragement and funds support for young EMGs, because of the strong tie among them. Therefore, the promotion of EMG entrepreneurship needs to be improved in terms of *Environmental and business opportunity*, *Personal capability*, and *Social and cultural control* aspects. Multi-faceted cooperation among official departments and universities can create a comfortable online start-up environment for young EMGs.

10.4 LIMITATION AND FUTURE STUDY

Although this research compares Eastern EMGs' online start-up environment with Western EMGs and establishes the research framework based on their similarities, the data collection and data analysis mainly based on young Eastern EMGs could have some limitations, which should be discussed. For instance, many young EMGs living on Australian islands are influenced by the ocean culture, but most young EMGs from Eastern cultural backgrounds are primarily influenced by the land culture. Although both of them live in remote areas and face a less-developed economic environment, different social and cultural backgrounds would change young EMGs' social media using affordance and online start-up motivation. Thus, in the future study, specific research for each EMG should be developed, and the multi-group analysis needs to be applied, such as the comparative analysis based on EMG individuals' ages, genders, living areas, and educational backgrounds.

Meanwhile, qualitative and quantitative research are implemented through online mode because of the COVID-19 situation, which is unbeneficial for the researcher and university managers to communicate with participants conveniently. This would cause some young EMG participants cannot understand the research topic clearly and refuse to provide their real opinion about the online start-up activity. Future studies need to combine online and offline research methods to get a comprehensive picture of young EMGs' online start-up attitudes.

Furthermore, considering young EMGs' educational background in China, most of them can use the Chinese language proficiently. Still, young EMGs from other countries, such as Australia and Indonesia, may prefer to use their original language rather than the official language of the country. Therefore, in future questionnaires and interview surveys, multilingual options are necessary to be used.

Finally, the data analysis is developed on SmartPLS 2.0. Due to the old version, many

data analysis functions are not improved, such as the testing of values of the HTMT ratio, the results of standardized root mean square residual, the values of the normed-fit index, and the score of variance inflation factor. These measurements are essential for the evaluation of the measurement model and the structural model. Therefore, future studies should use SmartPLS 3.0 to improve the data analysis process.

Chapter 11: Conclusion

In conclusion, young EMGs have significant advantages to establishing online start-ups on LSPs, including the abundant cultural atmosphere, unique entrepreneurial policy design, comprehensive educational system, and family members' support. Unlike traditional SMPs, young EMGs can conveniently interact with online consumers and display their cultural knowledge to attract online consumers' shopping attention. Meanwhile, compared with other EMG age groups, most young EMGs have accepted higher education and are more familiar with the LSP using skills and marketing skills. Although the online start-up mode is suitable for young EMGs to develop, few of them decide to promote online start-ups after graduation.

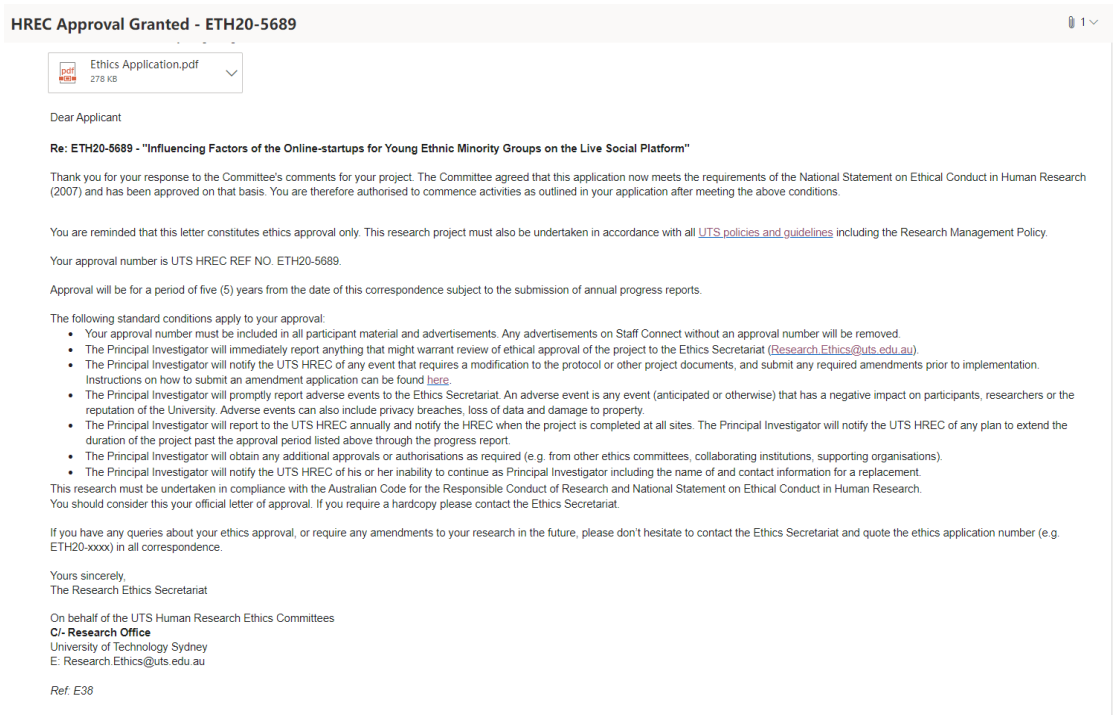
To provide young EMGs with a convenient online social environment and stimulate their online start-up motivation, this research investigates young EMGs' social media using affordance and analyses influencing factors of young EMGs' online start-up motivation. Specifically, drawing on the COM-B Behaviour Changing theory and the Hofstede Cultural theory, an improved research model has been built in this thesis. It presents the relationship between influencing factors and young EMGs' online start-up motivation on LSPs from three units, including *Environmental and business opportunity*, *Personal capability*, and *Social and cultural control*. The research applies the PLS-SEM to evaluate several hypotheses by analysing 530 online questionnaires from 41 different EMGs.

According to the research results, 17 hypotheses can be supported, and five unsupported hypotheses are also explained based on 14 interview results and existing literature. This study is of significance to understanding young EMG individuals' entrepreneurial behaviour and is beneficial for EMG students and graduates to understand what factors influence their decision to develop online start-ups. The

research results can help young EMGs overcome their psychological barriers and guide related departments to improve their supporting strategies. As the number of online start-ups established by young EMGs increases, EMG culture will be protected and promoted, which would contribute to cultural diversity.

Appendices

APPENDIX A: ETHICS APPROVAL



HREC Approval Granted - ETH20-5689

1

Ethics Application.pdf
278 KB

Dear Applicant

Re: ETH20-5689 - "Influencing Factors of the Online-startups for Young Ethnic Minority Groups on the Live Social Platform"

Thank you for your response to the Committee's comments for your project. The Committee agreed that this application now meets the requirements of the National Statement on Ethical Conduct in Human Research (2007) and has been approved on that basis. You are therefore authorised to commence activities as outlined in your application after meeting the above conditions.

You are reminded that this letter constitutes ethics approval only. This research project must also be undertaken in accordance with all UTS policies and guidelines including the Research Management Policy.

Your approval number is UTS HREC REF NO. ETH20-5689.

Approval will be for a period of five (5) years from the date of this correspondence subject to the submission of annual progress reports.

The following standard conditions apply to your approval:

- Your approval number must be included in all participant material and advertisements. Any advertisements on Staff Connect without an approval number will be removed.
- The Principal Investigator will immediately report anything that might warrant review of ethical approval of the project to the Ethics Secretariat (Research.Ethics@uts.edu.au).
- The Principal Investigator will notify the UTS HREC of any event that requires a modification to the protocol or other project documents, and submit any required amendments prior to implementation. Instructions on how to submit an amendment application can be found here.
- The Principal Investigator will promptly report adverse events to the Ethics Secretariat. An adverse event is any event (anticipated or otherwise) that has a negative impact on participants, researchers or the reputation of the University. Adverse events can also include privacy breaches, loss of data and damage to property.
- The Principal Investigator will report to the UTS HREC annually and notify the HREC when the project is completed at all sites. The Principal Investigator will notify the UTS HREC of any plan to extend the duration of the project past the approval period listed above through the progress report.
- The Principal Investigator will obtain any additional approvals or authorisations as required (e.g. from other ethics committees, collaborating institutions, supporting organisations).
- The Principal Investigator will notify the UTS HREC of his or her inability to continue as Principal Investigator including the name of and contact information for a replacement.

This research must be undertaken in compliance with the Australian Code for the Responsible Conduct of Research and National Statement on Ethical Conduct in Human Research.
You should consider this your official letter of approval. If you require a hardcopy please contact the Ethics Secretariat.

If you have any queries about your ethics approval, or require any amendments to your research in the future, please don't hesitate to contact the Ethics Secretariat and quote the ethics application number (e.g. ETH20-xxxx) in all correspondence.

Yours sincerely,
The Research Ethics Secretariat

On behalf of the UTS Human Research Ethics Committees
C/- Research Office
University of Technology Sydney
E: Research.Ethics@uts.edu.au

Ref: E38

APPENDIX B: APPROVAL EMAIL

Dear university manager,

I'm Lifu Li from the University of Technology Sydney, and I'm working on the "Influencing Factors of the Online start-ups for Young Ethnic Minority Groups on the Live Social Platform" PhD project, hoping to work with your university to distribute questionnaires and interview ethnic minority college students. The purpose is to find out what they really think about the online start-up promoted on live social platforms.

This data collection will fully protect the personal information of questionnaire fillers and interviewees, and I will not disclose it to third parties without permission.

If you agree to assist me in sending questionnaires and finding the right interviewee, please reply to me with the word consent.

Best regards
Lifu Li

APPENDIX C: INVITATION LETTER FOR PARTICIPANTS

The invitation letter to young EMGs

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

(UTS HREC APPROVAL NUMBER ETH20-5689)

Dear EMG students or graduates,

We are pleased to invite you to participate in this study. Read the following content in detail before you accept the invitation. After understanding this research purpose and process, if you agree to participate in this survey, please fill in the consent word in the final part.

If you have any questions about the content of this study, please contact me directly (Lifu.Li@student.uts.edu.au).

Thank you for your time.

Best regards

Lifu Li

WHO IS DOING THE RESEARCH?

My name is *Lifu Li,* and I am a research student at UTS. My supervisor is *Dr Kyeong Kang,* and her contact detail is *Kyeong.Kang@uts.edu.au*

WHAT IS THIS RESEARCH ABOUT?

This research is to apply the COM-B theory of Behaviour Changing and the Hofstede Cultural theory (improved) to build the research model and present influencing factors of the online start-ups promoted by young ethnic minority groups (EMGs) on live

social platforms (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.

FUNDING

No related funding

WHY HAVE I BEEN ASKED?

You have been invited to participate in this study because you are an EMG student or graduate who has graduated no more than five years, and you are also familiar with EMG culture and have the ability to promote online start-ups on LSPs. Your contact details are obtained by Lifu Li from UTS (Lifu.Li@student.uts.edu.au).

IF I SAY YES, WHAT WILL IT INVOLVE?

If you decide to participate the interview, I will invite you to answer five to seven questions that take approximately 15 to 30 mins. Meanwhile, the interview content will be audio recorded by my smartphone or laptop.

If you decide to fill in the questionnaires, I will invite you to answer several questions from nine parts which will take about 20 mins.

ARE THERE ANY RISKS/INCONVENIENCES?

Yes, there are some inconveniences. Attending this survey will take you more than 15 mins.

DO I HAVE TO SAY YES?

Participation in this study is voluntary. It is completely up to you whether or not you decide to take part.

WHAT WILL HAPPEN IF I SAY NO?

If you decide not to participate in, it will not affect your relationship with the researchers or the University of Technology Sydney. If you wish to withdraw from the study once it has started, you can do so at any time without having to give a reason by contacting Lifu Li (Lifu.Li@student.uts.edu.au).

If you withdraw from the study, your answer samples and audio records will be destroyed.

However, it may not be possible to withdraw your data from the study results if your identifying details have been removed.

If you decide to leave the research project, we will not collect additional personal information from you, although personal information already collected will be retained to ensure that the results of the research project can be measured properly and to comply with the law. You should be aware that data collected up to the time you withdraw will form part of the research project results. If you do not want them to do this, you must tell them before you join the research project.

CONFIDENTIALITY

By signing the consent form, you consent to the research team collecting and using personal information about you for the research project. All this information will be treated confidentially. All of the information will be stored in my Cloud account, which has a strong password and will not be utilised by others. Your information will only be used for the purpose of this research project, and it will only be disclosed with your permission, except as required by law.

I plan to use the data results to complete my PhD study and will protect your information privacy. In any publication, information will be provided in such a way that you cannot be identified.

WHAT IF I HAVE CONCERNS OR A COMPLAINT?

If you have concerns about the research that you think my supervisor or I can help you with, please feel free to contact me at Lifu.Li@student.uts.edu.au.

You will be given a copy of this form to keep.

NOTE:

This study has been approved in line with the University of Technology Sydney Human Research Ethics Committee [UTS HREC] guidelines. If you have any concerns or complaints about any aspect of the conduct of this research, please contact the Ethics Secretariat on ph.: +61 2 9514 2478 or email: Research.Ethics@uts.edu.au], and quote the UTS HREC reference number. Any matter raised will be treated confidentially, investigated and you will be informed of the outcome.

APPENDIX D: INFORMATION SHEET AND CONSENT FORM FOR ONLINE SURVEYS

INFORMATION SHEET AND CONSENT FORM FOR ONLINE SURVEYS

Influencing Factors of the Online start-ups for Young Ethnic Minority Groups on the Live Social Platform UTS HREC APPROVAL NUMBER ETH20-5689

What is the research study about?

The purpose of this research is to understand young ethnic minority groups' (EMGs) opinions about promoting online start-ups on live social platforms and analyse what kind of factors would influence their online start-up motivation.

You have been invited to participate because you are EMG college students and familiar both with EMG knowledge and platform using skills.

Who is conducting this research?

My name is Lifu Li, and I am a student at UTS. My supervisor is *Dr. Kyeong Kang,* and her contact detail is *Kyeong.Kang@uts.edu.au*

Inclusion/Exclusion Criteria

Before you decide to participate in this research study, we need to ensure that it is ok for you to take part in.

[Ethnic minority group college students or graduates who have graduated no more than five years]

Do I have to take part in this research study?

Participation in this study is voluntary. It is completely up to you whether or not you decide to take part.

If you decide to participate, I will invite you to complete an online questionnaire, and

if you are interested in EMG online start-up, I may invite you to attend interviews using contact details that you can provide in an expression of interest form after completing the survey. You can change your mind at any time and stop completing the surveys without consequences.

Are there any risks/inconveniences?

We do not expect this questionnaire to cause any harm or discomfort, however, if you experience feelings of distress as a result of participation in this study, you can let the researcher know, and they will provide you with assistance, such as skipping the question and taking a break.

What will happen to information about me?

Access to the online questionnaire is via university managers, and they will provide you with the online questionnaire link. Submission of the online questionnaire/s is an indication of your consent. By clicking the online questionnaire link, you consent to the research team collecting and using personal information about you for the research project. All this information will be treated confidentially. The information will be utilised for the PhD research and will not be shared with a third party. All the data will be stored in my Cloud account, which has a strong password to protect your information privacy. Your information will only be used for the purpose of this research project, and it will only be disclosed with your permission, except as required by law.

We plan to analyse and discuss the results in the PhD research, and it will not be released to a third party. In any publication, information will be provided in such a way that you cannot be identified because we conduct an anonymous survey.

What if I have concerns or a complaint?

If you have concerns about the research that you think my supervisor or I can help you with, please feel free to contact me at [Lifu.Li@student.uts.edu.au]

If you would like to talk to someone who is not connected with the research, you may contact the Research Ethics Officer on 02 9514 9772 or Research.ethics@uts.edu.au and quote this number [***ETH20-5689***].

APPENDIX E: ONLINE QUESTIONNAIRES (ENGLISH AND CHINESE VERSIONS)

Section 1

Part A. About you (Please tell us about you. Fill in or tick the most appropriate choice)

1. Gender □Female □Male □Other □Prefer not to say

2. Age □Under 19 □19-25 □26-32 □Above 32

3. Ethnic minority group (Please fill in)

4. Which province were you born? (Please fill in)

5. Which province are you living currently? (Please fill in)

6. Education background □High school or below □Undergraduate □Postgraduate □Doctorial student □Graduate (no more than 5 years) □Graduate (More than 5 years)

PART B. Live social platform you use

In the future, will you plan to establish online start-ups?

1. Live social platform using experience □Less than half year □0.5 year-1 year □1 year-2 year □2 year-3 year □More than 3 year

2. Which of the following live social platforms do you use mostly?

□TikTok □Kuaishou □Taobao Live □Huajiao □Yinke □Pinduoduo Live □Xigua □Jingdong Live □Other (Please fill in)

3. In future, which one do you prefer to use? (can select more than one)

□TikTok □Kuaishou □Taobao Live □Huajiao □Yinke □Pinduoduo Live □Xigua □Jingdong Live □Other (Please fill in)

How to answer SECTIONS 2 to 4. On a scale of 1 to 7, where 1 is 'strongly disagree' and 7 is 'strongly agree' (see table below), indicate an appropriate number – by circling – to indicate the extent to which you agree with the statements provided in the tables.						
Strongly Disagree (SD)	Disagree (D)	More or less Disagree (MD)	Neutral (N)	More or less agree (MA)	Agree (A)	Strongly agree (SA)

1	2	3	4	5	6	7

Section 2

Environmental and business opportunities for online start-ups

Platform support								
Convenient function		SD	D	MD	N	MA	A	SA
CF1	It is easy to identify functions on the platform, such as virtual gift-sending system, online store, and group chat.	1	2	3	4	5	6	7
CF2	I find the live streaming platform is user friendly.	1	2	3	4	5	6	7
Real-time interaction		SD	D	MD	N	MA	A	SA
RI1	This platform is useful for sharing information.	1	2	3	4	5	6	7
RI2	Interaction between users and live streamers is convenient.	1	2	3	4	5	6	7
RI3	Communication among users is fast.	1	2	3	4	5	6	7
Official department support								
Service quality		SD	D	MD	N	MA	A	SA
SQ1	In general, I am satisfied with the overall quality of official department support for online start-ups.	1	2	3	4	5	6	7
SQ2	Official departments provide high quality services for young entrepreneurs.	1	2	3	4	5	6	7
Financial and training support		SD	D	MD	N	MA	A	SA
FS1	If necessary, official departments will help, for example, when you need financial support or training support.	1	2	3	4	5	6	7
FS2	It is important for my development to get financial and training supports from official departments.	1	2	3	4	5	6	7
FS3	Chinese governments are supporting entrepreneurship.	1	2	3	4	5	6	7

Section 3

Personal capabilities for online start-up

Motivation to build online start-ups		SD	D	MD	N	MA	A	SA
MB1	To me, being an entrepreneur suggests advantages, not disadvantages, and a career as an entrepreneur is attractive to	1	2	3	4	5	6	7

	me.							
MB2	I want to be an online business owner.	1	2	3	4	5	6	7
MB3	I enjoy having authority at work.	1	2	3	4	5	6	7
MB4	I like to control my own time at work.	1	2	3	4	5	6	7
Entrepreneurial skills								
Creative skills		SD	D	MD	N	MA	A	SA
CR1	Starting an online business and keeping creative would be easy for me.	1	2	3	4	5	6	7
CR2	I am able to control the creative process of a new business.	1	2	3	4	5	6	7
CR3	I know all about the practical details needed to start an online business.	1	2	3	4	5	6	7
Communication skills		SD	D	MD	N	MA	A	SA
CS1	I am convincing and I set up good communication with people.	1	2	3	4	5	6	7
CS2	I love being at entrepreneurship work and taking communicative responsibility.	1	2	3	4	5	6	7
EMG generated knowledge								
Religion and custom knowledge		SD	D	MD	N	MA	A	SA
RC1	I am satisfactorily knowledgeable in the religion and custom culture of at least one EMG.	1	2	3	4	5	6	7
RC2	I know the prevailing beliefs, customs, norms, and values of the EMG.	1	2	3	4	5	6	7
RC3	I attend cultural or racial group holidays or functions within EMGs.	1	2	3	4	5	6	7
Language knowledge		SD	D	MD	N	MA	A	SA
LK1	I am satisfactorily proficient in at least one EMG language knowledge.	1	2	3	4	5	6	7
LK2	I know what languages are used by my EMG.	1	2	3	4	5	6	7
Develop online start-ups		SD	D	MD	N	MA	A	SA
DO1	I will create a business venture in the future.	1	2	3	4	5	6	7
DO2	Certainly, I will establish my own online business.	1	2	3	4	5	6	7
DO3	After graduation, I will prefer to pursue an online entrepreneurial career.	1	2	3	4	5	6	7

Section 4

Cultural control factors influencing online start-ups

Peers' support								
Information and experience sharing		SD	D	MD	N	MA	A	SA
IS1	Interested in online business because my friends are in related occupations, and they can share me with experience.	1	2	3	4	5	6	7
IS2	Friends are the main source of business-related information and experience.	1	2	3	4	5	6	7
Friends trust		SD	D	MD	N	MA	A	SA
FT1	My friends would approve of my decision to start an online business.	1	2	3	4	5	6	7
FT2	People with whom I have relations trust and respect me.	1	2	3	4	5	6	7
Conservative attitude to online start-ups		SD	D	MD	N	MA	A	SA
CA1	I am not confident about my skills and abilities to run my own business.	1	2	3	4	5	6	7
CA2	I would not be certain of success if I started my own business.	1	2	3	4	5	6	7
CA3	I have not known enough to start my own business.	1	2	3	4	5	6	7
CA4	Being an entrepreneur implies to me more disadvantages than advantages.	1	2	3	4	5	6	7
CA5	It would be very difficult for me to develop the idea of a new business.	1	2	3	4	5	6	7
Family support								
Family approval		SD	D	MD	N	MA	A	SA
FA1	My immediate family would approve of my decision to start an online business.	1	2	3	4	5	6	7
FA2	My family emotionally supports me to be an entrepreneur.	1	2	3	4	5	6	7
Advice and funds support		SD	D	MD	N	MA	A	SA
AF1	If necessary, my family members will provide me funds, materials, or suggestions to help me start my own business.	1	2	3	4	5	6	7
AF2	My family members will give me funds and advice to start my own business.	1	2	3	4	5	6	7
AF3	My family members will provide me with ideas to start new businesses.	1	2	3	4	5	6	7

End of Questionnaire. Thank You for Your Responses.

Chinese version

第一部分

A. 关于您的基础信息(请勾选或填写符合您个人身份的信息)

1. 性别 □女 □男 □其他 □不愿意回答

2. 年龄 □19 岁以下 □19-25 □26-32 □ 32 岁以上

3. 民族 _____(请填写)

4. 您出生于哪个省份? _____(请填写)

5. 目前您居住于哪个省份? _____(请填写)

4. 您的教育背景 □高中及以下 □大专或本科 □研究生 □博士生 □毕业生(不超过 5 年) □毕业生 (毕业超过五年)

B. 您所使用的直播社交平台

1. 直播社交平台使用经验 □少于半年 □半年到一年 □一年到两年 □两年到三年 □大于三年

2. 您平时最多使用的是哪一款直播社交平台?

□抖音 □快手 □淘宝直播 □花椒直播 □映客直播 □拼多多直播 □西瓜直播 □京东直播 □其它_____(请填写)

3. 在未来，您会倾向于使用哪一款直播社交平台?

□抖音 □快手 □淘宝直播 □花椒直播 □映客直播 □拼多多直播 □西瓜直播 □京东直播 □其它_____(请填写)

如何回答第 2 节至第 4 节。在 1 到 7 的尺度上，其中 1 是"非常不符合"，7 是"非常符合"（见下表），通过循环表示适当的数字，以指示您在多大程度

上同意表中提供的陈述。						
非常不符合 (SD)	不符合 (D)	不太符合 (MD)	难以判断 (N)	比较符合 (MA)	符合 (A)	非常符合 (SA)
1	2	3	4	5	6	7

第二部分

网上创业的环境机遇与商业机遇

平台支持								
便捷功能		SD	D	MD	N	MA	A	SA
CF1	很容易识别直播平台上的各种功能，比如说虚拟礼物，线上商店以及群聊功能。	1	2	3	4	5	6	7
CF2	我发现直播平台对用户来说很友好。	1	2	3	4	5	6	7
实时互动		SD	D	MD	N	MA	A	SA
RI1	直播平台对于分享信息很有帮助。	1	2	3	4	5	6	7
RI2	用户与直播者之间的互动很方便。	1	2	3	4	5	6	7
RI3	用户之间的沟通很快捷。	1	2	3	4	5	6	7
官方部门支持								
服务质量		SD	D	MD	N	MA	A	SA
SQ1	总的来说，我对官方部门对网上创业的帮扶质量表示满意。	1	2	3	4	5	6	7

SQ2	官方部门对年轻创业着提供高质量的服务。	1	2	3	4	5	6	7
财务与培训支持		SD	D	MD	N	MA	A	SA
FS1	如果有必要的话，官方部门会提供帮助，比如说财务与培训方面的支持。	1	2	3	4	5	6	7
FS2	得到官方部门的财务与培训支持对我的发展来说很重要。	1	2	3	4	5	6	7
FS3	中国政府支持创业活动。	1	2	3	4	5	6	7

第三部分

网上创业的个人能力

开展网络创业的动机		SD	D	MD	N	MA	A	SA
MB1	对我来说，如果只考虑创业优势不考虑劣势的话，成为创业者对我很有吸引力。	1	2	3	4	5	6	7
MB2	我想成为线上商业的拥有者。	1	2	3	4	5	6	7
MB3	我享受工作中拥有职权。	1	2	3	4	5	6	7
MB4	我喜欢在工作中掌控自己的时间。	1	2	3	4	5	6	7
创业技能								
创新技能		SD	D	MD	N	MA	A	SA
CR1	开展网络创业并保持它的创新力对我来说很简单。	1	2	3	4	5	6	7

CR2	我有能力掌控新事业中创新过程。	1	2	3	4	5	6	7
CR3	我了解开展网上创业的所有实践细节。	1	2	3	4	5	6	7
沟通技能		SD	D	MD	N	MA	A	SA
CS1	我具有说服力并与人们保持着良好的沟通。	1	2	3	4	5	6	7
CS2	我喜欢身处创业工作中并承担沟通交流的责任。	1	2	3	4	5	6	7
少数民族传承的知识								
宗教与习俗知识		SD	D	MD	N	MA	A	SA
RC1	我深入了解至少一种少数民族宗教与习俗文化知识。	1	2	3	4	5	6	7
RC2	我了解少数民族盛行的信仰、习俗、规则与价值观。	1	2	3	4	5	6	7
RC3	我参加少数民族的文化节日。	1	2	3	4	5	6	7
语言知识		SD	D	MD	N	MA	A	SA
LK1	我至少精通一门少数民族语言知识。	1	2	3	4	5	6	7
LK2	我知道本民族所使用的语言。	1	2	3	4	5	6	7
开展网上创业		SD	D	MD	N	MA	A	SA
DO1	我将来会创建一个商业企业。	1	2	3	4	5	6	7
DO2	当然，我会建立自己的线上商业。	1	2	3	4	5	6	7
DO3	毕业后，我更愿意从事线上创业事	1	2	3	4	5	6	7

	业。	

第四部分

网上创业的社会与文化因素影响

同伴支持								
信息与经验共享		SD	D	MD	N	MA	A	SA
IS1	对线上商业感兴趣，是因为我的朋友从事相关职业，他们可以与我分享经验。	1	2	3	4	5	6	7
IS2	朋友是分享线上商业相关信息和经验的主要来源。	1	2	3	4	5	6	7
朋友信任		SD	D	MD	N	MA	A	SA
FT1	我的朋友会赞成我开始线上商业的决定。	1	2	3	4	5	6	7
FT2	与我有关系的人信任并尊重我。	1	2	3	4	5	6	7
对网上创业的保守态度		SD	D	MD	N	MA	A	SA
CA1	我对经营自己企业的技能和能力没有信心。	1	2	3	4	5	6	7
CA2	如果我开展自己的事业，我不确定能够成功。	1	2	3	4	5	6	7
CA3	我还没有足够了解自己要开展的事业。	1	2	3	4	5	6	7

CA4	对我来说，成为一名企业家，弊大于利。	1	2	3	4	5	6	7
CA5	对我来说，发展新事业是非常困难的。	1	2	3	4	5	6	7
家人支持								
家人认可		SD	D	MD	N	MA	A	SA
FA1	我的直系亲属会批准我创办线上商业的决定。	1	2	3	4	5	6	7
FA2	我的家人在情感上支持我成为一名企业家。	1	2	3	4	5	6	7
建议与资金支持		SD	D	MD	N	MA	A	SA
AF1	如有必要，我的家人会为我提供资金，材料或建议，以帮助我开展自己的事业。	1	2	3	4	5	6	7
AF2	我的家人会给我提供资金和建议，让我开始自己的事业。	1	2	3	4	5	6	7
AF3	我的家人会为我提供与创业相关的想法。	1	2	3	4	5	6	7

问卷结束，感谢您的填写。

APPENDIX F: EXPRESSION OF INTEREST

Expression of interest

Thank you for your time in completing this online questionnaire. If you would be interested in taking part in a follow-up interview, please complete the following expression of interest.

During the interview, you will be provided with four to seven questions that will survey your live social platform using affordance and online start-up motivation.

Please fill in your contact details below:

Name (_____)

University (_____)

Email (_____)

So that I can determine whether you are eligible to take part in the follow-up interview, please also provide the following information:

Age (_____)

EMG cultural knowledge (_____)

Experience in online start-ups (_____)

If you are eligible, I will contact you to invite you to attend the interview.

Your survey results will remain anonymous. Any personal details provided in this Expression of interest will be treated confidentially and will only be used for the purpose of this PhD study, and will not be shared with any third parties.

If you have concerns about the research that you think my supervisor or I can help you with, please feel free to contact me at Lifu.Li@student.uts.edu.au.

APPENDIX G: ONLINE INTERVIEW QUESTIONS (ENGLISH AND CHINESE VERSIONS)

Interview questions-Ethnic Minority Group Social Media Using Affordance

(UTS HREC APPROVAL NUMBER ETH20-5689)

Category	Description	Question items
Language	Platform multilingual engagement	What is your opinion about the live streaming platforms which can provide multilingual engagement? (why do you think it is necessary or unnecessary, especially for the interviewees who are familiar with the platform using?)
Content	Cultural content focused	What kinds of content do you focus on, such as entertainment, sports, culture, live shopping, friends' moment (looking for friendship), or getting attention from viewers? (Is it similar to other EMGs or the major group Han?)
Live streamers	EMG live streamers followed	What kinds of live streamers do you prefer to follow? (Do they have a similar cultural background to you?) this question should focus on the EMG participants from western areas in China.
Usage habits	Special usage habits	What special using behaviours do you have, such as using time, shopping platform preference, or using purpose?

(*The questions answered above will be used for doctoral dissertation research, and the data results will be encrypted and stored, fully protecting your personal privacy, and not sharing with third parties, except as required by the law. If you have any questions about the interview question, please feel free to contact the researcher Lifu.Li@student.uts.edu.au. Thank you for your support and cooperation. Thank you!)*

Chinese version

访谈问题-关于少数民族青年社交媒体平台使用特质

（UTS HREC APPROVAL NUMBER ETH20-5689）

1. 平台双语参与机制:

对于那些可以提供双语参与的网络平台，您有什么看法？为什么您认为双语是必要的或者是不必要的?

2. 关注内容:

社交媒体上什么方面的内容您会关注，比如说娱乐信息、体育信息、文化内容或者是直播购物？您所关注的内容与身边的汉族朋友或者其他少数民族朋友相似吗?

3. 所关注的直播者:

您喜欢关注什么样的直播者？他们是否和你拥有相似的民族文化背景?

4. 特殊的使用习惯:

您有什么特殊的平台使用习惯吗，比如说使用时间、购物平台偏好等？ 这些偏好是受本民族文化影响吗？还是受中国主流文化影响?

（以上所回答问题，将用于博士论文研究，其数据结果将被加密保存，充分保护您的个人隐私，未经许可，不会分享与第三方，法律要求除外。如果您对访谈问题存在任何疑问，请随时联系研究员，Lifu.Li@student.uts.edu.au. 感谢您的支持与合作，谢谢!）

APPENDIX H: RESULTS OF DATA ANALYSIS: QUALITATIVE THEMES, SUBTHEMES AND ILLUSTRATIVE QUOTES

Themes	Sub-themes	Description	Illustrative quotes
Language	Multi-language	Various language options, including the major group language and EMG language, are provided by platforms.	"Multilingual engagement is important for EMGs." "Providing a multi-language function can better help EMGs use effective resources, learn from the Internet, entertain, etc. And it can help us better keep up with the development of the times and get in touch with new things." "The multi-language can enhance the ideological and cultural exchanges of various countries, and it can also diversify the network platform." "I think it would be great if online platforms provide multi-language. I remember one reason why many Tibetan users used Apple mobile phones in the past few years is that Apple provides a Tibetan operating system that has a multi-language option." "The multi-language can provide convenience for EMGs, especially for their communication."
	Chinese language	Mandarin Chinese is the official language of China.	"I don't understand my mother tongue, so it's not necessary to provide multi-language." "I use the Chinese language, because the Tujia people have Tujia language, but there is no written heritage." "In modern society, everyone must master the Chinese language, so I think the multi-language website will gradually disappear."
Content	Cultural content	The content on social media platforms includes cultural elements, such as	"The content focused is different the major group "I prefer to pay much attention to entertainment and cultural content." "My EMG peers tend to focus on cultural content, which is similar with me." "Our EMG residents pay more attention to the cultural content related to China

		language, custom, history and religion.	and South Korea because this can directly affect the living conditions of Chinese people in foreign countries."
	Prevalent content	Prevalent content means the popular content on social media platforms, including sports news, entertainment news and social news.	"I usually focus on prevalent content on social media platforms. "The content that I am concerned about is similar to that of my peers, and there is no difference due to ethnicity." "The prevalent content, such as sports, entertainment and news, will be paid attention to, similar with the major group."
Live streamer	EMG live streamer	The live streamer has EMG cultural background.	"Follow domestic and Korean funny up owners, such as domestic Tony Okk, Korean 보겸, delib factory, because South Korea has a similar cultural background." "Like to pay attention to the live streamers who can provide inheritors of Tujia culture and related scholars."
	Popular live streamer	The live streamer is popular on a social media platform and has many followers.	"I prefer to watch live streamers of sharing personal life, and they do not have similar EMG cultural background with me." "I like to pay attention to live streamers who can bring you happiness, share meaning content, and spread positive energy. It has nothing to do with cultural background."
Usage habits	Mainstream habit	The usage habit is the same with the mainstream, such as using prevalent platforms, following popular influencers	"Usage habits influenced by the mainstream culture." "Follow mainstream content." "Affected by the mainstream culture of China, I usually use the Taobao platform." "I will post content on prevalent platforms, such as WeChat, Weibo, Bilibili, and Douban. Shopping will be on Taobao, Jingdong, Dangdang,

		and purchasing mainstream products.	Pinduoduo, influenced by the Chinese mainstream culture." "Preferences for using shopping platforms are influenced by the mainstream culture."
	Common habit	Common habit means the habit is not influenced by the mainstream culture or EMG culture.	"Common usage habits." "There is no special platform usage habit, and it is not influenced by EMG culture or the mainstream culture."

APPENDIX I: FACTOR LOADINGS AND CROSS-LOADINGS

	AF	CA	CF	CR	CS	DO	FA	FS	FT	IS	LK	MB	RC	RI	SQ
AF1	**0.859**	-0.324	0.599	0.674	0.646	0.667	0.645	0.587	0.653	0.606	0.496	0.678	0.594	0.556	0.590
AF2	**0.812**	-0.324	0.563	0.652	0.640	0.611	0.713	0.583	0.642	0.590	0.558	0.652	0.572	0.605	0.561
AF3	**0.867**	-0.344	0.619	0.660	0.671	0.653	0.717	0.621	0.644	0.640	0.558	0.699	0.631	0.606	0.627
CA1	-0.365	**0.922**	-0.293	-0.338	-0.381	-0.352	-0.337	-0.379	-0.311	-0.351	-0.339	-0.354	-0.265	-0.463	-0.315
CA2	-0.338	**0.893**	-0.341	-0.369	-0.404	-0.361	-0.335	-0.301	-0.312	-0.350	-0.321	-0.337	-0.299	-0.383	-0.276
CA3	-0.340	**0.912**	-0.307	-0.380	-0.374	-0.364	-0.333	-0.326	-0.292	-0.360	-0.341	-0.351	-0.288	-0.433	-0.274
CA4	-0.361	**0.925**	-0.338	-0.385	-0.412	-0.362	-0.368	-0.399	-0.335	-0.371	-0.334	-0.384	-0.286	-0.457	-0.330
CA5	-0.387	**0.928**	-0.329	-0.401	-0.427	-0.372	-0.360	-0.358	-0.347	-0.373	-0.352	-0.380	-0.302	-0.440	-0.323
CF1	0.647	-0.290	**0.921**	0.733	0.669	0.646	0.653	0.658	0.692	0.646	0.568	0.694	0.664	0.673	0.639
CF2	0.639	-0.356	**0.912**	0.683	0.658	0.632	0.617	0.632	0.654	0.609	0.574	0.658	0.587	0.621	0.633

CR1	0.721	-0.289	0.743	**0.901**	0.757	0.765	0.704	0.644	0.728	0.713	0.639	0.756	0.726	0.637	0.625
CR2	0.598	-0.427	0.514	**0.745**	0.630	0.559	0.563	0.545	0.544	0.577	0.533	0.590	0.508	0.628	0.491
CR3	0.680	-0.352	0.704	**0.906**	0.725	0.752	0.669	0.569	0.665	0.737	0.669	0.709	0.691	0.662	0.592
CS1	0.701	-0.406	0.656	0.731	**0.897**	0.695	0.662	0.629	0.663	0.663	0.604	0.729	0.659	0.635	0.580
CS2	0.677	-0.374	0.638	0.746	**0.890**	0.712	0.652	0.593	0.638	0.627	0.588	0.725	0.620	0.626	0.598
DO1	0.667	-0.276	0.613	0.742	0.676	**0.878**	0.607	0.544	0.627	0.625	0.587	0.724	0.648	0.526	0.557
DO2	0.644	-0.392	0.562	0.661	0.660	**0.824**	0.601	0.581	0.609	0.623	0.597	0.724	0.612	0.609	0.531
DO3	0.661	-0.357	0.632	0.717	0.704	**0.891**	0.630	0.567	0.647	0.619	0.591	0.715	0.631	0.583	0.583
FA1	0.751	-0.265	0.619	0.664	0.641	0.599	**0.851**	0.571	0.660	0.568	0.480	0.650	0.551	0.548	0.579
FA2	0.665	-0.384	0.580	0.647	0.629	0.624	**0.875**	0.623	0.632	0.626	0.492	0.656	0.529	0.612	0.560
FS1	0.603	-0.396	0.617	0.605	0.600	0.591	0.623	**0.830**	0.643	0.547	0.493	0.638	0.509	0.669	0.604

FS2	0.590	-0.285	0.555	0.540	0.564	0.497	0.559	**0.829**	0.595	0.532	0.432	0.598	0.519	0.603	0.579
FS3	0.609	-0.300	0.623	0.604	0.581	0.575	0.584	**0.892**	0.664	0.556	0.510	0.652	0.570	0.648	0.629
FT1	0.710	-0.333	0.722	0.754	0.698	0.718	0.697	0.708	**0.913**	0.736	0.591	0.738	0.657	0.664	0.677
FT2	0.661	-0.292	0.593	0.607	0.607	0.580	0.645	0.630	**0.885**	0.483	0.477	0.649	0.549	0.576	0.596
IS1	0.642	-0.383	0.656	0.750	0.676	0.669	0.649	0.573	0.640	**0.917**	0.616	0.682	0.626	0.635	0.571
IS2	0.680	-0.335	0.594	0.702	0.642	0.646	0.616	0.597	0.612	**0.908**	0.575	0.675	0.642	0.643	0.610
LK1	0.565	-0.378	0.561	0.660	0.590	0.621	0.530	0.545	0.543	0.617	**0.908**	0.632	0.640	0.615	0.545
LK2	0.592	-0.294	0.573	0.655	0.624	0.625	0.496	0.482	0.545	0.573	**0.913**	0.639	0.694	0.582	0.499
MB1	0.697	-0.292	0.656	0.724	0.680	0.701	0.675	0.613	0.653	0.629	0.588	**0.862**	0.662	0.632	0.600
MB2	0.646	-0.306	0.606	0.660	0.679	0.757	0.610	0.592	0.642	0.653	0.580	**0.820**	0.638	0.598	0.603
MB3	0.654	-0.362	0.622	0.671	0.690	0.685	0.596	0.615	0.632	0.618	0.610	**0.833**	0.660	0.626	0.595

MB4	0.680	-0.364	0.586	0.640	0.675	0.644	0.652	0.660	0.665	0.585	0.556	**0.832**	0.611	0.629	0.605
RC1	0.590	-0.190	0.604	0.668	0.592	0.619	0.531	0.533	0.596	0.589	0.646	0.660	**0.878**	0.576	0.561
RC2	0.661	-0.300	0.624	0.668	0.672	0.641	0.584	0.565	0.615	0.634	0.636	0.699	**0.896**	0.615	0.578
RC3	0.623	-0.339	0.582	0.676	0.628	0.671	0.538	0.560	0.573	0.615	0.661	0.674	**0.873**	0.622	0.550
RI1	0.496	-0.401	0.474	0.505	0.470	0.425	0.453	0.564	0.477	0.449	0.478	0.515	0.432	**0.763**	0.454
RI2	0.630	-0.392	0.664	0.687	0.671	0.628	0.613	0.685	0.628	0.618	0.584	0.685	0.619	**0.862**	0.614
RI3	0.608	-0.405	0.613	0.667	0.606	0.585	0.604	0.630	0.614	0.666	0.576	0.643	0.643	**0.877**	0.643
SQ1	0.641	-0.217	0.652	0.626	0.594	0.597	0.574	0.627	0.659	0.600	0.534	0.636	0.615	0.581	**0.887**
SQ2	0.604	-0.371	0.579	0.564	0.576	0.548	0.597	0.634	0.601	0.548	0.484	0.639	0.519	0.645	**0.888**

APPENDIX J: CORRELATIONS BETWEEN CONSTRUCTS

	AVE	AF	CA	CF	CR	CS	DO	FA	FS	FT	IS	LK	MB	RC	RI	SQ
AF	0.716	**0.846**														
CA	0.839	-0.391	**0.916**													
CF	0.840	0.702	-0.351	**0.916**												
CR	0.729	0.783	-0.409	0.774	**0.854**											
CS	0.798	0.772	-0.436	0.724	0.827	**0.893**										
DO	0.748	0.761	-0.396	0.697	0.817	0.787	**0.865**									
FA	0.744	0.818	-0.379	0.694	0.759	0.735	0.709	**0.863**								
FS	0.724	0.706	-0.385	0.704	0.687	0.684	0.653	0.693	**0.851**							
FT	0.809	0.764	-0.349	0.735	0.762	0.729	0.726	0.748	0.746	**0.899**						
IS	0.833	0.724	-0.394	0.686	0.796	0.722	0.720	0.693	0.641	0.686	**0.913**					

LK	0.829	0.636	-0.368	0.623	0.722	0.667	0.684	0.563	0.564	0.598	0.653	**0.910**			
MB	0.700	0.800	-0.395	0.738	0.806	0.814	0.834	0.757	0.740	0.774	0.743	0.698	**0.837**		
RC	0.779	0.709	-0.315	0.684	0.759	0.716	0.730	0.625	0.627	0.674	0.695	0.733	0.768	**0.883**	
RI	0.698	0.697	-0.475	0.706	0.750	0.706	0.663	0.673	0.753	0.692	0.700	0.657	0.742	0.685	**0.835**
SQ	0.788	0.701	-0.332	0.694	0.670	0.659	0.645	0.659	0.710	0.710	0.646	0.573	0.718	0.638	0.690	**0.888**

Note. The diagonals represent the square root of AVE, and the lower cells represent the correlation among constructs.

APPENDIX K: COMMON METHOD BIAS RESULTS

	R1	R1 Square	R2	R2 Square
CF1	0.918	0.842	0.040	0.002
CF2	0.915	0.838	-0.040	0.002
RI1	0.782	0.612	-0.245	0.060
RI2	0.847	0.717	0.184	0.034
RI3	0.876	0.768	0.035	0.001
SQ1	0.888	0.788	0.021	0.000
SQ2	0.888	0.789	-0.021	0.000
FS1	0.823	0.677	0.131	0.017
FS2	0.834	0.696	-0.078	0.006
FS3	0.894	0.799	-0.049	0.002
FT1	0.904	0.817	0.195	0.038
FT2	0.895	0.801	-0.203	0.041
IS1	0.915	0.837	-0.019	0.000
IS2	0.910	0.828	0.019	0.000
FA1	0.859	0.738	-0.010	0.000
FA2	0.867	0.752	0.009	0.000
AF1	0.863	0.745	0.022	0.000
AF2	0.809	0.654	0.070	0.005
AF3	0.866	0.750	-0.090	0.008
CA1	0.923	0.852	0.013	0.000
CA2	0.893	0.797	0.009	0.000
CA3	0.913	0.833	0.014	0.000
CA4	0.925	0.856	-0.017	0.000
CA5	0.927	0.859	-0.019	0.000
CR1	0.898	0.807	0.072	0.005
CR2	0.749	0.560	0.014	0.000
CR3	0.905	0.820	-0.084	0.007
CS1	0.895	0.801	0.031	0.001
CS2	0.892	0.796	-0.032	0.001
RC1	0.882	0.778	-0.086	0.007
RC2	0.894	0.798	0.051	0.003
RC3	0.872	0.761	0.034	0.001
LK1	0.909	0.827	0.019	0.000
LK2	0.911	0.831	-0.019	0.000
MB1	0.863	0.745	-0.057	0.003
MB2	0.815	0.665	0.069	0.005
MB3	0.834	0.696	0.018	0.000
MB4	0.835	0.697	-0.029	0.001
DO1	0.883	0.779	-0.085	0.007
DO2	0.814	0.662	0.155	0.024

DO3	0.896	0.803	-0.059	0.003
AVG		0.767		0.007
RATIO	**108.585**			

APPENDIX L: HYPOTHESES TEST RESULTS

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics (|O/STERR|)	P-value	Hypotheses	Support?
FT -> MB	0.098	0.096	0.031	0.031	3.174	p<0.01	H10a+	Yes
FT -> CA	-0.023	-0.022	0.048	0.048	0.477	p>0.05	H10b-	No
CS -> MB	0.22	0.218	0.036	0.036	6.128	p<0.001	H5+	Yes
CF -> MB	0.013	0.011	0.033	0.033	0.385	p>0.05	H1+	No
CR -> MB	0.034	0.036	0.045	0.045	0.752	p>0.05	H6+	No
FS -> MB	0.098	0.095	0.039	0.039	2.528	p<0.05	H4+	Yes
MB -> DO	0.803	0.805	0.021	0.021	38.381	p<0.001	H14+	Yes
SQ -> MB	0.065	0.066	0.027	0.027	2.404	p<0.05	H3+	Yes
A	0.118	0.122	0.042	0.042	2.799	p<0.0	H12c+	Yes

F -> MB						1		
AF -> CA	-0.139	-0.135	0.062	0.062	2.248	p<0.05	H12d-	Yes
AF -> LK	0.636	0.637	0.03	0.03	21.445	p<0.001	H12a+	Yes
AF -> RC	0.709	0.71	0.023	0.023	30.296	p<0.001	H12b+	Yes
CA -> DO	-0.078	-0.077	0.023	0.023	3.444	p<0.001	H13-	Yes
FA -> MB	0.076	0.078	0.037	0.037	2.051	p<0.05	H11a+	Yes
FA -> CA	-0.106	-0.109	0.052	0.052	2.048	p<0.05	H11b-	Yes
IS -> CS	0.722	0.722	0.018	0.018	41.242	p<0.001	H9a+	Yes
IS -> CR	0.796	0.796	0.014	0.014	57.323	p<0.001	H9b+	Yes
IS -> MB	0.053	0.055	0.035	0.035	1.532	p>0.05	H9c+	No
IS	-0.204	-	0.049	0.049	4.155	p<0.0	H9d-	Yes

-> CA		0.207				01		
LK -> MB	0.072	0.074	0.027	0.027	2.651	p<0.01	H8+	Yes
RI -> MB	0.038	0.034	0.034	0.034	1.111	p>0.05	H2+	No
RC -> MB	0.16	0.161	0.035	0.035	4.618	p<0.001	H7+	Yes

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