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Discover Ethnic Minority Groups' Digital Entrepreneurship Motivation Based on Emotional and Instrumental Effects

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ABSTRACT

Building upon the demonstrated advantages of digital entrepreneurship within the live streaming economy, ethnic minority groups (EMGs) are increasingly leveraging their cultural resources to create marketing content and facilitate commercial activity. To investigate the drivers of digital entrepreneurship among EMGs, this study employs social support theory, categorising influencing factors into dimensions of emotional and instrumental support. Acknowledging the distinct socio-cultural contexts of EMGs relative to the majority population, this research examines variables shaped by these unique backgrounds. An analysis of 517 EMG entrepreneurs indicates that factors, including peer trust and familial approval, positively influence entrepreneurial motivation, thereby shaping subsequent behavioural responses. Furthermore, Importance-Performance Map Analysis (IPMA) reveals that access to advice and financial support constitutes a factor of both higher importance and performance in motivating EMGs' digital entrepreneurship compared to other variables. These findings provide scholars and policymakers with insights to develop targeted strategies that acknowledge the distinctive characteristics of EMG entrepreneurs and foster their participation in the digital economy.

KEYWORDS

Live Streaming Economy; Digital Entrepreneurship; Ethnic Minority Group; Social Support Theory; Social and Cultural Backgrounds

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1. Introduction

The development of digital entrepreneurships establishes a convenient platform for online entrepreneurs to transform their creative ideas into business activities. The digital entrepreneurship mode promoted in the live streaming economy is produced based on video streaming technology, and it can build a convenient chance for online entrepreneurs to interact with online consumers in real-time (Wang and Cao, 2024). Online entrepreneurs in the live streaming economy can promote seamless communication with online consumers through video streaming, online comments, gift-sending, and group store functions. Unlike traditional offline entrepreneurships, the development of digital entrepreneurship has no strict requirements for tax, time, sites, and labour resources (Wollborn et al., 2023). Attracted by the significant advantages of digital entrepreneurship, more and more entrepreneurs are willing to join the live streaming economy and design various business activities, like promoting distance education, marketing products, and recommending services. Attracted by the technical support and business opportunities, online entrepreneurs prefer to join the live streaming economy and develop digital entrepreneurship. Existing scholars have identified online entrepreneurs' digital entrepreneurship motivation based on their gender, age, educational background, and platform-using experience. However, limited scholars have explored online entrepreneurs' social and cultural backgrounds and distinguished the difference between ethnic minority groups (EMGs) and the majority group (Li, 2024). Specifically, EMGs have unique social and cultural characteristics, like language, customs, and food culture, which are significantly different from the majority group. Ethnic diversity manifests differently across nations. In Japan, key minority groups are the Ainu, Burakumin, and populations of Korean, Okinawan, and Chinese heritage. Australia's demographic landscape includes its Indigenous populations, such as South Sea Islanders, Aboriginal Australians, and Torres Strait Islanders. Meanwhile, China represents a distinct model of state-managed diversity, wherein the government formally categorises fifty-five EMGs. These groups maintain distinct socio-cultural identities that are notably different from the dominant Han Chinese culture (Li and Kang, 2022; Li and Kang, 2024a). Due to the different social and cultural system between EMGs and the majority group, EMGs' digital entrepreneurship motivation could be affected their specific social and cultural backgrounds.

Because of the potential influence of traditional social and cultural atmosphere, most EMGs have a solid cultural identity, resulting in them tending to build a close social network with their peers, like friends, colleagues, and classmates (Yunariono and Andriati, 2020). A social network is a manifestation of social relations, and it involves affective attachment between the entities and various requests from others. When entrepreneurs receive more peers' trust and encouragement, their tendency to promote digital entrepreneurship will become higher (Rahman et al., 2020). Considering the solid cultural ties among EMGs, peers' support would be essential for EMGs while making a digital entrepreneurship decision. In addition to exploring the effect of peers' support, the elements from family background also significantly affect EMGs' digital entrepreneurship motivation in the live streaming economy. Specifically, family members having a strong family business thinking prefer to invest in other members' business activities (Wong and Chau, 2019). Meanwhile, family members can also provide emotional support, like approval and encouragement, for entrepreneurs. Family approval is a formal kind of permission. In some traditional families, without parents' approval, most entrepreneurs do not have the courage to promote new careers. For instance, Chinese EMGs put their family members, especially parents or older family members, in the first place, indicating that family members' approval is necessary while making digital entrepreneurship decisions. In light of this, analysing EMGs' digital entrepreneurship motivation should measure the factors from peers and family backgrounds. The study question is designed as follows: *How do the factors from Peers' support unit and Family support unit affect EMGs' digital entrepreneurship motivation?*

To resolve the research question, this paper distinguishes EMGs from the majority group. It focuses on EMGs' social and cultural backgrounds and explores influencing factors from peers' support and family support units.

Meanwhile, according to the definition of the social support theory, this study divides influencing variables based on emotional and instrumental aspects. The categories of emotional and instrumental supports are typically applied by existing scholars, although the number of dimensions utilised for the research of social support is different. In detail, emotional support can be defined as intangible support, such as oral approval, frequent encouragement, and friendliness (Federici and Skaalvik, 2014). Instrumental support refers to tangible support, like entrepreneurial experience sharing and funds supporting (Federici and Skaalvik, 2014). For the current study, peers' trust and family approval can be included as emotional supports, and advice and funds support and experience sharing factors can be designed as instrumental support factors. This systematic division can be helpful to analyse the effect of influencing variables and design a logical research framework, which is beneficial for related scholars to have a deep understanding of EMGs' digital entrepreneurship motivation.

About the theoretical contribution, this article discusses influencing variables based on EMGs' unique social and cultural backgrounds, and it divides variables into emotional and instrumental units based on the social support theory. Meanwhile, to clearly explain the change process of EMGs' digital entrepreneurship motivation, this paper draws on the Stimulus, Organism, and Response (SOR) model, which has been utilised by prior entrepreneurship scholars and received their support (Bhushan, 2020). The combination of the social support theory and the SOR model contributes to the construction of the theoretical framework. From the practical perspective, existing literature has paid much attention to online entrepreneurs' age, income level, gender, and educational background. Still, almost none of them have distinguished the difference between EMGs and the majority group and discovered online EMG entrepreneurs' digital entrepreneurial motivation in the live streaming economy. The research results based on EMG entrepreneurs can benefit related scholars and departments to focus on EMGs' digital entrepreneurship environment and propose specific strategies for them, driving the sustainable development of EMG entrepreneurship.

2. Literature Review

2.1. Peers' support

This study investigates the role of peers' support, and it designs influencing variables according to the social support theory, i.e., emotional and instrumental aspects. About the emotional support unit, peers' trust from the peers' support unit can effectively decrease individuals' entrepreneurial anxiety and stress, which is important for EMG entrepreneurs (Patuelli et al., 2020). Peers' trust refers to the degree to which peers are willing to provide information or resources to their friends and support their careers. The significant differences between EMGs and the majority group cause EMG entrepreneurs holding unique opinions on peers' support. Specifically, affected by social and cultural influences, peers' trust is identified as a positive effect on individuals' entrepreneurial transition, and the effect would be more assertive in peers' group that holds a close cultural identity (Lingappa et al., 2020). Meanwhile, peers' trust can also be defined as a peer's belief in another peer's capabilities, reliability, and honesty. When EMG entrepreneurs encounter entrepreneurial problems or challenges, peers' trust can bring out their potential and help them get through the rough times (Li and Kang, 2024b). Thus, peers' trust is helpful for EMGs to face challenges and enhance their digital entrepreneurship motivation in the live streaming economy.

Information and experience sharing is another kind of peers' support, helping entrepreneurs avoid uncertainty issues and choose right entrepreneurial strategies. Although the advantages of digital entrepreneurship include high-profit potential and low entry barriers, EMGs have to possess various online business information and control entrepreneurial knowledge to stand out among competitors (Li and Kang, 2024c; Wang and Chiou, 2020). Compared to offline startups, the digital entrepreneurship model is developed based on peer-to-peer technology (Zenebe et al., 2018), requiring EMG entrepreneurs to control online business skills and apply advanced technical

functions. Meanwhile, the EMG educational policy provides EMG entrepreneurs and their peers with more opportunities to learn high-quality education and comprehend entrepreneurial knowledge. In detail, educational departments and local governments have issued improved examination and admission policies for EMGs, providing them with more opportunities to receive cutting-edge knowledge (Li and Kang, 2023a). Given that more and more EMGs accept comprehensive education, peers' group can provide EMG entrepreneurs with talent support, i.e., entrepreneurial information and experience sharing (Lei et al., 2020). Thus, to enhance EMGs' digital entrepreneurship motivation, peers' trust and information and experience sharing factors are essential for EMG entrepreneurs.

2.2. Family support

Different from the modern culture prevalent in the majority group, EMGs' family atmosphere is more intense. To be specific, EMGs' family size is usually larger than the majority group, and their family business consciousness is also more robust (Gong and Yang, 2012, Qian, 2018). According to the division of emotional and instrumental supports under the family support unit, EMGs could get approval and advice and funds support from family members. Family approval can be defined as appraisals and approval from family members, and it is essential for individuals when making an important decision. As an emotional factor, family approval is necessary for EMGs' digital entrepreneurship motivation. To be specific, younger EMGs should follow parents' guidance and get their spiritual recognition while facing challenges, like promoting digital entrepreneurships on live streaming platforms (Li, 2022). Existing scholars have identified that family members' approval can positively impact individuals' career choice (Wang et al., 2019, Zellweger et al., 2011). Considering similar research contexts, the research outcome could also be utilised on the group of EMGs.

Advice and funds support factor refers to the access to family members' instrumental support, especially entrepreneurial advice and necessary funds (Zakayo et al., 2020). The family's behaviours or advice could potentially affect EMGs' future decisions. Specifically, because of the impact of family business culture, family members are willing to share their entrepreneurial advice with younger entrepreneurs and invest in their entrepreneurial projects (Mensah et al., 2021). Family members' engagement is useful to enhance younger generations' courage, and hence their advice sharing can also assist EMG entrepreneurs in avoiding unnecessary issues. Meanwhile, due to most EMGs having a low-income level, funds support from family members is essential for them to overcome financial pressure, accelerating their digital entrepreneurship development. In light of this, advice and funds support factor plays a positive role in EMGs' digital entrepreneurship motivation.

3. Research model

To examine the effect of social and cultural background on EMGs' digital entrepreneurship motivation, this research analyses influencing variables from two particular social symbols, including peers' support and family support units. The study explores variables according to the social support theory and divides them into emotional support and instrumental support in the Stimulus unit. Emotional and instrumental support interventions, designed in consideration of the socio-cultural milieu of EMGs, are examined for their effects on the motivation for digital entrepreneurship. Specifically, peers' trust and family approval belong to emotional support, and instrumental support include information and experience sharing and advice and funds support factors, which have been identified in the literature review section. Meanwhile, to comprehensively explain the change process of EMGs' digital entrepreneurship motivation, this paper draws on the SOR model that has been applied to research entrepreneurial motivation by prior studies (Bhushan, 2020). The application of the SOR model contributes to theoretical development by linking cause and effect relationships, clearly sorting out the connections between

variables. The SOR model is a psychological framework, and it can be used to analyse individuals' behaviours by proposing that a stimulus causes an internal evaluation (the "organism") which then leads to a response. Hence, the SOR model is applied to explore how environmental factors, or stimuli. As Figure 1 shows, influenced by the Stimulus (i.e., peers' support and family support), EMGs' digital entrepreneurship motivation under the Organism will be shaped, leading to their final entrepreneurial behaviours under the Response.

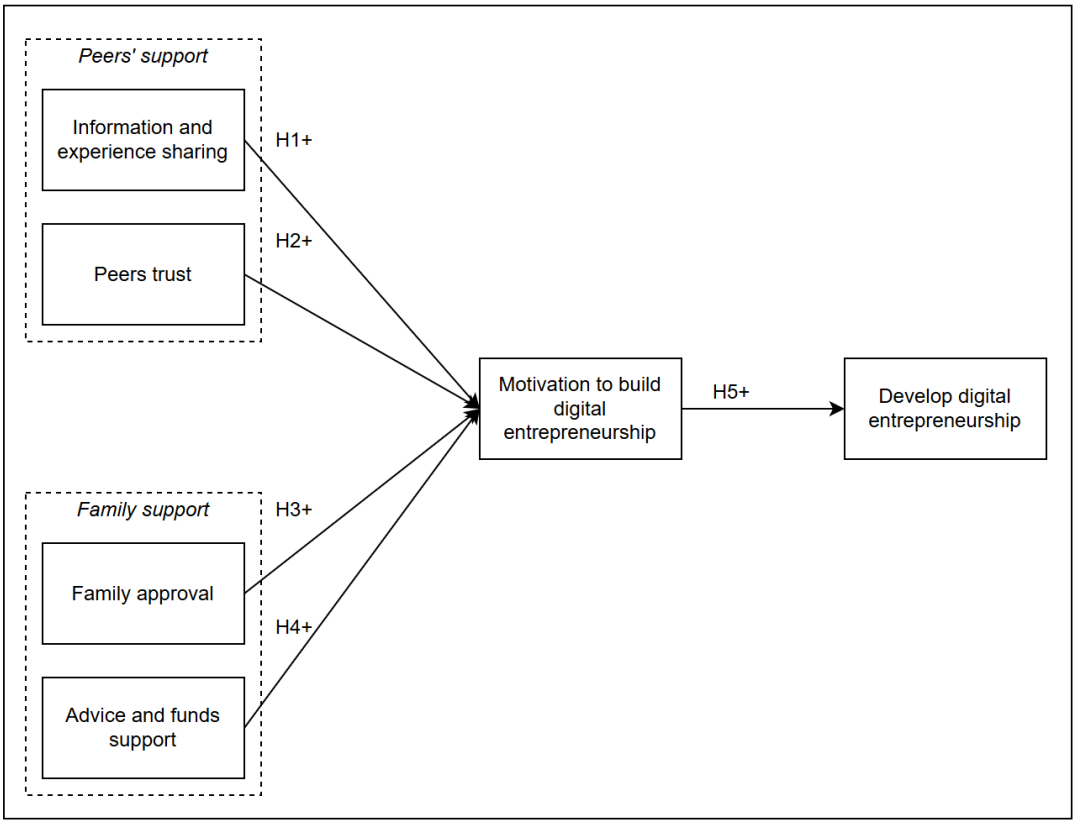

Figure 1. Research model.

3.1. Effect of peers' support

Considering more and more EMGs accepting higher education, most peers cooperating with EMG entrepreneurs can provide instrumental support, i.e., sharing entrepreneurial information and experience (Li and Kang, 2023b; Lingappa et al., 2020). Through sharing information and experience among peers, EMGs can not only receive unique EMG cultural resources but also transfer the novel information into digital entrepreneurial activities. The information and experience sharing can significantly increase EMGs' entrepreneurial abilities and drive their digital entrepreneurship motivation in the live streaming economy. Meanwhile, special education policies issued by educational departments and local governments pay much attention to EMGs' situation, assisting EMGs and their peers' group in entering universities and getting comprehensive training courses (Xue and Li, 2020). This policy design is helpful for EMG entrepreneurs to build relationships with talented peers and gain their entrepreneurial experience and information. Thus, information and experience sharing factor is essential for EMGs' digital entrepreneurship motivation, and the paper supposes:

Hypothesis 1: Information and experience sharing factor positively influences EMGs' motivation to build digital entrepreneurships.

Different from the majority group, EMGs living in a specific social atmosphere exhibit a strong connection with their local community and place their peers in an important position (Patuelli et al., 2020, Guan and James, 2020).

Influenced by a solid social and cultural identity, EMG entrepreneurs focus on peers' emotional support and attach importance to their peers' trust in the entrepreneurial process. Meanwhile, EMGs from a similar cultural background would be potentially affected by local religions, customs, and food culture, driving them to build a strong tie with peers and put their peers' trust in the first place (Yang-Guiping, 2021). Combined with this study background, peers' trust is a kind of peers' belief in EMGs' capabilities, honesty and reliability, significantly affecting their digital entrepreneurial confidence. Based on prior arguments, peers' trust is essential emotional support and significant for EMGs while promoting digital entrepreneurships, and the paper proposes:

Hypothesis 2: Peers' trust positively influences EMGs' motivation to build digital entrepreneurships.

3.2. Effect of family support

Family approval refers to appraisals and approval from family members, which is vital for entrepreneurs having low self-esteem and confidence. Influenced by a strong family atmosphere, EMGs attach importance to family members' approval and listen to their requirements (Yang and Zhao, 2020). Considering the authoritarian style of management in a family atmosphere, family approval is an essential emotional factor that significantly affects EMGs' digital entrepreneurship motivation (Tang and Hussin, 2020). Specifically, because of the strict parenting style, parents, especially fathers, have strict requirements for EMGs and control their career plans (Li and Wang, 2025). Without their deterministic approval, EMGs would not have confidence in their digital entrepreneurship. Thus, family approval is a critical factor in the family support unit and affects EMGs' digital entrepreneurship motivation, and the paper hypothesises:

Hypothesis 3: Family approval positively influences EMGs' motivation to build digital entrepreneurships.

The funds and advice support factor in the family support unit also significantly affects EMGs' digital entrepreneurship motivation in the live streaming economy. Unlike normal entrepreneurs, most EMGs from remote regions lack venture capital and have to rely on their families' instrumental support. Family members' financial engagement is helpful to enhance entrepreneurs' courage, and their advice sharing could also assist entrepreneurs in understanding the digital entrepreneurial process (Kamil, 2021). Meanwhile, advice from family members could guide EMGs to design practicable entrepreneurial plans and reduce the associated risks. Therefore, the funds and advice support factor plays a significant role in EMGs' digital entrepreneurship motivation, and the paper proposes:

Hypothesis 4: Advice and funds support positively influences EMGs' motivation to build digital entrepreneurships.

3.3. Motivation and final behaviour

EMGs' motivation to promote digital entrepreneurship has a positive impact on their final digital entrepreneurial behaviours, which has been identified by existing scholars (Weiss et al., 2019). Considering the similarities between EMGs and the majority group, the research finding could also be applied in this study. Thus, the paper states:

Hypothesis 5: EMGs' motivation to build digital entrepreneurships positively influences them to develop digital entrepreneurships.

4. Methodology

4.1. Research setting

To evaluate the hypotheses outlined in Figure 1, this study employed an online questionnaire for data collection. This methodology was selected for its capacity to transcend geographical and temporal constraints,

thereby facilitating access to a broad population of EMG entrepreneurs, including those in remote areas. The research focus and questions necessitated a context-specific sample, and hence Chinese EMGs were chosen as the population of interest. A total of fifty-five official Chinese EMGs were selected for this investigation. These groups were particularly well-suited for analysis as they often possessed distinct cultural characteristics, including unique writing systems, languages, and customs. This distinctiveness renders data collected from Chinese EMGs highly representative and of significant reference value for the study. Furthermore, the digital entrepreneurship landscape among Chinese EMGs was rapidly evolving, notably on live-streaming platforms, where many participants had accrued substantial experience. This dynamic environment presented a pertinent and rich context for examining the research questions, justifying its selection as the empirical setting for the current study.

4.2. Measurement

All constructs measured were based on previous studies, as the questionnaire content in the Appendix shows. In addition to basic information statistics, such as gender, age, educational background, and platform using experience, main question items were designed and updated based on existing literature. The paper utilised the Likert 7-point scale with a range from the lowest score=1 to the highest score =7 to measure EMGs' answers.

4.3. Data collection

The online questionnaire for this research was administered using the Qualtrics platform. Qualtrics was selected for its robust academic features and multilingual capabilities, which were particularly suitable for engaging the target demographic of Chinese EMG participants. Prior to commencing the survey, participants were presented with an invitation letter outlining the study's purpose and objectives to ensure informed participation. The questionnaire incorporated initial screening items, including age, gender, educational background, and platform usage experience, to confirm respondent eligibility and focus the study on its target groups. Data collection was conducted in China between February 2021 and April 2021. From the initial 607 responses collected, a data cleaning procedure was implemented. This involved the removal of incomplete submissions, duplicate responses, and questionnaires from individuals whose cultural background did not match the study criteria. Consequently, 516 valid questionnaires were retained for analysis, yielding a valid response rate of 85.01%.

5. Data analysis

5.1. Descriptive statistics

Among these 516 respondents, 36.63% of them were female, and 63.37% were male. 58.33% of them were between 19 and 25 years old, and 31.98% were between 26 and 32 years old. About educational background, 64.15% were undergraduates, 20.54% were postgraduates, and 13.79% were from junior colleges. Furthermore, among 516 participants, 45.93% of EMG participants had one to two years of the platform using experience, and 21.71% (112) of their using experience was less than half a year (see Table 1).

Table 1. The basic information of respondents (N=516).

Demographic Variables	Category	Frequency	Percentage (%)
Gender	Female	189	36.63%
	Male	327	63.37%
Age	19-25	330	63.95%
	26-32	165	31.98%
	>32	21	4.01%

Educational background	Junior college	71	13.76%
	Undergraduate	331	64.15%
	Postgraduate	106	20.54%
	Doctoral student	8	1.56%
Platform using experience	Less than half a year	112	21.71%
	0.5-1 year	79	15.31%
	1-2 years	237	45.93%
	2-3 years	70	13.57%
	More than 3 years	18	3.49%

The variance-based structural equation modelling (SEM) and partial least squares (PLS) path modelling were used in the current study. PLS-SEM was a causal-predictive approach to SEM, and it was applied to test a theoretical framework from a prediction perspective (Hair et al., 2019). The research model, characterised by latent variables and complex causal pathways, was analysed using PLS-SEM. This methodological choice was operationalized in SmartPLS 3.0, which enabled a comprehensive two-stage analysis: first, validating the measurement model, and second, evaluating the structural model. The application of PLS-SEM was well-suited for the study's objectives, as it allowed for the estimation of path coefficients and provided a detailed understanding of the theoretical relationships under investigation, a capability well-documented in the methodological literature.

5.2. Measurement model

To evaluate the measurement model, reliability, convergent validity, and discriminant validity need to be applied in this study. Regarding the reliability test, the criteria, including AVE, composite reliability (CR), and Cronbach's Alpha, should be utilised to assess. Based on requirements proposed by existing scholars, AVE should be higher than 0.50, CR needs to be higher than 0.70, and Cronbach's Alpha should be greater than 0.60. Hence, as Table 2 presents, all data results meet the requirements, indicating the reliability is reasonable.

Table 2. The results of Outer loading, AVE, CR, and Cronbach's Alpha.

Item	Indicator	Outer loading	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
AF	AF1	0.874	0.816	0.890	0.731
	AF2	0.838			
	AF3	0.852			
DO	DO1	0.880	0.834	0.901	0.752
	DO2	0.824			
	DO3	0.896			
FA	FA1	0.849	0.625	0.842	0.727
	FA2	0.856			
PT	PT1	0.912	0.760	0.892	0.806
	PT2	0.883			
IE	IE1	0.912	0.797	0.908	0.832
	IE2	0.912			
MB	MB1	0.859	0.855	0.902	0.696
	MB2	0.819			
	MB3	0.828			
	MB4	0.831			

Note: AF=Advice and funds support, DO=Develop digital entrepreneurship, FA=Family approval, PT=Peers' trust, IE=Information and experience sharing, MB=Motivation to build digital entrepreneurship.

According to the confirmatory factor analysis, convergent validity and discriminant validity can be evaluated (Hair et al., 2019). As the factor loadings and cross-loadings data shown in Table 2, the markers' loadings in each construct are considerably correlated, and all marked constructs are significantly higher than other constructs, claiming the convergent validity and discriminant validity are acceptable in this study. As Table 2 displays, the range of marked items is from 0.819 to 0.912, considerably more significant than 0.707, meaning the convergent

validity in this study meets requirements. Meanwhile, the AVE results shown in Table 2 are higher than the proposed AVE value of 0.50, proving a sufficient degree of convergent validity.

To examine the discriminant validity, the Fornell-Larcker criterion should be applied. The AVEs' square root on the diagonals (Table 3) can check whether the discriminant validity is acceptable. Meanwhile, the latent construct needs to interpret the variance of its indicator rather than the variance of other latent constructs (Henseler et al., 2015). The AVEs' square root on the diagonals is notably higher than other correlations, demonstrating that the discriminant validity is reasonable.

Table 3. Discriminant validity for the measurement model according to the Fornell-Larcker criterion.

Item	AF	DO	FA	PT	IE	MB
AF	**0.855**					
DO	0.727	**0.867**				
FA	0.812	0.754	**0.853**			
PT	0.755	0.723	0.747	**0.898**		
IE	0.701	0.720	0.714	0.682	**0.912**	
MB	0.780	0.834	0.776	0.770	0.737	**0.835**

5.3. Common method bias

Given the relatively high inter-construct correlations, the potential for common method variance should be considered. This study evaluates common method variance by calculating the variance inflation factor (VIF) for all constructs, with a threshold value of 5.0 establishing the absence of multicollinearity (Hair et al., 2019). The analysis yields VIF scores between 1.000 and 3.593, which falls below the critical threshold. It is therefore concluded that multicollinearity does not present a significant issue for the model.

5.4. Structural model

The paper checks the path significance through the t-statistical test results of each path. According to Table 4, the hypothesis can be remarkably supported if their t-statistic results are higher than 1.96. Specifically, about the peers' support unit, the information and experience sharing factor positively affects EMGs' motivation to build digital entrepreneurship (β=0.233, t=4.619, p<0.001), and peers' trust also positively influences EMGs' motivation to build digital entrepreneurship (β=0.271, t=6.221, p<0.001), indicating both Hypothesis 1 and Hypothesis 2 can be supported. Meanwhile, about the family support unit, family approval (β=0.213, t=3.533, p<0.001) and advice and funds support factor (β=0.239, t=4.413, p<0.001) positively correlate EMGs' digital entrepreneurship attention, disclosing Hypotheses 3 and 4 can be supported. Furthermore, EMGs' motivation to build digital entrepreneurships positively affects them to develop digital entrepreneurships on live streaming platforms (β=0.834, t=41.624, p<0.001), supporting H5.

Table 4. Hypotheses testing.

Path	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
AF -> MB	0.239	0.243	0.054	4.413	0.000
FA -> MB	0.213	0.210	0.060	3.533	0.000
PT -> MB	0.271	0.270	0.044	6.221	0.000
IE -> MB	0.233	0.234	0.050	4.619	0.000
MB -> DO	0.834	0.834	0.020	41.624	0.000

This study extends beyond testing the hypothesized relationships by incorporating Importance-Performance Map Analysis (IPMA). The IPMA enables a comparative examination of the independent variables, assessing both their relative importance (total effects) and their performance (Hair et al., 2019). For this analysis, the target constructs, such as information and experience sharing, peer trust, family approval, and advice and financial support, are evaluated. The importance and performance of each construct are measured on a 0 to 100 scale, where higher values indicate greater importance and higher performance, respectively.

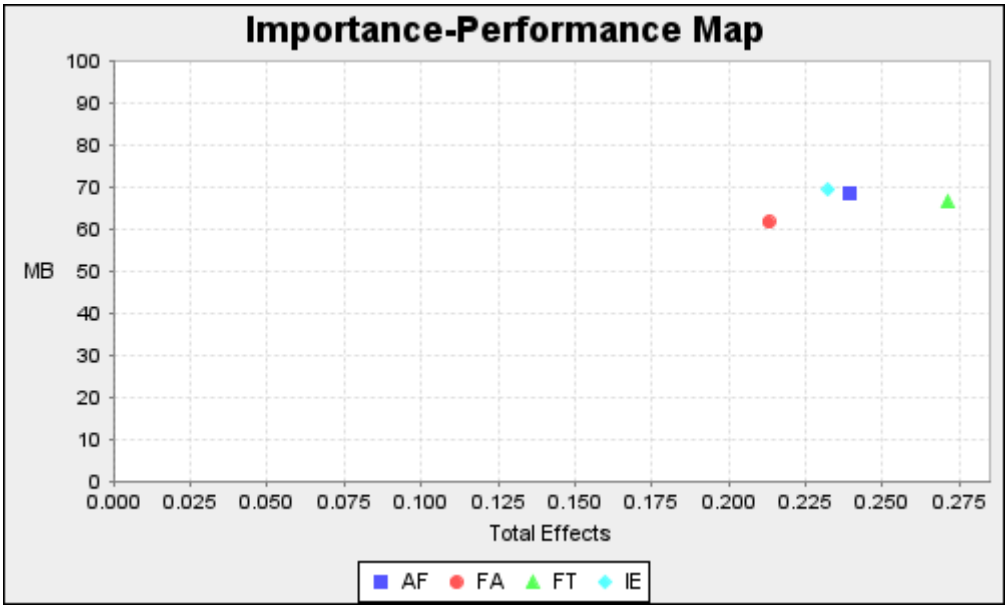

Figure 2. IPMA of Chinese tertiary students' digital entrepreneurship motivation.

As Figure 2 shows, the result of IPMA is performed on SmartPLS 3, which can be utilised to explain the importance and performance of influencing factors. Specifically, the highest performance construct is information and experience sharing, followed by advice and funds support. Meanwhile, the highest importance construct is peers' trust, followed by advice and funds support. Hence, the variable of advice and funds support has significantly high performance and importance for EMGs' digital entrepreneurship motivation (Table 5).

Table 5. The results of IPMA.

Item	Total effect	Performances
AF	0.239	68.569
FA	0.213	61.667
PT	0.271	66.588
IE	0.233	69.465

6. Discussion and implications

6.1. Key findings

The analysis reveals several key determinants of EMGs' motivation to pursue digital entrepreneurship within the live streaming economy. First, under the dimension of peer support, both the sharing of information and experience and the establishment of peer trust exhibit significant positive relationships with entrepreneurial motivation. This finding underscores that instrumental support (e.g., knowledge exchange) and emotional support (e.g., relational trust) from peer networks are critical facilitators for EMG entrepreneurs. As summarised in Table 4, these factors not only drive motivation but also subsequently influence final behavioural responses, a

relationship consistent with the tenets of social support theory. Second, familial support emerges as equally pivotal. Both familial approval and the provision of tangible advice and financial resources are positively correlated with heightened entrepreneurial motivation among EMGs. The results indicate that the influence of family support is comparable in magnitude to that of peer support, highlighting a substantive area warranting further scholarly investigation. Finally, the study confirms a statistically significant positive effect of EMGs' digital entrepreneurship motivation on their subsequent behavioural intention to develop ventures in the live streaming economy. This result aligns with established findings observed in studies of majority groups, thereby suggesting a potential universality of this motivational mechanism across different demographic contexts.

6.2. Theoretical implications

This study makes three primary contributions to the literature on online entrepreneurship. First, it addresses a significant gap by examining the influence of socio-cultural backgrounds on entrepreneurial motivation among EMGs. While prior research has advanced the understanding of digital entrepreneurs, it has largely overlooked how distinct social and cultural contexts, such as socioeconomic precarity and strong cultural identity, uniquely shape entrepreneurial motivations. Elucidating these mechanisms is critical for developing a nuanced understanding of the digital entrepreneurial environment specific to EMGs. Second, grounded in social support theory, this research systematically categorises the influencing factors stemming from these unique backgrounds into emotional and instrumental support dimensions. Emotional support encompasses constructs, such as peer trust and familial approval, whereas instrumental support includes tangible aids, like information sharing and financial capital. Although the impact of such factors on entrepreneurial behaviour is recognised in the extant literature, a systematic analysis contextualised within the socio-cultural realities of EMGs remains underdeveloped. For instance, a robust cultural identity can foster stronger intra-group bridging ties, enhancing the perceived reliability of peer networks and underscoring the salience of emotional support. Concurrently, structural disadvantages, including underdeveloped economic and educational infrastructures, heighten the necessity of instrumental supports, like experience sharing and funding. This theoretically grounded classification provides a structured framework for distinguishing among these factors, thereby facilitating a more comprehensive analysis. Finally, this paper adopts the SOR model to delineate the process through which EMGs' digital entrepreneurship motivation evolves. While the SOR framework has been applied in entrepreneurship research, its application to model the entrepreneurial process of EMGs, while explicitly incorporating their cultural context, represents a novel contribution. This theoretical lens advances the field by establishing clear causal pathways that link the external stimuli of the EMGs' unique entrepreneurial environment to internal cognitive and affective states, and ultimately, to entrepreneurial outcomes.

6.3. Practical and managerial implications

Considering the rapid development of the EMG digital entrepreneurship, this study is of great significance to the analysis of EMGs' digital entrepreneurship environment. Firstly, unlike previous studies, this study is developed based on EMGs' particular social and cultural background and explores their digital entrepreneurship motivation from a practical perspective. Specifically, according to the research results, related departments, such as entrepreneurship and employment centres and education departments, should pay more attention to emotional and instrumental supports from peers' groups and family members. Without their social support, EMGs' digital entrepreneurship confidence would decrease considerably. Meanwhile, due to many EMGs from less-developed regions and facing financial issues, particular entrepreneurial support strategies should be implemented by local

governments and financial departments, aiming to enhance EMGs' digital entrepreneurship confidence and improve their income level.

Regarding the managerial implication, advice and funds support is a significant influencing variable for EMGs' digital entrepreneurship motivation. Unlike traditional entrepreneurship, digital entrepreneurship is a new model for EMGs and could bring them some unknown challenges. Facing potential challenges, advice and funds support is vital for EMGs, and it can provide them with confidence and decrease their anxious psychology. Meanwhile, considering most EMGs from remote areas and having a low-income level, advice and funds support from family members cannot be neglected. Adequate venture capital can not only boost EMGs' entrepreneurial confidence but also contributes to harnessing their creative talents. EMG entrepreneurs cannot cope with the challenges of digital entrepreneurships merely by relying on their own knowledge and funds. In light of this, local governments and entrepreneurship centres should pay more attention to the cooperation between EMG entrepreneurs and their family members.

6.4. Limitations and future study

Although China is a multi-group country, the data analysis results cannot be applied to Western countries directly. Because of different social and cultural environments, like power distance, uncertainty avoidance, and collectivism presented based on the Hofstede Cultural model, Eastern EMGs and Western EMGs could have unique opinions on the development of digital entrepreneurship in the live streaming economy. The significant difference could potentially affect their digital entrepreneurship motivation. In light of this, future studies should draw on the Hofstede cultural model and promote a multi-group analysis based on EMGs' regional backgrounds. Specific research results can offer more valuable suggestions.

7. Conclusion

A unique social and cultural atmosphere has a significant impact on EMGs' motivation to build digital entrepreneurships in the live streaming economy. Based on the data analysis results, influencing variables from peers' support and family support units have positive relationships with EMGs' digital entrepreneurship motivation. The study outcomes are helpful for scholars and related departments to understand EMGs' digital entrepreneurial environment and design specific strategies to encourage their digital entrepreneurship motivation. As more and more EMGs get involved in digital entrepreneurship, the local economy will improve dramatically.

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Conflict of interest

All the authors claim that the manuscript is completely original. The authors also declare no conflict of interest.

Author contributions

Lifu Li is responsible for the conceptualisation, methodology, and original writing. Kyeong Kang is responsible

for the investigation and review.

Appendix

A1. The list of questionnaire contents.

Variable	Item	Measurement
Information and experience sharing (Linan, 2008, Silveira et al., 2017)	IE1	Friends are the main source of business-related information and experience.
	IE2	Interested in online business because my friends are in related occupations, and they can share me with experience.
Peers' trust (Linan, 2008, Keat et al., 2011)	PT1	My friends would approve of my decision to start an online business.
	PT2	People with whom I have relations trust and respect me.
Family approval (Linan, 2008, Silveira et al., 2017)	FA1	My immediate family would approve of my decision to start an online business.
	FA2	My family emotionally supports me to be an entrepreneur.
Advice and funds support (Linan, 2008, Silveira et al., 2017, Osorio et al., 2017)	AF1	If necessary, my family members will provide me with funds, materials, or suggestions to help me start my own business.
	AF2	My family members will give me funds and advice to start my own business.
	AF3	My family members will provide me with ideas to start new businesses.
Motivation to build digital entrepreneurships (Lee-Ross, 2017, Taormina and Lao, 2007)	IB1	To me, being an entrepreneur suggests advantages, not disadvantages, and a career as an entrepreneur is attractive to me.
	IB2	I want to be an online business owner.
	IB3	I enjoy having authority at work.
	IB4	I like to control my own time at work.
Develop digital entrepreneurship (Silveira et al., 2017, Linan, 2008)	DO1	I will create a business venture in the future.
	DO2	Certainly, I will establish my own online business.
	DO3	After graduation, I will prefer to pursue an entrepreneurial career.

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