

Young employees' digital entrepreneurship intention: An application of the unified theory of acceptance and use of technology

Tran Thi Hong Lien, Nguyen Nam Tien

ABSTRACT

Objective: This study investigated young working people's intention to start up a digital business under the influence of their habit of using online platforms such as social media and e-commerce, from a new theoretical perspective and in the context of an emerging economy of Vietnam.

Research Design & Methods: Utilising the unified theory of acceptance and use of technology (UTAUT2) on a research sample of 301 working people aged 18 to 35 in Vietnam, we investigated a moderated mediation model by structural equation modelling (SEM) analysis.

Findings: The habit of using online platforms (for either social media or e-commerce) positively affects users' performance and effort expectancy, but negatively impacts risk perception of the platforms for digital entrepreneurship. In turn, performance expectancy and effort expectancy have a positive effect on attitude toward platform startup, and the attitude has a positive relationship with the establishment of digital entrepreneurial intention. However, the risk perception does not affect attitude toward using platforms for startups, which we may attribute to fear-of-missing-out syndrome (FOMO).

Implications & Recommendations: Young workers should examine risk concepts to avoid following trends, rather than ignoring potential risks to achieve sustainable entrepreneurship. Managers should be aware that the working environment cultivates employees' intention to do their own job during working time. Meanwhile, startup facilitators should think about platforms as a productive source of new businesses.

Contribution & Value Added: This study significantly extends the UTAUT2 application into a new domain, a new purpose rather than just the adoption of a technology for its designed objectives; that is, entrepreneurship among working people. This suggests significant potential for literature development if researchers find new applications for long-lasting theories.

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INTRODUCTION

Businesses are the engine of economies. In this metaphor, entrepreneurship, which creates new companies, plays the role of the fuel tank. Nowadays, entrepreneurship has become a global phenomenon with the participation of labourers at different levels, age groups, professions, and sectors. More people in more nations believe that it is easier to start a business now. However, there are also more people being afraid of failure, which deters them from starting a business. People who have exited from a business are more likely to start a new business than those who have never done so (Global Entrepreneurship Research Association (GERA), 2025). In other words, a pilot startup constitutes a

necessary condition for people to keep going with businesses. A traditional pilot is costly because it requires significant investment in rent, inventory, and other operations. Such high costs prevent people from starting up. However, digital development has opened opportunities for startup rehearsal because of its cost advantages.

Although 73% of surveyed economies have low awareness of AI in business, most entrepreneurs value digital marketing and communication technologies (Global Entrepreneurship Research Association (GERA), 2025), which are critical components of digital business. Digital business is business conducted in an internet environment. Started in the 1990s, when the internet became commercialised, digital business has developed into a diversity of models such as content, commerce, context, connection, B2C and B2B, etc. (Bernd, 2020). One may conduct digital business through corporate websites, social media platforms (*e.g.*, Facebook, TikTok, Instagram, Zalo), e-commerce platforms (*e.g.*, Amazon, Shopee, Tiki, Lazada, Sendo) and mobile apps (of corporations). In Viet Nam, e-commerce has played an important role in the economic structure, experienced a fast growth rate of 27% in 2024, reaching 32 billion USD, and this upward trend continues for the last decade (VECOM, 2025).

In 2025, 79.0 million Vietnamese (78.8% of the population) used the internet. They own 76.2 million social media accounts, an increase of 3.5 million accounts compared to 2024. Notably, 95.4% of internet users in Vietnam use at least one social media platform in January of the year; and 51.2% social media users are women, the rest of 48.8% are men (We Are Social & Meltwater, 2025). With an average of 6.5 hours per day active on the internet, the Vietnamese are heavily exposed to digital business either as active buyers or passive information receivers.

Young working people at the age of 18 to 35 have more opportunities and time for work, study and entertainment on the internet, and thus using platforms becomes their habit. Observations and interactions with traders on such platforms may cultivate users' feelings of ease in doing digital business. Such an acquaintance may facilitate digital entrepreneurship intention as people seek opportunities to make use of these platforms while still working at their current positions. It is not unusual for employees in Vietnam to do their own business online during their office hours. It becomes more attractive because it is cheap to start and also cheap if they fail. People at the age of 18 to 35 have the potential for productivity, professional knowledge, innovative working morale and a strong desire to enhance personal values to pursue entrepreneurial achievements. They are the most potential target for studies on entrepreneurial intention, especially in digital business.

Considering the above, we asked the following research question: 'How does the habit of using online platforms affect the digital entrepreneurial intention of young employees in Vietnam?' The study aimed to investigate the relationship between young workers' digital habits and their career intention of startup through the lens of UTAUT2. By answering the question, our study contributes to extending an old theory, UTAUT2, into a new domain of entrepreneurship, enriches the recent, rare literature on employee entrepreneurial intention around the world and suggests implications for employees, managers, and startup facilitators.

The article is structured as follows. After this introduction, we present the literature review and hypotheses development following with the research model. Then, we discuss the methodology, findings, and discussion. Next, after presenting contributions, implications, limitations, and future research directions, we elaborate on the conclusions.

LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

Entrepreneurship Intention

Entrepreneurship is the establishment of new organisations or enterprises at diverse scales based on business ideas to exploit gaps among old demands or to meet new consumer demands, thereby achieving financial goals or satisfying personal work desires. During this course, entrepreneurs accept different kinds of risks (MacMillan, 1993; Hisrich & Drnovsek, 2002). According to Bird (1988), the entrepreneurial intention of an individual is a mental state towards the foundation of a new business operation or an enterprise from previous ideas and plans. Entrepreneurial intention is the start and an indicator of a series of behaviours to establish a business (Fishbein & Ajzen, 1977).

Entrepreneurial intention constitutes a large topic in business literature. Research investigates intentions mostly on students at either undergraduate or postgraduate levels (Kang *et al.*, 2023; Lien *et al.*, 2022; Vankov *et al.*, 2024) due to data availability (Lien & Hoang, 2022). Studies on working people's entrepreneurship intention are of great interests but there is still a dearth of them. We may categorise some research on this topic into two groups: corporate entrepreneurship (or intrapreneurship in the work context) and personal startup intention.

Regarding corporate entrepreneurship, Urban and Moloi (2022) found that dimensions of organisational justice have positive yet non-significant relationships with employee entrepreneurship intention within their work in the form of initiatives. However, gender plays an important role in the relationship between procedural justice and intention.

Considering personal entrepreneurship that motivates employees to spin out, personality, experience and national culture play a role. According to Jahanshahi *et al.* (2025), in Latin American countries, individuals' intention to start up is enhanced by their selfish personalities of Machiavellianism, psychopathy, and narcissism. Feeling ostracised or marginalised in the workplace, people are more interested in starting their own business to escape these feelings. Vrontis *et al.* (2022) noted that risk awareness and professional experience negatively affect Lebanese international entrepreneurial intentions after their first employment. In later working-life, an interplay of necessity, fulfilment and experienced later life, and age promotes ageing workers of 50 or over to start social business (Djebali *et al.*, 2023).

Moreover, features of the workplace are critical factors. Small firms produce more entrepreneurs than larger ones, especially for people at lower management levels, because they are educated comprehensively on building up and running a business as a whole (Gast *et al.*, 2017). In terms of human resource management, job satisfaction negatively affects employees' entrepreneurial intentions (Li *et al.*, 2022). Furthermore, in the Singapore IT sector, Lee *et al.* (2011) found work environments with an unfavourable innovation climate and/or incentives for excellence influence entrepreneurial intentions, through low job satisfaction. Lee *et al.*'s (2011) and Li *et al.*'s (2022) discoveries contradict Lien and Hoang's (2022) finding of high job satisfaction still pushing people out of work to start up because they pursue new challenges in life to satisfy their fulfilment needs.

Digital Entrepreneurship

Digital entrepreneurship is the establishment of business operations or enterprises in the internet environment. Most of the accessible studies of digital entrepreneurship intention are about students' intention. Lam *et al.* (2025) investigated and found that digital competence positively moderates the relationship between outcome expectations and entrepreneurial intention, but negatively moderates the link between self-efficacy and intention. Based on the basic frameworks of entrepreneurial intention theory, the theory of planned behaviour, expectancy theory, and a sample of 482 students, Ghatak *et al.* (2023) validated that experiences in social organisation and digital organisation lead to intention of digital social entrepreneurship via the mediating roles of empathy, moral obligation, self-efficacy, perceived social support, perceived feasibility and perceived desirability.

Theoretical Frameworks

The majority of the studies look into the intention through the main lenses of the theory of planned behaviour (Wach & Wojciechowski, 2016), entrepreneurial event model (Lien & Hoang, 2022) and social cognitive theory (Lam *et al.*, 2025). Based on the unified theory of acceptance and the use of technology (UTAUT) (Venkatesh *et al.*, 2003), the UTAUT2, proposed by Venkatesh *et al.* (2012), better explains consumer adoption and use of technology in non-organisational contexts, and include new constructs of hedonic motivation, price value, and habit, in addition to former factors of performance expectancy, effort expectancy, social influence and facilitating conditions. Habit is the behaviour of an individual doing an action repeatedly, such that performing it becomes unconscious. In this research, it is the habit of using social media and e-commerce platforms.

Venkatesh *et al.* (2012) continue to introduce UTAUT2 to heighten the model's capacity in explaining the impacts on technology users' behaviours and intention. UTAUT and UTAUT2 serve to study people's intention and usage of specific information technologies (Martinez & McAndrews, 2023;

Wang *et al.*, 2023). Moreover, some researchers extend its use to predict entrepreneurs' actions leading to business success in the field of entrepreneurship (Gonzalez-Tamayo *et al.*, 2024); to the best knowledge of the authors, this is the first study analysing working people's entrepreneurship intention from the UTAUT2 perspective. Different from personal consumption intention and decision that could be made in a short time, entrepreneurship is a more complex process that normally takes months and years to develop. During which, entrepreneurs transform themselves step by steps from setting their minds ready to acquiring adequate inputs for a new business. By adapting the original UTAUT2 model to this new context, this study focuses on the habit dimension and makes the implied role of attitude visible, as in the hypotheses below.

Hypotheses Development

While social media serves to exchange information, images, daily lives, and communication, e-commerce is seen as online platforms that facilitate information search, price comparison, enquiry response and purchase decision-making. In studies of digital business, social media and e-commerce are perceived as platforms for advertising and sales thanks to their increasing popularity all over the world (Javid *et al.*, 2019). Furthermore, brick-and-mortar enterprises can also use social media and e-commerce to expand their business, reach more customers, and create more long-term business partnerships (Rabie *et al.*, 2016).

Today's social media applications provide smart features that help increase the number of potential customers (Alalwan, 2018). Large database, affiliate tools and product suggestions, *etc.*, make it easier for some people to know about a new product. Social media platforms also bring products/services to customers beyond the distance of space and time, via live streaming, where sellers can have real-time interactions with viewers, thereby improving sales efficiency (Gunadi *et al.*, 2023). Frequent social media users interact with such developments every day, and they may feel that social media is efficient at running a profitable business. This led us to hypothesis H1.

H1: The habit of using social media positively impacts the performance expectancy of the platforms for digital entrepreneurship.

Through surfing and reading online content, social media users can easily see the results of entrepreneurship on online platforms. At any time, users can trace business statistics of platforms (Alalwan, 2018). In Vietnam, with statistics showing that the rate of online sales is increasing sharply each year, social media users may think it is easy to sell items they perceive as potential (Ministry of Trade and Industry, 2023) without heavy investment. People can start an online business at any time by becoming an intermediate of other businesses. Their job is to communicate with their audience on the friend or follower lists. When an order is made, they will inform the partner to complete delivery and payment. Hypothesis H2 suggests:

H2: The habit of using social media positively impacts the effort expectancy of the platform for digital entrepreneurship.

Exposure to commerce on social media due to frequent use also makes users more risk-aware. The risks are customer information piracy, counterfeit products, or fake orders to boost sales, *etc.* (Kang & Kim, 2013). Nowadays, when customers are not satisfied with brands, many choose to speak out first on social media as a way to make the brand negotiate. Once such a post appears and is advertised, thousands of users know, and a scandal is looming. One scandal can kill a business without a chance to explain. However, when all people cannot stop using social media and easily forget news after a short time, such risks would soon be over when newer things come up. In other words, risks become normalised and people accept them as the norm in the virtual world. The above argument leads to hypothesis H3:

H3: The habit of using social media negatively impacts the risk perception of the platform for digital entrepreneurship.

When shopping for an item on e-commerce platforms, in addition to purchasing that product, users can also experience the product layout in the stores (Alalwan, 2018). The internal content of the goods, continuous exposure and experience make users feel the platforms are a very efficient tool for their

products/services to reach customers (Kang & Kim, 2013). With an account on an e-commerce platform, a person can become a businessperson immediately. Therefore, the objective of starting a business, or performance expectancy, is achieved, as stated in hypothesis H4:

H4: E-commerce shopping habits positively impact the performance expectancy of the platform for digital entrepreneurship.

Currently, it is common that holidays, festivals, or special days in months such as June 6, August 8, etc. will be characterised by large discounts and huge sales, combined with statistics on goods exchanged and sold on these occasions, partly hinting at the user's perception (Alibudbud, 2022). The rate of users switching to starting a business with an item on the platform is increasing, so users can find it easier to understand how to transact and trade on the e-commerce platforms with their e-commerce shopping habits. Therefore, we proposed hypothesis H5:

H5: E-commerce shopping habits positively impact the effort expectancy of the platform for digital entrepreneurship.

Purchasing on e-commerce platforms comes with many benefits, but there are still potential risks such as poor quality, lost or incomplete goods (Salam *et al.*, 2003). In particular, payment forms linked to e-wallets bring many incentives to users. However, online scam phenomenon is becoming a societal, even a criminal issue in many countries and causing worries among people when they conduct online payment (Norris & Brookes, 2021). However, most of the products sold on e-commerce platforms are of small value, with prices below 1 million Vietnam Dong (equivalent to 50 USD). Therefore, people may not think of such risks as big problems. Hence, we proposed hypothesis H6:

H6: E-commerce shopping habits negatively impact the risk perception of the platform for digital entrepreneurship.

Platforms' performance expectancy in online entrepreneurship is defined as the level of usefulness associated with technology platforms that help them improve their productivity and save time (Venkatesh *et al.*, 2012). In this study, online platforms act as tools that bring lower costs or higher benefits, thus bringing usefulness and forming positive attitudes for users. Hence, we put forward hypothesis H7:

H7: Performance expectancy of the platforms in digital business entrepreneurship positively impacts users' attitudes towards digital entrepreneurship.

Effort expectancy of the platform in online business entrepreneurship is a personal evaluation of the ease of online business entrepreneurship without any effort. According to Hansen (2006), the primary motivation for choosing to perform a technology-related behaviour is to minimise the physical and mental effort required to complete that task. Once such expectancy is achieved, users express positive affection for the tool as stated in hypothesis H8:

H8: Effort expectancy of the platform in digital business entrepreneurship positively impacts users' attitudes towards digital entrepreneurship.

Perceived platform risk in online business entrepreneurship is the level at which an individual believes that activities on the platforms could have negative consequences on their data security, productivity, and finances. Eneizan *et al.* (2019) show that perceived risk has a significant impact on the intention to use mobile marketing. Furthermore, Abualrob and Kang (2016) assert that risk perception has a direct and strong impact on non-use of online platforms. Therefore, the authors proposed hypothesis H9:

H9: Perceived risk of the platforms in digital business entrepreneurship has a negative impact on users' attitudes towards digital entrepreneurship.

UTAUT2 combines former theories, including the theory of planned behaviour (TPB), which predicts the relationship between attitude and behaviour intentions. Studies based on the TPB model indicate that attitudes towards entrepreneurship have a strong impact on entrepreneurial intention, as shown by Walker *et al.* (2013). The context varies, so digital business also constitutes potential for such a relation, as stated in hypothesis H10:

H10: Attitude towards digital business entrepreneurship positively influences the digital entrepreneurial intention of young workers.

Stress in daily life is the interaction between people and the environment, in which people apprehend an environmental event as threatening, harmful and requiring personal changes or adaptation (Lazarus, 1993). Stress level is defined by a combination of psychological, physical, and environmental factors that make an individual feel stressed with his work, such as workload irrelevant to his/her personal competence and under-expected rewards such as salary, bonus or environment and professional development. In Shapero and Sokol's (1982) EEM model, we may view a certain level of stress over the current job as an 'entrepreneurial event.' The level of stress over the current job will perpetuate other behaviours related to the individual losing commitment to the organisation, to the job, leaving the organisation and choosing alternative careers (Schlaegel *et al.*, 2021). In particular, when the level of work stress is high, it will strongly increase the relationship between positive attitudes towards online entrepreneurship and online entrepreneurial intention and vice versa; the low level of work stress will reduce the relationship between these two variables (Bailey *et al.*, 2015). For that reason, the level of work stress is expected to moderate and enhance the transformation of a positive attitude of digital entrepreneurship into an online entrepreneurial intention of young people, as stated in hypothesis H11:

H11: Current job stress positively moderates the relationship between attitude toward digital entrepreneurship and digital entrepreneurial intention of young workers.

Figure 1 summarises all hypotheses.

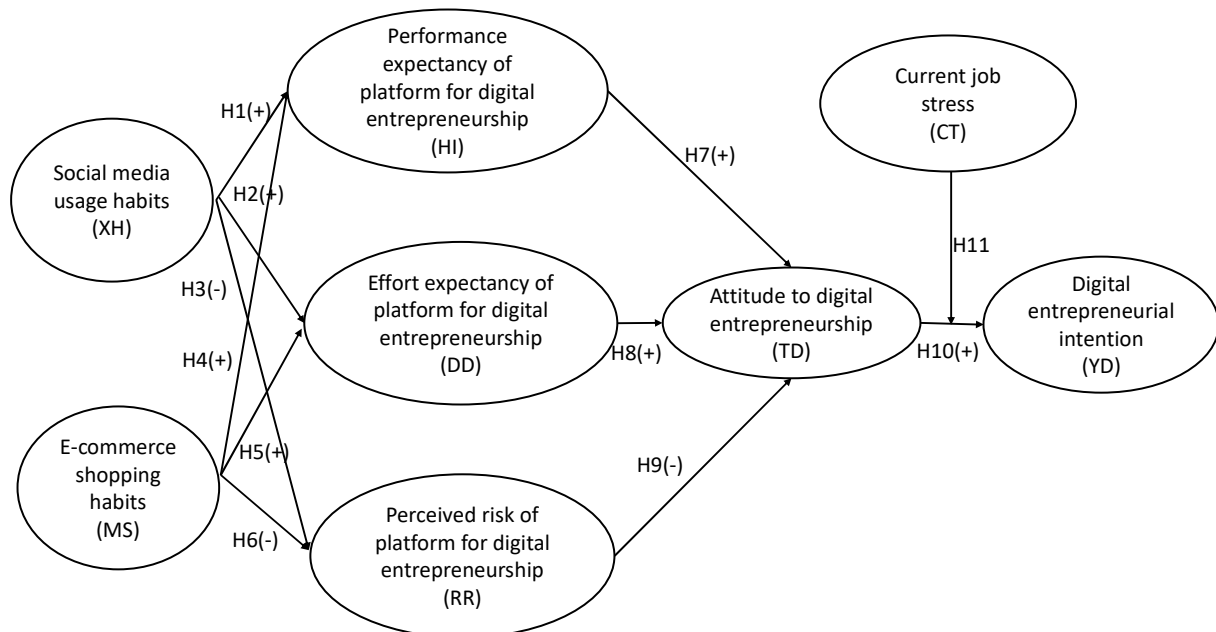


Figure 1. The proposed research model

Source: own elaboration.

RESEARCH METHODOLOGY

To measure constructs in the model, we used scales developed in previous studies. Scales for social media use habit (XH), e-commerce shopping habit (MS), and performance expectancy of the platform for digital business entrepreneurship (HI) and effort expectancy of platforms for digital business entrepreneurship (DD) were adapted from Venkatesh *et al.* (2012). Furthermore, we referenced the risk perception of platforms for digital business entrepreneurship (RR) to Featherman and Pavlou (2003). We measured attitudes towards digital business entrepreneurship (TD) using five observed variables in Ajzen (2002) that show TD as 'beneficial,' 'satisfied,' 'deserved,' 'good,' and 'enjoyable.' The depend-

ent variable of the digital entrepreneurial intention (YD) scale includes three observed variables referenced from the scale of Yang *et al.* (2015), with adaptation for platform business. Finally, we took the current job stress (CT) from Lee *et al.* (2011). All were 5-point Likert scales (1 – completely disagree, 5 – completely agree), and a mix of normal and reversed statements.

According to Hair *et al.* (2019), the sample size needs to be at least 5 times, better at 10 times, the total number of observable variables (27 in this study), so the sample size is at a minimum of 270, and we targeted a sample of 300 for quality estimation. We also collected demographic data, including gender, hometown, educational background, job expertise, participation entrepreneurship course, and family background in business (Ghatak *et al.*, 2023; Kang *et al.*, 2023; Wach & Wojciechowski, 2016). We collected data using a convenience sampling technique, and we screened participants to ensure that they were not entrepreneurs at the time. We distributed the survey questionnaire in Ho Chi Minh City and neighbouring provinces either directly or online, from October 2023 to January 2024. We analysed the data using the SEM technique on Smart PLS 3.0 software with scores of reversed questions converted before processing.

RESULTS AND DISCUSSION

We received 360 survey responses, with 301 valid questionnaires (83.6%). Among the respondents, men accounted for 50.8%, nearly corresponding to Vietnam's population structure in 2024, with 50.2% of women and 49.8% of men (VMEDIA, 2024). In addition, those who originated from southern provinces accounted for three-fourths of the respondents. People of Northern and Central origin accounted for over 20%. Regarding educational background, a majority of respondents were trained in natural sciences and engineering/technology, accounting for 56.5%. Two other groups of educational background, 'social sciences, humanities, education' and 'business, economics, and finance' accounted for 23.9% and 18.3% respectively. The two most popular working sectors of the participants were 'business, economics, and finance' and 'engineering and manufacturing,' with 34.2% and 31.2% respectively. This was consistent with the prediction of occupational distribution by the Ministry of Labor, Invalids and Social Affairs at the end of 2024 (Tổng Cục Thống kê, 2025).

Table 1. Descriptive statistics

Description	Value	Observations	Percentage
Gender	Male	153	50.8%
	Female	148	49.2%
Hometown	North	11	3.7%
	Central	58	19.3%
	South	232	77.1%
Education background	Natural sciences, engineering, and technology	170	56.5%
	Social sciences, humanities, and education	72	23.9%
	Business, economics and finance	55	18.3%
	Arts	0	0%
	Health	4	1.3%
Working Sector	State agency – Public services	14	4.7%
	Education and training	31	10.3%
	Information technology	7	2.3%
	Business – Economics – Finance	103	34.2%
	Engineering – Manufacturing	94	31.2%
	Law	20	6.6%
	Environment – Agriculture	32	10.6%
Entrepreneurship course participation	Yes	122	40.5%
	No	179	59.5%
Family background in business	Yes	95	31.6%
	No	206	68.4%

Source: own study.

The number of people participating in entrepreneurship courses was about 40% (see Table 1), showing the popularity of entrepreneurship education in Vietnam.

Reliability analysis results show that all scales had a Cronbach's Alpha coefficient greater than 0.7 (see Table 2); demonstrating internal consistency. Besides, the correlation coefficients between observed variables and the total scale were greater than 0.5. Therefore, the scale set with 27 observed variables meets the requirements for further analysis.

To check for common method bias, we conducted Harman's single-factor test. Consequently, the first factor accounted for 26.969% of the variance, which is lower than the threshold of 50%. In other words, common method bias was not an issue of this research.

Testing the Measurement Model

Outer loadings of all observables on their corresponding latent constructs in the model were greater than 0.7; the composite reliability (CR) value of the factors ranged from 0.892 to 0.977 (all above 0.7). Besides, the standardised factor loading values of the observed variables were all greater than 0.5. Simultaneously, the average extracted variance value (AVE) of the factors ranged from 0.733 to 0.934 (> 0.5) (Table 2). All indicators demonstrate that the eight factors of the research model satisfied the requirements of convergent validity.

Table 2. Composite reliability value and average extracted variance of the factors

Variable	Cronbach's Alpha	Rho_A	Composite Reliability	Average variance extracted (AVE)
CT	0.965	0.966	0.977	0.934
DD	0.889	0.893	0.923	0.751
HI	0.874	0.877	0.923	0.799
MS	0.893	0.914	0.933	0.823
RR	0.953	0.956	0.969	0.913
TD	0.914	0.916	0.936	0.745
XH	0.818	0.822	0.892	0.733
YD	0.935	0.935	0.958	0.885

Source: own study in SmartPLS.

We confirmed discrimination among the latent constructs through the HTMT index when testing Bootstrap (Henseler *et al.*, 2015), when we found that the cross-correlation coefficients were smaller than the intra-scale correlation coefficients. Results indicate that all factors achieved discrimination when the HTMT value was less than 0.85 (Table 3).

Table 3. HTMT test results for discriminant validity

Variable	CT	CT*TD	DD	HI	MS	RR	TD	XH	YD
CT									
CT*TD	0.218								
DD	0.153	0.026							
HI	0.146	0.124	0.329						
MS	0.047	0.093	0.181	0.159					
RR	0.078	0.073	0.232	0.132	0.077				
TD	0.254	0.116	0.287	0.522	0.136	0.128			
XH	0.084	0.079	0.533	0.317	0.117	0.355	0.310		
YD	0.388	0.008	0.267	0.170	0.099	0.059	0.537	0.255	

Source: own study in SmartPLS.

Testing the Structural Model

The VIF coefficients were all smaller than 3, so multicollinearity did not occur in the model. Figure 2 presents the final structure model test results.

Our study supported eight among eleven hypotheses, except for H6, H9, and H11 (Table 4). E-commerce shopping habits (MS) did not affect risk perception (RR). Moreover, in general, risk perception

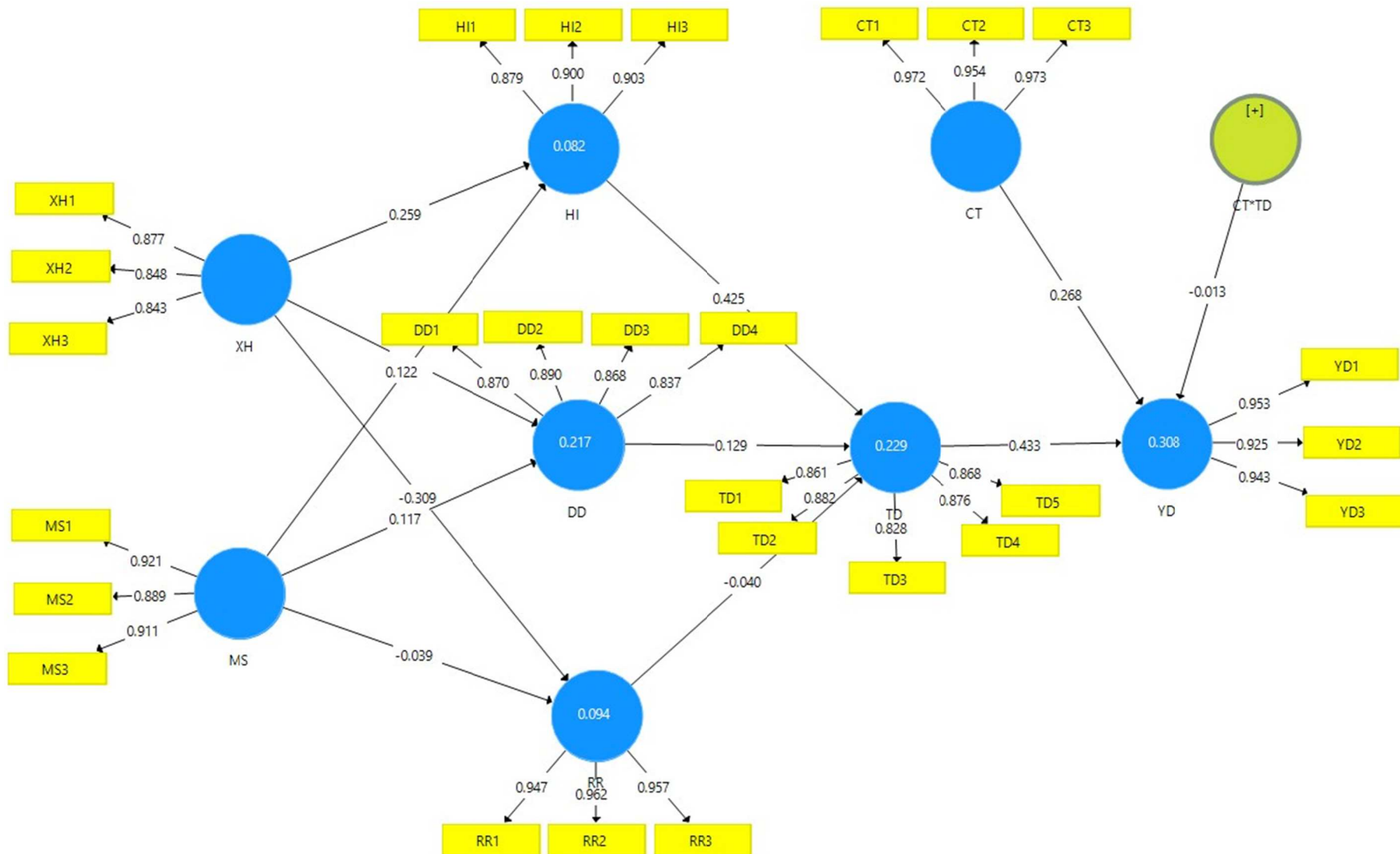


Figure 2. Structure model test results
 Source: own elaboration in SmartPLS.

of platforms had no impact on attitude to digital entrepreneurship (TD). Overall, p-values of indirect relations smaller than 0.05 (Table 5) confirmed the mediating roles of performance expectancy (HI) and effort expectancy (DD) and attitude towards digital entrepreneurship (TD) in the relationship between social media usage (XH), e-commerce shopping habits (MS) and digital entrepreneurial intention (YD) of young workers in Vietnam.

Table 4. PLS-SEM results

Hypothesis testing (reliability of 95%)				
Relationships	Hypotheses	Estimation	P-values	Conclusions
XH → HI	H1	0.259	0.001	Accepted
XH → DD	H2	0.445	0.000	Accepted
XH → RR	H3	-0.309	0.000	Accepted
MS → HI	H4	0.122	0.023	Accepted
MS → DD	H5	0.117	0.011	Accepted
MS → RR	H6	-0.039	0.500	Rejected
HI → TD	H7	0.425	0.000	Accepted
DD → TD	H8	0.129	0.030	Accepted
RR → TD	H9	-0.040	0.422	Rejected
CT*TD → YD	H11	-0.013	0.807	Rejected
TD → YD	H10	0.433	0.000	Accepted

Source: own study in SmartPLS.

Table 5. Indirect relationships of intermediate variables

Relationship	Original Sample Mean	Sample Mean	Standard Deviation	T Statistics	P Values
HI → TD → YD	0.184	0.185	0.032	5.673	0.000
XH → HI → TD	0.110	0.110	0.039	2.856	0.004
XH → HI → TD → YD	0.048	0.048	0.018	2.661	0.008
MS → HI → TD	0.052	0.052	0.024	2.137	0.033
MS → HI → TD → YD	0.022	0.023	0.011	2.063	0.039
XH → DD → TD	0.057	0.058	0.028	2.042	0.041
DD → TD → YD	0.056	0.057	0.028	2.011	0.045

Source: own study in SmartPLS.

Social media use (XH) had a medium impact on effort expectancy (DD) (f^2 of 0.251), but a low impact on performance expectancy (HI) (f^2 of 0.073). Meanwhile, e-commerce shopping habits had a low impact on both (f^2 respectively of 0.018, 0.016). The impact of performance expectancy (HI) on attitude (TD) was medium with an f^2 value of 0.215, while the effort expectancy (DD) had a lower impact on attitude (TD) with f^2 value approaching the low threshold of 0.02 (0.019). The impact of the attitude (TD) on entrepreneurial intention YD was also at a medium level with an f^2 of 0.251 (Table 6).

Table 6. Effect size f^2 Statistics of independent variables on dependent variables

Variable	CT	CT*TD	DD	HI	MS	RR	TD	XH	YD
CT									0.093
CT*TD									0.000
DD							0.019		
HI							0.215		
MS			0.018	0.016		0.002			
RR							0.002		
TD									0.251
XH			0.251	0.073		0.105			
YD									

Source: own study in SmartPLS.

The above low to medium impact was further supported by the statistics of R^2 . Social media use habit (XH) and e-commerce shopping habit (MS) explained the variance of the performance expectancy (HI) at 8.2%, and the effort expectancy (DD) at 21.7%. Even though significant, social media use accounted for only 9.4% variance of perceived risk (RR). Two significant variables, HI and DD, explained 22.9% of the variance of the attitude to digital entrepreneurship (TD). Totally, the model explained 30.8% of the variance of the digital entrepreneurship intention (YD). We used Levene (F-test) and either the independent-samples T-test or ANOVA to test the significance of the control variables. Sig values were greater than 0.05 for all tests. Therefore, the control variables such as gender, origins, educational background, working sectors, and family background in business or entrepreneurship course participation had no impact on digital entrepreneurial intention.

The hypothesis testing results show that the habit of using social media and e-commerce shopping habits have a direct and positive relationship with users' performance expectancy and effort expectancy of platforms for digital business entrepreneurship. Simultaneously, performance expectancy and effort expectancy positively influence attitude towards digital business entrepreneurship at an explanatory level of 22.9%. These results are consistent with Venkatesh *et al.* (2012). This result also agrees with Gefen's (2003) study, in which he stated that when an individual has a habit of using a similar system before, he/she will find the new system more useful and easier, characterised by a bias created by habits. In this research context, when workers consider social media usage and e-commerce shopping as habits, they will easily perceive the benefits of such platforms for purposes other than information searching and shopping.

Social media usage habit has a direct and inverse relationship with risk perception of platforms for digital entrepreneurship (H3 accepted). In other words, individuals with a habit of using online platforms will reduce their risk perception of starting a business on such platforms. Using online platforms regularly will lead to habit formation (Turel *et al.*, 2011). This habit can motivate behaviours, reducing users' awareness of reasoned events through the guidance of the subconscious, because it operates according to repetitive habits, that is, habitual 'semi-automation' (Honkanen, 2005). In other words, habits promote automaticity of performance, reduce attention and awareness of potential risks (Ajzen, 2002). This result agrees with the findings of Farivar *et al.* (2017) that habits impact the relationship between risk perception and behavioural intention, the stronger the habit, the stronger the decline in risk perception.

However, risk perception did not have a negative impact on attitudes towards digital entrepreneurship (H9 rejected). This result contradicts previous studies (Nabi & Liñán, 2013; Singhal *et al.*, 2019), *i.e.*, when an individual has a perceived risk of a direction at work, it will create a negative attitude or reduce a positive attitude towards that direction. Nabi and Liñán (2013) confirmed that perception of risks as threats negatively impacts attitude toward entrepreneurship. According to Featherman and Pavlou (2003), e-commerce accompanies financial, time and privacy risks that participants are easily aware of. Moreover, Martins *et al.* (2014) found that perceived risk has a negative relationship with user adoption of electronic platforms. Our finding is critical because it shows that the young workforce participating in this survey is 'willing to ignore' potential risks in platform digital business entrepreneurship.

This paradox is similar to Lien's (2022) finding that even board directors have low risk propensity, but they still have a high positive attitude toward financial derivatives which are highly risky. The directors' explanation is their thoughts of high potential for making money with the instruments. This agrees with the theory of risk-benefit trade-off suggested by Starr (1969) that says people accept risks voluntarily because of their perception of benefits (real or imagined). This acceptance is enhanced if people see more advertising and people participating. With social media and e-commerce shopping habits, users are exposed to a heavy flow of information about success stories every day, and that fact may cause them to see more benefits than risks in digital entrepreneurship on platforms.

We may also explain this phenomenon by the manifestations of FOMO syndrome (Fear of Missing Out) or negative emotions when people feel that they may miss the startup opportunity on platforms while other people grasp it successfully. This syndrome can spread swiftly in individuals and organisations and lead to behavioural changes (Elhai *et al.*, 2016). Research by Gartner *et al.* (2022) considers the addition of FOMO factor to the TAM model when business decision makers have to use or reject a new technology system at work. In this case, we understand FOMO as the decision makers' fear that

they may lose relationships with managers because of not applying technological systems according to trends, leading to 'obsolescence' in technology at the company, which motivates them to apply new production technology systems. Thus, using FOMO to explain an UTAUT2 research is understandable. To sum up, young workers' perception of risk in online business entrepreneurship exists but does not affect their attitude towards digital business entrepreneurship.

The level of current job stress does not have a moderating effect on the relationship between attitudes toward digital entrepreneurship and digital entrepreneurial intention (H11 rejected). However, the level of stress in the current job has a direct and positive impact on young workers' entrepreneurial intention, with an estimated coefficient $\beta = 0.268$. This result is similar to the study of Lee *et al.* (2011) that when an individual feels stress at work, they will tend to look for new orientations to satisfy their needs. To satisfy those needs, people, especially those with high capacity and skills, will have an inclination towards innovation and form an entrepreneurial intention. According to Robbins and Judge (2013), an individual is stressed when there is a difference between what is expected and what is actually received, including their perception of the environment, the organisation, and themselves. Therefore, the level of stress at work is shown as an independent variable, positively impacting online entrepreneurial intention.

Finally, a positive attitude towards online entrepreneurship has a direct and positive impact on the online entrepreneurial intention of young workers. Moreover, this effect is strong with the estimated coefficient $\beta = 0.433$. It is consistent with UTAUT2 and other research (Armitage & Conner, 2001) in that attitudes toward the object lead to the intention to perform the behaviour corresponding to that attitude or to abandon implementation.

CONCLUSIONS

Young workers, even when they accept and ignore risks associated with digital business on platforms, should seriously learn about the risks to build sustainable startups. Potential learning sources are courses, seminars, and workshops. Moreover, young workers should accept calculated risks and avoid unnecessary ones during the process.

Meanwhile, business managers should be aware that while working with them, employees still think about doing their own business. This may affect their productivity due to inefficient time consumption. Moreover, the environment at the workplace (stress, time for personal purposes) facilitates these developments. Accepting the fact will enable managers to proactively deal with the situation and get the workforce pool available for any replacements needed.

For startups facilitators such as governments, incubators and mentors, etc., it is imperative to recognise that online platforms have high potential for startup projects. They should promote this type of startup more strongly by supporting amateur business people well-prepared for the struggling process ahead, in terms of knowledge and skills for running highly risky businesses on digital platforms.

The study significantly contributes to extending UTAUT2 application into a new domain, other than just using a new technology for its original purpose. It clarifies the impact of online platform usage habits on the cognitive aspects of platform users. In turn, such cognition positively impacts attitudes, and then digital entrepreneurship intention. Users not only adopt the platforms for communication and shopping, they can also develop their startup intention on the platforms because they recognise that the platforms can help them do business effectively and easily, the feelings they get from shopping and social media using habits. Researchers can follow this approach to expand research on recent widely used theories into new directions.

This research also contributes to the recent limited literature on working people's entrepreneurship. They can start up without quitting their recent jobs, as in the past, because they can utilise digital platforms to develop businesses of various sizes. This is a new type of 'dual careers' that goes against any companies' productivity goals.

The research has inevitable limitations. Firstly, the sample in Vietnam limited outcomes generalisation. Secondly, this research was susceptible to common method bias of single-source, self-report and cross-sectional data, even when some preventative measures were taken in the questionnaire

design and data collection steps. Thirdly, the study stopped at the behavioural intention step in the UTAUT2 model, while actual behaviour is of greater interest to stakeholders.

Future studies should expand to other nations and territories to make the research scope more representative. To overcome the common method bias and reach the final destination of entrepreneurship actions, researchers should conduct longitudinal studies with multiple data sources, both objective and self-report. Besides, it is advisable to conduct further research on the impacts of FOMO factor on the risk perception of platform users for online business entrepreneurship and other contexts.

To sum up, UTAUT2 and entrepreneurship constitute a new combination for research, and the outcomes look fruitful. Beyond the original function, people can utilise a technology for an unintended purpose, and developing a new business based on the technology is one option. This suggests great potential for literature development if researchers find new applications for long-lasting theories in various areas of study.

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Authors

The contribution share of authors is 65% for Tran Thi Hong Lien and 35% for Nguyen Nam Tien. T.T.H.L – conceptualisation, literature writing, methodology, discussion; N. N. T. – methodology, calculations, discussion.

Tran Thi Hong Lien (corresponding author)

PhD in Management (2018, Murdoch University, Australia); Associate Professor at University of Economics and Law, Vietnam National University – Ho Chi Minh City (Vietnam). Her research interests include entrepreneurship, leadership and corporate governance.


Correspondence to: Assoc. Prof. Dr. Tran Thi Hong Lien, Faculty of Business Administration, Room 406 Building B2, No. 669 Do Muoi Road, Quarter 6, Linh Xuan Ward, Ho Chi Minh City, Vietnam, e-mail: lientth@uel.edu.vn

ORCID  <https://orcid.org/0000-0001-7755-638X>

Nguyen Nam Tien

MBA (2023, University of Economics and Law, Vietnam National University – Ho Chi Minh City, Vietnam). His research interests include an interest in entrepreneurship.

Correspondence to: Mr Nguyen Nam Tien, Faculty of Business Administration, Room 406, Building B2, No. 669 Do Muoi Road, Quarter 6, Linh Xuan Ward, Ho Chi Minh City, Vietnam, e-mail: tiennn21607@sdh.uel.edu.vn

ORCID  <https://orcid.org/0009-0008-9960-0749>

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Use of Artificial Intelligence

This text was proofread and edited using Grammarly with some AI functions.

Conflict of Interest

The authors declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

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