

The Mediating Role of Family Support on the Impact of Television Programs on Entrepreneurial Intentions among Students

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ABSTRACT

Entrepreneurial intention refers to the development of motivation or aspiration to initiate a business prior to its actual establishment. Within the entrepreneurship literature, entrepreneurial intention is recognized as the precursor to company creation. Entrepreneurship as a strategy for the development of countries, job creation, and welfare is considered to identify suitable opportunities and increase production. Its innovations bring demands for new products and services that were not previously available, thereby increasing the supply of new products, leading to increased employment and improved living standards for society individuals. Television programs are often seen as a useful tool for entrepreneurship. Therefore, the aim of this research is to explore the mediating role of family support on the impact of television programs on entrepreneurial intentions among students. This study is considered descriptive research in terms of objectives, practicality, and data collection methods. The data gathering tool is a Likert spectrum questionnaire distributed among Isfahan province students online through the Internet and snowball sampling method, with 447 usable questionnaires being analyzed. The results show that the content of entrepreneurship television programs directly influences entrepreneurial intentions through individual attitudes, family support, perceived mental norms, and behavioral control. It also indicates that the content of entrepreneurship television programs has a positive and significant impact on students' entrepreneurial intentions.

Introduction

According to many economic experts, entrepreneurship serves as an economic engine, performing various and different roles in society and serves as the basis for all human transformations and advancements. Entrepreneurs, by utilizing their creative problem-solving abilities along with significant risk-taking and tolerance, can skillfully and swiftly turn threats and environmental constraints in society into opportunities with intelligence and finesse. In challenging conditions such as high unemployment rates, currency shortages, inflation, war, etc., entrepreneurs discover new opportunities and exploit them for their own benefit and the benefit of society. Many entrepreneurs enter the market with new products and innovative production methods. Our knowledge about the practical and technical feasibility of producing many products, consumer preferences, and securing necessary resources is enhanced by introducing diverse products and services, ultimately improving productivity due to increased competition.

Entrepreneurship is considered one of the solutions to major issues such as unemployment and lack of production in national plans. Additionally, entrepreneurs, because their income is significantly related to the level of their work effort, dedicate more hours to work with higher efficiency, contributing to economic growth and ultimately influencing the reduction of unemployment rates.

On the other hand, the existence of a problem called high unemployment rates and its undesirable consequences on human societies has prompted policymakers in all countries to search for theoretical foundations regarding suitable tools to reduce the unemployment rate. In this regard, finding appropriate guidance on the role and impact of entrepreneurial policies in reducing and controlling the unemployment rate has become the subject of numerous discussions and research for economic experts. The population of the country, based on the latest census in the year 2023, was 88 million people. Out of this number, 5.7 million individuals are awaiting job opportunities. The unemployment rate for university graduates is 11.4%, which is higher than the general unemployment rate. In circumstances where having a very young and dynamic population necessitates creating job opportunities and reducing the unemployment rate, entrepreneurship can play an important role because effective entrepreneurship can affect the overall economy (Harper, 2003).

Every year, a large number of students graduate in various fields, and the job market cannot accommodate all these graduates. Therefore, it is essential for individuals to consider creating jobs for themselves in order to provide better services to society and also earn income.

Entrepreneurship should be recognized as one of the necessities of the present century, known as the information age, which entails consequences such as globalization, adoption of new technologies, rapid changes in transactions, intense competition in business, and more. In such an environment, individual and organizational entrepreneurship can be highlighted as a factor for growth and development and one of the most important indicators for achieving a desirable future. Governments strive to create an appropriate environment for entrepreneurship; one of the barriers to this is identifying and educating entrepreneurs. Strengthening entrepreneurship and creating a conducive environment for economic development is a tool for the advancement of countries' economies, especially developing countries. According to the Global Entrepreneurship Statement, there is a strong correlation between national economic growth and entrepreneurial activities at the national and organizational levels. Schumpeter's perspective views the entrepreneurial process as a key factor in the economic development of a region or country. Additionally, according to Kirzner, in economic development, entrepreneurs do not create opportunities; instead, they respond to them and seek profits to exploit opportunities (Kirzner, 1973).

Given the importance of entrepreneurship in providing employment opportunities for individuals in society, paying attention to this issue is crucial. However, a significant aspect that requires attention is what factors influence the intention and motivation of students towards entrepreneurship.

Entrepreneurial intention refers to individuals' inclination to engage in entrepreneurial activities through developing new businesses based on existing commercial opportunities. Entrepreneurial intention allows individuals to have a positive attitude and behavior towards various risks in entrepreneurship (Van Gelderen et al., 2008). Individuals with entrepreneurial intention can seek advice and develop new commercial investments. Entrepreneurial intention consists of four dimensions: 1) Desire, which is an internal drive in the form of interest and willingness to start a business. 2) Preferences, indicating that engaging in entrepreneurship is a necessity. 3) Plans, showing an inclination to start a business in the future. 4) Behavioral expectations, enabling entrepreneurship and aiming to start a business.

Various factors influence entrepreneurial intention, with social support being one of them (Kadir et al., 2012). Social support involves the perception or experience of liking, care, appreciation, and support from others.

Among various types of social support, family support is one that influences entrepreneurial intention (Taylor, 2011). Family support is defined as the family's behavior and attitude in accepting family members, which can include emotional, informational, and instrumental support. Support can provide physical and mental relief in coping with stress, as well as motivation, counseling, information, and practical assistance. Sarafino and Smith (2014) suggested that family support encompasses several aspects, namely: 1) Emotional support, which involves expressing emotions, empathy, and attention to an individual, allowing the individual to feel comfortable, be loved, and cared for. 2) Appreciative support, which is a positive evaluation of others' beliefs, emotions, and performance, demonstrated through showing respect to family members. 3) Instrumental support, involving family members as a continuous source of help and support, can take the form of supervision, meeting personal needs, as well as financial assistance or support in completing a task; 4) Informational support, which can provide information, counseling, guidance, and feedback on how to solve a particular problem.

Over time, supportive families increase their togetherness and transform into mutual support resources (Edelman et al., 2016). Family support in the field of entrepreneurship can come in the form of information and assistance in acquiring or providing venture capital, especially financial investments (Jaskiewicz et al., 2015). Family support makes it easier for individuals to decide to start a business, strengthens their confidence in their abilities (Sahban et al., 2015), and provides positive evaluations of their decisions.

Today, radio and television are considered the most influential, ubiquitous, and pervasive media in society that are accessible to the general public, but they can play a significant role in advancing education, promoting culture, and improving the level of entrepreneurial intention. Some argue that the development of media technologies has led to a decline in quality of life; however, many believe that mass communications influence up to 87% of public awareness of various aspects of life and introduce new ways of living (Kharazi Azar and colleagues, 2016). Studies show a significant relationship between the news presented in mass media and individuals' entrepreneurial intention. Research in the media field has long shown that television is the most effective medium in changing people's attitudes (Ghafari et al., 2006). Studies also indicate that among other media, television has had the highest impact in terms of effectiveness in advertising related to policies.

Business reality TV programs aim not to directly stimulate entrepreneurial intentions or actual entrepreneurship actions. However, they have a positive influence on social norms and values, thus affecting the desirability and feasibility of entrepreneurship. In this regard, they indirectly influence real entrepreneurial patterns. Findings indicate a complementary relationship between positive media coverage of entrepreneurs and organizational campaigns such as Global Entrepreneurship Week. This is consistent with the view that positive media coverage complements policy initiatives designed to provide organizational skills and support for startups. Real startups require both enthusiasm and actionable capacity. Thus, positive media images of companies may help make these initiatives more effective.

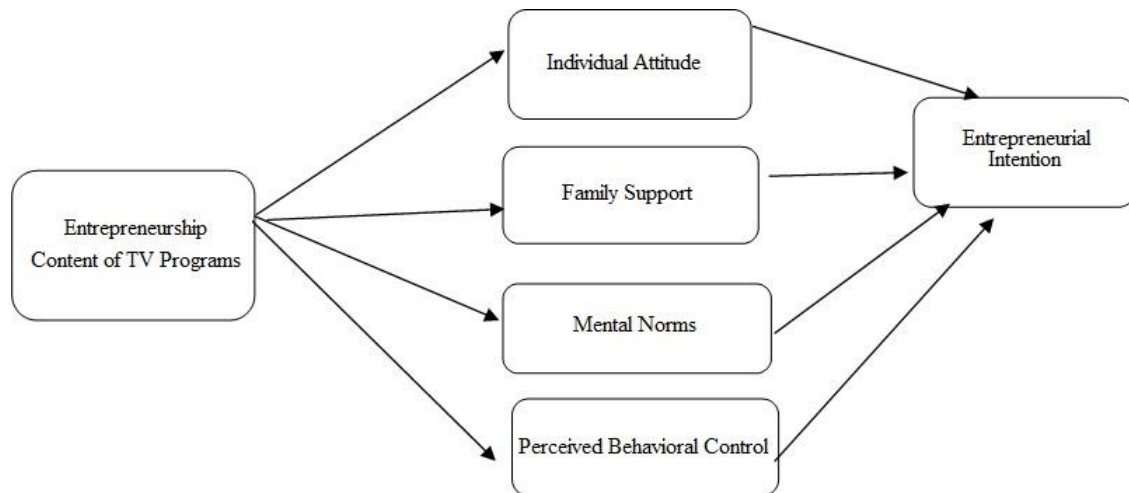
The discernible effects of organizational campaigns and commercial reality TV programs on entrepreneurial actions are significantly less compared to the influence of family, friends, work colleagues, and educational peers at university or college. However, these findings should be understood in a broader context of how media coverage influences behavior. With this established perspective that media coverage tends to reinforce existing values and desires rather than creating new or different values, it is consistent. In general, leading organizational campaigns and TV business reality programs provide valuable input for fostering an entrepreneurial-friendly culture, but they have relatively little immediate impact on individuals' entrepreneurial activities.

When it comes to the role of media, especially television, in shaping culture, the social expectations theory is considered. This theory assumes the influence of television on audiences and its role in shaping culture and producing cultural norms. However, it describes a broader level of television's role in conveying knowledge and norms to the audience, without mentioning specific models. According to this theory, media, including television, familiarizes audiences, especially young audiences, with social expectations. By portraying various aspects of social relationships and group activities, television presents the conditions and necessities of various social aspects of life to the audience. By watching these portrayals, audiences grasp the social expectations related to different parts of social life and adopt the norms displayed for those cases. Furthermore, by examining the impact of social media on startups in the entrepreneurial context of the Netherlands, social media provides a cost-effective platform for presenting a business brand and communicating both internally and externally. Additionally, social media provides explicit real-time feedback. On the other hand, social media also presents challenges for entrepreneurship, including control issues, inability to correct errors, time management challenges for entrepreneurs, and the inability to measure success.

In general, due to its pervasiveness and other characteristics, the media has been identified as an influential tool for entrepreneurial activity. Among the media, the position of television in entrepreneurial research has been neglected. Television demonstrates a strong effectiveness on social variables, cultural values, and individual attitudes, with a well-demonstrated impact on at least two dimensions of entrepreneurial intention, namely perceived desirability and feasibility, which are a result of social support and cultural values that bring about these two dimensions.

Therefore, it is expected that the content of television programs will effectively influence entrepreneurial intention through family support. Consequently, this study aims to investigate the intermediary role of family support on the influence of television programs on entrepreneurial intention among students. Considering the points mentioned, a conceptual research model is presented in figure 1.

Figure 1: conceptual model of the research



2. Research Hypotheses

- 1) Entrepreneurial content of television programs has a significant impact on individual attitudes.
- 2) Entrepreneurial content of television programs has a significant impact on family support.
- 3) Entrepreneurial content of television programs has a significant impact on perceived norms.
- 4) Entrepreneurial content of television programs has a significant impact on perceived behavioral control.
- 5) The mediating variable of individual attitudes has a significant impact on entrepreneurial intention.
- 6) The mediating variable of family support has a significant impact on entrepreneurial intention.
- 7) The mediating variable of perceived behavioral control has a significant impact on entrepreneurial intention.
- 8) The mediating variable of perceived norms has a significant impact on entrepreneurial intention.

3. Research Method

The present research, in terms of its objective, is of an applied nature and, in terms of data analysis method, is descriptive-survey. The statistical population includes students in the province of Isfahan who have watched entrepreneurial education programs broadcasted by the national media. Since this statistical population is large and geographically widespread, and it is not feasible to have access to all of them, a portion of them has been unavoidably selected as a sample using cluster sampling method. This was done by sending an online questionnaire link to students who had email addresses, WhatsApp numbers, or other communication methods such as Telegram or Instagram, and then asking them to forward the questionnaire to other students in Isfahan's universities. By using Cochran's formula, the minimum sample size was determined to be 384 individuals. The questionnaire, distributed electronically over the Internet, resulted in the collection and examination of 447 usable questionnaires. It's worth mentioning that students who were willing were asked if they watched national media television programs and if their answer was positive, they were included in our study.

4. Data Collection Method:

The data collection method included a combination of document study, researcher-made questionnaire based on in-depth interviews with experts related to the subject on a 5-point Likert scale. The form and content validity of the questionnaire were confirmed as the researcher repeatedly consulted experts in this field (advising professors and consultants) and experts with opinions on the subject under study. This process validated the form and content validity of the measurement tool. To assess the reliability of the research tool, the questionnaire was initially studied with 20 individuals from the statistical population, and its Cronbach's alpha coefficient was found to be 0.893, indicating the appropriate reliability of the research tool.

For testing the validity of the research theoretical model and calculating the coefficients of influence, structural equation modeling from the LYSERL software was employed. Structural equation modeling is a powerful statistical method allowing researchers to simultaneously assess various topics from regression equations. It provides a comprehensive approach for testing hypotheses about the relationships between observed and latent variables. Therefore, in this research, structural equation modeling from the LYSERL software was used to examine the hypotheses.

5. Findings

• Demographic Description

Out of a total of 447 individuals from the sample, 279 were male (62.4%) and 168 were female (37.6%). The majority of respondents, 247 individuals (55.3%), were between 18 to 25 years old, with the lowest frequency being 45 years and above (11 individuals, 2.5%). In terms of educational qualifications, the highest frequency was 247 individuals (48.8%) with a bachelor's degree, and the lowest frequency was 33 individuals (7.4%) with a doctoral degree.

Table 1: Demographic Characteristics of Participants

Demographic Variables	Status	Frequency	Percentage
Gender	Female	168	37.6
	Male	279	62.4
Age	Between 18-25	247	55.3
	Between 26-35	134	30
	Over 36	66	14.8
Education	Associate degree	32	7.2
	Bachelor's degree	219	49
	Master's degree	163	36.5
	Doctorate	33	7.4

6. Model Analysis

Next, the proposed research model was evaluated. Considering the application of the structural equation modelling approach, the research model is evaluated from two perspectives, which include the measurement model and the structural model. In assessing the measurement model, the status of constructs in terms of factor loading of observed variables and their reliability is considered. Additionally, in examining the structural model, the objective is to investigate the relationships between constructs and mostly provide answers to the hypotheses. The results of the final assessment of the measurement model are presented in Table 2.

• Factor loadings

are obtained by calculating the correlation between indicators of a construct with that construct, with 0.50 generally considered as the benchmark for the adequacy of factor loadings. Considering the loadings obtained from implementing the model in Table 3, the suitability of this criterion can be confirmed. Furthermore, all significant coefficients of the constructs are above 0.91, indicating the significance of the constructs at a 0.05 level (Table 2).

Table 2: Measurement Model Analysis

Structure	Variable Symbol	Factor Loading	Critical Value T	Cronbach's Alpha
Entrepreneurial Content of TV Programs	M1	0.61	6.07	0.86
	M2	0.51	Constant	
	M3	0.71	10.23	
	M4	0.63	7.44	
	M5	0.67	2.51	
Individual Attitude	N1	0.88	10.07	0.97
	N2	0.22	Constant	
	N3	0.85	10.07	
	N4	0.54	5.95	
	N5	0.67	7.45	
Family Support	H1	0.58	6.08	0.74
	H2	0.49	Constant	
	H3	0.57	6.05	
Mental Norms	HZ1	0.64	7.8	0.87
	HZ2	0.67	7.64	
	HZ3	0.84	10.10	
Perceived Behavioral Control	K1	0.63	7.24	0.66
	K2	0.81	10.04	
	K3	0.29	2.42	
	K4	0.88	10.43	
	K5	0.6	7.12	

As shown in Table 2, the validity of all constructs used in the present study was satisfactory.

- Examination of Research Hypotheses

The next step was to assess the importance of path coefficients through implementation, as presented in Table 3.

Table 3: Results of Structural Model Analysis

Direct Hypotheses	Path Coefficient	Critical Values of T	Result
Entrepreneurship Content of TV Programs → Individual Attitude	1.97	0.22	Hypothesis Confirmed
Entrepreneurship Content of TV Programs → Family Support	2.35	0.35	Hypothesis Confirmed
Entrepreneurship Content of TV Programs → Perceived Behavioral Control	2.73	0.42	Hypothesis Confirmed
Entrepreneurship Content of TV Programs → Mental Norms	2.61	0.38	Hypothesis Confirmed
Mediating Hypotheses			
Mediator Individual Attitude → Entrepreneurial Intention	3.77	0.36	Hypothesis Confirmed
Mediator Family Support → Entrepreneurial Intention	4.5	0.185	Hypothesis Confirmed
Mediator Perceived Behavioral Control → Entrepreneurial Intention	3.77	0.38	Hypothesis Confirmed

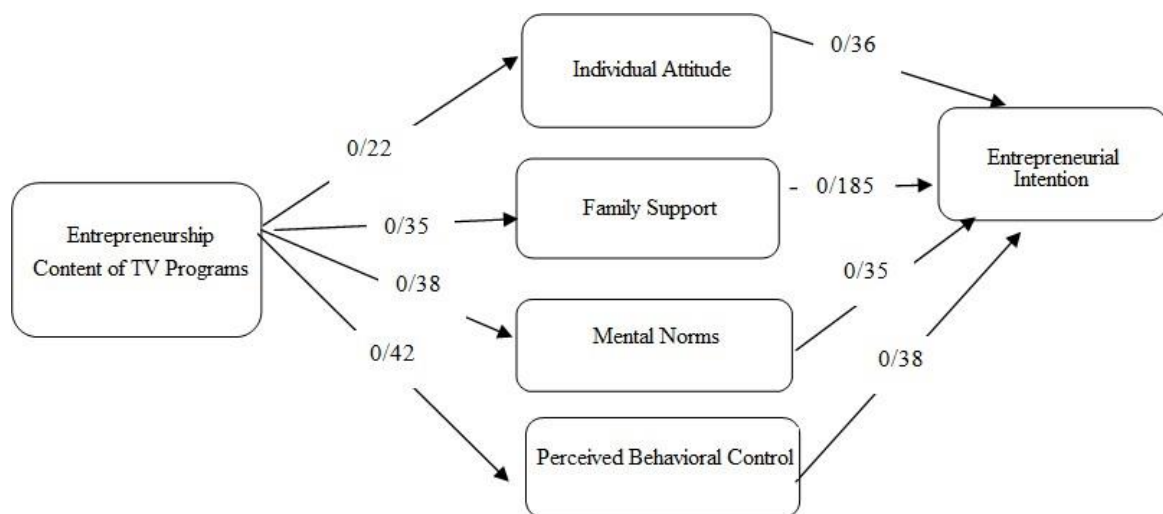
Mediator Mental Norms → Entrepreneurial Intention	3.08	0.33	Hypothesis Confirmed
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Based on the results presented in Table 3, it is evident that:

- The entrepreneurial content of television programs has a significant positive impact on individual attitudes, as supported by the first hypothesis of the current study.
- The entrepreneurial content of television programs has a significant positive influence on family support, validating the second hypothesis of the current study.
- The entrepreneurial content of television programs has a significant positive effect on perceived behavioral control, thus supporting the third hypothesis of the current study.
- The entrepreneurial content of television programs has a significant positive impact on mental norms, in line with the fourth hypothesis of the current study.
- The mediating variable of individual attitudes has a significant positive influence on entrepreneurial intention, supporting the fifth hypothesis of the current study.
- The mediating variable of family support has a significant positive impact on entrepreneurial intention, confirming the sixth hypothesis of the current study.
- The mediating variable of perceived behavioral control has a significant positive effect on entrepreneurial intention, thus supporting the seventh hypothesis of the current study.
- The mediating variable of mental norms has a significant positive impact on entrepreneurial intention, in line with the eighth hypothesis of the current study.

Figure 2 illustrates the final model resulting from the data analysis of the study.

Figure 2: Final model of the research



7. Discussion and Conclusion

The importance of entrepreneurship in creating wealth in society and emphasizing businesses has been recognized by many researchers. Entrepreneurship serves as a driving force for creating new job opportunities, competition, regional and national growth, as well as significant economic and social benefits. Although various factors play a crucial role in deciding to become an entrepreneur, the primary focus of this research has been to investigate the mediating role of family support on the influence of television programs on entrepreneurial intentions among students. Consequently, 447 viewers of television programs were examined, and the results of this study led to a model that evaluates and supports the relationship between the content of television programs due to a specific mechanism (mediation through individual attitudes,

family support, mental norms, and perceived behavioral control) on entrepreneurial intentions.

In fact, the distinguishing point of the present study and its innovation lies in creating a study for combining the relationships between variables (based on observed relationships in the literature and research background) and providing a new proposed model. The effort was made to present a novel pattern among the variables to explain entrepreneurial intentions from a comprehensive and innovative perspective.

The results of the present study clearly indicate that the entrepreneurial content of television programs has a positive impact on family support. Additionally, family support also has a positive influence on entrepreneurial intentions. In other words, it can be stated that the entrepreneurial content of television programs, through the mediating variable of family support, influences entrepreneurial intentions. These results are in line with the findings of Slavchev and Wyrwich (2017) who stated that the content of television programs can create family support for individuals' entrepreneurial intentions and purposes.

Considering the confirmation of the positive relationship between attitudes towards entrepreneurship and entrepreneurial intentions, it can be interpreted that students may perceive entrepreneurship as a desirable career option and recognize it as having benefits such as higher income, social status, a better future, and so on. Dadgaran and Abutalebi (2011) have shown that television programs significantly influence individuals' attitudes.

Regarding the confirmation of the relationship between mental norms and entrepreneurial intentions, the results indicate that families, peers, and friends of students believe that starting a new investment is a good thing, and some family members and friends prefer to work with an entrepreneur in the startup stages and help them. These findings align with the studies of Karimi et al. (2019) and Anjum et al. (2022). Therefore, it is recommended that counseling centers for students be established in universities to provide guidance to students during and after graduation, considering that potential entrepreneurs or graduates are significantly influenced by individuals close to them, such as family members, friends, and university mentors.

The findings of this study clearly indicate that family support has the highest impact on entrepreneurial intentions. Therefore, it is suggested that television programs incorporate content that demonstrates the positive effects of individuals engaging in entrepreneurial actions on family welfare and improvement.

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