# CHAPTER I

INTRODUCTION

1.1 Background

Social media has now become a modern-day cultural phenomenon since it has impacted our lifestyle, which in return affects how people interact and communicate. The media has changed the way individuals start their day, how they study, how to transport from one place to another and countless of other things. Entrepreneurs, engineers, regular people used social media to supposedly reinvent the role of technology in communication, community building and information transmission (Boyd, 2015).

Social media has essentially taken over regular life, especially after the COVID-19 pandemic. According to an article titled 'Revealing Social Media Phenomenon in Time of COVID-19 Pandemic for Boosting Start-Up Businesses through Digital Ecosystem', the studies indicate the social media security and usability during the COVID-19 pandemic crisis, like launching a start-up, work-from-home, managing an online business inside the digital ecosystem and enhancing company procedures (Susanto, et al., 2021).

Many individuals, particularly Indonesians, have been required to self-isolate and work from home for months due to the COVID-19 pandemic. This is what has caused people to be dependent and rely even more on the internet for amusement and information than previously. Social media platforms, for example, have now become the main acceptable tools of secure, broad interaction. This

reliance has captivated the curiosity of both casual onlookers and social scientists (Taufik, 2020).

Excessive social media usage in Indonesia has been spurred by rising internet penetration and smartphone affordability, amongst many other aspects. As from January 2021, Indonesia had approximately 170 million active social media users, making it the third largest in Asia Pacific after China and India. Most Indonesians use social media to connect and engage with friends and family. Nevertheless, a latest trend indicates that a growing number of firms are using social media as a supplement to their marketing activities (Wolff, 2021) As shown in figure 1.1. below, the number of active social media users in the Asian Pacific.
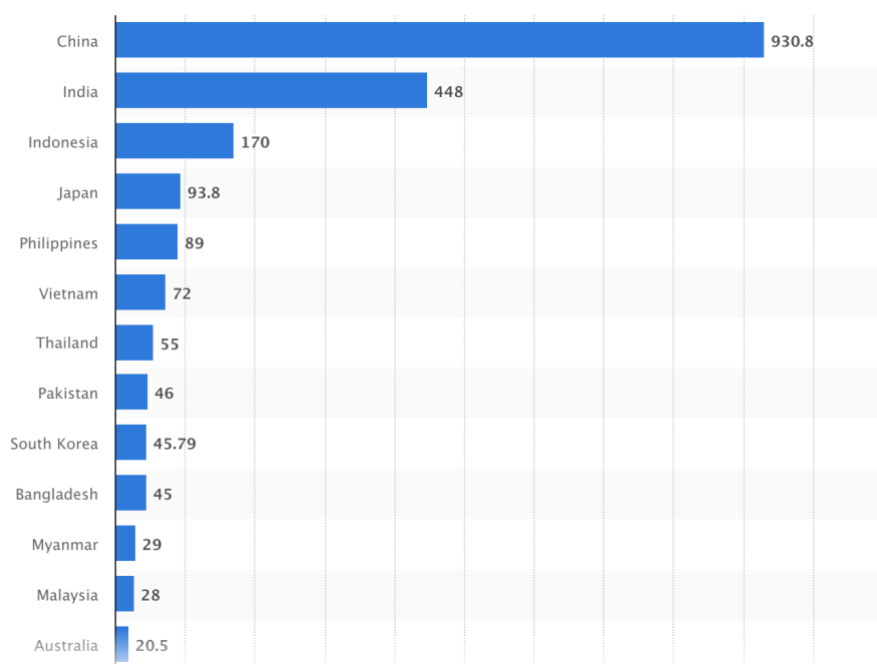
Figure 1. 1 The number of active social media users in the Asian Pacific as of January 2021 by each country (in millions)

Source: (Wolff, 2021)

The growth of social media in today's digital era is significant since it allows individuals to connect and exchange information online. It is unsurprising that the convenience of exchanging information and interacting via social media does have an influence on the increase of various online activities, particularly business operations (Simangunsong, 2020). Social media may help in operations including revenue, the brand awareness or development, networking process and recruitment. Moreover, social media also has made things simpler for individuals to establish businesses since it expands the worldwide market and makes advertising affordable (Susanto, et al., 2021).

Developing a strong online presence is among the most important factors determining the success of startups. However, on the other side, greater usage of social media has introduced new issues. Other than social media changing the way society operates, the media also has influenced individuals in ways that even they can feel. While social media may provide individuals with a channel to express themselves, it can also be stressful and overwhelming (Wu, 2021).

In this day and age, our everyday interactions and community engagements are growing increasingly reliant on social media. This is true not only for individuals living in the most technically savvy countries, but also for those living in less technologically sophisticated ones. For instance, 75% of adult Jordanians claim to use social media (Poushter, Bishop, & Chwe, 2018). In other words, social media has evolved into a worldwide phenomenon. Over a billion individuals use social media at some point in their lives, regardless of the kind or amount of usage. Due to the obvious growth of internet, social media has infiltrated individuals' lives.

The tendency of excessive social media use has become increasingly visible in everyday life (Boyd, 2015).

Specifically, this research will focus on a certain negative aspect of social media, which is late night usage. Social media platforms and smartphones have around 2.5 billion users worldwide. An increasing percentage of these consumers utilize social media at night, which may have been ascribed to the ease and accessibility of smartphones. As a result, researchers are currently focused on determining the influence of excessive and night time usage of social media and technical gadgets on individuals' well-being. Furthermore, Appleton et al. (2020) discovered that nocturnal usage of technology gadgets including phones was connected with job mistakes and automobile accidents. Additionally, a study of young adults in the United Kingdom found that around 20% of respondents regularly awakened at night to check social media messages, causing them to be more exhausted than their colleagues (Tandon, Kaur, Dhir, & Mantymaki, 2020).

In relation of cognitive engagement, a persons' maladaptive smartphone usage and compulsive social media use might have detrimental repercussions in their everyday life, including such social media weariness, sleep disruptions and "fear of missing out,". In addition, FOMO has been discovered to arise as a unique workplace phenomena, apart from its generic conception, which could also lead to work-related burnout among employees. Alonzo et al. (2019) found from a comprehensive review of research that people who are excessively active on social media have poor sleep quality, anxiety, and depression. Hence, social media can

possibly affect one's cognitive engagement (Tandon, Kaur, Dhir, & Mantymaki, 2020).

Moreover, scholars have begun to uncover social media's harmful impact on the educational research environment. For example, the advanced usage of social networking sites (SNS) and their detrimental effects on low academic performance (Cao, Masood, Luqman, & Ali, 2018). Most students utilize their phones to communicate with one another via social media platforms. Additionally, to the present study on social media, the majority of past research has been conducted in the educational sector (Fu, Chen, & Zheng, 2020).

Unfortunately, little emphasis has been paid to the detrimental impact of social media on entrepreneurs. Extensive utilization of technology does indeed have a personal cost, although exposure to social networking platforms strains the person's relationships with family and friends. Excessive utilization of technology may also lead to work-technology conflict. The massive volume of material published on social media, especially images and content shared by friends, necessitates rapid responses, placing the user's professional commitments under stress. Such activity necessitates additional energy, time and catching up with the rapidly changing trends on social media sites, which often necessitates staying up at night. For that reason, the late night use of social media could harm an entrepreneurs' being (Shahzad, et al., 2021).

Although, social media sites are known to have become an essential component of business operations. The research on social media in entrepreneurship has mostly been connected with understanding the benefits of

social media for firms and its applications for company growth. It's been stated that social media eliminates geographical obstacles to product sales, allowing for rapid and inexpensive engagement with customers, and helps the compilation of customer prospect data to improve sales. Social media boosts corporate performance and the odds of new venture survival (Barrera-Verdugo & Villarroel, 2022).

However, excessive social media use can negatively impact entrepreneurial activities because it is task disrupting. Obsessive social media usage may reduce employees' job attention due to their proximity to the source of distraction (social media platform) in the form of software programs on tablets and mobile phones. Due to a lack of self-control, many are firmly linked to social media late at night and work the next morning (Vishwanath, 2014). As a result, they would have to put aside other vital obligations, affecting both their personal and professional lives. Individuals may suffer higher stress if they are unable to maintain the optimum level of social media use. Having constant mental cognitive measures that individuals think they need to accomplish on social media makes it more difficult to give their vital responsibilities as an entrepreneur any attention. According to Harmon and Mazmanian (2013), even on non-work times, checking emails on a smartphone is prone to producing friction between social and work life. For that reason, it could be suggested that outcome factors interact with the perceived stressors and psychological response (Shahzad, et al., 2021).

As a result, from the standpoint of entrepreneurship, the negative impact of social media and its associated outcomes is critical and urgent to explore. Other

than that, the Stressor Strain Outcome model will be used in this research and it has already been used to analyze occupational stress occurrences (Lee, Lee, & Suh, 2016). However, in prior research, the use of the SSO model in entrepreneurship also was not fully investigated. Some academics are interested in quantifying the use of social media in the workplace. According to Stoney Brooks, he discovered that social media can lead to technostress and impair work performance (Brooks, 2015).

Furthermore, work-related social media is a cause of employee border disputes, which result in emotional tiredness or fatigue (McDowell, et al., 2019). However, most importantly the sizable amount of entrepreneurial research is devoted to men rather than women. Often these studies about female entrepreneurship are connected to something like the challenges that women experience while starting a firm (Brindley, 2005) or the reasons on why women chose in becoming entrepreneurs (Ahmed, Klobas, & Ramayah, 2021). Female entrepreneurs are an essential "untapped source" of a nation's long-term economic growth (Gupta & Mirchandani, 2018).

Moreover, due to social constructivism, different job achievements have varied importance for males and females, differing reactions to various stress variables at the workplace play a crucial role (Schaufeli, Taris, & Rhenen, 2007). Given the lack of interest among researchers, the point of conducting this research is to substantially review the existing literature in order to evaluate the unfavorable impact of social media on female entrepreneurs' workplace engagement in developing countries consistently.

This research hopes to shed some light on this topic because social media has ultimately taken over our lives at this point and it is important to acknowledge the effects it has, whether that be positive or negative. The society does not know how big of an influence social media actually has on entrepreneurs, it is always discussed in the educational sector, specifically students. For that reason, this research is a crucial topic that has little attention. Particularly, this research is a replication of a previous study titled 'Late Night Use of Social Media and Cognitive Engagement of Female Entrepreneurs: A Stressor Strain Outcome Perspective' written by Fakhar Shahzad and his colleagues. This research focuses on a particular negative element of social media, late-night usage, and proposes the following research objective: *The Impact of Late-Night Social Media Usage towards Cognitive Engagement of Female Entrepreneurs in Indonesia.*

1.2 Problem Statement

As great as everything is, the excessive use of social media has created many negative effects and problems. Excessive usage of social media can have a negative impact on users' health and everyday lives (Darcin, et al., 2016). For instance, late-night users of social media through laptops or mobiles frequently experience unpleasant emotions, lonesome lives and even a high level of anxiety (Panova, Carbonell, Chamarro , & Ximena , 2019). At the same time, excessive or late-night social media use is positively correlated with life invasion and technostress (Ayyagari, Grover, & Purvis, 2011).

We have to realize that too much of something can become a problem and there is a dark side to social media usage (Zoonen, Verhoeven, & Vliegenthart, 2016). Therefore, it is critical to underline the damaging consequences of late-night social media consumption on cognitive engagement, specifically in female entrepreneurs of SMEs (small and medium sized enterprises) (Shahzad, et al., 2021).

Cognitive engagement is defined as the deliberate and assertively centered awareness of one's responsibilities, priorities, or activities of the organization which are categorized by willfully calling one's attention to and possessing positive thoughts about one's job, in attempt to improve one's efficiency during those duties, goals, or activities (Kuok & Taormina, 2017). In reason of life invasion and stress, a person may be unable to concentrate on their professional responsibilities as required. As a result, the purpose of this research is to examine the negative impact of late-night social media usage on female entrepreneurs' cognitive engagement using life invasion and technostress as mediator variables (Shahzad, et al., 2021).

Based upon the Stressor Strain Outcome model or SSO model, this research proposes the late-night social media usage as the stressor that induces inner strains (technostress and life invasion) amongst female entrepreneurs in Indonesia, affecting their behavioural outcome (cognitive engagement). This following research contributes towards the current studies by focusing on the negative aspects of social media and extending knowledge on the adverse repercussions of information technology on entrepreneurial environments, particularly female entrepreneurs. Additionally, this study exposes how the stresses

impact the internal mechanisms of female entrepreneurial cognitive engagement, hence strengthening the SSO model's relevancy. Lastly, based on the findings and results of this study, academicians and practitioners could design interventions or techniques to reduce the damages of social media to female entrepreneurs.

1.3 Research Questions

The background explanation above leads to research questions that this thesis will analyze and conduct tests upon. The seven research questions are as follows:

1. Does late-night social media usage negatively reduce female entrepreneurial cognitive engagement?

2. Does late-night social media positively raise life invasion?

3. Does late-night social media positively raise technostress?

4. Does life invasion negatively reduce female entrepreneurial cognitive engagement?

5. Does life invasion have a mediating role between the association of late-night social media usage and female entrepreneurial cognitive engagement?

6. Does technostress negatively reduce female entrepreneurial cognitive engagement?

7. Does technostress have a mediating role between the association of late-night social media usage and female entrepreneurial cognitive engagement?

1.4 Research Objectives

The objectives of this thesis research are as follows:

1. To examine and analyze whether late-night social media usage negatively reduces female entrepreneurial cognitive engagement.

2. To examine and analyze whether late-night social media positively raises life invasion.

3. To examine and analyze whether late-night social media positively raises technostress.

4. To examine and analyze whether life invasion negatively reduces female entrepreneurial cognitive engagement.

5. To examine and analyze whether life invasion has a mediating role between the association of late-night social media usage and female entrepreneurial cognitive engagement.

6. To examine and analyze whether technostress negatively reduces entrepreneurial cognitive engagement.

7. To examine and analyze whether technostress has a mediating role between the association of late-night social media usage and female entrepreneurial cognitive engagement.

1.5 Research Purpose

The purpose of this research is to do an analysis with outcomes that will arrange benefits for many perspectives, such as:

1. Academic

    The academic purpose of this research is to provide useful data and information for topics that are related to this thesis title, including the

excessive use of social media, the two psychological strains (life invasion and technostress), female entrepreneurs and cognitive engagement. The goal of this research is to help female entrepreneurs obtain more knowledge about the impacts of late-night social media usage.

2. Future research

The research can be useful for future studies regarding late night social media usage and female entrepreneurial cognitive engagement. This thesis can also be useful for providing helpful references and relevant materials to analyze the following topic even deeper. Academicians and practitioners could also design interventions or techniques to reduce the damages of social media to female entrepreneurs.

3. Entrepreneurial Cognitive Engagement

Entrepreneurs, specifically females, would be able to make use of this research when analyzing about the impact late night social media usage has on entrepreneurial cognitive engagement. Female entrepreneurs will also be able to acknowledge and have a deeper understanding about the impact whether it be positive or negative, as this is a serious matter that could affect their work performance.

1.6 Limitation of Problem

The following points of this thesis research's possible limitation of problems are:

1. Research data is only limited to female entrepreneurs in Indonesia.

2. This research is only limited to the cognitive engagement and recognizes that there are physical and emotional engagements.

3. This research only focused on the Stressor Strain Outcome framework and the mediator variables which are life intrusion and technostress.

4. This research only focused on the indicator 'before sleep', which could have been specified deeper.

1.7 Writing Systematics

The writing structure of this thesis will be divided into the following chapters:

CHAPTER I. INTRODUCTION

The first chapter of this thesis will cover the study's background, the research problem, the reason for conducting this research, and also the writing systematics of this research.

CHAPTER II. LITERATURE REVIEW

The second chapter will discuss the hypotheses that have served as the framework for this study, including the major base theory and the supporting concepts. This chapter will explore concepts on late-night social media usage, psychological strains (life invasion and technostress) and entrepreneurial cognitive engagement.

CHAPTER III. RESEARCH METHODOLOGY

The third chapter of this thesis will describe the stages of research analysis by describing research methods, instrumental tools in the research, and data

analysis which will include explanations of reliability, validity, assumptions, and hypothesis testing.

CHAPTER IV. RESEARCH RESULTS AND DISCUSSION

The fourth chapter will go over the data gathering that will be used later in the research to test and evaluate the hypotheses using a partial least squares structural equation modeling (PLS-SEM).

CHAPTER V. CONCLUSION AND RECOMMENDATIONS

The fifth and last chapter of this thesis will discuss the conclusion of this research analysis, as well as the implication recommendations and suggestions that can be used for future research about late night social media usage and female entrepreneurial cognitive engagement.