

Young People's Business Intention in Vietnam: The Role of Creativity

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ABSTRACT: This study examines the role of creativity in the online business intentions of young people in Vietnam. Based on the Theory of Intentional Behaviour (TPB), the study evaluates the impact of three factors: attitudes, subjective standards, and behavioural control perceptions on online business intentions, and examines the regulatory role of creative capacity. The research context is the strong development of e-commerce and digital economy in Vietnam, with young people being the pioneer in the trend of online business. Data were collected from 516 people of this generation, analysed using the PLS-SEM model to test the research hypotheses. The results show that creativity not only directly affects business intentions but also regulates the relationship between attitudes and online business intentions. This underscores the importance of creative education and entrepreneurial support in fostering youth entrepreneurship. The study provides a scientific basis for policies to support online business and digital economy development in Vietnam.

KEYWORDS: Business, Creative Capacity, Digital, Young People, TPB

I. INTRODUCTION

The rapid development of digital technology and the Internet has created a new business environment where individuals can reach customers and implement business activities without being limited by space and time. In that context, online business has become an important trend, especially for the younger generation - a young population group, with flexible thinking and high adaptability to technology.

In Vietnam, the strong increase of e-commerce platforms and social networks has created many online business opportunities, attracting the attention of young people. According to data from the Ministry of Industry and Trade, Vietnam has more than 41% of the population participated in online shopping, equivalent to nearly 50 million people, reaching the highest rate in Southeast Asia. Statistical e-commerce revenue in the first quarter of 2024 on the top 5 online retail platforms in Vietnam reached over VND 84,000 billion, with more than 882 million units of products sold, up nearly 14% compared to the previous quarter (diendandoanhnghiep.vn). The rapid development of this sector is also reflected in the proportion of total retail sales. In 2022, e-commerce accounted for 7.5% of total retail sales in Vietnam, up sharply from 2.8% in 2015 (dtmconsulting.vn).

Currently, Vietnam is aiming to develop the digital economy, promote online business and innovation, with the goal of reaching 20% of GDP by 2025 and 30% of GDP by 2030. To achieve this goal, the Government has implemented many policies to support and create favourable conditions for businesses and individuals to participate in the field of digital business, especially young people who account for about 20% of Vietnam's population. This is the generation that grew up with digital technology, has high access to and use the Internet, plays an important role in promoting online business and creative online business. However, not all individuals intend to participate in online business, which raises questions about the factors that impact young people's business intentions in the context of digitalization.

Understanding the factors affecting young people's online business intentions will help the State and businesses come up with appropriate support policies, improve training efficiency and encourage entrepreneurship. This research not only contributes theoretically to expanding the application of the TPB model, but also has practical significance in proposing solutions to help the younger generation make the most of their business potential in the digital economy.

According to Ajzen's Theory of Planned Behaviour (TPB) (1991), online business intentions are influenced by attitudes towards online business, subjective standards, and behavioural control perceptions. In particular, the creative economy, creative capacity is considered an important factor to help individuals could adapt to the constantly changing business environment and come up with innovative solutions. Therefore, it is necessary to better study the role of creative capacity in regulating the relationship between bamboo attitudes and online business intentions.

Previous studies have focused on identifying the factors that influence overall business intention, however, there is still a research gap on: The Regulatory Role of Creativity in the Relationship between Online Business Attitudes and Intentions. The research

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model applies to young people in Vietnam - the target group that is leading the trend of digital online business. The impact of factors in the TPB model on online business behaviour in the context of strong e-commerce. Therefore, this study aims to close the gap by examining the relationship between attitudes, subjective standards, behavioural control perceptions and online business intentions, and examining the regulatory role of creativity.

This study aims at the following specific goals: Identify the factors that affect the online business intention of young people according to the TPB model. Examining the Regulatory Role of Creativity in the Relationship Between Online Business Attitudes and Intentions. Proposals and recommendations for the State and businesses to support and promote the online business intention of the young generation.

The research is presented in the following main sections: Part 1: Introduction – Presents the research context, necessity, research gaps and research objectives. Part 2: Theoretical basis and research overview – An overview of the basic theories (TRA, TPB), related studies and research hypothesis proposals. Part 3: Research Methods – Describe the research design, data collection and processing methods. Part 4: Research Results – Analyse and present the results of the research model validation. Part 5: Discussion and conclusion – Summarize the results, make theoretical and practical contributions, and propose solutions.

This study will provide a solid scientific basis for the development of policies to support digital online business, and help businesses and individuals optimize online business opportunities in the context of the booming digital economy.

II. LITERATURE REVIEW

TRA and TPB Theory

Theory of Reasoned Action (TRA) was developed by Fishbein (1967) and perfected by Fishbein & Ajzen (1975) to explain the relationship between human attitudes and behaviors. TRA emphasizes that the intention to perform a behavior is directly influenced by two factors: attitudes toward behavior and subjective norms (Fishbein & Ajzen, 1975). Accordingly, an individual will intend to perform a behavior if they have a positive attitude towards the behavior and believe that significant people around them also support this behavior.

Theory of Planned Behavior (TPB): Ajzen (1991) expanded the TRA and develops the Theory of Planned Behavior (TPB) by adding cognitive factors that control behavior. The TPB considers that the intention to commit an act depends on three main factors:

- Attitude towards behavior: An individual's belief in the consequences of behavior will affect how positive or negative the attitude toward that behavior is.
- Subjective standard: The influence of important people in society (family, friends, colleagues) on the decision to perform behavior.
- Behavioral Control Perception: The degree to which an individual feels about the ease or difficulty of performing a behavior, depending on available resources and opportunities.

TPB has been widely applied in the study of human behavior, especially in the field of business and entrepreneurship. In the context of online business, the TPB model helps explain why individuals have or do not intend to engage in online business, while also clarifying the role of psychological and social factors in their business decisions.

The role of creativity in business intent

In recent years, many studies have focused on identifying factors that influence business intentions, in which creativity is seen as an important factor in promoting entrepreneurship. According to Mohamma et al. (2024), applying the Theory of Planned Behavior (TPB) to analyze the entrepreneurial intention of Indian students, the results show that attitudes towards entrepreneurship (ATE), subjective norms (SN), and behavioral control perceptions (PBC) all have a positive impact on business intention. However, this study has not looked at the role of creativity as a factor influencing business intentions.

Sanya Katyal et al. (2024) expanded the scope of research by combining Intentional Behavior Theory (TPB) and Theory of Self-Determination (SDT) to examine the impact of creativity, social, and practical imagination on engineering students' confidence and entrepreneurial intent. The results show that creativity not only has a positive impact on confidence but also directly affects entrepreneurial intentions, emphasizing that enhancing creative thinking in education can boost students' entrepreneurial spirit.

Several other studies have clarified the regulatory role of creativity in the relationship between attitude and business intent. Entrialgo & et al. (2020) surveyed 502 college students and found that creative capacity not only directly affects attitudes and cognition controlling behavior, but also has a positive regulatory role in the relationship between attitude and entrepreneurial intent. This means that individuals with high levels of creativity will be more likely to convert positive attitudes into concrete actions more strongly than individuals with low levels of creativity.

In Vietnam, Thanh & Trung's (2023) research on Vietnamese students' intention to start a business also shows that creativity plays a moderating role in the relationship between attitudes and business intentions. Applying the SEM linear structure model, the study confirmed that all three elements of the TPB (attitudes, subjective norms, and behavioral control perceptions) positively impact business intent, with attitude having the strongest influence. Notably, the study found that students with high creativity and positive attitudes will have stronger business intentions, while emphasizing the important role of creativity in enhancing students'

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entrepreneurial abilities. In addition, controlling factors such as gender and family business background also have an impact on business intentions.

An overview of previous studies has confirmed that creativity has a positive impact on business intentions, and can play a role in regulating the relationship between attitudes and entrepreneurial intentions. Therefore, this study will continue to test this hypothesis in the context of youth in Vietnam, clarifying the role of creativity in the online business decision-making process.

RESEARCH HYPOTHESES

(1) Attitude towards online business

According to the TPB and TRA theory, attitudes towards online business are formed based on the individual's belief in the benefits or risks of this behavior. If individuals believe that online business brings benefits such as increasing income, time flexibility, and expanding the market, they will have a positive attitude towards the implementation of this behavior. Conversely, if they are concerned about business risks, high competition, the possibility of failure, their attitude may become negative or neutral. The TPB theory asserts that a positive attitude will increase the intention to perform the behavior, while a negative attitude will decrease this intention.

In the field of online business, many empirical studies have proven a direct relationship between attitudes and business intentions. Individuals with a positive attitude towards online business often have a stronger intention to start a business on a digital platform (Liñán et al., 2011; Maresch et al., 2016). In contrast, individuals with neutral or negative attitudes will have weaker intentions, even if they receive support from their surroundings.

Therefore, this study suggests that when individuals have a positive attitude towards online business, they will be more motivated and motivated to do this activity. The hypothesis is as follows:

Hypothesis H1: Attitudes towards online business have a positive effect on online business intentions of young people in Vietnam.

Hypothesis H2: Attitudes towards online business have a positive effect on the subjective norms of young people in Vietnam.

Hypothesis H3: Attitudes towards online business have a positive effect on perceived behavioral control of young people in Vietnam.

(2) Subjective norms

The Subjective Norms (SN) is a social factor that reflects the degree to which an individual feels pressure or encouragement from important people around him for a certain behavior. In the context of online business, subjective standards express an individual's perception of the attitudes and views of family, friends, colleagues or influencers on the decision to participate in business on digital platforms (Shook & Bratianu, 2010; Otache et al., 2021; Ashraf et al., 2021).

Previous studies have shown that the positive or negative level of subjective standards can affect an individual's business intentions. When individuals receive support and encouragement from their reference group, they will be more motivated to implement Online Business Intent. Conversely, if the individual is prevented or encounters negative feedback, this intention may be diminished (Liñán et al., 2011; Maresch et al., 2016).

In the context of online business, where network factors, community and customer feedback play an important role, the impact of subjective standards becomes even more apparent. People who receive encouragement from family, friends, or have the opportunity to connect with online business communities will have a stronger belief in their ability to succeed, thereby promoting their intention to do this activity.

Therefore, this study suggests that when individuals feel support from important reference groups, they will be more motivated and have a stronger intention to engage in business on digital platforms.

Hypothesis H4: Subjective norms have a positive effect on online business intentions of young people in Vietnam.

(3) Perceived Behavioral Control

The intention to perform a behavior is influenced by three main factors: attitudes towards behavior, subjective norms, and perceived behavioral control (PBC). In particular, behavioral control cognition refers to the degree to which an individual feels easy or difficult, controlled, or able to take the initiative when performing a particular behavior.

In the field of business, Ajzen (1991) argues that PBC reflects the degree of personal confidence in the ability to establish and operate a successful business, including factors such as knowledge, experience, access to resources and information. Shapero & Sokol (1982) also emphasized that in order to have the intention of starting a business, the individual must not only desire but also feel the feasibility of this activity. This is similar to Bandura's (1997) concept of personal competence and the entrepreneurial confidence in Shapero & Sokol's (1982) SEE model.

In the context of online business, behavioral control awareness is especially important because operating a business on a digital platform requires individuals to have skills in using technology, access to online markets, and digital risk management. An individual with a high PBC will be more confident in starting an online business, believing in the ability to control and manage related factors such as capital, customers, and technology platforms, thereby increasing the intention to carry out online business behavior. Empirical studies have also confirmed the positive impact of PBC on entrepreneurial intentions. Devonish et al. (2010) found that

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high levels of behavioral control not only impact attitudes toward entrepreneurship, but also play an important role in fostering entrepreneurial motivation, desire, and determination (Krueger et al., 2000). In Vietnam, research by Chau & Huynh (2020), Le & Nguyen (2016, 2019), Phan & Tran (2017) also shows that PBC has a strong influence on students' entrepreneurial intentions. Therefore, this study suggests that when individuals feel that they have the capacity, resources, and ability to control their online business, they will have a higher intention to do so. Therefore, the following hypothesis is proposed:

Hypothesis H5: Perceived Behavior control has a positive effect on online business intentions of young people in Vietnam.

(4) Creative capacity

The attitude factor is one of the most important factors influencing behavioral intentions. However, previous studies by Kautonen et al. (2013) and Autio et al. (2001) suggest that the degree of impact of attitudes on behavioral intentions may vary, due to the regulation of other factors. This begs the question: What factors can regulate the impact of attitudes on online business and online business intention?

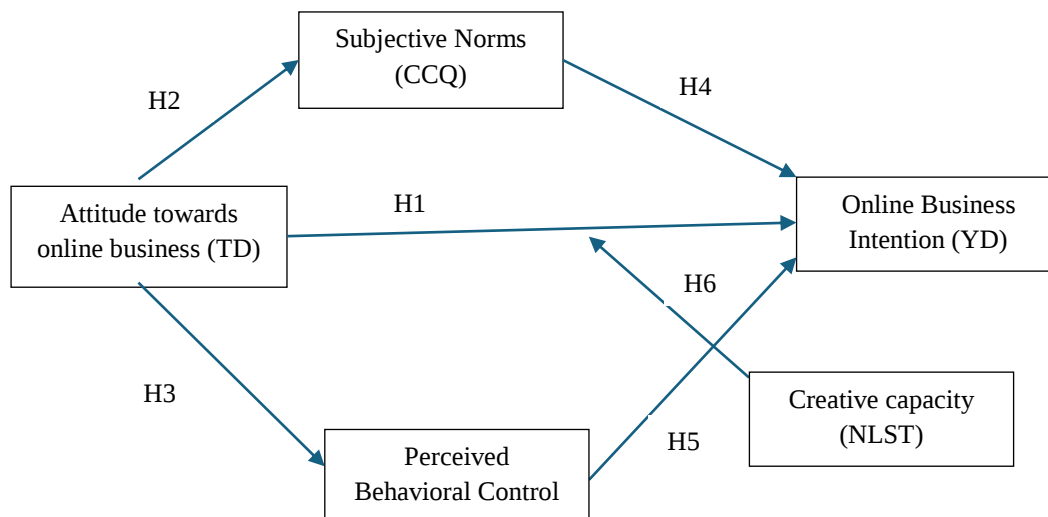
This study proposes that creativity plays a role as a regulator in the relationship between attitudes and online business intentions. Specifically, creative capacity helps individuals think flexibly, propose creative solutions, and better adapt to changes in the business environment. According to Sternberg (1999), people with high creative abilities tend to be more business-oriented, and at the same time, the perception of creative tendencies also increases the intention to start a business (Shook & Bratianu, 2010; Townsend et al., 2010). In addition, creative competence helps individuals to recognize business opportunities, optimize solutions, and improve business performance (Lichtenstein et al., 2007; Otache et al., 2021).

Thus, even if an individual has a positive attitude towards online business, if they lack creative capacity, they may not realize this intention. Conversely, when the creative capacity is high, the impact of attitude on online business intentions will be stronger. This suggests that creativity is an important factor that helps individuals turn positive attitudes into practical actions in an online business environment. From the above arguments, the authors propose the following hypothesis:

Hypothesis H6: Creativity capacity plays a role in regulating the relationship between attitudes and online business intentions of young people in Vietnam.

RESEARCH MODEL

Figure I: The Conceptual Model for Measurement Structure



III. METHODOLOGY

A. Sample size

To ensure the reliability of statistical analysis by PLS-SEM, the study maintains a sufficiently large sample size, avoiding false conclusions due to the sample being too small. According to the guidelines of Hair et al. (2018, 2019), the "10 times" rule applies, which requires a minimum sample size of 105, which is 10 times the number of the most complex observed variables or the maximum number of paths in the model.

The study is expected to collect 550 responses and achieve 516, which corresponds to a response rate of 93%. The non-probability sample selection method was used, which combined a custom-designed questionnaire consisting of two parts: demographic information and questions related to the research theoretical framework.

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B. Measurements

The Likert scale with values ranging from 1 (strongly disagree) to 5 (strongly agree), serves as the coding mechanism for capturing respondent feedback [35]

C. Data Collection and analysis

Data for this study were collected directly from participants via questionnaires, using a two-stage survey process. In the first stage, a group of 60 people were surveyed to ensure they understood the concepts being studied

The partial least squares structural equation modeling (PLS-SEM) technique is employed to analyze the relationships among the hypothesized latent variables within a path model. This method adopts a component-based approach akin to that used in principal components analysis, focusing primarily on calculating the structural path coefficients indicated within the inner model. The outer model delineates the measurement model, defining how latent variables relate to their observed indicators Henseler et al, (2009). One of the advantages of PLS-SEM is its lack of dependence on distributional assumptions, which means traditional statistical tests for assessing model fit and parameters are not directly applicable. Instead, a global fit index and bootstrapping results, including t-values, are utilized to evaluate model robustness Chin et al, (2010).

IV. RESULTS

A. Describe statistics of demographics

The official study sample information includes 516 study samples. This is the number of samples that warrant the required quantitative analysis. Demographic information including gender, year of birth, education, and business experience is summarized in the following table:

Table I: Summary of Research Sample Information

Statistics	Content	Amount	Ratio
Gender	<i>Male</i>	218	42.2%
	<i>Female</i>	298	57.8%
Year of birth	<i>Ages 13-17</i>	22	4.3%
	<i>Age 18-23</i>	402	77.9%
	<i>Age 24-28</i>	92	17.8%
Education	<i>Middle school or lower</i>	23	4.5%
	<i>High School</i>	303	58.7%
	<i>College</i>	35	6.8%
	<i>Bachelor</i>	143	27.7%
	<i>Master</i>	12	2.3%
	<i>PhD or higher</i>	0	0%
Business Experience	<i>Already available</i>	219	42.4%
	<i>Not yet available</i>	297	57.6%
Total Survey Sample		516	100%

Source: Self-synthesized author group

Table 1 outlines the demographics of the sample, which included 516 participants. The gender distribution shows most female respondents at 57.8%, with males accounting for 42.2%. The group aged 18 to 23 was the most represented, encompassing 77.9% of the respondents. Most of the survey participants are from 18 to 23 years old, with common characteristics of dynamism, enthusiasm, exposure to science and technology and new business trends, so it is easy to form business intentions. Moreover, these are the subjects who mostly have a certain roadmap and plan for their future, have enough knowledge to start a business. Professional qualifications include bachelor's degree accounting for 27.7%, high school accounting for 58.7%, college accounting for 6.8%,

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junior high school or lower accounting for 4.5%, master's degree accounting for 2.3% and doctoral degree or higher accounting for 0%. This is a reasonable level because most of the survey participants are mostly between the ages of 18 - 23 who have knowledge, have been trained through schools, have no problems, so they are ready to participate in business. Business experience 57.6% of survey respondents said they had no business experience and 42.4% had business experience. The percentage of people with business experience is at a low level. But in general, this rate is reasonable because young people are young, do not have much experience and life experience and are on the way to finding their goals.

B. Evaluation of the measurement model

Reliability and Validity

This study applied data analysis techniques to assess the reliability of the measurement constructs, with the results presented in detail in Table 2. To verify the reliability of the scale and the value of the model, established testing methods were applied, including Cronbach's Alpha and confirmatory factor analysis (CFA). According to Black et al. (2005), Nulnaly and Bernstein (1994), and Hair et al. (2017), Cronbach's Alpha reliability index and composite reliability (rho_c) greater than 0.7 reflect good measurement scale. The results show that all variables meet this criterion. Specifically, "Innovative Ability" (0.841) and "Online Business Intention" (0.853) are the variables with the highest Cronbach's Alpha index. The composite reliability index (CR) is above 0.85, with "Subjective norms" and "Online Business Intention" reaching the highest level of 0.901. This shows that the variables of the model are all highly reliable, accurately reflecting the impact of observed variables on latent variables and eligible for further analysis. In addition, the study examined the indicators, construct reliability, convergent validity, and discriminant validity according to recognized guidelines (Hair et al., 2019). The reliability of the indicators was confirmed with the external loadings of each construct item exceeding the recommended threshold of 0.7 (Hair et al., 2019). Furthermore, to address the multicollinearity problem, the variance inflation factor (VIF) in the internal model was carefully analyzed (Ringer et al., 2017). The results showed that all VIF values were below the threshold of 5.0, indicating that there was no problem of multicollinearity (Hair et al., 2020).

Table II. The Results of Measurement Model Test

Concepts	Items	Number of Observed Variables	Outer loading	Cronbach's alpha	Composite Reliability	AVE (Average Variance Extracted)	VIF (variance inflation factor)
Attitude to wards online business	TD	4	0.771	0.796	0.867	0,620	4.200
Perceived Behavioral Control	HV	4	0.769	0.805	0.873	0,631	4.059
Subjective Norms	CCQ	4	0.714	0.780	0.859	0,603	2.767
Creative capacity	NLST	5	0.758	0.841	0.887	0,612	4.237
Online Business Intention	YD	4	0.806	0.853	0.901	0.694	

Source: Extracted from SmartPLS software

Convergence Validity

To assess convergent validity, the study used the Average Variance Extracted (AVE) index. According to Hock and Ringle (2010) and Hair et al. (2019), a scale achieves convergent validity when AVE is greater than or equal to 0.5. The analysis results show that all variables achieve convergent validity, with AVE ranging from 0.603 to 0.694. This demonstrates that the observed variables have good explanatory power for the corresponding latent variables. CCQ

Table III. Reliability and Discriminant Validity Correlation Matrix

	CCQ	HV	NLST	TD	YD
CCQ	0.777				
HV	0.749	0.795			
NLST	0.716	0.772	0.782		
TD	0.718	0.808	0.741	0.788	
YD	0.698	0.768	0.731	0.749	0.833

Source: Extracted from SmartPLS software

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Discriminant validity

Discriminant validity was assessed using the Fornell-Larcker criterion. This criterion compares the square root of the AVE with the correlation coefficient between the latent variables. The results show that the square root of the AVE of each variable is larger than its highest correlation coefficient with any other variable. This proves that the latent variables are clearly discriminant, with no conceptual overlap. The data from Table 4 also reinforce this conclusion, as the AVE values of the observed variables are all larger than their correlation values with other latent variables.

Composite Reliability was used instead of Cronbach's Alpha in the PLS-SEM model, as recommended by (Sarsted et al, 2022). All composite reliability values exceeded the threshold of 0.7, according to the standard of (Bagozzi & Yi, 1988), indicating high internal consistency of the constructs. In addition, all standardized loadings of the indicators met the thresholds recommended by Fornell and Larcker, (1981), ensuring that each indicator contributed significantly to the respective construct. In summary, the analysis results show that the scales in this study all achieved good convergent and discriminant validity, and had high reliability, ensuring validity for subsequent analyses.

C. Evaluation of the structural model

RESULTS FOR THE PROPOSED HYPOTHESIS

Table IV. Path Coefficients of the Structural Model

Hypothesis	Path Coefficients	Estimates	Standard deviation	T Statistics	P Values	F square	Results
H1	TD -> YD	0.248	0.060	4.139	0.000	0.051	Accept
H2	TD -> CCQ	0.718	0.034	21.148	0.000	1.063	Accept
H3	TD -> HV	0.808	0.022	36.602	0.000	1.880	Accept
H4	CCQ-> YD	0.146	0.051	2.896	0.004	0.024	Accept
H5	HV -> YD	0.287	0.282	4.563	0.000	0.064	Accept
H6	NLST -> YD	0.216	0.054	4.078	0.000	0.048	Accept
H7	NLSTxTD -> YD	-0.001	0.012	0.072	0.943	0.000	Reject

Source: Extracted from SmartPLS software

From the results obtained from the above data, it is easy to see that 6 pairs of impacts with P values ≤ 0.05 . It is "Attitude = > Subjective Norms"; "Attitude => Perceived behavior control"; "Attitude = > Online Business Intention"; "Subjective Norms = > Online Business Intent"; "Perceived Behavior Control = > Online Business Intention"; "Creative capacity = > Online Business Intention". The remaining relationships with $P > 0.05$ are non-statistical effects, so there is no further analysis.

Consider the impact of the independent variables "TD"; the intermediate variable "CCQ"; "NT"; the regulator "NLST" on the dependent variable "YD", and the impact of the independent variable "TD" on the intermediate variable "CCQ" and "NT", we can see that all variables have a positive impact on "Online Business Intention". This satisfies the initial assumptions made by the authors and is similar to previous studies (domestic and foreign). In which, "Attitude" affects "Perceived Behavior Control" with the largest

coefficient β of 0.808; the second is "Attitude" to "Subjective norms" with a coefficient $\beta = 0.718$. The impact of "Perceived Behavior Control", "Attitude", "Creative Capacity" and "Subjective Norms" on "Online Business Intention" has coefficients β of 0.0287, 0.248, 0.219 and 0.146, respectively.

The f square coefficient is used to consider the importance of an independent variable over the dependent variable (Chin, 1998). Based on Cohen's (1988) proposal on the f-squared index table to evaluate the importance of independent variables, we can evaluate the results of the table as follows: "Subjective norms", "Perceived Behavior control", "Creative Capacity" and "Attitude" have an impact on Online Business Intention by f square > 0.02 . " Perceived Behavior control " has the highest f squared of 0.064; followed by "Attitude" with 0.051, "Creative Capacity" with 0.048 and the lowest is "Subjective Norms" with f squared at 0.024. In general, the f-squared of these variables is in the range of 0.02 to 0.15, reflecting a relatively small impact. In parallel, the f-squared of "Attitude" in the relationship of impact with "Subjective Norms" and " Perceived Behavior control " is high, 1.063 and 1.880 are both greater than 0.35, indicating that the effect of "Attitude" is large on the two dependent variables CCQ and NT. The relationship "NLST x TD" has no impact on YD because f squared is $0 < 0.02$. This test is similar to the impact of the above coefficient.

The regression results of the analyzed group showed that YD had a corrected R squared of 0.666 or 66.6%. This shows that the TD independent variables, which account for 66.6% of the variation of YD, can come from the remainder outside the variable and the random error. For HV, this variable has an adjusted squared R coefficient of 0.652 indicating that TD can explain 65.2% to the variation of HV, the remaining 34.8% can come from residuals outside the variable and random error; The CCQ has an adjusted squared R coefficient of 0.514 reflecting the TD independent variable that can explain 51.4% of the variation of the CCQ-dependent variable, the remaining 48.6% can come from the residuals outside the variable and the random error.

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V. DISCUSSIONS

This study obtained the results of the factors that have a strong impact on Online Business Intention (YD): Perceived Behavior control (HV) has the strongest impact ($\beta = 0.287$, $p = 0.000$); Creative capacity (NLST) also significantly affects YD ($\beta = 0.219$, $p = 0.000$); The subjective norms (CCQ) has an influence but the level is lower ($\beta = 0.146$, $p = 0.004$); Attitude (TD) has a direct impact on YD with an average ($\beta = 0.248$, $p = 0.000$). All 4 of these factors have a positive impact on the online business intention of the world.

At the same time, the study also reflected the indirect influence through mediating factors (HV and CCQ): TD had a strong effect on HV ($\beta = 0.808$) and CCQ ($\beta = 0.718$). This suggests that positive attitudes are likely to increase an individual's perception of controlling behavior, as well as young people's perception of social norms, such as pressure or expectations from family and friends. Thus, HV and CCQ have an important role in clarifying the impact of TD on YD.

However, the interaction between NLST and TD did not affect YD ($\beta = -0.001$, $p = 0.943$). The cause can come from many aspects. Young people have a good attitude, but lack confidence in their own abilities and understanding of Online Business even though they have good creative capacity, leading to NLST not adding the influence of TD to YD. NLST is not really a direct regulating factor in this relationship because TD is formed from emotions, belief and through experience.

Based on the results of the study, the research team proposed some recommendations to enhance the role of NLST in promoting the relationship between Attitude (TD) and Online Business Intention (YD).

On the State's side, the Government can set out public regulations and policies to increase support for young people's creative business, especially in Online Business by providing funding funds for online business projects, encouraging projects with high applicability. Invest in the development of modern technological infrastructure, support young people to access and develop renewable energy. Specifically, deploying free online learning platforms, with innovative and innovative courses, combined with expert guidance. The Ministry of Education needs to include innovative thinking subjects in the curriculum, encouraging education from practice.

On the part of educational institutions, it is necessary to integrate creative skills into the curriculum in a more practical and effective way, perhaps through the application of project-based learning – where students solve practical problems, apply their NLST, or organize seminars, etc. workshops with the participation of startup experts, providing in-depth knowledge about Online Business, and affirming the role of employees. At the same time, organizing and encouraging participants in the contest on Creative Ideas and Entrepreneurship, helping young people get closer to reality. Each individual and young person needs to actively learn and practice creative skills to turn their ideas into reality such as participating in online courses on creativity, participating in creative contests and projects in their favorite fields. In addition, young people need to cultivate more knowledge about online business to deeply understand the problem and be able to apply their creativity effectively.

From there, young people not only have a positive attitude towards Online Business Intention but also understand that NLST is also one of the important factors, a lever for that intention to be formed. Improve the regulatory impact of NLST on the relationship between Attitude and Online Business Intention.

VI. CONCLUSION

The study affirms that behavioral control awareness, creative capacity, subjective standards and attitudes all affect the online business intention of young people, in which HV and NLST play the most important role. Therefore, improving creative capacity and increasing awareness of behavior control will help promote young people's online business intentions. However, the study has not yet reflected the regulatory relationship of NLST to the relationship of attitude impact on intention. This discovery is an important basis for implementing solutions to enhance the positive influence of TD, HV, CCQ, NLST variables as well as find a way to promote and clarify the regulatory role of NLST in the business environment and digital technology.

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