

Narrative engagement and entrepreneurial behaviour: A comprehensive study utilising the transportation-imagery model

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Abstract

This study explores how narrative engagement influences story-consistent attitudes and entrepreneurial intentions among students in Indonesia. It also examines the mediating roles of enjoyment and perceived relevance in this relationship. Using Structural Equation Modelling (SEM) with Warp-PLS 8, data from 320 students who completed entrepreneurship courses were analysed. Findings reveal that narrative engagement significantly enhances enjoyment and perceived relevance, positively impacting story-consistent attitudes and entrepreneurial intentions. These results suggest that enjoyment and perceived relevance fully mediate the effects of narrative engagement, underscoring the importance of incorporating engaging and relevant narratives in entrepreneurship education to foster a stronger entrepreneurial mindset and intentions. This study offers actionable insights for educators and policymakers to design course content that maximises narrative engagement, thereby effectively shaping students' attitudes and intentions toward entrepreneurship.

Keywords:

attitude-consistent story; enjoyment; entrepreneurial intentions; narrative engagement; perceived relevance.

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Introduction

Entrepreneurship plays a key role in economic development and innovation. However, most university graduates favour the career choice of entrepreneurship less. Only 30% university students are in business, and the

rest still need to learn their plans (Putra, 2021). This phenomenon is worrying, considering that the options to work as an employee are limited. This is due to a need for more understanding of the psychological factors influencing entrepreneurial behaviour. Previous research shows that narratives about entrepreneurs' success stories are important in changing individuals' opinions and attitudes. This is because business stories can shape entrepreneurial behaviour by providing inspiration, motivation, and real-life examples, helping aspiring entrepreneurs understand the challenges and risks associated with entrepreneurship and build relevant networks and relationships in business (Yiga et al., 2023). Thus, narratives are powerful tools for changing opinions and are believed to be powerful means of persuasion.

Research related to small business and entrepreneurship seeks to adopt and recognise narratives as a credible source of knowledge involved in building theories of entrepreneurship (Johansson, 2004). The narrative approach is also proposed to make a useful engagement to create entrepreneurial intentions. Prior research indicates that narrative is important in entrepreneurship (Lounsbury & Glynn, 2001). Hubner et al. (2022) attempted to test the persuasive effects of narratives on three countries with different entrepreneurial ecosystems. Narratives can encourage an open and intensive exchange of useful ideas to facilitate a partnership-based approach. In Munich, cautious and limited communication attitudes hindered partnership building. In Singapore, networks and partnerships are relevant, but entrepreneurs must be careful about communication and establishing relationships. Narratives in the entrepreneurial ecosystem can influence the attitudes and actions of entrepreneurs in building and growing a business.

Dramatically, not all narratives have a positive impact; narratives with inaccurate messages can affect individual and group performance in subsequent tasks, thus affecting decision-making and overall business performance (Rapp, 2016; Rees, 2020). Stühling (2011) added that exaggerated or inconsistent narratives can damage the trust of customers, investors, and related parties. Lost trust is difficult to recover and has a long-term negative impact on a business's reputation.

The success of a narrative in persuasion depends on the level of engagement of the audience's experience with the narrative itself (Bilandzic & Busselle, 2011). Narrative engagement is the audience's phenomenological experience with a narrative. The narrative engagement model embeds the narrative experience in the mental model approach. In the mental model perspective, viewers are encouraged to construct meaning in the story according to their thoughts to better understand the story's situation. Thus, the narrative is expected to influence the narrative engagement of the message receiver (Busselle & Bilandzic, 2009).

The narrative process framework is based on the transport theory (Green & Brock, 2000). Stories can change beliefs to the extent that images are activated by transport (Green et al., 2002). This is known as the transportation-imagery model. Vivid imagery can influence beliefs because it makes the events in the story seem like real experiences. In addition, vivid imagery plays a strong role in shaping attitudes. When readers imagine the events in the story, individuals who are interacted more with stories show greater changes in beliefs and attitudes in response to a story (Lee & Jeong, 2017; Wirtz & Kulpavaropas, 2014; Laer et al., 2014). Similarly, participants are more engaged in a narrative report stronger beliefs and attitudes toward the story (Green, 2004) and behavioural intentions (Johnson & Sangalang, 2016; Braddock & Dillard, 2016). In contrast, some studies have yet to demonstrate the strength of narrative engagement role in reducing barriers to narrative persuasion (e.g., Brechman & Purvis, 2015). Based on the existing research gaps, it would be interesting to examine further the effectiveness of narrative engagement in enhancing narrative persuasion.

Busselle & Bilandzic (2008) argue that in the perspective of the transportation-imagery model, transportation into a narrative occurs when the reader is fully focused on the comprehension activity, which involves both cognitive and affective processes. Affective responses, such as enjoyment result from narrative engagement, become a pleasurable experience. Lee & Kim (2022) added that media enjoyment significantly influences narrative-consistent attitudes. In line with Lee & Kim's work, Busselle & Bilandzic (2009) found it to be correlated with enjoyment. This means that engaging with a narrative should be a pleasurable experience (Green et al., 2004). An audience's engagement with a story influences the extent to which one considers the message personally relevant, thus increasing perceived susceptibility (Moyer-Gusé, 2008) and positively influencing narrative attitudes (Hoeken & Fiekkers, 2014). Attitude relevance determines the relevance of perceived value expression and subsequently leads to attitude change (Hullett, 2002). LaMarre & Grill (2019) highlighted the mediating role of enjoyment and perceived relevance in narrative persuasion. Furthermore, enjoyment and perceived relevance increase positive entrepreneurial attitudes and intentions (Feng & Chen, 2020; Dissanayake, 2013).

Several models have been developed to explain the antecedents in shaping entrepreneurial behaviour in students. Interest, motivation, aspiration, and individual personality are internal factors that dominate in shaping entrepreneurial behaviour for students (Al-Qadasi et al., 2023). Meanwhile, external factors such as family, social networks, peers, institutional support, and financial readiness significantly influence students in shaping entrepreneurial behaviour (Martins et al., 2023; Maheshwari et al., 2023). Only a few pieces of literature have attempted to examine the impact of narrative on

entrepreneurial behaviour (Laviolette et al., 2012). The few previous studies on the power of narrative and its persuasion have focused only on forming attitudes toward brands and advertisements (e.g., Braddock & Dillard, 2016; Bilandzic & Busselle, 2013). This study aims to determine the role of the narrative engagements' dimensions (attentional focus, emotional engagement, narrative understanding, and narrative presence) from Busselle & Cutietta (2019) in predicting enjoyment and perceived relevance, which further increases the persuasive influence of story content.

To achieve this objective, this study has three stages. First, a model of narrative persuasion based on transport and empirical evidence is presented. Second, the research used PLS-SEM to test the mediating role of enjoyment and perceived relevance in the relationship of narrative engagement and consistent attitude with the story that ultimately affects entrepreneurial intention. Finally, the research sample is students who have taken and passed the entrepreneurship course. This study is expected to make an important contribution to the literature on the entrepreneurship model by engaging transport theory through the exploration of the narrative effect. In addition, discussion, implications, conclusions, limitations of the study, and suggestions for future research are presented.

Literature review

The transportation-imagery model

In narrative persuasion, the transportation-imagery model is a theoretical framework that describes how people are absorbed and influenced by narratives. The model of this research focuses on the mental processes that allow people to immerse themselves in a story's colourful and creative world. According to the model, when individuals are "transported" into the world of the story, they become deeply involved and immersed in the narrative, leading to changes in their attitudes and behaviour (Green & Brock, 2000).

The transportation-imagery model has been widely used in the study of narrative effects in media and has been the subject of meta-analyses to understand its antecedents and consequences (Moyer-Gusé, 2008). However, the model has also faced criticism, particularly its failure to account for individual differences in the reception of media messages (van Laer et al., 2014).

The two main parts of this paradigm are mental imagery and transport. Mental imagery involves the creation of vivid mental images and sensory experiences by individuals while engaging with a narrative. Individuals actively simulate sensory experiences such as sights, sounds, and feelings associated with the narrative through mental imagery. Vivid mental imagery

contributes to the persuasive impact of the narrative, as it increases the story's perceived realism and personal relevance (Green & Brock, 2000).

Transport refers to the extent to which individuals mentally enter the world of the narrative, absorbed, and engrossed in the storyline. When individuals are transported, they mentally disengage from their surrounding environment and engage in the events and experiences described in the narrative. This holistic transport concept involves cognitive, attentional, and emotional processes. The model suggests that transport can impact attitudes and behaviours, especially when the narrative aligns with the individual's pre-existing beliefs and values (van Laer et al., 2014).

In summary, the transportation-imagery model provides a valuable framework for studying how narratives affect individuals by examining the psychological processes of transport into the narrative world and the creation of vivid mental images.

Narrative engagement, enjoyment, and perceived relevance

Narrative engagement refers to the degree to which individuals are involved in a story. Narrative engagement creates a personal experience that allows individuals to feel and understand the story more deeply. This engagement can be achieved through various narrative techniques, such as compelling storytelling, relatable characters, and creating an immersive world (Hinyard & Kreuter, 2007). Research in psychology shows that the level of narrative engagement can influence individuals' perceptions and responses to stories (Green et al., 2002).

An important aspect of narrative engagement is creating relatable and empathetic characters. Well-developed and relatable characters are likelier to engage the audience emotionally (Kim et al., 2001). In addition, characters who exhibit traits or experiences that the audience can relate to, such as personal struggles or emotional turmoil, are more likely to elicit empathy and an emotional response. When a person is emotionally involved in a story, it can trigger a strong emotional response. Positive emotions such as excitement, enthusiasm, or compassion can increase enjoyment (Galbraith & Rodriguez, 2018). When narrative engagement creates a captivating experience and holds an individual's attention throughout the story, this can lead to a sense of attentiveness that increases enjoyment (Busselle & Bilandzic, 2008).

Engagement refers to the extent to which the audience feels part of the story world (Howell et al. (2024). Ryan (2007) stated that immersion is an important component of narrative engagement, as it allows the audience to be fully absorbed in the story and feel a greater connection to the characters. When individuals can identify themselves, experiences, or personal values in the story, they tend to view it as more relevant to their lives. Deep narrative engagement allows the reader or audience to feel that the story has meaning

and direct relevance to their context (Johnson & Mathew, 2017). Relevance often relates to how the story fits into the context of an individual's life or work. If the story can describe situations, challenges, or circumstances similar to those faced by the individual, then narrative engagement will increase perceptions of relevance (Busselle & Cutietta, 2019). Prior research suggests that narrative engagement plays a crucial role in shaping the enjoyment and perceived relevance of narrative. Based on the explanation above, there are some proposed hypotheses:

H1: There is a positive effect between narrative engagement and enjoyment.

H2: There is a positive effect between narrative engagement and perceived relevance.

Enjoyment, perceived relevance, and story-consistent attitude

Enjoyment refers to the pleasure and satisfaction gained from engaging in an activity or experience. It is a feeling of happiness or pleasure derived from pleasurable activities (Busselle & Bilandzic, 2009). Moreover, it is the opposite of feelings such as boredom and misery. In the context of stories, enjoyment refers to the pleasure and satisfaction derived from engaging with a narrative (Oliver et al., 2010), which can be a key aspect of narrative engagement. Engaging with a narrative should be a pleasurable experience, contributing to the story's overall enjoyment. Enjoyment can increase an individual's propensity to accept and internalise the messages conveyed by the story. If the story presents certain arguments or ideas that create enjoyment, individuals tend to be more open to the influence of the story. They may adopt attitudes consistent with the message (LaMarre & Grill, 2019). Lee & Kim (2022) added that the enjoyment associated with a story can create long-term effects on individual attitudes. If enjoyment is maintained or increases over time, attitudes consistent with the story may also become more stable and persistent.

Perceived relevance in a story refers to the extent to which audiences find the story personally meaningful and applicable to their lives. Perceived relevance creates a sense that the information in the story is important in the context of an individual's life or values. If individuals feel that the story is relevant to their experiences or needs, they are more likely to form attitudes consistent with the story because they see it as a valuable source of information (Hoeken & Fiekkers, 2014; Gao & Bai, 2014). Braddock & Dillard (2016) added that perceived relevance can create a personal connection between the story and the individual's life experience. If individuals feel that stories are relevant to experiences or situations they have experienced, they can strengthen attitudes consistent with stories by forming strong personal connections. So, this study highlight the importance of creating relatable and relevant narratives for the audience, as this can significantly influence their attitudes.

H3: There is a positive effect between enjoyment and story-consistent attitude.

H4: There is a positive effect between perceived relevance and story-consistent attitude.

Story-consistent attitude and entrepreneurial intention

Consistent attitude towards stories refers to the extent to which one's attitudes, beliefs, and behaviours align with the narrative of a story. When a person becomes immersed and lost in the world of a story, their attitudes, intentions, beliefs, and behaviours begin to reflect the story, a phenomenon known as narrative transport (Zak, 2015). Story-consistent attitudes are important because they can influence a person's behaviour and decision-making, making them more likely to act on the implications of the narrative (Zak, 2015). When individuals are immersed in a story, their attitudes and beliefs reflect entrepreneurial content; this can increase their entrepreneurial intentions (Fellnhofer, 2018). This study highlight the potential of using story-consistent attitudes to increase entrepreneurial intentions.

H5: There is a positive effect between story-consistent attitude and entrepreneurial intention.

Research method

This study uses a quantitative approach. Data was collected through a survey by distributing questionnaires to respondents. A total of 320 undergraduate students were recruited from various fields of science from various universities in Indonesia, with the consideration that the minimum sample size used was 10 times the total number of variable arrows (Hair et al., 2013). Participants were selected using a purposive sampling technique, namely selecting samples based on certain considerations or criteria based on research objectives (Maholtra, 2010). Participants are assigned to view one of four television programs designed to educate viewers on the topic of business stories. Previously, they were asked to complete a questionnaire about their attitudes and intentions for entrepreneurship. After that, they were asked to watch a TV program with business story content. Show programs range from 10 to 15 minutes each without commercial interruption. After watching the business story program, the participants were asked to complete a list of questionnaires containing their thoughts on the business content of the TV program. Participants were asked to complete a list of questionnaires designed to find out their thoughts on the program and fill out a list of existing survey items. A pilot study is planned to determine whether television programs with business themes meet the criteria for narratives with plots and characters so that they feel immersive and transport them into business stories. Collaborate

with narrative experts to review research instruments and provide recommendations.

Four episodes of four different television programs related to business topics were presented to the participants. These four programs are the best business-themed programs on Indonesian global television. First, the "Laptop Si Unyil" program on Trans TV with the episode "Canned Sardine Manufacturing Factory" (n=80). Second, the program "Jejak si Gundul" on Trans7 with the episode of "Rogut Luwing Gulung" (Rositasari et al., 2019) (n=80). Third, An episode of "A Billion Turnover from Vegetables" on the "Banting Stir" programs on Trans7 Television (Rahmania & Abidin, 2022) (n=80). Finally, an episode of "Business in the New Normal Era" on the "Lady Boss" program on Metro TV television (Khalisha et al., 2019).

The first two programs were shown because they received high ratings in the number of viewers on the business theme. Two other programs were featured in peer-reviewed studies and business communication experts to examine the effects of narrative on reducing resistance to persuasion barriers and the outcome of narrative persuasion.

In the "Laptop Si Unyil" episode, the character Unyil and his friends decide to go to a canned sardine factory to see and learn how to make canned sardine food. The "Jejak Si Gundul" is about Gundul's experience of trying to make processed Rogut food from Luwing using natural resources around the village. Two other messages with a business theme in the "Banting Stir" program tell the story of a man whose initial profession was as a roadman for a well-known band who then switched professions to become an EO because he wanted to get more challenges and results. Due to the Covid-19 pandemic, the EO business went bankrupt. Furthermore, he opened a self-service business with fresh vegetables and fish for his business partners and finally succeeded. The "Lady Boss" program tells the story of a unique jewellery craftsman who feels the impact of the COVID-19 pandemic on his business. With his hard work, he succeeded in increasing sales turnover and serving customer requests for products of his beads.

This study utilised a questionnaire developed based on an intensive review of the relevant literature to ensure that the research participants could understand the questions. The questionnaire used a five-point Likert scale ranging from 1 to 5, where 1 indicates strongly disagree, and 5 indicates strongly agree. The measurement of the narrative engagement variable was adopted from Bilandzic & Busselle (2011). All items - focus of attention (AF), emotional involvement (EE), narrative understanding (NU), and narrative presence (NP) - are on the narrative engagement scale. The enjoyment variable was measured using items derived from Johnson & Sangalang (2016) and Busselle & Bilandzic (2009) with four items. Meanwhile, to measure perceived

relevance (Johnson & Sangalang, 2016), the study used four items. The study from Dakoumi & Abdelwahed (2014) was used to measure story-consistent attitude with four items and to measure entrepreneurial intention using the study from Laviolette et al. (2012) with four items. Structural Equation Modelling (SEM) was used to analyse the data obtained in this study. WarpPLS version 7.0 software was used to test the hypothesised model because it can better assess smaller samples (Hair et al., 2013).

Results

The obtained sample of this study consisted of 320 respondents. Of the respondents, the majority are female (53.71%) and male (46.29%). Majority of respondents were between 18-21 years old (53.44%) and more than 22-24 years old (20.63%), followed by 25-27 years old (9.69%) and 28-30 years old (13.13%), finally >30 years old (3.13%). Most participants spent 5-8 hours playing on the internet, at 39.06%. Then, sequentially, they spent time on the internet for < 8 hours by 38.13%, 2-4 hours by 20%, and < 2 hours by 2.81%.

When analysing Warp PLS, several prerequisites must be met to guarantee instrument dependability (Kock, 2019). Several indicators were looked at to assess how well the research model fits the data: Tenenhaus GoF (GoF), Average-block VIF (AVIF), Average Full-collinearity VIF (AFVIF), Average Path Coefficient (APC), Average R-squared (ARS), Average Adjusted R-squared (AARS), Sympton Paradox Ratio (SPR), R-squared Contribution Ratio (RSCR), Statistical Suppression Ratio (SSR), and Non-linear Bivariate Causality Direction Ratio (NLBCDR) (Sholihin & Ratmono, 2021).

The APC value of 0.566 with $p < 0.001$, ARS value of 0.475 with $p < 0.001$, and ARRS value of 0.473 with $p < 0.001$ were used to assess the goodness of fit of this study. The AFVIF value of 2.394 and the AVIF value of 1.560 indicated no vertical or lateral multicollinearity in the model, which is optimal ≤ 5 . The GoF value of 0.552 was determined to be greater than 0.36, which indicates a very strong model fit. In addition, SPR value of 1,000, RSCR value of 1,000, SSR value of 1,000, and NLBCDR value of 1,000 meet the threshold criteria, then ≥ 0.9 is acceptable. This indicates that there is no collinearity problem between the predictors and the criterion, and the predictors in the research model are not found to be correlated.

Outer model results

The quality of the measuring tool for a construct was verified by evaluating the measurement model. Two measurements were used to evaluate the measuring model: formative and reflective measurements. This study uses just one measurement, a reflective measurement based on the listed constructs. Each construct's loading value was used to evaluate reflective measurements.

The validity and reliability of the measurement model were tested by evaluation. This study used the discriminant and convergent validity tests for validity, and Cronbach's alpha and composite reliability were used for reliability assessment. The results of the validity and reliability tests were used as a first step to proceed to the next stage of hypothesis testing. Johnson & Sangalang (2016) stated that the convergent validity test was assessed based on a loading factor greater than 0.50 in each construct. The results of the convergent validity test are presented in Appendix 1.

Several indicators had loading factor values less than 0.50, as Appendix 1 demonstrated. The data processing did not include the item values from factor loadings less than 0.50 since they did not satisfy the validity test requirements. All instruments were deemed reliable, as the composite reliability and Cronbach's alpha coefficients are both more than 0.60, according to the reliability test results. The second validity test was the discriminant validity test, which evaluated the relationship between the correlation between the constructs and the Average Variance Extracted (AVE) square root. As a result, Table 1 provides the following description of the discriminant validity test results.

Table 1.
Correlation among variable

Construct	NE	E	PR	SCA	EI
NE	0.782	0.737	0.689	0.656	0.673
E	0.737	0.883	0.610	0.613	0.596
PR	0.689	0.610	0.739	0.578	0.599
SCA	0.656	0.613	0.578	0.785	0.628
EI	0.673	0.596	0.599	0.628	0.811

Abbreviations: The Items displayed in boldface represent the square roots of the AVE: Narrative Engagement (NE), Engagement (E), Perceived Relevance (PR), Story-Consistent Attitude (SCA), and Entrepreneurial Intention (EI).

Source: Authors' work (2024)

The square root value of AVE in the diagonal column of Table 1, which was higher than the correlation between the constructs in the same column, demonstrates that the results of the discriminant validity test in this study had been met. Compared to other constructions in the same column, the data processing findings show that this construct has more significant outcomes.

Inner model results

The inner model of the endogenous variables was evaluated using the coefficient of determination (R^2) and the Q-Square value. The explanation of these latent variables is in Table 2.

The R^2 value of the endogenous construct, namely Enjoyment (E), is 0.558, meaning that the variance of the E construct can be explained by 55.8%

by the variance of the exogenous narrative engagement (NE) construct. The perceived relevance (PR) constructs are 0.486, meaning that the PR construct variance can be explained by 48.6% by the NE exogenous construct variance. The endogenous entrepreneurship story-consistent attitude (SCA) constructed is 0.450, meaning that the variance of the SCA construct can be explained by 45% by the exogenous construct variance E and the exogenous PR construct variance. The entrepreneurial intention (EI) constructs are 0.406, meaning that the variance of the EI construct can be explained by 40.6% by the variance of the SCA construct.

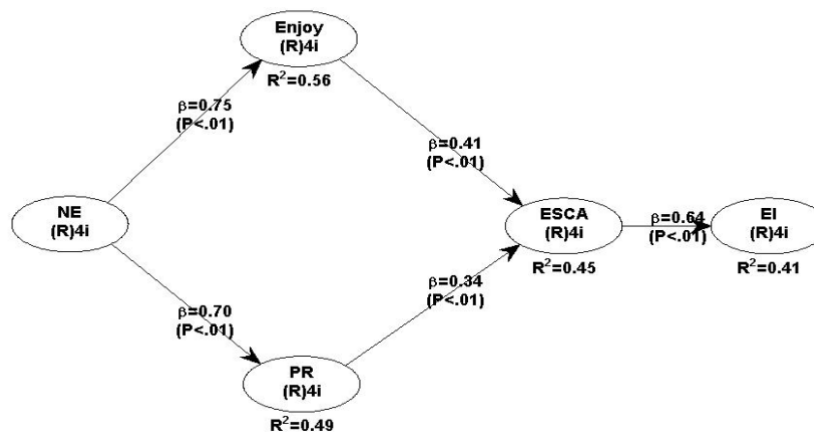
Table 2.
Coefficient

Coefficient	E	PR	SCA	EI
R ²	0.558	0.484	0.450	0.406
Q-Square	0.557	0.486	0.447	0.406

Abbreviations: Engagement (E), Perceived Relevance (PR), Story-Consistent Attitude (SCA), and Entrepreneurial Intention (EI).

Source: Authors' work (2024)

Figure 1.
Research model



Source: Authors' work (2024)

The test results of the Q-Square value in the endogenous construct is higher than zero, i.e., EI is 0.406, SCA is 0.447, E is 0.557, and PR is 0.486. This test shows that the Q-Square value of the endogenous construct in this study was higher than zero, which means the predictive relevance of this research model in Figure 1.

Eight hypotheses are proposed in this study. The assessment of the hypothesis test in this study is supported by a p-value of <0.01 (significant at 1% level), p-value of 0.05 (significant at 5% level), and p-value at<0.1 (significant at 10% level). Table 3 discusses the results of each hypothesis proposed in this study. Narrative engagement has a significant positive effect

on enjoyment. The results confirm that narrative engagement has a significant positive effect on enjoyment, as evidenced by the path coefficient $NE \rightarrow E$ of 0.747, p -value <0.001 . Based on the test results, narrative engagement significantly affects enjoyment. Therefore, hypothesis 1 is supported.

Table 3
Coefficient correlation

Variable	Path Coefficient	P-Value	Status
NE→E	0.747	<0.001***	Supported
NE→PR	0.697	<0.001***	Supported
E→SCA	0.411	<0.001***	Supported
PR→SCA	0.339	<0.001***	Supported
SCA→EI	0.637	<0.001***	Supported

Abbreviations: Engagement (E), Perceived Relevance (PR), Story-Consistent Attitude (SCA), and Entrepreneurial Intention (EI). Standard Error (S. E), Effect Size (f^2), Supported (S), Not Supported (NS). * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

Source: Authors' work (2024)

The test results demonstrate the significant positive effect of narrative engagement on perceived relevance, with a $NE \rightarrow PR$ path coefficient value of 0.697 and a p -value <0.001 . This robust evidence supports hypothesis 2, Further strengthening the validity of our findings.

Enjoyment positively affects story-consistent attitude as indicated by the $E \rightarrow SCA$ path coefficient of 0.411, with a p -value <0.001 . Based on the test results, enjoyment significantly positively affects a story-consistent attitude. Therefore, hypothesis 3 is supported.

Perceived relevance has a significant positive effect on story-consistent attitude as evidenced by the $PR \rightarrow SCA$ path coefficient of 0.339, p -value <0.001 . Based on the test results, perceived relevance has a significant positive effect on story-consistent attitude. Therefore, hypothesis 4 is supported.

A story-consistent attitude positively affects entrepreneurial intention, as indicated by the path coefficient value of $SCA \rightarrow EI$ of 0.637, with a p -value <0.001 . Based on the test results, a story-consistent attitude significantly positively affects entrepreneurial intention, and hypothesis 5 is supported.

Enjoyment and perceived relevance mediate the effect of narrative engagement on story-consistent attitude, as evidenced by the mediation path coefficient $NE \rightarrow E \rightarrow SCA$ and $NE \rightarrow PR \rightarrow SCA$ of 0.543, with a p -value < 0.001 . Meanwhile, the significant effect of enjoyment and perceived relevance on entrepreneurial intention through the mediation of story-consistent attitude is indicated by the mediation path coefficient for Enjoyment 0.262 with a p -value < 0.001 and the mediation path coefficient for perceived relevance of 0.216 with a p -value < 0.001 .

Discussion

The results show that narrative engagement has a significant positive effect on enjoyment. This finding is in line with [Busselle & Cutietta \(2019\)](#) opinion that the experience of engaging with a story depends on their understanding of the story. This means that when participants have understood the aired entrepreneurial stories, they will feel brought into the story's world. Entrepreneurship stories that facilitate a high engagement experience make participants feel happier than boring stories. [Slater et al. \(2014\)](#) added that individuals who engage with stories can inhibit their self-awareness and be free from the negative moods they may experience before being exposed to a story ([Green et al., 2004](#)).

A person who enjoys a story can be influenced by the perception that the story's topic is relevant to him. The results of this study show that narrative engagement has a significant positive effect on perceived relevance. This means that respondents who are highly engaged with entrepreneurial stories will perceive that the story has been relevant to their personal lives and characters. This finding aligns with the opinion of [Caputo & Rouner \(2011\)](#) and [Johnson et al. \(2013\)](#), stating that personal relevance is conceptualised as a result of narrative persuasion. [Moyer-Guse & Nabi \(2010\)](#) stated that viewers who are involved with the story characters will affect their feelings that the topic of the message in the narrative is personally relevant.

The story often influences individuals who enjoy a story, and this influence can create changes in their attitudes and perceptions. The results show that enjoyment significantly positively affects a story-consistent attitude. This means that entrepreneurial stories that can cause enjoyment can make a person more easily influenced by the story, ultimately creating a positive attitude toward the story. This finding aligns with the opinion of [LaMarre & Grill \(2019\)](#) that if a story presents certain arguments or ideas that can cause enjoyment, the person tends to be more easily influenced and adopt an attitude by the story message. [Lee & Gretzel \(2012\)](#) added that enjoyment with stories long-term impacts a person's attitude. Attitudes consistent with the story become stronger and longer lasting if enjoyment is maintained or increased over time.

Participants who connect with the characters in the business story will think that the topics in the story messages conveyed are relevant to them, so they tend to adopt attitudes that are consistent with the values and struggles of these characters. The results show that perceived relevance has a significant positive effect on story-consistent attitude. This means that entrepreneurial stories often convey certain moral values or messages. Respondents who identify and understand these values tend to adopt attitudes consistent with them daily. This finding aligns with [Hoeken & Fijkers \(2014\)](#), who state that individuals tend to have a story-consistent attitude if they believe the story

matches their needs or experiences. Braddock & Dillard (2016) added that a person who believes an actual story can help him make a personal connection with his own experience.

The results show that through enjoyment, narrative engagement can increase consistent attitudes toward the story. This statement supports Bilandzic & Busselle (2013), who argue that more interesting narratives are easier to understand, the greater interest and engagement with the story. Readers or viewers will feel curious and enjoy the story's journey, leading to a consistent attitude towards the story. The ability of this scale to predict enjoyment and consistent attitudes toward stories across different programs support Tamul & Hotter (2019). Therefore, by increasing narrative engagement, individuals are more likely to develop a consistent attitude toward the story due to the enjoyment they derive from the narrative experience.

Meanwhile, the results also show that narrative engagement can increase consistent attitudes towards stories through perceived relevance. This finding supports research conducted by Bilandzic et al. (2019), stating that narrative engagement refers to the experience of being immersed in a story and connected to its plot and characters. Narrative engagement is beneficial because it creates enjoyment and relieves life's challenges by offering temporary immersion in an alternative reality. This engagement is associated with greater enjoyment of the story and greater potential for the story to influence the reader (Busselle & Cutietta, 2019). Stronger narrative engagement is associated with stronger beliefs and attitudes toward stories (Busselle & Bilandzic, 2009). Engagement leads to reduced arguments against the story premise and greater elaboration of story-related information, positively associated with agreement with story-related attitudes. Therefore, by increasing narrative engagement, the perceived relevance of the story can be enhanced, leading to a more consistent and influential impact on the audience.

The results show that enjoyment and perceived relevance can increase entrepreneurial intention through a story-consistent attitude. Story-consistent attitude refers to beliefs and attitudes consistent with the story's plot and characters. This finding aligns with Tamul & Hotter (2019) opinion that narrative engagement is the experience of being immersed in a story and connected to its plot and characters. When readers connect with the plot of a story's characters, they gain greater enjoyment of the story and subsequently have the potential to influence readers. Green (2004) added that stronger narrative engagement is related to stronger beliefs and attitudes towards the story. Personal enjoyment and relevance are beneficial aspects of narrative engagement that can increase motivation to decipher the relationship between the narrative's mental model and the individual's real world (Hamby et al., 2018). By increasing narrative engagement, the perceived relevance of the

story can be enhanced, leading to a more consistent and influential impact on the audience, which can increase entrepreneurial intentions.

Behavioural intention is a strong consequence of attitude. Behavioural intentions are used to predict actual behaviour (Ajzen, 1991). The results of this study indicate that attitudes consistent with the story significantly positively affect entrepreneurial intentions. This means that if the story describes a successful and empowered entrepreneurial character, respondents feel inspired by the story. This can stimulate their intention to undergo their entrepreneurial journey, especially if the characters in the story manage to overcome obstacles and achieve success. This finding is in line with the opinion of Dakoumi & Abdelwahed (2014), that attitudes consistent with the story facilitate the formation of behavioural intentions. Zak (2015) added that the importance of attitudes consistent with the story could shape a person's behaviour and make them act according to the story's implications. This finding also supports Fellnhofer (2018) that individuals whose attitudes reflect entrepreneurial content can increase entrepreneurial intentions.

This research not only provides a foundation for understanding narrative engagement in entrepreneurship, but also underscores its potential to drive social change. Researchers and practitioners have the opportunity to explore the various mechanisms that can increase or decrease resistance to narrative persuasion. Understanding how narrative engagement can influence mass audiences is not just about shaping entrepreneurial attitudes and intentions but also about effecting meaningful social change. This underscores the significance of our work in the field of entrepreneurship

Conclusion, limitation, and future research

Narrative engagement can occur when participants focus on comprehension activities with stories. Gaining a good understanding involves both cognitive and emotional processes. Engaging with the narrative can lead to an enjoyable experience and influence the feeling that the entrepreneurial message conveyed is personally relevant, influencing attitudes consistent with the story and increasing entrepreneurial desire.

This study has several limitations. Our sample was limited to students at universities in Indonesia. This is, of course, relatively homogeneous, thus limiting our ability to generalise these findings to a wider population. The cross-sectional nature of the data limits our ability to make more conclusive conclusions about the impact of message exposure on message outcomes. For this reason, future research should conduct studies with heterogeneous samples over time. The decision to use a narrative engagement dimension depends on whether researchers and marketers aim to assess the experience of engaging with the narrative itself or the conditions of narrative engagement that influence that experience. The extent to which individuals experience engagement with

a narrative is focused more on emotional involvement and narrative presence. Meanwhile, narrative understanding and focus of attention can be used to measure how the conditions of narrative engagement affect the experience. Future research can develop other scales to shape the experience of individuals engaged in narratives and the conditions of engagement in narratives that affect the experience. This research's video exposures are well-known TV programs that participants might have watched before. Since this study didn't take into account whether participants had watched the video before, it might have affected their response. Future research can also consider this problem.

Author contribution

Nindria Untarini: Conceptualisation, Investigation, Formal analysis, Writing - Original Draft. **Sri Hartini:** Resources, Investigation, Formal Analysis, Writing - Review and Editing. **Hera Rachmahani and Intan Nia Maulida:** Writing - Review and Editing.

Declaration of interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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Appendix 1.

Result for factor loading

Variables/Item	Factor Loading	CA	CR	AVE
<i>Narrative Engagement</i>		0.786	0.863	0.782
AF: It was difficult for me to focus on the program	0.793			
EE: Throughout the show, I Experienced both happiness and sadness	0.847			
NU: I occasionally found it difficult to understand what was happening in the program	0.687			
NP: Although my body was in the room during the show, my mind was in the world the story had created	0.793			
<i>Enjoyment</i>		0.906	0.934	0.883
E1: I enjoy this program	0.847			
E2: I am very entertained by the message of this story	0.869			
E3: The message of this story is very imaginative	0.902			
E4: The message of this story is exciting	0.886			
<i>Perceived Relevance</i>		0.720	0.827	0.739
PR1: I recognised why the circumstances played out as they did	0.812			
PR2: I was able to comprehend the motivations behind the characters' actions	0.661			
PR3: The story's lesson applies to entrepreneurs' lives	0.727			
PR4: The characters in the stories have a bearing on my own life	0.747			
<i>Story-Consistent Attitude</i>		0.792	0.865	0.785
SCA1: I like this story message very much	0.814			
SCA2: This story message is well made	0.822			
SCA3: This story message is very good	0.745			
SCA4: I am very much favourable to his/her story message	0.758			
<i>Entrepreneurial Intention</i>		0.827	0.885	0.811
EI1: I do not have any plans to open a business at all	0.832			
EI2: I would rather be an entrepreneur than a corporation employee	0.789			
EI3: I am willing to try anything to become a business owner	0.823			
EI4: I will make every attempt to launch and maintain my own company	0.801			

Abbreviation: Cronbach alpha (α), composite reliability (CR), and average variance extracted (AVE)

Source: Authors' work (2024)