

# The role of government policy communications (GPC) quality and consistency in promoting entrepreneurship: An Integrated Marketing Communications (IMC) approach.

Vera Butkouskaya<sup>a</sup>, Nestor U. Salcedo<sup>b,c</sup>,

<sup>a</sup> HSE Graduate School of Business, Moscow, Russia

<sup>b</sup> ESAN Graduate School of Business, Lima, Peru

<sup>c</sup> Universitat Autònoma de Barcelona, Catalunya, Spain

## RESEARCH BACKGROUND

Entrepreneurship is accepted to significantly impact social and economic growth (Altinay et al., 2016; Rusu & Roman, 2017). New business creation can solve the unemployment problem, specifically for the young, who are more vulnerable in the labor market due to lack of experience (Butkouskaya et al., 2020). In turn, young entrepreneurs can drive innovation that enhances economic progress (Audretsch et al., 2008). By being more innovative, small firms are contributing by bringing new technologies into the market, increase the level of competition that stimulates economic development. Consequently, the entrepreneurship government policy results from the need to promote entrepreneurship among youth as a strategic driver of economic progress (Arenal et al., 2021).

Nevertheless, existing government policies towards supporting entrepreneurs, young people still perceive the obstacles at a high intensity that prevent them from creating innovative start-ups. Government policy communications quality is an essential control instrument in reaching marketing performance goals of knowledge sharing and promoting related to entrepreneurship government policy and, as a result, transferring it into a positive entrepreneurial intention (Vos, 2009). Despite this, scientific literature suggests that integrated marketing communications (IMC) are an effective strategic instrument to transfer the positive impact of market knowledge on enhancing firm performance (Butkouskaya et al., 2021). However, no previous research applied the IMC concept to government policy communications (GPC). Applying the IMC concept as GPC consistency could help enhance the positive effect of entrepreneurial GPC knowledge on entrepreneurial intention.

Thus, the research aims to study the application of the IMC concept towards improving the entrepreneurship GPC effectiveness towards the popularization of entrepreneurship among the young (Figure 1).

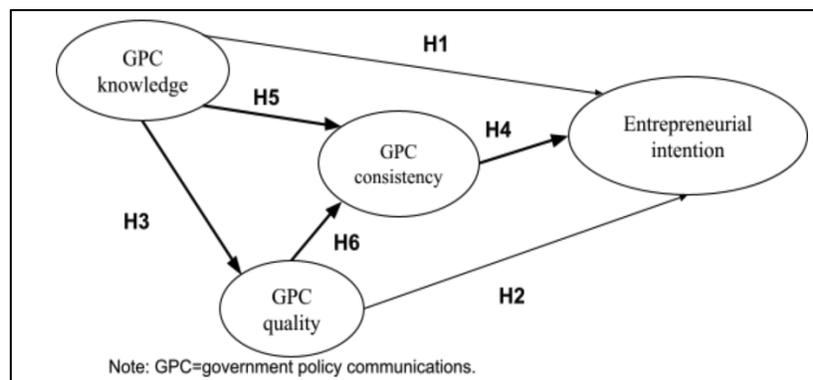


Figure 1. Theoretical Model

## METHOD

The design method is a non-experimental cross-sectional study. First, we develop an instrument (survey) on the Likert-based scale with constructs used in prior studies (DeVellis, 2017). Second, we calibrate the instrument through experts and a pilot test. Then, we carry out the data collection to obtain a preliminary sample of 132 young individuals from Barcelona area. Subsequently, the procedures based on multivariate analyses (Hair et al., 2014) include exploratory factor analysis (EFA) and confirmatory factor analysis (CFA) to demonstrate the integral instrument's validity. Finally, the structural equation model (SEM) is used to test the hypotheses of the research model. Sobel test applied for mediating effect evaluation (Sobel, 1987).

## RESULTS

The results indicate that the SEM direct effects from the hypothesis **H2 to H6 are supported**. Indeed, no significant effect was evident between entrepreneurship GPC knowledge (GPC\_K) and entrepreneurial intention (EI) (p-value=0.807); thus, **H1 is rejected**. Despite later, there were significant positive effects between GPC quality (GPC\_Q) and EI (p-value=0.060), thus **H2 is supported**, GPC\_K and GPC\_Q (p-value=0.000), hence **H3 is supported**, GPC consistency (GPC\_C) and EI (p-value=0.003), accordingly **H4 is supported**, GPC\_K and GPC\_C (p-value=0.081), consequently **H5 is supported**, as well as GPC\_Q and GPC\_C (p-value=0.000), therefore **H6 is supported**.

The results show a significant indirect effect from the GPC\_Q to the EI through the GPC\_C (p-value=0.017), with no significant total effect (p-value=0.944), thus showing a complete mediation. On the other hand, although the mediation from GPC\_K to IE through GPC\_C is supported by two direct effects (H4\*H5), it is not significant as an indirect effect (p-value=0.225) or total effect (p-value=0.190). In addition, the indirect effect of GPC\_K to EI through GPC\_Q is shown, having a significant result (p-value=0.000); also, there is a significant total effect (p-value=0.000), thus validating a partial mediation. Thus, the results encourage GPC\_C as a mediator of the effects of GPC\_K and GPC\_Q, respectively. Furthermore, the sequence that GPC\_Q must mediate GPC\_K to impact GPC\_C and then this latter affects EI is more evident than prior mediations.

## CONCLUSIONS

We depart from the prominent and relevant role of young entrepreneurs in economic and social growth and development through innovation. The study contributes to entrepreneurship and marketing communications research by applying the IMC concept in a new perspective on entrepreneurship GPC. Hence, the research analyzes the effect of entrepreneurship GPC knowledge on entrepreneurial intention. Moreover, it focuses on revealing the mediation impact of GPC quality on the mentioned effect. Also, the research centers on the specific role of GPC consistency (under the IMC concept) as an additional mediator in transferring the positive effect of entrepreneurial GPC knowledge and enhancing the positive role of GPC quality towards improving entrepreneurial intention. From the practical perspective, it suggests some strategies towards improving the GPC effectiveness. Specifically, how to augment the GPC effectiveness and the consistency of entrepreneurship expansion.

References Available Upon Request

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