

ENTREPRENEURSHIP READINESS IN THE EYES OF THE YOUNG GENERATION: A CASE STUDY ON MELAKA DISTRICT

Harniyati Hussin ¹
Naqib Akmal Sholikhin ²
Zairul Akbar Mohd Ali ³
Sharina Shariff ⁴

^{1,2,3,4} Faculty of Business and Management, Universiti Teknologi MARA

E-mail: ¹harniyati@melaka.uitm.edu.my, ²naqibakmal.sholikhin@gmail.com, ³zairu840@melaka.uitm.edu.my,
⁴sharina@melaka.uitm.edu.my

Accepted date: 09-12-2018

Published date: 10-03-2019

To cite this document: Hussin, H., Sholikhin, N. A., Mohd Ali, Z. A., & Shariff, S. (2019). Entrepreneurship Readiness in The Eyes of The Young Generation: A Case Study on Melaka District. *International Journal of Modern Trends in Social Sciences*, 2(6), 63-73.

Abstract: *Entrepreneurship is the willingness to engage in entrepreneurial behaviour in the future. Entrepreneurship intention may be affected by different factors. The purpose of this study is to investigate the factors that may influence the readiness of youngster to be global via online entrepreneurship. This study has come out with three factors which the independent variable; Innovation Ideas, Adoption of Smartphones, and Personal Challenges. In this study, the researcher employed the purposive sampling method for the selection of the respondents which enable researchers to collect relevant and useful information thru the distribution of a set of questionnaire. The Questionnaire was given to 179 young adults in Melaka. Out of 179, only 175 were returned and 4 have not been accepted. After the collection of data, a code was developed for each variable before being transferred to the computer for analysis. In this study, the researcher will use the Statistical Package for Social Sciences (SPSS) as the study statistics software to analyse data that has been collected. The result of this research has enabled the researcher to achieve research objectives. The data have been analysed using Pearson's Correlation and Regression analysis. Pearson's Correlation analysis has indicated that all three variables; Innovation Ideas, Adoption of Smartphones and Personal Challenges have a good strength of association to the dependent variable (Online Entrepreneurship).*

Keywords: *Online Entrepreneurship, Innovative Ideas, Adoption of Smartphones, Personal Challenges, Youngster.*

Introduction

An increasing difficulty to get the job among fresh-graduate or young generation has attract some of these group to open up new business via online through massive way in the internet such as Instagram, Facebook, Carrousell, and many more (Fallon N., 2017). These kinds of

social media have met up between buyer and seller easily. Those varieties of social media are offering two-ways communication and make it easier for buyer to surf and search what type of product that they are looking for. Bank Negara Malaysia (BNM) reported that youth unemployment has been on the rise in the country, estimated to have reached 10.7 percent in 2015, over three times the national unemployment rate of 3.1 percent, as growth in hiring has slowed since late 2014. Among of this group, young graduates has made relatively large percentage share of jobless youth with 23 percent. Also, referring from the report by BNM, youth unemployment rise faster of 1.2 percent percentage point in 2015 to 10.7 percent, differ to the estimated of 9.5 percent in 2014. Nowadays, world faced sophistication and advancement of technology through smartphones and tablets. There are plenty of devices that had totally changed the usage of mobile phone or tablet. Generally, with this kind of advancement, people will using mobile phone as the initial transaction of their business (Judith Aquino, 2010) This factor has influence the usage of those devices especially among young generation (below 35 years old). Government has identified entrepreneurship is a new approach that may contribute to economic wealth. This proved by implementation of many policies and programs by the government in a way to increase entrepreneurship among Malaysian. Employment opportunity also may raise cause of entrepreneurial activity and also increase competitiveness among entrepreneur in a market place. Unemployment and economic growth has become a major economic crisis faced by most countries (Reinhart and Rogoff, 2009). Entrepreneurship is one of the ways to tackle these economic problems. According to Rahman and Fatima (2011), entrepreneurship also may help in generating or increase economic growth of a nation, and this has attracted many researchers to study the relationship between economic growth and entrepreneurial activities. It also been stated by Hafer (2013), that the rising number of level entrepreneurial activity could contribute to the increase in economic growth. As the result, government reinforce calls for changing the policy to promote productive entrepreneurship. Generally, entrepreneurship has been viewed for giving benefits in the economic perspective. Thus, this is the main reason has attract interest of the researcher to study the relationship that could influence the increasing number of young generation in entrepreneurial activity. Thus, researcher have listed several factors that could influence increasing number of entrepreneur among young generation; innovative idea, usage of smart phones and tablets, and personal challenges.

Therefore, the objectives of this study are to investigate the readiness factors such as; the innovative idea, adoption of smartphones, and personal challenges have influence young generation to involve in entrepreneurship, which lead to list of research questions as follows;

- RQ1:** Does innovative ideas has relationship with entrepreneurship among young generation in Melaka?
- RQ2:** Does adoption of smartphones has relationship with entrepreneurship among young generation in Melaka?
- RQ3:** Does personal challenges has relationship with entrepreneurship among young generation in Melaka?

The data had been collected from young citizen age range between 18 to 35 years old who stay in Melaka specifically in urban area.

Literature Review

Entrepreneurship

It is difficult to have specific definition of entrepreneurship despite the amount of research has been taken in this field (Kobia, Margaret; Sikaleh Damary, 2010). According to Gartner (1990), what brings the difference between entrepreneur and non-entrepreneur is that; entrepreneurs create the organization. But it is argued by Carland (2002), he said, there is no literature exactly define entrepreneur. But the most important thing is entrepreneurship can be explained as the individual that put his or her effort to make the improvement towards; either existing product or new product. The action taken by the entrepreneur transforming their idea into ended product or services distinguish from other common business people. Entrepreneur has different level upwards compared to business people. An entrepreneur always comes with new creative and innovative ideas and makes an improvement on existing product. Entrepreneur also always trying to grab all the opportunities before other competitors realize it (Bygrave and Hofer, 1991). The benefits that bring by entrepreneurship is not limited only in the side of competition among them, it also give an impact towards economic development of a nation (Rahman and Fatima, 2011). It would also offer employment opportunity to the community. Generally, entrepreneur is the best role model in creating wealth and job opportunities (Keat, Selvarajah and Meyer, 2011). People nowadays are changing the nature of work that suggests young people to go for entrepreneurial activity (Roger and Martyn, 1999). They also found, increasing number of entrepreneurship among this generation due to lack of identifiable role models, and lack of encouragement from important career influencer; such as teacher and career guidance specialists on career choice. But, early research found factors that may influence small-business start-ups. Those factors are the need for achievement (McClelland, 1961), risk-taking propensity (Brockhaus, 1980), locus of control (Brockhaus, 1982), tolerance of ambiguity (Schere, 1982), and desire for personal control (Greenberger and Sexton, 1988) have been discovered and tested as possible traits associated with entrepreneurial behavior. There are also numbers of other background factors relates to individual behavior that may lead to intention for start-ups business or entrepreneurial activity; previous employment (Storey, 1982; Ronstadt, 1988), family background (Scott Twomey, 1988; Matthews and Moser, 1995), gender (Buttner and Rosen, 1989), education background (Storey, 1982), ethnic membership (Aldrich, 1980), and religion (Weber, 1930). According to Mazzarol, Volery, Doss and Their (1999), those factors combine with psychological traits will make some individuals more “entrepreneur” than others. Government in Malaysia are always encouraging entrepreneurship in Malaysia, especially among young generation. According Hafer (2013), through entrepreneurship, it is also may help to increase national income (GDP). One of the initiative made by Malaysian government through Malaysia External Trade Development Corporation also known as MATRADE and Malaysian Association of ASEAN Young Entrepreneurs (MAAYE) - is ASEAN Young Entrepreneurs Carnival 2016. The collaboration between these two associations is the first public-private sector initiative for young entrepreneurs. This event supported by Ministry of International Trade and Industry and ASEAN Young Entrepreneurs Council. Upon the ceremony, two Memorandum of Understandings (MoUs) were endorsed. The first MoU is Incubator Programme for ASEAN Export Champions. It’s aim is to make young entrepreneurs rise in state-level and first-time state-level exporters into successful traders. The initiative focused on developing entrepreneurs who are eCommerce-ready, utilizing digital platforms as the method to market access, creating a business ecosystem that is driven by innovation and technology. This programme also puts strong on better understanding of branding, packaging, marketing, and media relations in which these indicate to export process. Second MoU is the “Gabungan Usahawan Parlimen Jeli untuk Program Jaguh Eksport ASEAN” involved MAAYE and Jeli-based entrepreneurs. This MoU is to pay

tribute for the participation of entrepreneurs in Jeli, Kelantan as the initial project for the Incubator Programme for ASEAN Export Champions (Cultivating youth entrepreneurship, 2016). It can be concluded that from initiative made by public and private sector, Malaysian government is dedicated in encouraging entrepreneurship along with digital sophistication nowadays. World nowadays are facing internet revolution where almost young and adult categories of ages using internet in their daily life and kids are not left behind. Physical store are slowly adapting online services (Rigby, 2011) to capture this revolution of business environment. Internet has made the entrepreneur to capture this opportunity in their marketing strategy (Mort, 2003). Internet make world border-less (Colon-Fung, 2007). Push the traditional business (physical store) into electronic commerce or 'e-commerce'.

Innovative Ideas

Innovation can be the critical part in small-medium enterprise (SMEs) for their business survival because innovation is the key element of an organization to use their knowledge, skills, and experience to the development of new technologies, products of their business (McAdam, McConvery and Armstrong, 2004). Innovation helps SMEs to sustain in the market, creating competitive advantage for their business (Economic and Social Council, 2012). What brings the difference between entrepreneur and businessman is the innovation (Wagener, Gorgievski, and Rijdsdijk, 2008). Entrepreneurs always come with new idea in order to capture opportunity, compared to the normal business owners who have less strategic goals. According to Amabile (1988), it is impossible to survive the business without innovative and creative thinking. An innovative idea is the basis element of creative. Amabile also defined innovation as 'organizational innovation is the successful implementation of creative ideas within an organization'. This can be explaining that ideas can be in any form of subject such as new product, processes, or procedure in organization itself. Generally, innovation is the development and implementation of the new ideas. According to Drucker in his article on 1985, innovation rise from the opportunity and successful entrepreneurs did not have specific personality in common but the systematic practice of innovation. A study has found that entrepreneurship and innovation has relationship and has interaction to help particular organization to success. According to Fang Zhao (2005), entrepreneurship and innovation is complementary. In which, to become a good entrepreneur you need to be an innovative person. Also, it is important element of a success organization that need these two; entrepreneur and innovation to sustain in nowadays dynamic and changing environment.

Adoption of Smartphones

Smartphones has become world phenomenon. It is hard to find people nowadays without at least a mobile phone; either smart-phone or even basic mobile phone. The Pew Research Center's Internet & American Life on their research regarding smartphone adoption found that, two from five mobile phone owner own a smartphone as of May 2011. CNBC reported on 16 Nov 2016, India has experienced big increasing number of entrepreneurship. This rising number was aligning with the increasing number of smartphone adoption among entrepreneurship. Presently, smartphone user now can install any program or application that can fit into their needs (Smith & Salvendry, 2011). This features has brings smartphone to the great advancement. Smartphone also can be connected to PC, other mobile devices, internet using wireless network such as USB, Bluetooth, WiFi and others and make smartphone most useful mobile device.

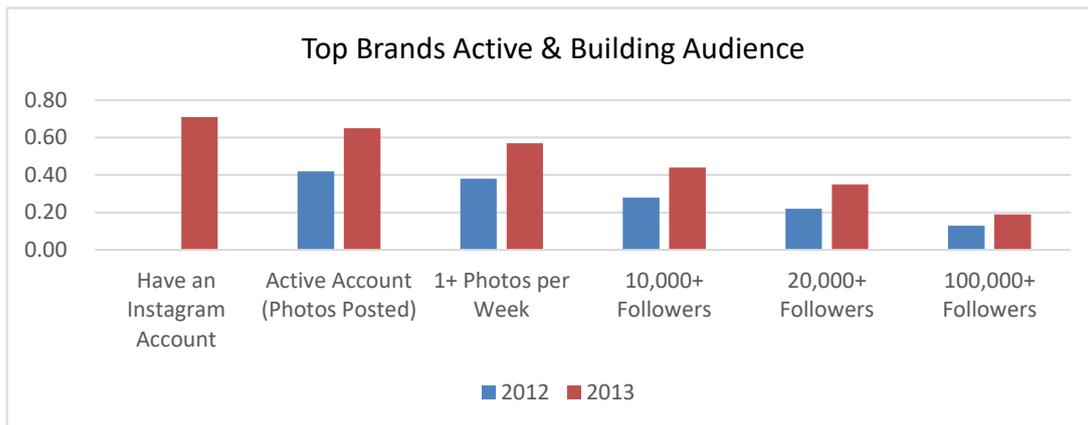


Figure 1: Top Brands Active and Building Audience for the Third Quarter of 2012 and 2013

Based on Figure 1, as increasing activity made by the top brands marketers, so do followers. Steve (2013), stated from the article reviewed, automotive, media and luxury brands dominate the online market. Automotive industry such as Mercedes-Benz, BMW and Audi are among the top most engaging brands. Hash-tags (#) have become the norms among social media users. 83 percent of Instagram post includes at least one hash-tag (Pew Research Center, 2016). Another fun fact, photos posted received more “like” than videos. These phenomenon set by world due to Instagram is the fastest-growing among top social network. The simple gesture made by Instagram such as “double-tap” like the post and ability of scrolling through the feeds of friend, celebrity and top-brands have made this activity near effortless.

Personal Challenges

Unemployment affected by the downsizing and decreasing number of employment in the industry. According to Department of Statistics Malaysia, Labor Force Participation Rate (LFPR), the number of labour force down for 0.4 percent in September 2016. Meanwhile, the employed person decrease to 14,249,600 in September 2006 while in August was 14,306,900 people were employed. This shows the increasing number of unemployment in Malaysia as in 2016. Personal challenges in this scope of study can be explained by the desire of an individual in creating wealth. Those challenges will lead to entrepreneurial intention. According to Firdaus (2017), entrepreneurial intention can be defined as the desires of an individual to start business or an organization. Generally, entrepreneurial intention described as the action taken by the individual towards the result to catch the opportunities. According to Mai Ngoc Khuong (2016), human mind are controlled by psychological process in thinking of entrepreneurs expectation and business goal for future outcomes. That intention has been proved as the best predictor to entrepreneurial behavior. Entrepreneurial intention is one of the strategy in avoiding unemployment as well as important development tools (Yaghmaei, 2015). Mai Ngoc Khuong (2016) also has identified motivation factors affect entrepreneurial intention. According to Rita Remeikiene (2013), need for achievement is one of the indicators show whether a person is entrepreneur orientation or not. This factor also identified as the determinants of outcomes such as career success, school grades, and firm performance (Altinay L., 2012). A person who has high need for achievement likely has the most desires to success. According to Urve Venesaar (2006), personal characteristics and behavioral typical of an entrepreneur are correlated positively with the intention to start the business in the near future, which means start early then in the future plan. Also in her study shows that some of the respondent are considering their intention to start-up the business but in the distant future rather

than after graduation. The interesting part in her study is the students' status, specialty and degree of study has connections to the entrepreneurial intention.

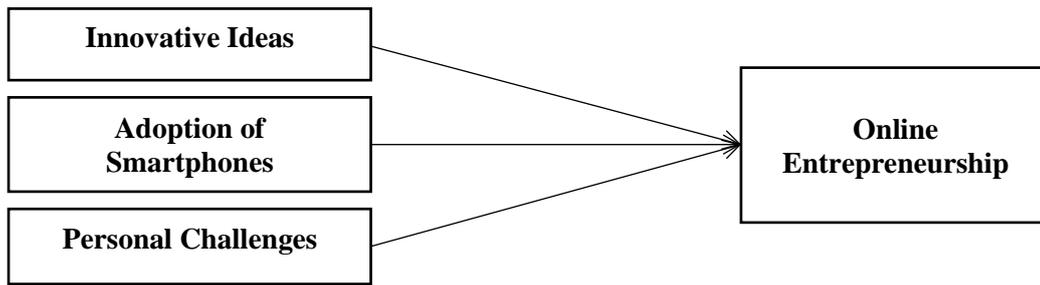


Figure 2: Conceptual Framework of the Study between Independent Variables and Dependent Variables

Methodology

The purpose of this study is to investigate the factors that may influence to the readiness of youngster to be global via online entrepreneurship. The population for this study is 174,900 of young adult in Melaka area. In this study, researcher employed the purposive sampling method for the selection of the respondents which enable researchers to collect relevant and useful information thru distribution of a set of questionnaire. This method been chose because the researcher intentionally targeted specific group to be the respondent due to they possess the information that researcher need rather than simply go for convenient respondent. The Questionnaire was given to 179 young adult. Out of 179, only 175 were returned and 4 have not been accepted. Those selected specifically staying in urban area, the city of Melaka. After the collection of data, a code was developed for each variable before being transferred to the computer for analysis. In this study, the researcher will use the Statistical Package for Social Sciences (SPSS 21.0) as the study statistics software to analyse data that has been collected. To be added, few statistical tools will be used in this study such as Reliability Analysis, Frequency Analysis, Descriptive Analysis and Multiple Regressions.

Finding

Based on the table 1, it is indicates the reliability of the variables based on Cronbach's Alpha and the strength of associations of each variables. N of item refers to the number of questions that been questioned in the set of questionnaire distributed. Based on the table 1, Personal Challenges shows the highest Cronbach's Alpha with 0.853, followed by Innovation Ideas which is 0.835, and Adoption of Smartphones with 0.687. Meanwhile, the lowest value is

Entrepreneurship factor with value of cronbach alpha 0.6827 is acceptable. It can be concluded that Innovation Ideas and Personal Challenges variables has strong reliability where these two variables have Cronbach's Alpha value more than 0.80. Adoption of smartphone has moderate reliability where it is more than 0.60 and the least value is Entrepreneur which has acceptable reliability.

Table 1: Reliability Analysis for each Variable

| FACTORS | NUMBER OF ITEM (S) | CRONBACH'S ALPHA | STRENGTH |
|-------------------------------|---------------------------|-------------------------|-----------------|
| Innovation Ideas | 8 | 0.835 | Good |
| Adoption of Smartphone | 7 | 0.687 | Acceptable |
| Personal Challenges | 6 | 0.853 | Good |
| Entrepreneurship | 5 | 0.682 | Acceptable |

Table 2 shows the correlation between each variable. The first correlation is to examine the association between Entrepreneurship and Personal Challenges. The result show that the correlation is ($r = 0.602$, $p = 0.00$). Therefore, it is strong relationship between Entrepreneurship and Personal Challenges. Second, correlation is to study the association between Entrepreneurship and Innovation Ideas. The result show that the correlation is ($r = 0.526$, $p = 0.00$). Thus, there is strong relationship between Entrepreneurship and Innovation Ideas. The third correlation is to study the association between Entrepreneur and Adoption of Smartphones. The result show that the correlation is ($r = 0.429$, $p = 0.00$). Thus, there is moderate relationship between Entrepreneurship and Adoption of Smartphones. These findings shown that all independent variables; Innovation Ideas, Adoption of Smartphones, and Personal Challenges have a significant relationship and correlated with dependent variable (Entrepreneurship).

Table 2: Pearson's Correlation Summary

| VARIABLES | R | STRENGTH OF ASSOCIATION |
|-----------------------------------------------------|----------|--------------------------------|
| Entrepreneurship and Personal Challenges | .602 | Strong |
| Entrepreneurship and Innovation Ideas | .526 | Strong |
| Entrepreneurship and Adoption of Smartphones | .429 | Moderate |

Table 3 shows the result Multiple Regression analysis for this research. It is indicates that all three variables has significant relationship between independent variables and dependent variable.

Table 3: Multiple Regression Analysis

| | | Standardized Coefficients | | |
|--------------------------------|-----------|----------------------------------|----------|------------|
| Model | | Beta | t | Sig |
| (Constant) | | | -1.848 | .066 |
| Innovation Ideas | | .401 | 6.709 | .000 |
| Adoption of Smartphones | of | .222 | 3.200 | .002 |
| Personal Challenges | | .324 | 4.359 | .000 |

Conclusions

The result indicates that all three independent variables have positive correlation towards the dependent variable. The aim of this study is to determine the factors influencing to the intention of online entrepreneurship among youngster in Melaka. The result demonstrates that all three variables have significant relationship between independent variables and dependent variables. The study conducted has shown the result of Innovative Ideas has good strength correlation towards Online Entrepreneurship. This indicates that Innovative Ideas were correlated in good strength towards dependent variable which is Online Entrepreneurship. From the questionnaire survey conducted by the researcher, the respondent does believe that they could become an entrepreneur if they have good and innovative ideas. Typically, entrepreneur will produce either make an improvement from existed product or create new product. Adoption of Smartphones and Entrepreneurship has shown moderate association between variables. The acceptance of the rising technology from smartphones has brings these group of youngster to adopt e-business by using online application or social media. Based on the survey conducted, the respondent believes e-business using online application or social media will enhances the effectiveness of business. This due to, by using social media or online application, it will facilitate both sides; entrepreneur and also consumer or customer. This is because, online application has provided medium to communicate through direct messages. For example, Instagram has become one of the social media that entrepreneurs used to sell their product by posting the images into their account. This allowed consumers to survey on their product and directly get the information from entrepreneur or seller through "Direct Message". They also agreed that social media could reduce the costs of business operation. This due to entrepreneur did not need to find a premise to run the business. Meanwhile, Personal Challenges has good strength correlation towards Online Entrepreneurship. Based on survey conducted, they do believe they may broaden their personal development from the entrepreneurial activity.

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