



UNIVERSITI PUTRA MALAYSIA

***PREDICTIVE INFLUENCES OF USING ICT IN RELATION TO USE
BEHAVIOR OF YOUTH ENTREPRENEURSHIP INTENTION***

ALI PARVIN

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BEHAVIOR OF YOUTH ENTREPRENEURSHIP INTENTION**

By

ALI PARVIN

**Thesis Submitted to the School of Graduate Studies, Universiti Putra Malaysia, in
Fulfilment of the Requirements for the Degree of Doctor of Philosophy**

August 2020

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Abstract of thesis presented to the Senate of Universiti Putra Malaysia in fulfilment of the requirement for the degree of Doctor of Philosophy

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Chair: Associate Professor Siti Zobidah Omar, PhD
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The maze around Information and Communications Technology (ICT) has led youth to narrow their focus on technologies that are beneficial for venturing into entrepreneurial activities. Internet in particular, offers countless of opportunities that one with efficient skills could attain with promising benefit of brighter career possibilities and income expansions. In Malaysia, youth find opportunities in self-employment through internet-based platforms and by far it is the best way to curb unemployment status. Yet, to some degree, this requires technical or rather internet skill competency which most of youth at young age find it challenging. The purpose of this study is to examine internet usage towards entrepreneurship intention among youth in Malaysia. The study used quantitative approach whereby 400 youths in Klang Valley, Malaysia were selected as respondents. The population in this study comprises of Malaysians from three major different groups namely Malay, Chinese and Indian. This study is based on non-probability sampling. Data were gathered using convenience sample through self-administrative questionnaire, which were written in English and Bahasa Melayu. The statistical data processed through two parts, which are descriptive statistic analysis and inferential statistic analysis. For descriptive data analysis, percentage, mean and standard deviation were used to understand how youth are utilizing internet for entrepreneurial activities. Likewise, for inferential statistic, the Pearson Correlation, Regression, t-Test and ANOVA were conducted to identify the relationship between predictive variables and use behavior of youth entrepreneurship intention. The findings of Pearson Correlation indicated there is a relationship between performance expectancy, effort expectancy, social influence, facilitating conditions, internet knowledge and internet skill competency towards use behavior of youth entrepreneurship intention. In depth analysis of regression test had shed a light on variables that contributed significantly to dependent variables. The result indicated that youth who have facilitating condition, social influence as well as internet knowledge have high levels of use behavior of entrepreneurship intention. On the other hand, the analysis of t-Test and ANOVA reveals there is no significant relationship between gender (male and female) with use behavior of youth entrepreneurship intention. Contrary, there is a significant relationship between age and use behavior of youth entrepreneurship intention. In short, youth should accept

and practice certain elements such as access to right information, competency in using the internet and acquiring technical skills in order to strengthen their entrepreneurial engagement. This study stresses on the need for youth to advocate and utilize internet resources for one-self as it will lead them into an elite society where successful entrepreneurial measures are guaranteed among generations of internet users.



Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia sebagai memenuhi keperluan untuk ijazah Doktor Falsafah

**PENGARUH RAMALAN PENGGUNAAN ICT DAN KAITANNYA
TERHADAP TINGKAH LAKU PENGGUNA KEUSAHAWANAN BELIA**

Oleh

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Pembangunan dan trend Teknologi Maklumat dan Komunikasi (ICT) telah mendorong belia untuk lebih fokus terhadap teknologi yang bermanfaat dalam usaha meneroka aktiviti keusahawanan. Internet dalam khususnya menawarkan pelbagai peluang di mana, seseorang yang mempunyai kemahiran yang efisien dapat mencapai manfaat dari sudut peluang pekerjaan yang cerah serta perkembangan dalam penjana pendapatan. Di Malaysia, golongan belia mencari peluang pekerjaan sendiri melalui platform berasaskan internet dan setakat ini ia adalah cara yang terbaik untuk mengurangkan pengangguran. Namun, pada tahap tertentu kemahiran teknikal atau internet diperlukan dan kebanyakan remaja mendapati bahawa ia adalah mencabar. Objektif kajian ini adalah untuk meneliti penggunaan internet ke arah niat keusahawanan dalam kalangan belia di Malaysia. Kajian ini menggunakan pendekatan kuantitatif, dan seramai 400 belia telah dipilih sebagai responden yang terdiri daripada tiga kumpulan utama iaitu Melayu, Cina dan India. Kajian ini berdasarkan pada persampelan bukan kebarangkalian. Data dikumpulkan dengan menggunakan persampelan mudah melalui soal selidik yang di tadbir sendiri, yang terdiri daripada dwibahasa iaitu Bahasa Inggeris dan Bahasa Melayu. Data statistik kemudiannya, diproses melalui dua bahagian, iaitu analisis statistik deskriptif dan analisis statistik inferensi. Untuk analisis data deskriptif, peratusan, min dan sisihan piawai digunakan untuk memahami bagaimana belia menggunakan internet untuk aktiviti keusahawanan. Begitu juga, untuk statistik inferensif, Korelasi Pearson, Regresi, t-Test dan ANOVA telah dijalankan untuk mengenal pasti hubungan antara pemboleh ubah ramalan dan kelakuan pengguna dalam niat keusahawanan belia. Hasil kajian Pearson Correlation menunjukkan terdapat hubungan antara jangkaan prestasi, jangkaan usaha, pengaruh social, kemudahan, pengetahuan internet dan kecekapan kemahiran internet ke arah kelakuan pengguna dalam niat keusahawanan belia. Analisis mendalam terhadap ujian regresi menunjukkan pemboleh ubah yang menyumbang secara ketara terhadap pemboleh ubah bergantung. Hasil kajian menunjukkan bahawa golongan belia yang mempunyai kemudahan, pengaruh sosial serta pengetahuan internet mempunyai tahap penggunaan tingkah laku yang tinggi dalam niat keusahawanan. Manakala, analisis t-Test dan ANOVA menunjukkan bahawa tiada hubungan yang signifikan antara jantina (lelaki dan perempuan) dengan tingkah laku pengguna dalam

niat keusahawanan belia. Sebaliknya, terdapat hubungan yang signifikan antara umur dan tingkah laku pengguna dalam niat keusahawanan belia. Kesimpulannya, belia harus menerima dan mengamalkan elemen tertentu seperti akses kepada maklumat yang tepat, kompetensi dalam menggunakan internet dan memperoleh kemahiran teknikal untuk memperkukuhkan penglibatan keusahawanan mereka. Kajian ini juga, menekankan mengenai keperluan belia untuk menyokong dan menggunakan sumber internet untuk diri sendiri kerana ia akan membuka peluang untuk mereka berada dalam golongan elit di mana kejayaan keusahawanan dijamin di kalangan generasi pengguna internet.



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Ali Parvin
Kuala Lumpur, March 2021

This thesis was submitted to the Senate of Universiti Putra Malaysia and has been accepted as fulfilment of the requirement for the degree of Doctor of Philosophy. The members of the Supervisory Committee were as follows:

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LIST OF ABBREVIATIONS

ICT	Information Communication Technology
MSC	Multimedia Super Corridor
MCMC	Malaysian Communications and Multimedia Commission
MEDAC	The Entrepreneur Development and Cooperatives Ministry
IT	Information Technology
IS	Information System
SaaS	Software as a service
AI	Artificial Intelligence
IoT	Internet of Things
SMEs	Small and Medium-Sized Enterprises
NGO	Non-Governmental Organization
CSO	Civil Society Organizations
GIR	Global Internet Report
UTAUT	Unified Theory of Acceptance and Use of Technology
TPB	Theory of Planned Behavior
MDEC	Malaysia Digital Economy Corporation
SEO	Search Engine Optimization
GEM	Global Entrepreneurship Monitor
GIR	Global Internet Report
WAN	World Association Newspaper
DV	Dependent Variable
IV	Independent Variable
SPSS	Statistical Package for Social Science
SD	Standard Deviation
Cp/Cpk	Process Capability
PE	Performance Expectancy
EE	Effort Expectancy
SI	Social Influence
FC	Facilitating Conditions
IK	Internet Knowledge
ISC	Internet Skill Competency
RQ	Research Questions
RO	Research Objectives

CHAPTER 1

INTRODUCTION

This chapter presents key highlights of internet usage and youth entrepreneurship intention in Malaysia. For in-depth elaboration, the problem statement illustrates various argument on issues and gaps circulated within internet usage and its outcome on entrepreneurship intention among youth. In addition, both research questions and objectives in this chapter is an indicator to comprehend how youth undertake and perceive opportunities offered by the internet. This simply aims directly to assess whether youth have the intention to embark on a self-employed entrepreneurial journey using available tools provided by the internet. Further in this chapter, significance of the study has been presented with key backgrounds namely: 1) policy, 2) practical, 3) theory and 4) method. Additionally, as each study has a limitation, this study has its own and it has been explained in brief in this chapter. To shed some light, the last part of this chapter consists of keywords definition: 'internet usage', 'youth entrepreneurship' and 'use behavior', which is an elaboration on better understanding of internet usage towards entrepreneurship intention.

Attitude and perceived behavioral control can have an impact on individuals' intention; this could be either positive or negative. The action of the behavior depends on individuals' personal understanding. However, within the context of this study, as internet tools are readily available and quite easy for youth to find them, this study strives to discover answers concerning internet usage and use behavior of youth entrepreneurship intention in Malaysia. Youth in Malaysia show constant attention towards internet technologies; therefore, it is vital to comprehend if there are intentions to use these available ICT tools for entrepreneurship purposes.

1.1 Background of the study

There are promising prospects in the so call Information and Communications Technology (ICT) area, significantly within the internet, government in Malaysia has been implementing measures to nurture the country into a regional hub for phenomenal digital services. There is no doubt in the fact that entrepreneurship heavily depends on government's generosity and its initiatives towards youth engagement in entrepreneurial programs (Jagodic, 2016). Within Malaysia, the government has moved towards multiple number of initiatives and implications on the internet and digital service. These initiatives go around various strategies such as investment in high-speed broadband infrastructure and most importantly encouraging international companies to consider Malaysia as a center point for the global internet industry.

In places where access is limited and the digital divide is evidence, there has been indication that younger generations are having sufficient knowledge about technologies and latest trends as compare to their parents (Samsuddin, Omar, Samah, & Bolong, 2016). This implies that there are no boundaries on the speed-journey of internet across globe. For instant, rural areas in Malaysia at certain point have access to full-range of

internet coverage. Within this context, a recent article by The Star (2019) revealed the development of high-speed internet access by the Rural Development Ministry in rural areas to attract youth to venture into online businesses. A considerable fact to ponder is that high-speed internet access creates employment opportunities for young people, enabling to build a career that could be flourished and produced locally so that there is no need to migrate for career opportunities.

Rapid growth of the internet did not fall on deaf ears over the past years, millions of users contributed greatly to the non-stop dissemination of information – setting a benchmark for societies to embrace new technologies faster than ever. Raising a higher level of living standards among youth is a reality that every government should give special attention to (Mahadevan, 2017). In relation to this statement, youth in Malaysia show constant attention towards internet technologies, as such, one should comprehend the fact that youth involvement in internet-based activities paves the way to facilitate economic and social development in the country. Not only youth involvement in internet technology enables new skills to emerge also creates unique tycoons in the country for years to come.

Entrepreneurship intention has an indirect association and links with tools and technologies. One of the top places that would take entrepreneurs beyond borders is by far the internet, a platform to access any sort of resources including ICT tools in order to explore opportunities in creating ventures. Malaysians combine ICT usage and the internet as a significant tool of communication for gathering information concerning social and other types of information pertaining to entrepreneurship engagement and activities (Abdullah, 2008). Within this regard, it is vital to take into account that internet and social network platforms appeared to be the key and primary source of information among young entrepreneurs in Malaysia. Yet, youth should bear that involvement in entrepreneurial movement requires prior knowledge on internet, therefore, it is part of youth's responsibility to ensure that ICT tools and internet usage is used in an appropriate and meaningful way.

Over the course of last two decades, our way of living and working has changed due to advance developments of communication and information industries. The wide distribution of computers is solely the main reason behind this behavior as people communicate heavily within cyberspace (Kim, 2018). There is a sophisticated metropolitan market within internet industry in Malaysia and yet this has to be developed in other markets and regions. In few studies including a report by the Asutrade (2017) it is been highlighted that internet market in Malaysia is import-oriented, therefore it relies on foreign technologies, Software as a service (SaaS), Artificial Intelligence (AI), hardware equipment, and other service providers within internet sector. On this note, the government in Malaysia set up Multimedia Super Corridor (MSC) in 1996 to shape and construct a robust competitive collection of internet companies that will emerge and grow locally.

With the presence of MSC, capable workforce in Malaysia emerged with the goal to pave the way for innovation, productivity, creativity and on top of all for entrepreneurship. Today, internet technology combined with MSC facilities has equipped a workforce specialized in digital skills that penetrated into all sectors for smoother growth. Within this context, not only the nation benefits from economic growth, also it is a great contribute to the global internet asset advancements. Relevant to this point, Hashim and Becker (2001) expressed that internet has been described as the world's largest interconnected environment where users can significantly transcend borders and access to infinite numbers of information from offline newspapers to online, theatres and cinemas, shopping malls, broadcast stations, travel sectors, mail order and many other emerging industries.

The advent of ICT and internet has put the government authorities in a position to constantly create opportunities and pathways to foster digital learning in aim of national development. Amid this vision and development, although internet allows interactivity yet it is difficult to be controlled and monitored as compared to the conventional mass media. In general, within the aspects of Internet of Things (IoT), Information Technology (IT), ICT and new media, entrepreneurial opportunities among youth has better chance of acceleration if applied properly. As part of this process, internet is seen as the most dynamic category under mass media in Malaysia, attracting people from all walks of life – making it number one storehouse of information where knowledge acquisition has been made easy. Within this context, Malaysian Communications and Multimedia Commission (2020) survey indicates major hours spent on the internet where users consume daily. See Figure 1.

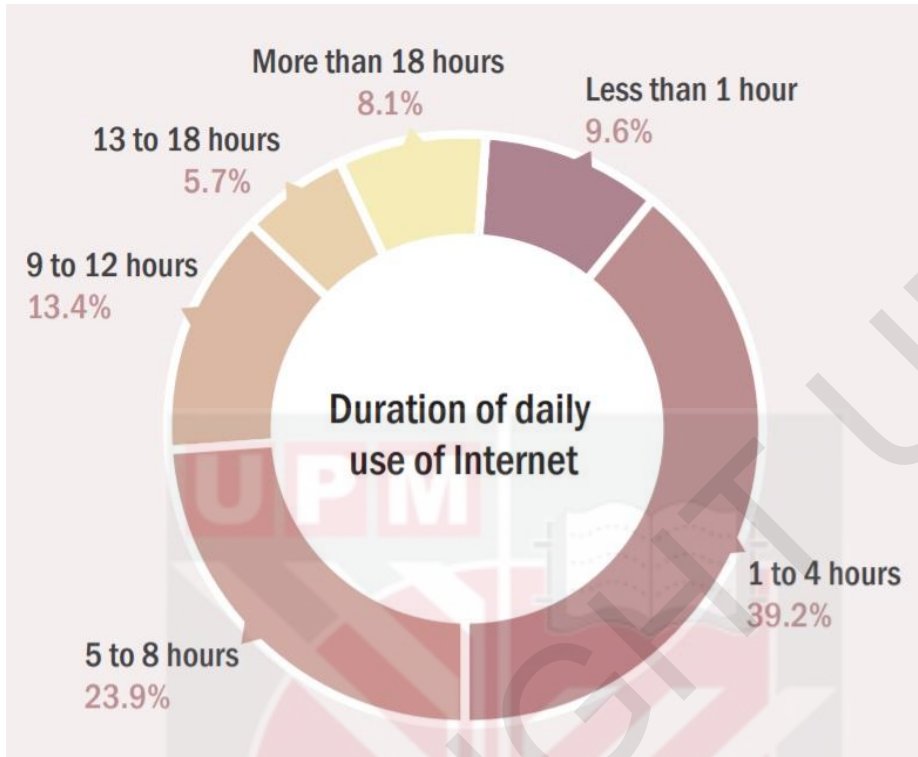


Figure 1: Duration of internet usage, MCMC (2020)

As internet tools for learning are readily available, and it is quite easy for youth to find them, this study strives to discover answers concerning use behavior of youth entrepreneurship intention in Malaysia. Other studies on youth entrepreneurship indicated that personality traits are not separated from entrepreneurship intention and in order to be a competent entrepreneur Sánchez (2011) highlighted three main concepts such as self-efficacy, pro-activeness and risk taking to be practiced in order to achieve highest results.

A dynamic point to take into account is that rapid growth of ICT tools and internet technologies such as AI, SaaS, IoT has created distress among youth in catching up with latest technologies. This is time consuming, as youth are required to invest huge amount of time and effort in learning these tools which either are present or in the market but yet need to be learned. Therefore, it is important for youth to be encouraged through any means that leads their passion towards entrepreneurship activities. Within this statement, passion is recognized as a key component of success and need to be distinguished in workplaces as well as among youth. Passion to take risk and passion to think out of the box is something that lies under perceived desirability followed by entrepreneur's personal feasibility to start and engaged into a venture Moreno, Castillo and Triguero (2012).

With the internet, it is proven that productivity increases while on the flip side the cost decreases. Contemporary tools available such as Cloud, AI and IoT on the internet paved the way for significant changes in communication style. Furthermore, it is tempted to assume that not only internet tools create entrepreneurial intention among youth also it conceptualizes a solid learning platform to solve potential problem that speeds up the strengthening process of cognitive skills.

1.2 Research Problem Statement

Youth embarking on entrepreneurial journey are faced with new changes and circumstances where knowing the 'rules of the game' is a hoax. Likewise, undeliberate understanding of this matter gives youth the benefit of the doubt on accepting challenges and not knowing how to change rules that suits their actions and endeavors. These individuals, mostly lack awareness of the effects that knowledge, policies, norms, markets and numerous other factors have on their intended actions.

The rise of internet technologies forced youth to partake and be familiarized with internet related tools. As such, current technology and internet tools has made youth to be challenged in many ways through free application on the internet. Some of these free easy-to-use internet tools and facilities such as (Website builder, Blogger, E-Commerce platforms, E-Books, E-Learning, Social Media analytics and other Project Management software) are available on both Web and mobile applications in order for entrepreneur to venture their idea into business. Despite the fact that these tools are easy and free to use, lack of knowledge and skills on how to use these platforms to their full potential is yet at the low rate for many young entrepreneurs (Vukasovi, 2012). This is mainly due to their age being young and lack of resources in finding relevant internet skills and knowledge. From other perspectives, particularly looking at facility standpoint, Austins and Tygris (2010) pointed out that there are challenges among youth that one need to invest plenty of effort in finding appropriate internet tools in order to embark the realization of business ideas.

In relation to the lack of resources in finding relevant internet skills and knowledge for entrepreneurship, Venkatesh et al. (2003) concentrated on performance expectancy in which individual believes that using the system will help him or her to attain gains in job performance". Therefore, performance expectancy is of paramount important to measure and understand the degree in which youth perceive internet related innovation and usage is useful in their entrepreneurial activities.

The demand among youth to become entrepreneurs is significantly at a high level, yet as reported by the Institute of Youth Research Malaysia (2019) lack of involvement in entrepreneurship among youth has dimmed the role of higher players like Small and Medium-Sized Enterprises (SMEs) in developing interactive programs to further enhance youth's involvement in entrepreneurial activities. The reason for this challenge has been highlighted as a tight job market, meaning, youth in the country foresee themselves as job seekers, not job creators. Other reasons include social and economic challenges confronting youth entrepreneurs such as operational barriers, infrastructural access, technology, markets capital, financial and job conflict Challenges. Within this

line, Shazida, Noor & Anuar (2016) believe that from decades ago until current growths, there has been challenges among youth entrepreneurs to demonstrate their capabilities where the practical qualities such as skill competency, innovation, creativity, knowledge and risk-taking are taken into entrepreneurship environment.

For each person there is a reason why he or she becomes entrepreneur. One of the challenges in unemployment led youth in Malaysia to find opportunities in self-employment. It is evident among companies from 1998 until 2018 where average number of bankruptcies were 1,250 (Central Bank of Malaysia, 2017). Of this figure, there were 107,306 cases of bankruptcies reported where 948 of them are youth. Similar report by Haron (2010) suggested that about 20% of youth survive and succeed in entrepreneurial markets. This provokes the fact that success rate among youth in a competitive market are still at a low level. In identifying whether youth are really successful in their businesses, there should be economic development contribution towards individuals, organizations and society.

How long an internet-based business can last? This is a question that has been highlighted by scholars, as the study by Krueger (2017) found many of young entrepreneurs' business survival period last short mainly due to reasons such as inability to manage business resources, lack in internet knowledge and internet related tools. Other hard-to-survive issues around youth includes legal barriers when implementing the new idea, managerial barriers when implementing the new idea, market barriers when implementing the new idea and tech skills barriers when implementing the new idea. This can be highly relatable to the UTAUT model where effort expectancy refers to the comfort that one can experience when it comes to IS usage (Venkatesh et al., 2003). This model illustrated that effort in which user put to learn and use new technology will affect its acceptance and usage.

In a multi-ethnic country like Malaysia, Hanafiah, Yousaf and Hashim (2016) expressed that youths must have their own capabilities in order to manage their businesses online. This is mainly due to the fact that internet is a disunion environment, therefore there are challenges in place for youth to link with a particular environment online in order to strengthen access to markets and resources. This is noticeable in Malaysia as the elimination of this challenge faced by young entrepreneurs leads to stronger capabilities and adequate sources to grow and harness opportunities in the internet environment.

Financial and job conflict appear to be critical challenges for young entrepreneurs. One of the economic challenges confronting youth entrepreneurs include job market. Youth find opportunities in self-employment through internet-based platforms and by far it is the best way to curb unemployment status. As specified by Geraldine, Selvadurai and Hamid (2009) limited career options and unsatisfactory wages directed youth in Malaysia to seek greener pastures in the name of self-employment. To some degree, this trend requires technical or rather internet skill competency, consequently the intention to engage in entrepreneurship is not as high as one would imagine and expect. It is true that internet offer opportunities, yet, for learning and skill development young people in many developing countries including Malaysia, challenges that youth face overweight's the ease- of-use internet technologies.

Certainly, entrepreneurial initiatives and activities require internet adoption, yet there are various social settings that leads young entrepreneurs towards apprehension in setting up their ideas into an online business. Tan, Eze and Chong (2012) have indicated that youth who are intending to embark on their entrepreneurial journey might face major constraints such as poor infrastructure, limited knowledge on internet, lack of competency on ICT, IT software and high costs of investment in internet tools.

Due to young age and demographic background, financial barriers hit more when implementing the new idea. For instance, youth could not attend training due to financial constraints. Other barriers would be not able to engage in action research, attaining training towards new skills and providing counselling support in the field. As such, these are factors that could lead to discouragement among youth on persuading their internet-based entrepreneurship activities. Large population of youth have narrow business perspectives and less flexible towards showing interest in other entrepreneurial working areas. Looking at the vast opportunities and given the open-access internet tools to Malaysians, youth in the country foresee themselves as only job seekers, not job creators (Nazri, Hamid and Muslim, 2014). In connection with this challenge, social influence is highly relevant as it posits a definition in which one perceives that others' opinion and believe has an influence on usage of technology. As the matter of fact, this study describes social influence as the degree to which youth entrepreneur perceives the fact that others foresee, he or she should use technologies and IS innovation. Social influence is seen as one of the factors that contributes to youth involvement in entrepreneurship activities based on their social peers such as friends, family, college and community.

1.3 Research Questions

1. To what extent predictive influences of using ICT plays an important role in use behavior of youth's entrepreneurship intention?
2. What facilitates use behavior of youth towards entrepreneurship intention?
3. What is the predictor (age and gender) towards use behavior of youth entrepreneurship intention?
4. Is there a relationship between internet usage and use behavior of youth entrepreneurship intention?

1.4 Research Objectives

The general objective of this study is to identify predictive influences of using ICT in relation to use behavior of youth entrepreneurship intention. While the specific objectives are:

1. To identify predictive influences of using ICT (Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Internet Knowledge and Internet Skill Competency) among youth towards use behavior of entrepreneurship intention.
2. To determine use behavior of youth towards entrepreneurship intention.
3. To identify predictor (age and gender) towards use behavior of youth entrepreneurship intention.
4. To examine the relationship between internet usage and use behavior of youth entrepreneurship intention.

1.5 Significance of the Study

People have access to various number of technological platforms offering diverse range of old, new and future trend of information and knowledge. Many people with different mentality, different culture and different value observe these new movements and information as a new involvement. Notably, this has paved the way for changes in the way individual see future opportunities like life betterment, career development, education and entrepreneurship. According to a research by Frye in (2005) in the age of high and sophisticated internet influence available to the people, it is important to examine what direction people tend to move and progress. Specifically, in the age where the world is connected, various religious and multi-cultural background living under one flag in Malaysia. Therefore, the significance of this study is the highlight and usage of internet and its possible effect on diverse background within four areas of policy, practical, theory and method.

Policy - There is no doubt about the fact that without a well formulated and sustainable internet policy, the impact of internet on development will not be achieved. However, it is crucial to bring about awareness and understanding of the potential impact of internet for entrepreneurial developments and economic growth. This study hopes to help the Malaysian policymakers in finding their strength and weakness in formulating new policies for better implication of internet usage as well as more engaging youths in entrepreneurial activities. It is imperative for young entrepreneurs to have capabilities

and adequate sources that enhances and harnesses unlimited opportunities within the internet environment.

Practical - The role of Non-Governmental Organization (NGO), SME's, government organization, and other agencies has been significantly illustrated in terms of prospects that internet can provide to the youth. Within this context, this research expressively exposes that entrepreneurship developments in Malaysia are profoundly embedded in the collateral of talent recognitions and peer-support. This study significantly addressed that Malaysia has adopted a market that opens opportunities for global entrepreneur especially global technological firms to enter into its multi-cultural land. Therefore, this study hopes to be a guidance between local firms and international investors in a way to engage and contribute new knowledge to the present and future involvements, opening greater opportunities for entrepreneurial skim among youth.

Theory - This study hopes in yielding new variables which can contributes several highlights within the context of internet usage and its possible effect on diverse cultural and positive development on entrepreneurial programs among youth in Malaysia. Many studies related to internet often indicate problems around interaction of use behavior or genetics. Theoretical framework of this research will enhance the critical thinking of readers to further implement deeper and critical understanding of internet related concerns. This study will also provide new perspectives by which to view and ameliorate level of involvements in entrepreneurship and use behavior among youth. Therefore, it is anticipated that this research would generate a great deal of interest, not only among youth, but also among the general public who are somehow associated with internet in their daily life.

Method - The research instrument of this study works as a powerful tool that enables participants in engaging and answering questions that might be valuable to them. Ultimately, the quantitative method of this study, which held through survey questionnaire, helps young educators and future research studies in better understanding the relationship between internet usage and youth entrepreneurship intention in Malaysia.

1.6 Scope of the study

An amendment to the Youth Societies and Youth Development Act (Amendment) 2019 (Act 668) was passed and changed the definition of “youth” by lowering the age from 40 to 30, and for it to be spelt out in the Malaysian Youth Policy. Organizations linked with youth are seen as being idle and challenged to serve as an important medium in communicating with the youth. This is mainly due to factors such as failure to adapt the changing lifestyle and mindset of the youths and lack of future leaders to replace existing ones. Activities and programs around entrepreneurship have major contribution towards the wellbeing of economic and growth development. Not mentioning that, escaping the job market turmoil that every youth face is one of the best features of entrepreneurship. Yet, programs around entrepreneurship underlines financial engagement among community and society.

As the matter of fact, broader purpose of this research aims to understand and investigate successful practice of internet usage in promoting entrepreneurship intention and awareness among youth in Malaysia. Within this context, it is essential to note that younger generation are watchdog for the development of communication technology as internet is a key driver for economic growth. Yet, to excavate deeper on internet usage and its effect on entrepreneurship intention, this study wishes to survey government institutions, SMEs and NGOs for better understanding of the topic, whereas due to time constrain this study was limited to only youth population.

1.7 Keywords Definition

1.7.1 Internet usage

As part of Information and Communication Technology (ICT) product, internet is the top one product with a diversity of functions that have attracted 3.2 billion of internet users worldwide (Global Internet Report GIR, 2017). Mass access to the internet has established corridors for millions of individuals especially entrepreneurs to start online business as part of their marketing strategy. The GIR report indicates online businesses that use various internet applications, SaaS, AI or new social media are becoming increasingly popular among entrepreneurs. Thus, availability of the internet is basic necessity for individuals and entrepreneurs who desire to lure into entrepreneurial activities.

In Malaysia, the usage of internet is as popular as other countries that one could imagine. According to a report by Department of Statistics Malaysia (2017) internet users increased over years, this is where 71.1 per cent of users are aged 15 years and above in 2017. The usage of computer and mobile phones also increased over the past years, with 68.7 per cent and 98 per cent in 2017 respectively. The architecture of internet is as such that one is able to access and receive content and information needed. The diversity of content is far beyond topics like science, health, education, and politics or economic - the Internet contains essential guides on successful practice of entrepreneurship. Rapid development of internet usage and applications affected people's lives vividly as it is evidence from smartphones and social media systems communication. While the rapid development of the internet has allowed users to access the internet easily, yet, this also depends on their motivation and skills for using it.

Under ICT product, the internet is a product with diverse functions that have attracted three billion users worldwide as of 2016 stated by Global Internet Report (GIR) (2017). Therefore, as one of the main goals of this study is to understand the relationship between internet usage and youth entrepreneurship intention in Malaysia, the researcher has been measuring the 'internet usage' under the umbrella of ICT. In a recent study by Omar and Rahim (2015) authors stated that the increased access to the internet has established passages for many individuals especially entrepreneurs to start online business, integrating marketing elements to grow business beyond border. As the result, entrepreneurs with ambitious business intent are in needs of internet as part of their daily routine.

As this research has implemented Venkatesh et al. (2003) Unified Theory of Acceptance and Use of Technology (UTAUT) and Ajzen (1991) Theory of Planned Behavior (TPB), it is essential to bring key highlights and definition of its variables such as Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Internet Knowledge and Internet Skill Competency. Performance Expectancy has been defined as “the degree to which an individual believes that using the system will help him or her to attain gains in job performance”. Effort Expectancy defined as “the comfort that one can experience when it comes to IS usage”. Furthermore, Social Influence posits a definition in which one perceives that others’ opinion and believe has an influence on usage of technology. Facilitating Conditions has been defined as “the degree in which one believes that an external factor or a technical infrastructure is available to support the use of the system”. Within this context, Hu and Ye (2017) defined Internet Knowledge as “the fact that youth should have sufficient knowledge in order to become an entrepreneur”. While, Internet Skill Competency is highly associated with self-efficacy where “having the right amount of skills in the field of entrepreneurship means that one must be competent in using current and upcoming trends in the world of internet”.

1.7.2 Youth entrepreneurship

Youth entrepreneurship has different meanings to different people. In general, it can be described as turning an idea to profitable business. Drucker (1985) defines the concept as "Entrepreneurship is the act of innovation involving endowing existing resources with new wealth-producing capacity". Moreover, Bygrave and Timmons (1992) stated that "youth who embark on entrepreneurship significantly are in the process of creating or seizing an opportunity and pursuing it regardless of the resources currently controlled". Shinnar, Hsu, Powell and Zhou (2018) also added that "The entrepreneurial function implies the discovery, assessment and exploitation of opportunities, in other words, new products, services or production processes; new strategies and organizational forms and new markets for products and inputs that did not previously exist". (Ramos 2014 & Fellnhofer, 2017) further stated that "Entrepreneurship is a context dependent social process through which youth create wealth by bringing together unique packages of resources to exploit marketplace opportunities".

1.7.3 Use behavior

The development of entrepreneurial behavior is discoverable through investigating nascent entrepreneurship, which is prevalent among youth. The use behavior of entrepreneurship development is under influence of certain elements such as environmental, cultural and economic factors. Glancing through entrepreneurial behavior definition, Gartner (2010) states that it is “an individual level phenomenon, which occurs over time (is a process), ultimately leading to an organization as the primary outcome of those activities”. Use behavior of entrepreneurship is seen as an individual phenomenon, it also related to entrepreneurship as a process of emergence outcome of which is the creation of a new venture.

Individuals engaging in development and creation of new ventures involve with entrepreneurial behavior where their process of actions are experimental and pragmatic Bird & Schjoedt (2009). Getting onto new ventures creation encompasses essential elements such as interpersonal internet skills, opportunity identification, funding securement, technology development and other essentials such as legal policy form formation Gartner (2006). Entrepreneurial behavior is not limited to clusters of actions in order to establish a new firm creation. Certain elements are mandatory in engaging firms towards sustainability, these includes creating organizational structures, implementing productive process, establishing firm presence and robust financial structures.

In exploring influences of the environment which youth is interacting Reynolds (2007) defines that entrepreneurial behavior requires specification in order to comprehend prediction and controlling of an action towards achieving entrepreneurial outcomes desired. Anticipatory action along with integration paves the way to the behavior of reducing ambiguity among young entrepreneurs. Rasmussen and Borch (2010) defines that certain ownership values assists youth through the journey of entrepreneurial activities, for instance, structural environmental factors such as ownership rights, financial freedom, office space are gatekeepers of one's identity and business ideology in order to facilitate entrepreneurial activities. These environmental factors could be eye opening for current and future entrepreneurial use behavior in facilitating and regulating action behavior.

1.8 Summary of Chapter

The usage of internet in Malaysia is as popular as other countries. This is where, the government has moved towards multiple number of initiatives and implications on the internet and digital service. These initiatives go around various strategies such as investment in high-speed broadband infrastructure and most importantly encouraging international companies to consider Malaysia as a center point for the global internet industry. Opportunities offered by the internet are seen as the most dynamic category under mass media in Malaysia, attracting people from all walks of life making it number one storehouse of information where knowledge acquisition has been made easy. As the matter of fact, broader aspects of this research aim to understand and explore successful practice of internet usage in promoting entrepreneurship intention among youth in Malaysia. Therefore, it is essential to note that younger generation are watchdog for the development of communication technology as internet is a key driver for economic growth. As this study targets youth, it is imperative to understand that there is lack of resources in finding relevant internet skills and knowledge among youth embarking on entrepreneurship journey – this occurs due to being at a young age after all.

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BIODATA OF STUDENT

I am a Journalist, Copywriter and Internet Content Writer with years of experience in the field.

As I am writing this, I am preparing to submit my final thesis for the Degree of Doctor of Philosophy (PhD). Other accomplished highest qualification is Master of Science (majoring in Journalism) from University Putra Malaysia (UPM) - prior to that, I completed Bachelor Degree (majoring in Communication & Media Management) from University of South Australia.

While I enjoy the process of learning during my work, I create persuasive, engaging and highly influential content. My writing experience starts from 2012 until present where I crafted copies for multiple local and international organizations. However, these are not limited to creating promotional videos, speeches, articles, press releases, blog posts, creative contents and many other aspects related to the industry's demand and trend, especially within technology, education, features, opinion and social science.

LIST OF PUBLICATIONS

Journals

- Parvin, A., Omar, S. Z., Osman, M. N., & Tamam, E. B. (2019). Unleashing the power of internet skills towards entrepreneurship engagement among youth in Malaysia. *International Journal of Academic Research in Business and Social Sciences*, 9(12), 149–160. <http://dx.doi.org/10.6007/IJARBS/v9-i12/6683>
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