

[IT 3] RESEARCH STUDENTS INVOLVEMENT IN ONLINE BUSINESS: CASE OF STML FINAL YEAR STUDENTS

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ABSTRACT

Nowadays, people do not buy item just by traditional way but there are new way that is online business. The online business simplify the way of business of the customer and seller. The media social is one of medium that peoples can develop their own business. The purpose of this study to know the involvement of final year's Students in School of Technology management and logistic (STML) in online business and the medium use to promote their products. At the same time, the study include the purpose start online business. The research is focusing on the final year's students of STML include Technology Management, Operation Management and Logistic. The methodology of the research is quantitative method that is trafficking the questionnaire among final year's students in Technology Management, Operation management and Logistic. The analysis of the study obtain from the final years students of STML include involvement of the students, the medium that use to promote the product and the purpose start the online business.

Keywords: *online business, media social, STML*

INTRODUCTION

Supply chain in Information Technology (IT) play an important role in a business. There are many company that already apply IT in developing their supply chain management service. The Supply chain in IT use to improve the accuracy of data and become more efficient. This include the electronic commerce that make the competition of product become more effective and give more competitive advantage.

In the technological era, people do not buy item just by traditional way but there are new way that is online sales because of the advance of technology that grow rapidly. In Malaysia buy item through online has become more popular among the citizen ((Azah, 2016)). The modern way of buying item through online became easy because customers just need to order and bank in the money to the seller account. The service of online banking from CIMB and Maybank is make the transaction become smoother and reduce time. There are many business transaction have done on online include online banking (Azah, 2016)). Based on Ayub, Hamid, and Nawawi (2014), in 2010 Malaysian population that use internet is 17,723,000 users which consist of 61.7% of the Malaysian population. This show how internet become popular among Malaysia citizens. That is why online sales in not strange among Malaysian.

PROBLEM STATEMENT

There are many online business that already been in market. It involve any background of people include students. Besides that, the number of final year's students in School of Technology Management and Logistic (STML) in Universiti Utara Malaysia (UUM) is still unknown. Online business is one of opportunity for students to learn how to operate a business while get some side income. Those, many question have been arise about number of final year's student of STML that involve in online business. Beside the number of STML student involve, the way of they promote their product is also question that been arise because there many way to promote the product such as media social and online sales website. There are many problem of financial that involve the students of university. The reason of why need to start online business arise. Therefore, the information from the last year's students of STML is need as referent to answers the questions. There are the problem state that arise in this research:

1. How many final year students of STML in UUM have involve in online business?
2. How they promote their product in the online market?
3. Why start the online business?

RESEARCH OBJECTIVE

There are predicted the result of this research is to know the number of final year STML students in UUM that involve in online business. Beside to know what is the medium that used of the students to promote their product in online market. This research is important to get the data of Final year students of STML in UUM that involve in online business, to identify the medium that use to promote the product and the reason they start online business.

The objective of this research as follow:

1. To know the number of final year students of STML that involve in online business.
2. To identify the use of social media by those students as promotion medium of their product.
3. To identify the factor of those students start online business.

SCOPE OF THE PROJECT

The scope of this project is focus on the students of STML in UUM that be in the final years of their study. The data will get from the questionnaire that will be distributed to the Final year students of STML in UUM.

LITERATURE REVIEW

Malaysian acceptance of online business

The development of technology have change the way of business. The digital environment created the way of business for a new landscape for every companies. The online business is increasing the number of companies in Malaysia. Based on study carried by International Journal of Cyber Society and Education the potential of home based business in Malaysia. The main purpose of carry the study is to look on the

potential of micro size business that use home as main operation center. The study have use the qualitative and quantitative method to get the result of the study. The multi-method have use to increase the validity and strength the result finding (Sulaiman, Shariff, & Ahmad, 2009). The research have use case study to approach the result that *an empirical inquiry that investigates a contemporary phenomenon within its real-life context and with the use of multiple sources of evidence*. The case study is support by supporting case study can increase the strength of the study that are In-Depth Interview, Direct Observation, and Documents Analysis. The result of the study have shown the home base business have apply in Malaysia for many years. The positive result is produce by home base business that can growth in the future.

Factor involvement student in entrepreneurship online business

Online business can be one of the additional income to any students who want to get extra money. The online business and entrepreneurship in related nowadays. The study from Canadian Social Science journal by Zahariah Mohd Zain, Amalina Mohd Akram and Erlane K Ghanis to know the intention of business students in Malaysia with entrepreneurship. The factor of the research is to study the influence of environment factor, personal desire or family influence is the factor to start entrepreneurship. There are student start online business because of the problem with financial and indirectly involve in entrepreneurship. The online business can help the growth of economy in Malaysia and global competitive. The research area of the research is among the business students in Malaysia. The methodology that use the research by separating the questionnaire among Business Students in Malaysia. The result of the study show the factor that influence students to involve in entrepreneurship is family influence and personal desired. This show the student that involve in Online Business entrepreneurship base on the family background whether have some financial problem among their family or personal desired to get the side income.

The role of entrepreneurship in increasing the growth of economic is very important. There are many universities in Malaysia have introduce the entrepreneurship to the student. The easy way to start the entrepreneurship is online business. The online business can be start by low cost and affordable for a students. The research carry by International Journal of Social Sciences and Humanity Studies to know the factor that influence the university student to start entrepreneurship. The students of university is represent the country future contribution in economic.

There are the factor that list by International Journal of Social Sciences and Humanity Studies:

- a) Need for Achievement
- b) Desire for Independence
- c) Family Business Background
- d) Subjective Norms

The method that applied on the research is quantitative by survey questionnaire that distributed to four universities. The question is separate in to two part. The part A show the demographic and part B use five-point Likert scale (1=strongly disagree to 5=strongly agree). The table 2.3a show the demographic information of the students and table 2.3b show the coefficient of independent variable. The results of the study show entrepreneurship intention among students is for achievement, family business background, and subjective norms except the desire for independence.

The medium that use to promote their product (social media)

Nowadays, social media is trend among all population around the world. Based on the research carried by International Journal of Enterprise Computing and Business Systems social media is a new way to marketing the product or service. Social media help a companies to engage customers via online. The marketing in social media can be a competitive advantage to a company that use it. The popular social media site is Facebook, YouTube, Twitter and Instagram. There are some benefit of social media to the companies:

- a) Reduce cost by decreasing staff time.
- b) Increase of probability of revenue generation.
- c) Meet costumers around the world.

There are the report of the small business that use social media as their marketing medium base on the study carried by University of Maryland's Robert H. Smith School of Business:-

- 75% have a company page on a social networking site.
- 69% post status updates or articles of interest on social media sites.
- 57% build a network through a site such as LinkedIn.
- 54% monitor feedback about the business.
- 26% tweet about areas of expertise.
- 16% use Twitter as a service channel

This show the increasing of companies that use social media as medium of marketing that help their companies to stay competitive in the challenging era. Therefore social media is the best medium of marketing for all type of business because it connect people around the world every time without limitation.

RESEARCH METHODOLOGY

Research design

The research design is a plan that describe the detail of method and procedure that use in this research and analysis the need data. The research design will make the research concentrate with the research problem. The procedure that use in the research need to be efficient.

The research is a quantitative research. That research design choose is made because need to analyses the information from the respondent. The hypothesis of this study is the involvement of the final year student of STML in online business, the use of social media as medium of promotion the product and the purpose start online business.

The final year students of STML will be the analysis unit in the research. The questionnaire will be distributed among final year students of STML to get the need data in the research. This research include the collecting data from respondents with the selection tool (questionnaire). Then the data will be analyses to get the result of this research.

Population and research sample

This research include the final year students of School of technology management and logistic in 2016. The population of final year students is 150. The respondent in this

research is final year students of STML include 50 Technology management, 50 Operation Management and 50 Logistic.

Research instrument

The most important instrument in this research is questionnaire form base on the objective need to achieve in this research. The questionnaire is separate in to the section 1 and section 2. The questionnaire will be answer by the final years student of STML include Technology Management, Operation Management and Logistics.

The section 1 is to collect the personal information of the respondents include the course taken (Technology management, Operation Management and Logistic). The section 2 involve the question on factor involvement of online business by the respondent that has 5 question The answer scale for section 3 are 1= “strongly Disagree”; 2= “Disagree”; 3= “Undecided”; 4= “Agree”; 5= “Strongly Agree”.. The 3 section will using Likert scale question to know the use of social media as promotion medium among respondent. There are 5 question in section 3. The answer scale for section 3 are 1= “strongly Disagree”; 2= “Disagree”; 3= “Undecided”; 4= “Agree”; 5= “Strongly Agree”.

Section 2: Involvement in online business and purpose

1. I have interest in online business.
2. The reason I start online business because finance problem.
3. The reason I start online business because family background.
4. The reason I start online business because I want get experience.
5. Online business can give me a better income.

Section 2: Social media as promotion medium

1. The social media can increase sale of my product.
2. Social media site can connect people around the world.
3. The social media give an competitive advantage in marketing
4. Social media is low cost but an effective medium of product promotion
5. If I have an online business social media site will be my promotion medium.

Data analysis

The information that been collect from the final year students of STML will analyze using SPSS. The data will be present in the descriptive method include frequency and cross tabulation. Cross tabulation is the simples’ way to connect the variable of the research.

DATA ANALYSIS AND RESULT

Demographic

Table 1
Number of respondent in the research

Course Taken	Frequency	Percentage (%)
Management of Technology	50	33.33
Operation Management	50	33.33
Logistics	50	33.33
Total	150	100

The respondent involve in the research is STML's final year students. About 150 final year students of STML that gave feedback to the questionnaire. The STML's final years students include 50 Management of Technology, 50 Operation Management and 50 Logistics.

Table 2
Races of the respondents

Races	Frequency	Percentage (%)
Malay	133	88.7
Chinese	9	6
Indian	6	3.3
Others	2	2

Table 2 describe about the races among respondents include Malay, Chinese, Indian and Others. The Malays respondents is 88.7% of the sample follow by Chinese respondents 6%. Indian is 3.3% and others is 2%.

Involvement in online business

Table 3
Region and own online business cross tabulation

		Own online business		
		No	Yes	Total
Region	Central Region	22	12	34
	East Coast Region	32	11	43
	Northern region	26	10	36
	Sabah, Sarawak & Labuan	2	1	3
	Southern Region	32	2	34
Total		114	36	150

Table 3 describe about the own business base on region of the respondent. There are 12 respondents from central region that own online business and 22 do not own online business. Then east coast region is 11 own online business and 32 do not own online business. The northern region show 10 only own online business follow by Sabah, Sarawak & Labuan with 1 and southern 2.

Table 4
Course taken and interest on online business cross tabulation

		Interest on online business					Total
		1	2	3	4	5	
Course Taken	Logistics	1	14	4	21	10	50
	Management of Technology	0	1	9	23	17	50
	Operation Management	1	7	3	33	6	50
Total		2	22	16	77	33	150

Table 4 show the interest of STML student in online business. Most of them is agree interest in online business because online business can give side income. Only 2 of them totally disagree about interest in online business. Therefore STML final years student are interest in online business whether they already start or not.

Factor involve online business

Table 5
Reason to start online business

Reason Course taken	Finance Problem	Family Background	Gain Experience
Management of Technology	24	23	43
Operation Management	11	17	35
Logistics	15	16	32
Total	50	56	130

Table 5 describe the reason of respondents to start online business. Most of them want to start online business because to gain experience. The other is want to start because family background that is family already active in business. Then the lowest is finance problem because online business give them some side income.

Social media as promotion medium

Table 6
Use of social media among respondents cross tabulation

		Social media					Total
		1	2	3	4	5	
Course Taken	Logistics	0	1	1	34	14	50
	Management of Technology	0	0	6	25	19	50
	Operation Management	0	1	3	33	13	50
Total		0	2	10	92	46	150

Table 6 describe the use of social media among respondents. From the cross tabulation analysis show respondent has adapt with social media. Most of them know the social media and only 2 respondent that not to expose with social media. That mean social media among respondent is not foreign stuff.

Table 7 describe the number of respondent that agree to use social media as promotion medium. Most of them agree would use social media as promotion medium for their product. Only some of respondent do not agree to use social media as promotion medium. This show social media is a potential medium in promotion product based of question 2, 3 and 4 in section 3 respondents agree the social media can give more advantage to the respondent.

Table 7
The use of social media as promotion medium

		Social Media as Promotion Medium					Total
		1	2	3	4	5	
Course Taken	Logistic	5	9	5	14	17	50
	Management of Technology	0	1	4	20	25	50
	Operation Management	1	5	9	21	14	50
Total		6	15	18	55	56	150

CONCLUSION

Online business is new way to sell the product. The online business can give many advantage to many person. The growth of online business in Malaysia is rapidly growth. Therefore, STML final year students should grab the opportunity to start online business. The involvement of STML final year Student in Online Business is still at low level but there are many of them interest to Start online business. There are many factor that can make the students motivate to start online business. Most of them is interest to start online business because to gain experience about entrepreneurship. The other factor is family background because some of them come from family with parents motivate them to start online business. The other factor is finance problem, the finance problem is the low factor.

The growth of social media give advantage to online business because give an easy way to promote product. There many final year students of STML that expose to social media but do not take the advantage to start online business. It is because they not expose to the success of online business. The social media is a low cost medium of promotion but very effective. There are many students that agree to use social media as promotion medium.

Therefore the online business can give many advantage to students with the social media as promotion medium. The students can effort to start an online business without worry about the budget.

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