

FACTOR AFFECTING ADOPTION SOCIAL MEDIA
IN BUSINESS AMONG YOUNG
ENTREPRENEURS: USING THE TAM MODEL

NG QING XUAN

BACHELOR OF INTERNATIONAL BUSINESS
(HONOURS)

UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF ACCOUNTANCY AND
MANAGEMENT
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BY

NG QING XUAN

A final year project submitted in partial fulfilment of the
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Name of student

Student ID

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NG QING XUAN

I8UKB05570



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DEDICATION

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For providing me an opportunity to conduct this research project.

Ms Ung Lean Yean

Dear supervisor who provides me with a lot of meaningful feedback, assistance and motivation that lead me to the right path throughout the process of this research project.

250 Respondents

To all respondents who took their precious time to complete the questionnaire for this research project.

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Friends and family who give me their unwavering support and encouragement.

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LIST OF ABBREVIATION

TAM	Technology Acceptance Model
BI	Behavioral Intention
PU	Perceived Usefulness
PEOU	Perceived Ease of Use
T	Trust
TRA	Theory of Reason Action
IVs	Independents Variables
DV	Dependent Variable
SPSS	Statistical Packages for Social Science

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PREFACE

In recent years, the evolution of social media shows no indications of slowing or stopping. Social media adoption has not only become a worldwide phenomenon, but has also shaped social engagement among individuals, communities, and societies. Social media has now become a critical strategic movement for businesses. Jaafar (2021) states that 60% of most people who have adopted technology in their businesses use social media. Since youth are digital natives with the creativity and agility to remodel their businesses, young entrepreneurs are acknowledged to play a significant role in the economic development process and ensuring sustainable growth. However, there are fewer study related to the factors driving the young Malaysian entrepreneurs' intention to adopt social media in their business. Therefore, this research study is conducted to determine which factors will affect the behavioral intention of young Malaysian entrepreneurs to adopt social media in business. Besides, this research can identify the relationship between independent variables and dependent variable, and which factor has the greatest effect on young entrepreneurs' intention to adopt social media for business. Lastly, readers and future researchers are able to gain the knowledge and information regarding the behavioral intention towards social media adoption in business.

ABSTRACT

Social media has now become a trend and a critical strategy movement for businesses. Hence this research's primary objective is to explore the importance factors affecting the adoption of social media in business among young entrepreneurs in Malaysia in order to determine their perceptions and behavioural intention. Besides, Technology Acceptance Model (TAM) was used study the relationship between perceived usefulness (PU), perceived ease of use (PEOU) and trust (T) and behavioural intention (BI) to adopt social media in business. Moreover, a total of 250 of survey questionnaires were collected from the respondents in Klang Valley using convenient sampling technique. All quantitative data obtained were analyzed by using Statistical Package for Social Science (SPSS) version 26 to perform descriptive analysis, pilot test, reliability test, and inferential analysis.

However, all the results demonstrated that all of the independent variables (PU, PEOU, and T) have a significant positive relationship with the dependent variable (BI toward the adoption social media in business). This study gives a clearer picture for the Malaysia government and software developers regarding the factors that affect the young entrepreneurs' intention to use social media in their business. Lastly, limitations encountered throughout the research have been identified, and recommendations for future researchers to overcome the limitations have been provided. This research can be a thesis or a reference that gives researchers more information when they want to conduct similar research in the future.

CHAPTER 1: INTRODUCTION

1.0 Introduction

The goal of this research is to provide a wide overview of the topic. Chapter 1 begin with a discussion of the research background, then moving on to the research problem, research objective and research question. Finally, it concludes with a discussion of the research significant.

1.1 Research Background

Kaplan and Haenlein (2010) stated that social media is a collection of Internet-based applications that built on the concepts and technologies of Web 2.0, as well as enable users to create and exchange generate content. In recent years, social media adoption has not only become a worldwide phenomenon, but has also shaped social engagement among individuals, communities, and societies (Nawi, Baharudin, & Ramli, 2020). However, the evolution of social media shows no indications of slowing or stopping (Gaber &Wright, 2014; Nawi et al., 2020). Since then, social media adoption has grown and altered the interaction way between customers and businesses, especially in Malaysia. As of January 2021, Malaysia has a total of 27.43 million internet users, with over 28 million active social media users (Kemp, 2021). According to Jaafar (2021), 60% of most people who have adopted technology in their businesses use social media. In Malaysia, Facebook is widely used among social media users and has become a leading platform with spectacular growth in popularity. The number of Facebook users is expected to hit around 24 million by 2023 (Statista 2021). Additionally, other popular social media platforms in Malaysia are YouTube, WhatsApp, Instagram, and Facebook Messenger.

Nowadays, social media has become a critical strategic movement for businesses (Puriwat & Tripopsakul, 2021). Its connectedness and openness eliminate the difficulties or incompetence of entrepreneurs in identifying and seeking

professional assistance (Olanrewaju, Hossain, Whiteside, & Mercieca, 2020). It is essential for survival as the information and support are required to establish or run a business, especially in the early stage of entrepreneurship. Besides, the development of social media has given entrepreneurs the opportunity to network with thousands of people over the Internet (Nawi, Mamun, Nasir, & Muniady, 2019). According to Cox (2012), businesses can use social media to communicate with customers in order to better understand their needs and build relationships. Social media can also use low-cost alternatives to target and track customers based on their online behaviour (Puriwat & Tripopsakul, 2021). Thus, social media adoption in business operations to inspire the commitment levels of business and consumers is indeed an upward trend (Nawi et al., 2020).

Previous studies by Nawi, Al Mamun, Nasir, Raston, & Fazal (2017) have shown that social media allows businesses to communicate with their customers in a cost-effective and timely manner. Even though social media's ability to provide communication in real-time can assist businesses to promote their brands and spreading copyrighted information, it can also enable third-party misuse of a business' trademarks and copyrights (Nadaraja & Yazdanifard, 2013; Steinman & Hawkins, 2010). Steinman and Hawkins (2010) pointed out that if left unchecked, this type of commercial impersonation will harm a businesses' image and brand. Nonetheless, Malaysian entrepreneurs think that social media is the method of doing business in the future because of its ability to deliver a variety of advantages and impacts to a business at a relatively low cost (Nawi et al., 2019).

In Malaysia, "youth" is redefined as those between the age of 15 and 30 (Yunus & Landau, 2019). Department of Statistics Malaysia shows that there are about 12.1 million youths in 2020, which accounts for nearly 40% of the total population in Malaysia (Wong & Woo, n.d.). Kew et al. (2015) said that youth is a crucial period in which young people begin their aspirations, desire for economic independence, and social status. Yet, youth entrepreneurship is an alternative method for alleviating poverty by allowing youth to build businesses that help achieve their aspirations, develop skills, and boost earnings (Bangura, Mansaray-Pearce, & Kanu, 2019; Khamis & Yusof, 2021). Youth entrepreneurs are acknowledged to play a

significant role in the economic development process and to ensure sustainable growth (Sitoula, 2015; Salim, Kassim, & Mohd Thaker, 2020). This is because they are digital natives with the creativity and agility to remodel their businesses, so they have the ability to sustain their businesses for the long term. Thus, the Malaysian government has placed great importance on the development of young entrepreneurs, viewing it as a critical component in making a positive contribution to the country's GDP (Salim et al., 2020).

1.2 Research Problem

Malaysia has long struggled with skill mismatch, which includes mismatches in the field of study, skill gap, skill shortages or obsolescence, and others (FocusM, 2020). The Economic Outlook 2021 report admits that Malaysia must address the labour market mismatch to fully realize the potential of its human capital (FocusM, 2020). The reason of this mismatch is the lack of available jobs in the market to meet the rising number of graduates, resulting in a highly competitive labour market. According to the Department of Statistics Malaysia, the number of jobless graduates increased to 202,400 in 2020 up from 165,200 in 2019. Fortunately, a new opportunity has arisen in the gig economy, especially for recent graduates, to compete for job opportunities in both local and international platforms. Employment Provident Fund (2019) reported that over the next 5 years, about 40% of the Malaysian workforce would be gig workers, much above the global average of 20%. The main drivers behind the surge in gig workers are the increase of millennials and digital technologies. In this context, a self-employment is a viable option for them, whereas initiatives should concentrate on creating more jobs via entrepreneurial opportunities (FocusM, 2020).

To encourage and support young entrepreneurs, the Malaysian government has implemented a variety of programs. For instance, the Bumiputera Entrepreneur Start-up Scheme Programme (SUPERB) has granted a total of RM157 million to Bumiputera young entrepreneurs (Birruntha, 2021). The SUPERB program intends to provide appealing added-value businesses for them facing the IR4.0 age. The emphasis is on a business concept that can address the problem or improve

community life, in keeping with government aims to minimize unemployment, enhance business activities, while encouraging local businesses to shift to e-commerce and the gig economy (Birruntha, 2021). Furthermore, digitalization is the current trend since the pandemic led to a spike in online businesses, webinars and social media are being completely utilized in business. ("Pandemic spawns new job opportunities," 2020). Therefore, in June 2020, the government has introduced the myGIG Programme to assist the youths in the post-Covid-19 gig economy environment by providing supporting equipment and appropriate training (FocusM, 2020).

According to The Malaysian Reserve, the Covid-19 pandemic has hit small and medium businesses the hardest, particularly among young entrepreneurs. The crisis' shockwaves have negatively impacted almost 92% of young entrepreneurs, from lockdown and declining demand to disrupted supply chains and a credit constraint. As a consequence, 85% of them have had to shrink their business model or restrict their expansion to survive (Anis Hazim, 2021). However, Manon Bernier pointed out that many youths have taken the plunge into business during this pandemic as it is their only choice. Monan added that young entrepreneurs were able to adapt swiftly, even though the lockdown had compelled them to digitally transform their businesses (Anis Hazim, 2021). Nowadays, entrepreneurs may obtain cash flow from social media. Through the interactions on the social media network, they enable quickly spot opportunities and changes in their businesses in order to survive and perhaps develop their business. Thus, social media platforms are frequently seen as beneficial tools for young entrepreneurs.

Other than that, the significant impact of the Covid-19 outbreak on Malaysia's economy and the ensuing wave of layoffs is a harsh reminder of this reality. ("Game for a side hustle?," 2021). It means that graduates nowadays cannot expect any guarantee of a lifetime job. Hence, a majority of Malaysians have started to do the "side hustle" to supplement their income. During this tough time, a side hustle is a terrific way to earn extra money, especially for students who are trying to make ends meet to pay for university fees or loans, and even necessities (Omar, 2021). With high-tech advancement, they can start their online business as their products can reach their target customers effectively. In addition, the side hustle may also be

used to complement one's main career. For example, many dentists now have Youtube or TikTok accounts where they can share dental hygiene advice (“Game for a side hustle?,” 2021). As a result, the side hustle requires young entrepreneurs to invest more effort and time, rather than financial capital.

1.3 Research Objective

1.3.1 General Objective

The general objective of this research is to examine the factors that affecting young entrepreneurs’ behavioral intention to adopt social media in their business.

1.3.2 Specific Objective

1. To determine the relationship between perceived usefulness (PU) and young entrepreneurs’ behavioural intention toward adoption of social media in business.
2. To determine the relationship between perceived ease of use (PEOU) and young entrepreneurs’ behavioural intention toward adoption of social media in business.
3. To determine the relationship between trust (T) and young entrepreneurs’ behavioural intention toward adoption of social media in business.

1.4 Research Question

What are the critical factors affecting young Malaysian entrepreneurs' behavioural intention to adopt social media in business?

1. How does perceived usefulness (PU) affect intention to use social media platform for business?
2. How does perceived ease of use (PEOU) affect intention to use social media platform for business?
3. How does trust (T) affect intention to use social media platform for business?

1.5 Significance of Study

According to Nicole Tan, Facebook Malaysia's country director, Malaysia is a real mobile-first country since 91% of Malaysians own a smartphone, whereas more and more people are spending more time online interacting with others, shopping, working, and other activities. She added that e-commerce will undoubtedly continue to exist as the pandemic continue to drive businesses of all size to adopt online sales (Izwan Ismail, 2021). In 2021, these trends will be much more prominent in Malaysia (Izwan Ismail, 2021). Young entrepreneurs can take advantage of this opportunity to reach out the potential customers, as well as build brand awareness and customer loyalty via social media.

Consequently, this research will provide youth with better knowledge and awareness of the importance of social media adoption in business, thereby motivating them to start their business through social media platforms. At the same time, this research also will provide software developers and the Malaysian government with a clear picture of young entrepreneurs' behavioural intentions toward social media adoption in business. Therefore, they can encourage youth entrepreneurs to adopt social media for business purpose by enhancing its functionality and implementing programs. Lastly, future researchers who want to further investigate this topic further or conduct similar studies can use this research as a reference.

1.6 Conclusion

Chapter 1 provides a comprehensive overview of the entire research study. The research background highlights how the evolution of social media technology has changed the way entrepreneurs do business, as well as some background of young entrepreneurs. After that, the research problem also was discussed. Research objectives and questions provided the foundation for the whole study. Lastly, the research significant has discussed the importance of conducting this study.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

Chapter 2, literature review will discuss the theoretical model, conceptual framework, as well as hypothesis development. For the theoretical model, this research will adopt the Technology Acceptance Model to study the construct which is perceived usefulness (PU) and perceived ease of use (PEOU). Furthermore, for the conceptual framework, there are three independent variables and a dependent variable in this study. Lastly, the hypothesis development will be proposed based on the study.

2.1 Underlying Theory

2.1.1 Technology Acceptance Model (TAM)

Technology Acceptance Model (TAM) is based on the Theory of Reasoned Action (TRA) (Al-Rahimi, Othman, & Musa, 2013; Fishbein and Ajzen, 1975). TRA is rooted in social psychology and aims to explain why people participate in consciously planned behaviours (Al-Rahimi et al., 2013). Because of its simplicity and ease of use, this theory is widely popular and well suitable to many research contexts, where the main objective of this study is to predict behaviour. Davis introduced the TAM in the 1980s to predict individuals' acceptance of new technology in an organization. The key components of this model have perceived usefulness (PU) and perceived ease of use (PEOU), which eventually generate people's favourable attitude towards certain technological products whether inside or outside the organization (Masele & Magova, 2017; Sago, 2013).

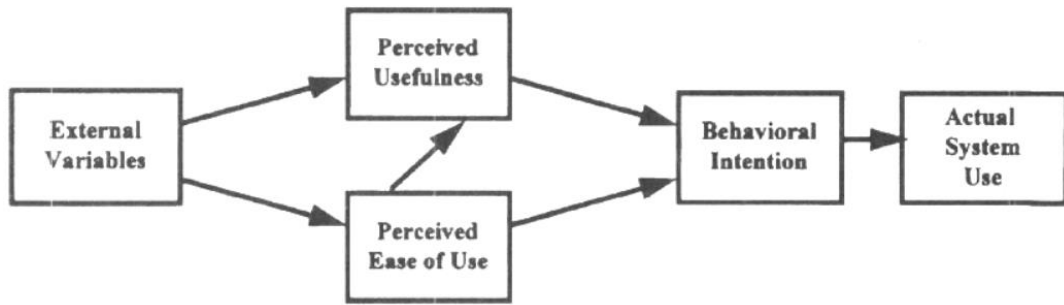
Davis (1989) stated that PU and PEOU are basic predictors of technology adoption and use. He defined PU as the extent to which an individual thinks that utilizing a certain system would improve his or her work performance;

whereas, PEOU was defined as the extent to which an individual thinks that utilizing a certain system would be effortless (Davis, 1989). According to the TAM, when individuals come across a new or current technology or even a related process, PU and PEOU can influence their adoption, as well as the frequency with which they use it (Masele & Magova, 2017; Davis, Bogozzi, & Warshaw, 1989). In this scenario, if young entrepreneurs realize that social media platforms are beneficial and simple to use, they are more likely to adopt and use them often.

Davis (1985) proposed that three constructs in TAM can explain a user's motivation for adopting new technology, including PU, PEOU, and attitude toward utilizing the system. He claimed that a user's attitudes toward the system were a crucial factor of whether the system would be used or rejected (Chuttur, 2009). However, TAM was subsequently modified to include behavioural intention as a new variable that would be directly affected by the PU of a system (Chuttur, 2009; Davis et al., 1989). Davis et al. (1989) stated that in some cases when a system was considered to be useful, an individual may have a strong behavioural intention to use it without having any attitudes.

Based on the finding of Davis et al. (1989), there is a strong relationship between stated intention and self-reported system usage with PU having the strongest impact on people's intentions. Besides, they also found that PEOU has a small but significant impact on behavioural intention, which faded with time. Nevertheless, the most important finding is that both the PU and PEOU had a direct impact on behavioural intention, thereby removing the necessity for the attitude construct (Chuttur, 2009). Thus, the final version of the TAM model is shown in Figure 1. In this study, the main factors in the TAM model are selected to use as the independent variable in order to determine the factors affecting behavioural intention of young Malaysian entrepreneurs toward the adoption of social media in business. Further, trust will be introduced as a new variable in this study (Figure 1.1).

Figure 2.1: Final Version of Technology Acceptance Model (TAM)



Source: Venkatesh, V. & Davis, F. D. (1996). A model of the antecedents of perceived ease of use: development and test. *Decision Sciences*, 27(3), 451-481.

2.2 Review of Variable

2.2.1 Dependent Variable: Behavioral Intention (BI)

Behavior is categorized according to people's intention to behave, whereas the intention is influenced by behavioral performance, perceived behavioral control, and subjective norms (Fishbein, Jaccard, Davidson, Ajzen, & Loken, 1980; Farajnezhada, Noubara, & Azara, 2021). Besides, intention can simply be explained as how hard an individual is willing to try and how much determination he or she intend to put to execute a behavior (Mamman, Ogunbado, & Abu-Bakr, 2016). In general, the greater the intention to perform a certain behavior, the more probable it should be carried out (Farajnezhada et al., 2021; Kim & Ko, 2012). According to Venkatesh, Morris, Davis, & Davis (2003), BI is defined as "the extent to which an individual has made conscious plans to execute or not execute some particular future behavior". Simply put, an individual's intention and willingness to perform a specific behavior is known as behavior intention (Chua, Rezaei, Gu, Oh, & Jambulingam, 2018; Keong, Thurasamy Sherah, & Chiun, 2012).

Besides, Ajzen and Fishbein (1980) interpreted behavioral intention (BI) as an assessment of people's motivation to take action or complete a certain

behavior (Chua et al., 2018). Based on the theory of reason action (TRA), BI is the most important and influential predictor of behavior (Mamman et al., 2016). Bagozzi (1992) asserted that once an intention is triggered, it will serve as a self-fulfilling mechanism, thereby driving people into a "must do" or "will do" state (Mamman et al., 2016). However, BI refers to the subjective probability that an individual will engage in a certain behavior (Fishbein and Ajzen, 1975; Mamman et al., 2016). Hence, the motivational factor that forms the intention indicates how much effort a person is willing to put in to perform a certain behavior (Chua et al., 2018). Additionally, BI can be utilized to predict planned behavior or actual technology use (Chua et al., 2018; Venkatesh et al., 2003). According to Lin (2007), BI has been utilized to make extensive research predictions regarding behavior in a virtual world (Farajnezhada et al., 2021). Yet, Fetsherin and Latterman (2008) stated that BI is widely regarded as a dependent variable for technological acceptance and adoption.

2.2.2 Independent Variable: Perceived Usefulness (PU)

Perceived usefulness (PU) is described as a form of trust and psychological contract that an application is useful for achieving the expectations (Lim, Ramayah, Teoh, & Cheah 2017). Wallace and Sheetz (2014) believe that perceived usefulness is an individual's belief that a technology instrument that he or she is considering adopting would improve the work performance (Suhartanto & Leo, 2018). Previous studies (Luarn & Lin, 2005; Wallace & Sheetz, 2014) has reported the reliability and validity of the PU variable (Suhartanto & Leo, 2018). According to Behringer & Sassenberg (2015), it is critical to emphasize the utility of new technology while implementing it. The employees will only adopt it when they feel that the technology will perform the function for which it is designed (i.e. it is useful) (Behringer & Sassenberg, 2015; Hertel et al., 2003).

Apart from that, Wallace and Sheetz's previous study has examined the PU variable and found that it is a significant indicator of adoption behavior

(Ratten, 2015; Suhartanto & Leo, 2018). According to Irani, Dwivedi, & Williams (2009) research in different industries, PU is a significant component in determining not only an individual's intention to adopt but also his or her behavior when it comes to technology usage (Suhartanto & Leo, 2018). Hence, if the high PU of social media is expected to positively influence the adoption behavior (i.e. young entrepreneur), then the low PU of social media will consequently become a justification for refusing adoption.

Like most technology instruments, social media gives users access to a virtual space where they may obtain information at any time (Lim et al., 2017). Notably, the constant accessibility shaped positive views toward the usefulness of social media technologies (Lim et al., 2017; Wang, Lo, & Fang, 2008). Other than that, Lin (2007) defines PU for social media sites as the users' confidence in the capacity and functions of social media in obtaining the needed information, creating required information for enrichment and sharing, as well as improving their decision-making (Lim et al., 2017). Therefore, PU reflects the extent to which the adoption of technology can improve the efficiency of the technology adopter's business activities (Irani et al., 2009; Suhartanto & Leo, 2018).

In technology adoption, the PU is determined by the technology's benefits (Pagani, 2004; Suhartanto & Leo, 2018). For instance, social media platforms and Web 2.0 enable businesses to interact and communicate with external and internal stakeholders more efficiently and effectively (Beier & Wagner, 2016). Thus, social media can be an effective instrument for improving a business's performance by boosting revenue and lowering costs. If the adopters feel that the technology they intend to use will create a positive outcome, they will consider the technology to be beneficial (Ratten, 2015; Suhartanto & Leo, 2018).

2.2.3 Independent Variable: Perceived Ease of Use (PEOU)

In TAM, perceived ease of use is a well-established construct, it is also termed as self-efficacy in some literature (Jin, 2014; Suhartanto & Leo, 2018). Suhartanto & Leo (2018) explain that this construct refers to the user's knowledge and skills necessary in managing technology. According to Wallace and Sheetz (2014), the concept of PEOU shows the degree of the user's trust in using a certain technology. If the user (E.g. young entrepreneur) believes that using technology or a system (i.e. social media platform) is not complicated and can be handled easily, they will not hesitate to adopt such technology or system if it is otherwise beneficial (Chatterjee & Kar, 2020; Kuo & Yen, 2009; Venkatesh et al., 2012).

This belief is linked to the notion that it would be necessary for a person to put some effort to use a technology or a system (Chatterjee & Kar, 2020). Yet, technology is considered easy to use if it requires minimal physical and mental effort to operate (Suhartanto & Leo, 2018). Hence, perceived ease of use can be defined as the users' belief in their ability to perform a behavior associated with the technology used (Suhartanto & Leo, 2018). Previous research has supported the reliability and validity of perceived ease of use, as well as confirms that it can predict technology utilization and adoption (Jin, 2014; Wallace & Sheetz, 2014). When compared to more complex technology, people prefer to choose a simpler one that is easier to comprehend and use.

Davis et al. (1989) defined PEOU as the comments given by users who are believed to be valuable in terms of user-friendly operation and system functionality. In other words, it indicates people's evaluation of technology use (Lim et al., 2017). In the social media context, the users (E.g. young entrepreneurs) may choose to utilize the platform depending on its ease of use and its effectiveness at assisting them to achieve their business goals in social media. The design of programs, tools, and modules on these social media platforms must be user-centric in order to serve such a wide variety of users (Rauniar, Rawski, Yang, & Johnson, 2014).

Due to poor user interface design leading to the rejection of many types of technologies, Venkatesh and Davis (2000) have emphasized the importance of PEOU in TAM (Akgül, 2018). Therefore, the platforms must include a simple and clear overview of services, as well as smooth navigation and user interaction. For a first-time adopter, the social media platforms should be simple to use and effective in completing tasks (Rauniar et al., 2014). In addition, PEOU can also be helpful in terms of enhancing performance. This enhancement implies less effort owing to the ease of use, which allows completing more work with the same amount of effort (Akgül, 2018; Davis et al. 1992). According to previous research (Rauniar et al., 2009; Molla & Licker, 2001; Yoo & Donthu, 2001; Zeithaml, 2000), an easy-to-use website can improve the experience of the user.

2.2.4 Independent Variable: Trust (T)

Trust has been recognized as an important construct in the TAM model for social media since it is one of the drivers of intention to use and the antecedents of PU, especially in the online environment (Akgül, 2018). Moreover, Morgan and Hunt (1994) explain that trust exist when a party has faith in the integrity and reliability of an exchange partner. This explanation of trust is widely recognized, and it emphasizes the significance of confidence, reliability, and integrity in conceptualizing trust (Lien & Cao, 2014). Based on the social contract theory, social media users assume an implicit social contract when sharing information in a trade (Rauniar et al., 2014; Pan & Zinkhan, 2006). The level of confidence users have in these implicit contracts with social media platforms and other users is critical for understanding user behaviors and actions, such as information exchange voluntarily (Rauniar et al., 2014). Thus, Rauniar et al. (2014) believe that a social media platform's trustworthiness is a key element in the TAM model for social media.

When an entrepreneur creates a social media account for business purposes, social media will collect information about the user's physical and social

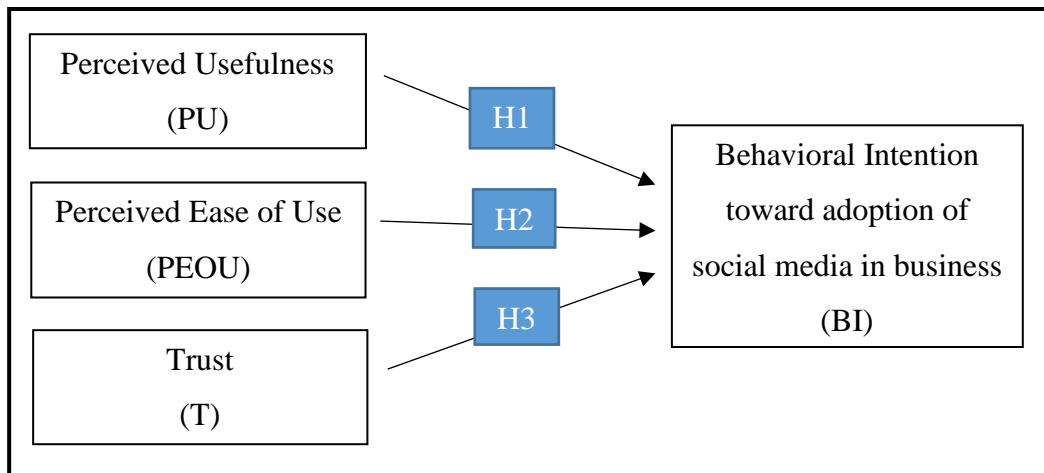
surroundings. Hence, the users place a premium on information confidentiality and preventing information misuse (Akgül, 2018). Social media platforms can apply different levels of security features to minimize a user's privacy issues and build trust (Culman and Amstrong, 1999; Rauniar et al., 2014). Nevertheless, from the final users' perspective, these measures may still hold subjective beliefs and concerns about how people think their information posted on social media platforms will be processed (Rauniar et al., 2014). Therefore, trust is a crucial aspect of information exchange, particularly when there are no face-to-face interactions. The concept of trust is considered significant in both social interactions between people and factors influencing technology adoption, as it impacts the decision to adopt the social media platform (Nawi, et al., 2019; Hallikainen, 2015). Establishing trust is a long-term process; once trust is established, an individual's behavioral intention will be affected, thereby leading to a specific decision (Nawi et al., 2019). A study by Nawi et al. (2019) stated that perceived trust is regarded as an individual's level of trust in social media as a reliable business tool, and it is expected to have a positive impact on social media adoption.

However, the social media platforms should have a mechanism in place to ensure that the information given and posted is not used by a third party or for any other purpose without the user's knowledge and consent (Rauniar et al., 2014). This can aid in the social media site's credibility and the building of trusting connections with its users. When users generate and post information on social media sites, they must feel secure in their privacy and be able to trust the social media site with their relevant activities. Rauniar et al. (2014) discovered that enhancing trustworthiness seems to increase acceptability and use of social media, while Hallikainen (2015) found that trust had a direct impact on the platform's continuous use (Masele & Magova, 2017). The study of Masele & Magova (2017) assumes that the more young entrepreneurs regard social media as credible, the more it establishes a trusting relationship with users, and the more likely it is to be utilized and adopted for business purposes. In addition to the PU and PEOU

of social media, the degree of users' trust in social media will affect their intention to use it to do their business.

2.3 Research Framework

Figure 2.2: Proposed Conceptual Framework



Source: Developed from research

2.4 Hypothesis Development

2.4.1 The Relationship between PU and BI

In the TAM framework, it is assumed that perceived usefulness (PU) has a direct impact on the behavioral intention (BI) of using the technology of interest (Abed, 2020; Rana, Dwivedi, & Williams, 2013). Past studies (Elkaseh, Wong, & Fung, 2016; Jamal & Sharifuddin, 2015) found that PU positively affects behavioral intentions to adopt new technologies; while Abed (2020) proved that PU has a strong impact on BI to utilize social commerce and is positively associated to it. Moreover, the use of social media marketing by employees is thought to have an influence on SMEs' sustainability and overall performance (Chatterjee, Chaudhuri, Sakka, Grandhi, Galati, Siachou, & Vrontis, 2021; Das, Rangarajan, & Dutta, 2020; Keegan & Rowley, 2017). This has been discovered that the concept of

usefulness is related to a user's intention to use technology (Chatterjee et al., 2021; Wu, Cheng, & Ai, 2018). Hence, the following is hypothesized:

H₁: There is a significant positive relationship between perceived usefulness and young entrepreneurs' behavioural intention toward adoption of social media in business.

2.4.2 The Relationship between PEOU and BI

The study of Ware (2018) has been observed that users are more likely to employ a technology that is more user-friendly. This demonstrates that PEOU has a positive correlation with the adoption of new technologies. According to Chatterjee and Kar (2020), PEOU has a positive effect on SMEs' adoption of social media marketing. Furthermore, Chatterjee et al., (2021) stated that the employees who perceive that using new technology is easier than they anticipated are more likely to adopt an innovative technology or system. People who believe that technology is simple and straightforward to use will be more motivated to consider its use (Chatterjee et al., 2021; Kock & Lynn, 2012). Therefore, Chatterjee et al. (2021) also have found that PEOU has a positive effect on the BI of SMEs to adopt social media marketing. In this study, young Malaysian entrepreneurs will not be hesitant to adopt social media for business purposes if they perceive it is easy to use and implement. Hence, the following is hypothesized:

H₂: There is a significant positive relationship between perceived ease of use and young entrepreneurs' behavioural intention toward adoption of social media in business.

2.4.3 The Relationship between T and BI

The social media platforms' trustworthiness will have an impact on the future intentions to adopt the platforms (Rauniar et al., 2014). Users of social media must feel secure in their privacy and trust the social media platform with their related activities when they generate and exchange information (Rauniar et al., 2014). Therefore, Rauniar et al. (2014) believe that the degree to which a user deems a social media platform trustworthy will affect their intention to use it. In addition, Belanche, Casaló, and Flavián (2012) show that trust has a positive effect on the BI when using a given e-government service. Beyond the user's attitude and the PU of the services, trust also will positively impact BI as it decreases uncertainty and offers expectations for a pleasant transaction (Belanche et al., 2012; Pavlou, 2003). Moreover, the study of Nawi et al., (2019) stated that trust has a positive relationship with BI and the use of new technologies. Hence, the following is hypothesized:

H₃: There is a significant positive relationship between trust and young entrepreneurs' behavioural intention toward adoption of social media in business.

2.5 Conclusion

In this chapter, the proposed conceptual framework and hypothesis was developed based on previous study and theoretical model. In chapter 3, the research methodology will be discussed further.

CHAPTER 3: RESEARCH METHODOLOGY

3.0 Introduction

Chapter 3 will focus on the methodology of the research. In the beginning, the overall research design will be discussed and followed by the sampling design, method of data collection, research instrument, measurement scale, data processing and the last is data analysis.

3.1 Research Design

According to Akhtar (2016), research design is critical because it allows various research procedures to run smoothly, thereby resulting in research that is professional and generating the most information with the least amount of effort, money, and time. In this study, descriptive research and quantitative research are being used to collect and analyze data.

3.1.1 Descriptive Research

Descriptive research is known as the research approach that aims to systematically and accurately describe an existing phenomenon or population. Descriptive research generally involves identifying properties of a phenomenon based on observation, or investigating the relationship between two or more variables (Williams, 2017). As a result, descriptive research was employed in this study to analyze how factors affect young entrepreneurs' intention to use social media for business. The correlation between all independent variables and behavioral intention will be examined in this study by collecting the research data.

3.1.2 Quantitative Research

Quantitative research usually aims to measure social reality (Sukamolson, 2007). Cohen (1980) defines quantitative research as social research that makes use of empirical statements and empirical methods. Besides, quantitative research is also defined by Creswell (1994) as a sort of research that explains phenomena by gathering numerical data and analyzing it using mathematically based approaches (especially statistics). Thus, this study used quantitative research to gather a number of target respondents to measure young Malaysian entrepreneurs' behavioral intentions to adopt social media in their businesses.

3.2 Sampling Design

Sample design is a detailed plan and process to be used in determining a sample from the target population, as well as an estimate technique formula for calculating sample statistics (Kabir, 2016). According to Smith & Albaum (2012), sample planning is a crucial step in ensuring precision and accuracy in the research study.

3.2.1 Target Population

According to Kabir (2016), the target population refers to the whole group about which data will be collected and a conclusion is drawn. In this research study, the target population is young entrepreneurs, such as those between the ages of 15 and 30 (known as "youth"). The main focus area of the study is located in the Klang Valley, Malaysia. It is reasonable to target the young entrepreneurs as respondents because they may have the experience to adopt social media for business purposes or even have a good understanding of social media usage in Malaysia. In short, young entrepreneurs who live in the Klang Valley will be the target population, whereas this research can determine the initial response to their intention to adopt social media in business.

3.2.2 Sample Size

According to Gorsuch (1983) and Kline, the minimum sample size should be 100. Besides, Guilford (1954) suggested a sample size of at least 200, whereas Cattell (1978) stated the minimum ideal sample size is 250. Hence, 260 sets of questionnaires would be sent to the targeted respondents to avoid incomplete data or low response rate issues. Finally, 250 sets of usable responses were received, with a respondent rate of 96%. All questionnaires were distributed to the target respondents via an online survey instrument- Google Forms.

3.2.3 Sampling Technique

Probability sampling and non-probability sampling are the two major approaches to sampling. However, non-probability sampling is employed in this research. It is a non-random and subjective technique of sampling in which the sampler's judgment or discretion is used to pick the population elements that make up the sample (Kabir, 2016). As a result of the non-random selection of elements, non-probability sampling make it impossible to estimate sample error (Kabir, 2016). Furthermore, convenience sampling is chosen for a research purpose when the target respondents fulfill certain practical criteria, including availability at a specific time, geographical closeness, ease of access, or willingness to participate (Etikan, Musa, & Alkassim, 2016). Thus, convenience sampling is the most appropriate approach for this study because of the large sample size, as well as the limited time and budget.

3.3 Data Collection Method

Data collection is the systematic process of collecting and measuring data on target variables that allows individuals to answer research questions, test hypotheses, and assess outcomes (Kabir, 2016). Hence, the use of appropriate data collection tools along with clearly described instructions for proper use can help this study to decrease the risk of mistakes (Kabir, 2016).

3.3.1 Primary Data

In data collection parts, the researchers must understand what sorts of data they will use and how to obtain it effectively. Primary data is information that has been gathered from first-hand experience (Kabir, 2016). Primary data has yet to be released, which is more real, objective, and reliable. Since primary data has not been edited, it has a higher level of validity than secondary data (Kabir, 2016). Researchers can gather the primary data by using a variety of sources, including questionnaires, experiments, observation, interviews, and others. In this study, primary data was used for data collection, whereas these data were collected from the questionnaires.

3.3.2 Questionnaire

Questionnaire is undoubtedly the most commonly used data collection tool as it is simple to create and administer (Pandey & Pandey, 2015). It is a crucial tool for gathering data from widely dispersed sources. Therefore, this study employed the survey questionnaire to gather the primary data regarding the factors that affect young entrepreneurs' intention to use social media for business. To develop this research, a total of 250 survey questionnaires were sent to the target respondents. These questionnaires will not take them long to complete, and all respondents will have enough time to provide insightful responses. All questionnaires were distributed online (i.e. Facebook, WeChat, email, and others) to the target respondents in Klang Valley, Malaysia.

3.4 Research Instrument

In this research, the questionnaires were conducted through a Google survey form, as it is a highly practical and easier instrument for gathering all of the data or information from a large number of target respondents in a short period. In addition, a pilot test was conducted in this study before the actual survey questionnaires were sent.

3.4.1 Questionnaire Design

In this research study, all questions will be “closed-ended” questions, which provide respondents with options and ask them to select one or more items from a list. Each questionnaire consists of a total of 25 questions and all questions are divided into three sections. First, the respondents are asked about their demographic information, which consists of 4 basic questions in section A such as gender, age, education level, and current employment status. Meanwhile, section B also contains 4 general information questions about the use of social media for business purposes. In section C, the respondents will be asked for their opinions on all variables (PU, PEOU, trust, and BI). The 5-point Likert Scale is used to measure the variable questions in this study, as stated in Table 3.1. This linker scale is used to assess a respondent's opinion by determining how strongly they agree or disagree with a statement. There are around 16 questions aimed to get responses from respondents.

Table 3.1: 5-points Likert Scale Measurement

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

Source: McLeod, S. (2008). *Likert Scale Definitions, Examples, and Analysis*. Retrieved from <https://www.simplypsychology.org/likert-scale.html>

3.4.2 Pilot Test

A pilot test is a trial run of the whole research from beginning to end that enhances the likelihood of the primary study's success (Ruel, Wagner III, & Gillespie, 2015). According to Ruel et al., the general rule of thumb is to do a pilot test with 30 to 100 people. Therefore, this study selected 40 respondents to run the pilot test. The reason for this pilot test is to identify possible issues throughout the survey process and determine whether the entire project is reliable, reasonable, and feasible. In this pilot test, Cronbach's alpha was employed to assess data reliability. Fraenkel & Wallen (1996) stated that the reliability items are considered acceptable if the Cronbach's alpha value is 0.70 and above. Based on the results in Table 3.5, all variables have a value of more than 0.70 indicating that the items have good internal consistency.

Table 3.2: Cronbach's Alpha Results for Pilot Test

Variable	Cronbach's Alpha	No. of Items
Perceived Usefulness (PU)	0.837	5
Perceived Ease of Use (PEOU)	0.771	5
Trust (T)	0.868	3
Behavioral Intention (BI)	0.781	3

Source: Develop for the research.

3.5 Construct Measurement

3.5.1 Origins of Construct

Table 3.3: List of Construct Items

Research Construct	Sources
Perceived Usefulness (PU)	<ul style="list-style-type: none"> • Abed, Dwivedi, & Williams (2015); Alalwan, Rana, Dwivedi, & Algharabat (2017); Aral, Dellarocas, & Godes, (2013); Chung, Tyan, & Han (2017); Culnan, McHugh, & Zubillaga (2010); Elbanna, Bunker, Levine, & Sleigh (2019) • Pranoto & Lumbantobing (2021)
Perceived Ease of Use (PEOU)	<ul style="list-style-type: none"> • Park (2009); Ware (2108) • Kuo & Yen (2009); Venkatesh et al. (2012) • Alam & Noor (2009); Hung & Lai (2015) • Harriss, Rae, & Grewal (2008); Rana, Barnard, Baabdullah, Rees, & Roderick (2019) • Aral, Dellarocas, & Godes (2013); Chung, Andreev, Benyoucef, Duane, & O'Reilly (2017) • Chatterjee & Kar (2020)
Trust (T)	<ul style="list-style-type: none"> • Lee & Turban (2020) • Belanche, Casaló, & Flavián (2012)
Behavioral Intention (BI)	<ul style="list-style-type: none"> • Venkatesh et al. (2003) • Humaid & Ibrahim (2019)

Source: Developed for the research.

3.5.2 Scale of Measurement

The measurement scale is a categorization that describes the nature of the information contained in the numbers allocated to the variables. The nominal and interval scales are utilized as measurement scales in this research study. Cooper and Schindler (2014) explained that nominal scale refers to the collected data on variables that may be classified into two or more mutually exclusive and collectively exhaustive categories (Dalati, 2018). In Sections A and B of the questionnaire, a nominal scale was applied to measure the demographic and general information for each respondent.

As an example of a nominal scale, gender is categorized as male or female. Other than that, the data from the Likert scale are treated as intervals, which can be analyzed by employing parametric approaches like standard deviation for variability, mean for central tendency, Pearson's, regression procedures, and others (Boone & Boone, 2012). Hence, this study has used a 5-point Linkert scale (interval scale) in the questionnaire to measure the degree to which respondents agreed or disagreed with these statements. The five points of the Linkert scale are strongly disagree (1), disagree (2), neutral (3), agree (4), strongly agree (5).

3.6 Data Processing

3.6.1 Questionnaire Checking

Before being distributed, the questionnaire will be checked for grammatical errors, the likelihood of misunderstanding, incorrect sequences, or incomplete information. Thus, the research's quality will be ensured when the researcher finds problems and make changes to the questionnaire before distributing it.

3.6.2 Data Editing

The process of reviewing and editing gathered survey data is known as data editing. Data editing can assist this study in defining guidelines to avoid possible bias and provide consistent estimates, resulting in a clear data set analysis.

3.6.3 Data Coding

Coding data implies converting data into numerical values, which will aid data analysis in this study using computer software such as SPSS. For

instance, in section C, “strongly disagree”, “disagree”, “neutral”, “agree”, “strongly agree” will be represented by the numbers from 1 to 5.

3.6.4 Data Transcribing

Data transcribing is the process of directly transferring the coded data from surveys questionnaires into computers (i.e. SPSS was used in this study).

3.7 Proposed Data Analysis Tools

In this study, Statistical Package for Social Science (SPSS) Version 26 software is applied to examine data collected from the questionnaires. Descriptive analysis (measure of central tendency and variability), reliability test, and inferential analysis (multiple regression) are three methods of analysis that were used to analyze the data collected.

3.7.1 Descriptive Analysis

Descriptive analysis is a method that used in this study to summarize the survey data and provide a description of the data. In this research, frequency distribution was used to summarize the demographic and general information’s data of respondents. Besides, the measures of central tendency (i.e. mean, mode, and median) and measures of variability (i.e. variance, standard deviation) was also used to summarize respondents’ opinions on independent and dependent variables. Thus, descriptive statistics assist this study to understand and describe the characteristics of a dataset by providing summaries of the sample and data measurements (Hayes, 2021). In addition, descriptive analysis can reasonably decrease the complexity of information volumes. Since the data from the survey questionnaires in this study are well organized in the form of pie charts, graphs, and tables, it is simple to analyze the research data.

3.7.2 Reliability Test

Reliability involves the degree to which a measurement of phenomena delivers a consistent and stable (without errors) result (Carmines & Zeller, 1979; Taherdoost, 2016). Cronbach's alpha is the most often used for testing and determining internal consistency (reliability). Based on Table 3.4, if the alpha value is above 0.6, it is considered acceptable; if the alpha value is below 0.6, it is considered poor reliability and unacceptable (Hair et al, 2003). Thus, when the Linkert scale was used in this study, Cronbach's alpha is considered as the most appropriate reliability measure (Taherdoost, 2016).

Table 3.4: The Rule of Thumb of Cronbach's Coefficient Alpha

Coefficient Alpha Range	Strength of Association
$\alpha < 0.6$	Poor
$0.6 \leq \alpha < 0.7$	Moderate
$0.7 \leq \alpha < 0.8$	Good
$0.8 \leq \alpha < 0.9$	Very Good
$\alpha \geq 0.9$	Excellent

Sources: Hair, J. F. Jr., Babin, B., Money, A. H., & Samouel, P. (2003). Essential of business research methods. John Wiley & Sons: United States of America.

3.7.3 Inferential Analysis

Inferential statistical analysis is often used to identify the correlation between variables, leading to reliable conclusions and generalizations to be drawn. However, this study has used Person's correlation coefficient to measure the relationships between two variables. According to Kenton (2021), the Pearson correlation coefficient is a measure of how strongly two continuous variables are related. The value of the correlation coefficient can

range from +1.0 (perfect positive relationship) to -1.0 (perfect negative relationship) and can be zero (no relationship).

Table 3.5: The Rule of Thumb of Correlation Coefficient

Coefficient Range	Strength of Associate
± 0.91 to ± 1.0	Very Strong
± 0.71 to ± 0.90	High
± 0.41 to ± 0.70	Moderate
± 0.21 to ± 0.40	Small but definite relationship
± 0.00 to ± 0.20	Slight, almost negligible

Source: Hair Jr., J. F., Money, H., Samouel, P., & Page, M. (2007). *Research Methods for Business*, California.

Apart from that, multiple regression also has been applied to examine the relationship between the independent variable (PU, PEOU, and Trust) and the dependent variable (BI). Multiple regression is the extension of simple linear regression; it is a statistical technique that predicts a response variable's outcome using numerous explanatory variables (Hayes, 2021). Yet, multiple regression helps analyze the data collected in Section C and gives a better understanding of which independent variable has a greater impact on the behavioral intention (DV) in this study. The following multiple regression equation is applied to this study:

$$Y_i = \beta_0 + \beta_1 X_{1i} + \beta_2 X_{2i} + \dots + \beta_k X_{ki} + \varepsilon$$

3.8 Conclusion

In summary, chapter 3 has discussed the research methodology to be carried out, followed by the data collection and analysis process. Thus, the next chapter will discuss and analyze the collected research data.

CHAPTER 4: DATA ANALYSIS

4.0 Introduction

Chapter 4 will analyze and discuss the data collected from 250 Klang Valley respondents. This quantitative study used SPSS Version 26 software to generate the statistical analysis. Furthermore, this chapter is divided into 4 sections that show the outcomes of the data analysis and summarise the chapter, including the results of the descriptive analysis, reliability test, inferential analysis (Pearson's Correlation and Multiple Regression), and conclusion.

4.1 Descriptive Analysis

4.1.1 Respondents' Demographic Profile

Section A of the questionnaire begins with collecting demographic information about the respondents. This section contains 4 demographic questions, such as gender, age, education level, and current employment status.

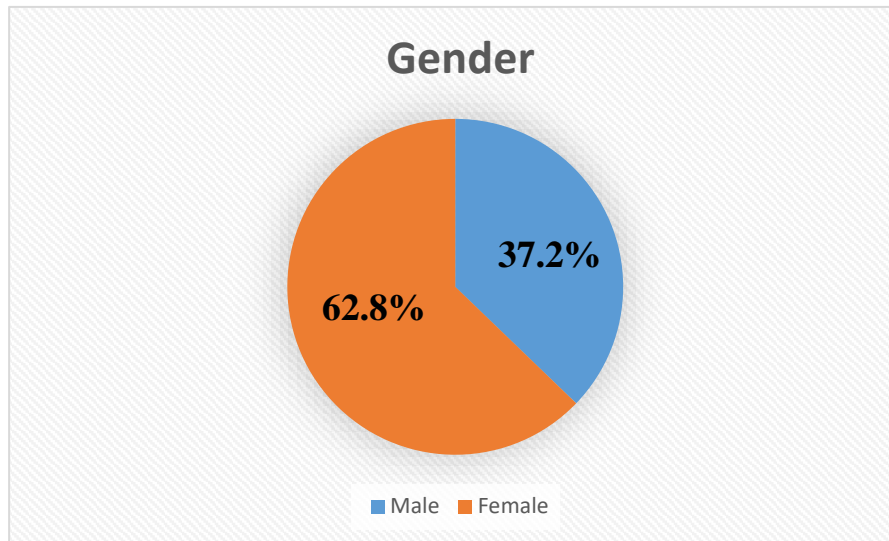
4.1.1.1 Gender

Table 4.1: Gender

Gender	Frequency	Percentage (%)
Male	93	37.2
Female	157	62.8
Total	250	100

Source: Developed for the research.

Figure 4.1: Gender



Source: Developed for the research.

Table 4.1 and Figure 4.1 above illustrate the gender of the respondents. Among the 250 respondents, 93 (37.2%) of them are male while 157 (62.8%) of them are female.

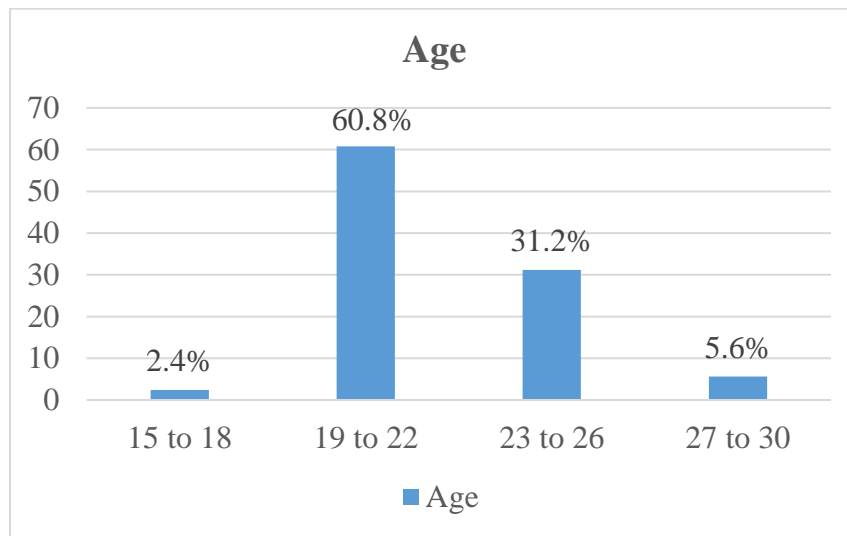
4.1.1.2 Age

Table 4.2: Age

Age	Frequency	Percentage (%)
15 to 18	6	2.4
19 to 22	152	60.8
23 to 26	78	31.2
27 to 30	14	5.6
Total	250	100

Source: Developed for the research.

Figure 4.2: Age



Source: Developed for the research.

The frequency and percentage for the age group of respondents are shown in Table 4.2 and Figure 4.2. As can be seen, the age group is classified into four groups. The age group of 15 to 18 has only 6 (2.4 %) respondents, making it the lowest. Whereas the age range of 19 to 22 has the highest percentage, with 152 (60.8%) respondents. Subsequently, 78 (31.2 %) respondents are between the ages of 23 and 26, while 14 (5.6 %) respondents are between the ages of 27 and 30.

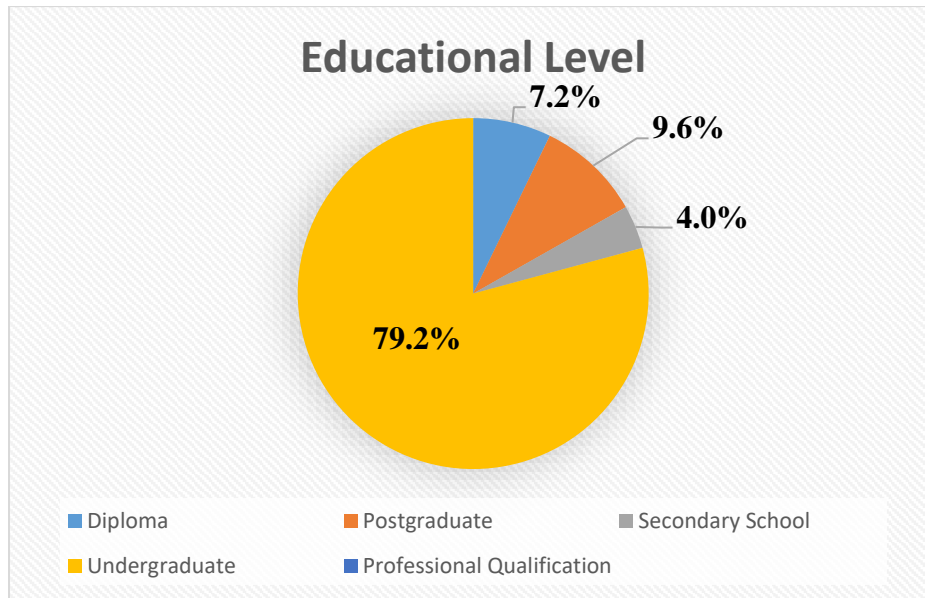
4.1.1.3 Educational Level

Table 4.3: Educational Level

Education Level	Frequency	Percentage (%)
Secondary School	10	4.0
Diploma	18	7.2
Undergraduate	198	79.2
Postgraduate	24	9.6
Professional Qualification	0	0
Total	250	100

Source: Developed for the research.

Figure 4.3: Educational Level



Source: Developed for the research.

Table 4.3 and Figure 4.3 indicate the educational level of respondents. Based on the results above, the majority of respondents are holding undergraduate academic qualifications which consist of 198 (79.2%) respondents. Following that, 24 (9.6%) respondents hold a Postgraduate academic qualification. Next, 18 (7.2%) respondents have a Diploma academic qualification, while 10 (4.0 %) of them have a Secondary School academic qualification. None of the respondents has an academic qualification at the Professional Qualification level.

4.1.1.4 Current Employment Status

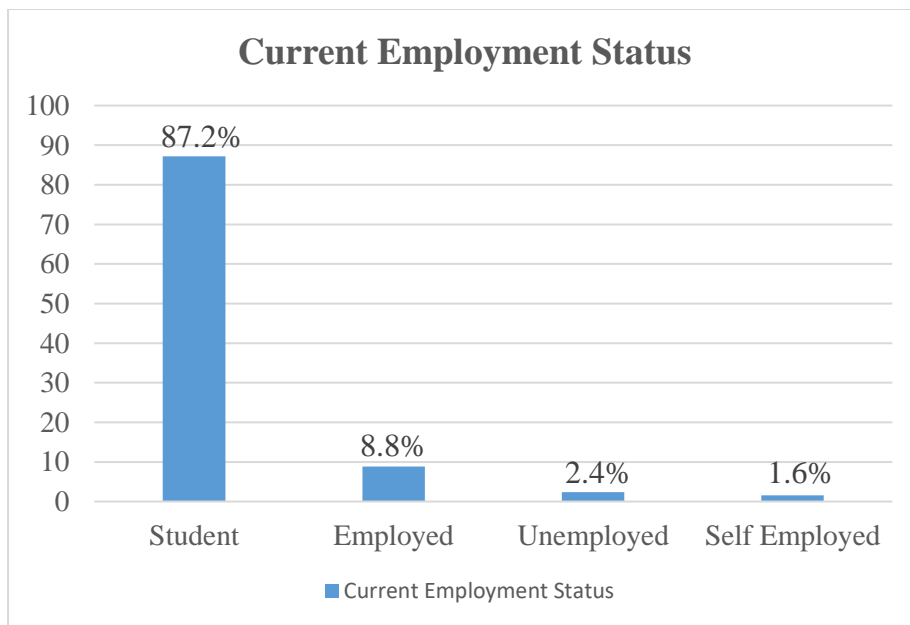
Table 4.4: Current Employment Status

Current Employment Status	Frequency	Percentage (%)
Student	218	87.2

Employed	22	8.8
Unemployed	6	2.4
Self Employed	4	1.6
Total	250	100

Source: Developed for the research.

Figure 4.4: Current Employment Status



Source: Developed for the research.

According to Table 4.4 and Figure 4.4, respondents who are students contribute the most to this survey, accounting for 87.2% of the total with 218 respondents. Furthermore, 22 (8.8%) respondents are employed, while 6 (2.4%) are unemployed. Only 4 (1.6 %) respondents are self-employed.

4.1.2 Respondents' General Information

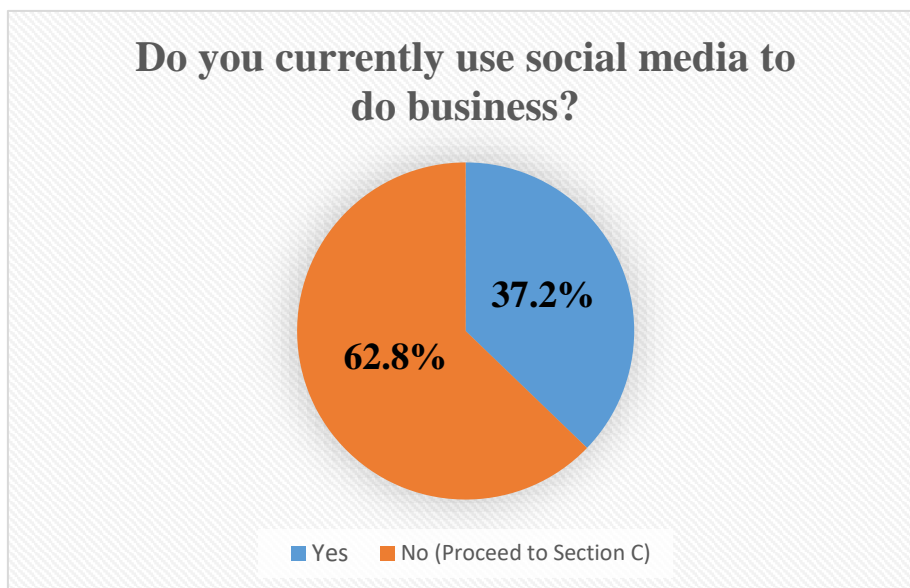
4.1.2.1 Proportion of Respondents Currently Using Social Media for Business

Table 4.5: Proportion of respondents currently using social media for business

Do you currently use social media to do business?		
	Frequency	Percentage (%)
Yes	93	37.2
No (Proceed to Section C)	157	62.8

Source: Developed for the research.

Figure 4.5: Proportion of respondents currently using social media for business



Source: Developed for the research.

According to Table 4.5 and Figure 4.5, 93 (37.2%) respondents are currently using social media to do their business. However, up to 157 respondents are not currently using social media for business purposes, which represents 62.8% of the total respondents. Thus, these 157 respondents will skip the next three questions in Section B and proceed directly to Section C (Construct Measurement).

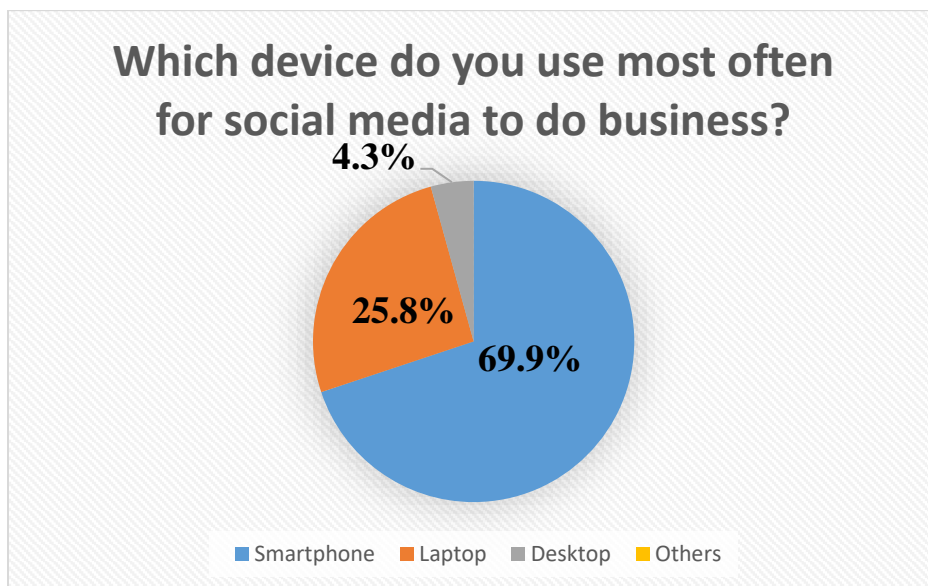
4.1.2.2 Type of Device Most Often Used For Social Media to Do Business

Table 4.6: Type of device most often used for social media to do business

Which device do you use most often for social media to do business?		
Valid	Frequency	Percentage (%)
Smartphone	65	69.9
Laptop	24	25.8
Desktop	4	4.3
Others	0	0
Total	93	100

Source: Developed for the research.

Figure 4.6: Type of device most often used for social media to do business



Source: Developed for the research.

The following 3 general information questions were answered by a total of 93 respondents who currently use social media for business. From Table 4.6 and Figure 4.6, smartphones are most often used for social media to business, which consists of 65 (69.9%) respondents. Then, 24 (25.8%) respondents

often used laptops to do business on social media, whereas 4 (4.3%) respondents usually used desktops.

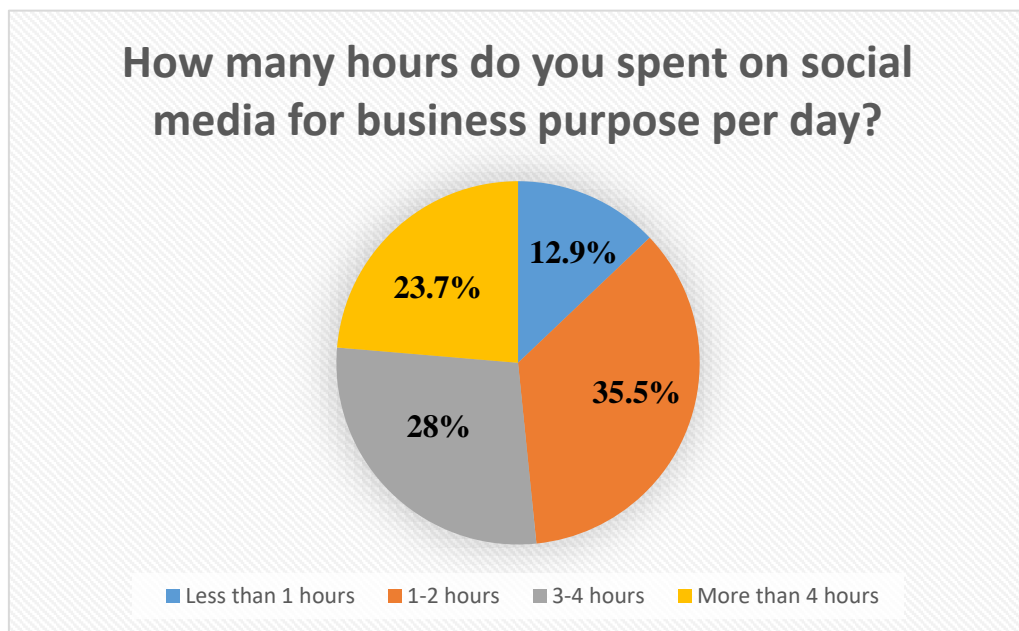
4.1.2.3 Daily Time Spent on Social Media for Business

Table 4.7: Daily time spent on social media for business

How many hours do you spent on social media for business purpose per day?		
Valid	Frequency	Percentage (%)
Less than 1 hour	12	12.9
1-2 hours	33	35.5
3-4 hours	26	28.0
More than 4 hours	22	23.7
Total	93	100

Source: Developed for the research.

Figure 4.7: Daily time spent on social media for business



Source: Developed for the research.

According to the result in Table 4.7 and Figure 4.7, 33 (35.5%) respondents spent 1 to 2 hours per day on social media for business purposes. Further, 26 (28%) and 22 (23.7%) respondents utilize social media for business 3 to 4 hours and more than 4 hours a day, respectively. Only 12 respondents (12.9%) spent less than 1 hour on social media for business purposes.

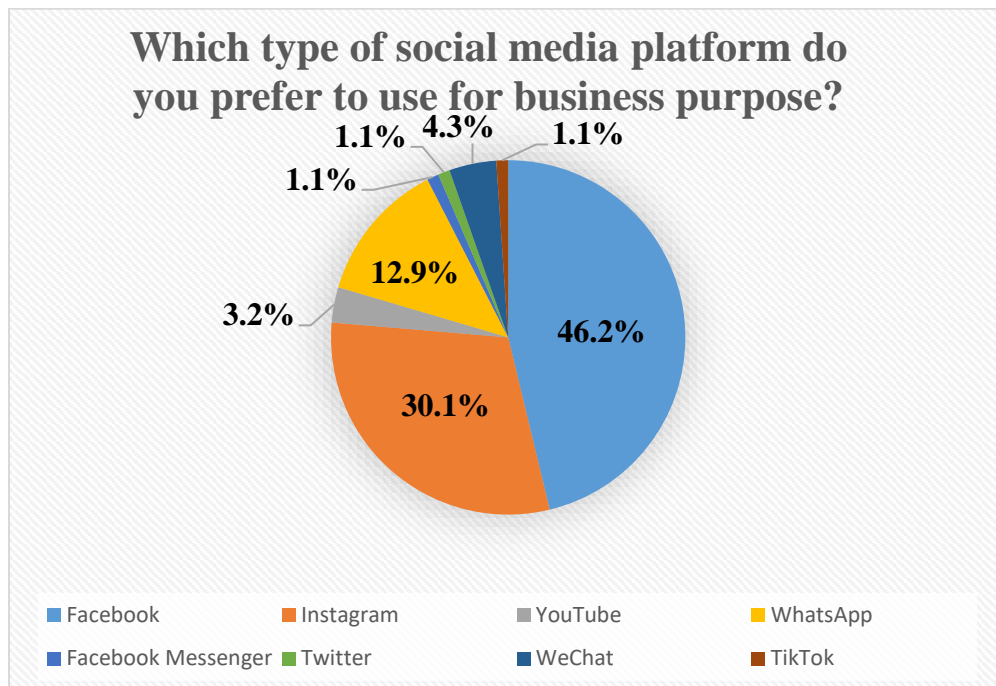
4.1.2.4 Type of Social Media Platform Used for Business

Table 4.8: Type of social media platform used for business

Which type of social media platform do you prefer to use for business purpose?		
Valid	Frequency	Percentage (%)
Facebook	43	46.2
Instagram	28	30.1
YouTube	3	3.2
WhatsApp	12	12.9
Facebook Messenger	1	1.1
Twitter	1	1.1
WeChat	4	4.3
TikTok	1	1.1
Total	93	100

Source: Developed for the research.

Figure 4.8: Type of social media platform used for business



Source: Developed for the research.

Table 4.8 and Figure 4.8 show that most of the respondents prefer to use Facebook to do their business, which consists of 43 (46.2%) respondents. The second highest is the 28 (30.1%) respondents who use Instagram for business purposes, followed by 12 (12.9%) respondents who prefer to use WhatsApp. Additionally, 4 (4.3%) and 3 (3.2%) respondents prefer to use WeChat and YouTube for business purposes, respectively. Facebook Messenger, Twitter, and TikTok have the lowest proportion of respondents, with only 1 (1.1 percent) preferring to use these platforms, respectively.

4.1.3 Central Tendencies Measurement of Constructs

Table 4.9: Descriptive Statistic

Variable	Mean	Standard Deviation	N
Perceived Usefulness (PU)	4.4128	0.57316	250
Perceived Ease of Use (PEOU)	4.3040	0.61525	250
Trust (T)	3.9853	0.78828	250

Behavioral Intention (BI)	4.3440	0.69541	250
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Source: Developed for the research.

As shown in Table 4.9, PU has the highest mean at 4.4128. This shows that the majority of respondents strongly agreed with the statements under PU. Conversely, trust has the lowest mean at 3.9853, meaning that numerous respondents chose to disagree or be neutral with the statements under this construct.

The standard deviation of trust (0.78828) is the highest among all variables, meaning that the data collected from respondents are more dispersed around the mean. On the other hand, PU has the lowest standard deviation (0.57316), meaning that the data are closely grouped around the mean.

4.2 Reliability Analysis

Table 4.10: Reliability Test

Variables	Number of Items	Cronbach's Alpha
Perceived Usefulness (PU)	5	0.871
Perceived Ease of Use (PEOU)	5	0.871
Trust (T)	3	0.889
Behavioral Intention (BI)	3	0.870

Source: Developed for the research.

As mentioned in 3.7.3 (Chapter 3) above, a minimum alpha value of 0.6 has been accepted. Table 4.10 shows that all 4 variables have exceeded a minimum alpha value of 0.6. According to rule of thumb of Coefficient Alpha, since all the variables exceed the alpha value of 0.8, it signifies that all are considered very good and has high reliability. Trust has the highest alpha values ($\alpha = 0.889$) among all variables, indicating that the measuring construct of trust is the most reliable and consistent.

At the same time, the alpha value of PU, PEOU and BI are around 0.87, which is also considered consistent and reliable.

4.3 Inferential Analysis

4.3.1 Pearson's Correlation Analysis

Table 4.11: Pearson's Correlation Analysis

		PU	PEOU	T	BI
PU	Pearson Correlation (r)	1			
	Sig. (2-tailed) (p)				
PEOU	Pearson Correlation (r)	0.713**	1		
	Sig. (2-tailed) (p)	0.000			
T	Pearson Correlation (r)	0.529**	0.406**	1	
	Sig. (2-tailed) (p)	0.000	0.000		
BI	Pearson Correlation (r)	0.687**	0.571**	0.530**	1
	Sig. (2-tailed) (p)	0.000	0.000	0.000	

****Correlation is significant at the 0.01 level (2-tailed).**

Source: Developed for the research.

Based on Table 4.11, PU, PEOU, and T have a moderate correlation with BI since their Pearson coefficient values are in the range of 0.41 to 0.70, corresponding to 0.687, 0.571, and 0.530, respectively. This also indicates that there is a positive relationship between all independent variables (IVs) and dependent variable (DV) in this study. Moreover, Saunders et al. (2012) noted that the correlation is statistically significant if the p-value is equal to or less than 0.05. The results above show that all correlations are statistically significant as their p-value are smaller than 0.05 (p-value= 0.000). Hence,

all IVs above are significantly associated with BI toward the adoption of social media in business among young entrepreneurs.

4.3.2 Multiple Regression

Table 4.12: Model Summary

Model	R	R-Square	Adjusted R-Square	Std. Error of the Estimate
1	0.722 ^a	0.522	0.516	0.48387

a. Predictors: (Constant), PU, PEOU, T

Source: Developed for the research.

Table 4.12 reveals that the outcome of R^2 is 0.522, which indicates that the explanatory power of 3 IVs to DV is 52.2%. The remaining 47.8% of the variation in the DV (BI) is explained by other unknown factors.

Table 4.13: Anova

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	62.820	3	20.940	89.438	0.000
	Residual	57.596	246	.234		
	Total	120.416	249			

a. Dependent Variable: Behavioral Intention

b. Predictors: (Constant), Perceived Usefulness, Perceived Ease of Use, Trust

Source: Developed for the research.

Other than that, the results in Table 4.12 also show a statistically significant result with an F value of 89.438 and a p-value of 0.000, so it can be proven that the overall TAM model is a good fit for the data to the research.

Table 4.14: Coefficient

Model	Unstandardized		Standardized		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	0.353	0.249			1.419	.157
Perceived Usefulness	0.557	0.082	0.459		6.776	0.000
Perceived Ease of Use	0.171	0.071	0.152		2.409	0.017
Trust	0.199	0.046	0.226		4.339	0.000

a. Dependent Variable: Behavioral intention toward social media adoption in business

Source: Developed for the research.

Based on the results above, PU, PEOU, and T all had p-values less than 0.05, which are 0.000, 0.017, and 0.000, respectively. It indicates that IVs show a significant and positive relationship with BI. Thus, the multiple regression equations was formed as:

$$Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3$$

$$BI = 0.353 + 0.557 (PU) + 0.171 (PEOU) + 0.199 (T)$$

Referring to Table 4.14, one of the IV increases by one unit while the others stay constant, which will lead to the DV increase. Using PU as an example, the equation above explains that if PU increases by one unit and the other variables remain constant, BI will increase by 0.557. It can be demonstrated that all IVs have a significant positive effect on the BI of young entrepreneurs to adopt social media in business. When IVs have a high value, young entrepreneurs are more likely to have strong BI to adopt social media for business

In addition, PU has the highest beta value ($\beta= 0.459$), followed by PEOU has the lowest beta value ($\beta= 0.152$). Therefore, it can be said that PU has the strongest impact on the intention to adopt social media in business, whereas PEOU has the least impact on it. Furthermore, the results have validated that there is a significant positive relationship between all IVs and DV in this study (p-value <0.05).

4.4 Conclusion

In summary, SPSS software was used to compute 250 sets of data collected from the respondent. The results of data analysis have been presented in the form of graphs and tables, along with some interpretations. In this study, there was a significant positive relationship between IVs (PU, PEOU, and T) and DV (BI).

CHAPTER 5: DISCUSSION, CONCLUSION, AND IMPLICATIONS

5.0 Introduction

In Chapter 5, an overall summary of the data analysis will be provided, followed by a discussion of major findings to assure the validity of this study. The practical and theoretical implications also will be discussed. Moreover, the recommendations for future research are provided to overcome the limitation of this study. The last part of this chapter is an overall conclusion.

5.1 Summary of Statistical Analysis

5.1.1 Descriptive Analysis

5.1.1.1 Respondents' Demographic Information

To conclude, male respondents (37.2%) are less than female respondents (62.8%). Among 250 respondents, most of them are between the ages of 19 to 22, accounting for 60.8%. In addition, the greatest proportion of respondents' education level is an undergraduate academic qualification, which has 79.2%. Besides, the majority of respondents who participated in this research are students (87.2%).

5.1.1.2 Respondents' General Information

From the general information analysis in Chapter 4, only 37.2% of respondents currently use social media for business, whereas 62.8% of them are not. Among these 93 respondents (37.2 %), smartphones are the most often used to conduct business via social media, taking account of 69.9% (65 respondents). Meanwhile, up to 35.5 % of respondents (33 respondents)

spend 1 to 2 hours a day on social media for business purposes, while only 12.9% of them (12 respondents) spend less than 1 hour. Then, Facebook is the most popular platform for business among these 93 respondents, standing for 46.2 %.

5.1.2 Reliability Test

Trust has the highest reliability ($\alpha = 0.889$), whereas others (PU, PEOU, and BI) are less reliable than T (around 0.87 α). Nonetheless, all of the variables are reliable and consistent since their alpha value is higher than a minimum of 0.6.

5.1.3 Inferential Analysis

5.1.3.1 Pearson's Correlation Analysis

The results of the Pearson Correlation Analysis reveal that all independent variables (PU, PEOU, and T) have a positive relationship with the dependent variable (BI toward social media adoption in business) because the p-value of all IVs is lesser than 0.001. PU has the highest correlation with BI ($r=0.687$), whilst trust has the lowest correlation with BI ($r=0.530$).

5.1.3.2 Multiple Regression Analysis

Referring to the analysis above, the results of R^2 is 0.522 or 52.2%, which means that 52.2% of the variation in the BI toward the adoption of social media in business can be explained by PU, PEOU, and T. Additionally, the F-value in this research is 89.438 with a significant level of 0.000. This has verified the fitness of the TAM model to this study and all hypotheses are supported. According to both unstandardized and standardized coefficients,

PU has the strongest effect on BI. Thus, the results from Table 4.14 proved that PU, PEOU, and T have a significant positive correlation with BI.

5.2 Discussion of Major Findings

Table 5.1: Summary of Hypotheses Validation

Hypotheses	Beta Value	Sig./p-value	Results (Supported/ No Supported)
H ₁ : There is a significant positive relationship between perceived usefulness and young entrepreneurs' behavioural intention toward adoption of social media in business	0.459	0.000, (< 0.05)	Supported
H ₂ : There is a significant positive relationship between perceived ease of use and young entrepreneurs' behavioural intention toward adoption of social media in business	0.152	0.017, (< 0.05)	Supported
H ₃ : There is a significant positive relationship between trust and young entrepreneurs' behavioural intention toward adoption of social media in business	0.226	0.000, (< 0.05)	Supported

Source: Developed for the research.

5.2.1 Perceived Usefulness (PU)

H₁: *There is a significant positive relationship between PU and young entrepreneurs' BI toward adoption of social media in business.*

Based on Table 5.1, H₁ is supported since its p-value is less than 0.05 (0.000). This means that PU is positively correlated with BI toward adoption of social media in business. Moreover, PU is the most influential factor that affect young entrepreneurs' intention to adopt social media in business since it has the highest beta value of 0.459. The study of Chatterjee et al. (2021) has supported this finding where PU is positively influenced on the SME's BI to use social media marketing. Besides, according to Salloum, Mhamdi, Al Kurdi, & Shaalan (2018), the PU of social media technology will impact the intention of the user to adapt to and consent to it, whether directly or indirectly. Thus, this finding also can be supported by the past studies of Salloum et al. (2018) where PU of social media technology will have a significant effect on the intention to use it (BI).

5.2.2 Perceived Ease of Use (PEOU)

H₂: *There is a significant positive relationship between PEOU and young entrepreneurs' BI toward adoption of social media in business.*

Referring to Table 5.1, there is a significant positive relationship arises between PEOU and young entrepreneurs' BI toward adoption of social media in business (p-value=0.017, < 0.05). Thus, H₂ is supported by the results above. Furthermore, PEOU is the least influential factor, with the beta value of 0.152. However, Do, Dadvari, and Moslehpour (2020) have found a positive relationship between PEOU and the intention to use (BI) social media. This is because if a system is fairly simple to use, a person will be more eager to learn about its features (Do et al., 2020; Park et al., 2014). Hence, this finding is also supported by the study of Do et al. (2020).

5.2.3 Trust (T)

H₃: *There is a significant positive relationship between T and young entrepreneurs' BI toward adoption of social media in business.*

According to Table 5.1, T is significantly associated with BI toward adoption of social media in business among young entrepreneurs since its p-value is equal to 0.000. Hence, H₃ is supported. Besides, T has a beta value of 0.226, making it the second most important factor affecting Klang Valley residents' intention to adopt social media adoption in business. The study of Rauniar et al. (2014) validated that trust is positively related to the BI to use the social media platform for e-commerce. This signifies that the increase in social media platform trustworthiness appears to enhance social media adoption and usage. Additionally, Nawi et al. (2019) also stated that trust is expected to positively affect the BI toward social media adoption since it will lead to specific decision-making once trust is established.

5.3 Implications of Study

5.3.1 Practical Implication

This study focuses on how various factors can encourage or motivate young entrepreneurs to adopt social media in business, thereby creating a favorable business environment for themselves. Therefore, these study findings are expected to give valuable insights to software developers and policymakers to modify or readjust the existing features and policies to encourage more young users to use them in business and attain sustainable growth.

5.3.1.1 Perceived Usefulness

Based on the results, PU is the most important factor influencing Klang Valley respondents' behavioral intentions to adopt social media in business. This indicates that most of the respondents are concerned about the effectiveness of adopting social media for business purposes. Since PU has

a positive effect on social media adoption, the software developers should continually optimize and monitor social media's functions for business purpose, as well as improve its policies. Therefore, if youth who are considering adopting feel that doing business through social media platforms would be beneficial and useful, this will drive them to embrace social media in their businesses (Chatterjee & Kar, 2020).

5.3.1.2 Perceived Ease of Use

In addition, results also show that PEOU is positive related to young entrepreneurs' behavioral intention toward social media adoption in business. Nowadays, youth require an easy-to-use system for establishing their online businesses, so that they can effortlessly reach the target audience and advertise their product or service. Hence, software developers should concentrate on providing a simple mechanism and platform to avoid complication for users. Entrepreneurs can be motivated if they believe their entrepreneurial goal can be quickly attained by promoting their products with handy and effective features.

5.3.1.3 Trust

This research validates a significant positive relationship between trust and behavioral intention to adopt social media in business. Software developers should strive to provide users with a better online environment that minimizes privacy and security issues (Rauniar et al., 2014). As our findings show, improving trust appears to increase social media adoption and usage.

5.3.2 Theoretical Implications

TAM model has improved by including trust as the third variable in this study. From an academic standpoint, this model has been proven to support

the association between the independent variables (PU, PEOU, and T) and the dependent variable (BI toward social media adoption in business). This is because the findings and results from this research show that all IVs are positively related to DVs. Hence, all of the variables are thought to be useful to future studies as a reference since they were validated and examined using SPSS software.

5.4 Limitations of Study

One limitation is that the independent variable was limited in this study due to the TAM dimension, while other variables might affect young entrepreneurs' BI to adopt social media in business. This is due to the fact that 3 IVs (PU, PEOU, and T) only explained 52.2% ($R\text{-square}=0.522$) of the variation in the DV (BI), whereas the remaining 47.8% of other factors will affect the BI.

Secondly, the data collected is restricted to a specific region since only youth who live in Klang Valley were chosen as our target respondents. This may lead to inefficiencies in conducting the survey and result in respondents with a similar demographic background. For instance, respondents to this survey are mostly students, so they may have similar perspectives on social media usage for business purposes. Other employment statuses (i.e. employed, unemployed, or self-employed) may increase when focusing on more regions or states, therefore their opinions and behavioral intentions regarding the use of social media in business may differ. In short, the findings of this study can only reflect the Klang Valley population, but cannot represent the entire country.

Apart from that, smaller sample size is another limitation in this research. Due to time constraints and smaller geographic coverage, I only managed to collect 250 survey questionnaires from our target respondents through Facebook, Instagram, email, and others. When the sample size is too small, it will be hard to identify significant relationships within the research data. So, it is critical to have an adequate sample size to make reliable outcomes.

Besides, based on the results of demographic information, only 37.2% of respondents are currently using social media to do their business, meaning this trend has not been widely exploited by the government or software developers. It may be that most of the young entrepreneurs are not frequently adopted the social media platforms for their day-to-day operations.

5.5 Recommendations for Future Research

Future researchers are recommended to improve the conceptual framework by including more independent variables when conducting further research on this topic. This is because the R-square showed that 47.8% of variations in BI are explained by other factors. As a result, other variables, such as cost and compatibility, can be included in future studies. Another recommendation for future researchers is to focus their studies in more regions and states when drawing the sample. Hence, a broader geographic coverage can represent entire Malaysia, while youths in different areas will have different perspectives on the factor affecting their intention to adopt social media in business. On the other hand, future researchers can try to increase the sample size of respondents. This is because the larger the sample size, the more accurate results will be. Future researchers can address the time constraints by focusing on entire Malaysia, so they can collect the larger sample size in a short period. Lastly, future researchers can focus more on young entrepreneurs when they further investigate on this topic or similar topics. Therefore, government and software developers can strengthen their strategies to motivate young entrepreneurs to adopt social media for business purpose.

5.6 Conclusion

In summary, the research objective of examining the correlation between PU, PEOU, T, and young entrepreneurs' BI to adopt social media in business has been achieved. All findings have answered the research question and showed a significant positive relationship between all IVs and DV in this study. Besides, some recommendations for future research were suggested to overcome the

limitations observed in this study. As a consequence, this study is beneficial for future research, as well as for software developers and government to regulate their strategies or plans in developing a better social media platform and motivating more young entrepreneurs to adopt it in their business.

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APPENDICES

Appendix A: Questionnaire



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Factors Affecting Adoption of Social Media in Business among Young Entrepreneurs: Using the TAM Model

Dear Respondents,

I am Ng Qing Xuan, a final year undergraduate student of Bachelor of International Business (Honours) from Universiti Tunku Abdul Rahman (UTAR), Sungai Long Campus. I am currently conducting a research on " Factors Affecting Adoption of Social Media in Business among Young Entrepreneurs: Using the TAM Model."

There are three (3) section in this questionnaire:

Section A: Demographic Information

Section B: General Information

Section C: Constructs Measurement

This survey may require you to spend approximately 5-10 minutes to complete. All information acquired will be kept strictly confidential and only for academic purpose. I would appreciate if you able to respond to this survey.

If you have any question about the survey questionnaire, please contact me through the email at 021102@lutar.my. Thank you for participating with your valuable time.

Section A: Demographic Information

Please select only ONE option.

1. Gender
 - Male
 - Female

2. Age
 - 15 to 18
 - 19 to 22
 - 23 to 26
 - 27 to 30

3. Education Level
 - Secondary School
 - Diploma
 - Undergraduate
 - Postgraduate
 - Professional Qualification

4. Current employment status
 - Student
 - Employed
 - Unemployed
 - Self Employed

Section B: General Information

Please select only ONE option.

1. Do you currently use social media to do business?
 - Yes
 - No (Proceed to Section C)

2. Which device do you use most often for social media to do business?
 - Smartphone
 - Laptop
 - Desktop
 - Others

3. How many hours do you spent on social media for business purpose per day?
- Less than 1 hours
 - 1-2 hours
 - 3-4 hours
 - More than 4 hours
4. Which type of social media platform do you prefer to use for business purpose?
(Please select only ONE option)
- Facebook
 - Instagram
 - YouTube
 - WhatsApp
 - Facebook Messenger
 - Twitter
 - WeChat
 - TikTok

Section C: Constructs Measurement

Please select the appropriate answer for every question based on the statement given and there is no right or wrong answer. The 5- Point Likert Scale is used in this section:

(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree

Perceived Usefulness

Social media is useful for business.	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
Social media is a valuable tool for conducting business.	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
Social media enhances the productivity of the business.	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>

Social media helps better query management.	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
Social media helps more customer satisfaction.	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>

Perceived Ease of Use

Overall, it is easy to learn social media for business purpose.	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
It is easy to identify new customers using social media.	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
It is easy to identify customer demand using social media.	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
Information retrieval about a customer is easy using social media.	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
Advertising products and services on social media platforms are easy.	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>

Trust

I trust social media for business purpose.	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
Social media for business purpose is reliable.	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>

Social media for business is trustworthy.	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
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Behavioral Intention

I think using social media in my business is essential.	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
I think using social media in my business is a positive thing to do.	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
I think using social media in my business is a good idea.	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>

Thank you for your participation.

Appendix B: Questionnaire Measurement Item

	Constructs	Statement	
Independent variable (IV)	Perceived Usefulness (PU)	Social media is useful for business.	
		Social media is a valuable tool for conducting business.	
		Social media enhances the productivity of the business.	
		Social media helps better query management.	
		Social media helps more customer satisfaction.	
	Perceived Ease of Use (PEOU)	Overall, it is easy to learn social media for business purpose.	
		It is easy to identify new customers using social media.	
		It is easy to identify customer demand using social media.	
		Information retrieval about a customer is easy using social media.	
		Advertising products and services on social media platforms are easy.	
	Trust	I trust social media for business purpose.	
		Social media for business purpose is reliable.	
		Social media for business is trustworthy.	
	Dependent Variable (DV)	Behavioral Intention (BI)	I think using social media in my business is essential.
			I think using social media in my business is a positive thing to do.
I think using social media in my business is a good idea.			

Appendix C: SPSS Output

1. SPSS Output: Respondents Demographic Profile

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	93	37.2	37.2	37.2
	Female	157	62.8	62.8	100.0
	Total	250	100.0	100.0	

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15 to 18	6	2.4	2.4	2.4
	19 to 22	152	60.8	60.8	63.2
	23 to 26	78	31.2	31.2	94.4
	27 to 30	14	5.6	5.6	100.0
	Total	250	100.0	100.0	

		Education Level			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Secondary School	10	4.0	4.0	4.0
	Diploma	18	7.2	7.2	11.2
	Undergraduate	198	79.2	79.2	90.4
	Postgraduate	24	9.6	9.6	100.0
	Total	250	100.0	100.0	

Current employment status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	218	87.2	87.2	87.2
	Employed	22	8.8	8.8	96.0
	Unemployed	6	2.4	2.4	98.4
	Self Employed	4	1.6	1.6	100.0
	Total	250	100.0	100.0	

2. SPSS Output: Respondents General Information

Do you currently use social media to do business?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	93	37.2	37.2	37.2
	No (Proceed to Section C)	157	62.8	62.8	100.0
	Total	250	100.0	100.0	

Which device do you use most often for social media to do business?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Smartphone	65	26.0	69.9	69.9
	Laptop	24	9.6	25.8	95.7
	Desktop	4	1.6	4.3	100.0
	Total	93	37.2	100.0	
Missing	System	157	62.8		
Total		250	100.0		

How many hours do you spent on social media for business purpose per day?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 1 hours	12	4.8	12.9	12.9
	1-2 hours	33	13.2	35.5	48.4
	3-4 hours	26	10.4	28.0	76.3
	More than 4 hours	22	8.8	23.7	100.0
	Total	93	37.2	100.0	
Missing System	157	62.8			
Total	250	100.0			

Which type of social media platform do you prefer to use for business purpose?(Please select only ONE option)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Facebook	43	17.2	46.2	46.2
	Instagram	28	11.2	30.1	76.3
	YouTube	3	1.2	3.2	79.6
	Whatsapp	12	4.8	12.9	92.5
	Facebook Messenger	1	.4	1.1	93.5
	Twitter	1	.4	1.1	94.6
	WeChat	4	1.6	4.3	98.9
	TikTok	1	.4	1.1	100.0
	Total	93	37.2	100.0	
	Missing System	157	62.8		
Total	250	100.0			

3. SPSS Output: Pilot Study Reliability Test

Perceived Usefulness

Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded ^a	0	.0
	Total	40	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.837	.840	5

Perceived Ease of Use

Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded ^a	0	.0
	Total	40	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.771	.777	5

Trust

Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded ^a	0	.0
	Total	40	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.868	.868	3

Behavioral Intention

Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded ^a	0	.0
	Total	40	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.781	.790	3

4. SPSS Output: Descriptive Statistic

Descriptive Statistics

	Mean	Std. Deviation	N
MEAN_PU	4.4128	.57316	250
MEAN_PEU	4.3040	.61525	250
MEAN_T	3.9853	.78828	250
MEAN_BI	4.3440	.69541	250

5. SPSS Output: Cronbach's Alpha Reliability Test

Perceived Usefulness

Case Processing Summary

		N	%
Cases	Valid	250	100.0
	Excluded ^a	0	.0
	Total	250	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.871	.874	5

Perceived Ease of Use

Case Processing Summary

		N	%
Cases	Valid	250	100.0
	Excluded ^a	0	.0
	Total	250	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.871	.871	5

Trust

Case Processing Summary

		N	%
Cases	Valid	250	100.0
	Excluded ^a	0	.0
	Total	250	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.889	.889	3

Behavioral Intention

Case Processing Summary

		N	%
Cases	Valid	250	100.0
	Excluded ^a	0	.0
	Total	250	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.870	.875	3

6. SPSS Output: Pearson's Correlation Analysis

		Correlations			
		MEAN_P U	MEAN_PEO U	MEAN_ T	MEAN_ BI
MEAN_PU	Pearson Correlation	1	.713**	.529**	.687**
	Sig. (2-tailed)		.000	.000	.000
	N	250	250	250	250
MEAN_PEO U	Pearson Correlation	.713**	1	.406**	.571**
	Sig. (2-tailed)	.000		.000	.000
	N	250	250	250	250
MEAN_T	Pearson Correlation	.529**	.406**	1	.530**
	Sig. (2-tailed)	.000	.000		.000
	N	250	250	250	250
MEAN_BI	Pearson Correlation	.687**	.571**	.530**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	250	250	250	250

** . Correlation is significant at the 0.01 level (2-tailed).

7. SPSS Output: Multiple Regression

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.722 ^a	.522	.516	.48387	.522	89.438	3	246	.000

a. Predictors: (Constant), MEAN_T, MEAN_PEOU, MEAN_PU

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	62.820	3	20.940	89.438	.000 ^b
	Residual	57.596	246	.234		
	Total	120.416	249			

a. Dependent Variable: MEAN_BI

b. Predictors: (Constant), MEAN_T, MEAN_PEOU, MEAN_PU

8. SPSS Output: Coefficient

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.353	.249		1.419	.157
	MEAN_PU	.557	.082	.459	6.776	.000
	MEAN_PEOU	.171	.071	.152	2.409	.017
	U					
	MEAN_T	.199	.046	.226	4.339	.000

a. Dependent Variable: MEAN_BI