FACTORS AFFECTING UNDERGRADUATES' INVOLVEMENT IN ENTREPRENEURIAL ACTIVITIES THROUGH ONLINE SOCIAL NETWORKS (MALAYSIA CONTEXT)

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DECLARATION

We hereby declare that:

(1) This undergraduate research project is the end result of our own work and that due acknowledgement has been given in the references to ALL sources of information be they printed, electronic, or personal.

(2) No portion of this research project has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.

(3) Equal contribution has been made by each group member in completing the research project.

(4) The word count of this research report is 10550 words.

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Dedicated to

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Our supervisor who has motivated and furnished us useful guidelines, suggestions throughout this research project.

Ms. Baljit Kaur a/p Kashmir Singh
In the loving memory of Ms, Baljit Kaur, our initial supervisor who had provided us insight in our research topic and guidance in preparing the research proposal.

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LIST OF ABBREVATIONS

DO	Diffusion of Innovations
DV or X	Dependent Variable
EE	Effort Expectancy
FC	Facilitating Conditions
H	Hypothesis
IN	Intention to Adopt Online Social Networks
IV or Y	Independent Variable(s)
ONS	Online Social Network(s)
PE	Performance Expectancy
r	Correlation Coefficient
R_2	Coefficient of Determination
SI	Social Influence
SNS	Social Networking Site(s)
SPSS	Statistical Package for Social Science
TR	Trialability
UTAR	Universiti Tunku Abdul Rahman
UTAUT	Unified Theory of Acceptance and Use of Technology

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PREFACE

Business opportunity is everywhere if one can discover and seize it. In order to become competitive in today's volatile business word, one must constantly find new ways to increase revenue, reduce cost and efficiently targeted their customers. Nowadays, many young entrepreneurs would set up their business via online social networks since it is cost efficient and effortless. Indeed, it has turned into a norm where most of the entrepreneurs to use online social network as a medium to sell their products and reach wider customer base. Hence, social network service providers have to constantly upgrade and consummate their social networking site to cater young entrepreneur's desire.

Factors encompass performance expectancy, effort expectancy, social influence, facilitating conditions, and trialability are considered to affect the undergraduates' involvement in entrepreneurial activities via online social networks. All these determinants are established to user's intention to adopt online social network and they have been proven by researches and studies from overseas. These identified factors are addressed to motivate more individuals to join the social networking sites and existing users will remain their loyalty.

Malaysians have been using different online social networks to interact and stay connected with their friends and family. Such occurrence can be attributed to the abovementioned factors. The question is whether these factors are concerned by young entrepreneurs while deploying online social network in business operation. Therefore, this study is conducted to explore the factors affecting undergraduates' intention to adopt online social networks in entrepreneurial activities.

Implications are being discussed on the factors which influencing undergraduates' involvement in entrepreneurial activities via online social networks. Therefore, social network service providers can access into and modify the sites and systems accordingly which fit young entrepreneurs. Related authorities and government can promote cyber entrepreneurship more effectively through this study.

ABSTRACT

Online social network or social networking site has been rapidly growing as a central communication channel in today's society. Its emergence has shortened the distance between folks by furnishing them a platform for social interaction and communication. It allows individuals to stay connected with others effortlessly unrestricted by time and geographical boundaries. Apart from that, the exceptional popularity of online social network among public has driven its deployment into today's business world. Such entrepreneur who greatly relied upon E-Commerce system can be known as cyber entrepreneur. Since setting up a business via online social network is not complicated, it has gradually becoming a trend. Due to its phenomenal popularity, researchers have conducted studies on its effectiveness as well as undergraduates' reaction, satisfaction and continuance intention to adopt it. However, only few were done from the business perspective. Thus, this study tries to fill this gap by proposing a conceptual framework to explore undergraduates' perception towards the deployment of online social network in entrepreneurial activities and its potential as commercial instrument, considering undergraduates to be potential entrepreneurs. The indentified constructs in this paper are inspired from the UTAUT and DOI theoretical frameworks respectively.

CHAPTER 1: RESEARCH OVERVIEW

1.0 Introduction

In Chapter One, readers will be presented with the broad scope and objectives of this research. This chapter would help readers in understanding the whole research background. Based on the research background, research problems are specified, objectives are defined, research questions are proposed and adequate hypotheses are developed.

1.1 Research Background

Entrepreneurship is vital in all national economics. In today's world, it has been considered as one of the best economic development strategies to stimulate one country's economic growth and sustain its competitiveness in facing the growing trend of globalization (Schaper & Volery, 2004). It is largely attributable to the benefits and positive impacts it has on the nation, being a stimulant which creates wealth and job opportunities (Gurol & Atsan, 2006). Moreover, entrepreneurship is considered as a substantial factor to healthy economic due to the high flexibility and innovation of small and medium enterprises. (Fueglistaller, Klandt, Halter, & Müller, 2008). Thus, there are justified interests to promote entrepreneurship.

Information and Communication Technologies (ICTs) are considered to be one of the most pervasive technologies in this century. Such technologies are changing the world in a more prominent manner comparing with other technologies (Carrier, Raymond, & Eltaief, 2004). It has been widely used in both core and peripheral activities in numerous sectors (Damascopoulos & Evgeniou, 2003). In fact, ICTs have revolutionized the way business operation is being conducted and it can be termed as "E-Commerce". Serarols-Tarrés (2009) defined cyber entrepreneurs as

people who create a firm which fundamentally relied upon E-Commerce. It can be done through the Internet especially through online social networks because there are millions of different online social networks' members carrying out different online activities on the site (Hamidi, Hamidi, & Mehrbabak, 2010).

OSN can be expressed as web-based services which allow individuals to construct a profile, articulate a list of connections and traverse their list of connections and those made by other users within a bounded system (Boyd & Ellison, 2007). The society has acknowledged the functionality of social networking services and it is gaining more popularity (Hamidi et al., 2010). Past study commented OSN, after search engines like Google, Yahoo, and MSN, are functional by emerging as the favoured way of communication to connect with friends and business partners, complementing established communication channels such as E-mail and phone (Nann, Krauss, Schober, Gloor, Fischbach, & Führes, 2010). OSC can be keystone of entrepreneurship as it attains the new way of communication and information sharing through the Internet (Hamidi et al., 2010). It is beneficial to entrepreneurs in managing both weak ties networks and strong tie-bases relationships. Moreover, networking influences the whole entrepreneurial process from planning stage to preparing and operating a newly formed business (Ulhøi, 2004). There is a huge potential for entrepreneurs to integrate OSN in their business activities. In fact, all of the dynamic export services except for construction services are ones which can be easily be provided electronically (United Nations Conference on Trade and Development (UNCTAD), 2002).

Students' interest to choose entrepreneurship as career is growing, while interest for professional employment is fading (Kolvereid, 1996). A previous research found out there is great potential for university graduates in rising entrepreneurial initiative (Kolbre, Piliste, & Venessar, 2005). However, the research commented students have the knowledge but no motivation to start a business (Kolbre et al., 2005). Such result actuates the need to study more profoundly on undergraduates' perception towards adopting OSN in entrepreneurial activities. Positive attitudes towards entrepreneurship have to be fostered in order to increase the extent of entrepreneurial initiative among undergraduates, assuming attitude an attribute in

entrepreneurship (Hannan, Hazlett, & Leitch, 2004). Therefore, an improved understanding of activities by undergraduates on ONS and their perceptions are required. This research focuses on undergraduates as they have great innovation power and entrepreneurial competences which can lead to successful business start-ups (Fueglistaller et al., 2008). According to Pew Internet Survey (Jones & Fox, 2009), over half of the adult Internet population which ranged between 18 to 44 years old in United States is using the Internet for entertainment and social networking. In 2011, online adults who use social networking sites reached 65% in United States (Madden & Zickuhr, 2011). Likewise, 72% of the adult German population where 90% of the population was between 18 to 49 years old used the Internet (Forschungsgruppe Wahlen, 2009). Statistics indicated that Malaysian had been labelled as the heaviest users of social networking with an average of 9 hours per week (Taylor Nelson Sofres (TNS), 2010). The table below exhibits few highly popular ONS and SNS in Malaysia:

Table 1.1: Online Social Networks Users Statistics in Malaysia and Worldwide

ONS/SNS	Background	Malaysian Users	Worldwide Users
Facebook	Facebook has emerged as the most popular social network site across the world, officially launched in 2004. This phenomenal famed social networking site was founded by Mark Zuckerberg and three other founders.	12 Million	845 Million
Twitter	Twitter is another prominent social network and microblogging services which was founded by Jack Dorsey and his team. It was launched in 2006.	0.5 Million	500 Million
Google Plus	Google Plus is a social networking service which operated by Google Inc. It was launched for testing in year end of 2011.	0.5 Million	90 Million
LinkedIn	Linked is a business-related social networking site which mainly based on professional networking. It was co-founded by Reid Hoffman and his founding team and launched in 2003.	0.7 Million	135 Million

Source from: *Socialbakers 1 Social Media marketing, statistics & monitoring*. (2012). Retrieved January 20, 2012, from http://www.socialbakers.com/

1.2 Problem Statement

Online social networking has infiltrated people's daily life with stunning rapidity to become an important social platform for computer-mediated communication (Powell, 2009). Research revealed that the majority of the undergraduates had thought about starting a business, although most of them do not start right after graduation and rather postponed it to a more distant future (Venesaar, Kolbre, & Piliste, 2008). This reflected there is lacking of initiative among undergraduates to be a cyber entrepreneur. Thus, it is important to explore the factors that influence the undergraduates' perceptions towards cyber entrepreneurship as to enhance their entrepreneurial initiative.

Kwon and Wen (2009) identified factors such as social identity, telepresence and altruism could affect the use of social network service by individuals. This study has shortfalls in its research method and result analysis. The main participants of their survey were aged from 20 to 30 years old. Consequently, the findings cannot represent all generations and reflect undergraduates' actual use of social networks services. Moreover, the respondents of this research were users of limited services such as SecondLife and Cyworld. Thus, it is not purely applicable to other SNS.

Another past research by Cheung, Chiu, and Lee (2010) emphasized on limited modes of social influence which encompasses social identity, subjective norm and group norm in investigating why students use ONS. Although the respondents of this study were mostly student, most of them were Facebook users. The collected data and results might not reflect the opinion of other SNS users such as Twitter.

Nabi and Golden (2008) commented that entrepreneurial activities among the graduates can be one of the solutions to unlock unemployment issue. Moreover, the integration of social networking sites could revolutionize the traditional way of conducting business and creates indefinite opportunities to the business (Shih, 2009; Baker & Green, 2008). In Malaysia, the government endeavours greatly in

strengthening the policy to develop quality cyber entrepreneurs who are at same standard with those international entrepreneur (Baharuddin & Ariokiasamy, 2010). Therefore, it is worthy for an in-depth discussion on such issue.

1.3 Research Objectives

1.3.1 General Objective

The incessant advancement in information and communication technology has gaining entrepreneurs more active participation through the Internet. Due to the abovementioned different research gaps, this research is carried out to investigate the factors which affecting Malaysian undergraduates' involvement in entrepreneurial activities through online social networks.

1.3.2 Specific Objectives

1.3.2.1 To investigate the relationship between performance expectancy and Malaysian undergraduates' intention to adopt online social networks in entrepreneurial activities.

1.3.2.2 To investigate the relationship between effort expectancy and Malaysian undergraduates' intention to adopt online social networks in entrepreneurial activities.

1.3.2.3 To investigate the relationship between social influence and Malaysian undergraduates' intention to adopt online social networks in entrepreneurial activities.

1.3.2.4 To investigate the relationship between facilitating conditions and Malaysian undergraduates' intention to adopt online social networks in entrepreneurial activities.

1.3.2.5 To investigate the relationship between trialability and Malaysian undergraduates' intention to adopt online social networks in entrepreneurial activities.

1.4 Research Questions

1.4.1 General Question

What are the important drivers that motivate Malaysian undergraduates' involvement in entrepreneurial activities through online social networks?

1.4.2 Specific Questions

1.4.2.1 Is there any relationship between performance expectancy and Malaysian undergraduates' intention to adopt online social networks in entrepreneurial activities?

1.4.2.2 Is there any relationship between effort expectancy and Malaysian undergraduates' intention to adopt online social networks in entrepreneurial activities?

1.4.2.3 Is there any relationship between social influence and Malaysian undergraduates' intention to adopt online social networks in entrepreneurial activities?

1.4.2.4 Is there any relationship between facilitating conditions and Malaysian undergraduates' intention to adopt online social networks in entrepreneurial activities?

1.4.2.5 Is there any relationship between trialability and Malaysian undergraduates' intention to adopt online social networks in entrepreneurial activities?

1.5 Hypotheses of the Study

H_1 : There is a positive relationship between performance expectancy and Malaysian undergraduate's intention to adopt online social networks in entrepreneurial activities.

H_2 : There is a positive relationship between effort expectancy and Malaysian undergraduate's intention to adopt online social networks in entrepreneurial activities.

H_3 : There is a positive relationship between social influence and Malaysian undergraduate's intention to adopt online social networks in entrepreneurial activities.

H_4 : There is a positive relationship between facilitating conditions and Malaysian undergraduate's intention to adopt online social networks in entrepreneurial activities.

H_5 : There is a positive relationship between trialability and Malaysian undergraduate's intention to adopt online social networks in entrepreneurial activities.

1.6 Significance of the Study

The dramatic increase in users of SNS is undeniable and potential consumers can be anyone among the users (Gross & Acquisti, 2005). Thus, entrepreneurs could seize this great opportunity to explore potential customers via SNS. This research lays in factors which influencing undergraduates' involvement in entrepreneurial activities via OSN. Additionally, this research endeavours in presenting issues and information about cyber entrepreneurship. Consequently, the public could have an improved understanding on it. To extend the existing knowledge and applicability of cyber entrepreneurship, 5 determinants will be tested against undergraduates' intention to implement OSN in entrepreneurial activities.

This study attempts to furnish potential entrepreneurs an improved knowledge and understanding on cyber entrepreneurship, allows them to conduct their business in a cost saving and efficient manner. By discovering the drivers which actuates the implementation of OSN in business activities, social network service providers could focus on developing and improving the SNS features, instead of wasting their resources and time for understanding user's needs and wants. Furthermore, the government could employ the research in strengthening the policy to nurture successful cyber entrepreneurs and compete in international level.

1.7 Chapter Layout

Chapter One illustrates the overall picture of this research. Besides introducing the overview, the background of this research, problem statement, research objectives research questions, hypotheses and its significance are addressed to direct the following chapters.

Chapter Two focuses in reviewing literature and past studies which related to each independent and dependent variables, theoretical models in this research. The hypotheses formed in previous chapter are supported by past studies and proposed conceptual framework is formulated based on relevant theoretical frameworks.

Chapter Three explains on research methodology encompassing research design, sampling techniques, data collection method, research instruments, variables and constructs measurement, data processing and analysis techniques.

Chapter Four demonstrates the pattern of results through statistical techniques such as SPSS analyses. The outcomes are subsequently justified against research questions and hypotheses developed in previous chapters.

Chapter Five summarizes all descriptive and inferential analyses done in Chapter Four. Likewise, it addresses major findings in this study and furnishes researchers and practitioners with constructive implications. Limitations of this research and recommendations for future research are discussed in this chapter.

1.8 Conclusion

Chapter One clarifies the research background, problem statement and research objectives of this study. It provides a clear direction to continue the research that underlines factors which drive the intention of local undergraduates to adopt ONS as a business tool in cyber entrepreneurship.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

In Chapter Two, how each independent would affect the dependent variable will be discovered through reviewing past studies that related to this research. Besides, a proposed conceptual framework will be constructed which extended on previous studies. Hypotheses will be tested using appropriate statistical analyses as well for assessing their validity.

2.1 Review of the Literature

2.1.1 Dependent Variable – Malaysian Undergraduate's Intention to Adopt Online Social Networks In Entrepreneurial Activities

According to Ajzen and Fishbein (1980), behavioural intention can be characterized as the combination of attitude towards performance of the behaviour and subjective norms. However, behavioural intention to adopt ONS is never the actual behaviour outcome but merely a likelihood of deploying such information technology (Plummer, Hiltz & Plotnick, 2011). Therefore, it is better explained as the strength of an individual to use ONS in completing his or her task (Abdul Rahman, Adnan Jamaluddin, & Zamalia Mahmud, 2011).

Fetsherin and Latterman (2008) commented that behavioural intention is commonly assessed as construct variable for technology acceptance and adoption. Positive behavioural intention is imperative in actual adoption of technology since it ultimately impact on technology usage (Chen, Wu, & Yang, 2008). Behavioural intention had been presented as the dependent variable in studying the use of Internet to conduct transactions (Dinev & Hart, 2006). Yeow and Loo (2009) adopted behavioural intention as the dependent variable in their study to explore the factors affecting the user's acceptance towards E-Government smart nationality identity card (Mykad) in Malaysia.

2.1.2 1st Independent Variable – Performance Expectancy

According to Venkatesh, Morris, Davis, and Davis (2003), performance expectancy can be identified as the degree to which an individual supposes that using the technology or system will attain him or her benefits in job performance. It shares similar definition with constructs in other models such as perceived usefulness, extrinsic motivation, relative advantage, job fit and outcome expectancy (Venkatesh et al., 2003) (Refer appendix 2.1).

Performance expectancy is commonly considered to be the most important factor in predicting the adoption of information technology. Davis (1989) suggested users believe in encouraging user performance relationship if the technology is expected to be high in its perceived usefulness. People will abandon the new system whenever the system is perceived not to help them in improving their performance (Chiemeke & Evwiekpaefe, 2011). Nowadays, information is sharing all around ONS and this could increase public perception towards the usefulness of such sites (Ada, Raghav Rao & Sharman, 2010).

Mazman and Usluel (2010) established that perceived usefulness which is alternative to performance expectancy, has a positive relationship to the

adoption of Facebook in education field and it is determined as the most vital factor in predicting the adoption level. This statement was supported by Barbensta (2010), claiming performance expectancy as an influential element in testing users to deploy Twitter either coercively or voluntarily. Apart from that, performance expectancy was verified to have a significant positive relationship to the rapid diffusion of ONS in facilitating viral marketing (Abedniya & Mahmouei, 2010). In addition, Plummer (2010) highlighted performance expectancy as the most dominant determinant in predicting individual's use of SNS in job application.

2.1.3 2nd Independent Variable – Effort Expectancy

Venkatesh et al. (2003) illustrated effort expectancy as the degree of ease associated with the use of system or technology. Other similar constructs which pertain to effort expectancy encompass perceived ease of use and complexity (Venkatesh et al., 2003) (Kindly refer to Appendix 2.2).

Davis (1989) stated that the extent to which an individual perceives that using the technology or system would be free from effort key determinants which inevitably lead to its actual usage. Innovation is likely to be avoided when people perceived it is complex and resource consuming (Rugambwa, 2009). Yet, its importance was questioned as it was not considered as an intrinsic factor but merely serve as an instrumental process in explaining IT adoption (Keil, Bersanek, & Konsyiki, 1995).

Sánchez-Franco (2010) addressed the failure of perceived ease of use to positively influence user's behavioural intention to implement Web-based technologies including ONS in learning environment which embrace to a more proactive and process-based learning. Conversely, Sledgianowski and Kulviwat (2008) claimed that perceived ease of use could impose a significant positive relationship on individual's intention to deploy SNS among students in United States. Furthermore, perceived ease of use was

proven to have a direct positive influence on the intention of elderly people towards adoption of SNS (Maier, Laumer, & Eckhardt, 2011).

Besides, Hartshone and Ajjan (2009) indicated that perceived ease of use which modified as a component to attitude has positively influenced the adoption of Web 2.0 technologies that comprise of ONS by students. Such outcome was backed by Cha (2009), indicating perceived ease of use is positively associated with attitude towards shopping for both virtual items and real items in SNS.

2.1.4 3rd Independent Variable – Social Influence

As suggested by Venkatesh et al. (2003), social influence can be described as the degree to which an individual perceives the others believe he or she should use the new system or technology. Subject norms, image and social factors are comparable constructs which encapsulates similar concept with social influence (Venkatesh et al., 2003) (Kindly refer to Appendix 2.3).

Loads of motivational factor can drive an individual to conduct a business via ONS such as peers' influence, competitors' pressure, current business trend and status awareness (Reid & Brown, 1996). Norms often appear to have powerful and consistent influences towards individual's attitude and behaviour in online community (Zeng, Huang, & Dou, 2009). Baggozi and Dholakia (2002) stated that online users will interact and communicates among the group members in order to shape a unified, group level attitude.

It is generally conceived that youngsters nowadays using SNS for friendly communication, treating it as a platform to stay connected with their acquaintances (Mohamed Haneefa & Sumitha, 2011). Brocke, Ritcher and Riemer (2009) argued that social motive for students to communicate with their peers is indeed a trend in determining the adoption of SNS. Moreover, social norms have been proven as an influential element in determining user's intention to deploy SNS for social communications and interactions

(Cheung & Lee, 2010). Pardamean and Susanto (2012) postulated social influence was directly correlated to the level of intention to deploy blogs in learning process by students. According to Kim, Kim and Kim (2010), social influence appeared as a dominant determinant in influencing the Internet users' extent of adopting social media and ONS for information sharing behaviours.

2.1.5 4nd Independent Variable – Facilitating Conditions

Venkatesh et al. (2003) characterized facilitating conditions as the extent to which an individual perceives the existence of both organizational and technical infrastructure to support the deployment of system or technology. The representing constructs in existing models include facilitating control, perceived behaviour control and compatibility (Venkatesh et al, 2003) (Kindly refer to Appendix 2.4).

Generally, the establishment of technical infrastructure such as hardware and software compatibility, universal access and security concerns greatly affect individual's intention in using new technology or system (Farhoodmand, Tuunaninen, & Yee, 2000; Rietveld & Janssen, 1990). Yet, such adoption equally relies on both internal and external environment encompassing organizational resources, legal policies and government support (Koey, Haffez, & Jawed, 2006; Larspiri, Rotchanakitumnuai, Chaisrakeo, & Speece, 2002).

Mazman et al. (2010) indicated facilitating conditions to have a positive relationship with the user's intention to adopt Facebook in education field. Ariyachandra and Bertaux (2010) explored web experience as facilitating conditions is positively related to the usage of ONS among students who pursuing tertiary education level. Additionally, it was established where facilitating conditions is positively associated with the user's intention to deploy blogs as learning tools (Ismail, 2010). Tulaboev and Oxley (2010)

addressed the reliance of current web technologies' adoption to enhance academic writing skills on facilitating conditions.

2.1.6 5nd Independent Variable – Trialability

Rogers (2003) defined the concept of trialability as the degree to which an innovation can be experimented or tested on a limited basis. The UTAUT model does not recognize the significance of trialability on individual's intention to deploy new innovations (Venkatesh et al., 2003). Therefore, the concept of trialability would be integrated into the proposed conceptual framework of this study.

Entrepreneurs generally experience several regular phases along the entrepreneurial process (Wilken, 1979):

Table 2.1: Phases in Entrepreneurial Process

Phases	Descriptions
a) Motivation Phase	Entrepreneurs discuss initial ideas and develop their business concept.
b) Planning and Development Phase	Entrepreneurs start getting necessary resources and prepare to set up a business
c) Establishment Phase	Entrepreneurs focus more narrowly on daily activities, exchanges and problem solving.

Source from: Developed for the research

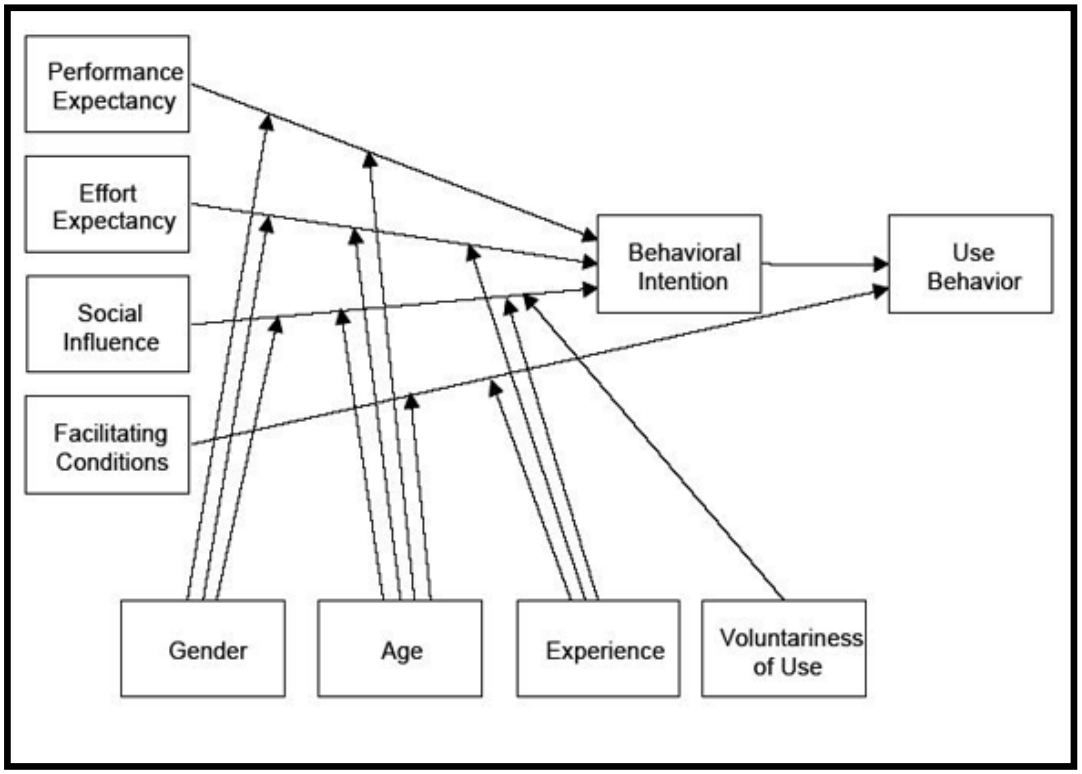
Thus, the idea of incorporating ONS into business operations might just occur as entrepreneurs build up their networks systematically in different phases (Greeve & Salaff, 2003). Gulati and Williams (2011) suggested the rapidity of social media diffusion among the community can be attributed to its easy trialability (ease of experimentation).

Folorunso, Vincent, Adekoya and Ogunde (2010) postulated trialability positively influenced university students' intention towards using SNS in Africa. Additionally, trialability was proven to have a positive influence towards Web technologies diffusion including ONS among organizations in Malaysia (Tarofder, Marthandan, & Haque, 2010). A past research by Kitchen and Panopoulous (2010) addressed trialability plays a crucial role in ONS's adoption by practitioners to perform public relations issues and activities. Yet, the adoption of information technology by entrepreneur is still in infancy and there are more to be discovered in the venture element process (Martin & Wright, 2005; Baharuddin & Ariokiasamy, 2010).

2.2 Review of Relevant Theoretical Models

2.2.1 Unified Theory of Acceptance and Use of Technology

Figure 2.1: Unified Theory of Acceptance and Use of Technology



Adopted from: Venkatesh, V., Morris, M., Davis, G., & Davis, F. (2003). User Acceptance of Information Technology: Toward A Unified View. *MIS Quarterly, 27* (3), 425-478.

Manifold models and theories have been formulated and further evolved over ages, with the objective to explain individual's acceptance over new information technology (Kholoud, 2009). Venkatesh et al. (2003) stated the need to achieve a unified view on individual's technology acceptance. By synthesizing 8 dominants framework which include DOI, DTPB, MM,

MPCU, SCT, TAM, TPB and TRA, it actuated the formulation of the UTAUT model (Venkatesh et al., 2003).

Venkatesh et al. (2003) stressed the UTAUT model focuses on studying and explaining individual's intention to deploy new information system or technology and his or her subsequent usage behaviour. The authors (2003) suggested four direct determinants and four mediators which can influence one's usage intention and behaviour. These four direct constructs comprise performance expectancy, effort expectancy, facilitating conditions, and social influence whereas the four mediators encompass experience, gender, age and voluntariness of user.

The integration of four mediators enhances the validity of the framework in overall (Venkatesh et al., 2003). Conversely, mediators such as attitude, computer self-efficacy and anxiety which appeared in prior models failed to impose significant influence on individual's intention towards adoption of new information technology (Venkatesh et al., 2003). According to the research work, Venkatesh et al. (2003) established the UTAUT model can successfully achieved 70% of the variance in user's usage intention which has outperformed the other 8 reviewed frameworks where a maximum of 40% can be achieved, testing on same set of data.

Strong evidence from past empirical studies stimulated the adoption of the UTAUT model by researchers (Kripanont 2007; Kholoud, 2009). Below are studies which have adopted the UTAUT model:

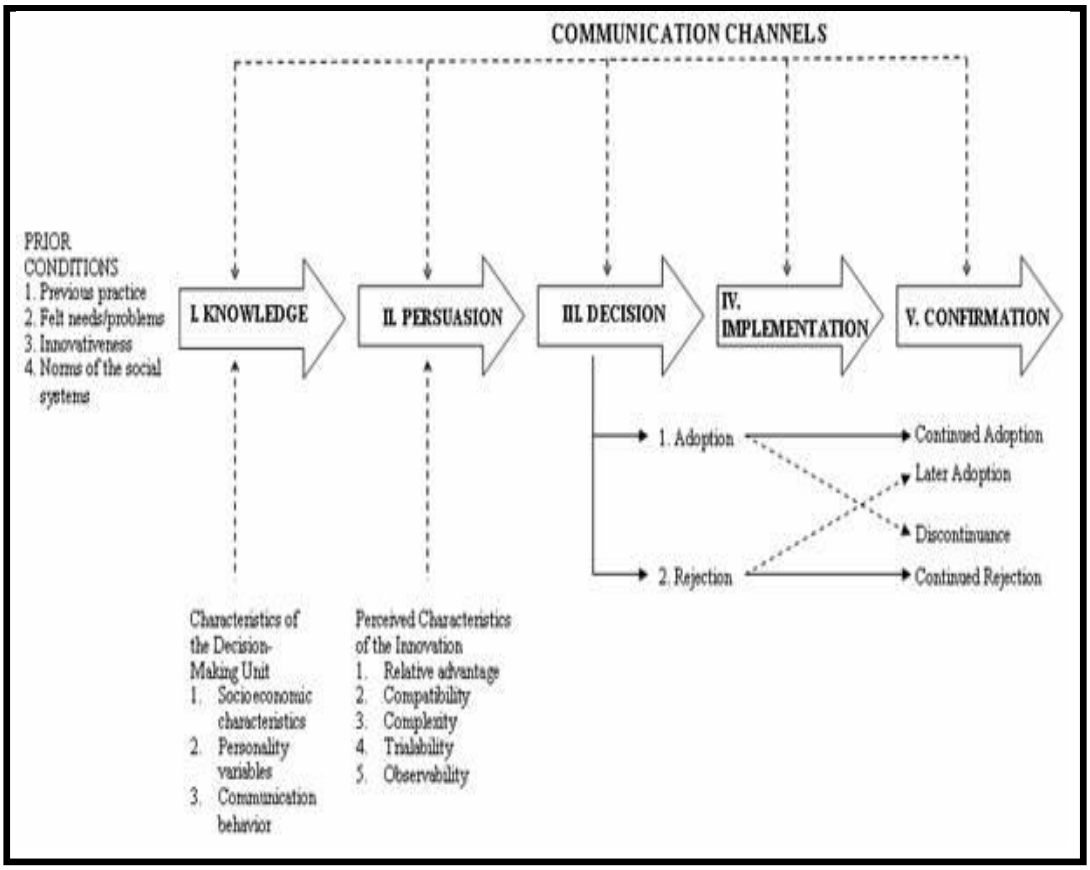
Table 2.2: Past studies adopted UTAUT model

Studies	Descriptions
Colesca & Dobrica, 2008.	Explore the factors contributing to the adoption and use of E-government service in Romania.
Curtis, Edwards, Fraser, Gudelsky, Holmquist, Thornto,n & Sweester, 2009.	Study about the adoption of social media for public relations by non-profit organizations.
Marrop, Khin, Masrom, & Sukdershan Singh, 2011.	Study exploring the factors affecting teleconsultation in Malaysia.
Zhou, Lu, & Wang, 2010.	Research on explaining the mobile banking user adoption.

Source from: Developed for the research

2.2.2 Diffusion of Innovations

Figure 2.2: Diffusion of Innovations



Adopted from: E. M. Rogers (2003). *"Diffusion of innovations"*, 4th Edition, The Free Press: New York.

DOI model is formulated to comprehend the diffusion of new technology innovation in society. According to Kholoud (2009), diffusion is illustrated as the process to communicate an innovation through certain platform among members of a social system, whereas innovation can be termed as new idea and practice. Its objective is to aid individual to understand new innovation's diffusion and social changes (Brown, 1999). Rogers (2003) detected four elements of diffusion including innovation, communication

channels, time and social system. The diffusion rate of an innovation can be varied by five perceived attributes which encompass relative advantage, complexity, compatibility, observalibility and trialability (Rogers, 2003).

Fichman (1992) commented the DOI model can present well-developed concepts, past empirical studies and instruments in assessing the expected diffusion rate of an innovation. The table below demonstrates past studies which have adopted DOI model:

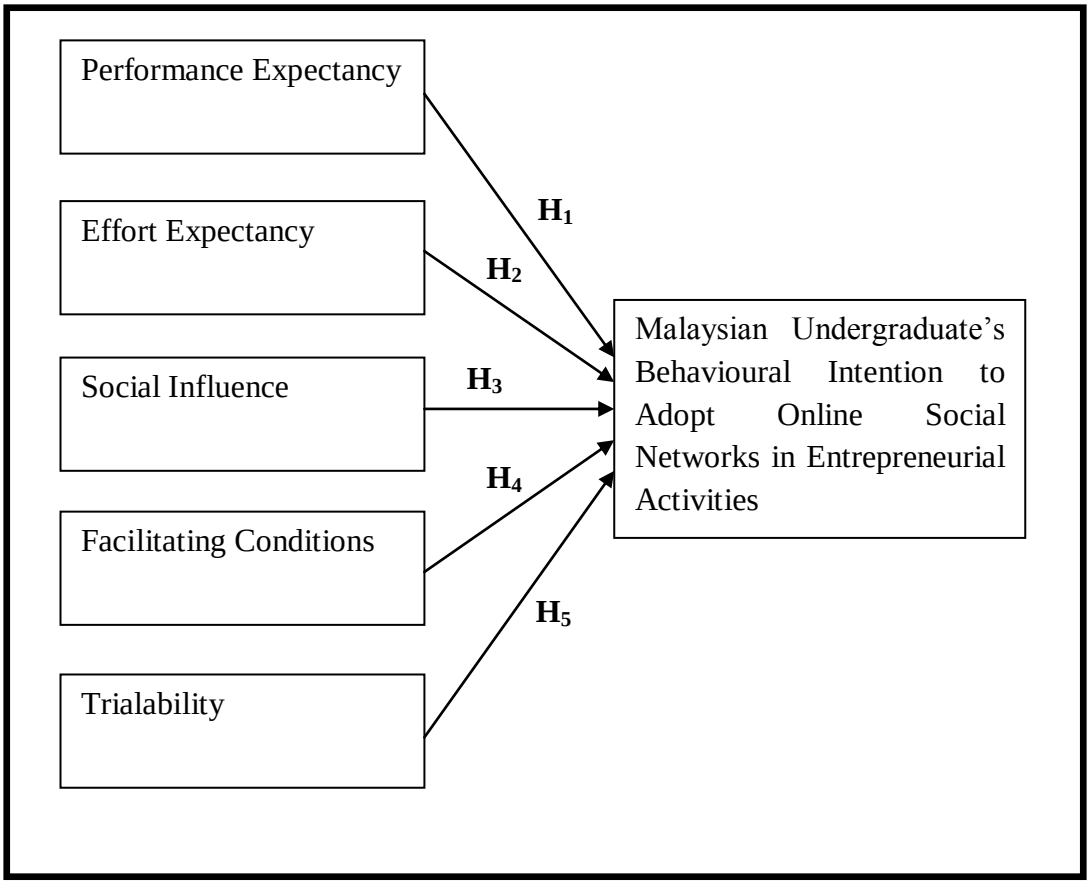
Table 2.3: Past studies adopted DOI model

Studies	Descriptions
Jebeile & Reeve, 2003.	Applied DOI model in study concerning the diffusion of E-Learning in secondary college in Australia.
Zhu, Liu, & Chuan, 2009.	Study on 3G phone usage in China which was carried out from the viewpoint of DOI model.
Ong, Poong, & Ng, 2008	Revise the adoption of 3G services among undergraduates in Malaysia.
Zolkepli & Kamarulzaman, 2011	Understanding the function of perceived media desires and technology acceptance on social media acceptance.

Source from: Developed for the research

2.3 Proposed Theoretical / Conceptual Framework

Figure 2.3: Proposed Conceptual Framework



Source from: Developed for the research

The exhibit above illustrates our group proposed conceptual framework which fundamentally adapted from both UTAUT and DOI models. The above model constructs PE, EE, FC and SI as independent variables whereas undergraduates' intention to adopt online social networks in entrepreneurial activities as dependent variable and it was adapted from studies by Venkatesh et al. (2003) and Ismail (2010). The concept of integrating trialability into the framework is inspired from studies by Rogers (2003) and Folorunso et al. (2010).

2.4 Hypotheses Development

H_1 : There is a positive relationship between performance expectancy and Malaysian undergraduate's intention to adopt online social networks in entrepreneurial activities.

H_2 : There is a positive relationship between effort expectancy and Malaysian undergraduate's intention to adopt online social networks in entrepreneurial activities

H_3 : There is a positive relationship between social influence and Malaysian undergraduate's intention to adopt of online social networks in entrepreneurial activities

H_4 : There is a positive relationship between facilitating conditions and Malaysian undergraduate's intention to adopt of online social networks in entrepreneurial activities

H_5 : There is a positive relationship between trialability and Malaysian undergraduate's intention to adopt online social networking sites in entrepreneurial activities.

2.5 Conclusion

In this chapter, our study's dependent variable and independent variables have been reviewed and discussed. A proposed conceptual framework is formulated and hypotheses are developed to further examine and further the relationships between the independent variables and dependent variable. In the coming chapter, we shall be discussing the research methodology thoroughly.

CHAPTER 3: METHODOLOGY

3.0 Introduction

Chapter Three addresses the research design, data collection methods, sampling design, operational definition of constructs, measurement scales and data analysis and processing aids.

3.1 Research Design

This is a cross sectional and quantitative research entitled "Factors Affecting Undergraduates' Involvement in Entrepreneurial Activities through Online Social Networks (Malaysia Context)". Researchers generally try to delimit phenomena into quantifiable or common categories which can be applied to all subjects or broader and related circumstances (Winter, 2000). By adapting both UTAUT and DOI models, this study investigates the relationship between PE, EE, SI, FC and TR to Malaysian undergraduates' intention to adopt ONS. Explanatory research method which to study a condition explaining relationships between variables is employed in this study (Sounders, Lewism, & Thornhill, 2007). A survey will be conducted by distributing questionnaires to 400 undergraduates from the campus of one local private university in Perak. Before primary data is collected, pilot test will be performed using 30 sets of questionnaire. Pearson's coefficient correlation and multiple linear regressions will be employed to investigate the strength of relationships between variables. The collected data will be entered into Statistical Package for Social Sciences (SPSS) software for data analysis.

3.2 Data Collection Method

Primary and secondary data are two categorizes which serve research purposes. Burns and Bush (2003) stated that the type of data required and pre-determined research design decide the method of data collection used.

3.2.1 Primary Data

Primary data is those data collected directly from firsthand experiences. It is organized mainly for the research project being undertaken (Saunders et al., 2007, p.598). The primary date in this research is survey questionnaires which were distributed to and collected from the respondents on the spot. It is efficient, precise, time and cost saving.

3.3 Sampling Design

Sampling design illustrates how and why the population of the research is targeted, sampling frame and location, sampling elements, selecting sampling techniques and the ways in determining the sampling size of respondents.

3.3.1 Target Population

This study's population is targeted on undergraduates from the campus of a local private university in Perak. The selected university for this study is one of the prestigious private universities in Malaysia, with an estimation of 18,000 students pursuing 84 programs in 9 different faculties located over four campuses (Kwek, Tan, & Lau, 2010). It is reasonable to select UTAR undergraduates as target population to represent the overall

population of Malaysian undergraduates since most of the students come from different states in Malaysia. Moreover, they are assumed to have basic information literacy skills and knowledge of ICT (Roesnita & Zainab, 2005). It is suggested students from suitable samples for studies involving the Internet because they tend to be frequent users, including regular use of variety of computer-mediated communication functions (Pronsakulvanich, Haridakis, & Rubin, 2008).

3.3.2 Sampling Frame and Sampling Location

According to university's Admission Department, there are approximately 14,000 registered students. Therefore, a sampling frame of 1,200 final year students was selected. The questionnaires were circulated and collected around lecture theatre in campus before and after class.

3.3.3 Sampling Elements

The targeted respondents in this research are undergraduates who aged 18 years old and above and currently pursuing their tertiary education in the university. Undergraduates are chosen as respondents as they are assumed to have fundamental knowledge of ICT and essential information literacy skills (Roesnita et al., 2005).

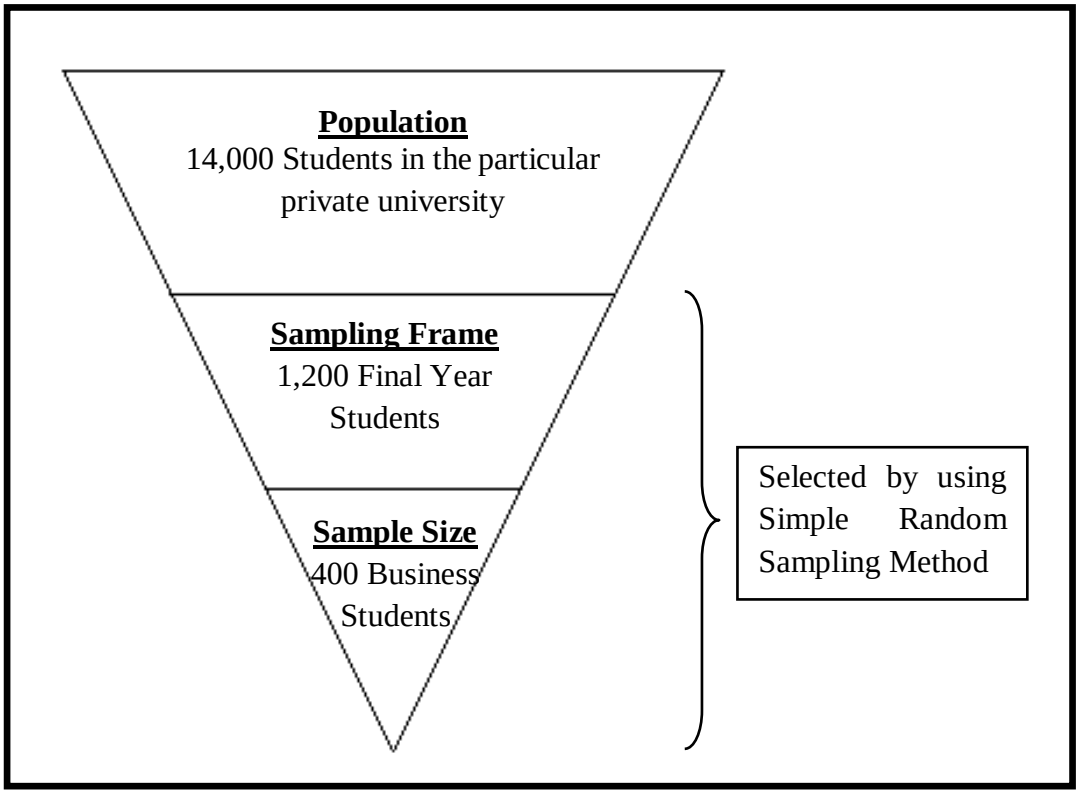
3.3.4 Sampling Technique

Probability sampling was chosen as the preferred method in this study. Thus, the probability for each unit inclusion can be calculated and results in a more reliable estimate. Simple random sampling method was used to generate a random sample of undergraduate respondents since it is more accurate and easily accessible (Saunders et al., 2008). Firstly, respondents

in the sampling frame were numbered and then selected using random number until the sample size was achieved. Lastly, the questionnaires were distributed to those selected respondents.

The exhibit below illustrates the sampling technique used and targeted respondents:

Figure 3.1: Sampling Technique and Targeted Respondents



Source from: Developed for the research

3.3.5 Sampling Size

As per the data from Admission Department of the university, 14,000 students are estimated to be placed in the campus. A sampling frame of 1,200 final year students was selected from the population and random samples of undergraduate were chosen from the sampling frame. Comrey

and Lee (1992) suggested a sample size of 300 can be considered a good sample size. Additionally, Yamane (1973) suggested the computation formula for sample size as below:

Figure 3.2: Sample Size Computation

$$n = \frac{\mathrm{N}}{1 + \mathrm{Ne}^2}$$

Where,
n = sample
N = population
e^2 = probability error

The sample size can be calculated according to the recommendation as follow.

$$n = \frac{14000}{1 + 14000(0.05)^2}$$

$$n = 388.89$$

With N = 14000, e = 5% (95% confidence).
Therefore, the sample size should be at least **400 students**.

Source from: Developed for the research

3.4 Research Instrument

Questionnaire survey is employed in this study. Hair, Black, Babin, Anderson and Tatham (2003) addressed questionnaire is the most effective and able to generate high response rate when the research's target population is well-educated. Since undergraduates are being targeted in this research, questionnaire survey was used.

3.4.1 Pilot Test

To ensure reliability and detect errors, pilot test was conducted before the questionnaires were distributed in full scale to the respondents. Zikmund (2003) indicated that pilot test can be considered as exploratory research method which conducts sampling without applying specific standards. For pilot test, 30 sets of questionnaire were distributed to students randomly. The outcomes of pilot test were interpreted and slight adjustments were made to questionnaire items.

3.4.2 Questionnaire Design

In this research, there are two types of question-response format which are close-ended questions and scale response questions. Close-ended questions are employed as it can minimize the occurrence of missing data (Reja, Manfreda, Hlebec, & Vehovar, 2003). Respondents are required to answer a series of scale response questions.

The survey questionnaire is separated into three different sections. Section A and B, there are four items in each questions except for marital status and gender. In Section C, all variables are measured using interval scale. The five independent and dependent variables are designed into a form of five-point Likert scale. Five-point Likert scale is recommended for most survey settings as it gives sufficient discrimination and easily understood by survey respondents (Brace, 2004). The scale is set with responses vary from "Strongly Agree" to "Agree", with "Neutral" as middle option then followed by "Disagree" and "Strongly Disagree".

Respondents are asked to fill in their demographic information in Section A. In Section B, respondents' background on ONS will be explored. It is

best to address questions about demographic or personal information towards the end of the survey. Through this way, respondents' confidences are likely to be developed aligning survey's objective (Iarossi, 2006). In Section C, the perceptions of respondents towards the adoption of ONS are identified. All confidentiality of collected data is to be concealed.

3.5 Constructs Measurement (Scale and Operational Definitions)

Values are meaningful by quantifying into specific units and measurement acts as labels which those values more useful in terms of detail (BusinessDictionary.com, 2012). There are four levels of measurement scale in research comprising nominal, ordinal, interval, and ratio measurement scales. Appropriate measurement method will be used in different data analysis.

Section A is designed to test the demographic features while Section B to explore the background on ONS of target respondents. Nominal and ordinal measurement scales are employed in Section A and B. A nominal measurement scale is a simple naming system and utilized for variables where the respondents must be placed into one mutually exclusive category (Malhotra, 2010). In this study, nominal scale is applied to gender, marital status, highest education level completed. For example, a number is assigned to reflect a respondent's marital status where 1 represents single and 2 represents married.

Ordinal scale is assigned to items according to characteristics possessed (Malhotra, 2010). The ordinal scale can represent categories with intrinsic ranking. In this study, ordinal scale is applied to age in Section A and duration of surfing ONS in Section B since age and duration contain "greater than" and "less than" judgments from respondents (Malhotra, 2010).

Section C is designed to test variables. This research employs five independent variables (PE, EE, SI, FC and TR) to investigate their relationships with the user's

intention to adopt ONS in entrepreneurial activities. Questionnaire items are adapted from Kholoud (2009), Kripanont (2007), Peslak, Ceccucci, and Sendall (2010) and Zhang, Chang, and Fang (2005). Interval scale is applied to measure each identified variable where five-point Likert scale is employed to measure the degree of agreement and disagreement by respondents (Kindly refer appendix 3.1).

3.6 Data Processing

After the data is finished collected, it is converted into a suitable form for analysis purposes. However, before the data is transformed, data processing procedures as followed are performed:

3.6.1 Checking

A set of questionnaire was checked for grammar error, sentence structure, incomplete content and the sequence of questions before distributing them.

3.6.2 Editing

According to Malhotra (2007), editing symbolizes ensuring the accuracy and precision of questionnaire. Amendment is no longer required if there is less than 10% of infeasible questionnaire. Since only 8% of infeasible questionnaire existed in the study, amendment is no longer needed.

3.6.3 Coding

Malhotra (2007) characterized coding as assigning codes to each possible response for the questions. For instance, the gender of participants can be either 1 representing male or 2 representing female. All codes are keyed in SPSS software for data processing.

3.7 Data Analysis

Data analysis is the process to generate information reflecting the relationships between variables. This comprises measuring central tendency and variability (descriptive analysis), testing developed hypotheses (inferential analysis) and reliability (scale measurement) (Sekaran, 2003).

3.7.1 Descriptive Analysis

SPSS program will be deployed to compute means and standard deviations for items in dependent and independent variables. Tables are constructed to ease the process of analyzing and comparing. The means of the results will explain the preference of targeted respondents. Higher mean indicates that respondents agree with a particular statement. Contrary, lower mean shows respondents disagree with that specific statement.

3.7.2 Scale Measurement

Two tests which are reliability test and normality test will be carried out to ensure the data validity. Cronbach's Alpha test is applied to examine the consistency of respondents' answers for each independent variable towards dependent variable. Hair et al. (2006) suggested the acceptable level of internal consistency is 0.7 and a p-value of more than 0.05 in Kolmogorov-Smirnov's test assumes the data is normally distributed.

3.7.3 Inferential Test

Two statistical techniques are performed to examine and explicate the strength of relationships between independent variables and dependent variable. The applied techniques are Pearson's correlation coefficient and multiple linear regressions.

3.7.3.1 Data Analysis Technique

The collected data will be analyzed using Statistical Package for Service Solution program. Both Pearson correlation analysis and multiple linear regressions analysis are applied in this study.

Pearson correlation analysis is applied to examine the linear associations as well as cause effect relationships between independent variables (Y) and dependent variable (X). Using this technique, researchers could identify the strength of relationships between Y and X (Hair, Babin, Money, & Samouel, 2003). Yet, multicollinearity occurs when intercorrelations among independent variables are exceptionally high (Malhotra, 2007). Whenever the intercorrelations among independent determinants hit a value of more than 0.07, one of these highly intercorrelated variables should be removed from the conceptual framework.

Multiple linear regressions analysis is deployed to measure the effect on a ratio or interval scaled variable by two or more independent variables (Zikmund, 2003). Indeed, it is common forecasting tool in economic field (Mohamed & Bodger, 2005). The coefficient of determination (R^2) is a measurement reflecting the proportion of variability in dependent variables which might be

attributed to the combination of explanatory variables. In a simple way, it reflects the overall fitness of the proposed model. Higher value in R^2 signifies greater impact on dependent variable (X) by independent variables (Y).

By using these statistical techniques coupled with SPSS program, the frequencies of demographic profile, level and significance between variables can be explicated in an accurate manner.

3.8 Conclusion

Methodology applied has been discussed thoroughly in this chapter by explaining the overall procedure. Each section specifically addresses issues in designing and conducting the survey research. The result of data and detailed analysis will be discussed in the following chapter.

CHAPTER 4: DATA ANALYSIS

4.0 Introduction

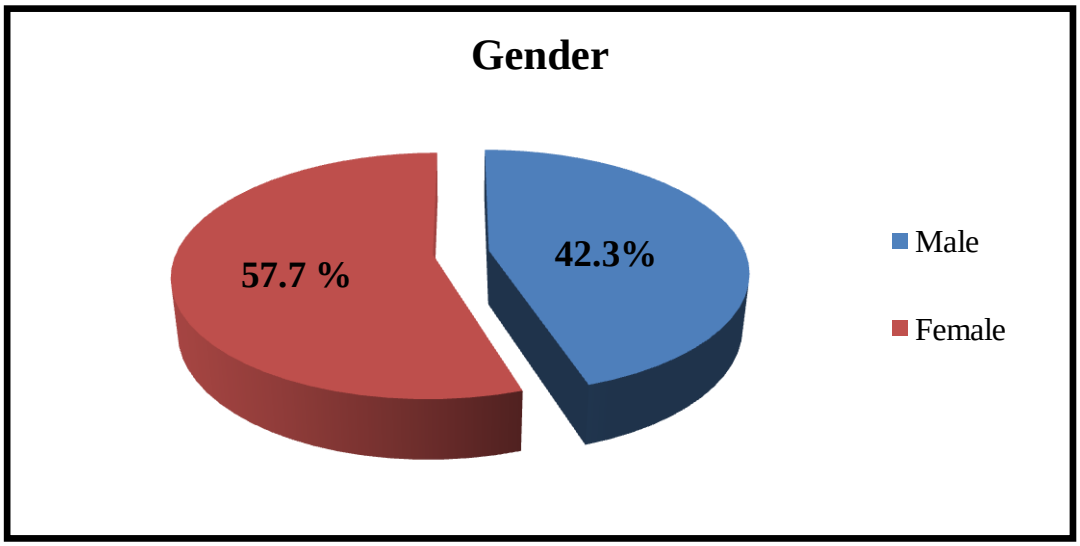
In Chapter Four, the collected data through distributing 400 questionnaires was interpreted and analyzed using descriptive analysis, reliability test, inferential analysis consisting Pearson correlation analysis and multiple linear regressions analysis. The data was generated using SPSS 16.0 program. However, only 352 are usable as 48 of them are outliers and removed from the data.

4.1 Descriptive Analysis

4.1.1 Demographic Profile of the Respondents

4.1.1.1 Gender

Figure 4.1: Percentage of Respondents based on Gender

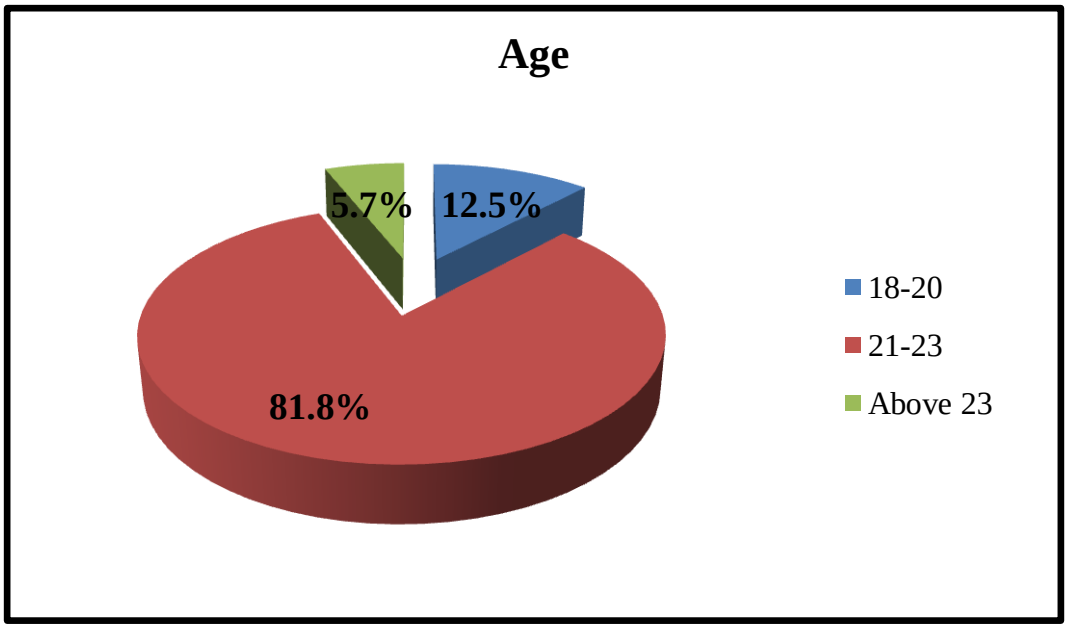


Source from: Developed for the research

The above exhibit 4.1 represented the demographic profile of total 352 respondents based on gender. 42.3% of the respondents are males (149 respondents) and 57.7% of them are females (203 respondents). All respondents are still single.

4.1.1.2 Age

Figure 4.2: Percentage of Respondents based on Age

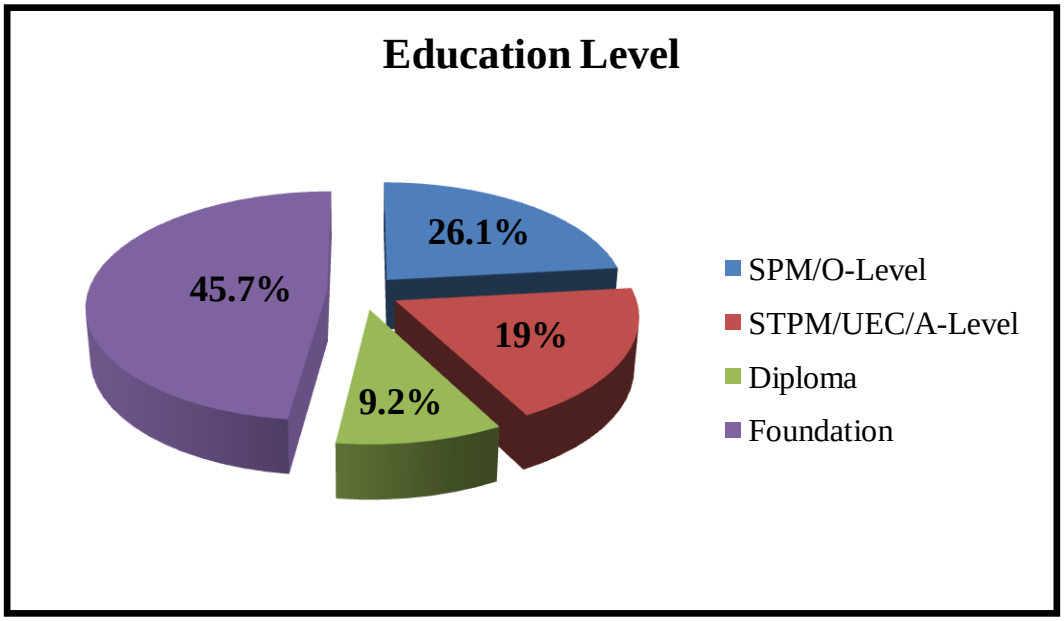


Source from: Developed for the research

Based on the exhibit 4.2, most of the respondents fall into the group of age between 21 to 23 years old as they occupy 81.8% (288 respondents) of the sample. 12.5% (44 respondents) of them are between 18 to 20 years old and followed by those above 23 years old which occupy only 5.7% (20 respondents).

4.1.1.3 Education level

Figure 4.3: Percentage of Respondents based on Education Level



Source from: Developed for the research

According to the exhibit 4.3, 45.7% (161 respondents) of the respondents have completed foundation studies. Followed by those who are holding SPM or O-Level qualification which occupy 26.1% (92 respondents) and those who are holding STPM or A-Level qualification which occupy another 19% (67 respondents). The remaining 9.2% (32 respondents) are diploma holders.

4.1.2 Central Tendencies Measurement of Constructs

4.1.2.1 Performance Expectancy

Table 4.1: Summary of Central Tendency for Performance Expectancy

	PE1 I find online social networks useful in setting up a business.	**PE2** Using online social networks enables me to accomplish my tasks more quickly.	**PE3** Using online social networks increases the effective use of time in handling my tasks.	**PE4** Using online social networks increases the quality of my output at minimal effort.
Mean	3.8409	3.7472	3.6420	3.6619
Std. deviation	0.65609	0.62360	0.61533	0.58658
Skewness	-0.066	-0.045	0.109	-0.098
Kurtosis	-0.199	-0.163	-0.383	-0.278

Source from: Developed for the research

The responses for four items in PE were summarized and shown as Table 4.1. PE1 scores the highest mean (3.8409) whereas PE3 has the lowest mean (3.6420). This reflects most respondents concur that ONS do help in setting up a business and least respondents perceive adopting ONS can increase the effective use of time.

PE1 scores the highest (0.6561) standard deviation which reflects the highest variability in PE1. Conversely, PE4 achieves the lowest in standard deviation which indicates the lowest variability of data.

PE1, PE2 and PE4 have negative values of skewness which shows that the data are slightly skewed to the left. The positive value of skewness for PE3 indicates that the data is slightly skewed towards right. Additionally, the positive Kurtosis values for PE1, PE2 and PE4 explicates a "peaked" distribution whereas the negative value of Kurtosis for PE3 explicates a "flat" distribution.

4.1.2.2 Effort Expectancy

Table 4.2: Summary of Central Tendency for Effort Expectancy

	EE1 My interaction with online social networks is clear and understandable.	**EE2** I am skillful at using online social networks.	**EE3** Learning to use online social networks is easy for me.	**EE4** I find it easy to get online social networks to do what I want it to do.
Mean	3.7074	3.5994	3.6960	3.7500
Std. deviation	0.59163	0.64609	0.66768	0.66238
Skewness	0.189	- 0.407	-0.023	-0.148
Kurtosis	-0.582	0.026	-0.221	-0.047

Source from: Developed for the research

The responses for four items in EE were summarized and shown as Table 4.2. EE4 attains the highest mean (3.7500) as EE3 scores the lowest means (3.6420). This demonstrates most of the respondents agree that it easy to have ONS to perform what they desire whereas least respondents see themselves to be skillful in using ONS.

EE3 maintains to get the highest standard deviation (0.66768) and it illustrates the highest variability of data. Contrary, EE1 achieves

the lowest standard deviation (0.59163) implying the lowest data variability in EE1.

EE1, EE3 and EE4 have negative values of skewness and this signifies the data is slightly skewed towards left. The positive value of skewness for EE3 indicates that the data is slightly skewed to the right. Moreover, the positive value of Kurtosis for EE2 exemplifies a "peaked" distribution whereas the negative Kurtosis values for EE1, EE3, and EE4 explicates a "flat" distribution.

4.1.2.3 Social Influence

Table 4.3: Summary of Central Tendency for Social Influence

	SI1 People who are important to me think that I should use online social networks.	**SI2** People who influence me think that I should use online social networks.	**SI3** Peers are helpful in the use of online social networks.	**SI4** The business trend encourages the use of online social networks.
Mean	3.6591	3.7301	3.7462	3.8608
Std. deviation	0.54195	0.56326	0.60724	0.72338
Skewness	- 0.0110	0.0330	0.1690	0.0370
Kurtosis	- 0.7910	- 0.4720	- 0.5290	- 0.7080

Source from: Developed for the research

The responses for four statements in SI were recapitulated and shown as Table 4.3. SI4 scores the highest mean (3.8608) whereas SI1 has the lowest mean (3.6591). Such outcome reflects most of the respondents agree with the great influence of business trend on

adopting ONS by them while least respondents agree people who are important to them could influence them in using ONS.

SI4 achieves the highest standard deviation (0.72338). It indicates that SI4 has the highest data variability. Meanwhile, SI1 scores the lowest standard deviation which explicates lower data variability.

SI1 has negative value for skewness which represents the data is slightly skewed to the left whereas the positive value of skewness for SI2, SI3, and SI4 indicates the data are skewed towards right. All SIs achieve negative value in Kurtosis and this exemplifies a "flat" distribution.

4.1.2.4 Facilitating Conditions

Table 4.4: Summary of Central Tendency for Facilitating Conditions

	FC1 The resources necessary (computer, internet connection) are available for me to use the online social networks effectively.	**FC2** I have the knowledge necessary to use online social networks.	**FC3** Guidance is available to me to use online social networks effectively.	**FC4** A specific person (or group) is available for assistance with online social networks difficulties.
Mean	3.9119	3.7386	3.7443	3.6278
Std. deviation	0.65431	0.53364	0.58224	0.59496
Skewness	0.091	-0.138	0.104	0.025
Kurtosis	-0.668	-0.391	-0.475	-0.394

Source from: Developed for the research

The responses for four items in FC were summarized and shown as in Table 4.4. FC1 achieves the highest mean (3.9119) whereas FC4 scores the lowest mean (3.6278). This shows that most respondents find resources are available to them for using ONS whereas least respondents think there is individual or group which can be reached for consultation when they require assistance.

FC1 scores the highest standard deviation (0.65431) while FC2 achieves the lowest in standard deviation (0.53364). Such outcome explicates the highest data variability in FCI and the lowest data variability in FC2.

FC2 acquires negative value for skewness and this means the data is slightly skewed to the left. Contrary, the positive value skewness for FC1, FC3, and FC4 indicates the data are slightly skewed to the right. The negative Kurtosis values for all four FC1, FC2, FC3, and FC4 imply a "flat" distribution.

4.1.2.5 Trialability

Table 4.5: Summary of Central Tendency for Trialabilty

	TR1 It is easy to try online social networks.	**TR2** It is easy to use online social networks for the first time.	**TR3** I had no difficulty in using online social networks on a trial basis.	**TR4** There is low financial risk in trying online social networks.
Mean	3.8835	3.7074	3.7926	3.7614
Std. deviation	0.59010	0.62898	0.64020	0.65797
Skewness	0.032	- 0.234	0.215	0.056
Kurtosis	-0.205	0.073	-0.653	-0.362

Source from: Developed for the research

The responses for four items in TR were recapitulated and shown as Table 4.5. TR1 scores the highest mean (3.8835) whereas TR2 achieves the lowest mean (3.7074). Such outcomes illustrate most respondents concur that trying to use ONS is easy while least respondents find it is easy to first use ONS.

TR4 scores the highest while TR1 achieves the lowest in standard deviation. This reflects variability of data in TR4 is the highest as compared to the lowest data variability in TR1.

TR2 obtains negative value for skewness which exemplifies the data is skewed towards left. The positive values of skeweness for TR1, TR3, and TR4 indicate that the data are skewed to the right. Additionally, positive value of Kurtosis for TR2 implies a "peaked" distribution whereas negative Kurtosis values for TR1, TR3, and TR4 signify a "flat" distribution.

4.1.2.6 Intention to Adopt Online Social Networks

Table 4.6: Summary of Central Tendency for Intention to Adopt Online Social Networks

	IN1 I intend to use online social networks in setting up a business	**IN2** I predict I would use online social networks in setting up a business	**IN3** I plan to use online social networks in setting up a business
Mean	3.7869	3.7614	3.8068
Std. deviation	0.59681	0.62236	0.65560
Skewness	0.112	-0.070	-0.210
Kurtosis	-0.437	-0.113	-0.262

Source from: Developed for the research

The responses for three statements in IN were recapitulated and shown as Table 4.6. IN3 scores the highest mean (3.8608) whereas IN2 achieves the lowest mean (3.7614). This signifies that most of the respondents have planned to adopt ONS in setting up a business whereas least respondents predict they will be using ONS to set up a business in the coming future.

IN3 acquires highest (0.65560) in standard deviation which reflects the highest data variability in IN3. Contrary, IN1 has the lowest standard deviation (0.59681) and this reflects variability of data in IN1 is the lowest.

IN2 and IN3 achieve negative values of skewness which indicates the data are slightly skewed towards left. Meanwhile, IN1 scores positive value of skewness that implies the data is slightly skewed to the right. Furthermore, the negative Kurtosis values for IN1, IN2 and IN3 explicate a "flat" distribution.

4.1.2.7 Normality Test

Table 4.7: Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Standardized Residual	.046	352	.072	.990	352	.019

a. Lilliefors Significance Correction

Source from: Developed for the research

Since the sample size was more than 50, Kolgomorov-Smirnov's test is used to examine for normality of the independent variables.

The Kolmogorov-Smirnov's test statistics coupled with Lilliefors Significance level is employed to test the IN. The p-value of the test is more than 0.05 (0.072). Therefore, the data is assumed to be normally distributed.

4.2 Scale Measurement

4.2.1 Reliability Test

Table 4.8: Cronbach's Alpha Analysis

Variables	Cronbach's Alpha	Number of Items
Performance Expectancy (IV1)	0.776	4
Effort Expectancy (IV2)	0.747	4
Social Influence (IV3)	0.788	4
Facilitating Conditions (IV4)	0.702	4
Trialability (IV5)	0.789	4
Intention to Adopt (DV)	0.742	3

Source from: Developed for the research

Cronbach's Alpha measurements were carried out to determine the reliability of questionnaires collected. The results of the test were recapitulated and shown in Table 4.8. The Cronbach' Alpha value for PE (4 items) is 0.776, EE (4 items) is 0.747, SI (4 items) is 0.788, FC (4 items) is 0.702, TR (4 items) is 0.789 and IV (3 items) is 0.742. All Cronbach's Alpha values are above 0.7 (ranged from 0.702 to 0.789). Hence, the results are valid and reliable according to Nunnally and Bernstein (1994).

4.3 Inferential Analysis

4.3.1 Pearson Correlation Analysis

Table 4.9: Summary of Pearson Correlation Analysis

			Intention to Adopt (DV)
Performance Expectancy	**(IV1)**	Pearson Correlation Sig. (2-tailed)	.773** .000
Effort Expectancy	**(IV2)**	Pearson Correlation Sig. (2-tailed)	.705** .000
Social Influence	**(IV3)**	Pearson Correlation Sig. (2-tailed)	.714** .000
Facilitating Conditions	**(IV4)**	Pearson Correlation Sig. (2-tailed)	.841** .000
Trialability	**(IV5)**	Pearson Correlation Sig. (2-tailed)	.727** .000
Intention to Adopt	**(DV)**	Pearson Correlation Sig. (2-tailed)	1 -

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

Source from: Developed for the research

Table 4.10: Summary of Pearson Correlation Analysis

Control Variables			**PE (IV1)**	**EE (IV2)**	**SI (IV3)**	**FC (IV4)**	**TR (IV5)**
Intention To Adopt (DV)	**PE (IV1)**	Correlation	1.000				
		Significance (2-tailed)	.				
	EE (IV2)	Correlation	.613	1.000			
		Significance (2-tailed)	.000	.			
	SI (IV3)	Correlation	.527	.448	1.000		
		Significance (2-tailed)	.000	.000	.		
	FC (IV4)	Correlation	.586	.623	.694	1.000	
		Significance (2-tailed)	.000	.000	.000	.	
	TR (IV5)	Correlation	.498	.486	.530	0.640	1.000
		Significance (2-tailed)	.000	.004	.000	.000	.

Source from: Developed for the research

Pearson Correlation analysis was carried out to determine the relationships between the independent variables and dependent variable. FC attains the highest positive association with IV (r=0.841). Followed by PE (r=0.773), TR (r=0.727), SI (r=0.714) and EE (r=0.705). The p-values which are exhibited in Table 4.9 clarify all the developed hypotheses in this research are accepted. According to Hair et al. (1998), the correlation coefficients between the independent variables should not exceed 0.9 as correlation coefficient higher than 0.9 would reveal multicollinearity problem. The highest coefficient of 0.841 as presented by the Table 4.9 is less than the proposed 0.9. Therefore, it is assumed that multicollinearity issue does not exist in this research's proposed conceptual model (Chong et al., 2009).

4.3.2 Multiple Linear Regressions Analysis

Table 4.11: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.937[a]	.878	.876	.17892

a. Predictors: (Constant), avetr, avepe, aveee, avesi, avefc

Source from: Developed for the research

Multiple regressions analysis was used to test the formed hypotheses. It serves as a constructive technique in examining the relationship between a single dependent variable (IN) and combination of dependent variables (PE, EE, SI, FC, and TR) at one instant time (Hair et al., 2003). The findings were summarized and shown in Table 4.10.

By referring to Table 4.10, the coefficient of determination (R^2) for this model is 0.878, signifying 87.8% of IN could be explained by these five independent variables (PE, EE, SI, FC, and TR).

Table 4.12: Summary of Regression Coefficient

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.851	.094		-9.062	.000
	avepe	.327	.028	.310	11.900	.000
	aveee	.143	.027	.136	5.183	.000
	avesi	.145	.028	.139	5.142	.000
	avefc	.404	.038	.342	10.693	.000
	avetr	.220	.026	.214	8.474	.000

a. Dependent Variable: avein

Source from: Developed for the research

The outcomes indicate that PE (β=0.327, p<0.01), EE (β=0.143, p<0.01), SI (β=0.145, p<0.01), FC (β=0.404, p<0.01) and TR (β=0.220, p<0.01) are all positively associated with the IN. Hence, this implies all developed hypotheses are supported. An equation can be formulated as following:

IN = -0.851+(0.327)PE+(0.143)EE +(0.145)SI+(0.404)FC+(0.220)TR

By referring to the equation, all the independent variables (PE, EE, SI, FC, and TR) are established to have positive relationships with the dependent variable. Among them, FC is perceived to impose the greatest influence on IN where every unit factor increases in FC will increase 0.404 unit of IN, holding other variables remain constant. It is followed by PE (β=0.327), TR (β=0.220), SI (β=0.145) and lastly, EE (β=0.143).

4.4 Conclusion

In this chapter, demographic profiles of targeted respondents were recapitulated using descriptive analysis. The five independent variables were justified against dependent variable applying reliability test, both Pearson correlation and multiple linear regressions analysis, where the outcomes indicate the relationships between independent and dependent variables are significant.

The following chapter will be discussing on the major findings discovered in this study. Implication, limitations and recommendations are to be presented for future research as well.

CHAPTER 5: DISCUSSION, CONCLUSION AND IMPLICATIONS

5.0 Introduction

After the presentation of descriptive analysis, scale measurements and inferential analysis in Chapter Four, this chapter will discuss on major findings, implications and limitations of this research. Recommendations are suggested for future study.

5.1 Summary of Statistical Analysis

5.1.1 Descriptive Analysis

5.1.1.1 Respondents Demographic Profile

The total respondents for this study are 352. Based on analysis of in Chapter Four, majority of the respondents are female which constitutes 57.6% (203 respondents) and the remaining 42.3% are male (149 respondents). All of the respondents are remained single. 81.8% of the respondents are aged between 21 to 23 years old (288 respondents), followed by those who are aged between 18 to 20 years old which possess 12.5% (44 respondents) and the remaining of them are above 23 years old (20 respondents). On the other hand, 45.7% of the respondents have completed foundation studies (161 respondents), 26.1% of them own SPM or O-Level qualifications,

(92 respondents), 19% are from STPM or A-Level (67 respondents) and the remaining 9.2% are diploma holders (32 respondents).

5.1.1.2 Central Tendencies Measurement of Construct

5.1.1.2.1 Performance Expectancy

PE1 "I find online social networks useful in setting up a business", achieved the highest mean (3.84) whereas PE3 "Using online social networks increases the effective use of time in handling my task." scored the lowest mean (3.64). PE1 scored the highest standard deviation (0.66) while PE4 "Using online social networks increases the quality of my output at minimal effort" achieved the lowest in standard deviation.

5.1.1.2.2 Effort Expectancy

EE4 "I find it easy to get online social networks to do what I want to do." achieved the highest mean (3.75) while EE2 "I am skillful at using online social networks." scored the lowest mean (3.60). EE3 "Learning to use online social network is easy for me." achieved the highest in standard deviation (0.67) whereas EE1 "My interaction with online social networks is clear and understandable." scored the lowest standard deviation.

5.1.1.2.3 Social Influence

SI4 "The business trend encourages the use of online social networks." achieved the highest mean (3.86) whereas SI1 "People who are important to me think that I should use online social networks." scored the lowest mean (3.66). SI4 again achieved the highest standard deviation (0.72) while SI1 scored the lowest standard deviation (0.54).

5.1.1.2.4 Facilitating Conditions

FC1 "The resources necessary (computer, internet connection) are available for me to use the online social networks effectively." scored the highest mean (3.91) while FC4 "A specific person (or group) is available for assistance with online social networks difficulties." scored the lowest mean (3.63). FC1 again achieved the highest standard deviation (0.65) while FC2 "I have the knowledge necessary to use online social networks." scored the lowest standard deviation (0.53).

5.1.1.2.5 Trialability

TR1 "It is easy to try online social networks." achieved the highest mean (3.88) whereas TR2 "It is easy to use online social networks for the first time." scored the lowest mean (3.71). TR4 "There is low financial risk in trying online social networks." achieved the highest in standard deviation (0.66) and TR1 scored the lowest standard deviation (0.59).

5.1.1.2.6 Intention to Adopt Online Social Networks

IN3 "I plan to use online social networks in setting up a business." scored the highest mean (3.81) whereas IN2 "I predict I would use online social networks in setting up a business." achieved the lowest mean (3.76). IN3 achieved the highest standard deviation (0.66) while IN1 "I intend to use online social networks in setting up a business." scored the lowest standard deviation (0.60).

5.1.2 Scale Measurement

According to Table 4.8 on Cronbach's Alpha analysis, trialability (TR) achieved the highest Cronbach's Alpha value (0.789) whereas facilitating conditions (FC) scored the lowest Cronbach's Alpha value (0.702) among all the independent variables. All independent variables are considered as satisfactory internal consistency reliability because their Cronbach's Alpha values are more than 0.70 (ranged from 0.702 to 0.789). This indicates that the result of this study is valid and reliable (Nunnally et al., 1994).

5.1.3 Inferential Analysis

5.1.3.1 Pearson Correlation Analysis

According to Table 4.9 on Pearson Correlation analysis, facilitating conditions (FC) has the strongest positive relationship with the intention to adopt online social networks (IN) with a correlation of

0.841 while effort expectancy (EE) has the least significant positive relationship with IN with a correlation of 0.705. Additionally, none of the correlation coefficient is more than 0.900. This implies no multicollinearity issue exists in this study as the intercorrelations among all independent variables are considerably low. None of the independent variables shall be removed from the proposed model.

The p-values for independent variables are less than 0.01 which explicate all the independent variables are significantly influencing the explanatory variable. All developed hypotheses are accepted.

5.1.3.2 Multiple Regressions Analysis

A coefficient of determination (R^2) of 0.878 is achieved, indicating 87.8% of the variation in dependent variable (IN) can be explained by these five independent variables (PE, EE, SI, FC and TR).

Based on the outcome, an equation can be formed as followed:

IN = -0.851 + (0.327)PE + (0.143)EE + (0.145)SI + (0.404)FC+ (0.220)TR

The abovementioned equation illustrates all independent variables (PE, EE, SI, FC and TR) have significant positive relationship with the dependent variable (IN).

5.2 Discussions of Major Findings

5.2.1 First Hypothesis

H_1: There is a positive relationship between performance expectancy and Malaysian undergraduate's intention to adopt online social networks in entrepreneurial activities.

According to the outcomes in Chapter Four, it is established that there is a positive relationship between performance expectancy and Malaysian undergraduate's intention to adopt online social network in entrepreneurial activities. A significant value of $p<0.05$ is achieved. Consequently, PE is a vital determinant in predicting individual's use of SNS (Barbensta, 2010).

5.2.2 Second Hypothesis

H_2: There is a positive relationship between effort expectancy and Malaysian undergraduate's intention to adopt online social networks in entrepreneurial activities.

The results in Chapter Four signify the positive relationship between effort expectancy and Malaysian undergraduate's intention to adopt online social networks in entrepreneurial activities by achieving a significant value of $p<0.05$. Perceived ease of use was established to have a direct positive influence on the intention of users towards the adoption of SNS (Maier et al., 2011). Thus, a user friendly ONS should be designed to sustain the loyalty of the users.

5.2.3 Third Hypothesis

H_3: There is a positive relationship between social influence and Malaysian undergraduate's intention to adopt online social networks in entrepreneurial activities.

Results generated in Chapter Four indicate there is a positive relationship between social influence and Malaysian undergraduate's intention to adopt online social networks in entrepreneurial activities. A significant value of $p<0.05$ is acquired. Social influence is another imperative driver behind the adoption of ONS as a platform to set up a business. It has been proven as an influential element in determining user's intention to deploy ONS for social communications and interactions (Cheung et al., 2010).

5.2.4 Fourth Hypothesis

H_4: There is a positive relationship between facilitating conditions and Malaysian undergraduate's intention to adopt online social networks in entrepreneurial activities.

This research establishes the positive relationship between facilitating conditions and Malaysian undergraduate's intention to adopt online social networks in entrepreneurial activities by achieving a significant value of $p<0.05$. Mazman et al. (2010) addressed that facilitating conditions to have a positive relationship with the user's intention to adopt ONS. Therefore, government body and successful cyber entrepreneur can motivate graduate entrepreneurs in setting up business via ONS since they might be lacking of knowledge and encouragement in doing so.

5.2.5 Fifth Hypothesis

H_5: There is a positive relationship between trialability and Malaysian undergraduate's intention to adopt online social networks in entrepreneurial activities.

This study ascertains the positive relationship between trialability and Malaysian undergraduate's intention to adopt online social networks in entrepreneurial activities. A significant value of $p<0.05$ is attained. Young entrepreneurs would feel safer and secured if they could set up a business via ONS phase by phase. Problems are to be identified as the phases are progressing to ensure problem-free during the establishment phase. This certainly motivates them as trialability does positively influence user's intention towards using SNS (Folorunso et al., 2010).

5.3 Implications of the Study

5.3.1 Managerial Implications

The purpose of this study is to explore the factors affecting undergraduates' involvement in entrepreneurial activities through ONS. The emergence of Internet has revolutionized the conventional way of conducting business. More and more researches are carried out to study on the deployment of ICT in business which focusing on E-Commerce and online trading. Yet, these researches tend to neglect the importance of ONS as a medium in enabling the business to be carried out electronically. The phenomenal popularity of ONS among the communities makes setting up business via ONS possible. Young entrepreneurs particularly get thrilled since adopting

ONS to conduct business requires much lower capital and this could be a good business start-up for them.

In this research, ONS is focused to identify its suitability and feasibility as a platform for young entrepreneurs in setting up a business. This enables the social network service providers to understand which features of ONS are crucial to the users especially young entrepreneurs. Five determinants are assessed in this study to recognize the significance of each determinant on the undergraduates' intention towards adopting ONS. Each independent variable will be further explained in detail on the following subsections.

5.3.1.1 Performance Expectancy

The 3.723 average mean of PE implies the majority of respondents recognize the PE as a dominant factor in deciding whether they should get involved in entrepreneurial activities through ONS.

Users tend to be particular when it comes to the usefulness of an ONS in enhancing their performance. It is generally expected that the social network service provider users subscribe to will regularly consummating the site' functions and features in facilitating their works. Individuals would perceive their entrepreneurial goal can be achieved easily with the appropriate functions in SNS. Assuming the site is unfit in targeting their audience; individuals might either switch to another SNS or abandon it.

Research indicated that respondents would be willing to adopt ONS as they felt it to be useful in setting up the business (Davis, 1989). Furthermore, it is effective and efficient in completing tasks. Therefore, social network service providers should relentlessly updating and improving the functionality of ONS to fit the purpose of entrepreneurial activities.

5.3.1.4 Effort Expectancy

Graphical User Interface (GUI) of an ONS plays an imperative role in determining its success. Adequate theme, text, colours, images, and audio used in a SNS will be creating satisfaction to the end users. Users believe excellent GUI will furnish them a soothing experience and shorten the psychological distance with the sites. Therefore, they sustain their loyalty towards that particular SNS.

Social network service providers should design the sites in a way which seems fit to their audience. On top of that, it has to be user-friendly where individuals would promptly get used with the site. This eventually results in gaining and retaining more end users.

5.3.1.3 Social Influence

ONS's exceptional popularity is mainly due to the will of people using it as a platform to stay connected with their acquaintances through instant texting, voice conferencing and video calling. It provides a platform for them to effortlessly interact with others anytime and anywhere without boundaries. Furthermore, people join ONS to be part of the group in order to improve their social identity. This explains why SNS is getting famous.

The rising trend of business practitioners to adopt ONS in their business operation might oblige other competitors in doing so. Peer pressure can eventually motivate graduate entrepreneurs as well since it is current business trend to adopt ONS. This ends up more individuals in implementing ONS as they start doing business for not falling behind others.

5.3.1.4 Facilitating Conditions

Setting up a business in conventional way is time and resources consuming. It requires considerable amount capital to be dedicated in the initial stage, and not to mention the great effort putting in. Many would perceive doing business via ONS is impractical but actually it is not. It is not only fast and cost efficient, but to provide a platform for sellers, buyers and third parties to interact in a way of real time. Good relationship between parties can be established which will benefit them in long run.

Nevertheless, established technological infrastructure within the nation such as compatibility of software and hardware, internet bandwidth and others would determine the success of it. Those are resources necessary in setting up the business via ONS. Besides, government policies on promoting cyber entrepreneurship could facilitate the whole circumstance. With more fund allocation on the facilities and nurturing quality cyber entrepreneurs, individual will be inspired to become one of them.

5.3.1.5 Trialability

Involvement in entrepreneurial activities via ONS from motivation to establishment phases is essential since problem can be identified along the progressing of phases. Identified problems can be solved directly once discovered. The disintegration of ONS from business operation can be done earlier assuming it does not fit it.

However, the process may be time consuming and cost ineffective as it requires certain resources outflow from the practitioners. The outcome may differ from the initial expectation of users. Therefore,

related bodies such as Ministry of Entrepreneur and Cooperative Development and successful cyber entrepreneurs should provide constructive guidelines to and share past experiences with those who are intended in conducting business via ONS.

5.4 Limitations of the Study

5.4.1 Unification of Business Area

A particular business area was not specified in this study. Entrepreneur can deliver wide ranges of products from tangible product to virtual product in ONS. Thus, our findings only generalized the entrepreneurial activities as a whole instead of specifying the business area which the respondents which to engage in. Specific business area is not identified in this study mainly due to the different perceptions of respondents to their involvement in different business sector via ONS.

5.4.2 Feedback

The distributed questionnaire to respondents did not include any feedback section. Respondents might not understand the question asked or wish to rise up opinion regarding the question asked. It is understandable where biased respondents influence the study's outcomes due to uncertainty of what question asks.

5.4.3 Sample Size

Large samples tend to generate more accurate results and minimize the probability errors (Osborne, Jason, & Anna, 2004). Comrey et al. (1992) suggested a sample size of 1000 would form an excellent sample. In this study, only 400 respondents were selected in this research and a partial of them did not answer the questionnaire fully. This can affect in generating accurate results. Besides, it can be difficult for those respondents who have no experience in using ONS to conduct online trading or no intention in setting up a business.

5.4.4 Negative Question

No negative question is included in the questionnaire. Such question can be misleading. It helps in identifying whether the respondent is doing the questionnaire seriously as some respondents did it by simply ticking the options given.

5.5 Recommendations of Future Research

Few issues have been aroused throughout the study. Thus, recommendations are suggested for future research.

Firstly, future researchers are advised to specify the business area their research applies to. It is too general to conclude the feasibility of ONS to be adopted in entrepreneurial activities as a whole without specifying the business area. The practicability of ONS can be differed due to different business area. For example, ONS might works well in retailing business but not necessary in oil and gas sector.

Therefore, it is advised to specify the business area so that it would be useful for young entrepreneurs who wanted to venture into that particular business area.

Secondly, the questionnaire which was made up of five-point Likert scale should be coupled with additional columns to comment on questionnaire items. This is to ensure unforeseen opinion and problem can be discovered. Such unanticipated comments can be useful and taken into consideration while interpreting the results.

Additionally, a bigger sample size would create a more reliable outcome. Comrey et al. (1992) suggested 1000 respondents and above will form an ideal sample to generate a reliable result. Besides, appropriate sampling technique should be used to ascertain targeted sample is accurately achieved.

Last but not least, future researchers are advised to set few negative questions in the questionnaire to ensure that respondents are paying attention when answering the questionnaire which in turn results in reliable outcome.

5.6 Conclusion

In a nutshell, this study addresses facilitating conditions as the most influential determinants in affecting the undergraduates' intention to adopt online social networks in entrepreneurial activities. Hence, it is essential to continually have in-depth discussions on the identified or other possible determinants as this would benefit future entrepreneurs and ultimately the nation.

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APPENDICES

(APPENDIX 2.1)

Performance Expectancy: Root Constructs, Definitions, and Scales		
Construct	**Definition**	**Items**
Perceived Usefulness (Davis, 1989)	The degree to which a person believes that using a particular system would enhance his or her job performance.	1. Using the system in my job would enable me to accomplish tasks more quickly. 2. Using the system would improve my job performance. 3. Using the system in my job would increase my productivity. 4. Using the system would enhance my effectiveness on the job. 5. Using the system would make it easier to do my job. 6. I would find the system useful in my job.
Job-fit (Thompson, Higgins, & Howell,1991)	How the capabilities of a system enhance an individual's job performance.	1. Use of the system will have no effect on the performance of my job (reverse scored). 2. Use of the system can decrease the time needed for my important job responsibilities. 3. Use of the system can significantly increase the quality of output on my job. 4. Use of the system can increase the effectiveness of performing job tasks. 5. Use can increase the quantity of output for the same amount of effort. 6. Considering all tasks, the general extent to which use of the system could assist on the job. (Different scale used for this item).

(APPENDIX 2.1)

Performance Expectancy: Root Constructs, Definitions, and Scales		
Construct	**Definition**	**Items**
Relative Advantage (Moore & Benbasat,1991)	The degree to which using an innovation is perceived as being better than using its precursor.	1.Using the system enables me to accomplish tasks more quickly. 2.Using the system improves the quality of the work I do. 3.Using the system makes it easier to do my job. 4.Using the system enhances my effectiveness on the job. 5.Using the system increases my productivity.
Outcome Expectations (Compeau & Higgins, 1995a; Compeau & Higgins, 1995b)	Outcome expectations relate to the consequences of the behaviour. Based on empirical evidence, they were separated into performance expectations (job-related) and personal expectations (individual goals).	If I use the system… 1.I will increase my effectiveness on the job. 2.I will spend less time on routine job tasks. 3.I will increase the quality of output of my job. 4.I will increase the quantity of output for the same amount of effort. 5.My co-workers will perceive me as competent. 6.I will increase my chances of obtaining a promotion. 7.I will increase my chances of getting a raise.

(APPENDIX 2.2)

Effort Expectancy: Root Constructs, Definitions, and Scales		
Construct	**Definition**	**Items**
Perceived Ease of Use (Davis, 1989; Davis et al, 1989)	The degree to which a person believes that using a system would be free of effort.	1.Learning to operate the system would be easy for me. 2.I would find it easy to get the system to do what I want it to do. 3.My interaction with the system would be clear and understandable. 4.I would find the system to be flexible to interact with. 5.It would be easy for me to become skillful at using the system. 6.I would find the system easy to use.
Complexity (Thompson et al., 1991)	The degree to which a system is perceived as relatively difficult to understand and use.	1.Using the system takes too much time from my normal duties. 2.Working with the system is so complicated, it is difficult to understand what is going on. 3.Using the system involves too much time doing mechanical operations (e.g., data input). 4.It takes too long to learn how to use the system to make it worth the effort.
Ease of Use (Moore & Benbasat, 1991)	The degree to which using an innovation is perceived as being difficult to use.	1.My interaction with the system is clear and understandable. 2.I believe that it is easy to get the system to do what I want it to do. 3.Overall, I believe that the system is easy to use. 4.Learning to operate the system is easy for me.

(APPENDIX 2.3)

Social Influence: Root Constructs, Definitions, and Scales		
Construct	**Definition**	**Items**
Subjective Norm (Ajzen, 1991; Davis et al., 1989; Fishbein & Azjen,1975; Mathieson, 1991; Taylor & Todd, 1995a; Taylor & Todd, 1995b)	The person's perception that most people who are important to him think he should or should not perform the behaviour in question.	1.People who influence my behaviour think that I should use the system. 2.People who are important to me think that I should use the system.
Social Factors (Thompson et al., 1991)	The individual's internalization of the reference group's subjective culture, and specific interpersonal agreements that the individual has made with others, in specific social situations.	1.I use the system because of the proportion of co-workers who use the system. 2.The senior management of this business has been helpful in the use of the system. 3.My supervisor is very supportive of the use of the system for my job. 4.In general, the organization has supported the use of the system.
Image (Moore & Benbasat, 1991)	The degree to which use of an innovation is perceived to enhance one's image or status in one's social system.	1.People in my organization who use the system have more prestige than those who do not. 2.People in my organization who use the system have a high profile. 3.Having the system is a status symbol in my organization.

(APPENDIX 2.4)

Facilitating Conditions: Root Constructs, Definitions, and Scales		
Construct	**Definition**	**Items**
Perceived Behavioural Control (Ajzen, 1991; Taylor & Todd, 1995a; Taylor & Todd, 1995b)	Reflects perceptions of internal and external constraints on behaviour and encompasses self-efficacy, resource facilitating conditions, and technology facilitating conditions.	1.I have control over using the system. 2.I have the resources necessary to use the system. 3.I have the knowledge necessary to use the system. 4.Given the resources, opportunities and knowledge it takes to use the system, it would be easy for me to use the system. 5.The system is not compatible with other systems I use.
Facilitating Conditions (Thompson et al., 1991)	Objective factors in the environment that observers agree make an act easy to do, including the provision of computer support.	1.Guidance was available to me in the selection of the system. 2.Specialized instruction concerning the system was available to me. 3.A specific person (or group) is available for assistance with system difficulties.
Compatibility (Moore & Benbasat, 1991)	The degree to which an innovation is perceived as being consistent with existing values, needs, and experiences of potential adopters.	1.Using the system is compatible with all aspects of my work. 2.I think that using the system fits well with the way I like to work. 3.Using the system fits into my work style.

(APPENDIX 2.5)

Summary of Past Empirical Studies

Studies	Country	Data	Major Findings
Performance Expectancy (PE)			
Abedniya & Mahmouei, 2010	Malaysia	Online survey was distributed to 150 students enrolled in major Malaysia universities.	Perceived usefulness has a significant positive effect on rapid diffusion of online social networking sites to facilitate viral marketing.
Barbensta, 2011	Dutch	Questionnaire was distributed to 135 students aged between 17 and 29.	Performance expectancy plays a role in usage frequency of Twitter users and it is the most important factor in testing the users' intention to adopt Twitter.
Mazman & Usluel, 2010	Turkey	Online questionnaire was responded by 606 Facebook users.	Perceived usefulness has a positive relationship with Facebook adoption and it is the most dominant elements in predicting Facebook adoption.
Plummer, 2010	United States	Online survey was gathered from 490 registered users of career services databases managed by 2 universities.	Performance expectancy and privacy concerns are the most influential drivers in predicting individual's use of social networking sites in job application.

(APPENDIX 2.5)

Studies	Country	Data	Major Findings
Effort Expectancy (EE)			
Cha, 2009	United States	Survey was done with 167 students enrolled in two large introductory mass communication courses.	Perceived ease of use is positively associated with the attitude towards shopping for both virtual items and real items in social networking sites.
Hartshone & Ajjan, 2009	United States	423 undergraduates were approached to conduct a survey.	Perceived ease of use is modified as a component to attitude had positively influenced the adoption of Web 2.0 that comprise of online social networks.
Maier, Laumer, & Eckhardt, 2011	Germany	Online survey was answered by 168 respondents aged between 50 and 64.	Perceived ease of use has a direct positive influence on intention of elderly people to use social networking sites.
Sánchez-Franco, 2010	Spain	431 students ranging from 19 to 26 were invited to answer the questionnaire.	Perceived ease of use does not positively affect the user's behavioural intention on adoption of Web-based technologies.
Sledgianowski & Kulviwat, 2008	United States	Online survey to 322 students aged between 18 and 30.	Perceived ease of use has significant positive effect on intention to use social networking sites.

(APPENDIX 2.5)

Studies	Country	Data	Major Findings
Social Influence (SI)			
Brocke, Ritcher, & Riemer, 2009	Germany	Questionnaire was completed 433 students aging from 20 to 30.	Social motive for students to keep contact with their peers is a current trend for the usage of social networking sites.
Cheung & Lee, 2010	China	Online questionnaire were distributed to 389 online social network users.	Social norm is important in determining user's decision to use online social networking sites. It can lead to a higher level of intention to participate in an online social networking site.
Kim, Kim, & Kim, 2010	United States	Online survey was done with 250 internet users.	Social influence appeared as a dominant determinant in influencing the Internet users' extent of adopting social media and ONS for information sharing behaviours.
Mohamed Haneefa & Sumitha, 2011	India	Structured questionnaire was distributed to 150 students.	Majority youngsters use social networking sites for friendly communication with friends and relatives.
Pardamean & Susanto, 2012	Indonesia	Data were gathered from a blog system for almost 2 months to view student's activity. Survey was conducted with 49 students at the last session of each class.	Perceived ease of use has a direct positive influence on intention of elderly people to use social networking sites.

(APPENDIX 2.5)

Studies	Country	Data	Major Findings
Facilitating Conditions (FC)			
Ariyachandra & Bertaux, 2010	United States	Qualitative open-ended questionnaire was conducted on 208 students.	Web experience as facilitating conditions has positive relationship on the use of online social networking.
Ismail, 2010	Malaysia	Online questionnaire was directed to 120 international students enrolled in an international private university.	Facilitating conditions is positively associated with the student's intention to deploy blogs as learning tools.
Keoy, Hafeez, & Jawed, 2006	Malaysia and United Kingdom	Survey was done to 351 SMEs which 208 from Malaysia and 143 from United Kingdom.	Government support and organizational resources play an important role in promoting the adoption of new information technology by business.
Mazman & Usluel, 2010	Turkey	Online questionnaire was responded by 606 Facebook users.	Facilitating conditions to have positive relationship with the user's intention to adopt Facebook in education field.
Tulaboev & Oxley, (2010)	Malaysia	3 groups of student in English class were chosen for tentative pedagogy. Survey was done with those participants as well.	The reliance of web technologies' adoption to enhance academic writing skills on facilitating conditions.

(APPENDIX 2.5)

Studies	Country	Data	Major Findings
Trialability (TR)			
Folorunso, Vincent, Adekoya, & Ogunde, 2010	Nigeria	Structured questionnaire was conducted on 102 university students.	Trialability of social networking sites does positively affect the students' intention to use it in university.
Greve & Salaff, 2003	Italy, Norway, Sweden, &United States	Survey was conducted with 588 entrepreneurs across from Italy, Norway, Sweden and United States.	Entrepreneurs build social networks systematically and it varies in different phase of entrepreneurship.
Mazman & Usluel, 2010	Greece	Online questionnaire was responded by 105 public relations practitioners.	Trialability plays a crucial role in ONS's adoption by practitioners to perform public relations issues and activities.
Tarofder, Marthandan & Haque, 2010	Malaysia	Field study was carried out on 251 organizations in different industries.	The diffusion of Web technologies by Malaysian business organization is positively related to the construct of trialability.

(APPENDIX 3.1)

Questionnaire

UNIVERSITI TUNKU ABDUL RAHMAN

Faculty of Business and Finance

BACHELOR OF COMMERCE (HONS) ACCOUNTING

FINAL YEAR PROJECT

TITLE: Factors Affecting Undergraduates' Involvement in Entrepreneurial Activities through Online Social Networks (Malaysian Context)

Survey Questionnaire

Dear respondents,

We are final year undergraduate students of Bachelor of Commerce (Hons) Accounting, from Universiti Tunku Abdul Rahman (UTAR). The **purpose** of this survey is **to collect data pertaining to your perceptions on online social networks and your intention to adopt online social networks in entrepreneurial activities.** Please answer all questions to the best of your knowledge. There are no right or wrong responses to any of these statements. All responses are **strictly confidential** and will only be used for academic purposes.

Thank you for your participation.

Instructions:

1) There are **THREE** (3) sections in this questionnaire. Please answer ALL questions in ALL sections.

2) Completion of this form will take you approximately 10 to 15 minutes.

3) Please feel free to share your comment in the space provided. The contents of this questionnaire will be kept **strictly confidential**.

Section A: Demographic Profile

Please place a tick "√" for each of the following:

1. Gender:

- ☐ Male
- ☐ Female

2. Age:

- ☐ Below 18
- ☐ 18 – 20
- ☐ 21 – 23
- ☐ Above 23

3. Marital status:

- ☐ Single
- ☐ Married

4. Highest education completed:

- ☐ SPM/O-Level
- ☐ STPM/UEC/A-Level
- ☐ Diploma
- ☐ Foundation

Section B: Background of Online Social Network Usage

Please place a tick "√" or fill in the blank for each of the following:

1. How long have you been using online social networks?

- ☐ Less than 1 year
- ☐ 1 – 2 years
- ☐ 3 – 4 years
- ☐ More than 4 years

2. At present, overall how often do you use the online social networks per day?

- ☐ Less than 1 hour
- ☐ 1 – 2 hours
- ☐ 3 – 4 hours
- ☐ More than 4 hours

3. Which online social networking site you browse the most?

- ☐ Facebook
- ☐ MySpace
- ☐ Twitter
- ☐ Other (Please specify) _____

Section C:

In this section, we are interested in your perceptions of online social networks and your overall adoption level based on the perceptions.

Please circle your answer to each statement using 5 Likert scale.
[(1) = Strongly Disagree; (2) = Disagree; (3) = Neutral; (4) = Agree and (5) = Strongly Agree]

Performance Expectancy (IV 1)

No.	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
PE 1	I find online social networks useful in setting up a business.	1	2	3	4	5
PE 2	Using online social networks enables me to accomplish my tasks more quickly.	1	2	3	4	5
PE 3	Using online social networks increases the effective use of time in handling my tasks.	1	2	3	4	5
PE 4	Using online social networks increases the quality of my output at minimal effort	1	2	3	4	5

Effort Expectancy (IV 2)

No.	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
EE 1	My interaction with online social networks is clear and understandable.	1	2	3	4	5
EE 2	I am skillful at using online social networks.	1	2	3	4	5

EE 3	Learning to use online social networks is easy for me.	1	2	3	4	5
EE 4	I find it easy to get online social networks to do what I want it to do.	1	2	3	4	5

Social Influence (IV 3)

No.	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
SI 1	People who are important to me think that I should use online social networks.	1	2	3	4	5
SI 2	People who influence my behavior think that I should use online social networks.	1	2	3	4	5
SI 3	Peers are helpful in the use of online social networks.	1	2	3	4	5
SI 4	The business trend encourages the use of online social networks.	1	2	3	4	5

Facilitating Conditions (IV 4)

No.	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
FC 1	The resources necessary (computer, internet connection) are available for me to use the online social networks effectively.	1	2	3	4	5
FC 2	I have the knowledge necessary to use online social networks.	1	2	3	4	5
FC 3	Guidance is available to me to use online social networks effectively.	1	2	3	4	5

FC 4	A specific person (or group) is available for assistance with online social networks difficulties.	1	2	3	4	5

Trialability (IV 5)

No.	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
TR 1	It is easy to try online social networks.	1	2	3	4	5
TR 2	It is easy to first use online social networks.	1	2	3	4	5
TR 3	I had no difficulty in using online social networks on a trial basis.	1	2	3	4	5
TR 4	There is low financial risk in trying online social networks.	1	2	3	4	5

Intention to Adopt Online Social Networks (DV)

No.	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
IN 1	I intend to use online social networks in setting up a business.	1	2	3	4	5
IN 2	I predict I would use online social networks in setting up a business.	1	2	3	4	5
IN 3	I plan to use online social networks in setting up a business.	1	2	3	4	5

Thank you for your time, opinion and comments.

~ The End ~

Variables and Scale Measurement Table

	Questionnaire Items	Number of Items	Scale Measurement	Source(s)
Performance Expectancy				
PE1	I find online social networks useful in setting up a business.	4	Interval scale (5 point Likert scale)	Kripanont, 2007; Kholoud, 2009
PE2	Using online social networks enables me to accomplish my tasks more quickly.			
PE3	Using online social networks increases the effective use of time in handling my tasks.			
PE4	Using online social networks increases the quality of my output at minimal effort			
Effort Expectancy				
EE1	My interaction with online social networks is clear and understandable.	4	Interval scale (5 point Likert scale)	Kripanont, 2007; Kholoud, 2009
EE2	I am skillful at using online social networks.			
EE3	Learning to use online social networks is easy for me.			
EE4	I find it easy to get online social networks to do what I want it to do.			
Social Influence				
SI1	People who are important to me think that I should use online social networks.	4	Interval scale (5 point Likert scale)	Kripanont, 2007; Kholoud, 2009
SI2	People who influence my behavior think that I should use online social networks.			
SI3	Peers are helpful in the use of online social networks.			
SI4	The business trend encourages the use of online social networks.			

	Questionnaire Items	Number of Items	Scale Measurement	Source(s)
Facilitating Conditions				
FC1	The resources necessary (computer, internet connection) are available for me to use the online social networks effectively.	4	Interval scale (5 point Likert scale)	Zhang, Chan, & Fang, 2005
FC2	I have the knowledge necessary to use online social networks.			
FC3	Guidance is available to me to use online social networks effectively.			
FC4	The resources necessary (computer, internet connection) are available for me to use the online social networks effectively.			
Trialability				
TR1	It is easy to try online social networks.	4	Interval scale (5 point Likert scale)	Peslak, Ceccucci, & Sendall, 2010
TR2	It is easy to first use online social networks.			
TR3	I had no difficulty in using online social networks on a trial basis.			
TR4	There is low financial risk in trying online social networks.			
Malaysia Undergraduate's Intention to Adopt Online Social Networks				
IN 1	I intend to use online social networks in setting up a business.	3	Interval scale (5 point Likert scale)	Zhang, Chan, & Fang, 2005
IN 2	I predict I would use online social networks in setting up a business.			
IN 3	I plan to use online social networks in setting up a business.			

(APPENDIX 4.1)

Overall Statistics

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Gender	352	1.00	2.00	1.5767	.49478
Age	352	2.00	4.00	2.9318	.42151
Marital_Status	352	1.00	2.00	1.0114	.10614
Education	352	1.00	4.00	2.7443	1.27767
Duration	352	1.00	4.00	3.4432	.73741
Often	352	1.00	4.00	3.1591	.83902
Types	352	1.00	4.00	1.1023	.54516
Valid N (listwise)	352				

Statistics

		Age	Gender	Marital_ Status	Education	Duration	Often	Types
N	Valid	352	352	352	352	352	352	352
	Missing	0	0	0	0	0	0	0

(APPENDIX 4.2)

Frequency Distribution Tables

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-20	44	12.5	12.5	12.5
	21-23	288	81.8	81.8	94.3
	Above 23	20	5.7	5.7	100.0
	Total	352	100.0	100.0	

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	149	42.3	42.3	42.3
	Female	203	57.7	57.7	100.0
	Total	352	100.0	100.0	

Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	348	98.9	98.9	98.9
	Married	4	1.1	1.1	100.0
	Total	352	100.0	100.0	

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SPM/O-Level	92	26.1	26.1	26.1
	STPM/UEC/A-Level	67	19.0	19.0	45.2
	Diploma	32	9.1	9.1	54.3
	Degree	161	45.7	45.7	100.0
	Total	352	100.0	100.0	

Duration

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 1 year	4	1.1	1.1	1.1
	1-2 years	40	11.4	11.4	12.5
	3-4 years	104	29.5	29.5	42.0
	More than 4 years	204	58.0	58.0	100.0
	Total	352	100.0	100.0	

Often

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 1 hour	4	1.1	1.1	1.1
	1-2 hours	88	25.0	25.0	26.1
	3-4 hours	108	30.7	30.7	56.8
	More than 4 hours	152	43.2	43.2	100.0
	Total	352	100.0	100.0	

Types

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Facebook	340	96.6	96.6	96.6
	Others	12	3.4	3.4	100.0
	Total	352	100.0	100.0	

(APPENDIX 4.3)

Central Tendencies Measurement of Constructs

Performance Expectancy

		PE1 I find online social networks useful in setting up a business.	PE2 Using online social networks enables me to accomplish my tasks more quickly.	PE3 Using online social networks increases the effective use of time in handling my tasks.	PE4 Using online social networks increases the quality of my output at minimal effort.
N	Valid	352	352	352	352
	Missing	0	0	0	0
Mean		3.8409	3.7472	3.6420	3.6619
Std. Error of Mean		.03497	.03324	.03280	03126
Std Deviation		.65609	.62360	.61533	.58658
Variance		.430	.389	.379	.344
Skewness		-.066	-.045	.109	-.098
Std. Error of Skewness		.130	.130	.130	.130
Kurtosis		-.199	-.163	-.383	-.278
Std. Error of Kurtosis		.259	.259	.259	.259
Range		3	3	3	3
Minimum		2	2	2	2
Maximum		5	5	5	5

Effort Expectancy

		EE1 My interaction with online social networks is clear and understand able.	EE2 I am skillful at using online social networks.	EE3 Learning to use online social networks is easy for me.	EE4 I find it easy to get online social networks to do what I want it to do.
N	Valid	352	352	352	352
	Missing	0	0	0	0
Mean		3.7074	3.5994	3.6960	3.7500
Std. Error of Mean		.03153	.03444	.03559	.03530
Std Deviation		.59163	.64609	.66768	.66238
Variance		.350	.417	.446	.439
Skewness		.189	-.407	-.023	-.148
Std. Error of Skewness		.130	.130	.130	.130
Kurtosis		-.582	.026	-.221	-.047
Std. Error of Kurtosis		.259	.259	.259	.259
Range		2	3	3	3
Minimum		3	2	2	2
Maximum		5	5	5	5

Social Influence

		SI1 People who are important to me think that I should use online social networks.	**SI2** People who influence me think that I should use online social networks.	**SI3** Peers are helpful in the use of online social networks.	**SI4** The business trend encourages the use of online social networks.
N	Valid	352	352	352	352
	Missing	0	0	0	0
Mean		3.6591	3.7301	3.7462	3.8608
Std. Error of Mean		.02889	.03002	.03237	.03861
Std Deviation		.54195	.56326	.60724	.72438
Variance		.294	.317	.369	.525
Skewness		-.011	.033	.169	.037
Std. Error of Skewness		.130	.130	.130	.130
Kurtosis		-.791	-.472	-.529	-.708
Std. Error of Kurtosis		.259	.259	.259	.259
Range		2	2	2	3
Minimum		3	3	3	2
Maximum		5	5	5	5

Facilitating Conditions

	FC1 The resources necessary (computer, internet connection) are available for me to use the online social networks effectively.	FC2 I have the knowledge necessary to use online social networks.	FC3 Guidance is available to me to use online social networks effectively.	FC4 A specific person (or group) is available for assistance with online social networks difficulties.
N Valid	352	352	352	352
Missing	0	0	0	0
Mean	3.9119	3.7386	3.7443	3.6278
Std. Error of Mean	.03487	.02844	.03103	.03171
Std Deviation	.65431	.53364	.58224	.59496
Variance	.428	.285	.339	.354
Skewness	.091	-.138	.104	.025
Std. Error of Skewness	.130	.130	.130	.130
Kurtosis	-.668	-.391	-.475	-.394
Std. Error of Kurtosis	.259	.259	.259	.259
Range	2	2	2	3
Minimum	3	3	3	2
Maximum	5	5	5	5

Trialability

		TR1 It is easy to try online social networks.	TR2 It is easy to use online social networks for the first time.	TR3 I had no difficulty in using online social networks on a trial basis.	TR4 There is low financial risk in trying online social networks.
N	Valid	352	352	352	352
	Missing	0	0	0	0
Mean		3.8835	3.7926	3.7074	3.7614
Std. Error of Mean		.03145	.03412	.03352	.03507
Std Deviation		.59010	.64020	.62898	.65797
Variance		.348	.410	.396	.433
Skewness		.032	.215	-.234	.056
Std. Error of Skewness		.130	.130	.130	.130
Kurtosis		-.205	-.653	.073	-.362
Std. Error of Kurtosis		.259	.259	.259	.259
Range		2	2	3	3
Minimum		3	2	3	2

Intention to Adopt Online Social Networks

		IN1 I intend to use online social networks in setting up a business	IN2 I predict I would use online social networks in setting up a business	IN3 I plan to use online social networks in setting up a business
N	Valid	352	352	352
	Missing	0	0	0
Mean		3.7869	3.7614	3.8068
Std. Error of Mean		.03181	.03317	.03494
Std Deviation		.59681	.62236	.65560
Variance		.356	.387	.430
Skewness		.112	-.070	-.021
Std. Error of Skewness		.130	.130	.130
Kurtosis		-.437	-.113	-.262
Std. Error of Kurtosis		.259	.259	.259
Range		2	3	3
Minimum		3	2	2
Maximum		5	5	5

(APPENDIX 4.4)

Reliability Statistics

Performance Expectancy

Case Processing Summary

		N	%
Cases	Valid	352	100.0
	Excluded[a]	0	.0
	Total	352	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.776	4

Effort Expectancy

Case Processing Summary

		N	%
Cases	Valid	352	100.0
	Excluded[a]	0	.0
	Total	352	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.747	4

Social Influence

Case Processing Summary

		N	%
Cases	Valid	352	100.0
	Excluded[a]	0	.0
	Total	352	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.788	4

Facilitating Conditions

Case Processing Summary

		N	%
Cases	Valid	352	100.0
	Excluded[a]	0	.0
	Total	352	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.702	4

Trialability

Case Processing Summary

		N	%
Cases	Valid	352	100.0
	Excluded[a]	0	.0
	Total	352	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.789	4

Intention to Adopt Online Social Networks

Case Processing Summary

		N	%
Cases	Valid	352	100.0
	Excluded[a]	0	.0
	Total	352	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.742	3

(APPENDIX 4.5)

Normality Test

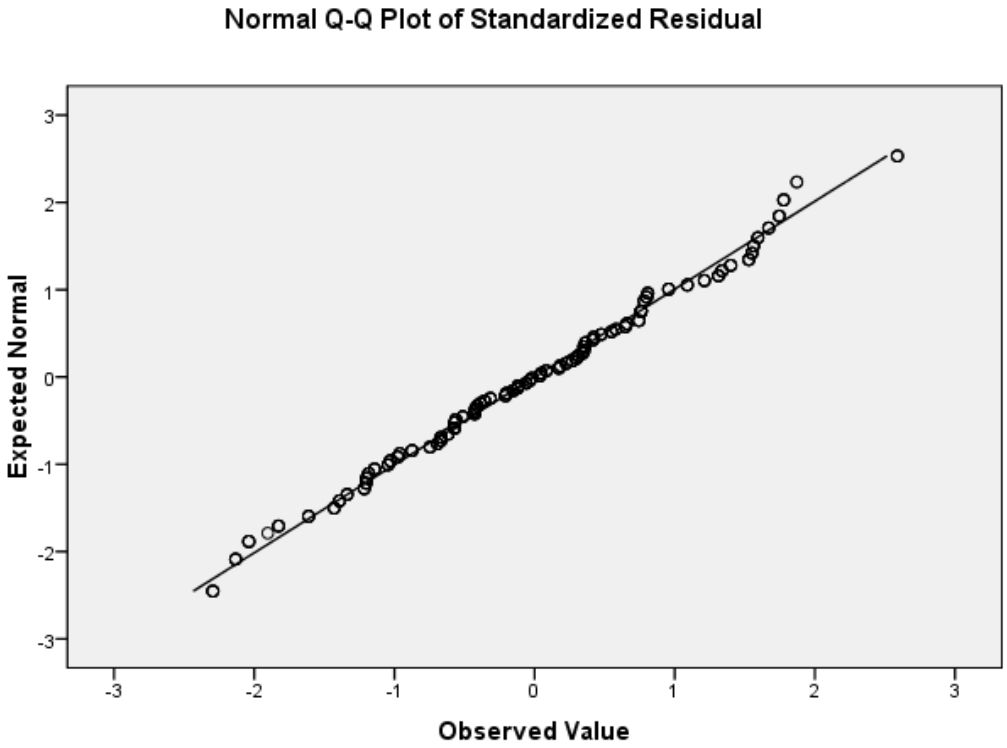
Case Processing Summary

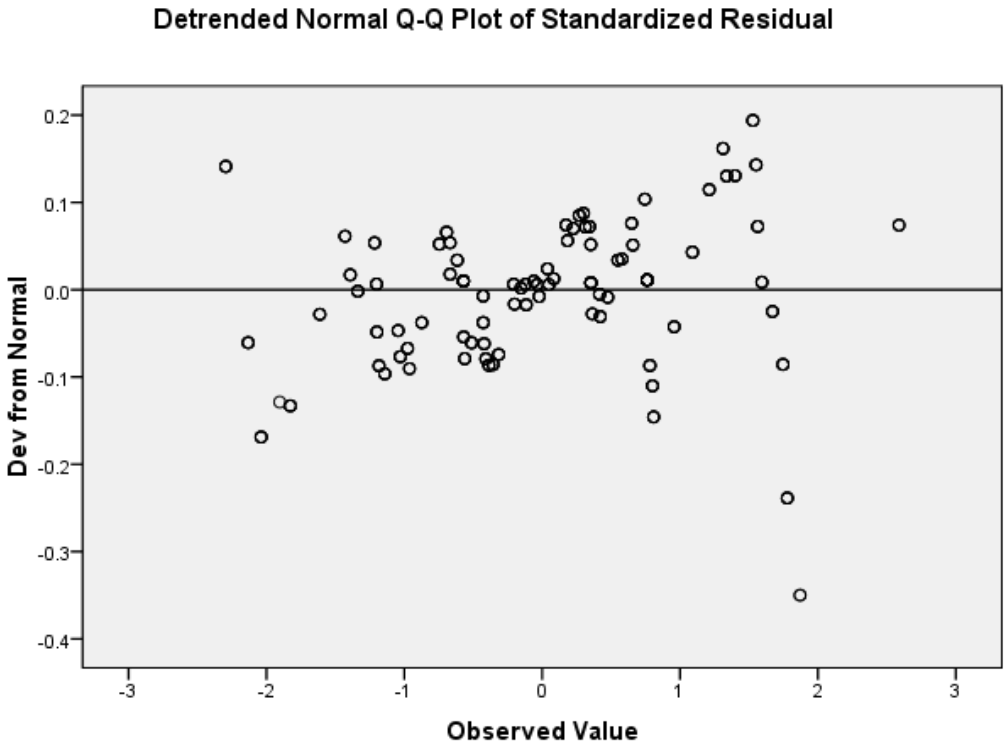
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Standardized Residual	352	100.0%	0	.0%	352	100.0%

Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Standardized Residual	.046	352	.072	.990	352	.019

a. Lilliefors Significance Correction


Normal Q-Q Plot of Standardized Residual
Expected Normal
Observed Value
3
2
1
0
-1
-2
-3


Detrended Normal Q-Q Plot of Standardized Residual
Dev from Normal
Observed Value
0.2
0.1
0.0
-0.1
-0.2
-0.3
-0.4

(APPENDIX 4.6)

Pearson Correlation Analysis

		avepe	aveee	avesi	avefc	avetr	avein
avepe	Pearson Correlation	1	.613**	.527**	.586**	.498**	.773**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	352	352	352	352	352	352
aveee	Pearson Correlation	.613**	1	.448**	.623**	.486**	.705**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	352	352	352	352	352	352
avesi	Pearson Correlation	.527**	.448**	1	.694**	.530**	.714**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	352	352	352	352	352	352
avefc	Pearson Correlation	.586**	.623**	.694**	1	.640**	.841**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	352	352	352	352	352	352
avetr	Pearson Correlation	.498**	.486**	.530**	.640**	1	.727**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	352	352	352	352	352	352
avein	Pearson Correlation	.773**	.705**	.714**	.841**	.727**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	352	352	352	352	352	352

(APPENDIX 4.7)

Multiple Regression Analysis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.937[a]	.878	.876	.17892

a. Predictors: (Constant), avetr, aveee, avesi, avepe, avefc

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	79.436	5	15.887	496.289	.000[a]
	Residual	11.076	346	.032		
	Total	90.512	351			

a. Predictors: (Constant), avetr, aveee, avesi, avepe, avefc

b. Dependent Variable: avein

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.851	.094		-9.062	.000
	Avepe	.327	.028	.310	11.900	.000
	Aveee	.143	.027	.136	5.183	.000
	Avesi	.145	.028	.139	5.142	.000
	Avefc	.404	.038	.342	10.693	.000
	Avert	.220	.026	.214	8.474	.000

a. Dependent Variable: avein