

SUPERVISOR VERIFICATION

“I hereby declare that I have read this thesis and in my opinion this thesis is sufficient in terms of scope and quality for the award of the degree of Bachelor of Technology Management (High Technology Marketing)”

Signature :

Name of Supervisor : MDM. MURZIDAH BINTI AHMAD MURAD

Date :

Signature :

Name of Panel : DR. FARARISHAH BINTI ABDUL KHALID

Date :

SUCCESS FACTORS OF YOUNG SOCIAL MEDIA ENTREPRENEUR

NUR AFIFAH BINTI ANUAR

Partial fulfilment of the requirement for the award of
Bachelor of Technology Management Technopreneurship with Honour
(High-Tech Marketing)

Faculty of Technology Management and Technopreneurship
Universiti Teknikal Malaysia Melaka

JUNE 2015

DECLARATION

“Hereby, I declare that thesis entitle “*Success Factors of Young Social Media Entrepreneur*” is the result of my own research except as cited in the references. The thesis has not been accepted for any degree and is not concurrently submitted in candidature of any other degree.”

Signature :
Name : NUR AFIFAH BINTI ANUAR
Date :

DEDICATION

I learned patience, perseverance and dedication.

Now I really know the capability of myself.

It takes pain to taste the victory.

You can't have a rainbow without a little rain.

To my beloved Hero and Queen,

My siblings,

My friends,

My Enactus Families,

Those who have helped me during my rough times,

Helped me to be who I am today,

It's not easy,

And I appreciate it.

Lastly, to my future husband,

Till we meet one day,

When we are better for each other.

InsyaAllah.

ACKNOWLEDGEMENT

I would like to thank you my supervisor, Madam Murzidah binti Ahmad Murad for giving assistant to complete this project successfully. She had given me a lot of guidance and support to make sure the project finish as planned.

Not to forget my panel, Dr. Fararishah binti Abdul Khalid that helped me to improve my way of doing the project. It is so great having her to teach me how to do a great thesis.

I also want to thank you to my beloved parents who constantly giving me supports and motivation until the end of my project.

Last but not least, I would like to express my gratitude and heartfelt to Universiti Teknikal Malaysia Melaka for the opportunity to pursue my degree here and also a million thank you to those who were involved in helping me to complete this project.

ABSTRACT

From Main Street to Wall Street and from schoolrooms to boardrooms, there is a revolution happening. It is being driven by a fundamental shift in how we communicate, and it is enabled by unprecedented rise of what is commonly called “social media”. From the past few years, technology keeps on upgrading and expanding. Before this we know entrepreneur is the one who open a store or at least have a stall. Nowadays, they just only need an electronic device to become an entrepreneur. For days to days, this online business also keeps on expanding. Not only on Facebook, now have we had a lot more social media site that helps us to make an income. Youngsters like teenage students are also one of them. This is a great opportunity to introduced business to our future generation. But as easy as to be an entrepreneur, it is not easy to be a successful entrepreneur. This researcher will reviled the success factors of this young social media entrepreneur.

ABSTRAK

Dari “Jalan Utama” ke “*Wall Street*” dan dari bilik darjah ke bilik lembaga, terdapat satu revolusi berlaku. Ia dipandu oleh anjakan bagaimana kita berkomunikasi, dan ia dibolehkan oleh kenaikan belum pernah terjadi sebelumnya dari apa yang biasanya dipanggil "media sosial". Dari beberapa tahun kebelakangan ini, teknologi terus menaik taraf dan berkembang. Sebelum ini kita tahu usahawan adalah orang yang membuka kedai atau sekurang-kurangnya mempunyai sebuah gerai. Pada masa kini, mereka hanya hanya perlu alat elektronik untuk menjadi seorang usahawan. Dari hari ke hari, perniagaan online ini juga terus berkembang. Bukan sahaja di “Facebook”, kini kita mempunyai banyak laman media sosial yang lebih membantu kita untuk membuat pendapatan. Anak-anak muda seperti pelajar remaja juga salah seorang daripada mereka. Ini adalah satu peluang besar untuk perniagaan diperkenalkan kepada generasi masa depan kita. Tetapi semudah untuk menjadi seorang usahawan, bukan mudah untuk menjadi usahawan yang berjaya. Penyelidik ini akan mendedahkan faktor kejayaan usahawan muda sosial media.

TABLE OF CONTENT

CHAPTER	CONTENT	PAGE
	TITLE	i
	DECLARATION	ii
	DEDICATION	iii
	ACKNOWLEDGEMENT	iv
	ABSTRACT	v
	ABSTRAK	vi
	TABLE OF CONTENT	vii - viii
	LIST OF FIGURES	ix
	LIST OF APPENDIX	x
CHAPTER 1	INTRODUCTION	
	1.0 Introduction	1
	1.1 Background of Study	2 – 7
	1.2 Problem Statement	8
	1.3 Research Questions	9
	1.4 Research Objectives	9
	1.5 Research Scope, Limitations and Key Assumptions	9 – 10
	1.6 Significance of Study	10
CHAPTER 2	LITERATURE REVIEW	
	2.0 Introduction	11
	2.1 Entrepreneur	12
	2.2 Women Entrepreneur	13
	2.3 Young Entrepreneur & Youth Entrepreneurship	13
	2.4 Success Factors	14
	2.4.1 Personal Qualities	15
	2.4.2 Supporting Factors	16

CHAPTER 3	RESEARCH METHODOLOGY	
	3.0 Introduction	17
	3.1 Research Design	18
	3.2 Qualitative Research Method	18
	3.3 Primary & Secondary Data Sources	19
	3.4 Research Location	20
	3.5 Method of Primary Data Collection	20
	3.6 Scientific Cannons	
	3.6.1 Reliability	21
	3.6.2 Internal Validity	22
	3.6.3 External Validity	22
	3.6.4 Construct Validity	23
	3.7 Summary	23
CHAPTER 4	FINDINGS AND DISCUSSION	
	4.0 Introduction	24
	4.1 Success Young Social Media Entrepreneur	25
	4.2 Success Factors	26 – 27
	4.3 Young Entrepreneur	28 – 29
	4.4 Effectiveness of Success Factors	30 – 31
	4.5 Conclusion	32
CHAPTER 5	CONCLUSION AND RECOMMENDATION	
	5.0 Introduction	33
	5.1 Conclusion Overview	
	5.1.1 Success Factors	34
	5.1.2 Young Entrepreneur	34
	5.1.3 Effectiveness of Success Factors	34
	5.2 Summary of Main Findings	35
	5.3 Technical Limitation	36
	5.4 Recommendation for Further Study	36
	REFERENCES	37 – 39
	APPENDIX	40 – 44

LIST OF FIGURES

FIGURES	TITLE	PAGE
1.1	Statistics on Top Social Media Sites	2
1.2	Internet Population Age Distribution by Country	4
1.3	Social Networking Accounts for One Third of All Time Spent Online in Malaysia on 2011	5
1.4	Time Spent Online (hours per week)	7
1.5	Statistics on How Many Prefer to be a Social Media Entrepreneur	8
2.1	The Success Factors of Young Social Media Entrepreneur	14
4.1	Online Merchant Sales for A Month	25
4.2	Percentage of Students Versus Business	28

LIST OF APPENDIX

APPENDIX	TITLE	PAGE
A	Gantt Chart 1 st Semester	
B	Gantt Chart 2 nd Semester	
C	Questionnaire	

CHAPTER 1

INTRODUCTION

1.0 Introduction

This research starts with chapter one that explains five elements. The background of the study is the first element which elaborates the crucial points in this research, meaning letting the readers and other researchers know what they are reading. Second element is a problem statement and research question. The problem statement will state the existing problems in the real situation meanwhile the research question is what this research report is going to find out later in the conclusion part. Research objective is the third element, introducing the objectives of this research. Next element is the scope, limitation and key assumption of this research study. Last but not least, the significant of the study, explaining why this research is important so that it can be used for future reference.

1.1 Background of Study

Entrepreneurship was part of our economic system long before the term itself emerged. It is a global process and phenomenon of recent decades, and it seems it will be even more prominent in the coming year. It evolved from century to century, and today we are witnessing a new breed of entrepreneurship. With today's resources and communication technologies, entrepreneurs are flourishing from every continent around the world. It is easy to become an entrepreneur, but not all of them are a successful entrepreneur.

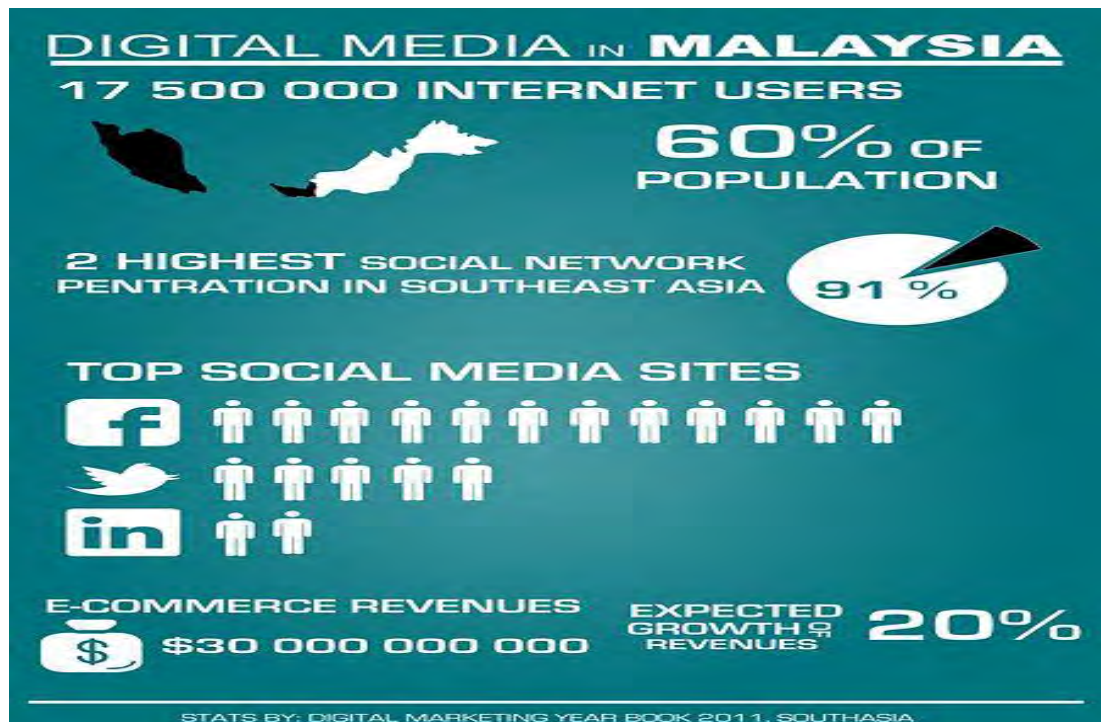


Figure 1.1: *Statistics on Top Social Media Sites*

Business dictionary website define entrepreneur as someone who exercises initiative by organizing a venture to take benefit of an opportunity and as a decision maker that decide what, how and how much of a good or service will be produced.

Economist Joseph Alois Schumpeter (1883 – 1950) once said, “Entrepreneurs are not necessarily motivated by profit but regard it as a standard for measuring achievement or success.” He also discovers that entrepreneurs:-

- i. Greatly value self-reliance
- ii. Strive for distinction through excellence
- iii. Are highly optimistic
- iv. Always favor challenges of medium risk

Government and communities across the world have recognized that key to build prosperity and boost regional growth is fostering entrepreneurship among their people especially youth. Youth entrepreneurship has become a topic of interest for most of the research scholars throughout the world.

By promoting youth entrepreneurship to our youngsters, we could help to reduce unemployment and also make the youth understand that they have alternatives to create their own destiny by starting to participate themselves in entrepreneurship. As defined in the 1997 National Youth Development Policy, youth range between ages of 15 – 40.

However, the policy also specifies that youth development programs and activities shall be focused on youth aged 18 – 25. Therefore, Figure 1.1 below shown that youth are the group that spend the most time on internet.

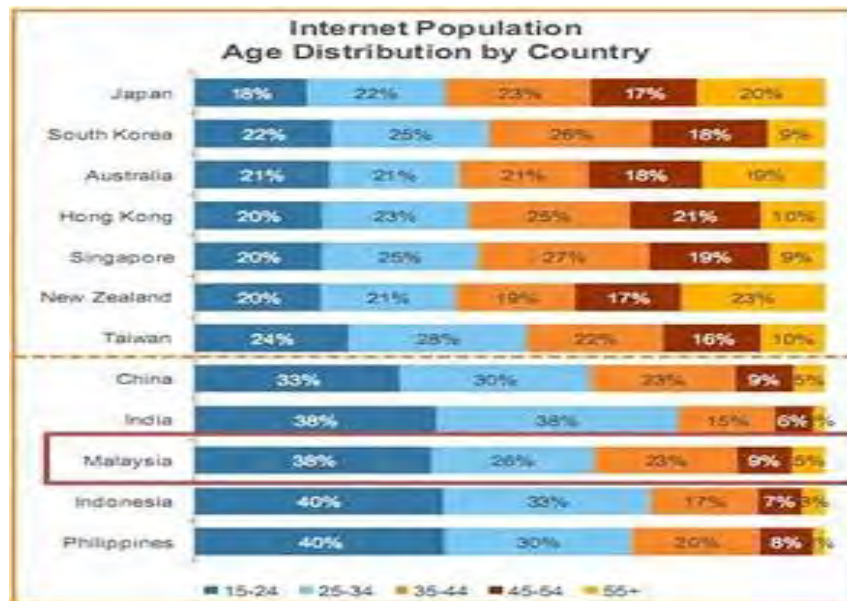


Figure 1.2: *Internet Population Age Distribution by Country*

Based on Oxford Dictionary, social media is a website and applications that enable users to create and share content or to participate in social networking. Social media touches nearly every facet of our personal and business lives. This is the opportunity seen by most of our youngsters.

Nowadays, shoppers are mostly from youth generation, so they who to be a young entrepreneur understand what their level of age are looking or expecting from most of online entrepreneur or as researcher introduce social media entrepreneur.

Top Online Categories by Share of Total Minutes August 2011 Total Malaysia – Visitors Age 15+ Home/Work Locations Source: comScore Audience Metrix	
	% Share of Total Online Minutes
<i>Total Internet: Total Audience</i>	100.0%
Social Networking	32.1%
Entertainment	11.5%
Portals	11.0%
Instant Messengers	5.3%
e-mail*	4.2%

**Defined as web-based email.*

Figure 1.3: *Social Networking Accounts for One Third of All Time Spent Online in Malaysia on 2011* retrieved from <http://www.comscore.com/>

Being a successful entrepreneur is not only about starting a new venture every day. Right attitude in business and the determination will help the entrepreneur to achieved success. A successful entrepreneur must have a strong inner drive that helps him / her to success.

The path to success lies in evolution, whether it is evolution of ideas, services and products or technology. An entrepreneur should have open mind and eagerness to learn new things. It is imperative to understand that the only way to keep at the top is to keep on changing and evolving with the time.

An entrepreneur should be aware of the latest service techniques and technology in order to serve the clients in a better way. Competition should never scare an entrepreneur. In fact, competition is what a successful entrepreneur thrives on.

In spite of the increasing recognition of entrepreneurship as a source of job creation, regional development, and economic dynamism in a rapidly globalizing world, there has been no systematic attempt to look at it from the youth perspective. Youth entrepreneurship is picking up fast not only in developed countries but also in developing countries like Malaysia.

“My definition of success? The more you’re actively and practically engaged, the more successful you will feel” - Richard Branson. He is the UK billionaire behind the Virgin Empire of brands that include mobile carriers, a record label and a series of international airline routes. Yet to Branson, what’s most important for success is that interactivity with the work itself.

If the key to success thus far is that you must be willing to fail and be actively engaged in your work, the next step toward success must certainly be to persevere. Success can come slowly and as the result of many, many trials and years of effort. It’s those who quit, like those who never try, that won’t make it through to success. “I’m convinced that about half of what separates the successful entrepreneurs from non-successful entrepreneurs is perseverance.” – Steve Jobs.

Based on the level of internet penetration in Malaysia, digital marketing or known as internet marketing is now the major consideration to enter the business world. According to Asia Digital Marketing Yearbook 2011, the number of internet users in Malaysia have reached more than 17.50 million in 2011, and that user growth rate from 2001 – 2009 stood at 356.8 %.

It is also estimated that the total number of internet users would reach 25 million and social media penetration would hit 80% by 2015. The social networking penetration rate in Malaysia is currently at 64.6 %. Nevertheless, the proportion of Malaysia’s share of internet user in Asia is at a low number of 2 %.

This rapid development of internet and digital media on the global level and also in Malaysia shows that internet marketing and internet business had come to the forefront as the preferred method to enter the world of business due to both high penetration rates and low costs. Figure 1.3 below shown the average time spent of one Malaysian citizen.



Figure 1.4: *Time Spent Online (hours per week)*

1.2 Problem Statement

For the past five years, countries worldwide have started to accept rapidly evolutions of technologies. With the level of technology in our country, we manage to create many new entrepreneurs. Most of them are youth entrepreneurs. We also notify them as social media entrepreneur because their business totally operates using the social networking sites such as Facebook and Instagram.

Although our country manages to create many new entrepreneurs, not each of them is a successful entrepreneur. There are also some of them that did not manage to overcome the difficulties that occur in the business world.

Therefore, the researcher wants to find out what is the key to their success. How ages affect the level of success that the entrepreneur could reach? The researcher is hoping that this research can help the unsuccessful entrepreneur to get through and overcome the problems that prevent them to success in their business.



Figure 1.5: *Statistic on how many prefer to be a social media entrepreneur*

1.3 Research Questions

1. What are the success factors of young social media entrepreneurs?
2. How ages affect the level of success?
3. How far can these success factors help the unsuccessful entrepreneur?

1.4 Research Objective

1. To determine the success factor of young social media entrepreneur
2. To study how ages affect the level of success
3. To measure the effectiveness of the success factor

1.5 Research Scope, Limitations and Key Assumptions

The researcher has determined to identify the success factors of young social media entrepreneur. The scope of the research is based on the entrepreneur that doing their business on social media. This research is focusing on the youth generation that success in their e-business or more known as online business.

Due to the time constraints, this research will only cover young entrepreneur that doing their business on a few social media sites. To be more specific, the researcher will only study on the success factor and how it can helps other social media entrepreneur.

Because the researcher chose to study on social media entrepreneur which is a wide area to do a research, therefore the researcher need to narrow it down to only two main social media which are Facebook and Instagram. Researcher also will do a research on women entrepreneur due to lack of men entrepreneur in social media business to be a respondent.

As the researcher also has monetary limitations, the researcher might have to reduce the number of entrepreneur that will be interview because most of the entrepreneurs were located quite far. This may limit the researcher to observe the entrepreneur activities. Therefore, the reliability and validity of this research is truly depending on the response and cooperation from those who are involved.

1.6 Significance of Study

The researcher will try to provide a very strong thesis by answering the research questions that was prepared accurately. The researcher will not just answer the questions with words but will also provide graphs or statistics that is related to any of the research questions if needed.

This research will provide factors and way of success that may be useful to other entrepreneur or social media entrepreneur. This research also may help to overcome the problem that other entrepreneurs may have been facing.

CHAPTER 2

LITERATURE REVIEW

2.0 Introduction

A literature review is a critical and in-depth evaluation of previous research. It is a summary and synopsis of a particular area of research, allowing anybody reading the paper to establish the objectives of the research's topic or program. It is also a critical analysis of a segment from published body of knowledge through summary, classification, and comparison of prior research studies, reviews of literature, and theoretical articles.

2.1 Entrepreneur

Robshaw (2001) argues that the most important decision for any entrepreneur is choosing what sort of business he or she wants, yet most entrepreneurs give little thought to this aspect. As Robshaw points out, businesses fall into three categories, depending on the entrepreneur's motivation: the job option/survival business, the lifestyle business, or the growth business. For an entrepreneur, recognition and a sense of achievement are fundamental motivators which have significant consequences in the way entrepreneurs approach and manage their businesses.

Entrepreneurs need to align their personal goals with their business goals. Hopson and Scally (1991) offer the notion that individuals have the choice of either pinball living or self-empowerment. Balls in a pinball machine have no life of their own; while self-empowerment, on the other hand, is a process by which individuals increasingly take greater charge of themselves and their lives.

Thompson (1999) states that entrepreneurs can be found in many walks of life, not just business, and explains that they are responsible for creating social and artistic capital as well as financial wealth. This challenges the simplistic caricature of the entrepreneur who is seen as a buccaneering, egotistical businessman (rather than woman) driven by profit. Generating financial capital is important, but so is social capital and artistic or aesthetic capital. Not every entrepreneur fits the pattern of a ruthless, hard-nosed, achievement-orientated person in search of a deal. Some present a softer image. They operate in a more informal manner, they are strong on communication and they sell their vision in order to engage and motivate others.

The concept of entrepreneur is very broad and a number of perspectives are applicable. Entrepreneur is an innovator or developer who recognizes and seizes opportunities; convert these opportunities into workable / marketable ideas; value through time, effort, money or skills; assume the risks of the competitive marketplace to implement these ideas; and realizes the rewards from these efforts (Kuratko & Hodgetts, 2004: 729). Entrepreneurs are the people whom organize, manage, and assume the risk of starting a business. (Madura, 2007: 722)

2.2 Women Entrepreneur

Over the past two decades, the number of female owner business, self-employed increase many times that the past. Moreover, at the beginning of the twenty – first century the women entering the entrepreneurial have grown dramatically over, for instant the „US Small Business Administration“ estimates that of the 11.6 million self-employed workers in 2005, approximately 4.7 million will be women. (Dr. Sana‘a & Dr. Ilhaamie, 2011)

Female entrepreneurs and managers were more likely to take risks than their male counterparts. And women may be more willing to accept entrepreneurial risk because they face a more hostile and prejudicial work environment (Bellu, 1993: 331-344).

2.3 Young Entrepreneur & Youth Entrepreneurship

“Governments at national and local level need to encourage a broad and dynamic concept of entrepreneurship to stimulate both personal initiative and initiative in a broad variety of organizations which include but reach beyond, the private sector: small and large enterprises, social entrepreneurs, cooperatives, the public sector, the trade union movement and youth organizations.” (UN Secretary-General Kofi Annan).

Referring to the above-cited definition, youth entrepreneurship and entrepreneurial activity can occur in different sectors, enterprise types and businesses (branches) and this engagement can have various reasons and motivations. In this section we try to introduce and classify different types of youth entrepreneurship and young entrepreneurs.