

CHAPTER 1

INTRODUCTION

1.1 Background of Study

This research was more focusing on the opportunities identification that influenced youth towards entrepreneurial intention in street food. Recently, the entrepreneurial activities had been the center of attention and recognized in Malaysia or other countries. This situation can be seen as the impact of current country development such as the globalization and the emergence of knowledge-based industry in the country.

Entrepreneur was regarded as a significant booster in the job creation for the people and helps the development economic growth of the entrepreneur themselves and the country. An entrepreneurship seems to be a possible solution to global competition and corporate downsizing which contributed to the problem of unemployment in Malaysia. Entrepreneurship is also regarded as a significant booster in the job creation for the people and helps the development economic growth of the entrepreneur themselves and the country. Entrepreneurial activities involve the creativities of person in utilizing the existing resources in the surrounding.

This chapter introduced the an overview of the research including the research topic, problem statement, research objective and research hypothesis, scope of study and limitation of study and the significance on conducting this study.

1.2 Problem Statement

In Malaysia, government had established various plan in enhancing youth entrepreneurship, but the growth rate and progress of it was very slow. This problem can be seen when there were still massive problem merge in Malaysia especially the problem of unemployment of youth in this country. The numbers of youth either they graduates from universities or non-educated in Malaysia who were still unemployed was increasing year by year. It was because the job positions offered in each institution were very limited. These situations constitute a huge competition between them and also distinguish a significant gap between those educated youth and those who could not afford for a formal education on searching a job.

An imputation of Malaysian youth made because they narrowly minded and demanding seeking for an employment opportunities that can provide a fixed and constant salary such working at the government sector or with the private company. Now, youth should grab the chances and remotes from the norms of working with people. Involving in the entrepreneurship area was one of the solutions that can help them gaining more wealth and improve their lives.

There were numbers of variables that develop the intention towards an entrepreneurship of youth. However, they were not many research conducted the entrepreneurship intention derived from opportunity identification towards food and beverages sector specifically the street food vendor. Many past studies conducted focused on the motivation only. Therefore, this research focused on conducting and investigating the opportunity identification that had influenced youth towards entrepreneurship in street food vendor.

1.3 Research Question

RQ1: What is the relationship between the opportunities identification and entrepreneurial intention?

RQ2: Which is the most influential opportunity identification that persuade youth towards an entrepreneurial activities?

1.4 Research Objective

R01: To identify the relationship between the opportunity identification and entrepreneurial intention.

R02: To determine the most influential opportunity identification that persuade youth towards an entrepreneurial activities.

1.5 Scope of the Study

This study focused on the opportunity identification that influenced youth towards entrepreneurial intention in street food vendor and conducted at Johor. It was believed that Johor was one of the states that undergo rapid growth in the economic activities. Hence, researcher thinks that youth in the states had perceive better approaches in involving with the entrepreneurship activities. According to The Sun Daily, 2017, Johor already have the 10 year development plan referred as the New Decade of Johor that lead to the Gagasan Johor Berkemajuan development philosophy towards more effective and successful direction as the state that has tremendous potential in economic growth as well as improve the well-being of people.

1.6 Limitation of Study

Most of the studies has their own limitations and so do in this research. One of the limitations in this study is the time limit. The time consuming for this study was only 12 month which was too short and packed in conducting a research. The research also only conducted at Johor which does not give a brief description about entrepreneurial activities in Malaysia. Other than that, the limitation that can be found was that the higher assumption gave towards target respondents on having a brief knowledge about the research and to be a part of respondent data collection.

1.7 Significance Study

This study benefits for the other authorities who want to go deeper with the entrepreneurship activity of youth towards street food vendor activity. Besides, this research provided a deeper study on the opportunity identification that may act as first impression towards the entrepreneurship intention of youth towards street food vendor. Success in this study helps in the direction to the other researchers and the government on designing another youth entrepreneurship plan and thus improved the economy of citizen.

1.8 Summary

Opportunities identification was one of the self-motivation that motivates the students to become an entrepreneur in the meantime or in the future. According to Dugasa (2012), the entrepreneurial intention was the base for entrepreneurial action and behavior. Thus, this research focus more in the topic of opportunity identification to give a clearer information about the relation of opportunities identification with entrepreneur intention of youth towards street food vendor.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

As describe before, this study objective was to identify the opportunitis identification that influenced youth towards the entrepreneurial intention in street food vendor at Johor. This research implies the entrepreneurial intentions that rely in the area of creative ideas, innovative ideas, social networking and prior knowledge that may trigger the intention to involve in entrepreneurship among youth especially in the sector of street food. This research adapted from another research conceptual framework of entrepreneurial readiness and then researcher build a conceptual research from the previous study on the opportunity identification. This study used numerous reference sources such as journal, thesis, books, website and another published standard as a parameter.

2.2 Entrepreneur

Previous study reveals that there was a broad definition for an entrepreneur that gave to a different categories and types of entrepreneur according to the author overview and understanding. Leibenstein (1968) described an entrepreneur as one who marshals all resources necessary to produce and market a product that answers a market deficiency, Schumpeter (1942) viewed them as a leader in contributor to the process of creative destruction, Kirzner (1985) said entrepreneur as people who perceived profit and opportunities and initiated action to fill currently unsatisfied needs or to improve efficiencies. From another new resources, (Filion, 2011) defined entrepreneur as an imaginative person that recognizes entrepreneurial opportunities, makes moderately risky decision with view to innovating and takes action by using resources to implement a differentiated vision that contribute an added value.

Simply, researcher believed that the entrepreneur was the one that able to create a solution from existing resources to overcome society problem as well as to enhance the individual and their dependents economy by generating profits. The entrepreneur willingly to devote most of their time and efforts, assigned on the proper way of getting enough financial resources and have a positive motivation on the future risk of business in order to satisfy themselves with entrepreneurship scope. Some of the entrepreneur had an aspiration to continue their business in future and aid on the job opportunities for the other people. Here, researcher can observed that there were many positive values arise in both the context of the entrepreneurial activity neither toward the entrepreneur itself and the society.

2.2.1 Entrepreneurial Intention

Entrepreneurial intention came with the meaning of the commitment of an individual to start a new business. It was the idea that the intention is positively reflect an individual willingness or plans to engage in a particular behavior. From the idea stated, researcher concludes that people with the intention on the entrepreneurship activity were likely having large admiration on self-employment rather than adopted

a normal salary based employment such as working in the government sector or involved in the private sector. Individual likely to be self-employed as they perceived entrepreneurship is the most suitable career path for them (Davidson, 1995).

Ajzen, (1991) defined that intention was the immediate antecedent of behavior. He claimed that the behavior is not performed mindlessly but it will follow the reasons and consistency from the behavior-relevant information. The information on entrepreneurial activities such the current trends, problem rising in the certain area and the time limitations of people on completing daily activities from other people either from family, peers, successful entrepreneur or even from other consultant will trigger and give broad overview to the youths to start on their first business in young age rather than seeking and waiting for a job from the others. Researcher thinks that entrepreneurial intention helps in explaining the reasons on why certain youth or individual tend to deciding on starting their business in and involve in entrepreneurial activity.

2.3 Opportunities Identification

This research adapted a conceptual framework of Olugbola, (2017) in an empirical paper of exploring entrepreneurial readiness of youth and startup success components: Entrepreneurship training as moderator. The previous researcher builds a conceptual framework which then adapted by researcher to focus on the opportunity identification only. This research constitutes a gap despite of the other research where most of the previous researchers only study on the behavior of the youth towards entrepreneurial activities. But, the researcher aimed to know the opportunities identified by youth before engaging with entrepreneurship especially in the sector of street food vendor. From previous research of Olugbola, (2017) the researcher constitute on finding the youth readiness towards entrepreneurial activities which also parallel with this research on aimed the youth entrepreneurial intention. The researcher derived that intentions came from the inner self motivation, desire

and mindset (inclination) Carsrud and Brannback (2009) in (Olugbola, 2017) of people on pushing themselves to another stage of life and turn it out better.

Finding youth intentions towards the entrepreneurial activity becomes a crucial concern from the researchers including the opportunity identification by them. Baron (2004) in Olugbola, (2017) gave an overview that the opportunity by means was the act of generating economic value that have not been exploited or currently being taped by other youth. Ellis and William (2001) in Olugbola, (2017) came with the idea that the opportunity identification as the way youth perceives opportunity or choose their own business rather than stick with the option of generating income through employment opportunities but considering starting a new business. Here, researcher described this term as process recognition before one entered into an entrepreneurial area after found new contingency in the society either make a solution for a problem or completed the leakage and demands. In the other words, it was the first step of identify the opportunity around them in the environment and utilizing the existing resource before developed it into a viable business that can helps to generate income and increase their quality of life.

However, the opportunity identification sometimes relies on the behavior of an individual towards the entrepreneurship that shape individual actions. Shane, S., & Venkataraman, S. (2000) supported the idea by describing the field of entrepreneurship as the study of sources of opportunity that implies the processes of discovery, evaluation and exploitation of opportunities and set of individuals who discover, evaluate and exploit them. At some point, instead of only identify the opportunities, an individual should ultimately engaged and exploited those opportunities or use the opportunities efficiently. The exploitation of opportunities need full commitment regarding the entrepreneur activities such as financial projection, time of operations and how to market the product. According to actions Shane, S., & Venkataraman, S. (2000) without the opportunities exploitation, a person cannot be called as an entrepreneur although that person build efficient, full sale operations for product or services created by or derived from business opportunity.

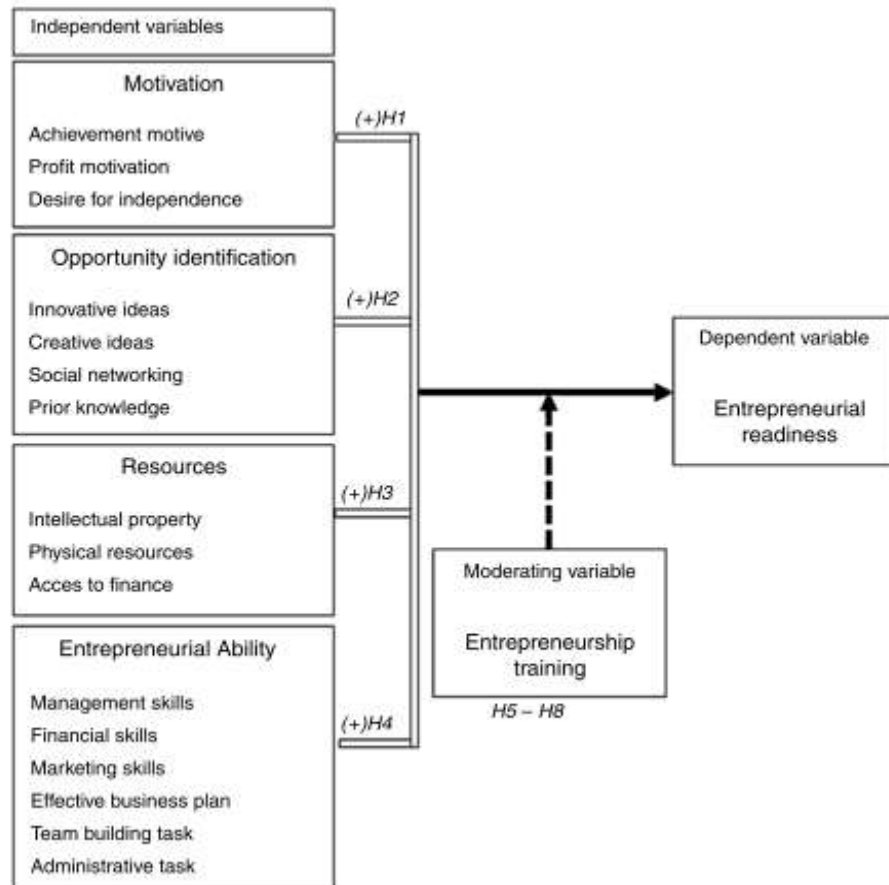


Figure 1 : Conceptual framework of entrepreneurial readiness derived by (Olugbola, 2017)

2.3.1 Creative Ideas

Creativity was the ability to developed new ideas and to discover new ways of looking at the problems and opportunity where researcher claims that creativity was a subjective thing that purposed individual differently whether from the viewed of those who involved in invented them and those who conceived them. It was actually a natural trait of humans. Some people founds that the creativity was just simply a thing that beyond the average in the environment or something that totally different and unique that hit different understanding on the perspective of the whole things or product. It was also been proved by Bujor & Avasilcai, (2016) that said the action, idea or product that modifies existing domain or that converts an existing domain into a new one is the creativity. Bujor & Avasilcai, (2016) also added that the creativity was the competency or the potential, to bring into actuality, to produce through an extravagant feature, to make or to give life to something new.

The creative ideas generated from the problem arise in the society and there was a big intuition in solving those problems. Thus, researcher believes that creative entrepreneur involved in the process of generating creative idea and turning existing product into a new potentially needed demands in the market. Barba-Sánchez & Atienza-Sahuquillo, (2017) agreed that the creativity was not simply a matter of doing things, but it was an action to add something new where entrepreneur making conclusion from reality, identifies problems and create, innovates and invent.

The creative ideas in entrepreneurial activities were highly related with the way and ability of entrepreneur thinking far from the norms and existing environments. It was the critical thinking ability that spare entrepreneur far from their competitors and stand a strong competitive advantage of the business. In the other side, it was the ability to solve problems and comes with new solution to eliminate the mistakes and weakness of the business and organization. The creative people were intended to get away from the same norms or simply means by thinking outside of the box. The different ways of thinking from the other individual make them able to come with something fresh and accordingly to the trends of the worlds. Bujor & Avasilcai, (2016) said that the creative thinking involves the imagining process of familiar things in a new light, digging deep in order to find both

previously undetected pattern and connection between unrelated phenomena. Hence, actually creative people are seeing worlds in different and new perspective.

As said by Bilton in Bujor & Avasilcai, (2016), the creativity cannot be found in absolute and self-sufficient terms, but in the ability to make relationship between the ways of thinking and types of people. In facts, the ability of cultivated a new idea based on the existing products or services was also known as the creativity and innovative thinking to improve certain target of people in life. Those entrepreneurs with the ability generates new idea by making an observation, research and discussion with the cliques, peers, family and from customer feedback on the existing product. But before the ability of coming out with new product implementation, the most important things was the motivation that drives the entrepreneur to changes the customs and make differences with better changes of full aspects of the product. Ross Mooney in Bujor & Avasilcai, (2016) proposed four approaches to define creativity depending on four aspects which are the environment, the product, the process and the person to meet his/ her initial expectation. Those approaches lead to the creative environment, creative product, creative process and creative person.

2.3.2 Innovative Ideas

Innovative can be simply describes as a person that able to introduce new ideas derive from the original and the ability to have a creative ideas and creative thinking. The innovative ideas leads to the process of innovation or creating of something new either applied in the concept of product, strategic thinking, system and forth. Innovative ideas can't be planned and predicts and it is sometimes relies on the dreams and blue-sky ideas of a person. By means, innovation process was the extension of creative and innovative ideas by doing new things and the competency to apply creative solution to those problem and opportunities in order to enhance people live or to enrich the society. As said by Szabo & Herman (2012), that innovation involving the implementation of a new or significantly improved product good or services or process in business practices.

But, there is also a great disagreement in define a strong consensus in conceptualizing innovation as something new. Burger-Helmchen, (2012) said that “newness” is a situational quality and can be presumed that innovation is situational as if something was new for environmental data, that’s only it can be considered as innovation. The previous researcher believed that innovation has a big relation with the invention of a new technology that only gave major impact to the society. Plonski (2005) in (Burger-Helmchen, 2012) came with the idea of reasons that happened because of the reductionism (technological consider as innovation), enchantment (consider technological innovation spectacular) and un-characterization (ease the requirement of technological change in an innovation) to support the statement. Throughout the reasons, researcher thinks that technology development supports the creation of new innovative product that give an enhancement on the quality, functional, process and materials of used of new product whether it was in the manufacturing, pharmaceuticals, food and beverages and transportation industry. But, sometimes people ought to believe that innovation only considered if it was a big project by helps by the technology driving force of innovation while actually it also covered small changes of simple product such as a pen.

Entrepreneur should have ability on gaining innovative ideas. Researcher believes that there is a difference between the entrepreneur and inventor. The management abilities and knowledge of the business of an entrepreneur will be combines with entrepreneur creativity to identify the opportunities and innovates. While according to Dornelas, (2003, p. 18) in Burger-Helmchen, (2012), the inventor does not have any commitment to create something with economic results; his motivation was the creation, the discovery and nothing more. From the statement, there was a positive effect on the economic development of country. This statement agreed by (Szabo and Herman, 2012) where innovative entrepreneurship started to be considered as a key factor of a modern economic development UN, 2012.

There were strong relationships between entrepreneurships and innovative idea that underlying entrepreneurial activities. The entrepreneur was the innovator of their own fields. The entrepreneurial activity clear-cut the innovations and it was critical to entrepreneur as the key element in the transferring process of knowledge in commercialization process (Szabo & Herman, 2012). Schumpeter in (Szabo &

Herman, 2012) said that there was a durable links between innovation and entrepreneurial efforts aimed at commercializing the results of R&D and the condition assured a competitive advantages and uniqueness of the organization and business.

2.3.3 Social Networks

Social network was a network of social interaction and personal relationship of an individual towards the others. In any business, networks is very important to build an engagement either with the employee, supplier, intermediaries as well as the customers and as follow build a great relationship for the business in the future either through the face-to-face communication or online based. F. Li & Du, (2017) stated that, social network act as a terrace that binds people together and build friendships and interact between them daily. Li and Du, (2017) found that due to the evolution of the Internet, social networks had extended from conventional offline networks to online networks. As the presence of Internet, people nowadays tend to look at the social networks as a crucial and important things in daily life from the rising of social media such as Facebook, Twitter, Instagram, LinkedIn and the birth of online purchasing website such as Alibaba, Amazon.com and eBay already changes the norms of interaction among people to a more virtual platform and far leave the face to face communication. Filo et al., (2015) in Alalwan, Rana, Dwivedi, & Algharabat, (2017) define social media as interactive and co-creation of a new media technologies facilitates that allows development and sharing of user generated content among and between organization and individual.

This situation also implies in the activity of entrepreneurship that shows biggest supports to the sales of product. Without any doubt, the social media effectively contributes in the organization marketing and promotional aims and strategy such the customer relationship management activity, marketing and communication through the two-way communication between the firms and customer. The promotional campaign conducted via the social media could lead to reach different marketing goals such the customer experience, perception, awareness,

knowledge, preferences, intention to buy and actual purchasing (Duffett, 2015) in (Alalwan, Rana, Dwivedi, & Algharabat, 2017). Here, researcher can simply concluded that the competency of a firm to build strong social-ties with customer and their brands contribute to the solid relation between the firms and customers. This situation put aside the conventional promotion that involved in the usage of print advertisement via newspaper and magazine, distribution of flyers and billboards to advertise and make promotion. However, this conventional advertising suffers with expensive cost and the adequacy of advertising is weakened (P. Li et al., 2018) compared to modern business (Alalwan, Rana, Dwivedi, & Algharabat, 2017).

Modern business obviously related with the rising of word of mouth (WOM) and brings the world into new era with the power of viral. (Li and Du, 2017) said that an online social network such as word of mouth (WOM) was a natural part of online consumer interaction that connects users with similar characteristics or preferences and becomes a reasonable venue for targeted marketing. However, the viral marketing did not distinguish between the satisfaction or dissatisfaction and positive or negative comments of a product from the consumer. As a deduction, consumer has the power on expressing their feeling and opinion on a product and that may affect the other consumer's perception and purchasing intention. This was because the consumer were influenced by product reviews and world of mouth stimulate the demand (Zhao et al., 2013) in (Li and Du, 2017).

Entrepreneur was the knowledge seeker. The social networks enhanced entrepreneur's knowledge by process of sharing and gaining new idea and process. Leyden, Link, & Siegel, (2014) said that there were greater probability that an entrepreneur innovative activity successful by the knowledge. A great social network emphasizes a great connection with the experts that master in each entrepreneurship skills such as promotion, internal management and communication skills. The new business startup can be realize through building of social and professional contacts which related with the opportunities of surrounding (Olugbola, 2017). In addition, the students engagement with the club or association during their studies would also wide the connection of them with outsiders.

2.3.4 Prior knowledge

The prior knowledge was believed could drive an intention towards on becoming an entrepreneur. Different people encountered different sources of knowledge and hence the knowledge guides an individual throughout the business. The prior knowledge in this study was better understood in terms of education, working experience and family based as supported by (Zapkau *et al.*, 2015) an individual's personal history that related to entrepreneurship such as an entrepreneurial parents or prior work experience in a small or newly founded firm gratified as the prior entrepreneurial. However, (Hajizadeh and Zali, 2016) added that specialized training, social ties and recreational activities was also considered as prior knowledge.

The prior knowledge on the education could highly drive an intention towards entrepreneur life. In Malaysia, there were a lot of entrepreneurship educational programs held involving the students of university or schools to build the culture of entrepreneurship among them. The educational programs were not focusing in the classroom studies only but also widen the range of education area into the hands on activity because the theories learned were obviously different with the real life of an entrepreneur practically. The skills were quite different from the one they used in academic life and hence the academics were lack of the skills needed to start a business pursued by student (Miranda, Chamorro-Mera, & Rubio, 2017). An agree statement from (Barba-Sánchez and Atienza-Sahuquillo, 2017) states that, promotional of entrepreneurial culture and self-employment among student involved the business idea competition, business incubators, encouragement and support for start-up. The activity conducted by the schools or university such as seminars, conference and workshops could excite youth readiness towards starting up own firm.

Other than that, the prior knowledge also involves the personal previous working experienced history. Zapkau *et al.*, (2015) said that individuals may obtain direct entrepreneurial experience by working in a small or newly founded firm. The working experienced encouraged people towards an entrepreneurship as they had encounter with the entrepreneurship lifestyle in terms of flexibility, working hours and worker participation in each of the firm daily activities. Besides that, the

individual may have been encounter into the specialized training provided by the employer and thus increase their interest in business. Prior working experience ensures the gaining of necessary skills needed to be an entrepreneur and thus motivates them to start their own business. The skills that may be gained by them are such as the management skills, communication on persuading people, marketing instruments, and internal ability of controlling and dealing with the stress daily.

Moreover, the family backgrounds especially parents, also play an important contribution on the intention towards entrepreneurial activity. Most of the youth silently put their parents as their role model in the area of business and it in lines their behavior and personality of an entrepreneur based on their observation on daily routine. It was because, naturally, youth are particularly expose and follow their parents' behavior thereupon the development of youth's attitudes based on parental role model is very crucial as the role model effects are stronger with relevancy and credibility of role model. From the youth's observation, they internalize these trigger into their mental model and thus in turn affect their decision policies, including employment decision (Zapkau *et al.*, 2015) towards entrepreneurial activity.

2.4 Street Food

According to FAO (1997) in (Alfiero, Giudice and Bonadonna, 2017), street foods were ready to eat food and beverages prepared and or sold by vendors or hawkers, especially in the street and other similar places. Typically street food will be sold on the street, in a market, fair or event or even in park or other public places that attracts buyer to drop and buy the product. There were varieties of methods involving street food vendors including the selling of food by using carts, food trucks, or using roadside stands. (Lucan *et al.*, 2013) states that street food was an important food sources in minority and low-incomes communities. It was because the street food cheaper and affordable for the people. Other than that, the street food was easily to be found as it reaches people in wider coverage either in the rural or the urban area and they provide great taste of food with some uniqueness added to conquer peoples bud.

Street food vendors were also known as entrepreneur in the industry of food and beverages. By observation, researcher found out that, there were many youth tend to open new business in selling food and beverages because street food can provides income to the sellers with limited resources to start an economic activity as agreed by (FAO, 2009) in (Alfiero, Giudice and Bonadonna, 2017). Hence, by involving in the business of street food those vendors will gain extra monthly income and thus affects the socio-economy of a country. The combination of fast services, cheaper price, gourmet cooking, design of packaging and the area of coverage assure the people acceptance and customer satisfaction towards street food. Street food activity opened another door to the youth who perceived food as their interest in searching and inventing new cuisine and thus motivates them to involve in this sector of entrepreneurship. Alfiero et al., (2017), make a research from another researcher on the innovation of food sector and found out that food sector of innovation considered as a problem solving tools to meet targets and was divided into incremental and radical, where incremental was more popular because customer tends to maintain set food habit (Rama,1996; Traill and Meulenberg,2002; Capatino et al., 2009, Jaki et al.,; Dadura and Lee, 2011; Arcese et al., 205; Conto et al., 2015; Boccia and Cavino, 2016)

2.5 Research Framework

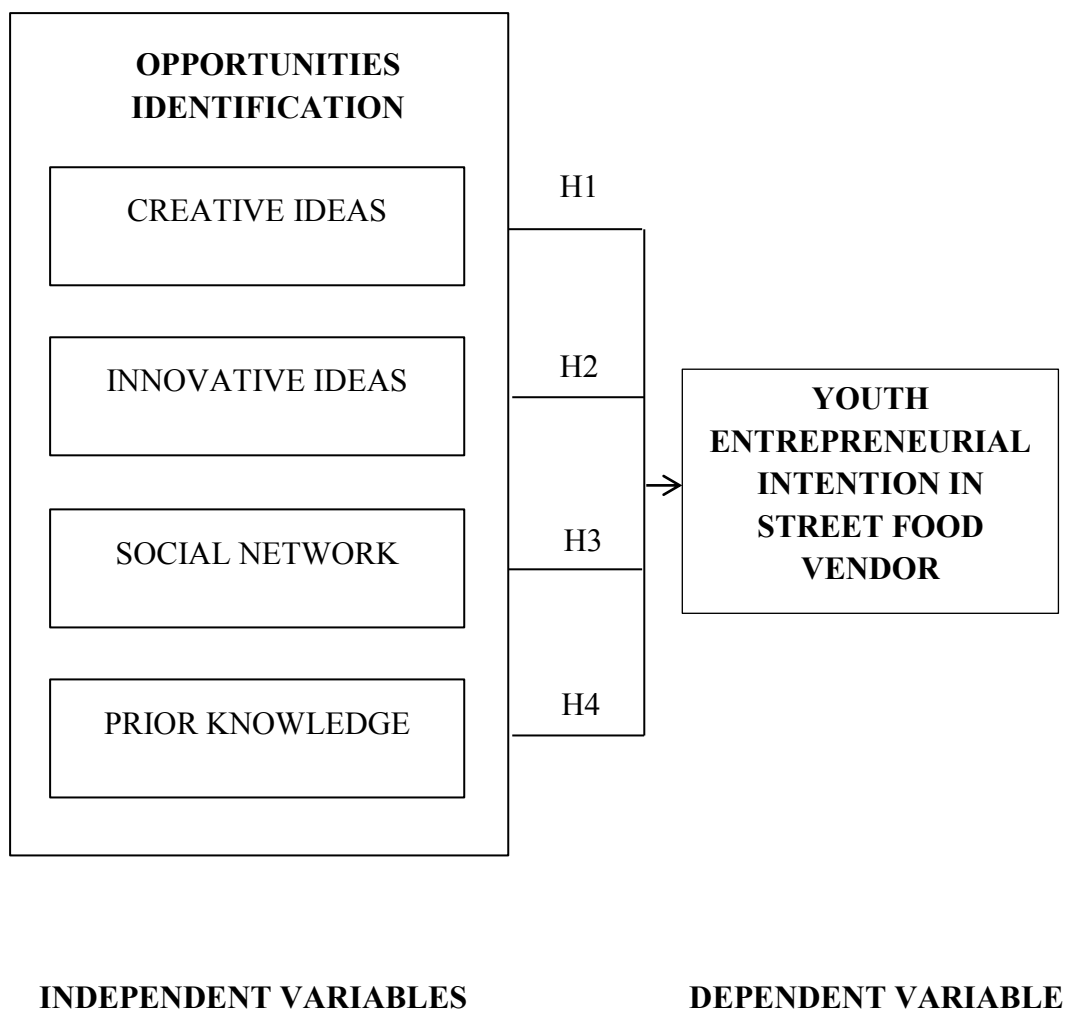


Figure 2 : The research framework of opportunities identification towards the entrepreneurial intention

2.6 Hypothesis

Based on the research questions formulated, the hypothesis in this study will be:

- H1: There is significant relationship between creative ideas with entrepreneurial intention
- H2: There is significant relationship between innovative ideas with entrepreneurial intention
- H3: There is significant relationship between social networks with entrepreneurial intention
- H4: There is significant relationship between prior knowledge with entrepreneurial intention

2.7 Summary

The chapter provided a clear and logical presentation of the relevant research conducted by the researcher. Some findings from previous studies had been discussed. A research framework for this research has been constructed; research issues and important variables have been identified and defined. Finally, the hypothesis of this study was developed. In chapter 3, this research methodology will be discussed in detail.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Introduction

Research was carried out by the researcher to define something in a very systematic way and thereby increase their knowledge and provide information to the others. The research included the theoretical procedure, experimental studies, numerical schemes, statistical approaches and forth. From the research, it helped us to collect samples, data and find a solution of a problem. Besides that, many people benefits from the knowledge they gain whether it can help them in solving the problem that match with theirs or increasing the existing knowledge.

In this research, researcher used the survey strategy because it will be a perfect match with the answers seeks from the research and thus helps researcher went deeper about the issues. Simply, a survey conducted to collect the data and information needed by the researcher by the distribution of questionnaire to the target group or sample. The descriptive research was one of the method to gain an accurate events, person or situation and usually the research question will stated with a question that likely or stated with 'Who', 'What', 'Where', 'When' and 'How' (Saunders, Lewis and Thornhill, 2016)

This research showed a systematic ways in solving the research question. This included the theoretical framework, research design, research approach, population and sample to conduct the study and data sources. The objective was to deepen the understanding on how this study conducted.

3.2 Research Design

According to Saunders, Lewis and Thornhill (2016), research design was the general plan of the approach to answering the research question. It disclosed the type of inquiry (descriptive studies, explanatory studies and causal) and the priorities of the researcher. In the other terms, the research design referred to the techniques used to collect data where type and character of empirical research were greatly determined by underlying purpose. A research design was a basic structure that researcher decide to follow during the research process to find answer for the research questions (Kumar, 2014).

From Ranjit (2011) he illustrated that there were two important things need to be considered in a research design. The first one is that the research design should be details for the researcher itself, the research's supervisor and the other readers about the procedure researches plan to used and the task researcher going to perform which related with research objectives. The other one is to ensure that the process taken was acceptable to obtain a valid objective and accurate answers to the research questions.

In this study, researcher selects to conduct the descriptive research. According to John W. & Sons Ltd. (2013, P.97), descriptive studies were often designed to collect data that describe the characteristic of persons, events or situation. John W. & Sons Ltd. (2013, P.97), also states that the descriptive studies helped the researcher in having better understanding on the issues based on the target sample.

There were several types of research design which are exploratory, descriptive and causal research as stated by (Sreejesh, Mohapatra and Anusree, 2014).

Table 1 : The types of research design

Exploratory	Descriptive	Causal (Explanatory)
It was a valuable means to ask open questions to discover what was happening and gain insight about topic interest (Saunders, Lewis and Thornhill, 2016)	This terms referred to the type of research questions design and data analysis that applied to a given situation (Knupfer and McLellan, 1996). It was used to gain an accurate profile of events, persons or situations (Saunders, Lewis and Thornhill, 2016)	Causal research can be conducted in order to identified the extent and nature of cause and effect relationship (Dudovskiy, 2016).

Researcher used causal or explanatory approach in this research because it concentrating to identify the magnitude of relationship between the opportunity identification with the entrepreneurship intention among youth street vendor in Johor. Dudovskiy (2016) stated that, this approach can be conducted in order to assess the impact of specific changes on existing norms, various process and more. Causal studies focus on analysis of a situation or specific problem to explain the pattern of relationship between variables.

3.3 Methodology Choices

There were two ways of research method that can be used in conducting research. They were the quantitative and qualitative research method. Mark S., Philip L. & Adrian T.,(2012) was that the quantitative was often used as a synonym for any data collection technique or data analysis procedure that generates or uses numerical data; Quantitative research measured numerically and analyzed by using statistical technique to examine relationship between variable. Other researcher, Ranjit (2011) indicates that quantitative studies designs were specific, well structured, have been tested for their validity and reliability, and can be explicitly defined and recognized.

This research used a quantitative research method because the research already has the target sample and the number of respondent and also the list of questionnaire to be distributed to the target respondent. It was a more structured, rigid, fixed and predetermined that ensuring an accuracy in measurement and classification. Thus, the quantitative method was the most appropriate method to measure the relationship between the opportunity identification in the elements of creative and innovative thinking, social networks and prior knowledge towards entrepreneurship intention of youth towards street food vendor.

This methodology principally associated with survey research strategy and conducted through the uses of questionnaires. According to Sreejesh, Mohapatra and Anusree (2014) advocate the view that questionnaire was a set of questions to be asked from respondents in an interview, with appropriate instructions indicating which questions were to be asked, and in what order. Questionnaires were used in various fields of research like survey research and experimental design. They can be cheaper than personal interviewing and quicker if the sample was large and widely dispersed. Hence, researcher will distribute the questionnaire and collect information among youth at Johor regarding their intention towards entrepreneurship activity. Thus, the respondents in this study would be selected randomly among the youth at Johor and researcher applied the questionnaire to gather the information by using the same set of question to respondents.

3.4 Primary Data Sources

There were several different data collection strategies to collect the information in a research. The data sources can be collected from two categories which were the primary data sources and secondary data sources. According to John W. & Sons Ltd. (2013), primary sources of data can be defined as the information obtained first-hand by the researcher which were related for specific interest field for instances primary data was to be collected through interview, observation, action research, case studies, life histories, questionnaires and forth.

In this study, primary data source were gathered through questionnaire the youth at Johor that was allied with the research title. From the questionnaire, researcher can obtained the information more deeply on the opportunity recognition that influenced them towards entrepreneurship.

3.5 Secondary Data Sources

Furthermore, the secondary data was defined as the existing sources, which collected through the previous research, official statistics, mass media, web information, journal, articles and forth. Saunders, Lewis and Thornhill (2016) finding maintain that that primary data was data collected specifically for the research project being undertaken while secondary data was data that were originally collected for some other purpose. The secondary data was very crucial in the whole study to support the research. The findings in this research were through online journals, articles and previous research that written in Malaysia and other countries.