

Mechanical Students Exposure of Entrepreneurship Using Social Media

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Abstract

New social media, like Facebook, YouTube and Twitter, are being adopted by a growing number of entrepreneurs who seek to deploy them for the benefit of their business. This study provides insight into mechanical students' interest through Facebook Page for e-business. In addition, this study discusses the overall potential of e-business using Facebook Page in the field of entrepreneurship toward the mechanical students in Politeknik Muadzam Shah. A questionnaire was used for evaluating student interest in e-business using Facebook Page as technique for data collection and distribute to 120 mechanical students at Politeknik Muadzam Shah that involve with this entrepreneurship activity. In general, the study findings exploring mechanical student interest in e-business and to become an entrepreneur after graduation.

Key Words: entrepreneurship; social media; e-business

1.0 INTRODUCTION

Entrepreneurship through social media can become a necessary component of business strategy that can increase the Malaysia economy and catalyst for economic development for individual and company. With current situation nowadays, the developing device can surfing internet and various provider that offer the internet coverage brought a revolution of this technology has got more people familiar to surfing the internet. It seems like that people in this age barely get through everyday life without using or having an internet connected to them.

E-business is defined as an information system or application which is delegated to business processes (Bhaskar et al., 2012). Therefore, the use internet in business has increase productivity, contribute to further customer market, also reducing costs of marketing and promotion of entrepreneur product. In today's world of new technologies, social networking sites have contributed much to the greater role of the internet. They have obviously become essential parts of human being interactions.

E-businesses using social media are strategies for entrepreneur to develop new opportunities to communicate with their customers (Jantsch 2010). Research has shown that the greatest advantages of social media marketing are generating more business exposure, increasing traffic, and improving search engine rankings (Stelzner 2011).

Social media can play an essential role to entrepreneur creative ways to perform marketing strategies' at limited costs. Indeed, 66 percent of small business owners with two or more employees strongly agree that social media is important for their businesses (Stelzner 2011). The most popular social networking sites in Malaysia are Facebook with more than 13 million Malaysian users (Mahadi, 2013). Facebook is a social networking site allows users to upload photographs and videos, post status updates, comment on friends' posts, and send messages to other users. As the functionality of this site has expanded, there has been a dramatic increase in both the number of users and the amount of content shared on social networks.

This study was aimed to determine the influence of the entrepreneurship activity using social media toward the mechanical students' in Politeknik Muadzam Shah on their interest to become entrepreneur. Before this study been conducted, the students had created online presence business using Facebook and they had been trained to create Facebook Page, design cover page and use the copywriting techniques to persuade the target customers. The students need to build sales using social media, Facebook Page on their chosen products using the technique that been trained.

2.0 LITERATURE REVIEW

E-businesses can use social media for a variety of organizational tasks such as recruitment, marketing, customer relationship management, and employee communications. Large global organizations' recruiting operations use social media to advertise positions (Doherty, 2010) and screen applicants (Slovensky and Ross, 2012). Marketing and advertising are the most widely recognized uses of social media for all organizations, both large and small (Askool and Nakata, 2011; Looney and Ryerson, 2011).

2.1 Social Media Marketing

According to Safko and Brake (2009) social media are online activities that communicate people to share information, knowledge, and opinions using conversational media. Jackson (2011) define social media as an effective use of time and resources, social media marketing give companies better communication grounds with the consumers to build brand loyalty. A study by Jackson (2011) puts forward that at least half of Twitter and Facebook users say they have become more likely to talk about, recommend or purchase a company's products after they began engaged with the company on social media. In addition, consumers can share their testimony about the product and the seller that deliver way to increase brand awareness, boost brand recognition and recall, and increase the brand loyalty (Gunelius, 2011). According to Mckee (2010) social media can helps entrepreneur to build sells through conversation, networking, and community building.

2.2 Facebook Penetration

Social networking sites intricately have penetrating students' daily life. The past studies conducted, have remarked that the intensity use of Facebook including the amount of time spent on Facebook and the number of Facebook friends perform a decisive role in generating psychological outcomes. Studies reported that students spend an average of 10 to 60 minutes on Facebook daily (Ellison et al., 2007). Studies also indicated that students check their Facebook an average of 5.75 times daily (Junco, 2011). Similarly, studies found that students had between 150 and 350 friends on Facebook (Ellison et al., 2007; Christofides et al., 2009). A Master thesis conducted (Rahimi and Mavi, 2012) based on a survey, including 1032 Malaysian undergraduate students in the University of Malaya demonstrated that students log on to Facebook an averaging of one to two hours daily and having between 200 to 250 Facebook friends. Facebook Pages enable public figures, businesses, organizations and other entities to create an authentic and public presence on Facebook (Matt, 2010). Facebook Pages are visible to everyone on the Facebook site and every user on Facebook can connect with these Pages by becoming a fan and then receive their updates in user news feed and interact with them.

2.3 Entrepreneurship Activity Affecting Students Interest on Entrepreneurship

Hj Dina et al. (2016) reported various world universities are in the process of strengthening their entrepreneurship activities in order to create more young entrepreneurs in the future. A study by Odora (2015) shown the results indicate that entrepreneurship activity contributes to the development of positive attitudes and interest in entrepreneurship and has a meaningful effects on enterprising the students. According to Çolakoğlu and Gözükara (2016) it is important to drill students with entrepreneurship aspect during their study as stated on the finding of the research that the students with entrepreneurial intention are more innovative, have higher need for achievement and greater internal focus of control than those who do not have such intention.

3.0 METHODOLOGY

3.1 Participants

The researchers enlisted mechanical diploma students from Mechanical Engineering Department, Politeknik Muadzam Shah on a voluntary basis. The questionnaire was answered by 120 respondents to complete all sections in the questionnaire. Data from 11 participants were removed due to inconsistent responses or failing to complete all sections of the questionnaire. Additionally, participating students came from three different diploma programs that were Diploma in Mechanical Engineering Automation (DMA), Diploma in Mechanical Engineering Product Design (DRP) and Diploma in Mechanical Engineering Automotive Manufacturing Design (DRA).

As a prerequisite for being selected to participate in the study, all potential students were required to have a Facebook account and prior experience using it. In order to give the researchers a general understanding of the participants' ability to use Facebook, participants were asked via the questionnaire (in Section B) to identify their experience using Facebook based on how many years they have used it and how often they access it.

3.2 Design and Procedure

A quantitative method approach was used for this study to investigate the mechanical students' exposure of entrepreneurship activity using social media Facebook Page. The 23 questions quantitative questionnaire included multiple choice question type, close ended question type and open ended question type items then was divided into three sections. Sections A (demographic information) consisted six questions, Section B (respondent activities on Facebook) consisted of 6 questions and Section C (Respondent using Facebook Page as e-business) consisted of 12 questions. Section A examined the respondents' demographic information like gender, age, race, diploma program, and family background in business. In Section B examined the respondents' experience surfing Facebook such as duration respondents surfing Facebook, frequency respondents' log on into Facebook in day and week then the medium respondents to log on into their Facebook account and awareness of respondents toward selling activities in Facebook. Lastly, Section C (respondent e-business using Facebook Page) focused on the respondents' opinions of the applicability of Facebook's to do entrepreneurship activities.

4.0 RESULTS

The result divided into three section that were Section A (demographic information), Section B (respondent activities on Facebook) and Section C (respondent using Facebook Page as e-business). The questionnaire was distributed to 120 respondents for complete all sections in the questionnaire but 11 participants questionnaire data were removed due to inconsistent responses or failing to complete all sections of the questionnaire. As the result, 91% of respondents data been analyze for this study.

4.1 Respondent's Demographic Information.

From 109 respondents that answer the questionnaire, 96 respondents is male while 13 respondents were female shown that 88% respondent from this study were male as shown in Figure 1. The majority of the respondent's age is 18 to 19 years old at the time of this study. The race of respondent's shown that 85% were Malay while 15% of the respondents were Indian. The respondents came from three different diploma programs that were Diploma in Mechanical Engineering Automation (DMA) with 11%, Diploma in Mechanical Engineering Product Design (DRP) with 7% and the majority of respondent came from Diploma in Mechanical Engineering Automotive Manufacturing Design (DRA) with 82 % as shown in

Figure 2. The majority of respondents were in semester two (2) while the other respondents were form semester five (5).

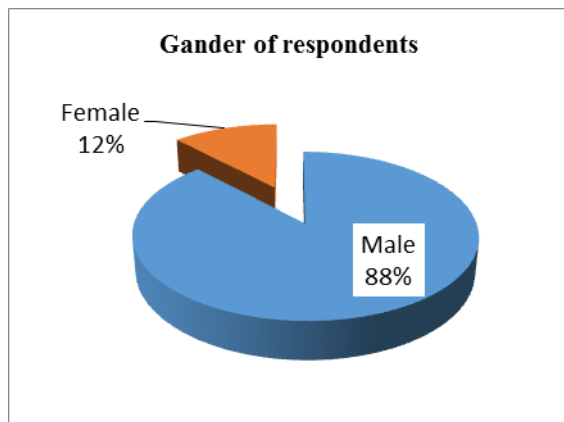


Figure 1: Gender of respondents

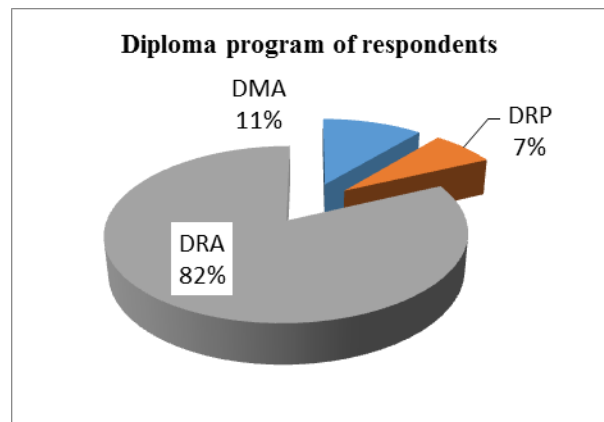


Figure 2: Diploma program of respondents

In order to give the researchers a general understanding of the respondents' ability in business, respondents were asked via the questionnaire to identify their experience in business. As a result, 60% of the respondents had family member becoming entrepreneur or had business (shown in Figure 3) and 39% of the respondents had receive training in entrepreneurship or business before been thought in class subject Entrepreneurship as shown in Figure 4.

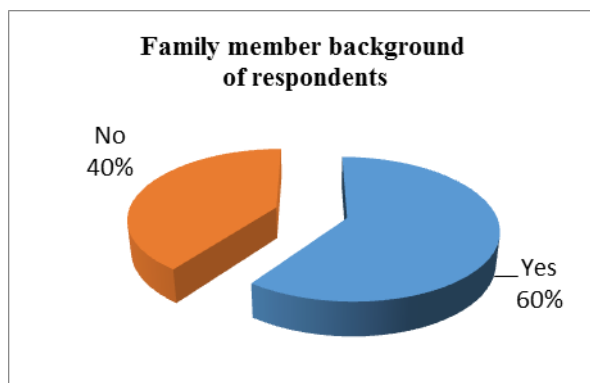


Figure 3: Family member of respondents who become entrepreneur or had business

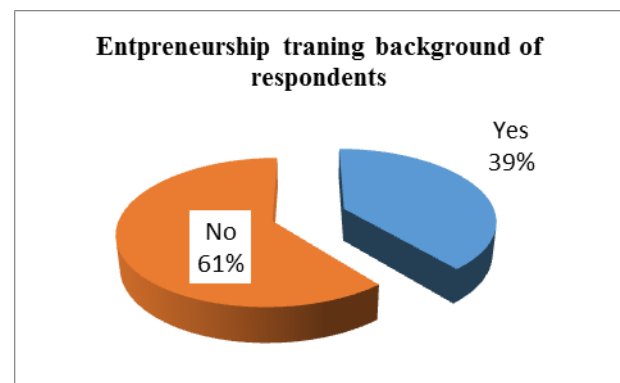


Figure 4: Respondents had receive training in entrepreneurship or business before been thought in class subject Entrepreneurship

4.2 Respondent Activities on Facebook

In Section B, respondents were asked via the questionnaire to identify their experience using Facebook based on how many years they have used it and how often they

access it. Based on Figure 5, 55% respondents had been using Facebook more than six year, 33% respondents been use this social media between three to five year and minority of the respondents expose to Facebook less than two years. Average the respondents access the Facebook been analyze as the result in Figure 6 shown that 66% of the respondents log on into Facebook account less than three times a day while 31% of the respondents accessing into their Facebook account more than seven times a day.

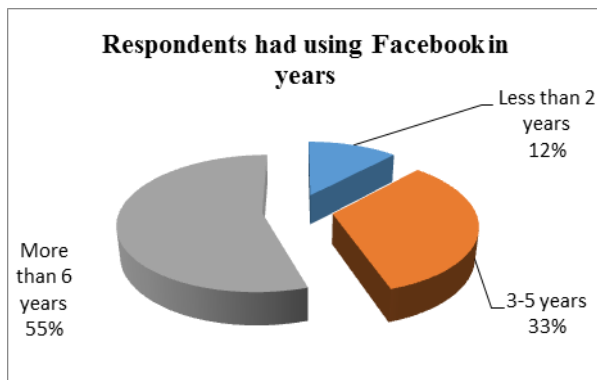


Figure 5: Respondents had using Facebook in years

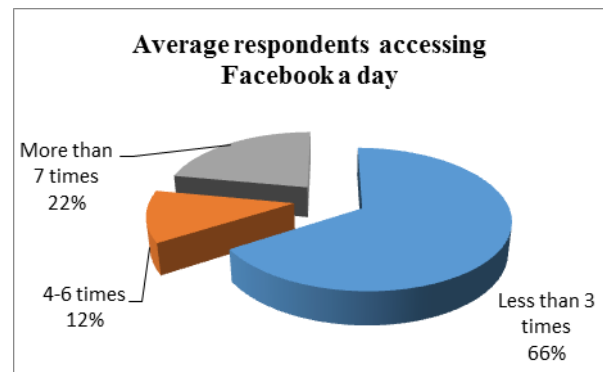


Figure 6: Average respondents accessing Facebook a day

Respondents also like to access their Facebook account using smartphone compare to computer or laptop. This study shows (Figure 7) that 89% of the respondents choose using smartphone compare to other electronic device. Respondents did notice there were advertising of products or services during surfing into Facebook. As shown in this study (Figure 8), 90% of the respondents aware that Facebook was use as medium for seller to promote their products or services.

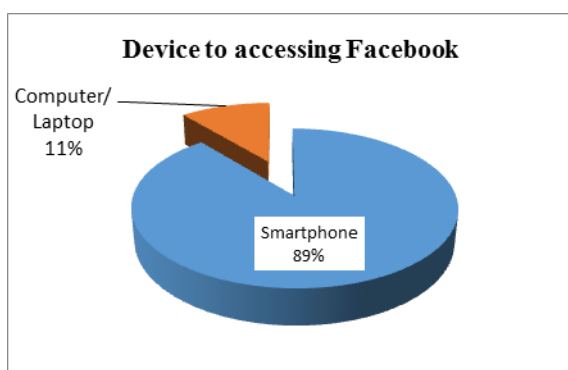


Figure 7: Device to accessing Facebook

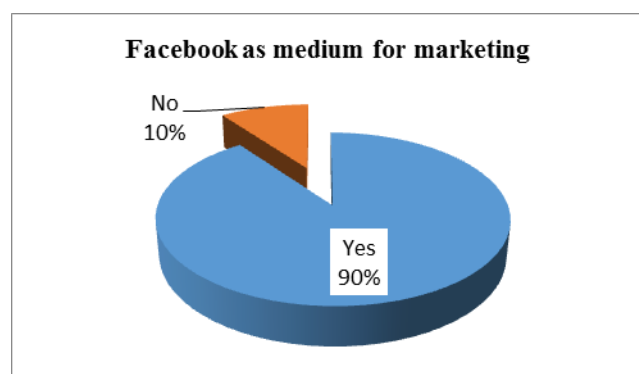


Figure 8: Facebook as medium for marketing

4.3 Respondent using Facebook Page as e-business

During this study, 84 % of the respondents already stated doing business using Facebook Page while 16% of the respondents not started their business (shown in Figure 9).

To ease the products that been sell by the respondents, six types of product been short listed. As the result show in Figure 10, health product (3%), beauty product (17%), fashion products (40%), food product (22%) telecommunication product (5%) and others (13%).

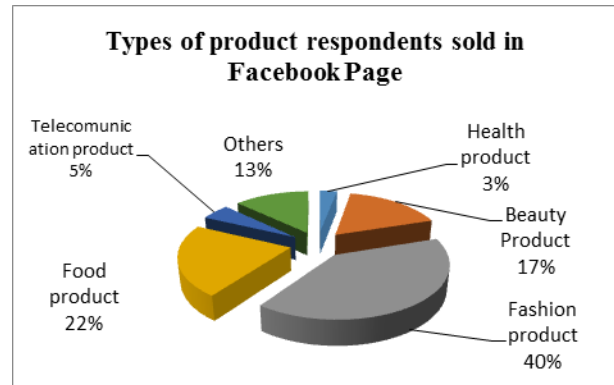
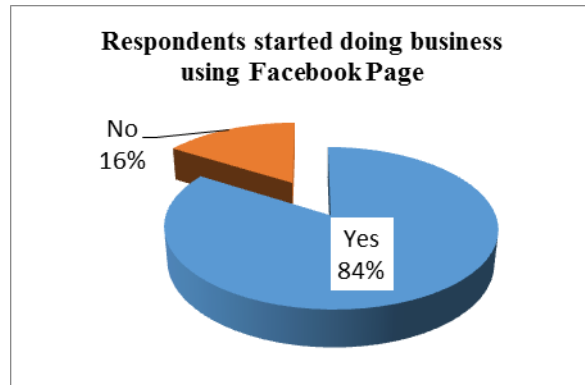


Figure 9: Respondents started doing business using Facebook Page

Figure 10: Types of product respondents sold in Facebook Page

From this study, 63% of the respondents had using Facebook Ads to promote their product had increase their Facebook Page like while the other not using it. Majority of respondents (89%) had agreed that Facebook Page can help them to sell their product from the internet to customers. As the result, 96% respondents also agreed that using Facebook Page for e-business was interesting (shown in Figure 11) and 92% of the respondents think using this e-business method were increasing their interest to become entrepreneur (shown in Figure 12). From this study 76% of the respondents will continue with their business after completed this Entrepreneur course since 85% of the respondents agree that this course help them running an e-business using Facebook Page as medium for marketing.

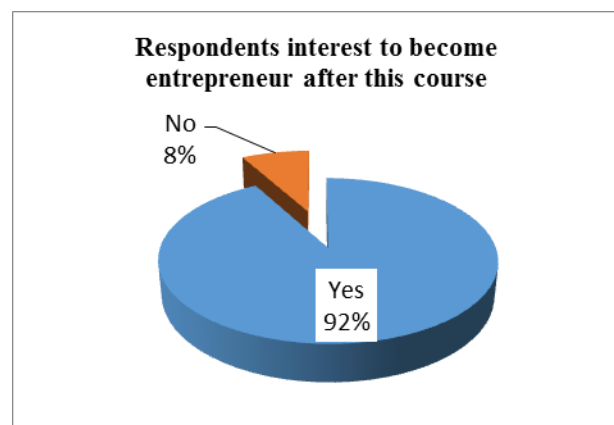
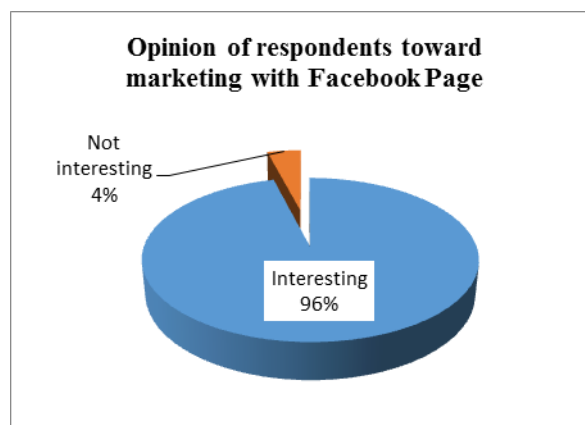


Figure 11: Opinion of respondents toward marketing with Facebook Page

Figure 12: Respondents interest to become entrepreneur after this course

5.0 DISCUSSION

From this study, majority of respondents were male (88% male versus 12% female). According to Pruett et al. (2008) found that that gender had no significant effect on entrepreneurial intention and no meaningful difference between men and women in terms of intentions to start businesses. These results challenge past research findings (Kourilsky and Walstad, 1998; Shay and Terjesen, 2005; Wilson et al., 2004). Students with family members who are entrepreneurs are more likely to intend to start their own businesses. Unsurprisingly, the expected supportiveness of family reactions to entrepreneurship is positively related to intentions. This finding meshes with prior research that found social norms to be related to entrepreneurial behavioral intentions (Krueger et al., 2000).

Respondents were accessing into Facebook everyday as shown in the data that 66% of the respondents logon into this social media account less than three times a day. Respondents usually find interesting things on Facebook such as playing games, watching videos, tagging pictures and writing on the wall. Facebook seems to stick pretty well to Malaysian to pass time when they are bored besides to fulfill their leisure time. Furthermore, now Facebook is more than just being comments by friends, Facebook is becoming an arena for social activities, providing users with content sharing and with more app support.

The majority of respondents accessing into Facebook using smartphone compare to computer or laptop. With application of Facebook that can be download from Google Play (android) or Apple Store (ios) made the respondents easier to logon with this social media. Most of respondents notice there were varieties of promotion of products that sell using Facebook as medium of marketing before they participate with this entrepreneurship course. The respondents were participating with e-business activity by selling their product using Facebook Page as a medium for marketing and promotion. They had been taught how to create Facebook Page, design cover page and use the copywriting techniques to persuade the target customers. Facebook boasts more than 400 million active users and is therefore the most popular social networking site (McNealy, 2010). Not only does Facebook offer various advertising programs, but it also enables user to create their own customized profile and share important information in the creation of their own brand community. Based on this study, 63% of respondents were using Facebook Advertisement to promote their page to gain more like and to promote their products to Facebook user. With Facebook Advertisement respondents can select their target customer and promote their products with specific Facebook user. Furthermore, Facebook provides user with the unique opportunity to very specifically target users and spawn a two-way conversation with consumers (Hennig-Thurau et al., 2010).

6.0 CONCLUSION

The central aim of this study was to investigate exposure of entrepreneurship using social media. Basically, Facebook is a social site that is open to all and closely integrated into the daily experience of Malaysian. This study indicates that respondents' beliefs using Facebook as e-business were overall interesting with majority of them can generate sales and gain profits. With the highest percentage of responses, many respondents expressed how interesting using Facebook as their platform to selling their products and shown that this activity had increasing their interest becoming entrepreneur. In addition, most of the respondents this entrepreneurship activities help them running an e-business and would like to continue their business after this course.

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