

# Factors Influencing Students Venture Online Business



Hanim Zainal, Mohd Khata Jabor, Sarimah Ismail

**Abstract:** *This study was conducted to examine the factors that influenced the students to venture into online business. There are three main factors that become the objective of the study, namely relationship with interest, lifestyle and financial problems. The study also aims to see how far the relationship of these factors to each other. This study is a descriptive form and uses a questionnaire to obtain the study data. A total of 100 student respondents from various backgrounds of the studies were randomly selected as research samples. The results show that whether maximum or minimum of respondents agree with lifestyle factors while the financial factor and interest factor influencing them to venture into the business field based online. Based on the research, factors as the impact of online business is sustainable and beneficial to the students. This is because the impact of large volume sales can generate lucrative revenue.*

**Keywords :** *Business Online, interest, lifestyle, finance*

## I. INTRODUCTION

The current unstable economic situation has led many people to work harder to earn extra money to meet their daily needs. Higher education funding is no longer borne by the government. The inability to obtain funding sources has led many students not to continue their studies even though the students have the potential to succeed and help the government in developing the country[13]. In addition, the funds raised by the student can only help to meet basic needs only where the cost of daily expenses now demands them to spend more than the funds involved [1]. Even with the current economic crisis, students are forced to save money and save money for use during anxiety. Most of the major sources of funding they are earned are given only by parents and government loans [2]. Starting from conventional business style to business online; no matter whether students who are still studying at public and private institutions of higher learning or private are also involved in directly or in this online or more business known as online business[4]. Online

business is increasingly gaining attention and becoming a necessity for many groups including students. According to [5], online purchase is a medium of business among entrepreneurs and customers. As one of the new channels in marketing and online purchases, there has now been an opportunity for entrepreneurs, including students, to venture into online business to provide customers with the pleasure of making purchases [3].

## II. OBJECTIVE

Most today's students prefer to buy or do business online as it facilitates transactions if they want to buy goods remotely. The ease of technology in the aspect of electronic learning [4]. A general survey is to review the factors of finance, interest and lifestyle that influence students in University of Technology Malaysia or UTM Skudai who are involved with online business. There are three research questions about the relationship between interest and student engagement in business online, the relationship between financial factors and student engagement in business online and lastly the relationship between lifestyle influences from the family and the involvement of students in online business.

## III. METHOD

This study was conducted at University of Technology Malaysia, Skudai, Johor. It involves faculty of engineering, faculty of the built environment and surveying, faculty of science, faculty of humanities and social sciences. All these faculty is selected to get information from students about online business. In addition, we also use sampling techniques and it is likely that there are respondents who cannot be sampled. Each student is given the opportunity to become a respondent using sampling techniques. In the design of this study, we use quantitative methods of survey. It is easier for researchers to determine respondents. In this method, researchers used a questionnaire to be distributed to respondents who were randomly selected. Questionnaire forms are used to collect information about factors that influence students to venture business online.

## IV. FINDINGS AND DISCUSSION

Table 1 shows that percentage of online business can overcome financial problems, the motivation factor of interest from family members and the influence of family lifestyle.

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**Table 1: The percentage of factors that influenced the students to venture into online business**

No	Construct	Percentage
1.	Financial problem can be enough	98
2.	Motivation factor of interest from family members	85
3.	Influence of family lifestyle	79

The main factors that cause UTM students to venture online are due to financial, interest and lifestyle problems. The percentage of financial problem factors show that 98%. Student faces financial problems and need money to cover their daily costs[11]. In addition, the main factor that causes students to venture into the online business is due to interest. The percentage of interest indicates that 85% of students are interested in online business is to increase their pockets and expand their business. Next factors is a lifestyle that the percentage of lifestyles show that only 79% of students venture into online business because of today's business, lifestyle which is an opportunity for those who have no capital to do business directly because business directly require higher capital to start a business[8].

## V. CONCLUSION

This study was conducted on factors affecting UTM Skudai students to venture online business activities. According to Sinar Online [13], online business is the main choice when choosing to do business because of its wider market in Malaysia, of which 17 million customers use the internet[10]. As a result, it has opened up opportunities for students to venture online business that will be able to provide lucrative profits to them and become successful entrepreneurs in the future. Based on the data analysis and the results of the study, it turns out that online business is a source of income for UTM students to cover their daily costs. Factors that encourage students to do business are because of their interest, financial problems and lifestyle (trends)[12]. According to [16], online selling methods save time and money where the cost is lower than a normal business. It is only necessary to provide a complete computer with a line alone rather than spending costs on rented outlets, electricity bills, water bills and permanent workers' salaries [5]. Through online, entrepreneurs can work at home by setting their own working hours without having to go through traffic congestion while living and working [6].

Therefore, many students today prefer to do business online because it facilitates buying and selling businesses [19] rather than direct business which will give some difficulties such as time constraints to do business and high cost of capital for direct sales[7]. In addition, the results of the Sinar Harian survey found that some bloggers and new entrepreneurs managed to choose the online method for believing the benefits, which are less risky and easier to run [17]. The result of this study hopes to be an input to the students to venture into online business because the sales impact gained from this

business is huge and is capable of generating very lucrative income[19]. Additionally, the outcome of this study hopes to be a reference to other researchers conducting online business research that affects students to venture into this business and aspire to researchers to study other factors. The result of this study hopes to be an input to the lecturers and students to venture into entrepreneurship and business. Additionally, the outcome of this study hopes to be a reference to other researchers conducting about entrepreneurship and business research that affects students to venture into this business and aspire to researchers to study other factors[9].

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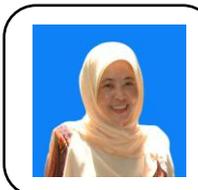
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