



**A STUDY OF THE FAILURE'S FACTORS OF ENTREPRENEURSHIP
AMONG GEN Y IN ONLINE BUSINESS**

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ABSTRACT

The study aims to determine what failure factors of entrepreneurship among young generation in online business. A conceptual model is proposed by following the study of Phau, Sequeira and Dix (2009). A survey of 100 respondents was conducted in Segamat, Johor among online seller in Segamat . Standard multiple regression and Pearson correlation were used to test the hypotheses developed and research question. By having a better understanding of the failure factors of entrepreneurship among young generation in online business, the entrepreneur and marketers of the online business can make better marketing strategies to attract consumer to buy their product. Theoretical contribution of this study is an extension of knowledge of online seller towards failure factors of entrepreneurship among gen y in online business

Keywords: *Entrepreneurship, Online Business, Young Generation, Consumer*

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CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF THE STUDY.

The main purpose of the research is to do a study on the failure of entrepreneurship among Gen Y in online business in area of modernization. Entrepreneurship is the process of creating something new with value of devoting the necessary time and effort, assuming the accompanying financial, psychic and social risk and receiving the resulting rewards of monetary and personal satisfaction and independence.

An interest to start own business might be influenced by many factors. Some factors are general and related to the overall situation in the economy, to business conditions and preconditions for success in business. On the other hand, if we look at younger generation, students, some factors might be very specifically related to this age group. According to Zuzana Papulova(2015), she said that the university teachers are mostly interested in questions of education and training of young people in business and entrepreneurship.

Entrepreneurial ventures are less numerous during recessions (Fairlie, 2013), but can perform better in terms of growth and quality (in terms of size and job creation) if they have certain characteristics. Such positive outcomes are more common in entrepreneurial ventures that seek to capitalize on market opportunities because the entrepreneur has outstanding knowledge of a sector and is thus capable of identifying opportunities. This knowledge or opportunity recognition capability may depend on the nature of the business because, for example, the new business offers innovative products or technology or because of a combination of these two factors. Despite its richness, however, the literature fails to offer a unanimous view on how the environment affects early entrepreneurship dynamics and the dominant entrepreneurial profile.