

YOUTH PERCEPTION AND INTENTION TOWARDS ENTREPRENEURSHIP
ON ONLINE BUSINESS



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JULY 2012

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JULY 2012

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in fulfillment of the requirement for the confirmation.

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Table of Content

Acknowledgements	i
Table of Content	ii
Executive Summary	1
1.0 Introduction	2
1.1 Background of Study	2
1.2 Problem Statement	2
1.3 Research Objectives	2
1.4 Significant of the Study	3
1.4.1 Youth	3
1.4.2 University and Colleges	3
1.4.3 Government Agency or Policy Maker	3
1.5 Scope of the Study	4
1.6 Research Framework	4
2.0 Literature Review	5
2.1 Entrepreneurial towards Online Business	5
2.2 Youths and acceptance of usage of technologies	7
2.3 Impacts of internet technology on online business	7
2.4 Perception and intention on entrepreneurship	9
3.0 Methodology	11
3.1 Introduction	11
3.2 Design of the Study	11
3.3 Research Method	11
3.3.1 Primary Data	11
3.3.2 Secondary Data	12
3.4 Pilot Test	12
3.5 Sampling	12
3.5.1 Population and Sampling Unit	12
3.5.2 Sampling Design and Size	12
3.6 Data Analysis	13
3.6.1 Descriptive Statistics	13
3.6.2 Binary Logistic Regression	13
4.0 Results and Discussions	14
4.1 Introduction	14
4.2 Demographic and Respondents	14
4.2.1 Gender	14
4.2.2 Age	15
4.2.3 Occupation	16
4.2.4 Online Social Networking Account	17
4.2.5 Types of Online Social Networking	19
4.2.6 Time Spend on Online Social Networking Account	19
4.3 Descriptive Statistics and Analysis	20
4.3.1 Inspiration to run online business after seeing some other online business	20
4.3.2 Inspiration to do online business after experiencing online shopping	20
4.3.3 Perception on awareness of the advantages of having online business	21
4.3.4 Perception on knowledge pertaining to online business	21
4.3.5 Intention on to do online business	22

4.3.6 Types Online Business that intent to do	22
4.4 Chi Square and Correlation Analysis	26
4.4.1 Chi Square and Correlation Analysis of perceptions on after seeing other online business with intention to do online business	27
4.4.2 Chi Square and Correlation Analysis of perceptions on online shopping experience with intention to do online business	28
4.4.3 Chi Square and Correlation Analysis of perceptions on awareness of advantages of online business with intention to do online business	28
4.4.4 Chi Square and Correlation Analysis of perceptions on knowledge on online business with intention to do online business	29
4.5 Binary Logistic Regression	30
4.6 Framework	34
4.6.1 Framework of Perception and Intention to do Online Business Prior Analysis	34
4.6.2 Framework of Perception and Intention to do Online Business After Analysis	34
5.0 Conclusion	35
6.0 Recommendation	36
7.0 References	37
8.0 Appendices	39
A: Questionnaire	39
B: Conference and Proceeding Paper Presented at 2nd International Conference of Management at Holiday Villa Beach Resort and Spa, Langkawi, Kedah. Malaysia. ISBN NO: 978-967-5705-07-6	41

EXECUTIVE SUMMARY

The advancement of internet technologies provide opportunity to people around the world to run business through online by having website, blog and online social network such as Facebook. Even big corporations have websites and Facebook accounts to spur online business. In Malaysia, there are many youth entrepreneurs do online business such as the Internet Millionaire Entrepreneur, Irfan had maximizes usage of internet to gain profit and make it popular to the youth entrepreneurs. In addition, the numbers of online shoppers plus the usage and acceptance towards internet technologies also increased. These indicate the youths spend more time on the internet but do they realize the opportunity to do business over the internet. This research is conducted to determine perception of the youths towards online business entrepreneurship and relationship between perception of the youths and intention to do on line business. This study carried out by distributing questionnaire to 417 youths throughout Peninsular Malaysia. SPSS 18 have been used to analyzed the data. The findings from the research indicate the youths have significant positive on perception towards online business and they have moderate positive intention towards online business. The youths are willing to engage in online business if they have knowledge on online business. The study provides awareness for the university to in cultivate the syllabi on creating website and online business in entrepreneurship syllabi. In addition, the government and relevant agency such as MARA, Ministry of Cooperative and Development can provide substantial training and modules on technical knowledge to run business online and to maintain the web site. Other than that, the youths can realize their potential to maximize the usage of the internet.

Introduction

1.1 Background of Study

The advancement of internet technologies provide opportunity to people around the world to run business through online by having website, blog and online social network such as Facebook. Even big corporations have websites and Facebook accounts to spur online business. Online business became popular method to earn income as well as promotion and advertising methods in a business.

1.2 Problem Statement

In Malaysia, there are many youth entrepreneurs do online business such as the Internet Millionaire Entrepreneur, Irfan had maximizes usage of internet to gain profit and make it popular to the youth entrepreneurs.

In addition, the numbers of online shoppers plus the usage and acceptance towards internet technologies also increased. On the other hand, statistics showed that subscription of internet also raised, these indicate many people are spending more time on the internet but do they realize the opportunity to do business over the internet(Alexea,2010). Especially the youths.

1.3 Research Objectives

The objectives from this research is

- i) To determine youths perception on entrepreneurship towards online business.
- ii) To identify the relationship between the youth's perception with intention to run on online business.

1.4 Significant of the Study

The research was conducted to determine the youths perception on entrepreneurship towards online business and to identify the relationship between the youth's perception with intention to run on online business. The study will benefit the youth, university and colleges also relevant government agency such as MARA and Ministry of Cooperative and Development.

1.4.1 Youth

Youths can realize the opportunity that they can gain from the online social networking and gain all the advantages from the online business.

1.4.2 University and Colleges

Education institution can in cultivate the syllabi on creating website and online business through in entrepreneurship syllabi. This could help the students to create and run their own online business.

Other than that, most of the researches have been conducted on entrepreneurships and online business focus on students' intention to entrepreneurship and corporation usage of internet technologies to run online business and challenges that they face by on line business. Therefore, the findings from this research can be used as platform for other researchers to study in depth on online business entrepreneurship especially on youths.

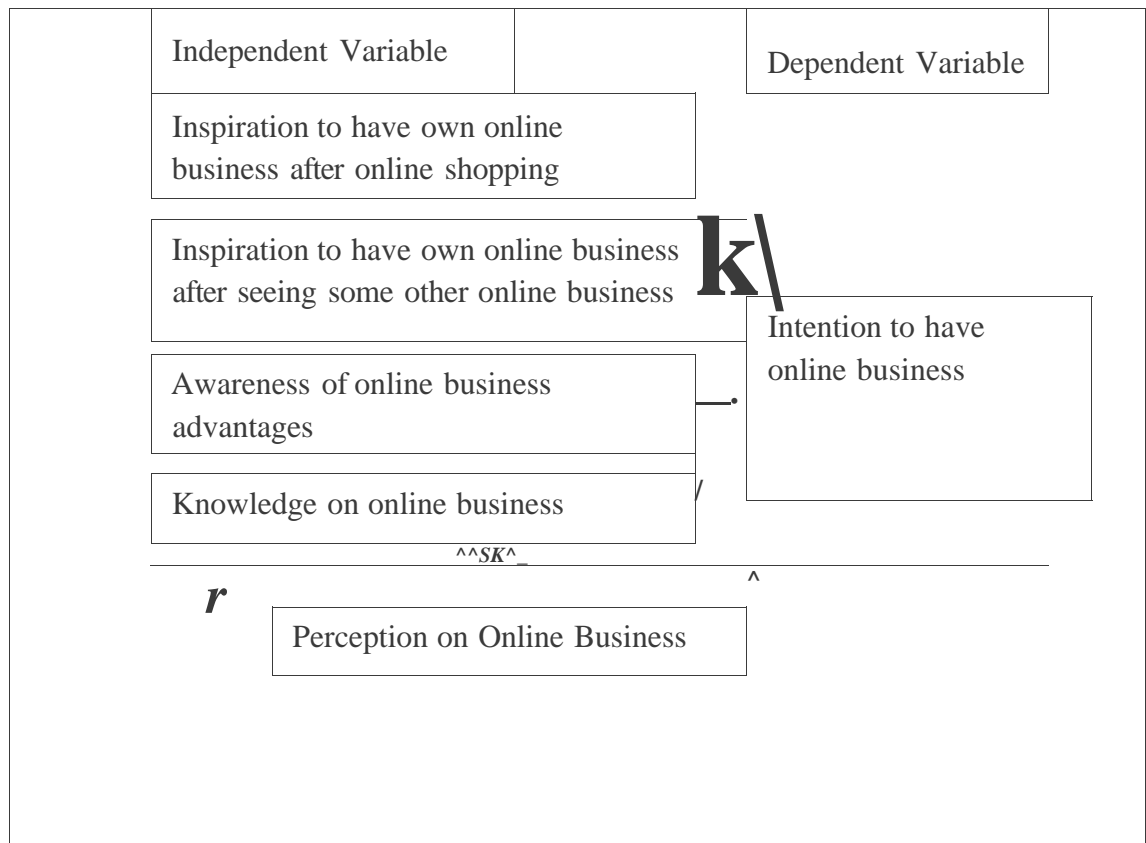
1.4.3 Government Agency or Policy Maker

The government and relevant agency such as MARA, Ministry of Cooperative and Development can provide substantial training and modules on technical knowledge to run online business and to maintain the web site. Beside that, the government also can introduce essential policy to promote the online business.

Scope of the Study

The research is focused on youths in Peninsular Malaysia only. The youths that have been chose to involved in this research have been randomly selected from is from Wilayah Persekutuan only.

Research Framework



The research has been conducted based on above framework. Previous study have been made on perception towards entrepreneurs based on knowledge, and interest towards entrepreneurship. There are also study that have made on factors that determine online business based on shopping experience, awareness on advantages of online business, knowledge on online business and profitability of online business (Christian ,2009), (Jennifer (2010), Matthew Appleby (2010), Muhd Nizam and Mohd Rozaini (2010) and Zaidatol Akmaliah(2009). Therefore the research has taken all the consideration to focus on youth perception on those variables and the relationship of the perception with the intention on online business.

Literature Review

2.1 Entrepreneurial towards Online Business

According to (Shane and Venkataraman , 2000) individuals who is interested to innovate and exploit opportunities generated by the development of new information technologies are known as cyber entrepreneur meanwhile Mohd Nizam and Lawrence Arokiasamy (2010) in define " cyber entrepreneurship or cyber entrepreneur as any start -up business or any attempt to exploit the information technology for business purposes and intended to gain profit in return". Even Reedy *et al* (2000) define e-business as any business carried out over an electronic network (exchanging data files, having a website and do online transaction with customers or suppliers. Beside this, Christian (2009) define cyber entrepreneur as an individual who creates a firm that is essentially found upon e-commerce, and whose main activities are based on the exploiting networks, using internet, intranets and extranets.

Jennifer (2010) had interview two restaurants owner and an owner of clothing boutique regarding the usage of Facebook in business development. The business owners use online to disseminate information on their sales, arrivals of new product and promotion. However, the owner of clothing boutique mentioned that their business use online social networking which is Facebook to do online business rather than website. The owner also mentioned it save her time by posting the photos of the doting on the page, engaged friendly with their customers who turn to be more than 150 persons on the Facebook. However due to cover the market changes respond to technology, they hired a webdesigner to design website for the boutique. On the other hand, the restaurant owners use Facebook and websites to promote their menu, offers, contact information and operation hours. One of the restaurant owners has more than 300 users on their Facebook account. For them, Facebook can grooms business for those who already familiar with the brand meanwhile website excels at drawing new customer.

Matthew Appleby (2010) stated in his article that most of the sceptical business owners worried that they do not have technical knowledge on web sites. However some of the business owners use website designers to create the company websites and promote their business online since they knew the importance of the e-business. On the other hand, there are some of the owners prefer to rely on online social networking such as Facebook, Twitter and blogs to do their online business communication such as advice, update about arrival of new products and to promote on events also offers promotions. Using the online social network also makes the relationship of the business owners and customers more close. Business entity should have a website consist a lot of images and be top in the internet search engines.

According to Qingguo Mao and Yida Wang (2006) for the past decade, the internet has revolutionized the way private enterprises run their business. Now day's not only big firms have website but there are many newly -built on-line business are established by students just graduating from college or those who are still on campus. This is because they knew the usefulness of the internet technology. They conduct a research by sending questionnaires to 300 on-line companies however only valid 149 questionnaire that have been used for the research. Based on the finding of the research, they found most of the private enterprise venture in to online business because the entrepreneur knew the advantage of the internet and have knowledge on online technology which can benefit the business which improves profit. Other than that, this type of business do not need big amount of money, human capitals and tangible goods to run business operation. Furthermore entrepreneurs adopt the internet technology to promote the company's performance.

Mohd Nizam and Lawrence Arokiasamy (2010) suggest ways to promote cyber entrepreneur model in Malaysian higher education which consist of five stages. The first stage is the workshop session to generate idea, second stage is on idea development, followed by the third stage on planning, next followed by start -up and finally on business growth, The final three stages known as incubation process. They recommend graduate interest in entrepreneurship need to be cultivated with cyber entrepreneurship since information technology is changing the humankind in prominent than any other technologies. Since in Malaysia, there are huge researches on

entrepreneurship plus there are many entrepreneurial programmes offered to graduates offered by Ministry of Entrepreneur and Co-Operative Development and other government agencies such as MARA like Graduate Entrepreneur Program. Graduate Franchise Program, Techno-Preneur program and Incubator Graduate Program.

2.2 Youths and acceptance of usage of technologies

According to report about Youth in Malaysia: A Review of the Youth Situation and National Policies and Programmes (2002), it stated that "The National Youth Development Policy of Malaysia defines youth as people aged between 15 and 40 years.

Twenge (2006) states that ME generation is those who was born in 1970, 1980 and 1990.

Muhd Nizam and Mohd Rozaini (2010) ME generations demonstrates perceived high level s of self esteem to the extent of believing that world revolves around them. In addition this generation are associated with the extensive application of information communication technology (ICT) which has become an integral part of their learning and lifestyle.

2.3 Impacts of internet technology on online business

Ian Fillis *et al* (2004) stated that globalisation and technology effects appear to have spurred smaller firms around the world embrace e-business practise. Despite of that, managerial factors play important roles in adoption of e business. If a firm have positive attitude to e business such as willing to do innovation, be flexible, open to risk and proactive. Firms that adopted e-business will have better relationships with customers and suppliers, increased information, visibility, complete advantage, accesses to new markets, real time communication, increased knowledge, greater efficiency, cheaper promotional costs, new distribution and communication channels and better targeting of customers. If a firm have negative positive attitude to e business such as fear of technology, lack of interest, unwilling to learn new skills and be conservative. As a

consequence the firm will be lag behind the market, missed opportunities, lost customers, and continued reliance on traditional methods of business. This type of company may adopt e-business over time or continued to non adopt e-business.

Jeanette K. Van Akkeren and Angele L.M Cavaye (1999) found that Australian small business such as second hand car dealers are relatively slow in adopting online business even though it has been shown internet technologies by the small business sector is important to their ongoing survival. Based on the cross case analysis from the case studies conducted, it shows that characteristic of owner or manager plays important role in adopting e-business for a firm. Most of the owner had lack perceived benefit on the technology, mistrust the IT industry and did not have knowledge on IT. Both of them recommended the government should encourage internet adoption and use by small business.

Christina Soh *et al* (1997) conduct a research on usage of the internet for business in Singapore. They send questionnaire to 92 Singapore based firms that have website and 28 responded. The companies stated that main usage of internet for business is to do marketing and advertising, information gathering, provide customer service and support and also to conduct business online transactions. Most of the companies provide positive feedback on characteristic of internet towards their business. However, the companies also face difficulties with technologies such as difficulty in locating desired information, rising costs of utilizing internet, security problems and rapid environmental changes and technological advances.

According to Soumitra Dutta and Arie Segev (1999) in *Business Transformation on the Internet* conduct a research on how commercial organizations exploit Internet to do strategic marketing on 4Ps. This is because number of internet users increase 550 million in year 2000, this indicate the internet technology create unique shared global knowledge and communication space. The research was built on the theory of cyber transformation. The theory revealed that market space on the internet was built on technological dimension and a strategic business dimension. The

study include 120 companies and categorized according to the types of the industry such as electronic computers, media and entertainment, finance and insurance, retail and wholesale, manufacturing, travel and transport, chemicals and pharmaceuticals, Telcom and utilities and mining, oil production and refining. Based on the findings they found most large corporations and multinationals companies are making little use of the internet, the companies just create website to publish information, only few firms actively do online business. This is due to globe risk stagnation and being overtaken by agile new entrants who are moving into internet easily and fearlessly. They recommend firms in all sectors should actively question how to best exploit the internet to transform their business practises for competitive advantage.

2.4 Perception and intention on entrepreneurship

According to Zaidatol Akmaliah and Hisyamuddin (2009) Malaysian secondary school students were favourable towards becoming self employed but they don't have enough confidence to be an entrepreneur which is reflected by low correlation value between attitudes and self employee intentions. This is due to implementation of entrepreneurship education in academic secondary school is not enough to make entrepreneurship as a favourite profession among students. This is proved by 52% of the students' favourite profession among students to be entrepreneur. This study also concluded that subjective norm and community support has a profound influence towards entrepreneurship as career choice, which means that the more favourable the attitude and the subjective norm with respect to becoming self-employed the stronger the individual intention to become self employed and the more positive community support received by the student higher will be the entrepreneurial intention. Finally students with positive self-efficacy and entrepreneurial interest will also have stronger intention to be self employed. The study was developed using Planned Behaviour Theory and Self Employment Intention Model. They suggest government should develop youth enterprise program as part of entrepreneurship, provide training for the teachers to make entrepreneurship subject as interesting as possible, .On the other hand, Zaidatol Akmaliah(2009) also did the same research on Malay Secondary students. Finding from the study showed that students have positive attitude toward entrepreneurship. In addition, they scored high in some dimensions of entrepreneurial attitude including achievement affect, achievement cognition, innovative affect and self esteem cognition. This may indicate the effectiveness of Malaysian government and educational systems policies and strategies in

improving Malay students 'attitude toward entrepreneurship. Most of research that conduct to determine intention of the students and graduates showed positive relationship with initiation to do entrepreneurship Zahariah *et al*, Zaidatol Akmaliah, Abulah Azhar. In fact, study from Mohd Nizam Ab Rahman (2009) *et al* revealed undergraduate whit non business backround also has intention do on entrepreneurship.

Methodology

3.1 Introduction

In this section, the area of discussion would be on how the research have been carried out. It consists of research method, sampling and data analysis.

3.2 Design of the study

This research will be quantitative research methodology. The instruments used to collect the data will be a set of questionnaire. The collection of data was used to determine the perception of the youth and their intention towards online business.

3.3 Research Method

For this research, primary data and secondary data have been used to gather the information.

3.3.1 Primary Data

Primary Data refer to the information obtained firsthand by the researcher on the variables of interest for the specific purpose of the study (Uma Sekaran, 2007). In this reserach, the data obtained by distributing questionnaires to the selected respondents.

The questionnaire will be divided into three parts. Part A is about the respondents' background meanwhile Part B is about respondents' perception towards online entrepreneurship and Part C is about their intention to do online business.

There have been different types of questions such as, yes no option and listing option were used in the questionnaire.

3.3.2 Secondary Data

Books and selected journals have been used to develop the questionnaire and to obtain the information.

Pilot Test

The questionnaire have been piloted to a group of 50 youths to assess its validity before it was distributed. From this test, the respondents were able to attempt all the questions without much difficulty. However, questions were modified slightly in terms of the wording in order to give a better understanding to respondents.

Sampling

3.5.1 Population and Sampling Unit

The research was conducted in Wilayah Persekutuan due to its high population of youth compare to other states. The respondents are youth, whose age is from 15 years old to 40 years old.

3.5.2 Sampling Design and Size

Based on the Sample Size Table, with confidence level 95% and acceptable margin error 5%, the respondents for this research will be 600 youths in Wilayah Persekutuan age from 15 years old to 40 years old. The questionnaire have been distributed to secondary schools students, university undergraduates and postgraduates' students also working people using random sampling technique. The questionnaire also been posted on selected websites and blog to retrieve feedback from the respondents. However, after treating the

questionnaires because of error in the response and some of the respondent did not return the questionnaires. Only 417 youth questionnaires are valid for the the research.

Data Analysis

In order to analyze the data, SPSS version 18.0 will be used. Results have been presented through frequency counts, descriptive statistics and Binary Logistic Regression. Beside that, the validity and reliability of the questions have been analyzed using Cronbach Alpha.

3.6.1 Descriptive statistics

This method have beed used to identify the frequency and percentage of respondents answer on their perception and intetion.

3.6.2 Binary Logistic Regression

Binary Logistic Regression is used to identifit the relationship between the dependent varibale and the independent variable. Since the data for this research is categorical data. This method is used to identify the relationship.

4.0 Results and Discussions

4.1 Introduction

In this section, the discussion is on the finding and analysis which have been done on the research. The analysis is based on descriptive statistic, and Binary Logistic Regression.

4.2 Demographic of the Respondents

In this part, the findings on respondents gender, age, occupation and their information regarding online social networking will be presented and analyzed.

4.2.1 Gender

Table 4.0: Gender

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	169	40.5	40.5	40.5
	Female	248	59.5	59.5	100.0
	Total	417	100.0	100.0	

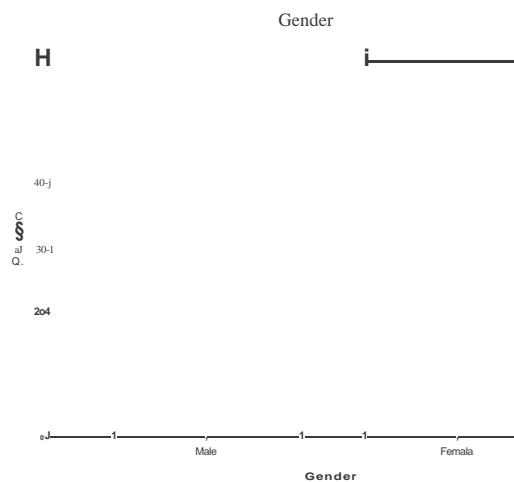


Figure 4.0: Gender

For this research, 419 respondents had answer the questionnaires. 59.5% from the respondents are female and 40.5% are male. This is because , female domain in that population. (Perangkaan Malaysia,2010). Beside that, most of the respondents are female because they are also well known on attidtude for shopping and window shopping (Alreck. P and Settle, R.B, 2002).

4.2.2 Age

Table 4.1: Age

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-20	345	82.7	82.7	82.7
	21-23	54	12.9	12.9	95.7
	24-26	12	2.9	2.9	98.6
	27-29	4	1.0	1.0	99.5
	30-33	2	.5	.5	100.0
Total		417	100.0	100.0	



Figure 4.1: Age

82.7 % of the respondents are from the age group of 18 years old to 20 years old. Meanwhile 12.9 % of the respondents are from age 21 years old to 23 years old, 2.9 % of the youths are from age range 24 years old to 26 years old, 1.0% of the youth from this research are from age range 27 years old to 29 years old and 0.5 % of the respondents from age 30 years old to 33 years old. Since the focus of the research is on youth. In Malaysia,the government defines youth age are consider from the age 15-40 (Sivam Doraisamy 2002).

4.2.3 Occupation

Table 4.2: Occupation

		<u>Occupation</u>			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Secondary Student	10	2.4	2.4	2.4
	University Student	402	96.4	96.4	98.8
	Government Servant	5	1.2	1.2	100.0
<u>Total</u>		417	100.0	100.0	

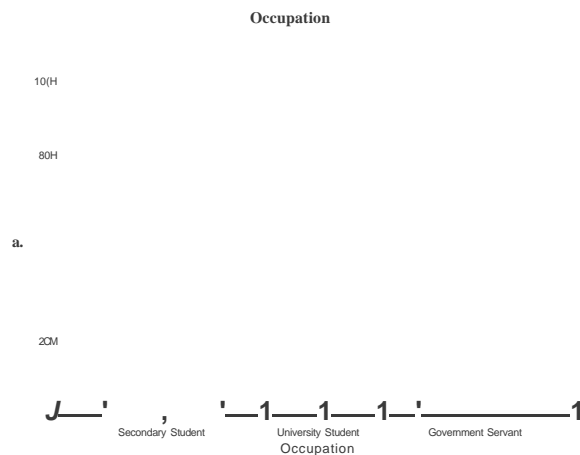


Figure 4.2: Occupation

96.4 % of the respondents are University Students since , meanwhile 2.4 % are from secondary students and 1.2% are Government Servant. Majority of the respondents are university and college students since the age of the respondents who answer the questionnaires is from the range of 18 years old to 20 years old. In Malaysia, most of youth at this age are studying at university or colleges.

4.2.4 Online Social Networking Account

Table 4.3: Online Social Networking Account

Do you have social networking account?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	401	96.2	96.2	96.2
	No	16	3.8	3.8	100.0
Total		417	100.0	100.0	

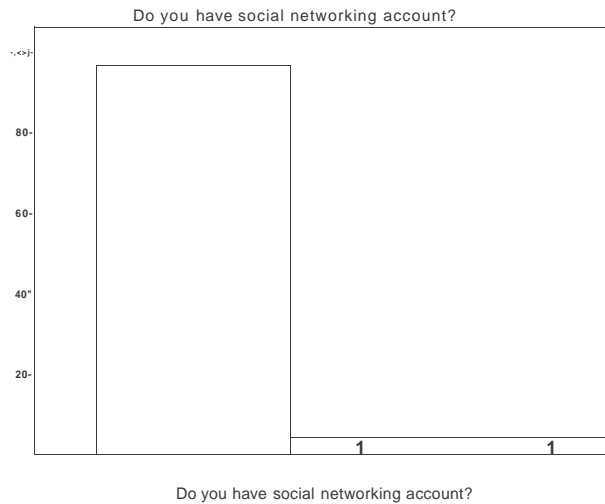


Figure 4.3: Online Social Networking

96.2 % of the youth in this research have online social networking account and 3.8 % of them do not have online social networking account. This indicate most of the youth are engaged to the technology development. (Sonia Livingstone ,2007)

4.2.5 Types of Online Social Networking

Table 4.4: Types of Online Social Networking Account

Which of the following online social networking that you are active

	Frequency	Percent	Valid Percent	Cumulative Percent
1 Valid Blog	3	.7	.7	~7
Facebook	216	51.8	51.8	52.5
Twitter	2	.5	.5	53.0
Other	5	1.2	1.2	54.2
Null	16	3.8	3.8	58.0
Blog & Facebook	55	13.2	13.2	71.2
Blog & Twitter	1	.2	.2	71.5
Facebook and MySpace	17	4.1	4.1	75.5
Facebook& Freindster	1	.2	.2	75.8
Facebook & Twitter	18	4.3	4.3	80.1
Facebook & YahooGroup	9	2.2	2.2	82.3
Blog, Facebook & MySpace	16	3.8	3.8	86.1
Blog, Facebook & Freindster	3	.7	.7	86.8
Blog, Facebook & Twitter	22	5.3	5.3	92.1
Facebook, MySpace & Freindster	1	.2	.2	92.3
Facebook ,MySpace & Twitter	5	1.2	1.2	93.5
Facebook, MySpace & Blog	1	.2	.2	93.8
Blog, Facebook, MySpace& Freindster	4	1.0	1.0	94.7
Blog ,Facebook,MySpace & Twitter	2	.5	.5	95.2