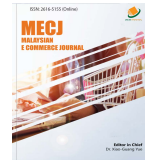




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REVIEW ARTICLE

MEASURING STUDENTS' ATTITUDE TOWARDS BEHAVIOUR IN DOING INFORMATION-RELATED BUSINESS

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ARTICLE DETAILS

ABSTRACT

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This paper presents part of a study on students' entrepreneurial intention in doing information-related business when they graduated from their studies. It presents the findings of two objectives of the study: 1) To determine the level of students' attitude towards behaviour in doing information-related business, 2) To compare students' attitude towards behaviour in doing information-related business in terms of gender, roles of family background, and students' family income. Questionnaires were distributed randomly to 175 postgraduate students of Faculty of Information Management, Universiti Teknologi MARA (UiTM), Malaysia. In general, students are quite positive about their attitude towards behaviour to start a business venture. However there were no evidences of differences regarding students' attitude towards behaviour in doing information-related business in terms of gender, role of family background and family income.

KEYWORDS

Entrepreneurship, Entrepreneurial intention, information-related business.

1. INTRODUCTION

With the challenges posed by globalisation, technological and the explosive growth of information, there is a critical need for K-economy. These challenges are even more significant for Malaysia in moving into a knowledge-based entrepreneurial economy. These issues need the entire citizen to move toward entrepreneurship or self-employed. The main problem is an increasing unemployment among Malaysians graduates. The different demographic factors like gender, student's family income and family background produced challenges in the study of entrepreneurial intentions and behaviour. Intention-based process models are able to build robust, testable process models of entrepreneurship such as *The Theory of Planned Behaviour (TPB)* and *Shapero and Sokol Model* [1,2]. *The Theory of Planned Behaviour* contains three sets of factors such as attitudes, subject norms and perceived behavioural control. Attitudes are defined as beliefs and perceptions regarding the personal desirability of performing the behaviour, which are in turn related to expectations regarding the personal impact of outcomes resulting from that behaviour, which in this concept is the degree to which performance of the behavioural beliefs that link to the behaviour to various outcomes and other attributes [3]. From the outcomes, it lead to the individual's satisfaction on what they want and need [4]. Previous study reported that attitude towards behaviour is significantly related to entrepreneurial intention [5].

Most of the scientific literature analysed the demographic factors as variable of entrepreneurial intention [6]. Various factors that affected the entrepreneurial intention have also been analysed, which is the gender factor. This had been tested in many previous studies whereby male students have stronger entrepreneurial intention than females [7,8]. Other than that, students from a family with higher annual incomes are more likely to expose to the external environment and similarly, they are more likely to have confident trait than counterparts from a lower family income [8,9]. The factor of family background leads to the entrepreneurial intention to start the new business venture [10,11]. According to a study, business family traditions influence the intention to start a business by equipping individuals with the skills and vision to start a business [11].

According to a research, intentions are mostly determined by attitudes, whereby it is not education (liberal and/or vocational) that could impact and/ or influence most of these factors [3]. However, according to one study, the early research in entrepreneurship education proposed that students who choose entrepreneurship related disciplines, courses and/or modules tended to exhibit higher intention levels of becoming self-employed which is closely related with doing information-related to business in a field of information management such as books vendor, ICT suppliers, information broker and so on [8].

The objectives of the study are as below:-

1. To determine the level of students' attitude towards behaviour in doing information-related business.
2. To compare students' attitude towards behaviour in doing information-related business in terms of gender, roles of family background, and students' family income.

2. MATERIALS AND METHOD

A quantitative research method was adopted to address the research questions in this study. To achieve the objective this study, the quantitative method was applied, using questionnaire as the instrument, which has been designed to investigate the nature of the study. The questionnaires were collected personally by the researcher after the respondents answered the questionnaires. The population in this study is the postgraduate students from the Faculty of Information Management, Universiti Teknologi MARA, Shah Alam, Selangor. They are from master's in information management, Master in Knowledge Management and master's in library science programmed. There are 327 students for the whole Master's programmes. For the sampling technique, this study used Krejcie and Morgan sampling model to select the sample size [12]. Questionnaires were distributed randomly to 175 postgraduate students of Faculty of Information Management, Universiti Teknologi MARA (UiTM), Malaysia. The response rate was 78% or 136 respondents. Descriptive and inferential statistical analyses were performed to analyse the data.

3. RESULTS

a. Level of students' attitude towards behavior in doing information-related business

Generally, students quite agreed that they have the *attitude towards*

behaviour to start business venture. The overall mean score on their opinion on *attitude towards behaviour* is 3.47 indicating that they quite agreed with the statement as a whole (see Table 1). This implies that, if they had the opportunity and resources, they'd like to start information-related business. Besides, a career as entrepreneur would represent more economic incomes than being a salaried worker.

Table 1: Mean score for attitude towards behavior

Component of attitude towards behaviour	N	Mean	Std deviation
1. If I had the opportunity and resources, I'd like to start an information-related business	136	3.61	0.975
2. A career as salaried worker is attractive for me	136	3.60	0.880
3. Being an entrepreneur implies more advantages than disadvantages to me	136	3.56	0.917
4. Commercialising the information enable entrepreneurs to get the higher income/ profit	136	3.55	0.901
5. A career as information-related entrepreneur is attractive for me	136	3.49	0.958
6. A career as entrepreneur is attractive for me	135	3.49	0.937
7. A career as entrepreneur would represent great satisfaction to me	136	3.47	0.950
8. Being an entrepreneur would entail great satisfactions for me	136	3.45	0.933
9. Running my own information-related business would represent more economic incomes than being a salaried worker	136	3.45	0.980
10. I would be willing to take the risk associated with starting a new information-related business	136	3.29	0.944
11. Among various options, I would rather be an entrepreneur	136	3.26	0.894
All statements		3.47	0.933

b. Differences regarding students' attitude towards behaviour in doing information-related business in terms of gender, roles of family background, and students' family income

Table 2: Independent samples t-test results on students' attitude towards behaviour between gender

Item	Sample size		Mean score	t-statistics	p-value
1. Attitude towards behaviour	Female	104	3.47	-0.064	0.949
	Male	32	3.48		

For the item *attitude towards behaviour*, the *p*-value for gender (*p* = 0.949) is not significant since the 5% probability level is *p*-value > 0.05 (see Table 2). It is concluded, therefore, that the level of *attitude towards behaviour*

in doing information-related business is the same regardless of which gender group the respondents belong.

Table 3: Summary statistics of ANOVA test on attitude towards behaviour among roles of family background

		Sum of Squares	df	Mean Square	F	Sig.
Overall Mean Attitude Towards Behaviour	Between Groups	1.757	3	0.586	1.252	0.294
	Within Groups	61.778	132	0.468		
	Total	63.536	135			

Table 3 presents the results of the comparison of mean on *attitude towards behaviour* among roles of family background. The results show on average, the level of *attitude towards behaviour* in doing information-related business among the respondents from the three groups of family background are statistically not significant (*p*-value = 0.294) since the 5%

probability level is *p*-value > 0.05. It is concluded that, the *attitude towards behaviour* in doing information-related business is the same regardless of which roles of family background the respondents belong.

Table 4: Summary statistics of ANOVA test on attitude towards behaviour among students' family income

		Sum of Squares	df	Mean Square	F	Sig.
Overall Mean Attitude Towards Behaviour	Between Groups	1.689	4	0.422	0.891	0.472
	Within Groups	61.617	130	0.474		
	Total	63.306	134			

Table 4 presents the results of the comparison of mean on *attitude towards behaviour* among students' family income. The results show on average, the level of *attitude towards behaviour* in doing information-related business in doing information-related business is the same regardless of

business among the respondents from the five groups of students' family income is statistically not significant (*p*-value = 0.472) since the 5% probability level is *p*-value > 0.05. It is concluded that, the *attitude toward* which family income group the respondents belong.

4. DISCUSSION

Generally, students quite agreed that they have the *attitude towards behaviour* to start business venture. The overall mean score on their opinion on *attitude towards behaviour* is 3.47 indicating that they quite agreed with the statement as a whole. This implies that, if they had the opportunity and resources, they'd like to start information-related business. Besides, a career as entrepreneur would represent more economic incomes than being a salaried worker. The similarity was found regarding students' *attitude towards behaviour* in doing information-related business among genders, roles of family background, and students' family income. Previous study supported that there were no differences between males and females, roles of family background, and students' family income because their close environment were sometimes similar with others, so that their behaviour, attitudes, thought and belief were the same with each other [13,14].

5. CONCLUSION

It is concluded that, the differences on the level of *attitude towards behaviour* in doing information-related business are the same despite of which genders, roles of family background, and students' family income group the respondents belong. This implies that, students think that the career as entrepreneur especially related to information-related business would represent more economic incomes than being a salaried worker in order to improve their daily life. Other than that, factors such as gender do not relate with decision to do business. They felt independent due to their own ability to start a business venture rather than relying on their close families, friends or colleagues. Therefore, the level of *attitude towards behaviour*, in doing information-related business is the same despite of which genders, roles of family background, and students' family income group the respondents belong. The findings will give an idea to the management of Faculty of Information Management, other academic institutions and educators to design the entrepreneurship course for university students and also give an impact to the Malaysian Academy of SME & Entrepreneurship Development (*MASMED*) of UiTM to develop entrepreneurial activities or short courses among students.

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