

## THE EARLY EXPOSURE OF BUSINESS DURING TEENAGE LIFE AND THE INTENTION OF BECOMING AN ENTREPRENEUR

Manissha Lai, Nur Nailah Nisrina Binti Mohd Azlan,  
Asyherra Ainur Azwa Binti Khas-Rin and Betrisia Parrow @ Robert  
Faculty of Business, Economics and Accountancy,  
Universiti Malaysia Sabah, Kota Kinabalu, Sabah, Malaysia

\*Corresponding author's email:  
BB19110198@student.ums.edu.my

Received: 15 February 2021

Accepted: 6 April 2021

**Keywords:** *exposure of business, teenage life, entrepreneur*

### ABSTRACT

*Unemployment has been a big issue for fresh graduates nowadays because of the limitation of job opportunities due to the financial crisis and health pandemics. To measure whether there is a chance for Malaysian citizens to create more job opportunities, this research paper examines the early exposure of business during teenage life and determine the intention of becoming an entrepreneur in the near future. Using the Theory of Planned Behaviour, this study aims to identify those factors of early exposure of a business in teenage life, family influences, and social trends which can influence fresh graduates in becoming an entrepreneur. We conducted a pilot test to measure the reliability and validity of the instrument using questionnaires through Google form. There are 21 questions in total and the targeted respondents are 30 people throughout Malaysia. But to come up with a more significant outcome of our research, 56 more questionnaires had been distributed with an amount of 86 respondents in total. The form was answered anonymously and only those who are in the age of 13 to 32 were considered for analysis. All the questions contained in the questionnaire passed the Cronbach's Alpha Test for reliability. The independent variables are early exposure of business in teenage life, family influences, and social trends while the dependent variable is the intention of becoming an entrepreneur.*

## **PROBLEM STATEMENT**

Great entrepreneurs have the ability to change the way we live and work, on local and national bases. If successful, their innovations may improve standards of living, and in addition to creating wealth with entrepreneurial ventures. They also create jobs and contribute to a growing economy. Entrepreneurs are important for some reasons, from promoting social change to driving innovation. Entrepreneurs are frequently thought of as national assets.

Early exposure to business in teenage life means exposing the younger people to be more competent to become an entrepreneur. Young entrepreneurs will create jobs for others and will not be working for others. They will be able to earn their income where purchasing power increases and the standard of living will also increase. At the same time, the government will also be earning more revenue from the tax. So, this will ensure economic growth for the nation.

Fresh graduates nowadays are three times more likely to be unemployed according to the Studies by International Labour Office (2020). Entrepreneurship also became more important, especially for fresh graduates. This is mainly because the opportunities for fresh graduates to get a job are low and limited jobs are offered for them due to the financial crisis and health pandemics.

The Malaysian government has gone to the lengths of making subjects dealing with business compulsory for every student that studies in a national public university. The young generation of entrepreneurs is faced with very different challenges from even just five years ago, as the global business scenario has changed dramatically. The financial landscape has become far more competitive (The Edge Malaysia, 25 September 2020). To

tackle youth unemployment, there should be an agreement at the global level on the importance of entrepreneurship as a crucial mechanism of economic development and as the single most important player in creating employment in the modern economy. The element of entrepreneurship should be instilled since young (Business News Daily, 19 Jun 2015). Thus, in this study, we would like to investigate whether early exposure during teenage life would influence the intention of fresh graduates becoming an entrepreneur.

## **RESEARCH QUESTION**

The overall research question is as follow: Do early exposure of business during teenage life and their family influence and social trends can influence the intention of becoming an entrepreneur for fresh graduate.

## **RESEARCH OBJECTIVE**

The overall research objective is to identify whether the early exposure of business during teenage life and their family influence and social trends can influence the intention of becoming an entrepreneur.

## **SCOPE OF THE STUDY**

As stated in the above information, this research paper aims to identify whether the early exposure of a business in teenage life, family influence, and social trends can influence teenagers to become an entrepreneur. This study is conducted involving 86 respondents. There are 86 members who responded and were used in our database during this research. The members come from various districts in Malaysia and were between the ages of 13 – 32. The dependent variable is the intention of becoming an entrepreneur and the independent variables are the early exposure of business during teenage life, family influence and social trends.

## **SIGNIFICANCE OF THE STUDY**

Entrepreneurship in every country focuses on economic development, economic productivity, job creation and social welfare change. Entrepreneurship builds employment, boost creativity, increase competitiveness and adaptation to changing economic conditions and trends. A young person who starts a new business will provide 'demonstration' or 'learning externalities' by serving as a role model for other young people. Indeed, one of the reasons why young entrepreneurship is so attractive is that it offers an indigenous solution to economic disadvantage (De Clercq & Honiq, 2011; Greene et al., 2008). Various studies have concentrated on the study of teenage social conditions and issues, but there are few studies on teenage entrepreneurship and its economic contribution. In a social and economic background, the challenges and potentials of teenage entrepreneurs are largely unexplored.

The findings of this study will spill light on the challenges and influences of teenage entrepreneurship for the following stakeholders, such as researchers, policymakers, donors, entrepreneurship educators, and teenage development practitioners who are excited about developing teenage entrepreneurship in Kota Kinabalu. Besides that, teenage entrepreneurship does not only benefit entrepreneurs but also their families, society at large as well as government. For example, young entrepreneurship can improve the quality of life of the community and open the eyes of the community to venture into it and see how big the benefits of exposure of entrepreneurship are during teenage life.

## **LITERATURE REVIEW**

### **Entrepreneurship**

Entrepreneurship is a process of creating something new (creative) and different (innovative) to create wealth for individuals

and add value to society, and entrepreneurs are the people who go through the prices of creating wealth and added value through the incubator of ideas, organizing resources and subsequently implement it. The definition of entrepreneurship is a person who takes initiative to make a difference in the world. Whether they solve a problem that many people face every day, put people together in ways no one has done before, or create something innovative that advances society, all venture founders have one thing in common: they take action. Entrepreneurship is a dynamic process of creating which takes great risks in 'equity', time and career commitment or the process of creating something new by taking into account, time and effort by taking into financial risk, psychological and social risks and also benefits from it (Histrich & Peter, 2005).

The importance of entrepreneurship is entrepreneurs build jobs. Where jobs would not exist if entrepreneurs did not exist. Entrepreneurs take on the burden of becoming self-employed. They desired to expand their company ultimately leads to the development of new jobs. As their company expands, more jobs are made. Besides that, entrepreneurs also create change, so naturally, some of their ideas will make a worldwide change. They could develop a new product that solves a pressing issue or take on the challenges of discovering something new. Through their goods, ideas, or companies, many people hope to make the world a better place. Other than that, entrepreneurs also give to society, where entrepreneurs are among the most generous contributors to charity and non-profit organizations for a variety of causes. Some people want to use their money to help disadvantaged communities gain access to services that we take for granted, such as clean drinking water and good health care. Last but not least was entrepreneurs contribute to national income by creating new capital in an economy. Entrepreneurs' innovative concepts and enhanced goods or services allow for the expansion of new markets and resources.

## Young Entrepreneurship

Young entrepreneurs give young people the ideals and vision that they need to achieve their goals. In today's world, a lot has changed. Young people were no longer had the same mentality or disposition as they did previously. Regularly, young entrepreneurship grows in popularity. The advancement of internet technology has provided us with numerous business opportunities. Young entrepreneurs inherit a unique and enabling entrepreneurial climate. Youth is no longer seen as a liability, but rather as a benefit to those who innovate, especially in the field of technology.

## Importance of Young Entrepreneurship

The value of young entrepreneurship is huge. Many reasons will contribute to the importance of young entrepreneurship in the best possible way. Such as, young entrepreneurship will be able to be independent. Young adults would be able to make their own decisions, plan their schedules, and be financially self-sufficient. Other than that, young entrepreneurship also helps to improve the development of soft skills. They will be able to develop their communications skills, which are important for any success. Aside from that, they will learn how to manage their time, be more creative, and develop their self-discipline, and do other else.

Young entrepreneurship creates employment opportunities for youth as well as the other young people they employ. These programmes assist in reintegrating marginalised youth into the labour market and addressing some of the socio-psychological issues and delinquency that result from unemployment. Young entrepreneurship also aids in the development of new skills and experiences, as well as the promotion of youth creativity and resilience. Young entrepreneurs will be better able to respond to changing market conditions because they are especially sensitive to new economic opportunities and developments.

## Underlying Theory

Theories are created to explain, predict, and understand any situation or case. It is also defined as a set of principles on which the practice of an activity is based to justify a course of action. The theories used include Theory of Planned Behaviour, Push-and-pull Mooring Migration Model, and Meta-theory.

## Theory of Planned Behaviour

The theory was designed to describe all activities for which people would exercise self-control. Behavioural intent is a key component of this model; behavioural intentions are informed by one's attitude about the probability that a behaviour will produce the desired result, as well as one's subjective assessment of the risks and benefits of that outcome. Intentions are the best predictors of planned behaviour, particularly when the behaviour is difficult to observe or unpredictable, as it is with entrepreneurial activities (Krueger et al., 2000). Müller (2009) for example, concludes that entrepreneurship training can encourage entrepreneurial intentions, subject to course content and teaching.

## Push-and-pull Mooring Migration Model

The push factors explain an expulsive factor at the origin that provides a reason to leave, such as poverty, unemployment, low social status, political repression, rapid population growth, poor marriage prospects, lack of opportunity for personal development, natural disaster and landlessness (King, 2012; Bansal et al., 2005). While the pull factors explain the attraction at the destination that pulls people towards them (Fu, 2011).

## Meta-Theory

Meta-theory is a philosophical discussion of foundations and structure or results of some theory in met mathematics. Meta-theory refers to broad perspectives, which make claims

regarding the nature of reality. Meta-theories philosophically underpin research and practice. Despite this centrality of meta-theory to research and practice, research studies seldom have a strong articulated philosophical basis. Meta-theories involve qualitative and mixed-methods research.

### **Previous Studies**

Nowadays, a lot of young people involves with entrepreneurship. There are a lot of factors that affect the entry to entrepreneurship especially among young people and fresh graduates. Several main factors affect the entry to entrepreneurship which is economic factors, environmental factors and motivational factors based on their experience.

### **Economic Factors**

Economic is one of the biggest factors that affect the entry to entrepreneurship for some people. This is because entrepreneurship affects the economic growth in any country all over the world (Amran et al., 2013). Not only that, but a lot of programmes also influence young people to be an entrepreneur by the government. People especially younger people wanted to develop their skills by becoming an entrepreneur because of the exposure of business by the government or the entrepreneur that already achieve their goals.

Furthermore, people wanted to become an entrepreneur because there are several loans for start-up businesses that are available nowadays. So, it will be so much easier for people to start their businesses. For example, a business loan from Tekun Nasional under the Ministry of Entrepreneur Development and Cooperative. The availability of financial assistance (Muthuraman, 2019) influence people to be an entrepreneur especially young people or fresh graduates.

Besides that, the intention of becoming an entrepreneur especially among young people because the opportunities for fresh graduates to get a job are low. Also, jobs offered for fresh graduates or young people are low due to the financial crisis. Thus, the company nowadays wanted to work with people that have at least three or more years of experience. So, it is hard for young people to get any opportunities and wanted to become an entrepreneur because they can work on their own.

### **Motivational and Environment Factors**

Environment factors are mainly because of the exposure to entrepreneurship among people. There are several environmental factors such as exposure to entrepreneurship at school, family background, social trends and age, gender and others. Environment factors affect a lot and create the intention of becoming an entrepreneur, especially for young people.

Firstly, people that exposed to entrepreneurship at school intent to be influencers more because of the early exposure to the business environment. This is because a lot of programmes are created in school that influence people to be an entrepreneur. Not only that, but people also that already run a small business in school are more likely to become an entrepreneur after they finish school. This is because people that expose to entrepreneurship in school have the mentality to be an entrepreneur in the future. Family background is also one of the environmental factors that affect people to be an entrepreneur. From Yang and Shuhymee (2012), family background influenced a little bit for people to be an entrepreneur. This is because they are exposed to the business environment as well as they are exposed in the school to be an entrepreneur. In other words, people that exposed to the business environment are motivated by their environment and interested to try new things and have the intention of becoming an entrepreneur.

Furthermore, gender and age are also one of the main factors of becoming an entrepreneur. For gender, the male is more and significantly has a higher entrepreneurial intention (Yang & Shuhymee, 2012). This is because males are more likely to want to work on their own and be their boss more than women. Male has higher entrepreneurial intention also motivated by the environment that they live in. Most likely, males are more motivated and able to take the risk especially wanting to change their life (Amran et al., 2013).

Last but not least, social trends. People wanted to try new things with everything such as mobile marketing. So, people that have the intention of using digital platforms are more interested to be an entrepreneur. They wanted to try new things like digital marketing to market their business. Also, people nowadays always use online shops or mobile marketing to sell their products. This influence people to try new things and become an entrepreneur because of the environment that they live in nowadays.

### Prospects of Young Entrepreneurship

Prospects of young entrepreneurship define as the possibility of young entrepreneurship to their environment or the country by becoming an entrepreneur. The main prospects of young entrepreneurs are economic growth (Amran et al., 2013), the intention of people to become an entrepreneur, perception towards entrepreneurship, and mentality of people towards youth entrepreneurship. All of these prospects can happen because of the youth entrepreneurship among people.

Economic growth is the main thing that changes affected by youth entrepreneurship. This is because young people create more jobs by becoming their boss and becoming an entrepreneur and creating opportunities for people, especially fresh graduates. It helps the economy to be healthy and grow even more because of the existence of young

entrepreneurs. Thus, economic growth helps to develop the country even more because of youth entrepreneurship. This helps the country to have a lot of new sectors and a lot of jobs are offered to people and fresh graduates.

Besides that, the intention of people to become an entrepreneur and will possibly change because of the existence of youth entrepreneurship. For example, young people are inspired and motivated to be an entrepreneur especially males according to Manjit et al. (2012). People especially young people and fresh graduates intend to be entrepreneurs because there are inspired to be an entrepreneur. Thus, people between the age of 25 to 30 years old are also more likely to want to become an entrepreneur because they wanted to work on their own. This is because youth entrepreneurship has changed the intention of people to become an entrepreneur. Also, a lot of media is used nowadays to promote and create the advantages to become an entrepreneur and it is one of the prospects of why people wanted to become an entrepreneur.

Lastly, perception towards entrepreneurship and the mentality of people towards youth entrepreneurship. Becoming an entrepreneur will need to face a lot of obstacles and be able to take any risk. This process of becoming an entrepreneur change the perception and mentality towards entrepreneurship. This is because of a lot of obstacles with ups and downs (Yang & Shuhymee, 2012) to become a successful entrepreneur. After facing all of the obstacles of becoming an entrepreneur, the perception might change because the process is not easy especially during the early stage of creating business. However, people also will learn that motivational factors are important (Yang & Shuhymee, 2012) during the process and a lot of possibilities of young entrepreneurship. It will increase the quality of entrepreneurs nowadays.

## CONCLUSION

In the conclusion, there are a lot of pros and cons of becoming a young entrepreneur, factors that affect the entry to entrepreneurship and the prospects of young entrepreneurship. Young entrepreneurship for sure will change a lot of things especially in the country and a lot of people's environments. The main things that will change are the economic growth affected by youth entrepreneurship.

There are a lot of factors that affect the entry to entrepreneurship especially for young people and fresh graduates. The factors are including environmental factors and most important economic and motivational factors. All these factors affect differently in a lot of ways affected by youth entrepreneurship. Environment factors are mainly because of the economic growth in the country, the availability of financial help by the government and creating opportunities for other job seekers and fresh graduates that still finding a job for the future. The second factors are economic and motivational factors that mainly because of the exposure to entrepreneurship at school, family background, social trends and age, gender and others. This factor indicates that exposure to entrepreneurship at school, family background, social trends and age, gender and others will motivate young people to become an entrepreneur because of the opportunities that they have.

Lastly, prospects of young entrepreneurship also mean the possibility of young entrepreneurship. It includes their environment and country. There are a lot of prospects that may affect by youth entrepreneurship such as economic growth, the intention of people to become an entrepreneur, perception towards entrepreneurship, and mentality of people towards youth entrepreneurship. Economic growth possibly will change because of the existence of young entrepreneurs. A lot of sectors and opportunities are created by young

entrepreneurs. Next, perception and mentality towards entrepreneurship. People will learn and expose to the obstacles and risks that they may face to become an entrepreneur. This will change the perception and people tend to be more prepared to become an entrepreneur. The intention of people to become an entrepreneur also will change because of the existence of young entrepreneurs. Young people especially males are likely interested to become an entrepreneur. Also, a lot of people wanted to try new things such as mobile marketing makes others want to become an entrepreneur using their skills.

## METHODOLOGY

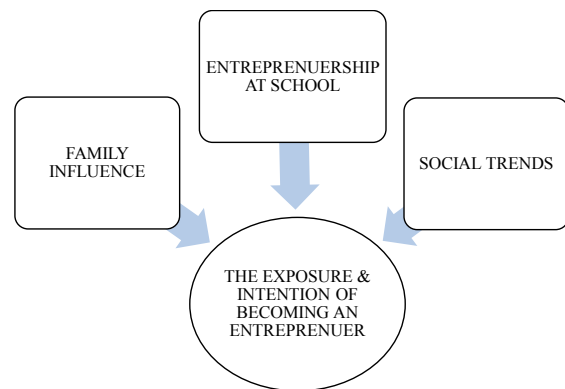


Figure 1 Research framework

### Family Influence

Nowadays, an entrepreneur's family typically influences the process of creating a new firm in multiple ways, including by providing critical resources such as money, labour and emotional support. It is particularly affected a relevant for a firm founder whose family has a business as such families that accumulate resources and experience through years of business operations. Most young entrepreneurs nowadays, typically count emotional from their parents, which is especially valuable in the start-up stage with upcoming challenges that are often faced by young entrepreneurs from the uncertainty surrounding the success of their new venture. Additionally, the family business is a success that makes the family successful which will be continued by the next

generation. So, with that, family involvement in exposure and intention to be an entrepreneur is very helpful among young entrepreneurs. Furthermore, their family business can be a reference and role model among their kids that soon to be young entrepreneurs about how to evaluate business opportunities draft and execute strategic plans and also determine whether business performance is satisfactory. Hence, family business experiences have powerful and lasting impacts on the social interactions and psychological development of the family in the business. As a result, the young generation with prior family business experience may have incorporated their experiences with their attitudes and intentions that can be either positively or negatively towards entrepreneurial skills and action.

### **Entrepreneurship at School**

School is where the younger generation learns about business for the first time. This is where the school offers a variety of activities and groups to which the younger generation will participate. With early exposure provided by teachers through activities such as canteen day, entrepreneur day, and school open events, the younger generation would enjoy more success as entrepreneurs. Furthermore, today's schools whether primary or secondary have already incorporated entrepreneurship-related skills into subjects such as business and accounting. With courses in business and accounting subjects, the younger generation will gain a better understanding of entrepreneurship. Thus, the interest of the younger generation in the field of entrepreneurship is increasing and they will continue to hone their intentions by joining clubs or entrepreneurship associations that has been provided in school.

### **Social Trends**

Online buying is becoming increasingly popular. As a result, lovers of online shopping are increasingly mentioning the trend of selling things live on social media platforms

like Facebook and Instagram. In the coming years, the social media business is going to grow. Online sellers will interact and connect with their favourite companies on a variety of levels. Nowadays, by giving your company's brand a social media makeover, it is not only increasing sales but also can improve customer relationships and can provide better service. As a result, the younger generation can develop the desire to be influential in social media and can gain followers through social media accounts either Facebook or Instagram. Furthermore, the majority of influencers begin their careers by marketing other people's products by creating short films and then displaying them to the public. This is a trend nowadays where entrepreneurs nowadays are using the services of influencers to promote their merchandise on social media.

### **Research Design**

Research design entails the planning, organisation, collecting and analyzing data to answer questions such as: What type of questionnaire does research utilise to collect data? What sampling techniques and technologies will research use? The purpose of this study is to see if early exposure during teenage life would influence the intention of fresh graduates becoming an entrepreneur in Kota Kinabalu, Sabah, Malaysia.

### **Sampling**

The type of sample depends on the particular group of persons among fresh graduates from which researchers will gather information. The population can be classified based on its gender, age, ethnicity, education level and a variety of other factors. It can be both very wide and quite thin. In reference to the research's goal and practicalities, it is also necessary to carefully identify the target demographic.

Simple random sampling is used in this study. A convenient sampling population is the one that is chosen at random. In this



sampling technique, every member of the population has an exactly equal probability of being chosen. This method is the simplest of all probability sampling methods because it just requires a random selection and no

prior information of the population. The questionnaire was given to the people who are readily available to submit it through an online mode in the second phase of data collection and this sampling was used.

**Questionnaire**  
**SECTION B: Dependent Variable**

**Table 1** I am very interested in entrepreneurship

		Frequency	Per cent	Valid Per cent	Cumulative Per cent
Valid	Strongly Disagree	3	3.5	3.5	3.5
	Disagree	12	14.0	14.0	17.4
	Neutral	25	29.1	29.1	46.5
	Agree	28	32.6	32.6	79.1
	Strongly Agree	18	20.9	20.9	100.0
	Total	86	100.0	100.0	

The total number of respondents who took part in this survey is 86. The data shows 20.9% strongly agree and 32.6% agree of the respondents are interested in Entrepreneurship. This might be because they want to have their income money rather than work under the company and wait for their salary every month. There are 29.1% neutral, 14% disagree, and 3.5% strongly disagree about his/her decision to choose whether to be interested or not in the field of entrepreneurship.

**Table 2** My goal is to become an entrepreneur

		Frequency	Per cent	Valid Per cent	Cumulative Per cent
Valid	Strongly Disagree	4	4.7	4.7	4.7
	Disagree	18	20.9	20.9	25.6
	Neutral	20	23.3	23.3	48.8
	Agree	28	32.6	32.6	81.4
	Strongly Agree	16	18.6	18.6	100.0
	Total	86	100.0	100.0	

Table 2 shows that (18.6%) has chosen strongly agree as their goal to become an entrepreneur. This can be might student or fresh graduate from entrepreneurship courses. Moreover, there were some of the respondents with (4.7%) unsure about their goal to become an entrepreneur or become somewhat else.

**Table 3** I am ready to do anything to be an entrepreneur

		Frequency	Per cent	Valid Per cent	Cumulative Per cent
Valid	Not Answered	1	1.2	1.2	1.2
	Strongly Disagree	6	7.0	7.0	8.1
	Disagree	8	9.3	9.3	17.4
	Neutral	27	31.4	31.4	48.8
	Agree	25	29.1	29.1	77.9
	Strongly Agree	19	22.1	22.1	100.0
	Total	86	100.0	100.0	

The lowest percentage from Table 3 was (1.2%) and theirs not ready yet to do anything to be an entrepreneur. The other respondents might be ready to jump into the world of entrepreneurs as the data shows that theirs were (22.1% strongly agree and 29.1% agree).

**Table 4** I prefer to be an entrepreneur than to be an employee

		Frequency	Per cent	Valid Per cent	Cumulative Per cent
Valid	Strongly Disagree	4	4.7	4.7	4.7
	Disagree	6	7.0	7.0	11.6
	Neutral	22	25.6	25.6	37.2
	Agree	22	25.6	25.6	62.8
	Strongly Agree	32	37.2	37.2	100.0
	Total	86	100.0	100.0	

The highest percentage from Table 4 was (37.2%) and there were all strongly agreed that they prefer to be an entrepreneur than to be an employee. As everyone knows that nowadays, finding a job was the most tiring and difficult even more if its fresh graduates. The lowest percentage was (4.7%) that has an unsure decision.

**Table 5** I will work hard to become an entrepreneur

		Frequency	Per cent	Valid Per cent	Cumulative Per cent
Valid	Strongly Disagree	4	4.7	4.7	4.7
	Disagree	7	8.1	8.1	12.8
	Neutral	16	18.6	18.6	31.4
	Agree	27	31.4	31.4	62.8
	Strongly Agree	32	37.2	37.2	100.0
	Total	86	100.0	100.0	

Table 5 shows that over (50%) of the respondents who are strongly agreed and agreed to work very hard to become an entrepreneur. This might be their willingness to study more about entrepreneurship to become successful entrepreneurs. The lowest percentage here was (4.7% strongly disagree) that they do not agree with the statement.

**Table 6** I am working towards owning my own business

		Frequency	Per cent	Valid Per cent	Cumulative Per cent
Valid	Strongly Disagree	7	8.1	8.1	8.1
	Disagree	9	10.5	10.5	18.6
	Neutral	16	18.6	18.6	37.2
	Agree	21	24.4	24.4	61.6
	Strongly Agree	33	38.4	38.4	100.0
	Total	86	100.0	100.0	

The lowest percentage from Table 6 was (8.1%), the respondent was not interested in working towards owning their own business. It might be the respondent does not have a requirement to own a business. Most of the respondents choose strongly agreed with (38.4%) in the data shown above.

**Table 7** I am determined to create a firm in the future

		Frequency	Per cent	Valid Per cent	Cumulative Per cent
Valid	Strongly Disagree	6	7.0	7.0	7.0
	Disagree	7	8.1	8.1	15.1
	Neutral	25	29.1	29.1	44.2
	Agree	21	24.4	24.4	68.6
	Strongly Agree	27	31.4	31.4	100.0
	Total	86	100.0	100.0	

Table 7 shows that (29.1%) was neutral picked by respondents as they are unsure either to create a firm or not in the future. The highest percentage was (31.4%) as they are very determined to create their firm in the future. They might be ready to face various challenges to build their firm with their effort.

**Table 8** I plan to start my own business as soon as I finish school

		Frequency	Per cent	Valid Per cent	Cumulative Per cent
Valid	Strongly Disagree	7	8.1	8.1	8.1
	Disagree	11	12.8	12.8	20.9
	Neutral	24	27.9	27.9	48.8
	Agree	22	25.6	25.6	74.4
	Strongly Agree	22	25.6	25.6	100.0
	Total	86	100.0	100.0	

(27.9%) was the highest data from Table 8 as they feel neutral to plan and start their own business as soon as they finished school. As many as (51.2% both strongly agreed and agreed) was determined to plan early for their own business as soon their finish school or not.

**Table 9** I already prepared myself to become an entrepreneur

		Frequency	Per cent	Valid Per cent	Cumulative Per cent
Valid	Strongly Disagree	8	9.3	9.3	9.3
	Disagree	14	16.3	16.3	25.6
	Neutral	26	30.2	30.2	55.8
	Agree	23	26.7	26.7	82.6
	Strongly Agree	15	17.4	17.4	100.0
	Total	86	100.0	100.0	

Table 9 shows the lowest percentage (9.3%) was not strongly disagree to prepare themselves to become an entrepreneur. This might be because they have no determination to be an entrepreneur. The highest percentage was (30.2%) that majority of the respondents are in a neutral condition in preparing themselves to become an entrepreneur.

**Table 10** I think entrepreneurship is a desirable career choice

		Frequency	Per cent	Valid Per cent	Cumulative Per cent
Valid	Disagree	4	4.7	4.7	4.7
	Neutral	19	22.1	22.1	26.7
	Agree	28	32.6	32.6	59.3
	Strongly Agree	35	40.7	40.7	100.0
	Total	86	100.0	100.0	

The highest data was (40.7%) and the respondents think that entrepreneurship is a desirable career choice to think of. This might be because this kind of career was easier to build. There was (32.6%) neutral and (4.7%) disagreed about the variable stated.

**Table 11** There are good opportunities in Malaysia to start my own business

		Frequency	Per cent	Valid Per cent	Cumulative Per cent
Valid	Disagree	6	7.0	7.0	7.0
	Neutral	19	22.1	22.1	29.1
	Agree	33	38.4	38.4	67.4
	Strongly Agree	28	32.6	32.6	100.0
	Total	86	100.0	100.0	

Table 11 shows the lowest percentage from the data above was (7.0%). The respondent might think that there are no opportunities to start their own business as the current issue of the financial crisis and maybe everyone is busy to be working as an employee. The highest percentage was (32.6%) and it shows that majority of the respondent were strongly agreed that there were good opportunities in Malaysia to start their own business.

**Table 12** I am willing to take the risk to start my own business

		Frequency	Per cent	Valid Per cent	Cumulative Per cent
Valid	Strongly Disagree	6	7.0	7.0	7.0
	Disagree	9	10.5	10.5	17.4
	Neutral	15	17.4	17.4	34.9
	Agree	22	25.6	25.6	60.5
	Strongly Agree	34	39.5	39.5	100.0
	Total	86	100.0	100.0	

Table 12 shows that over (50%) was strongly agreed and agreed that they were willing to take the risk to start their own business. As everyone knows, to start own business was not easy as they can see from the experience of other people that own a business, there must be up and down in their journey to become successful. The lowest percentage was (7%) when the respondent was strongly disagreed about the statement.

### SECTION C: Independent Value

#### a. Entrepreneurship at School

**Table 13** I participated in an entrepreneurship programme at school

		Frequency	Per cent	Valid Per cent	Cumulative Per cent
Valid	Strongly Disagree	3	3.5	3.5	3.5
	Disagree	12	14.0	14.0	17.4
	Neutral	25	29.1	29.1	46.5
	Agree	28	32.6	32.6	79.1
	Strongly Agree	18	20.9	20.9	100.0
	Total	86	100.0	100.0	

Table 13 shows the highest percentage was (32.6%) and the majority of the respondent had participated in an entrepreneurship programme at school. As school now has a different kind of activities or programmes that could enhance respondent skills in entrepreneurship. Some of the respondents strongly disagreed with the percentage of (3.5%).

**Table 14** I had generated a business plan at school

		Frequency	Per cent	Valid Per cent	Cumulative Per cent
Valid	Strongly Disagree	4	4.7	4.7	4.7
	Disagree	18	20.9	20.9	25.6
	Neutral	20	23.3	23.3	48.8
	Agree	28	32.6	32.6	81.4
	Strongly Agree	16	18.6	18.6	100.0
	Total	86	100.0	100.0	

As shown in Table 14, the highest percentage was (32.6%) the majority of the respondents had generated a business plan at school. Some subjects in schools conducted subject accounting and business that students need to prepare a business plan to fulfil course assessment. There were also some of the respondents play neutral with a percentage of (23.3%).

**Table 15** I had run a small business at school

		Frequency	Per cent	Valid Per cent	Cumulative Per cent
Valid	Strongly Disagree	10	11.6	11.6	11.6
	Disagree	10	11.6	11.6	23.3
	Neutral	23	26.7	26.7	50.0
	Agree	22	25.6	25.6	75.6
	Strongly Agree	21	24.4	24.4	100.0
	Total	86	100.0	100.0	

Table 15 shows that the majority of respondents choose neutral with (26.7%) of the percentage. Activities such as opening up a business that starts with a little amount of money and selling their items have been applied in every school in exposing students to entrepreneurs. These kinds of activities were always held during the school canteen day or the school open day. The neutral percentage might be because of the lack of participation. There were (11.6%) of respondents not involved in this activity.

**Table 16** I had created some idea and innovation thing at school

		Frequency	Per cent	Valid Per cent	Cumulative Per cent
Valid	Strongly Disagree	5	5.8	5.8	5.8
	Disagree	12	14.0	14.0	19.8
	Neutral	23	26.7	26.7	46.5
	Agree	30	34.9	34.9	81.4
	Strongly Agree	16	18.6	18.6	100.0
	Total	86	100.0	100.0	

The above data shows that the lowest percentage was (5.8%) and the respondents were never had created some idea or innovation thing at school. As for now, the Ministry of Education of Malaysia has conducted various innovative programmes for student to hone their talents in the field of entrepreneurship. So, there was (53.5%) of respondents had created some idea and innovation thing at school.

**b. Family Influence**

**Table 17** My parents influence me in pursuing my career in entrepreneurship

		Frequency	Per cent	Valid Per cent	Cumulative Per cent
Valid	Strongly Disagree	3	3.5	3.5	3.5
	Disagree	7	8.1	8.1	11.6
	Neutral	28	32.6	32.6	44.2
	Agree	26	30.2	30.2	74.4
	Strongly Agree	22	25.6	25.6	100.0
	Total	86	100.0	100.0	

The highest percentage was (32.6%). The majority of respondents are unsure whether their parents had influenced them in pursuing their career in entrepreneurship. There was a majority of (55.8%) who are strongly agreed and agreed to this statement. This might be because nowadays parents had own business and want their children to follow their steps. The lowest percentage was (3.5%) where the respondents had no family business or parents as entrepreneurs.

**Table 18 My parents are willing to provide me with funds for entrepreneurship activities**

		Frequency	Per cent	Valid Per cent	Cumulative Per cent
Valid	Strongly Disagree	6	7.0	7.0	7.0
	Disagree	9	10.5	10.5	17.4
	Neutral	30	34.9	34.9	52.3
	Agree	24	27.9	27.9	80.2
	Strongly Agree	17	19.8	19.8	100.0
	Total	86	100.0	100.0	

Table 18 shows that the highest percentage was (34.9%) which is neutral and most of the respondents' parents were not willing or unsure (52.4%) to provide their children with funds for entrepreneurship activities.

**Table 19 My relatives also play an important role in influencing my entrepreneurial intentions**

		Frequency	Per cent	Valid Per cent	Cumulative Per cent
Valid	Disagree	5	5.8	5.8	5.8
	Neutral	7	8.1	8.1	14.0
	Agree	23	26.7	26.7	40.7
	Strongly Agree	51	59.3	59.3	100.0
	Total	86	100.0	100.0	

Table 19 shows that majority of the students choose the strongly agree with the highest vote for (59.3%). This might be because of family business that must be from generation to generation for the sake of company. The respondents relative play an important role influencing their entrepreneurial Intentions for them. As for the (5.8%) of respondents there were not.

**Table 20 I will choose to become an entrepreneur in order to increase my family's standard of living**

		Frequency	Per cent	Valid Per cent	Cumulative Per cent
Valid	Strongly Disagree	2	2.3	2.3	2.3
	Disagree	5	5.8	5.8	8.1
	Neutral	24	27.9	27.9	36.0
	Agree	22	25.6	25.6	61.6
	Strongly Agree	33	38.4	38.4	100.0
	Total	86	100.0	100.0	

As data above the data shows majority of respondent choose strongly agreed with percentage of (38.4%). As a result, the respondent would choose to become an entrepreneur in order to increase their family standard of living. Most of family were not rich but there have their children to take care for everything and make a standard of living.

**c. Social Trends**

**Table 21** I am interested in marketing techniques that use online digital platforms

		Frequency	Per cent	Valid Per cent	Cumulative Per cent
Valid	Strongly Disagree	1	1.2	1.2	1.2
	Disagree	9	10.5	10.5	11.6
	Neutral	18	20.9	20.9	32.6
	Agree	24	27.9	27.9	60.5
	Strongly Agree	34	39.5	39.5	100.0
	Total	86	100.0	100.0	

Table 21 shows that majority of respondents interested in marketing techniques that use online digital platforms with percentage of (67.4% total strongly agreed and agreed). The use of online digital platform for marketing make life easier and better also it was so quick for marketing. The lowest percentage was (1.2%) that involved a respondent that strongly does not interested in this kind of online digital platform.

**Table 22** I intent to be influencer that exceedingly popular on social media and have hundreds of thousands or millions of followers

		Frequency	Per cent	Valid Per cent	Cumulative Per cent
Valid	Strongly Disagree	5	5.8	5.8	5.8
	Disagree	15	17.4	17.4	23.3
	Neutral	22	25.6	25.6	48.8
	Agree	19	22.1	22.1	70.9
	Strongly Agree	25	29.1	29.1	100.0
	Total	86	100.0	100.0	

As for data above majority of the respondent choose strongly agree and agree that comes with percentage of (29.1% and 22.1%). Nowadays, everyone in the social media want to be famous, so there start making paid reviews in Facebook and IG also they can achieve million thousand followers. They are intent to be influencer that exceedingly popular on social media and have hundreds of thousands or millions of followers. While (5.8% and 17.4%) are not interested in this matter.

**Table 23** I am addicted to mobile marketing

		Frequency	Per cent	Valid Per cent	Cumulative Per cent
Valid	Strongly Disagree	7	8.1	8.1	8.1
	Disagree	9	10.5	10.5	18.6
	Neutral	34	39.5	39.5	58.1
	Agree	14	16.3	16.3	74.4
	Strongly Agree	22	25.6	25.6	100.0
	Total	86	100.0	100.0	



Table 23 shows the data with the highest percentage with (39.5%) respondents were neutral to mobile marketing. People nowadays tend to promote their sale by making video, take picture and post it in their social media. This is what we called mobile marketing and majority of the respondents are unsure about the system. The lowest percentage was (8.1%) the respondent does not seem addicted to mobile marketing.

**Table 24** I always shop online and i am interested in running an online business in the future

		Frequency	Per cent	Valid Per cent	Cumulative Per cent
Valid	Strongly Disagree	4	4.7	4.7	4.7
	Disagree	5	5.8	5.8	10.5
	Neutral	28	32.6	32.6	43.0
	Agree	19	22.1	22.1	65.1
	Strongly Agree	30	34.9	34.9	100.0
	Total	86	100.0	100.0	

Table 24 shows the lowest percentage of data (4.7%) where the respondent was not agreeing that they always shop online and interested in running an online business in the future or not. Technological changes are causing many users of social media as a source of money. So that's why the highest data of percentage with (34.9%) were always shop online and interested in running an online business in the future.

### PILOT STUDY

The pilot study was conducted in this research to select a smaller scale of respondents that are directly relatable with this topic. Quantitative data are being used to analyse this research and the targeted population are from various ethnicities between the age of 13 to 32 and had graduated from either secondary school, higher education, and bachelor's degree. Besides, the purpose of using pilot study is to ensure the accuracy of our research questions in the questionnaire. There are 3 sections of questions that are being distributed and every item is appropriate and well defined. It is presented in a consistent manner and the respondent had clearly understood the question given. In addition, the pilot study was conducted to evaluate the reliability test and the consistency through Cronbach Alpha. To determine whether the respondents are

interested in being an entrepreneur in the near future, descriptive statistics will be obtained by using SPSS and so does the factor analysis, reliability test, and the regression analysis.

### Factor Analysis

The purpose of conducting factor analysis is to reduce a large number of variables into a fewer number of factors. It can explain the interrelationship such as determining whether there is a linear relationship, and multicollinearity and can also be used to simplify the data. To determine the factor reliability of the matrix as a whole, we used SPSS to perform the Varimax Rotation Method with Kaiser Normalization in measuring the sampling adequacy test. The list of Eigenvalue has identified 24 linear components and each factor represents the variance explained by the particular linear component in SPSS.

**Table 25** Total variance explained

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	Variance (%)	Cumulative (%)	Total	Variance (%)	Cumulative (%)
1	12.774	53.225	53.225	6.907	28.778	28.778
2	1.718	7.159	60.384	4.882	20.343	49.121
3	1.563	6.514	66.899	3.148	13.115	62.236
4	1.061	4.419	71.318	2.180	9.082	71.318

Table 25 shows the total variance explained by each component that been identified from the responses through the questionnaire. Since the values that are greater than 1 represent a good sign of eigenvalues, four components were extracted. The four components of variance explained the respondent’s intention on becoming an entrepreneur in the near future. As a result, from component one, it shows that the variance of rotation sums of squared loading had achieved 28.778%. While component 2 achieved 20.343% followed by component 3 with 13.115% and component 4 with 9.082%.

### Cronbach Alpha

Cronbach Alpha is used to assess the instrument’s reliability as well as to measure the consistency of the set of items in one group of questions. It is important in analyzing one research in order to evaluate the feasibility, reliability and the validity of the study. In general, reliability coefficients with a value of 0.60 and lower are considered bad, while those between 0.70 and 0.79 are considered fair, and the values that are greater than 0.80 are considered excellent. But still, the value of 0.6 and above means that the variables are acceptably correlated with each other. In this research, questionnaires had been distributed to random respondents and 86 of them had answered and received for analysis. The following table shows the results of this research.

**Table 26** Reliability statistics

Cronbach’s Alpha	Cronbach’s Alpha Based on Standardized Items	N of Items
.880	.881	4

Table 26 shows the reliability statistics of the questionnaire and Cronbach’s Alpha Coefficient Value. Through the pilot study conducted, the value of Cronbach’s Alpha is above 0.6 which is 0.88. Thus, the result explains that the items are reliable in measuring the variables and the instrument is suitable to be used.

## **METHOD OF ANALYSIS**

In research, the method of analysis is important to determine the most suitable measurement in order to fully utilise the data collected and the outcome or result gain. In other words, a set of data will only be useful for researchers when it has been analysed. For this research, the data that had been collected was analysed using the SPSS statistical software application. SPSS is a short statistical Package that has been used by most of the researchers to conduct a statistical data analysis. SPSS can handle a very large amount of data to perform various types of analysis. In this study, the data collected from the questionnaire is based on the five Likert scale: 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, and 5 = strongly agree. The scale of 1 – 5 was used to determine the acknowledgement of the respondents based on the questions stated. As the questionnaires are being answered anonymously, the characteristic of every respondent was being analysed based on their gender, age, ethnicity, and their level of education. By using descriptive statistics, factor analysis, reliability, and regression analysis had been conducted.

Factor analysis is being used to determine the factors that influence the respondents to become an entrepreneur. It helps us researchers to lessen the number of variables into a minimum number of factors that can directly influence our topic research and extracts its variance from all the variables into a score. The total variance had been analysed and the eigenvalues of 1 and above shows the component in the questionnaire will be able to explain the changes of the variance.

In addition, reliability statistics of the questionnaire is to determine whether it is reliable in measuring the objective of the study. In the result of the statistic, Cronbach's Alpha is being evaluated in determining its result. The estimated value must be greater than 0.6 then only can the questionnaire be acknowledged

as a reliable instrument to measure the study's objective.

Moreover, regression analysis was performed to analyse the data set from the questionnaire. It is to describe the relationship between the dependent and independent variables and also identify whether the variables have an impact on the topic selected. Besides, it also helps in determining which factors matter in the research, which can be ignored and how they influence each other.

## **Hypothesis**

There are three hypothesis that been measure in this study which is:

- H1: There is a significant relationship between the intention of becoming an entrepreneur and the exposure of business during teenage life.
- H2: There is a significant relationship between the intention of becoming an entrepreneur and the family influences.
- H3: There is a significant relationship between the intention of becoming an entrepreneur and the social trends.

## **FINDINGS**

### **Characteristics of the Respondents**

The respondent will be observed individually in the first stage based on the selected qualities. The absolute frequencies of respondents are presented in each section table, along with their percentage shares for each attribute separately. It should be noted that the total number of respondents for each attribute may not be the same. These discrepancies emerged as result of missing data or because all of the observed characteristics were not covered by respondents.

Each present the percentage distribution of gender which is male and female, age, ethnicity and education level.

**Table 27** Distribution of gender

		Frequency	Per cent	Valid Per cent	Cumulative Per cent
Valid	Male	22	25.6	25.6	25.6
	Female	64	74.4	74.4	100.0
	Total	86	100.0	100.0	

According to Table 27, female respondents are more than male respondents in this survey. The percentage of female respondents are 74.4% and the male is 25.6%. This percentage indicates that female are more using online social media for digital shopping and else. While men are more inclined to online gaming purchases than use social media. Women spend a significant amount of their spare time on social media for leisure, work and business.

**Table 28** Distribution of age

		Frequency	Per cent	Valid Per cent	Cumulative Per cent
Valid	13-17	2	2.3	2.3	2.3
	18-22	72	83.7	83.7	86.0
	23-27	10	11.6	11.6	97.7
	28-32	2	2.3	2.3	100.0
	Total	86	100.0	100.0	

Referring to the Table 28, this study included teenager and adults between the ages of 13 and 32. The total number of persons who took part in this survey was 86 and they were of varied aged. The greatest percentage age group was 83.7% among respondents aged 18 to 22 years old. This demonstrates that people are more likely to being entrepreneur. Fresh graduates in this age are more likely intent to become an entrepreneur. The lowest age group is 28 to 32 years old and 13 to 17 years old with 2 respondents each. Followed by the group age of 23 to 27 years old with 10 respondents.

**Table 29** Distribution of ethnicity

		Frequency	Per cent	Valid Per cent	Cumulative Per cent
Valid	Malay	5	5.8	5.8	5.8
	Indian	2	2.3	2.3	8.1
	Bumiputera Sarawak	4	4.7	4.7	12.8
	Bumiputera Sabah	71	82.6	82.6	95.3
	Bajau	1	1.2	1.2	96.5
	Sungai	1	1.2	1.2	97.7
	Murut	1	1.2	1.2	98.8
	Jawa	1	1.2	1.2	100.0
	Total	86	100.0	100.0	

Malay, India, Bumiputera Sarawak, Bumiputera Sabah, Bajau, Sungai, Murut, and Jawa were among eight races that represented in the survey. In this case, reviewing the data, we can observe that the Bumiputera Sabah had a large number of responders with the total per cent of responder which is 82.6%. Meanwhile, four races accounted which are Bajau, Sungai, Murut, and Jawa has the lower percentage of respondents. The four races have a low percentage of 1.2% each. In addition, Malay ethnic hold the second highest respondent with 5.8% followed by Bumiputera Sarawak and Indian with 4.7% and 2.3% respectively. This demonstrates how people of ethnicities have used social media for a specific purpose in their lives.

**Table 30** Distribution of education level

		Frequency	Per cent	Valid Per cent	Cumulative Per cent
Valid	Secondary School	3	3.5	3.5	3.5
	Higher Education	18	20.9	20.9	24.4
	Bachelor's degree	65	75.6	75.6	100.0
	Total	86	100.0	100.0	

According to Table 30, the biggest percentage of respondents with a degree which accounts for 75.6% of the total. Following that comes the higher school category, which has 20.9% of the total. This indicates that higher school was ranked second which are of higher education after a bachelor's degree. In this distribution, only 3.5% people responder are in secondary school level. However, because there are no responders in the masters's degree do not have a percentage.

### Regression Results

This part of the paper is the results of the multiple regression analysis that was performed to analyse the data set from the questionnaire. It can identify whether the variables have an impact on the topic selected. Besides, it also helps in determining which factors matter in the research, which can be ignored and how they influence each other.

**Table 31** Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.788 <sup>a</sup>	.620	.606	.57669
a. Predictors: (Constant), SocialTrends, ExposureOfEntrepreneurshipAtSchool, FamilyInfluence				

The above table 31 shows a R square value of 0.620. This means that 62% of the variables that changed the intention of becoming an entrepreneur by the people in Malaysia were influenced by the early exposure of entrepreneurship at school, family influences, and social trends. Meanwhile the 38% was influenced by other factors.

**Table 32** ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	44.556	3	14.852	44.659	.000 <sup>b</sup>
Residual 27.270 82 .333					
Total	71.826	85			
a. Dependent Variable: IntentionBecomingEntrepreneur					
b. Predictors: (Constant), SocialTrends, ExposureOfEntrepreneurshipAtSchool, FamilyInfluence					

Table 32 shows the stability of the model used. The estimated F value of 44.659 was significant at 5% significance level (Sig=0.00). Therefore, it can be concluded that the model is stable and the regression can be used for forecasting.

**Table 33 Coefficient**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error			
1	(Constant)	.603	.304		1.986	.050
	ExposureOfEntrepreneurshipAtSchool	.220	.081	.230	2.709	.008
	FamilyInfluence	.236	.115	.217	2.049	.044
	SocialTrends	.405	.098	.449	4.125	.000

a. Dependent Variable: IntentionBecomingEntrepreneur

Table 33 shows the regression result. As discussed earlier, the dependent variable is the intention of becoming an entrepreneur meanwhile the independent variables are the early exposure of entrepreneurship at school, family influences, and social trends. It indicates that the early exposure of entrepreneurship at school showed a positive relationship with the intention of becoming an entrepreneur. As the early exposure is lessened, the intention to become an entrepreneur will also decrease. Early exposure was found to be significant at 5% significance level with an estimated t value of 2.709(Sig=0.050). Similarly, family influences and social trends also showed a positive relationship with the dependent variable and will also decrease when the independent variable decreases and vice versa. The estimated t values for family influences is 2.049(Sig=0.044) while social trends show 4.125(Sig=0.000). Thus, it can be concluded that all the variables were significant in explaining the changes in the intention of becoming an entrepreneur in Malaysia.

## DISCUSSION

### Recaptualization

The purpose of this study is to determine the early exposure of business during teenage life and intention of becoming an entrepreneur.

Thus, early exposure of business was taken as the subject of this study in determining whether it can influence teenage of becoming an entrepreneur. The respondents were those a random audience from age 13-32. The data collected from 86 respondents were used for the statistical analysis. In this study, the independent variables were divided into exposure to entrepreneurship at school, family influence and social trends. This 3 each statement has 4 sub-statement under them to covers. The dependent variable was the intention of becoming an entrepreneur. The intention becoming entrepreneur was measured using 12 statements about entrepreneurship.

After the assessment of the measurement model, the structural model was evaluated in order to test the study's hypothesised relationship. The result indicated that early exposure of business during teenage life can influences them and their intention on becoming an entrepreneur.

### Discussion

The primary objective of this study was to examine about the early exposure of business during teenage life and intention of becoming an entrepreneur. Based on this research the early exposure to business at a young age that influence by social trends, exposure of entrepreneurship at school and family influence.

### Influence by Social Trends

This study show that social trends was the majority to influence teenage to become an entrepreneur. This is because, young people are

often used media social to understand up-to-date information and market trends. However, the effects of social media in entrepreneurship may have different consequences than environment of traditional business.

Furthermore, this study recognises that the significance of social trends to influence teenage become an entrepreneur. Many studies have demonstrated the benefits of social networking, and it continues to have a lot of promise. However, it appears that the use of social media in practise, particularly in strategic decisions about entrepreneurial opportunities, is still a work in progress, both in terms of its worth and the credibility of the information it delivers.

Other than that, the importance of prior knowledge, alertness and social trends on becoming entrepreneurship, as well as the contribution to young entrepreneur success. In this study, the magnitude of the influence on opportunity recognition and performance was determined by these factors. The effect of social trends was shown to be positive with influence the teenage life on becoming an entrepreneur.

### **Exposure of Entrepreneurship at School**

Next, the findings of this study also show that exposure of entrepreneurship in school increase the intention to become an entrepreneur. The fact is, every school mostly provide and having the entrepreneurial activities to attract and influence students to the business world and become an entrepreneur.

This study found that the significance of the exposure of entrepreneurship at school will increasing the influence among student on becoming an entrepreneur. Students may have a more and better knowledge of what entrepreneurship is and what it takes to start and run a business at school. Besides, exposure of entrepreneurship at school by making the entrepreneurship as one of the subjects also

can help increasing to attract students about entrepreneur. Teach entrepreneurship not only provides them with the necessary skills, but it also boosts their confidence in their ability to be successful business owners and enhances the possibility that they would start their own company in the future.

### **Family Influence**

The findings of this study show that parental business role models have an early impact on younger family members. According to the facts, family members are often positive influences and a source of strong values for aspiring entrepreneurs.

This study recognises the significance entrepreneurs place on learning from family or others before starting their own firm, as well as the power of experience in sharing authentic and unique entrepreneurial experiences. Encourage students to reflect on their own personal experiences with family businesses or business ideas to help them better understand entrepreneurship. Role models that interact with students and graduates have personal experiences with family companies that can be beneficial to their audiences. This research highlighted inspirational and personal experiences of commitment, suffering, work ethic, resourcefulness, and endeavour that they considered would benefit learners on their path to starting a business.

Besides that, personal and business values, particularly personal responsibility, accountability, motivation, and a work ethic, were found to be instilled in children who were exposed to and were exposed to business ideas at a young age. Family impacts derived from exposure to a family business and family-sourced business ideas, as well as encouragement, are the focus of the study. Other factors, such as the quality of the relationship with the business adviser, gender-specific guidance, personal development, networking development, university support,

personality, values, opportunity awareness, financial acumen, and career growth, were identified as influences.

Our findings agree that role models have been demonstrated to influence an individual's result expectancy and self-efficacy, which can motivate them to pursue a specific career route, such as becoming an entrepreneur (Lent et al. 1994; Nauta et al. 1994). These findings also add to the entrepreneurship literature by indicating that exposure to role models influences entrepreneurial goals and activity. We also contribute to the issue of entrepreneurial education by noting how the inclusion of role models in entrepreneurial education programmes, particularly at a young age, might increase entrepreneurial intents and behaviour. We present evidence from previous research that integrating appropriate role models in entrepreneurship programmes can aid in the development of entrepreneurial activities.

### SUGGESTION

Based on the research that has been made, there are a few of suggestions provided below. The suggestions provided after collecting the respondents answer of the question about the early exposure of business during teenage life and the intentions of becoming an entrepreneur. The questionnaire includes four main topics which are the intention of becoming an entrepreneur, exposure to entrepreneurship at school, family background and social trends.

- Exposure to become and entrepreneurs are important for the entrepreneurs. this is because, without any exposure, they will be no entrepreneurs in Malaysia especially the teenagers and fresh graduates. It is important to have young entrepreneurs because young entrepreneurs will be more creative and more open-minded to be and entrepreneurs. Based on the research that has been done and after collecting
- the respondents answer, it indicates that youth generation need more exposure about business. Younger generations are needed to learn more about entrepreneurs because it can help them to be young entrepreneurs in the future. For example, a lot of programmes in school talking about how to be entrepreneurs to influence the younger generations to be successful by being entrepreneurs. Younger people have a clear thought and thinking a lot of things about wanted to be successful in the future. By exposing them with entrepreneurship in the school will inspire them to be entrepreneurs in the future. Youth entrepreneurship will be focusing more about being successful in any way they can. Exposing the younger generation will be the guide so that they can plan it and become a successful entrepreneur.
- Financial is an important thing to start a business and become a successful entrepreneur. Business owner need finance help to start a business especially youth generation and fresh graduates. A lot of procedures need to consider because loans will not be an easy process especially for start-up business owners. A lot of risk will be faced by the business owner to own their business. So, the government need to support the start-up business by creates funding help especially for the youth and fresh graduates. This is because, it can help the youth generation and the fresh graduates to expand their business. By expanding their business, they can create more jobs opportunities and help the country with their financial flow. Not only that, but a lot of people will also inspire to be business owners because of the entrepreneurs. A lot of people wanted to be entrepreneur because of the funding that the government offered. Youth generation that has a



small business can expand their business to be bigger and turned globally because of the opportunities that they take to be entrepreneurs. Based on the research, entrepreneurs need this kind of fund because youth generation and fresh graduates that did not have enough funding to start a business are more likely to be entrepreneurs. So, government should help them with their capital and loans.

- Nowadays, media is one of the biggest platforms all over the world. Teenage nowadays are using a lot of social media such as Facebook, Twitter, YouTube, Instagram and so on. Social trends are considered as one of the trends that people will follow and keep up to date. So, it is important for the media and communication to take parts with the entrepreneurship by creating a platform that includes the start-up business especially the younger generation to participate. Youth generation will be motivated and wanted to start their own business because of the entrepreneur normalization that happened nowadays. Media and communication need to spread about the advantage of becoming entrepreneur especially for youth generations. A lot of youth generation want to be entrepreneurs because a lot of business owners nowadays create their own platform to promote their business. Youth generation and fresh graduates will be inspired by that and wanted to try new things and start their own business with their own idea and creativities. So, it is important for the media and communication to take part with entrepreneurship to produce more entrepreneurs in the future.
- Creating programmes that can produce entrepreneurs will also be beneficial for youth generations and fresh graduates. This is because, youth generations

encouraged by the advantage of becoming entrepreneurs. Government or other stakeholders need to create programmes that teaches the youth generation and start-up business about skills to be entrepreneurs. Programmes that teach about skill are beneficial because it will build a very skilful entrepreneurs among the younger generations and fresh graduates. Their quality of works also great and their productivity will encourage people to be entrepreneurs. So, governments and other stakeholders need to assist the youth generation and fresh graduates to become entrepreneurs.

### **LIMITATION OF STUDY**

Similar to any other research, limitation will be existed and the findings would not reflect the actual situation. Besides, it is important to understand and know the limitation of this study. So that, the study will be handled properly and smoothly. Thus, there are several limitations while carrying this research that needed to be considered. The first limitation that discovered are short of time because of the amount of time that given. This research needs a longer time so that a lot of factors and implication will be discovered even more amount being consistent in innovation. Secondly, lack of respondents. This discussion only using the past research that already existed. Thus, this research only have 83 people of respondents. This discussion also using a general term because lack of respondents. By having more respondents, this discussion will be more comprehensive research and more efficient.

Hence, the future discussion will employ a broader and more comprehensive discussion of consistent innovation. There are a lot of things need to be improved about the topic which is consistent innovation.

## REFERENCES

- Abbasianchavari, A., & Moritz, A. (2021). The impact of role models on entrepreneurial intentions and behavior: A review of the literature. *Manag Rev Q*, 71, 1 – 40. <https://doi.org/10.1007/s11301-019-00179-0>.
- Awan, N. N., & Nawaz Ahmad, N. (2017). Intentions to become an entrepreneur: Survey from university students of Karachi *International Journal of Business, Economics and Law*, 3 (13), 89 – 159. <https://doi.org/10.2139/ssrn.3037459>
- Bansal, H. S., Taylor, S. F., & James, Y. S. (2005). 'Migrating' to new service providers: toward a unifying framework of consumers' switching behaviors. *Journal of the Academy of Marketing Science*, 33 (1), 96 – 115. <https://doi.org/10.1177/0092070304267928>
- Business News Daily*. (2015, Jun 19). Start small, think big 4 ways entrepreneur can grow. <https://www.businessnewsdaily.com/9509-small-business-think-big.html>
- De Clercq, D., & Honig, B. (2011) Entrepreneurship as an integrating mechanism for disadvantaged persons. *Entrepreneurship and Regional Development*, 23, 353 – 372. <https://doi.org/10.1080/08985626.2011.580164>
- Fu, J. R. (2011), Understanding career commitment of IT professionals: Perspectives of push-pull-mooring framework and investment model. *International Journal of Information Management*, 31, 279 – 293. <https://doi.org/10.1016/j.ijinfomgt.2010.08.008>
- Geldhof, G. J., Weiner, M., Agans, J. P., Mueller, M. K., & Lerner, R. M. (2014). Understanding entrepreneurial intent in late adolescence: The role of intentional self-regulation and innovation. *Journal of Youth and Adolescence*, 43 (1), 81 – 91. <https://doi.org/10.1007/s10964-013-9930-8>
- Greene, J. D., Morelli, S. A., Lowenberg, K., Nystrom, N. E., & Cohen, J. D. (2008). Cognitive load selectively interferes with utilitarian moral judgment. *Cognition*, 107 (3), 1144 – 1154. <https://doi.org/10.1016/j.cognition.2007.11.004>
- Hassan, H., Sade, A. B., & Rahman, M. S. (2020) Shaping entrepreneurial intention among Youngsters In Malaysia. *Journal of Humanities and Applied Social Sciences*, 2 (3), 2632 – 2279. <https://doi.org/10.1108/JHASS-02-2020-0029>
- Hisrich, R. D., Peters, M. P., & Shepherd, D. (2005). *Entrepreneurship* (6th edition). Tata McGraw-Hill Publishing Company Limited.
- Ho, M. H. R., Uy, M. A., Kang, B. N. Y., & Chan, K. Y. (2018) Impact of entrepreneurship training on entrepreneurial efficacy and alertness among adolescent youth. *Front. Educ.*, 3, 13. doi: 10.3389/feduc.2018.00013. <https://doi.org/10.3389/feduc.2018.00013>
- International Labour Organization (ILO). (2020). *World employment and social outlook – Trends 2020*. Publications of the International Labour Office. [https://www.ilo.org/wcmsp5/groups/public/---dgreports/---dcomm/---publ/documents/publication/wcms\\_734455.pdf](https://www.ilo.org/wcmsp5/groups/public/---dgreports/---dcomm/---publ/documents/publication/wcms_734455.pdf).
- King, R. (2012). Theories and typologies of migration: an overview and a primer. Willy Brandt series of working papers in international migration and ethnic Relations, March.
- Krueger, N. F., Reilly, M. D., & Carsrud, A. L. (2000). Competing models of entrepreneurial intentions. *Journal of Business Venturing*, 15 (5), 411 – 432. [https://doi.org/10.1016/S0883-9026\(98\)00033-0](https://doi.org/10.1016/S0883-9026(98)00033-0)
- Kurniawan, M. E. H., Yudoko, G., Mursyid Hasan Basri, M. H., & Umbara, A. N. (2019). Do entrepreneurship students have an intention to become an entrepreneur? *Journal of Entrepreneurship Education*, 22 (2), 1 – 14.
- Lent, R., Brown, S., & Hackett, G. (1994). Toward a unifying social cognitive theory of career and academic interest, choice, and performance. *Journal of Vocational Behavior*, 45 (1), 79 – 122. <https://doi.org/10.1006/jvbe.1994.1027>
- Manjit, S. S., Sidique, S. F., & Riaz, S. (2012). Entrepreneurial environments and growth evidence from Malaysia GEM Data. *Journal of Chinese Entrepreneurship*, 4 (1), 50–69. <https://doi.org/10.1108/17561391211200939>
- Marques, L. A., & Cristina Albuquerque, C. (2012). Entrepreneurship education and the development of young people life competencies and skills. *ACRN Journal of Entrepreneurship Perspective*, 1 (2), 55 – 68.
- Md. Rasli, A., Khan, S. R., Malefikar, S., & Jabeen, S. (2013). Factors affecting entrepreneurial intention among graduate students of Universiti Teknologi Malaysia. *International Journal of Business and Social Science*, 4 (2), 182 – 188.
- Müller. (2009). Encouraging future entrepreneurs: The effect of entrepreneurship course characteristics on entrepreneurial intention. <https://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.329.9942&rep=rep1&type=pdf>.

- Muthuraman, S., & Al Hazi, M. (2019). Entrepreneurial growth: Challenges to young Omani Entrepreneurs. *International Journal of Business and Applied Social Science*, 5 (7), 98 – 114.
- Ojiaku, O. C., Nkamnebe, A. D., & Nwaizugbo, I. C. (2018). Determinants of entrepreneurial intentions among young graduates: Perspectives of push-pull-mooring model. *J Glob Entrepr Res*, 8, 24. <https://doi.org/10.1186/s40497-018-0109-3>
- Steenekamp, A. G., van der Merwe, S. P., & Athayde, R. (2011). An investigation into youth entrepreneurship in selected South African secondary schools: An exploratory study. *Southern African Business Review*, 15 (3), 46 – 75.
- The Edge Malaysia. (2020). *EY Entrepreneurship of the year 2020: The future of entrepreneurship*. <https://www.theedgemarkets.com/article/ey-entrepreneur-year-2020-malaysia-future-entrepreneurship>.
- Xue, F. T., Yoon, D. K. T., & Liang, C. L. (2011). Factors influencing entrepreneurial intention among university students. *International Journal of Social Sciences and Humanity Studies*, 3 (1), 487 – 449.
- Yang, K. O., & Shuhymee, A. (2012). A study among university students in business start-ups in Malaysia: Motivations and obstacles to become entrepreneurs. *International Journal of Business and Social Science*, 3 (19), 181 – 192.

