

The growth of ICT in this era persuade involvement of youth in e-commerce.

Siti Halimah, B.

Lecturer, Dept. of Information Technology, Kolej Poly-Tech Mara Batu Pahat,
Johor, Malaysia.

Email: ct_halimah@gapps.kptm.edu.my

Aidahani, A.,

Senior Lecturer, Information Technology, Kolej Poly-Tech Mara Batu Pahat,
Johor, Malaysia.

Email: aidahani@gapps.kptm.edu.my

Kalsum, H.U,

Senior Lecturer, Information Technology, Kolej Poly-Tech Mara Batu Pahat,
Johor, Malaysia.

Email: umi_kalsum@gapps.kptm.edu.my

Norhailawati, M.

Senior Lecturer, Information Technology, Kolej Poly-Tech Mara Batu Pahat,
Johor, Malaysia.

Email: haila@gapps.kptm.edu.my

Abstract

Daily routine of people today is related in Information Communication and Technology (ICT) either activities and socioeconomic. The ICT through digital economy had opened new way business activity called electric commerce known as e-commerce (Berisha Shaqiri,2015). This research study about involvement youth generations doing e-commerce activities, which is to investigate the factors that persuade their involvement, to identify the medium and type of product sold in e-commerce, also to analyze the problems that facing by them in doing e-commerce selling. The research conduct by online survey questionnaire as the method to find research data and the respondents target is youth in age 18-21. This study identifies that medium effectively used in doing e-commerce is Instagram, followed by WhatsApp and then Facebook. While the most factor youth doing e-commerce determined that it able to help increase stipend and then, next factor is the power of internet to help youth selling their product. As a conclusion we can say, the involvement of youth generation as a seller in e-commerce still growth since this is the easy way to increase their monthly income.

Keywords: youth; e-commerce; risks in e-commerce; ICT; seller; medium used in e-commerce; most product sold in e-commerce;

1. Introduction

We are now living in the digital era. This era is supported by the growth of Information Communication and Technology (ICT) that without realizing affected our daily routine activity and social. The evolvement and spread of ICT like cloud computing, mobile computing, big data, artificial intelligence (AI) and Internet of things (IoT) are rapidly penetrating society and also transfiguring the business operation and processes (Kuruwitaarachchi, et. al (2018)). The digital technology introduced also had opened a new way of business activity called electronic commerce or known as e-commerce (Berisha Shaqiri,2015). The e-commerce process began since 1965, by the usage of Automatic Teller Machine (ATMs) to withdraw money and do purchases through point of sale terminal and credit cards (Senn, 2000). Rosmiati (2018), Kalakota and Whinston (1997) defined e-commerce as an activity of buying/selling goods and services electronically through the Internet network. E-commerce involves commercial transactions between buyers and sellers over the internet for the exchange of products, services and information (Turban et al., 2008).

According to Dykema (2000), from year 2000 to 2005, the online retail sales are projected to increase from \$45 billion to \$269 billion. Khatibi (2003) mentioned that the total revenue from e-commerce activities in Malaysia was estimated at RM187.3 million in 1999 and the figure will roughly double every year and is expected to reach RM5.98 billion by the year 2003. IDC (2007) showed that the overall e-commerce spending increased to US\$22.3 billion in 2007 and the online buyers in Malaysia had reached to 7.1 million in 2008. Malaysian who involved in e-commerce is in the range 15 to 24 years old (Jehangir et al, 2011).

1.1 E-commerce and contribution

Several studies had proven that e-commerce system has been making significant contributions toward those who involved. We attach finding by several studies as stated in Table 1.

Table 1. The benefits of e-commerce

Research	Finding
Rosmiati et al.(2018)	Online business can save time and cost, no need to queue to get the item/service, easy to get latest price (sometimes the price is cheaper than price from physical store).
Kamaruzaman et al.(2010)	The e-commerce business reduces goods and service costs, increased availability (24x7), lowering transaction cost for buyer and seller eliminating intermediaries, decreasing administrative, marketing and logistics costs, providing a competitive environment to improve the quality of goods and services, increase the convenience of obtaining goods and services, and allowing for a provision of more customized offering as well as a new way of managing relationships.
Niranjanamurthy et al (2013)	The seller also able to scale up rapidly with e-commerce, as they are not bound with physical limitations. They also able to list many different items and the buyer have lots of product choices because there is no limited shelf size in e-commerce. This allows e-commerce businesses to "stock" a wide range of products

1.2 Research Objective

With the support of technologies and proven it has lots of benefits, we believe that many youths involve in e-commerce. The objectives of the study are:

1. To investigate what are the factors that persuade youth to get involve in e-commerce (as seller).
2. To identify the medium, choose by youth while doing the e-commerce.
3. To analyze the problem face by youth in using e-commerce.

2. LITERITURE REVIEW

There are many factors that make a person involve as e-commerce consumer or seller. Zaremohzzabieh, Z. et al. (2016) find that entrepreneurial knowledge that can lead a person to establish their own e-business and the person attitude to be self-employed have significant influence on the entrepreneur's intention to use ICT in e-commerce. Other factors to influence youth to embark into e-commerce are ease of use with highly significant effect, time saving and convenience as studied by Yamunah Vaicondam, Muthaloo Subramaniam and Mustapha Aliyu (2020).

Nowadays, it is relatively cost low for starting any business through Internet. With all the advantages of e-commerce and if Malaysia as the developing country able to overcame the barriers identified by Abdalslam.S.Imhmed.Mohmed, Nurdiana Binti Azizan, Mohd Zalisham Jali (2013) that are the consumer knowledge and awareness of evolving e-commerce ecosystem, consumer low level of trust on the system, the most needed government involvement in managing the different aspect of e-commerce activities or regulation and finally the telecommunication facilities that need to be improved.

ICT plays an important role in developing a country through sustainable economic growth and competitiveness. The ICT development in the trade area has been the focus of the leaders, industrialists, entrepreneurs, traders, etc. (Musa, 2008). Musa (2008) also said that communication media and advertising are interrelated since what can be gain from advertising to let their product and services known worldwide will become the profit to the advertiser.

“Technology related developments such as the rise of powerful search engines, advanced mobile devices and interfaces, peer-to-peer communication vehicles, and online social networks have extended marketers' ability to reach shoppers through new touch points” (Shankar et al. 2011, 30). According to Darke et al. (2016) social media help business owner to engage their prospect consumers. Safia, A. Chai, et al. (2019) also has listed seven factors that potentially affect e-commerce adaptation behavior. The factors are “e-word of mouth on social media, higher visibility of products on social media, recommendations of products by YouTube and social media sites, direct communication/ live chat with customer care representatives, rating and reviews by customers on social media, and trust and willingness to buy online”. The popularity of digital platforms has disrupted traditional distribution channels, increased reach of social networks, and changed the way people interact (O. C. Ferrell et al., 2017).

Savita Mehta , Sanjeev Bansal and Teena Bagga (2017) said that the presence of youth on various social network sites is in conformity with the worldwide trend of popularity of this new media of social interaction. The influence factors for purchase and expenditure through social media are from opinions and recommendation from friends alongside with product review. Furthermore, youth take lead in adopting newer means of social interaction and they adapt equally fast to the demands and technicalities of these means and study done by Tanushree Sanwal, Sandhya Avasthi, Shikha Saxena, Krishna (2016) said that e-commerce has spurred employment in industries producing software, and systems used by E-commerce and other occupations associated with websites and networks. The youth especially in the area of engineering and technology are benefiting from this. More and more software specialists are required in the market.

However, in the process of buying and selling through e-commerce study of trust in e-commerce (Rachel & Caterina, 2012) shown that, consumers worry if losing money while not getting products in online shopping. In another word, they get defrauded by Internet frauds. Based on most the shared information about those frauds (Web Of Trust), two most common Internet frauds is: Phishing and malware. Additionally, according to Rachel & Caterina (2012) and Chaffey & Smith (2013), there also exist some other issues that might cause bad experiences for customers. Such as: poor web design, inconvenience of online communication, long waiting time of shipping, product doesn't match description and etc.

Motivation to involve in e-commerce as seller are relatively low but still attracting youth with higher finance resources due to their knowledge to the benefits that can be gain from e-commerce, stated by Aidahani, A. et al. (2019). Youth acknowledge the growth of technologies have shape the future of e-commerce. The e-commerce enabling technology that been used by top e-commerce websites such as fifth generation (5G) wireless systems, blockchain technology, the internet of things, machine learning and artificial intelligence allowing a seller to more easily post products. Advanced technologies shaping the e-commerce landscape in the region. Kim, M., & Choi, D. (2018).

3. METHOD

The growth of development of technology in the world of internet becomes an important part of the selling and buying among peoples especially youth generations. Rosmiati et al. (2018) found that, using e-commerce can save time and cost for consumers. No need to linger queue to get a good or service desired. According to JF Ebert (2018), results show that web-based questionnaire more less cost and fewer mistake so this method used to gather information from youth generation.

3.1 Framework

Refer the figure 1 as framework for this research.

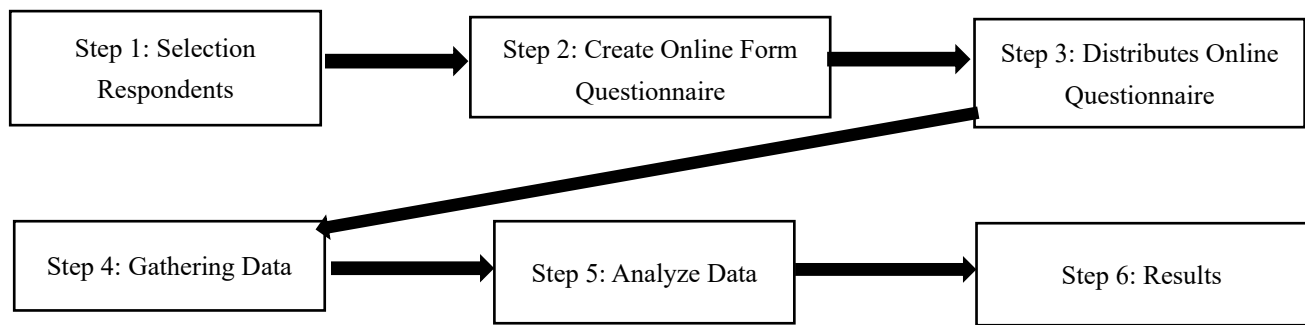


Figure 1. Step by step methodology

3.1.1 Step 1: Selection Respondents.

This step is determining youth generation as the target respondents, based on Kim (2018) establishment of identity in the internet space that meets the development stage of the youth should be treated as an important aspect. Total sampling from online survey is about 40 youths.

3.1.2 Step 2: Create Online Form Questionnaire.

The questionnaires are develop based on Kothari (2019) ideology where descriptive method is applied in order to study the view of current phenomenon in e-commerce. The categories of questionnaire divided into the following:

1. *Real factor of involvement youth in e-commerce as a seller.*
2. *Problem faced by youth in doing e-commerce.*
3. *Medium that youth generation used for online business.*
4. *Type of product chosen by youth generation in their online business.*

Therefore, a set of questionnaires provided for the purpose set up based on literature research to achieve the objective of the research.

3.1.3 Step 3 and 4: Distributes Online Questionnaire and Gathering Data.

The questionnaires were distributed by using online. The respondents involve are about 40 youths among age 18-21. Survey had done by using online survey as effective method and able to gather data with faster as mentioned by Coomber (1997) which internet can be a valuable source of indicative as opposed to easily generalizable data.

3.1.4 Step 5 and 6: Analyze Data and Results.

The analysis and results are about to identify the factor youth generation doing e-commerce, the medium used and type of goods sells in the e-commerce. It also analyzes the kind of problem faced while doing e-commerce business. These results related with objectives in this study.

4. RESULTS

In the research, we discussed several matters between factor youth generation doing in e-commerce as seller, the medium used and type of goods sells in the e-commerce. This research also determines the

problem that face by youth in doing e-commerce business.

4.1 Real factor of involvement youth generation in e-commerce as a seller

The result in Figure 2 show over 32 respondents of youth involve in e-commerce as a seller since they want to increase their stipend. This is the main factor that youth intense to gain extra in their monthly expenses. The second factor is the power of internet to sell the product. This shown 30 youths generation said because of the power of internet, they involve in e-commerce since they can make an income at home using computer or smartphone and internet (Tsetsi & Rains, 2017). The third factor shown 22 respondents said they can easy to get the prospect. The second and third factors are completely related. If more user of internet, so more customers can be attracted (Nabot *et. al*, 2018). Others factor shown 19 respondents are less cost to do the business and the youths generation are interested in e-commerce. The factors because of profit and viral product just shown 9 and 11 respondents. While the youth generation choose to involve in e-commerce as a seller because of interested with the product only shown 6 respondents. This shown youth generation tends to gain more money in order to accommodate their expenses (Chavali, 2020).

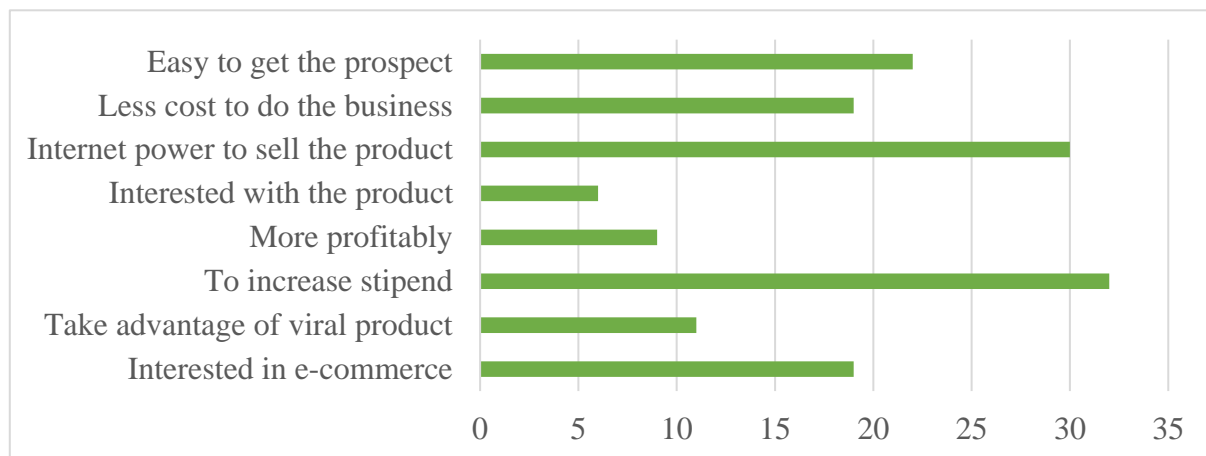


Figure 2. Real factor of involvement youth generation in e-commers as a seller.

4.2 Problem faced by youth generation in doing e-commerce

The Figure 3 shown, most problem face by youth in e-commerce as a seller is security systems. About 42 respondents said they have a problem with security system of e-commerce. Sometime e-commerce has weak security systems which may lead to cybercrimes (Khan, 2019). This is related to scammers issue since 37 respondents said scammer is also main problem in doing online business. This also type of cybercrime. This result shown 28 of youth generation have a problem with financial source. This issue is more to finance issue like not enough fund to proceed their business. The limitation of knowledge in IT also contribute to the problem in e-commerce. The result shown 18 of youth generation lake in IT knowledge. Only 5 respondents face the problem with hackers.

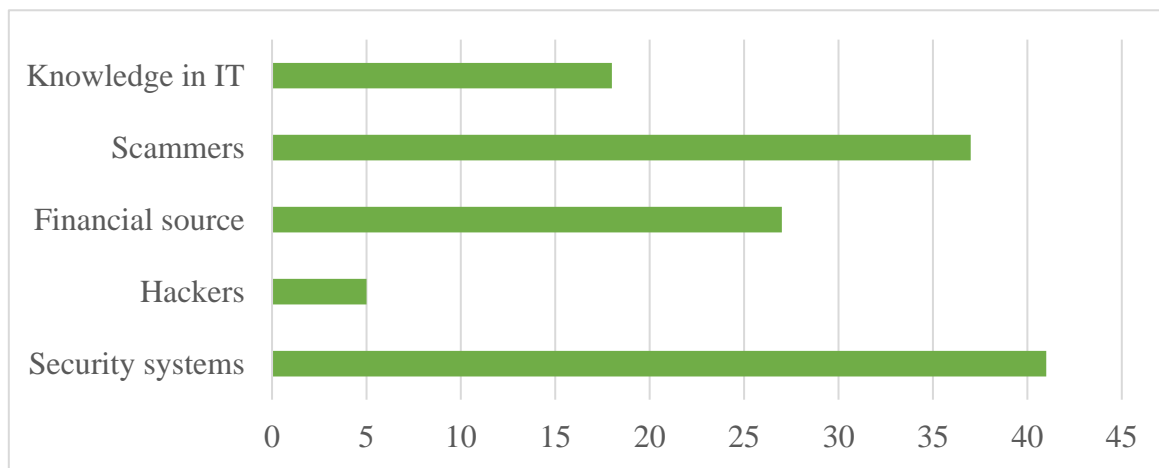


Figure 3. The most problem face by youth generation in doing business online.

4.3 Medium that youth generation used for online business

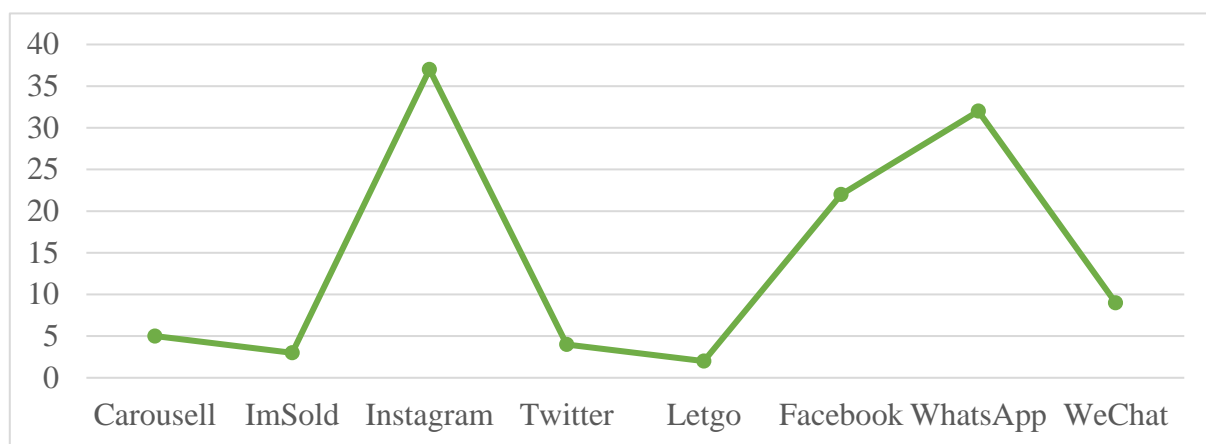


Figure 4. Popular medium used by youth generation to do their business.

As we can see in Figure 4, Instagram is the famous medium used by respondents for online business. About 37 respondents use Instagram as the medium since Instagram is famous among youth generation (Jiang & Ngien, 2020). The second famous medium is WhatsApp. The usage of WhatsApp application is growing now a days (Kumar & Sharma, 2017). About 32 respondents use WhatsApp in their business. Followed by Facebook. 22 respondents used Facebook as their medium to do an e-commerce activity since Facebook have a billion daily active users (Appel, 2019). Only 9 respondents used WeChat to do their business. While about 2 respondents used Letgo, 3 respondents used ImSold, 4 respondents used Twitter and 5 respondents used Carousell. Since applications Instagram, WhatsApp and Facebook are used by many users, so that youth generation used this medium in online business in order to gain many prospects.

4.4 Type of product chosen by youth generation

Figure 5 shown, about 30 youth generation choose cloth as their product while doing online business since clothes are more marketable and basic need for buyer (Lee & Hwang, 2019). Besides clothes, shoes are also the famous product sold by respondents. About 13 respondents sell shoes through e-commerce. This is because shoes are the most trending and stylish products nowadays. Other than that, 12 youth generation sell beauty product since the product interact woman buyer (Okeke *et. al*, 2020). Only 9 respondents choose sport equipment in their business since the sport equipment need bigger capital. Only 7 respondents choose food and drink as their product since buyer nowadays like to taste foreign food and drink. The nature of youth generation was to update their social life in social media, this make a cloth as a best product in online market.

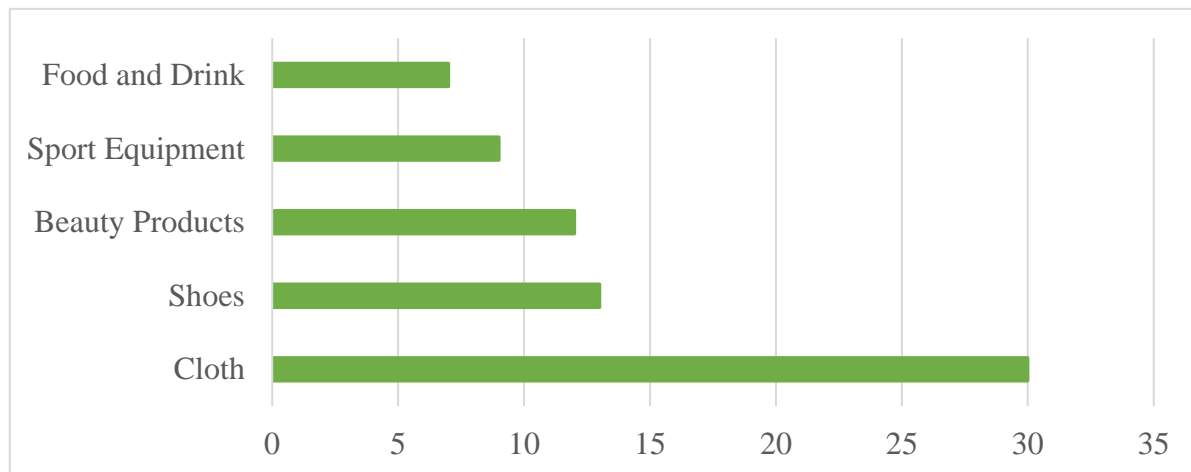


Figure 5. The type of product chosen by youth generation in their online business.

5. Conclusion

Malaysia has double the growth in e-commerce according to the statistics department of Malaysia; the e-commerce growth rate in Malaysia is expected to grow from the 10.6% in 2016 to 20.8% by 2020. This situation makes a youth generation takes an advantage in involving as the seller in e-commerce.

However, this research conducted in order to determine what the real factor of youth generation involved as seller in e-commerce. Besides that, we discover about the activities in online business. This research shows the truth factor about youth generation involve as a seller in e-commerce is to expend their monthly income in order to fulfill their expenses. The youth generation more interested to sell a cloth or involve in fashion since that is their nature. Moreover, the youth generation used Instagram and WhatsApp as their medium in doing online business. Unfortunately, lake of IT knowledge make youth generation face the problem about security systems.

As a conclusion we can say, the involvement of youth generation as a seller in e-commerce still growth since this is the easy way to increase their monthly income. Involvement in e-commerce also less cost and risk to start their business.

7. References

- A.B. Smith, C.D. Jones, and E.F. Roberts, "Article Title", Journal, Publisher, Location, Date, pp. 1-10.
- Abdalslam.S.Imhmed.Mohmed, Nurdiana Binti Azizan, Mohd Zalisham Jali (2013), The Adaptation of E- Commerce in Malaysia , International Journal of Engineering Research and Development Volume 7, Issue 10 (July 2013), PP. 36-42
- Aidahani, A., Kalsum, H.U, Norhailawati, M., Siti Halimah, B. (2019). Involvement Student as a Seller in E-Commerce. Swapen, 2(1), 32-39. eISBN 978-967-13352-8-4
- Appel, G., Grewal, L., Hadi, R. et al. The future of social media in marketing. J. of the Acad. Mark. Sci. 48, 79–95 (2020). <https://doi.org/10.1007/s11747-019-00695-1>
- Berisha-Shaqiri, Afërdita (2015). *Impact of Information Technology and Internet in Businesses*. Academic Journal of Business, Administration, Law and Social Sciences. 1(1), 73-79
- Chaffey, D., & Smith, P. (2013). *Emarketing Excellence: Planning and optimizing your digital marketing* (4th Edition ed.). New York: Routledge.
- Chavali, K. (2020). Saving and Spending Habits of Youth In Sultanate of Oman. *Journal of Critical Review*. 7(2), 718-722.
- Coomber, R. (1997). Using the Internet for Survey Research. *Sociological Research Online*. 2(2), 1-10. doi:10.5153/sro.73.
- Darke, P.R., Brady, M.K., Benedicktus, R.L. and Wilson, A.E. (2016) 'Feeling close from afar: the role of psychological distance in offsetting distrust in unfamiliar online retailers', *Journal of Retailing*, Vol. 92, No. 3, pp.287–299.
- Dykema, E. B. (2000). *On-line Retail's RippleEffect*. September. Forrester Research Report, Forrester Research Inc., Cambridge, MA.
- International Data Corporation, Malaysia Internet and E-Commerce report. (2007).
- Jehangir, M., Dominic, P.D.D., Naseebullah, N., & Khan, A. (2011). *Towards Digital Economy: The Development of ICT and E-Commerce in Malaysia*. Modern Applied Science. 5(2), 171-178.
- Jiang, S., & Ngien, A. (2020). The Effects of Instagram Use, Social Comparison, and Self-Esteem on Social Anxiety: A Survey Study in Singapore. *Social Media + Society*, 6(2), 205630512091248. doi:10.1177/2056305120912488
- Jones, C.D., A.B. Smith, and E.F. Roberts, Book Title, Publisher, Location, Date pp. 20-30.
- Kalakota, R. and Whinston, A. (1997). *Electronic Commerce: A Manager's Guide*. Reading, MA: Addison-Wesley.
- Kamaruzaman, K.N., Handrich, Y.M., Sullivan, F., (2010). *E-commerce adoption in Malaysia: Trends, issues and opportunities*. ICT strategic review 2010/11, 89–134
- Khan, S. W. (2019). Cyber Security Issues and Challenges in E-Commerce. *SSRN Electronic Journal*. doi:10.2139/ssrn.3323741
- Khatibi, A., Thyagarajan, V. and Seetharaman, A. (2003). *E-commerce in Malaysia: perceived benefits and barriers*. Vikalpa, Vol. 28 No. 3, pp. 77-82.
- Kim, M., & Choi, D. (2018). Development of Youth Digital Citizenship Scale and Implication for Educational Setting. *Educational Technology & Society*, 21 (1), 155–171.

- Kothari, C. R., & Garg, G. (2019). *Research methodology: Methods and techniques*. New Delhi: New Age International (P) Limited.
- Kumar, N., & Sharma, S. (2017). Survey Analysis on the usage and Impact of Whatsapp Messenger. *Global Journal of Enterprise Information System*, 8(3), 52. doi:10.18311/gjeis/2016/15741
- Lee, J., & Hwang, J. (2019). Factors affecting the fashion purchase decision-making of single Koreans. *Fashion and Textiles*, 6(1). doi:10.1186/s40691-019-0189-x
- Musa Abu Hassan. (2008). *Memfaatkan Teknologi Maklumat dan Komunikasi ICT untuk Semua*. Serdang: Penerbitan Universiti Putra Malaysia.
- N. Kuruwitaarachchi, Mohd Shukri Ab Yajid, Ali Khatibi, S. M. Ferdous Azam (2018). *Enhance The Use Of Internet Based Advanced Communication Technologies In Small And Medium Scale Enterprises In Sri Lanka*. *European Journal of Social Sciences Studies - Volume 3 , Issue 2*
- Nabot, A., Garaj, V., Balachandran, W. (2018). Consumer Attitudes Toward Online Shopping. *Mobile Commerce*, 1110-1123. doi:10.4018/978-1-5225-2599-8.ch051
- Niranjanamurthy, M., Kavyashree, N., Jagannath, S., Dharmendra, C. (2013) *Analysis of E-Commerce and M-Commerce: Advantages, Limitations and Security Issues*. *International Journal of Advanced Research in Computer and Communication Engineering*. 2(6), 2360-2370.
- O. C. Ferrell and Linda Ferrell (2017), Seismic Shifts in the Sharing Economy: Shaking Up Marketing Channels and Supply Chains , *Journal of Marketing Channels*, 24:3
- Okeke, T. C., Amobi, & Ify, L. (2020). Influence of Packaging on Consumer Buying Decision of Cosmetics (A Study of Consumers of Beauty Care Cosmetics in Awka). *International Journal of Scientific and Research Publications (IJSRP)*, 10(2). doi:10.29322/ijsrp.10.02.2020.p9896
- Rachel, A., & Caterina, N. M. (2012). *Consumers' behavior and trust in E-commerce*. Halmstad University, School of business and engineering.
- Rosmiati, Riyo Riyadi, Ahmad Nasori, Iwan Putra, "Empowerment Of Technopreneurship On Small-Medium Industry Through The Use Of Information Technology E-Commerce Based Economic Knowledge", *International Proceeding ASEAN YOUTH CONFERENCE 2018 PPI-MALAYSIA* ISSN: 2599-2643.
- Safia, A. Chai, J., Frimpong, A.N.K. and Akram, U. (2019) 'The impact of social media characteristics on e-commerce use behaviour among youth in developing countries', *Int. J. Information Systems and Change Management*, Vol. 11, No. 2, pp.188–207.
- Savita Mehta , Sanjeev Bansal and Teena Bagga (2017), Social Media and Online Shopping—Are the Choices Swayed? A Youth Perspective , *International Journal of Applied Business and Economic Research* Vol.15 No.1.
- Senn, J.A. (2000). *Business-to-business e-commerce*. Information Systems Management. Spring.
- Shankar,Venkatesh, Jeffery Inman, Murali Mantrala, Eileen Kelley, and Ross Rizley. (2011), "Innovations in Shopper Marketing: Current Insights and Future Research Issues." *Journal of Retailing* 1:s29-s42, doi:10.1016/j.jretai.2011.04.007.
- Tanushree Sanwal, Sandhya Avasthi, Shikha Saxena, Krishna (2016), E-Commerce and its sway on the minds of young generation, *International Journal of Scientific and Research Publications*, Volume 6, Issue 3

- Tsetsi, E., & Rains, S. A. (2017). Smartphone Internet access and use: Extending the digital divide and usage gap. *Mobile Media & Communication*, 5(3), 239-255. doi:10.1177/2050157917708329
- Turban, E., D. Leidner, E. McLean, J. Wetherbe, 2008. *Information Technology for Management*, Wiley.
- Yamunah Vaicondam, Muthaloo Subramaniam and Mustapha Aliyu (2020), Hypermarkets" E-commerce Adoption among Youth in Puchong, Malaysia , *International Journal of Psychosocial Rehabilitation*, Vol. 24, Issue 01
- Zaremohzzabieh, Z., Samah, B.A., Muhammad, M., Omar, S.Z., Bolong, J. and Shaffril, H.A.M. (2016) 'An investigation into factors influencing rural youth entrepreneurs' intentions to use ICT: a case of Malaysia', *Int. J. Entrepreneurship and Small Business*, Vol. 27, No. 4, pp.480–504.

Copyright Disclaimer

Copyright for this article is retained by the author(s), with first publication rights granted to the journal. This is an open-access article distributed under the terms and conditions of the Creative Commons Attribution license (<http://creativecommons.org/licenses/by/4.0/>).