

# SPECIFIC REQUIREMENTS OF YOUTH WITH PHYSICAL DISABILITIES IN ONLINE BUSINESS

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**ABSTRACT**--Disabled people often argued to have a lower socio-economic level than non-disabled as a result of low access to health, transport, education, employment and information, especially in developing countries such as Malaysia. To overcome these employment challenges, disabled people especially youth with physical disabilities, should be encouraged to adopt the self-employment approach such as online business to generate income. Therefore, this article aims to identify the specific requirements in online business for youth with physical disabilities. This research employed a quantitative (survey) method. An online survey was conducted on 101 youths with physical disabilities in Malaysia to identify their specific requirements in online business. This research used descriptive analysis using values such as mode, median, mean and percentage to indicate the results of a given data. There are two types of needs for youth with physical disabilities in online entrepreneurship which were skills and support requirements. The results showed that there were six skills needed such as photography techniques, business management, financial management, business planning, marketing techniques and customer service management. Also, there are four support needs, namely, financial support, business knowledge support, skills support and social support. The findings have implications for those working with disabled people to design specific programs that fulfil the specific requirements of youth with physical disabilities in online business.

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## I. INTRODUCTION

Disabled people still encounter significant barriers in many aspects of their lives, although the Malaysian government has developed significant disability provisions, policies and legislations. One of the main challenges that undermine disabled people's wellbeing is the difficulty of gaining employment, especially for youth with physical disabilities. This research, therefore, aims to empower youth with physical disabilities through online business for self-employment option. The objectives of this research are to identify the specific requirements in online business for youth with physical disabilities.

Online business is a business on the Internet that sells products, services, or advertising, online. The difference between a website and an online business is that the latter sells something using the global communications infrastructure of the Internet (Dubelaar, Sohal, & Savic, 2005). Online business can be defined as utilization of networks and near-time interactions to accomplish some combination of six core business goals: empowerment of customers, enhancement of trade, increased business agility, extension of enterprises in a virtual manner, evolution and invention of products and services, and the development of new markets and audiences (Sharma, 2010)

Nowadays, people adopt e-business for several reasons and benefits. Some of these benefits include better management of information, lower transaction costs, better market understanding, and expanded geographical coverage. One of the most popular online businesses is business to consumer (B2C) online business. This form of online business is often associated with the buying and selling of information, products, and services via the Internet, which seeks to replace traditional sales channel with the online channel to consumers. B2C online business is the way a business can reach its final consumers without help from any third parties. The B2C revolves around online retailers and their direct consumers.

Previous studies have shown that B2C e-commerce offers many potential benefits to companies. These include access to geographically dispersed markets, low cost in information exchange, low transactional cost, low-cost marketing, close customer relationships aided by one on one marketing, ability to compete on non-price dimensions, and many more (Belleflamme & Toulemonde, 2016; Chiu, Wang, Fang, & Huang, 2014; Mencarelli & Rivière, 2015; D. L. Paris, Bahari, & Iahad, 2018). However, prior research in this area has focused predominantly on B2C online business implementation in large organizations, while research on B2C implementation in Small and Medium-sized Enterprises (SMEs) specifically with physical disabilities people still lacks, especially on developing countries. In contrast, these groups are involved in small businesses, but what limits them is the use of technology that is proliferating (Deborah Libu Paris, Bahari, & Iahad, 2016).

Since employment opportunities for disabled people are minimal, it is crucial to emphasis on self-employment as another possible option to empower their economic independence. Therefore, one of the suitable ways is to introduce self-employment among youth with physical disabilities through online business as this research will be focusing.

Disabled people often argued to have a lower socio-economic level than non-disabled as a result of low access to health, transport, education, employment and information (Chan & Zoellick, 2011) especially in developing countries such as Malaysia (Shakespeare, 2012). This challenges also undermine disabled people's opportunity in gaining broader employment prospects. Despite various employment policies and incentives provided by the government to encourage employment for disabled workers, findings demonstrate that employment rates among disabled people are low (Ramakrishnan, 2007; Mubarak, 2006; Faridah, 2003; Jayasooria, 1997). Moreover, there are no official statistics on the actual numbers of disabled people in employment (The Equal Rights Trust, 2012).

Two main factors explain the phenomenon of unemployment among disabled people in Malaysia. First, disabled workers have to face attitudinal barriers from employers (Jayasooria, 1997; Ramakrishnan, 2007; Faridah, 2003). It has been argued that Malaysian organisations have limited experience in managing disability issues and therefore have negative attitudes towards disabled employees (Tiun et al., 2011). Lack of exposure to disability-related issues have made employers reluctant to provide employment opportunities due to their lack of awareness and knowledge on the issue of accommodation, supervision and training costs for disabled workers (Aizan Sofia & Jamiah, 2015; Faridah, 2003; Ramakrishnan, 2007). Second, environmental barriers at workplaces have become a significant issue for disabled employees in Malaysia. Jayasooria (1997) argues that although industrialisation in Malaysia has improved facilities provided for the public, many disabled people are still excluded due to environmental constraints in getting to these amenities; especially in getting to the workplace and within the workplace itself. Therefore, to overcome these employment challenges, disabled people especially youth with physical disabilities, should be encouraged to adopt the self-employment approach such as online business to generate income.

Nevertheless, dependency on employment or wage term is very high and still becomes a priority of many disabled persons, although the job opportunities offered to them are minimal. Moreover, the tendency of entrepreneurship or self-employment still lacks among disabled persons, especially youth with physical disabilities. Therefore this study seeks to identify the specific requirements in online business for youth with physical disabilities.

## **II. METHODOLOGY**

This research employed a quantitative research approach that used a survey as the data collection method. An online survey was conducted on 101 youths with physical disabilities in Malaysia to identify their specific requirements in online business. The respondents' age range from 18 to 40 years old and include both males and females. Quantitative studies use numerical data during the process of initiating the process of data collection, interpretation of data and display of research findings (Arikunto 2006). The data were analyzed using the Statistical Package for the Social Science for Windows (SPSS for Windows). This research used descriptive analysis using values such as mode, median, mean and percentage to indicate the results of the given data (Chua 2014).

### III. RESULTS AND DISCUSSION

#### *Profile Youths with Physical Disabilities*

A total of 101 respondents answered the online questionnaire in this study. Table 1 shows the profile distribution of the results of the data analysis. The results showed that the majority of respondents were female, with 57 respondents (56.4%), and 44 of them were men with 43.6%. Data analysis for education found that 24 respondents had a Bachelor's level education of 23.8% with the highest number. Followed by SPM's education level was the second-highest of 18 respondents with 17.8% and Diploma level education of 16 respondents which was 15.8% with the third-highest.

A total of 59 respondents acquired a disability after birth (58.4%), and 42 had a disability since birth (41.6%). Analysis of these types of disabilities found that 47 respondents had leg impairment of 46.5% with the highest number. Besides, 29 people had a physical and functional disability of 28.7%, the second-highest. The subsequent analysis of the profile data was 39 respondents using wheelchairs which accounted for the highest number of 38.6%. Furthermore, a total of 38 respondents did not use any mobility aids, with 37.6% recording the second-highest number.

**Table 1:** Distribution of Profiles of Youth with Physical Disabilities

<b>Profile of Youth With Physical Disabilities</b>	(n=101)	Percent (%)
<b>Gender</b>		
Men	44	43.6
Female	57	56.4
<b>Education</b>		
UPSR	2	2.0
SRP/PMR/PT3	7	6.9
SPM	18	17.8
STPM/STAM	4	4.0
Certificate / Skills Certificate	10	9.9
Diploma	16	15.8
Bachelor	24	23.8
Master	10	9.9
Ph.D	5	5.0
Other	5	5.0
<b>Since When Becoming Disabled</b>		
From Birth	42	41.6

After Birth	59	58.4
<b>Type of Physical Disability</b>		
Hand	16	15.8
Leg	47	46.5
Leg andHand	29	28.7
Dwarf	2	2.0
Other	7	6.9
<b>Mobility aids</b>		
Wheelchairs	39	38.6
Walking Aid	17	16.8
Prosthetic Limb	4	4.0
None	38	37.6
Other	3	3.0

Data analysis revealed that youth with physical disabilities needed skills and support in running an online business. Maziriri and Madinga (2016) suggest that people with physical disabilities require a variety of assistance in terms of access to skills and support for doing business. The level of skills of entrepreneurs with disabilities is also deficient as most people with disabilities have never exposed to entrepreneurial skills resulting in inadequate levels of achievement (Zaini 2001; Salleh, Abdul Rahmanlah & Throw 2001). The disabled need help, including financial resources, entrepreneurship opportunities, transparent information and entrepreneurial training (Zaini 2001).

### ***1. Skills Requirements***

#### ***Photography Techniques***

Table 2 shows that 80 respondents agreed that photography techniques were the essential skill for conducting online entrepreneurship activities at 72.3%. A total of 21 respondents disagreed with 27.7%.

**Table 2:** Photography Techniques

<b>Answer</b>	<b>n=101</b>	<b>Percent (%)</b>
<b>Yes</b>	80	79.2
<b>No</b>	21	20.8
<b>Total</b>	<b>101</b>	<b>100</b>

### ***Business Management***

Table 3 shows that 75 respondents agreed that business management skills need to be applied to carry out online entrepreneurship at 74.3%. Meanwhile a total of 26 respondents disagreed with 25.7%.

**Table 3: Business Management**

<b>Answer</b>	<b>n=101</b>	<b>Percent (%)</b>
<b>Yes</b>	75	74.3
<b>No</b>	26	25.7
<b>Total</b>	<b>101</b>	<b>100</b>

### ***Financial Management***

Table 4 shows that 74 respondents agreed that financial management skills need to be applied to carry out online entrepreneurship activities of 73.3%. Meanwhile, 27 respondents disagreed with 26.7%

**Table 4: Financial Management**

<b>Answer</b>	<b>n=101</b>	<b>Percent (%)</b>
<b>Yes</b>	74	73.3
<b>No</b>	27	26.7
<b>Total</b>	<b>101</b>	<b>100</b>

### ***Business Planning***

Table 5 shows that 73 respondents agreed that business plan skills need to be applied to carry out online entrepreneurship activities at 72.3%. A total of 28 respondents disagreed with 27.7%.

**Table 5: Business Plan**

<b>Answer</b>	<b>n=101</b>	<b>Percent (%)</b>
<b>Yes</b>	73	72.3
<b>No</b>	28	27.7
<b>Total</b>	<b>101</b>	<b>100</b>

### ***Marketing Techniques***

Table 6 shows that 58 respondents agreed that marketing techniques skills need to be applied to carry out online entrepreneurship activities of 57.4%. A total of 43 respondents disagreed with 42.6%.

**Table 6:** Marketing Techniques

<b>Answer</b>	<b>n=101</b>	<b>Percent (%)</b>
<b>Yes</b>	58	57.4
<b>No</b>	43	42.6
<b>Total</b>	<b>101</b>	<b>100</b>

### *Customer Service Management*

Table 7 shows that 51 respondents agree that customer service management skills are the skills that need to be applied to carry out online entrepreneurship activities by 50.5%. About 50 respondents disagreed with 49.5%.

**Table 7:** Customer Service Management

<b>Answer</b>	<b>n=101</b>	<b>Percent (%)</b>
<b>Yes</b>	51	50.5
<b>No</b>	50	49.5
<b>Total</b>	<b>101</b>	<b>100</b>

## **2. Support Needs**

Support is vital in the life of the disabled. A positive support system will enable the physically disabled to become more confident in their lives and to improve their well-being (Norfatihah & Ferlis 2014). According to Aizan Sofia's study, Ezarina and Abdul Rahman (2019) stated that entrepreneurs need support in facing various challenges in undertaking entrepreneurial activities. Among the most crucial support needed among entrepreneurs with disabilities is the support of family or spouse. It is because families and spouses are the closest to their lives. Besides, financial support for starting an entrepreneur as well as maintaining that entrepreneurial spirit and further support in terms of skills and knowledge (training) also needed. The last support is material support or equipment related to entrepreneurship.

### *Financial Support*

Table 8 shows that 90 respondents agreed that financial support needs to be provided to carry out online entrepreneurship activities of 89.1%. Meanwhile, 11 respondents disagreed with 10.9%.

**Table 8:** Financial Support

<b>Answer</b>	<b>n=101</b>	<b>Percent (%)</b>
<b>Yes</b>	90	89.1
<b>No</b>	11	10.9
<b>Total</b>	<b>101</b>	<b>100</b>

### ***Business Knowledge Support***

Table 9 shows that 86 respondents agreed that business support needs to be provided to carry out online entrepreneurship activities of 85.1%. Meanwhile, 15 respondents disagreed with 14.9%.

**Table 9:** Business Knowledge Support

<b>Answer</b>	<b>n=101</b>	<b>Percent (%)</b>
<b>Yes</b>	86	85.1
<b>No</b>	15	14.9
<b>Total</b>	<b>101</b>	<b>100</b>

### ***Skills Support***

Table 10 shows that 85 respondents agree that skills support requirements are the necessary support to carry out online entrepreneurship activities at 84.2%. A total of 16 respondents disagreed with 15.8%.

**Table 10:** Skills Support

<b>Answer</b>	<b>n=101</b>	<b>Percent (%)</b>
<b>Yes</b>	85	84.2
<b>No</b>	16	15.8
<b>Total</b>	<b>101</b>	<b>100</b>

### ***Social Support***

Table 11 shows that 73 respondents agreed that social support is needed to carry out online entrepreneurship activities at 72.3%. A total of 28 respondents disagreed with 27.7%.

**Table 11:** Social Support

<b>Answer</b>	<b>n=101</b>	<b>Percent (%)</b>
<b>Yes</b>	73	72.3
<b>No</b>	28	27.7
<b>Total</b>	<b>101</b>	<b>100</b>

Overall, there are two crucial needs of youth with physical disabilities in doing online business: skills and support needs. The analysis shows that there are six skills in photography techniques which is the most required with a percentage of 79.2%, followed by business management skills of 74.3%, financial management skills of 73.3%, business planning skills of 72.3%, marketing techniques skills of 57.4% and customer service management skills of 50.5%. Also, the four supportive needs of youth with physical disabilities in entrepreneurship are the

financial support needs of 89.1% with the highest percentage, followed by business support of 85.1%; skills support of 84.2% and social support of 72.3 %.

#### IV. CONCLUSION

Amongst crucial element in empowering excellent entrepreneurship skills for disabled people is to develop their confidence level in handling the business. With the right level of confident and full of knowledge will assist them to compete with other people in doing business. This study shows that most disabled people are interested in doing online business and have capabilities to run the online business. The more opportunities and encouragement by various agency and government consistently will bring more benefit to both parties, such as increase productivities in achieving their business goal. Hence, the findings have implications for those working with disabled people to design specific programs that fulfil the specific requirements of youth with physical disabilities in online business.

On the other hand, future research needs to focus on the financial aspects in more detail. This study found that many of the disabled people are not well educated in financial management. The needs of this study can provide valuable inputs as well as provide lasting business assurance. Besides, researches on examining the capability of disabled people in business management should be conducted. Such studies may be useful as a guide for disabled people to remain sustainable in the business world. These include the emotional and spiritual aspects that may help the individual to be more successful. In conclusion, studies on the effectiveness of communication, social relations and negotiations skills affecting the industry and disabled people are also essential to enhance their competitiveness to move forward in the business world.

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