

TITLE:
**EXPLORING THE ROLE OF THE INTERNET IN THE
SUCCESS OF ENTREPRENEURS FROM THE UK ALREADY
ESTABLISHED**

TEACHER'S NAME: ANUPAM MAZUMDAR

STUDENT NAME: NAOMI BOZIANU

STUDENT NUMBER: 1815963

MODULE: LCBB6000

Acknowledgement

It offers me incredible joy to get to the definitive submission of the research which is focusing on “The role of the Internet in entrepreneurs of the U.K. already established”.

I appreciate some fellow participants behind a fruitful completion of this research. I also wish to thank individuals who assisted me and guide, creating this research. I am grateful to my higher authority because this project wouldn't have been possible without their assistance.

I also want to thank my compeer members.

I also want to show my admiration for the interviewees of those interviews and the surveys, whose cooperation has been helping me integrate data collection to be good along with professionally. Many thanks.

Abstract

First of all, in this ***introduction chapter***, objectives along with goals by the study which was discussed. The purposes and importance of this study have been affirmed, which defines the findings of the research. The problem statements have been discovered in this regard.

This literature review section discusses a comprehensive analysis of relevant phases of the research subject. Various theories are incorporated to help support the argument.

About ***methodology chapter***, the whole shape followed for this study has been justified. These methods where the study was done are described here.

Not forget about the findings ***chapter***, the questionnaire answers were presented in charts. Themes were developed by taking into account the research questions.

The analysis chapter analyses the survey answers from the graphics presentations. The topics were debated supporting literature of the study.

In the last chapter, ***conclusions and recommendations chapter***, significant assumptions have been founded. The guidelines were given along with the prospect of the research.

Table of Contents

Chapter 1: Introduction.....	9
1.1 Introduction	9
1.2 Background of the study	9
1.3 Research aim and objective.....	9
1.4 Research questions	9
1.5 Problem statement	10
1.6 Chapter overview.....	10
Chapter 1 overview: Introduction	10
Chapter 2 overview: Literature review.....	10
Chapter 3 overview: Methodologies.....	10
Chapter 4 overview: Data analysis	11
Chapter 5 overview: Conclusion and Recommendations	11
1.7 Rationale of Study	11
1.8 Scope of the research.....	11
1.9 Significance of the research.....	12
1.10 Dissertation structure	12
1.11 Summary	12
Chapter 2: Literature review	13
2.1 Introduction.....	13
2.2 Conceptual Framework.....	13
2.3 Concept of the Internet in marketing	14
2.4 Role of the internet in entrepreneurship	15
2.5 Internet exploration by established entrepreneurs in the U.K.	16
2.6 Advantage and disadvantages of the internet in entrepreneurial business.....	17
2.7 Environmental issues due to over usage of the internet.....	18
2.8 Key factors of using the internet in business entrepreneurship	19
2.8 Theoretical perspectives	21
2.9 Literature gap	22
2.10 Summary	22
Summary.....	22
Chapter 3: Methodology.....	24
3.1 Introduction.....	24

3.2 Research method structure	24
3.3 Research onion	25
3.4 Research philosophy	25
3.5 Research approach	26
3.6 Research design.....	26
3.7 Research strategy	27
3.8 Quantitative data	27
3.9 Qualitative data	28
3.10 Mono method quantitative	28
3.11Time Horizons	28
3.12 Data source and data type.....	28
3.13 Population and sampling	29
3.14 Data collection process.....	29
3.15 Data analysis method	30
3.16 Ethical considerations.....	30
3.18 Summary	30
Chapter 4: Findings of the research	31
4.1 Introduction.....	31
4.2 Findings of primary quantitative data	31
4.3 Findings of secondary qualitative data.....	39
4.4 Summary	40
Chapter 5: Research analysis	41
5.1 Introduction.....	41
5.2 Analysis of primary quantitative data	41
5.3 Analysis of secondary qualitative data	42
5.4 Summary	43
Chapter 6: Conclusion and recommendations.....	45
6.1 Conclusion.....	45
6.2 Linking with objectives	45
6.3 Recommendations.....	46
6.4 prospects.....	46
References	47

List of figures

Figure 1.10.1: Dissertation structure.....	12
Figure 3.2.1: Conceptual framework	14
Figure 2.3.1: Internet marketing	14
Figure 2.4.1: Internet in entrepreneurship.....	16
Figure2.6.1: Internet in business.....	18
Figure2.7.1: Factors in internet business	21
Figure 3.3.1: research onion.....	25
Figure: 3.8.1: Data source and data type.....	29
Figure 4.2.1: Age of participants	31
Figure 4.2.2: Duration of using the internet services.....	32
Figure 4.2.3: Satisfaction of using the internet services	32
Figure 4.2.4: Internet services for effective communication with stakeholders	33
Figure 4.2.5: Social media activities in analyzing consumer behaviour.....	33
Figure 4.2.6: Decreasing of communication gap	34
Figure 4.2.7: Internet is a major medium to promote products	34
Figure 4.2.8: Likeliness of consumers to buy products based on internet promotion	35
Figure 4.2.9: Internet in providing competitive advantage.....	35
Figure 4.2.10: Internet in analyzing competitor's market movements	36
Figure 4.2.11: Internet in making consumer retention more challenging.....	37
Figure 5.3.1: Internet of things benefiting the entrepreneurs.....	43

List of tables

Table 3.2.1: Research method outline	25
Table 4.2.1: Regression analysis for promotion of products and relevant purchasing	38
Table 4.2.2: Regression analysis for internet usage and satisfaction level	39

Chapter 1: Introduction

1.1 Introduction

The Internet performs a major part in ensuring the success of businesses and it has made business communication more accessible. It has made various changes to the organisational structure and its marketing strategies. The Internet has provided different methods of carrying out business activities efficiently. There are many powerful marketing platforms for enterprises that enable them to establish their business. The Internet gives enterprises opportunities to attain more comprehensive international consumers. Companies can promote their products and extend sales and reach the growth level.

1.2 Background of the study

Using the internet is not always beneficial for enterprises as it contains various issues such as security, cybercrime, data breach, etc. (Ali and Allan, 2017). Online transaction is unsafe as data and information leaks are possible. The use of internet technologies has enabled increased accessibility. The internet has created various opportunities for businesses to communicate with their stakeholders via email and local area networks (Amuna et al., 2019).

1.3 Research aim and objective

The research aims to *“explore the role of the internet in the success of entrepreneurs in the U.K.”*. In this aspect, some research objectives have been formed, which are as follows:

- To identify the role of the internet in entrepreneurship in the U.K.
- To evaluate the satisfaction of the entrepreneurs by using the internet
- To determine the advantage and disadvantages of the internet in an entrepreneurial business
- To explore whether the internet helps promote the products in a current business scenario

1.4 Research questions

The research goal can be met conveniently by forming research into the questions. The study questions are:

- What is the role of the internet in entrepreneurship in the U.K.?
- What is the satisfaction rate of entrepreneurs using the internet?
- What is the advantage and disadvantage of the internet in entrepreneurial business?
- Is the internet helpful in promoting the products in the current business scenario?

1.5 Problem statement

The entrepreneur venture worries about employee productivity are with the use of the internet. The availability of a wireless internet on phones keeps the employees distracted from their work. A belief exists that the employee's job performance may reduce as the focus on the job role is shifted.

1.6 Chapter overview

Chapter 1 overview: Introduction

This research paper will discuss how the internet has helped entrepreneurs succeed in the competitive business world.

Chapter 2 overview: Literature review

Chapter two of this research paper will concept of the internet in marketing and the role of the internet in entrepreneurship, and also the benefits of the internet in entrepreneurial business.

Chapter 3 overview: Methodologies

The plan/structure for the primary research. This third chapter of this study paper different methods will be discussed. Some methods are used by researchers for guiding their research in the right ways.

Chapter 4 overview: Data analysis

This chapter will analyse how Unilever leverages the internet to succeed in the industry.

Chapter 5 overview: Conclusion and Recommendations

Present chapter will recapitulate this research-and suggest strategies to make better use of the internet.

1.7 Rationale of Study

The issue is work performance of the employees is reduced with using the internet.

The issue is that employees often spend time replying to emails and web surfing (Yan and Guan, 2019).

This is an issue as the internet keeps entrepreneurs connected with the external world, and internet technologies used for business operations have evolved.

The issue can be mitigated by implementing proper internet regulation during work hours. Monitoring the internet user needs to be done for efficient entrepreneurship business.

The internet plays an enormous role in the growth of companies. Most enterprises are using the web to plug their Products and Services into a world audience (Shaltoni, 2017). The internet has created new business opportunities and given rise to the group of victorious online Business Owners. This study will help businesses understand the importance internet in their business.

1.8 Scope of the research

The research figures out the role of the internet in entrepreneurship. The different impacts of the internet on the business areas have been analysed. The environmental issue created by the overuse of the internet has been discussed.

1.9 Significance of the research

The study importance would provide knowledge about the internet's role in entrepreneurship. The satisfaction the entrepreneurs feel will be evaluated along with the effectiveness of the business process.

1.10 Dissertation structure

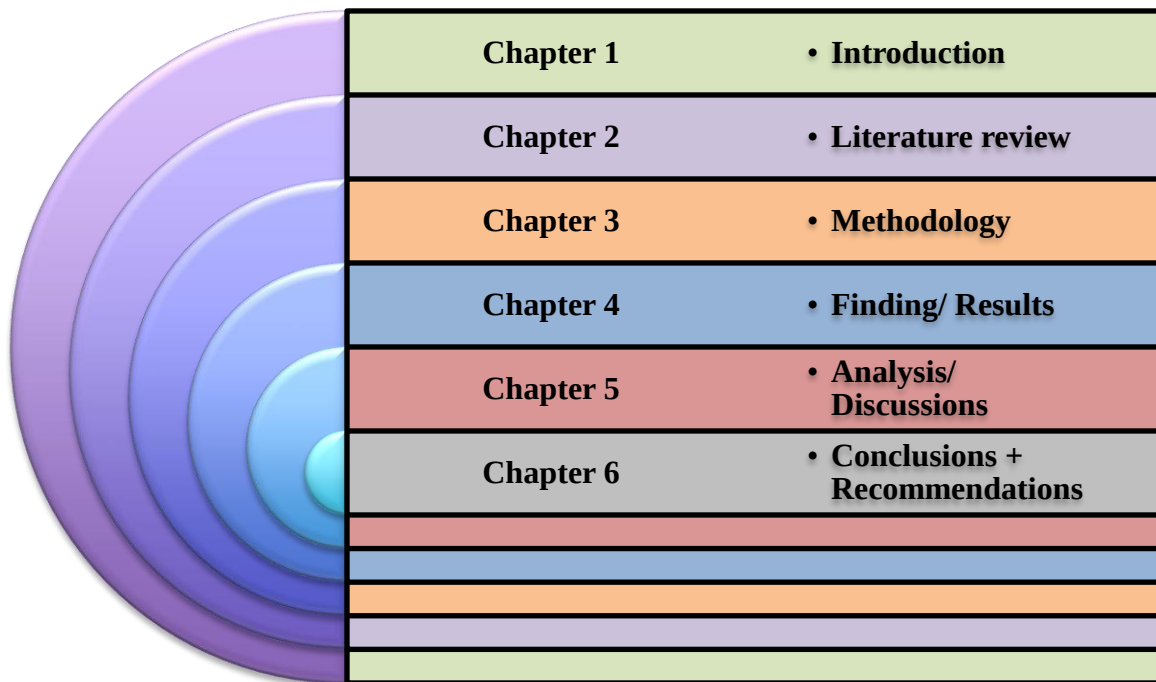


Figure 1.10.1: Dissertation structure

1.11 Summary

This section entitled provides detail about the goals along with objectives of the study. Study questions are formed with the scope of help researchers meet the study objective. In regards to this aspect, the primary analysis problem has been identified. A brief about the background of the topic has been discussed. Furthermore, the breadth and importance of the study have been detailed and analysed in the current study.

Chapter 2: Literature review

2.1 Introduction

In the short case of every study, a literature review portrays one of the crucial roles as it improves develop the highly specified knowledge of study subjects. A literature review has become a thorough review and an abstract perception of numerous characteristics of the selected matter. This chapter explains multiple themes that are relevant and valuable for understanding significant research concepts.

2.2 Conceptual Framework

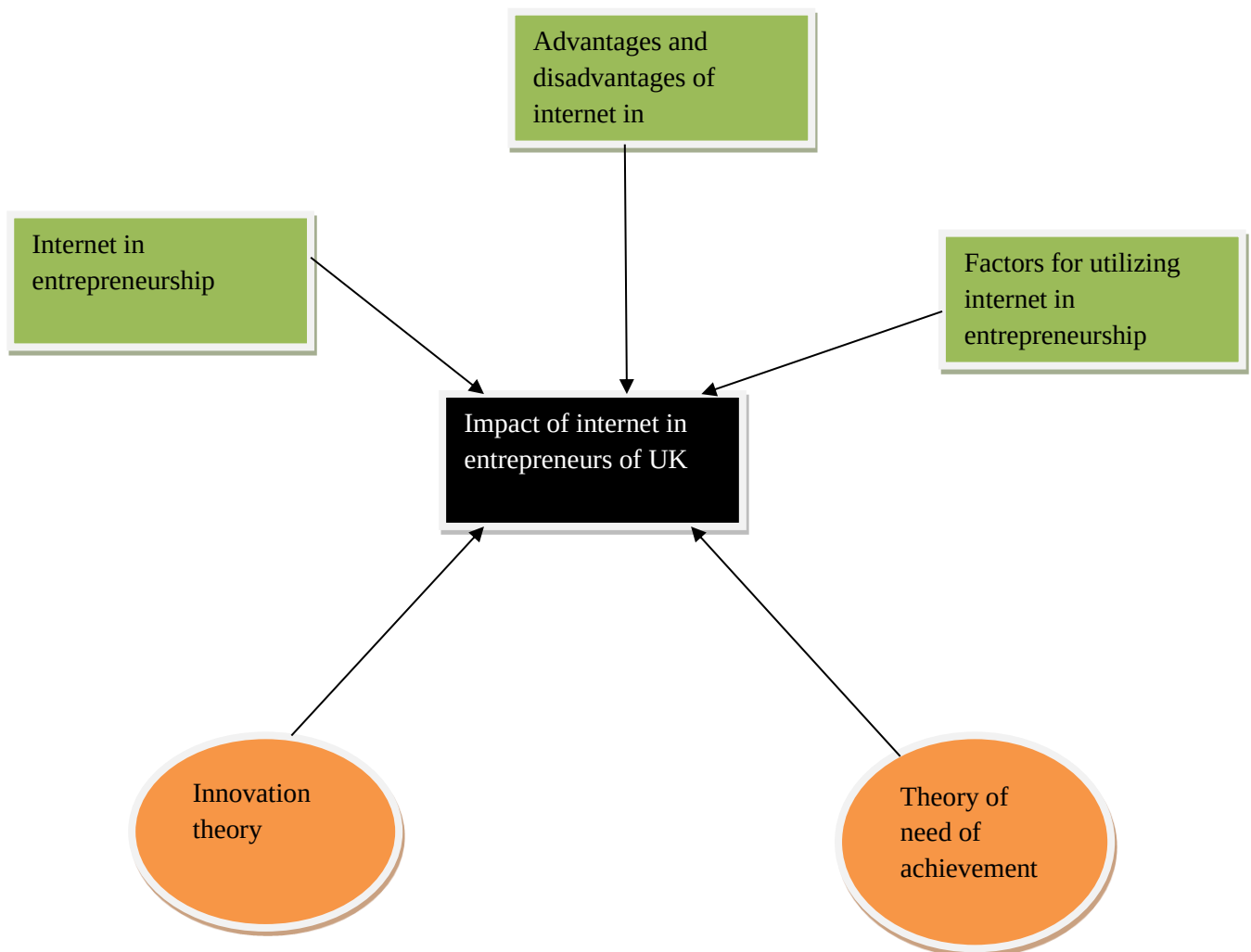


Figure 3.2.1: Conceptual framework

2.3 Concept of the Internet in marketing

Internet in marketing is a reference to a variety of practical approaches that help market products and services under the assistance of digital ways. It would include a selection of instruments, and programs as well as “content delivery systems” like “email marketing”, “social media”, “video and podcasting”, “website content and design”, and others. As mentioned by Dewi *et al.* (2020), the circumstance for an entrepreneur business, internet in marketing is a successful approach to identify the objective market then determine the section of wishes and demands of marketing and build “long-term relationships” through loyal clients, creating authority and being knowledge inside the business.



Figure 2.3.1: Internet marketing

(Source: Zaheer, Breyer and Dumay, 2019)

With support of internet marketing, customers' online interests are analysed to connect them through “business activities”. Diverse categories of internet in marketing differ the kind and model of business style, type of goods, cost, and the target consumers. The internet represents a strong support for business sellers' behavior “promotion of companies” and its goods and services via “online tools” which produce leads, drive traffic flow, in addition to help boost sales. Zaheer, Breyer and Dumay (2019) specified in the circumstance of entrepreneurs and their ventures, the impact of the internet is increasing day by day as it helps in rising the “capacity of accessing information”, growing communication capability among entrepreneurs with other people by achieving “specific aim venture firms in terms of growing efficiency and supporting marketing strategy.

2.4 Role of the internet in entrepreneurship

The Cyberspace contributes highly to efficient venture connections. The rise of the internet transformed a dynamic range of the firm's structure and marketing strategies (Angelova, Kiryakova and Yordanova, 2017). Internet technology has given the venture the method of organising the venture operations. The Internet has enabled businesses to access information and maximised communication capabilities among entrepreneurs. Companies use the internet to create a positive brand image. The Internet-enabled businesses obtain useful knowledge for the “interest of certain demographics”, along with are essential for businessowners in expanding target marketplace and market division. The entrepreneurs are now conducting their venture operations online, going through the issues related to security. But there is some risk associated with the internet, such as virus, hackers, and terrorism, and conducting business online is not safe. The transaction could become unsafe, and information might get leaked when entrepreneurs use the internet to transact (Shaltoni, 2017). The utilisation of internet technologies makes the firm able to maximise accessibility. Entrepreneurs can use the internet to communicate with their stakeholders as if they can use local area networks, email and so on (Kumar, 2018).

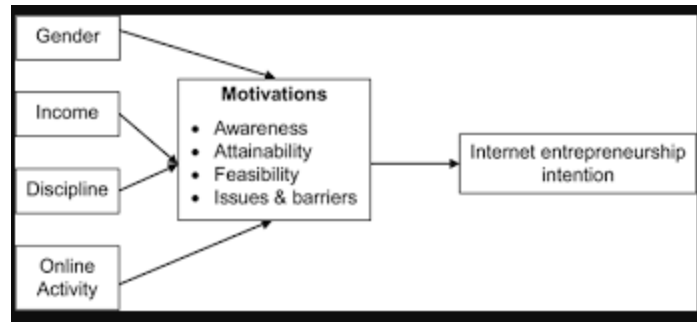


Figure 2.4.1: Internet in entrepreneurship

(Source: Fumin, 2019)

Fumin (2019) said this information is applied to help secure the “most influential people” inside industry and academics” that is easier for finding. These data support consumers for getting the goods which are suitable for the buyers. Since the internet supports in provisioning “plethora of information” that allows companies to learn trends that are affecting the company, observe consumer behavior, and discover goods that help improve business and services by improving knowledge of the business. Therefore, entrepreneurs have the ability to use cyberspace to wake the customer is interest and get bigger consumer base as their lack of huge and prospective consumer database.

2.5 Internet exploration by established entrepreneurs in the U.K.

Regarding the matter by contemplating well-known entrepreneurs in the U.K., some names of several famous businesspeople could be told. I.N.E.O.S. group was established by Sir Jim Ratcliff, which predicts “chemical raw materials”. Sir Jim Ratcliff is a respected and well-known because he developed an “industrial powerhouse”. Richard Branson is the founder of Virgin Group, and as well is among the most famous firms in the United Kingdom. Andrew Owens could be listed in this aspect, whose business is based on green energy and manages in oil exporting. Dy (2019) marked the above-mentioned entrepreneurs and businesses in the U.K. they must utilise the cyberspace for advertising and for promotional interests to develop their businesses. Using “social media marketing” is the greatest ways companies can advertise themselves. Social media it is a huge platform that helps access many customers and analyses their online activities; it can understand the customer’s needs and as well their demands. They follow a certain business page

and appreciate as well improving identify market movements and shapes. Due to the fact that entrepreneurs have no enterprise backup, it is a must to utilise the internet. In other terms, the internet delivers unending “income generation possibilities”, and already established entrepreneurs in the United Kingdom, they focus on creating a suitable company plan. Social networking also improves the companies acquiring outstanding stories of other businesspeople, who help them follow strategies to grow up to be fortunate as well as to avoid repeating the identical missteps that has been made. Arnim and Mrozewski (2020) confirmed that the customer service could as well be better using social networking, so it could deliver “unparalleled services” to the customers. Social networking as well offers resilience with the customer contact due to “various internet challenges”.

2.6 Advantages and disadvantages of the internet in entrepreneurial business

From the viewpoint of examining the favorable and unfavorable aspects which social networking delivers entrepreneurial structures and may be confirmed helping to create a “favourable set of circumstances” which help and make the demand for innovative services and goods and business concepts. Internet-based tool be able to be characterized as it maintains a variety of fundamental qualities, as in timely, lasting, attractive, and attached into the product, because contributes to add importance to end-users. Social networking creates business opportunities such as “goods and services”, raw resources, as well as organisation of essential approaches for economic exchange. Yingsong (2020) acknowledged a certain but vital advantage about this manner which is “***window of opportunity***”. When it is wide open, helps the businesses in move into the latest marketplaces.

Regarding marketplace development, businesses go in and they create “profitable positions”. Such as the economic position, it may be assured since an affluent economy is packed with “superior contributions” and entrepreneurial chances they get established. Options are classified in the generation of changes on the “demand and supply-side”. Entrepreneurial spirit works are all the time concentrating upon “supply-side changes”. Entrepreneurs at this phase have an important role to play that is developing settled services and goods and designing newly arrived ones.



Figure2.6.1: Internet in business

(Source: Ali and Allan, 2017)

Contemplating the disadvantages of social networking in entrepreneur ventures is not a favourable influence on employee efficiency (Ali and Allan, 2017). Using unnecessary internet in the workplace decreases the efficiency of employees. While e-marketing plays a necessary piece in the entrepreneurship area, it found that the staff members devote plenty of hours or so responding to their emails. Beyond accessibility of available internet, disruptions appear by the side of an above-average level. Additional disadvantages at this phase have impacts on the achievement of the “target specific venture firms”. Data from cyberspace permits a superior interpretation of conditions that connect over “venture planning” and offers a window for identifying the “venture community”. Entrepreneurs find out “potential markets” for investment.

2.7 Environmental issues due to over usage of the internet

Surrounded by environmental matters, a few crucial circumstances must be launched, as in *“economic forces”, “social forces”, “and regulatory changes”,* and alike. From the perspective

of analysing economic influence and how will affect the possibilities, the assessment of money consumption along with the cost reduction should be taken into consideration. These economic armed forces are strong because affect the economic performance of businesses. Furthermore, economic forces have an impact on the disposable personal revenue level of customers. Grubor and Jakša (2018) expressed the view about those with higher incomes are likely to spend extra. Following the phases of the internet progress, expenditure was growing on several factors like electronic devices, tickets for concerts, the apparel industry and more. Business owners are currently exploiting the pattern expenditure of customer venture capital in “large scale production facilities” that serve the marketplaces with “cyclical demand”.

Along together with this, the impact of **social forces** is a necessity for playing a part here. Social factors that influence services, the new product, and business concepts are vital components which belong to “opportunity recognition puzzle”. Thereat, changing "societal demographics" would have a crucial impact. Agreeing with Taylor, Reilly, and Wren (2020), demographic factors are the major components in this situation, and they are the following “family and work patterns”, “ageing of population”, the growing diversity in the workplace”, globalisation, “proliferation of internet and computers”, and so forward.

2.8 Key factors of using the internet in business entrepreneurship

From the perspective regarding the exploitation of the internet in the circumstance of business entrepreneurship, certain elements must be taken into consideration. And these are the following:

Having “end-to-end online business” is the knowledge and is essential to knowing the whole system within which entrepreneurs will be playing in it. Comprehensive and fundamental concept is necessary before heading into the market.

Insufficient investment: appropriate assumptions are vital preparatory to begin any entrepreneurial business. Became evident that the frequent business owners started businesses in rapports of money investment; nevertheless, there is no established, therefore they can not operate the money in any way (Shaltoni, 2017). They must have planned “long-term objectives”, as well as planning the costs and further conditions are needed to be taken in consideration. If the powerful

marketing investment were missing from this phase, this could lead to ruining the planning and the general result.

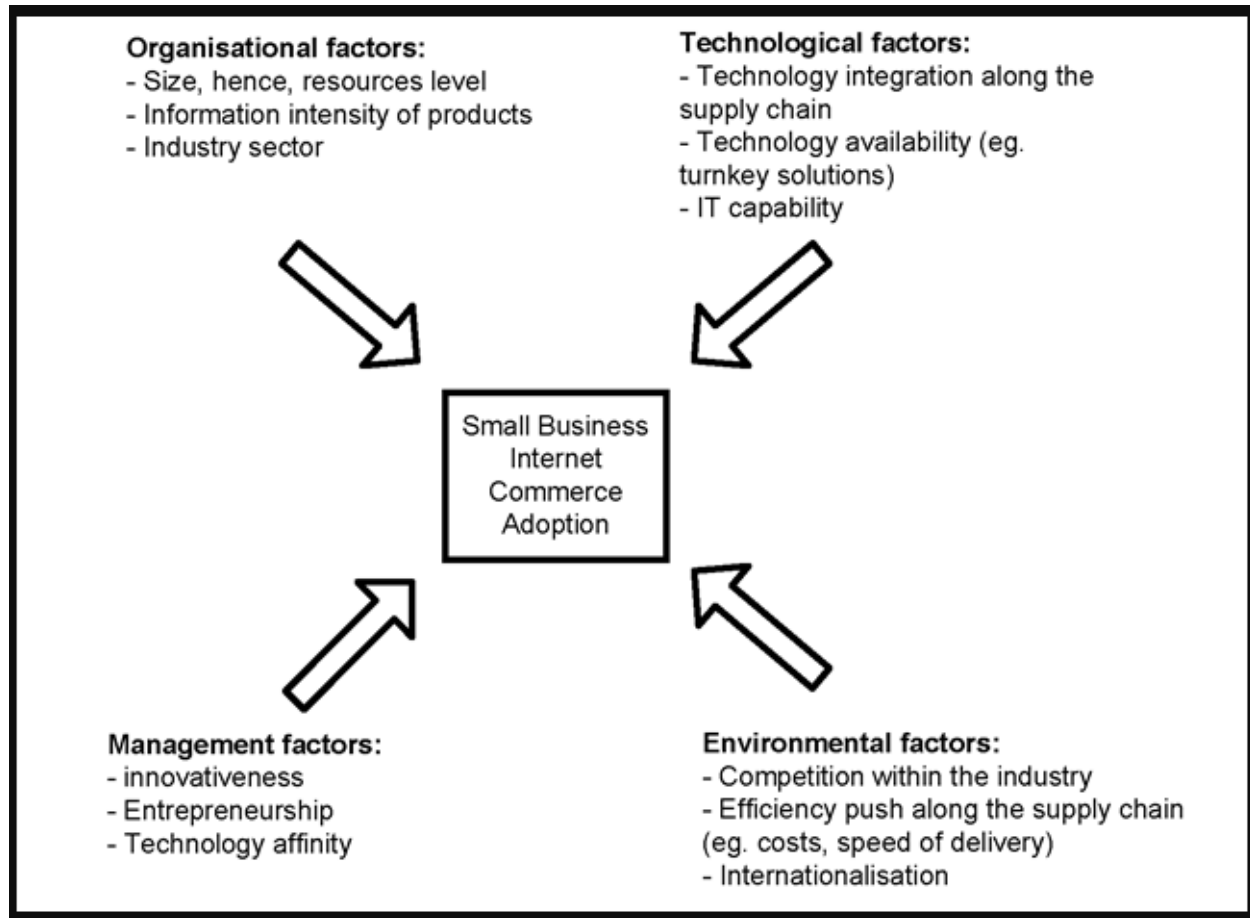


Figure2.7.1: Factors in internet business

(Source: Shaltoni, 2017)

Selling similar products: Another mistake entrepreneurs make is choosing an identical product or the same range of services. Regarding business owners who are new to this area, i.e., marketplace, if they choose a similar field, already used, it will be tougher to survive as they will face the “strong competition”.

2.8 Theoretical perspectives

From the perspective of designing a new business and choosing entrepreneurship, you must understand the appropriate theories. Several theories are highlighted in this regard.

Innovation theory: Innovation theory has been developed by Joseph A, which says these entrepreneurs always focus attention on taking satisfaction and creativity through the earning experiences of abilities and conducting different tasks.

Innovation theory is vital for the success of organisations. It increases the nature, design, and creative thinking procedures of a brand. A new company can obtain the heights of success by learning the steps of creativeness. Innovation in organisations can open the door to several opportunities by assisting the company in keeping up with the current trends. By implementing innovation theory, organisations can improve their existing products and services. Another theory is the theory of need for achievement, which describes and estimates performance and behaviour based on the needs of individuals for achievement, affiliation, and power. By implementing the theory of need for achievement, organisations can identify the needs of their employees and try to fulfil them so that they feel motivated and perform well.

Theory of need for achievement: This theory's significant assumptions are striving to aim the “high achievements” leading to an excellent possible performance by touching “new heights of excellence” and developing individual entrepreneurial tendencies. This proposal on this aspect contained the desire for entrepreneurship characteristics for growth.

2.9 Literature gap

This current chapter covers a thorough examination of the aspects connected with this selected study subject. A quick explanation regarding the significant entrepreneurs from the United Kingdom and the travelled paths involved, would turn out to be beyond useful. Additionally, a few additional theories are integrated into this chapter, making the examination more appropriate. Though, some significant factors were not included, reducing the overall quality of this research.

2.10 Summary

Summary

The Internet has enabled businesses to access information and maximised communication capabilities among entrepreneurs. But there is some risk associated with the internet, such as virus,

hackers, and terrorism, and conducting business online is not safe. Companies use the internet to create a positive brand image. It creates various opportunities for businesses like raw materials, the current status of new "goods and services", as well as the organisation of practices which remain vital for economic exchange.

Chapter 3: Methodology

3.1 Introduction

Methodologies provide appropriate ways as well as methods to conduct this research. This research onion model explains the various stages of writing out a dissertation to help students develop a better-organised methodology (Angelova, Kiryakova and Yordanova, 2017).

3.2 Research method structure

Attributes	Methods chosen
Research philosophy	“positivism”
Research approach	“deductive”
Research design	“descriptive”
Data source	“Primary and secondary”
Data type	“Quantitative and qualitative”
Population	31 survey respondents
Sampling	“Probability sampling technique”

Table 3.2.1: Research method outline

3.3 Research onion

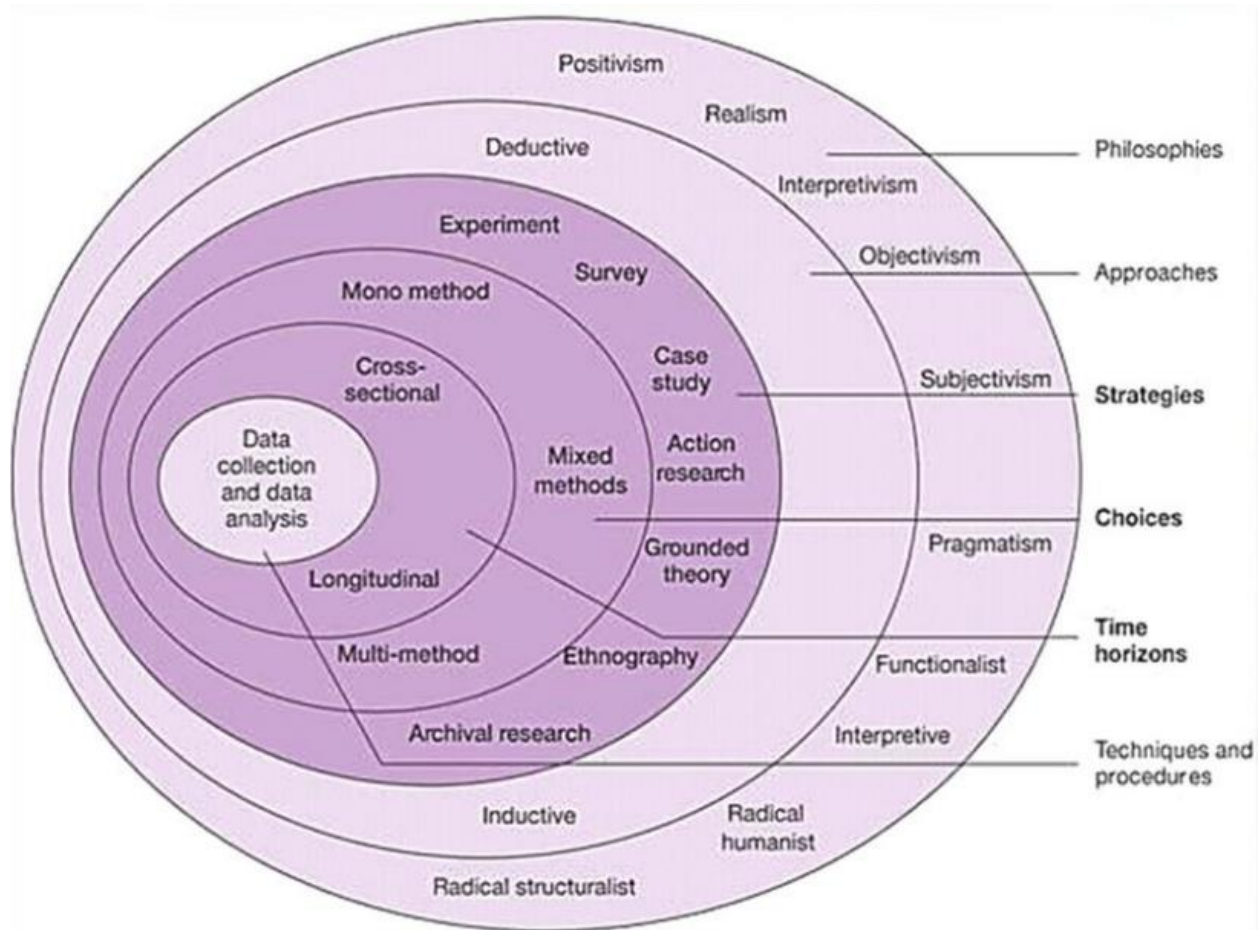


Figure 3.3.1: research onion

(Source: Saunders, Lewis, and Thornhill, 2007)

3.4 Research philosophy

Research philosophy illustrates a particular, concept about how data must be gathered, utilised, and analysed. Thus, research philosophy discusses “source”, “nature”, as well as the “development of knowledge”. Founded on the classification research philosophies, are divided into three categories. “*realism*”, “*positivism*”, but also “*interpretivism*” (Nayak and Singh, 2021). If that is a matter of fact, *positivism research philosophy*” is the suitable category. “Positivism research

philosophy” is dealing with a perspective of the actual knowledge earned with the help of study. Such observation requires measurements, and regarding this circumstance of positivism, researchers assume the part of the database collection and interpretation. As a matter of fact, in a statistical probability sampling study, the positivism philosophy provides favourable effects. Help with the above-mentioned, a survey has been done with numerical data, as a result, measurement is contained in this respect. Consequently, such an examination provides study; positivism is appropriate and sufficient in this matter of fact. Therefore, this was officially added in the presented situation.

3.5 Research approach

This methodological analysis points to a practice and plan, containing great-organised stages for wide statements about accurate data collection techniques, analysing data and understanding. Centred on the investigation issues but as well its nature, methodological analysis is chosen. Daniel and Harland (2017) pointed out about the two categories of investigation methods remain commonly available, such as *inductive and deductive*. “**Deductive research approach**” is a reference to an investigation procedure where individuals have been combined with “scientific investigation”. Order to implement this research, researchers study existing theories or test assumptions. Assumptions arising from such theories can be interpreted from this angle. The existing thoughts are being studied, in this case of study. Thus, the method is practical at this point.

3.6 Research design

Research design is a reference to a specific structure in which the research techniques and research methods have being selected through the researchers. Therefore, the research design has “**overall strategy**” which supports utilising a research scheme designed being conducted briefly, and it is a logical plan designed to address the “established research process”. The research design contains three categories “*exploratory*”, “*explanatory*”, as well as “*descriptive*”. Bairagi and Munot (2019) stated that between them, “descriptive research design” is a reference in the direction of a certain kind of research design which seeks to systematically obtain information that is used to describe situations, phenomenon, and populations. This research design it was determined in the sense of responding when, how, where, and so numerous other facets of the investigation and

concrete response to the investigation issues. Regarding this situation, the primary intention was to recognize the role of the internet in entrepreneurial business, especially in the context of the U.K. (prnewswire.co.uk, 2021). Into this viewpoint, circumstances and phenomenon should have been answered. Therefore, the current study design is well suited for this investigation and was used.

3.7 Research Strategy

The Research strategy points in the direction of a very organized and commissioned research plan that help the researchers implement the procedures provided for “step by step” and to guide researchers' through processes. The primary aim of this research strategy is to establish a “principal component” of the current analysis, such as research fields, research subject, and research design and the technique. Kumar (2018) expressed the belief that a particular research strategy has also been scheduled out in this research so that research goals and targets are appropriately fulfilled. In this instance, both types of data have been chosen, such as *“primary quantitative data” and the “secondary qualitative data”*. About the implementation and collect all this information, it is necessary that approaches are preserved. Appropriate populations and samplings criteria are established, and research philosophy, methodology, and design are emphasized. Survey was conducted on 31 interviewees preserving all the guidelines, and data gathered from articles published for thematic analyses.

3.8 Quantitative data

Are measures of values or counts expressed as numbers? This is data relating to numeric variables. In this method, details are measured utilising values and numbers, making it more suitable for data analysis.

3.9 Qualitative data – is a measure of 'types' and may be represented by a name, symbol, or a number code. Information cannot be counted, measured, or effortlessly expressed utilising numbers. The qualitative research approach enables original ideas gathered from socio-economic demographics. The qualitative research procedure uses the same sample size as other research methods. This research method does not need a specific pattern or format for data gathering. This research method does not give statistical representation. This research method may be efficient in gathering accurate data, but the small sample size of the research can be problematic.

3.10 Mono method quantitative – The method includes utilising a research method for the study. When using a mono-method system, only one of the two types of data gathering is utilised – either qualitative or quantitative.

3.11 Time Horizons

The layer defines the research's time frame. Time horizons is divided in two categories: Cross-sectional as well as Longitudinal. Cross-sectional studies are limited to a specific time frame. A cross-sectional study is a kind of study design where researchers gather data from multiple individuals simultaneously. This study method, the researcher observes variables without influencing them.

3.12 Data source and data type

Primary quantitative data: primary data is a reference for the data which was not yet collected before the one already gathered. Therefore, validation and uniqueness are preserved very well in this kind of data. No handling was seen (De Costa, Crowther, and Maloney, 2019). Quantitative data is a reference to the numeric data. For primary quantitative, **a survey** was done.

Secondary qualitative data: secondary data is data previously used by other researchers. Which are, the data and information used in the previous research are secondary data. Secondary qualitative data signifies themes were developed for the answer to research questions. Qualitative data means non-numerical data.

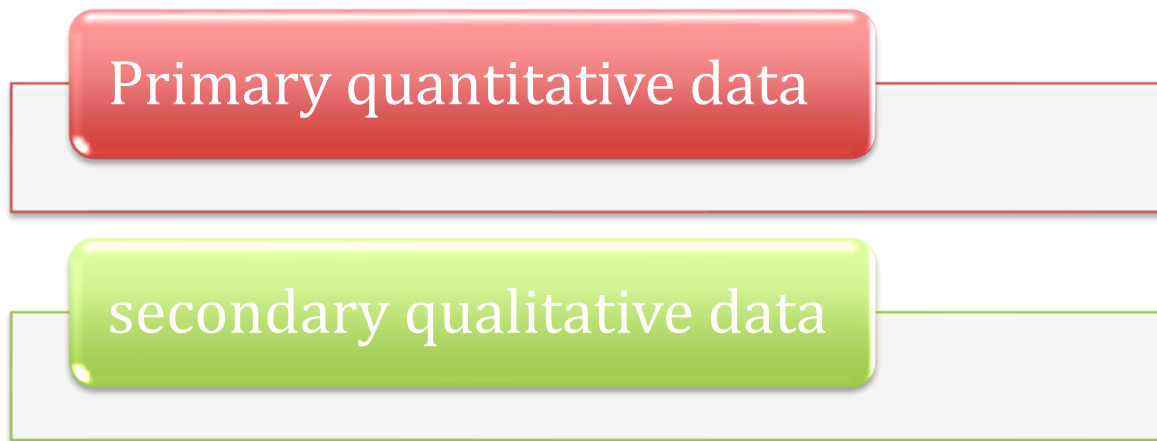


Figure: 3.8.1: Data source and data type

(Source: De Costa, Crowther, and Maloney, 2019)

3.13 Population and sampling

Given the fact that the research was carried out, the sample size has been large. Thirty-one respondents were carefully chosen to complete some surveys, and respondents were entrepreneurs working in industry in the U.K. Thomas (2021) said that probability sampling methods have been followed as this is the average procedure for the survey.

3.14 Data collection process

All the information was gathered from 31 people questioned surveying by Google form. *“Open-ended questionnaires”* was drafted in which 11 questions have also been included. These questions have been designed in terms of meeting research goals. Devi (2017) remarked that if secondary data, all the collected data is from the existing articles and journals that are established on that research topic. *Google Scholar and ProQuest* have already been utilised as genuine and trusted resources.

3.15 Data analysis method

Survey data was examined, analysing a graphical presentation of the survey response. Because it is quantitative data, visual analysis was more effective and was implemented in this case. Devi (2017) acknowledged that in the case of secondary qualitative data, relevant topics were created which are useful for meeting research goals. ***Thematic analysis*** is a good approach to analysing “secondary qualitative data”. Data analytics procedures were selected built on the data types and sources to meet study targets appropriately. Quantitative data were analysed using SPSS, which helped to create graphs where the primary data could be visually represented.

3.16 Ethical considerations

Since human contribution has been present, ethical edges were essential to be kept. Ethics and consent types have been given to them to know about research and development objectives. They have been allowed to retreat from the study anytime. Was preserved confidentiality, and no information editing was entertained. Reddick *et al.* (2020) pointed out about the “***Copyright act 1988***” has been carried out carefully and followed accurate referencing guidelines. The in-text citation has been preserved in an efficient manner.

3.17 Ethical considerations: while conducting the research, it is essential for the researcher to maintain the ethical side (De Costa, Crowther, and Maloney, 2019). Confidentiality was carried out, and no data manipulation was entertained. Ethics and the consent types were given to them to inform them about their research objectives (Devi, 201).

3.18 Summary

In this chapter, the entire methodological structure has been discussed. The justification for selecting the research methods was also mentioned here. Ethical consideration is also cited as this is the most crucial part here. Proper data gathering and analysis were also addressed and built on research requirements.

Chapter 4: Findings of the research

4.1 Introduction

The present part involves all findings of the research methods stated above. The outcomes of both primary quantitative and secondary qualitative data have been analysed by this chapter. The chapter gives an insight into the process of the research has been carried out.

4.2 Findings of primary quantitative data

Question 1: What is your age?

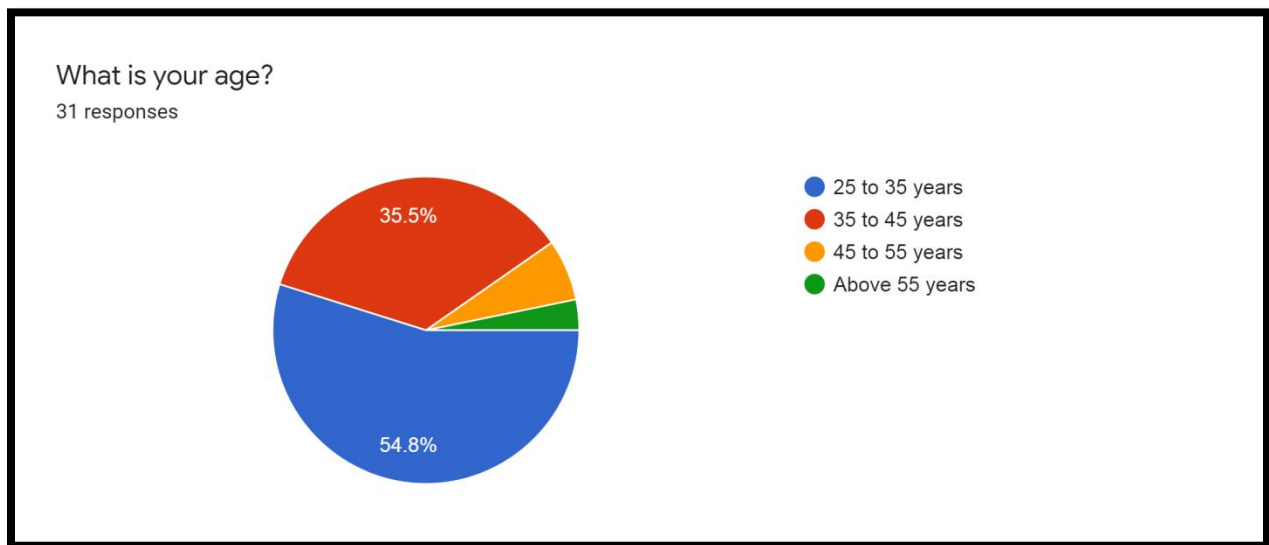


Figure 4.2.1: Age of participants

The age of the entrepreneurs is found to be between 25 to 35 years in most cases.

Question 2: How long have you been using internet services?

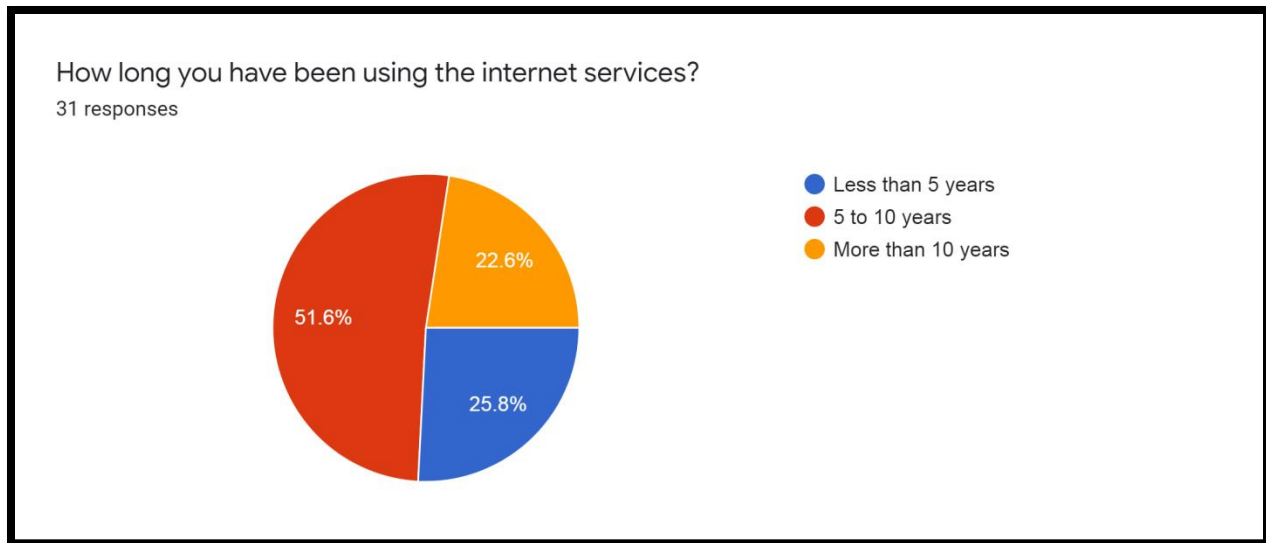


Figure 4.2.2: Duration of using the internet services

Most entrepreneurs have been using the internet facility for 5 to 10 years which signifies 51.6% of total responses.

Question 3: How satisfied are you with using the internet as an entrepreneur?

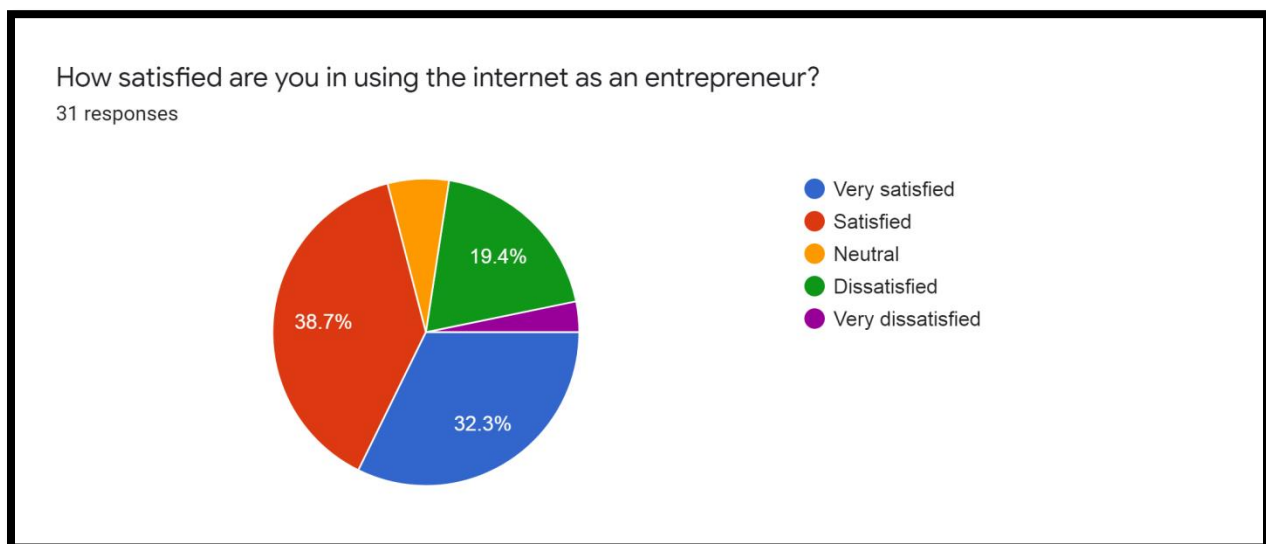


Figure 4.2.3: Satisfaction of using the internet services

Entrepreneurs are very satisfied and satisfied with using the internet facility, as indicated by 32.3% and 38.7%, respectively.

Question 4: Do you agree that the use of the internet effectively communicates with stakeholders?

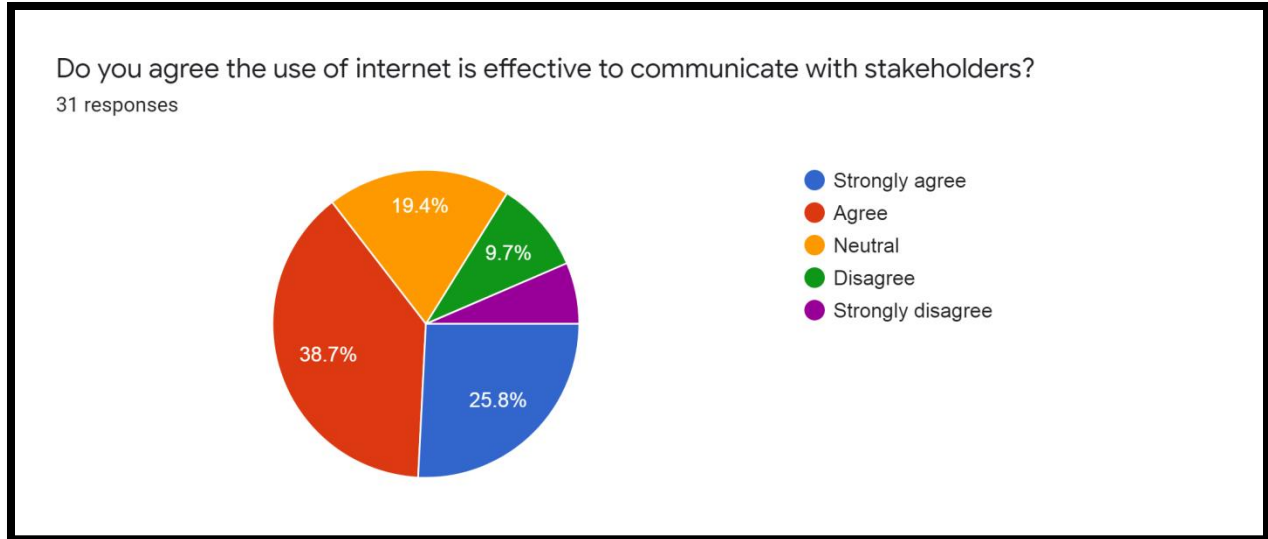


Figure 4.2.4: Internet services for effective communication with stakeholders

38.7% of entrepreneurs agree that the internet has effectively communicated with the stakeholders.

Question 5: Do you agree social media activities help analyse consumer behavior?

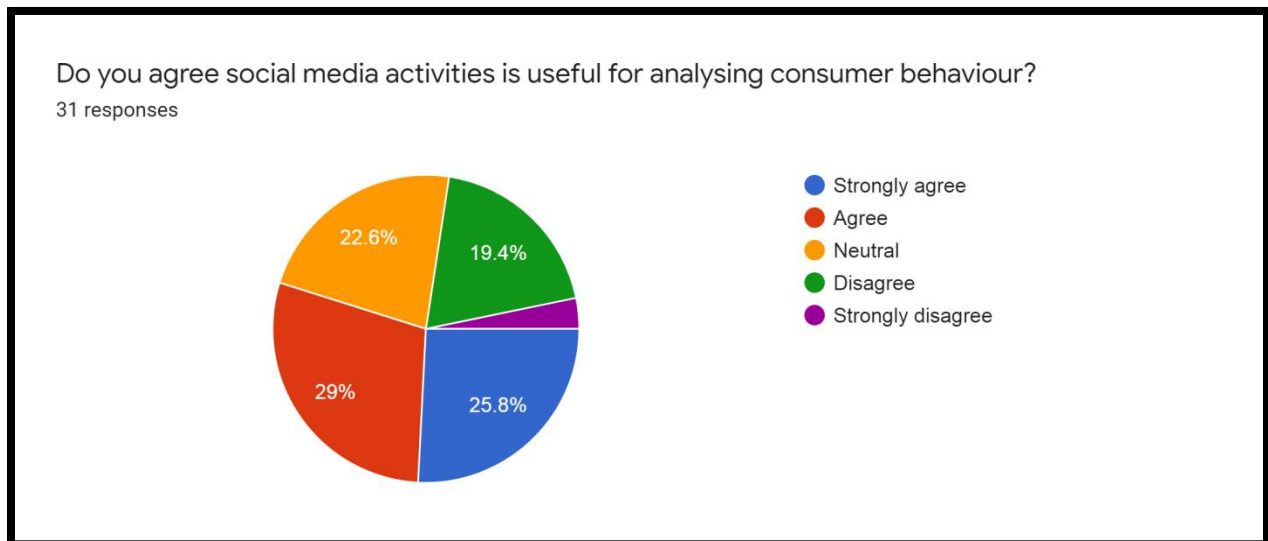


Figure 4.2.5: Social media activities in analysing consumer behavior

29% of entrepreneurs agree that social media activities have helped analyse consumer behavior.

Question 6: Do you agree the communication gap is decreasing due to using the internet as a communication tool?

Do you agree communication gap is decreasing due to using internet as a communication tool?

31 responses

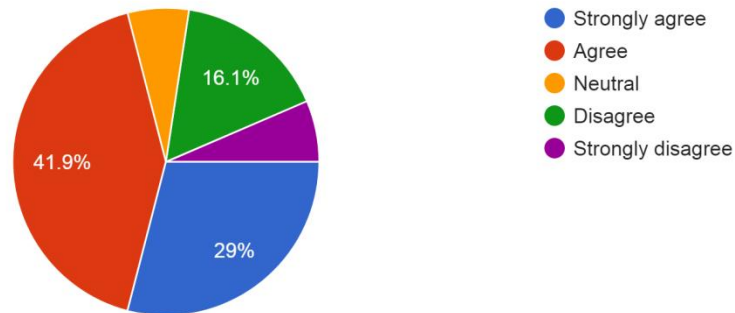


Figure 4.2.6: Decreasing of communication gap

Most entrepreneurs (41.9%) have the same opinion about communication gaps which were decreased along with using the internet as communication tool.

Question 7: Do you agree the internet is a powerful medium to promote products in the present business scenario?

Do you agree internet is one of the major medium to promote products in present business scenario?

31 responses

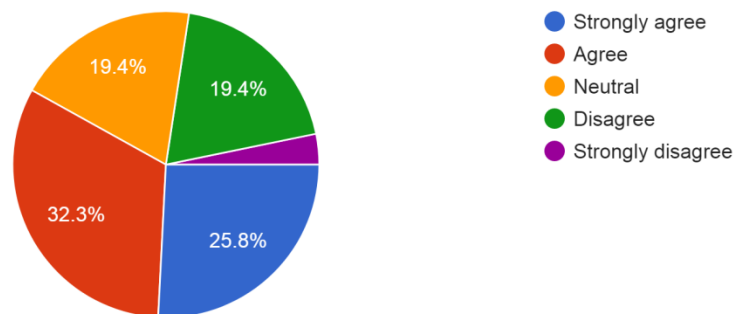


Figure 4.2.7: The Internet is a significant medium for promoting products

Entrepreneurs are found to have agreed (32.3%) and strongly agreed (25.8%) that the internet is an essential medium for promoting products.

Question 8: Do you agree consumers are more likely to buy products based on internet promotion?

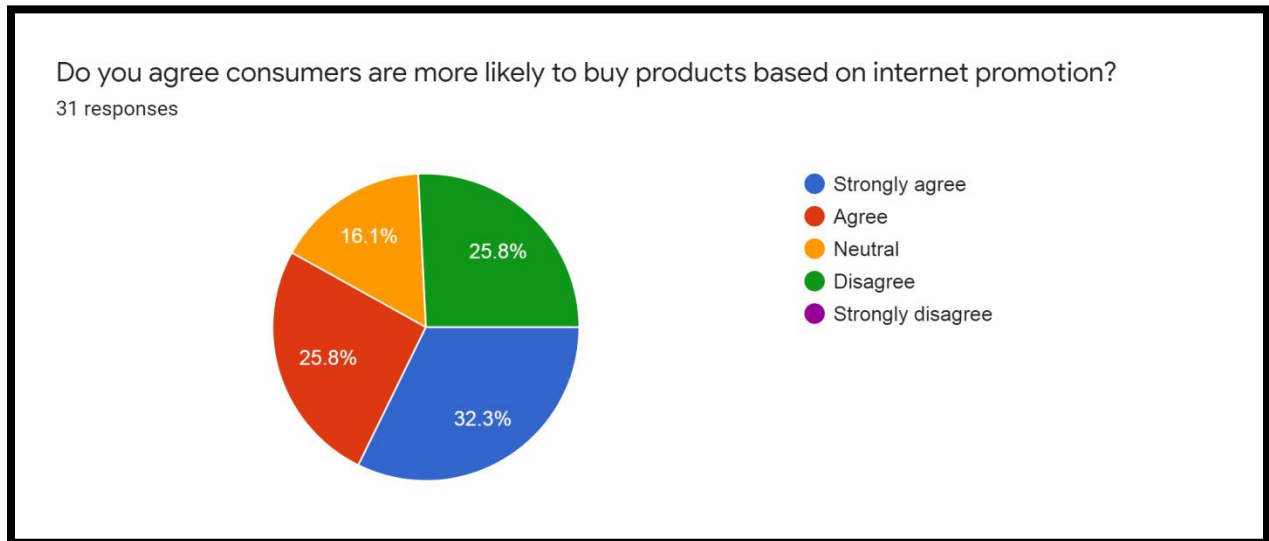


Figure 4.2.8: Likeliness of consumers to buy products based on the internet promotion

Entrepreneurs strongly agree (32.3%) that consumers buy products with internet promotions.

Question 9: Do you agree the internet provides a competitive advantage in this crowded market?

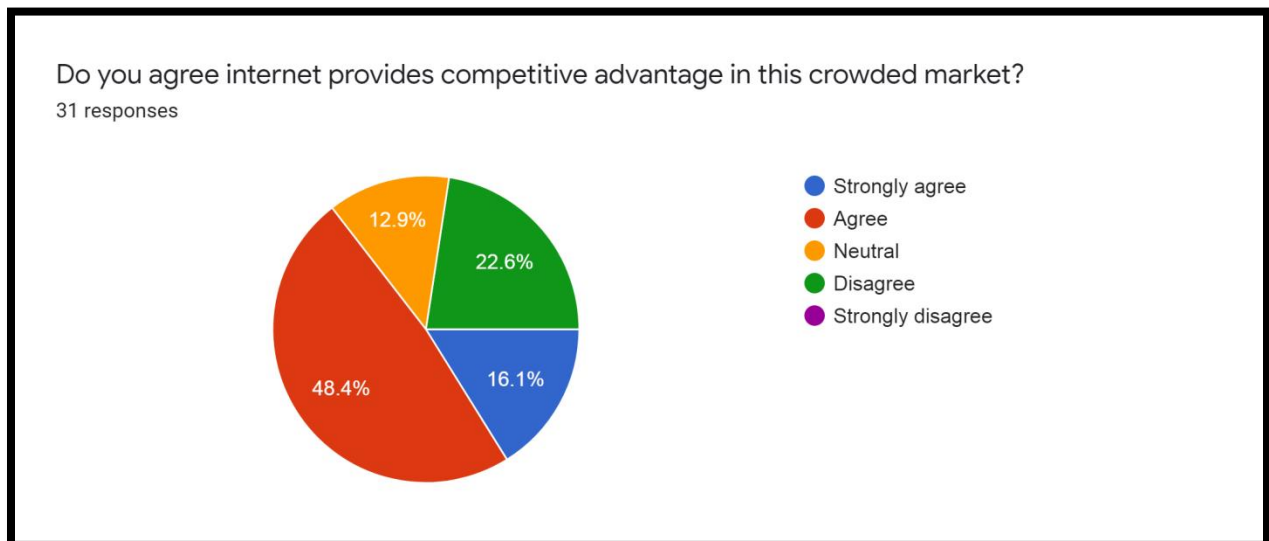


Figure 4.2.9: Internet in providing a competitive advantage

Entrepreneurs (48.4%) agree that the internet has provided a competitive advantage in the crowded market.

Question 10: Do you agree the internet helps analyse competitors' market movements?

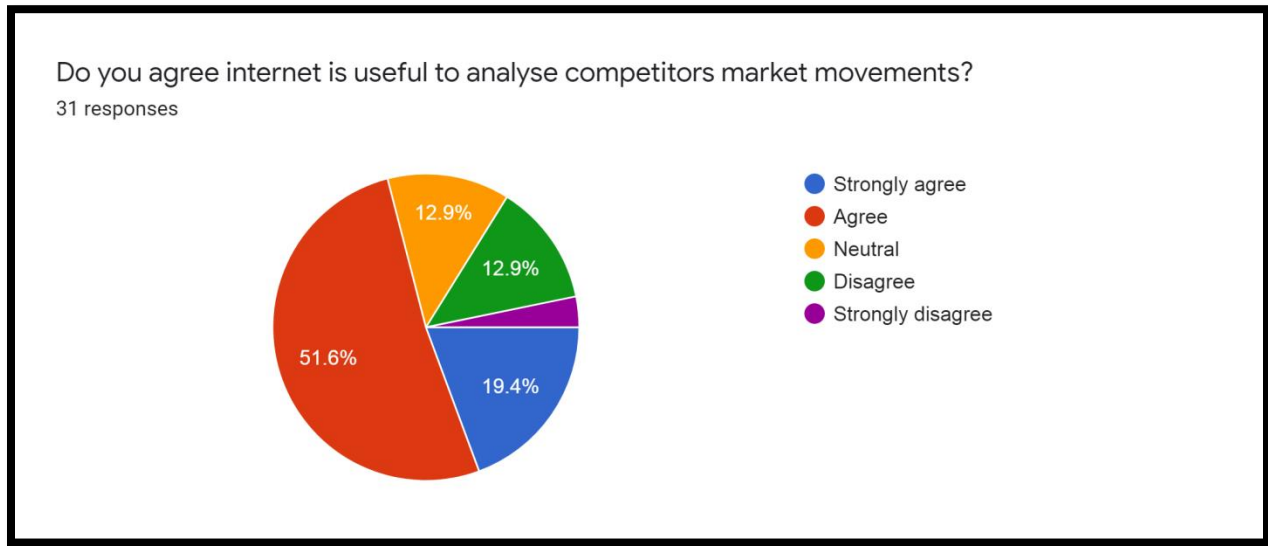


Figure 4.2.10: Internet in analysing competitor's market movements

51.6% of entrepreneurs agree that the internet has helped analyse the market movements of competitors.

Question 11: Do you agree that the internet made consumer retention more challenging in the present business scenario?

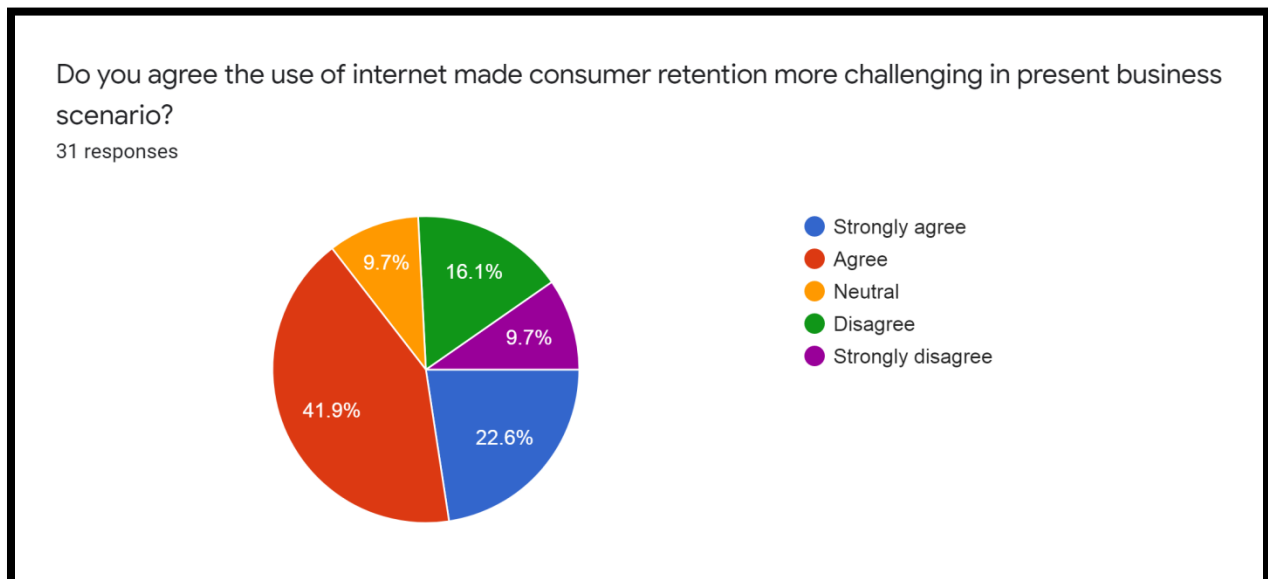


Figure 4.2.11: Internet in making consumer retention more challenging

41.9% of entrepreneurs agree that consumer retention has been more challenging with the internet facility in business.

SUMMARY OUTPUT

Regression Statistics					
	0.52				
	905				
Multiple R	2				
	0.27				
	989				
R Square	6				
	0.25				
	506				
Adjusted R Square	5				
	1.03				
	447				
Standard Error	7				
Observations	31				
ANOVA					
					Signi- fican ce F
	df	SS	MS	F	
			12.06	11.27	
		12.06	26	19	0.00
Regression	1	261	1	6	2213
		31.03	1.0		
Residual	29	416	70		

[illegible]

Table 4.2.1: Regression analysis for promotion of products and relevant purchasing

Regression analysis for promoting products through the internet and its relevant purchasing is significant.

SUMMARY OUTPUT

Regression Statistics	
Multiple R	0.283443
R Square	0.08034
Adjusted R Square	0.048628
Standard Error	1.173428
Observations	31

ANOVA

					Significance				
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>F</i>				
Regression	1	3.48832	3.48832	2.5334	0.122303				
Residual	29	39.93103	1.376932						
Total	30	43.41935							
		<i>Standard</i>				<i>Upper</i>	<i>Lower</i>	<i>Upper</i>	
	<i>Coefficients</i>	<i>Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>95%</i>	<i>95.0%</i>	<i>95.0%</i>	
Intercept	1.275862	0.632942	2.015763	0.053174	-0.01865	2.570375	0.01865	2.570375	-
How long have you been using internet services?	0.482759	0.303304	1.591666	0.122303	-0.13757	1.103085	0.13757	1.103085	-

Table 4.2.2: Regression analysis for internet usage and satisfaction level

Satisfaction levels of businesspeople are found to be higher with more meaningful use of the internet.

4.3 Findings of secondary qualitative data

Theme 1: Entrepreneurs have more comprehensive access to internet facility

Santoro et al. (2020) stated that the emergence of internet technologies has led to greater availability of resources and communication processes. The entrepreneurs have been able to communicate through the office intranet and email. Analysing the information about the competitors in the market and other financial information has been possible with the internet. The entrepreneurs have made better decision-making using the correct usage of the internet. Entrepreneurs have been effective in making crucial decisions about business strategies.

Theme 2: The Internet has enabled entrepreneurs to develop a positive image in the market

The entrepreneurs' businesses have received a positive impact in the market as it has helped in connecting with customers conveniently. Customers have gained insights into the services of the entrepreneurship business, and it has fulfilled their needs. The business website has been colorful with graphics that have attracted more customers. Excellent customer services have been provided

at the minimum cost for the business expansion (openstax.org, 2021). The minimal cost has allowed for higher savings in business operations.

4.4 Summary

The chapter has presented the research's essential findings, including the primary and secondary qualitative data. Survey responses have been submitted through charts. In the case of secondary data, themes related to research topics have been developed. The discussions of the findings are conducted in the fifth part of this research.

Chapter 5: Research analysis

5.1 Introduction

Throughout this part, the outcomes of this study were analysed. Debate was made built upon graphical presentations of the survey answers and thematic analysis for the “secondary qualitative research”. This part is very important as the investigation assumption will be rendered on this basis evaluation.

5.2 Analysis of primary quantitative data

Entrepreneurship was pretty evident around the United Kingdom at early stages of a career (Wu, Chen, and Pan, 2019). In figure 4.2.1, is represented the age of the entrepreneurs was analysed, reflecting that many of them in an age range of 25 to 35 years. Entrepreneurs have used the internet faculty for 5 years, as exemplified in figure 4.2.2. About figure 4.2.3, where we can see the satisfaction rate of the entrepreneurs shows that the majority are satisfied. With the help of the internet, even entrepreneurs are finding it useful as communication processes have already eased and is represented by the figure 4.2.4, with 38.7% of entrepreneurs approving. Entrepreneurs stayed engaged in social media activities which were useful in analysing consumer behaviour. Data was shown in figure 4.2.5, and internet is useful in evaluating the changing requirements of consumers.

Werthes, Mauer and Brettel (2017) expressed the view that communication gaps declined because of the internet used as a communication tool. The figure 4.2.6 demonstrates the entrepreneurs agree with this. Due to the importance of the internet, it has become a vital portal for product promotion and that the supports this as presented in figure 4.2.7. Figure 4.2.8 has been already visualised because shows the probability of buying goods considering the internet promotion so that entrepreneurs are totally in agreement with the fact that consumers continue purchasing goods on a large scale with the promotion on the Internet. some of the entrepreneurs accepted the statement presented in figure 4.2.9 that the competitive advantage was provided by the Internet. In the following figure 4.2.10, the efficiency of the Internet in estimating the competitor's market movement is specified. The Internet has contributed to determining market movements, enabling business strategies accordingly. The following figure 4.2.11 shows the entrepreneurs who consider that retention of the consumer was difficult, therefore additional actions are needed essential to

create the already existing consumers. Figure 4.2.1 shows the use of the Internet in the regression analysis for the promotion and purchase of products that is carried out. Due to this fact, a hypothesis is born, and it is:

H0: Product promotion through the internet has not contributed to consumer's buying of products

H1: Product promotion through the internet has contributed to consumer's buying of products

Since the value of p is less than 0.05 and this is 0.02 this represents a null hypothesis that can be rejected, therefore there is a probability that says product marketing via the Internet by entrepreneurs has been done successfully by consumers to buy more products.

In the following figure 4.2.2, the regression will be performed for the usage of the Internet and the satisfaction of the entrepreneurs. A hypothesis is born and is:

H0: Higher internet usage did not increase the satisfaction level

H1: Higher internet usage increased the satisfaction level

The calculation of the p-value is done as 0.05, that reflects the alternative hypotheses being accepted. For longer, entrepreneurs who use the internet have gone through increased high levels satisfaction. (Crittenden, Crittenden and Ajjan, 2019).

5.3 Analysis of secondary qualitative data

Theme 1: Entrepreneurs have more comprehensive access to internet facility

Entrepreneurs have improved their decision-making process through an increased perspective on financial statistics. Exchanging news and information has been made possible by using internet facilities. The entrepreneurs were found to have communicated successfully with stakeholders. Entrepreneurial tactics were easily shared with the business employees, that helped to use business operations. The leading competitors on the market who are at the top were analyzed using the Internet to gain much more consumers. (Khin and Lim, 2018). Therefore, in order to compete in the market, the entrepreneurs have formulated plans by which the existing customers will be kept, but new consumers will be lured into purchasing the products.

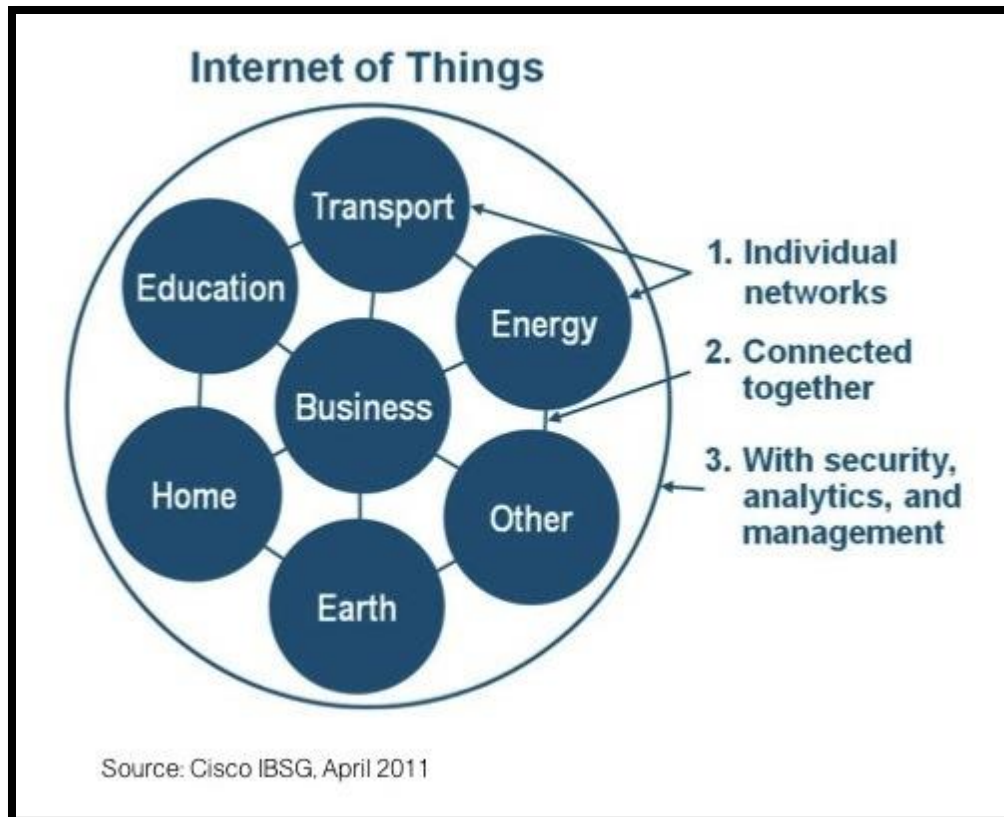


Figure 5.3.1: Internet of things benefiting the entrepreneurs

(Source: Werthes, Mauer and Brettel, 2017)

Theme 2: The Internet has enabled entrepreneurs to develop a positive image in the market

The internet technology age has made it possible for entrepreneurs to detect the marketing potential selling products. What increased business sales were the fact that larger products were sold to consumers in the target market. (Mostafiz and Goh, 2018). Consumers have permits for essential goods that allowed the business in creating a positive view in the market. The website showing its products as well as connecting with consumers immediately eased the company's promotion. Obtaining insights on market trends has made it possible for entrepreneurs to prevent suitable products that are more likely to be purchased.

5.4 Summary

The results of the research were analyzed during this chapter, so during this chapter an analysis of the returns of the collaborators was carried out. This analysis of the subjects was done with the

support of the study literature. Articles were analysed considering the research questions. Therefore, the research assumption discussed in the next chapter.

Chapter 6: Conclusion and recommendations

6.1 Conclusion

During this part of the research, all the significant factors from the study that have been concluded will be presented. These finding studies were conducted accordingly to determine the results. It is worth mentioning that the entrepreneurs in Great Britain were mostly satisfied with the Internet. Along with the use of the Internet, the number of customers who purchase goods also increased. Through the entrepreneurs who helped our knowledge, now we know about goods and services, raw materials, and other fields. The “Window of opportunity” was contingent on the internet to entrepreneurs. The entrepreneurs into the market have developed a positive brand image using internet technologies. Email marketing for entrepreneurship business has also led to employees to spend plenty of time answering emails. Certain challenges were also detected in consumer retention with the internet.

6.2 Linking with objectives

Objective 1: To identify the role of the internet in entrepreneurship in the U.K.

This work has as its objective, the aim to identify the role of the Internet in the success of entrepreneurs already established in the U.K. Regarding the use of the Internet for the transaction-related process, it was discussed in this research in section 2.4 literature review. Thus, the desired objective was successfully achieved.

Objective 2: To evaluate the satisfaction of the entrepreneurs by using the internet

The second objective aims to evaluate the satisfaction of entrepreneurs. Therefore, in section 4.2, the conclusions were analysed and they show that they are satisfied with the use of the Internet (Amuna et al. 2019). Therefore, the objective was achieved in this case as well.

Objective 3: To determine the advantage and disadvantages of the internet in entrepreneurial business

The objective is to assess the internet's pros and cons inside the **entrepreneurial** business. The literature study section 2.6 debated the internet designing a “window of opportunity” and affecting employee performance. Therefore, the objective was fulfilled in this context.

Objective 4: To explore whether the internet helps promote the products in a current business scenario

The objective was to investigate whether the internet helps to promote the goods. Findings in the section 4.2 have said that the internet is helped boost the goods of entrepreneurial businesses. Therefore, the research objective was fulfilled.

6.3 Recommendations

Regarding the research findings and analyses, the recommendations are the following:

- In this study, those factors that sustain the internet inside the entrepreneurial business were not identified. Even though internet tools negatively impacting business operations, they are still used by entrepreneurs. Thus, the fundamental factors that make the internet sustainable must be determined.
- In the study answers, it was pointed out that the internet has been delivering challenges in consumer retention. Nonsignificant debate has been done in this regard. Therefore, proposed focus on these fields to provide information on the challenges they faced and their impact on business.

6.4 Prospects

About the research theme focuses on the internet's role in entrepreneurship from the U.K. In future, it is essential to determine which factors are maintaining the internet on a more secure side. Entrepreneurs can take precautionary measures regarding the internet's hostile areas. Furthermore, the challenges entrepreneurs face in business-related to customer retention must be analysed more widely. Finding problem solving that can improve the customer retention of businesses can be beneficial for entrepreneurs in the U.K. to improve business operations. Therefore, it may help form appropriate solutions that can solve the challenges.

References

Books

- Bairagi, V. and Munot, M.V. eds., 2019. *Research methodology: A practical and scientific approach*. U.K.: C.R.C. Press.
- Daniel, B.K. and Harland, T., 2017. *Higher education research methodology: A step-by-step guide to the research process*. U.K.: Routledge.
- De Costa, P.I., Crowther, D. and Maloney, J. eds., 2019. *Investigating world Englishes: Research methodology and practical applications*. U.K.: Routledge.
- Devi, P.S., 2017. *Research methodology: A handbook for beginners*. India: Notion Press.
- Kumar, R., 2018. *Research methodology: A step-by-step guide for beginners*. U.K.: Sage.
- Nayak, J.K. and Singh, P., 2021. *Fundamentals of Research Methodology Problems and Prospects*. India: S.S.D.N. Publishers & Distributors.
- Thomas, C.G., 2021. *Research methodology and scientific writing*. Germany: Springer Nature.

Journals

- Ali, N.N.H. and Allan, M., 2017. The Role of Integrated Marketing Communications in Increasing the Efficiency of Internet-based Marketing among Jordanian Consumers. *International Journal of Marketing Studies*, 9(4), p.97.
- Amuna, Y.M.A., Abu-Naser, S.S., Al Shobaki, M.J. and Mostafa, Y.A.A., 2019. Fintech: Creative innovation for entrepreneurs. *International Journal of Academic Accounting, Finance and Management Research (I.J.A.A.F.M.R.)*, 3(3).
- Angelova, N., Kiryakova, G. and Yordanova, L., 2017. The great impact of internet of things on business. *Trakia Journal of Sciences*, 15(1), pp.406-412.
- Arnim, L.V. and Mrozewski, M., 2020. Entrepreneurship in an Increasingly Digital and Global World. Evaluating the Role of Digital Capabilities on International Entrepreneurial Intention.
- Crittenden, V.L., Crittenden, W.F. and Ajjan, H., 2019. Empowering women micro-entrepreneurs in emerging economies: The role of information communications technology. *Journal of Business Research*, 98, pp.191-203.
- Dewi, M., Susanti, E., Susanti, R., Yenni, Z. and Eliza, E., 2020. the Effect of Mindset Personal on Behavior of Internet Entrepreneurship Students of Universitas Putra Indonesia Yptk Padang. *Sosiohumaniora*, 22(1), pp.1-7.

- Dy, A.M., 2019. Levelling the playing field? Towards a critical-social perspective on digital entrepreneurship. *Futures*, p.102438.
- Fumin, W., 2019. Innovation Path of Entrepreneurship Education for Students on the Internet+ Environment. *Frontiers in Educational Research*, 2(12).
- Grubor, A. and Jakša, O., 2018. Internet marketing as a business necessity. *Interdisciplinary Description of Complex Systems: I.N.D.E.C.S.*, 16(2), pp.265-274.
- Khin, S. and Lim, T.H., 2018. Entrepreneurial opportunity recognition, exploitation, and new venture success: moderating role of prior market and technology knowledge. *International Journal of Entrepreneurship*, 22(4), pp.1-6.
- Martinez Dy, A., Martin, L. and Marlow, S., 2018. Emancipation through digital entrepreneurship? A critical realist analysis. *Organisation*, 25(5), pp.585-608
- Mostafiz, I. and Goh, S.K., 2018. International women entrepreneurs and international opportunity recognition skills for start-up ventures. *Journal for International Business and Entrepreneurship Development*, 11(3), pp.201-220.
- Santoro, G., Bertoldi, B., Giachino, C. and Candelo, E., 2020. Exploring the relationship between entrepreneurial resilience and success: The moderating role of stakeholders' engagement. *Journal of Business Research*, 119, pp.142-150.
- Saunders, M., Lewis, P.H.I.L.I.P. and Thornhill, A.D.R.I.A.N., 2007. Research methods. Business Students 4th edition Pearson Education Limited, England.
- Shaltoni, A.M., 2017. From websites to social media: exploring the adoption of internet marketing in emerging industrial markets. *Journal of Business & Industrial Marketing*.
- Taylor, M., Reilly, D. and Wren, C., 2020. Internet of things support for marketing activities. *Journal of Strategic Marketing*, 28(2), pp.149-160.
- Werthes, D., Mauer, R. and Brettel, M., 2017. Cultural and creative entrepreneurs: understanding the role of entrepreneurial identity. *International Journal of Entrepreneurial Behavior & Research*.
- Wu, Y.J., Chen, S.C. and Pan, C.I., 2019. Entrepreneurship in the internet age: internet, entrepreneurs, and capital resources. *International Journal on Semantic Web and Information Systems (I.J.S.W.I.S.)*, 15(4), pp.21-30.

Yan, Y. and Guan, J., 2019. Entrepreneurial ecosystem, entrepreneurial rate, and innovation: the moderating role of internet attention. *International Entrepreneurship and Management Journal*, 15(2), pp.625-650.

Yingsong, Z., 2020. Research on the Reform of Innovation and Entrepreneurship Education in Higher Vocational Colleges under the background of Internet Plus.

Zaheer, H., Breyer, Y. and Dumay, J., 2019. Digital entrepreneurship: An interdisciplinary structured literature review and research agenda. *Technological Forecasting and Social Change*, 148, p.119735.

Online articles

Reddick, C.G., Enriquez, R., Harris, R.J. and Sharma, B., 2020. Determinants of broadband access and affordability: An analysis of a community survey on the digital divide. *Cities*, 106, p.102904. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7480260/>

Websites

infoentrepreneurs.org, 2021. *Importance of knowledge to a growing business*. Available at <<https://www.infoentrepreneurs.org/en/guides/importance-of-knowledge-to-a-growing-business/>> Accessed on [24/12/2021]

openstax.org, 2021. *Entrepreneurship Today*. Available at <<https://openstax.org/books/entrepreneurship/pages/1-1-entrepreneurship-today>> Accessed on [24/12/2021]

prnewswire.co.uk, 2021. *The 7 Key Secrets of Internet Business Success Shows Budding Entrepreneurs How to Make Money Online*. Available at: <https://www.prnewswire.co.uk/news-releases/the-7-key-secrets-of-internet-business-success-shows-budding-entrepreneurs-how-to-make-money-online-166870656.html> [Accessed on 23rd dec, 2021]