Information Services and Entrepreneurship of Cyber Café in Uyo Metropolis: A Case Study of Undergraduate Students

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ABSTRACT

The study assessed the information services and entrepreneurship of cyber café by undergraduate students in Uyo Metropolis. The population of this study consisted of all the undergraduate students that use information services for either academic or business purposes. The study adopted a correlational research design while stratified random sampling technique was used in selecting the respondents. The instrument for data collection which tagged "Information Service and Entrepreneurship of Cyber Café Questionnaire (ISECCQ)" was administered to the respondents and used for the study. The instrument was vetted by the researcher's supervisor who is an expert in the field before the reliability test was conducted which produced the reliability coefficient of 0.84 proving the instrument to be reliable for the study. Data collected were analyzed using descriptive analysis and Pearson Product Moment Correlation Analysis. From the results of the data analysis, it was observed that Email services play a vital role in entrepreneurship of cyber cafes in Uyo metropolis. Electronic record management affects entrepreneurship of cybercafé in the sense that data base can be created to store customer's data and company's information. It was therefore recommended that students should be exposed extensively to the use of information and communication technology facilities.

KEYWORDS: email services, entrepreneurship, electronic record management, cyber cafes, Uyo Metropolis.

Introduction

There is a growing awareness of a universal need of information for effective management of human and materials recourses in work organization, and undergraduate students need for an improved learning. Gurtin (2002) described information as facts, mental new materials and ideas that are useful for decision making. Information proceeds knowledge acquired daily through learning, education, friends, media and other determined sources. It is thus worthy of note that undergraduate students need information to do their school assignments, seminars and projects. The dispensation of technology age has affected positively the reliable sources of information for individuals, students and entrepreneurs.

The reliability sources of voluminous information of any kind for students and entrepreneurship of cyber café includes; electronic mail service, electronic record management and internet browsing (Siller, 2004). Entrepreneurship of cybercafé requires information mail services to enable the business reach millions of consumers or customers or customers who are

constantly browsing the internet with their products or services. With internet services, promoting a business can be done a shore-string budget. Aside from static aids, small and medium businesses can create active aids with sounds, motions, etc. the entrepreneurs can have links and create interactive advertising features and use electronic mail services to promote aids services or product at any time.

Electronic information service system has offered positive changes to capacity building in the society. The immersed benefits have been witnessed in educational sector, specifically provision of academic information and communication to the students. It has definitely foster the development of electronic library, which enhances information retrieval and usage by students and business investors. According to Wineegrud (1995), a mail service electronic library and information service must accomplish all services of traditional libraries and also exploit the well-known advantages of electronic storage, searching and communication. The explosion of information with effective utilization of information services well help building a nation.

Statement of the Problem

The usefulness of information services to undergraduate students and entrepreneurship of cybercafé cannot be over-emphasized. Cursory examination of the utilization of various information services available to the undergraduate students and entrepreneurs who are indulged in small scale business like cybercafé revealed their weakness in taking an advantage of these viable information services. This weakness is also characterized by the fact that they have no effective means to these information services. Information services like email services, electronic record management, information storage and retrieval have not been actively utilized. More so, the cost of procuring and maintaining this information service machine/equipment is high. An entrepreneur who has insufficient fund to venture into the provision of information service business would be limited by investment capital to acquire this equipment.

Objective of the Study

The main objective of this study is to ascertain the information service to undergraduate students and entrepreneurship of cyber café in Uyo metropolis, while the specific objectives are as follows:

1. To ascertain the relationship between email services and entrepreneurship of cyber cafes in Uyo metropolis.
2. To ascertain the relationship between electronic record management and entrepreneurship of cyber cafes.

Research Questions

The following research questions will be answered:

1. What is the relationship between email services and entrepreneurship of cyber cafes in Uyo metropolis?
2. What is the relationship between electronic record management and entrepreneurship of cyber cafe?

Research Hypotheses

The following hypotheses will be tested: -

1. There is no significant relationship between email services and entrepreneurship of cyber cafes in Uyo metropolis.
2. There is no significant relationship between electronic record management and entrepreneurship of cyber cafes.

Literature Review

Email Services and Entrepreneurship of Cyber Café

Email (electronic mail) services are activities that involves sending and receiving electronic mails. It is always carried out on the internet. Email delivery can be very fast and on the instance at little or no cost. Examples of electronic mail services provided in the internet are Yahoo, Google, Blumail, hotmail, etc these have greatly facilitated communication across the world (Comner, 2007). The entrepreneur of cyber café can use electronic mails (emails) services to effectively keep in touch with several people, send and receive important documents and circulate information to several people at a time irrespective of geographical location. It enables the students of undergraduate school to send messages to their parents, friends and loves ones. These messages are received instantaneously, provided the recipients have access to their e-mails boxes.

According to Hua (2008), electronic mail has other features that enables students and the entrepreneurs to send attached files and greeting cards or pictures to customers and other people. These files can be attached and sent to their boxes and stored for a long period of time. Customers and individual who desire to see the pictures of the products or detailed description of the products or message are attached, via a flash drive or compact disc (CD) or any other external storage system or device. Obviously, the entrepreneurs who are venturing into cyber café business have been given the opportunity to maximize more profit from the services of electronic mail. Sometime a business café outfit do collect bulk of short messages from customers, students and individuals which may not be conveniently sent via cell phone, charges an made sometime through purchase of airtime ticket from the network administrator or ticket sale officer.

Comings (2007) describe some of the electronic mail features that are useful to students and utilized by cyber cafes business entrepreneurship to include: viewing attachments online, viewing messages written in particular languages, address books. Personalities, spell checking, read receipts, SPAM filtering, auto respondents, e-mail aliases, etc. auto responder feature enable the business and the students to send messages to individuals or customers in their absence. The message is therefore customized and configured to deliver by auto responder to the recipients' boxes at any time any hour any day. Also, the received message can be replied by auto responder by customization. The need arises when the entrepreneur has to modify the message or compose the reply of the message and send them to the recipients (Microsoft Encarta, 2008). Another form of electronic mail is e-bay (electronic fax). The internet can be used to send and receive faxes. Faxes are sent by fax numbers owned and maintained by the owner of the number. Few pages of documents or mails can be sent to customers and other people irrespective of the distance. The only drawback is that faxes are expensive to send them normal electronic mails. The fax mail machine is the telephone (Ikeme, 2007). Ikeme explained that faxes are now sent

through the internet as electronic mails with less cost. The messages can be received immediately with a printed format in pages.

Electronic Records Management and Entrepreneurship

Any business must address well-defined objectives which will add value, either directly to the bottom line or forward the averment of the organization's goals and objectives. According to Smith (2002), record management programs are not generally an organisation's primary, business and even through record management programs do not usually generate income, the following are the most important reasons to set up a good record management program in entrepreneurship of cybercafé business or any other small scale business

1. To Control the Creation and Growth of Record: Despite decades of using various non-paper storage media, the amount of paper is the offices continues to escalate. An effectives record management program, addresses both creation control (limit the generation of records or copies need required to operate the business) and records refention (a system for destroying useless record or retiring inactive records), thus stabilizing the growth of records walls formats.

2   **To Reduce Operation Costs:** Record keeping requires administrative cost for filling equipment, spaces in offices, and staffing to maintain an organized filing system (or to search for lost records when there is no organized system)

3   **To Improve Efficiently and Productivity:** According to Christopher (2000), time spent searching for missing or misfiled records in non-productive. A good records management program can help any organization upgrade its record keepings system so that information retrieval is enhanced, with corresponding improvements in office efficiency and productivity. A well designed and operated electronic filing system with an effective index can facilitate retrieval and deliver information to users as quickly as they need it.

4. **To Assimilate New Records Management Technologies**: A good electronic records management program provides an organization with the capacity for assimilate new technologies and take advantage of their many benefits. Investments to new computer systems do not solve filing problems unless current manual record keeping system are analyzed (and occasionally, overhead) belief automatism is applied.

5. **To Ensure Regulatory Compliances:** In the statement of Frake (2007), business organizations implement records management programs in order to reduce the risks associated with litigation and potentially penalties. This can be equally true in Government agencies. A consistently applied records management program can reduce the liabilities associated with document disposal by providing for their systematic, routine deposal in the normal course of business.

6. **To Support Better Management Decision Making:** In today's business environment, the manager that has the relevant data first often wins, either by making the decision a lead of the competition or by making a better, more informed decision. A record management program can help ensure that managers and executives have the information they need when they need it.

7. **To Safeguard Vital Information:** Any organization, public or private needs a comprehensive program for protecting its vital records and information from catastrophe or disaster, because every organization is vulnerable to loss. Strong records in computerized system preserves the record for a long time. Operated as part of the overall records management program, vital records proagramme preserves the integrity and confidentiality of the most important records and safeguard the vital information assets according to a "plan" to protect the records.

Methods

Research Design

The research design for this study is a correlational survey design. This design is found fit for this study as it attempts to find out the relationship between information service to undergraduate students and entrepreneurship of cyber café in Uyo metropolis.

Area of the Study

The area of this study is Uyo local government area.

Population of the Study

The population of this study consisted of all the undergraduate students that use information services for either academic or business purposes.

Sample and Sampling Technique

Four (4) faculties were selected for the study. From each faculty two (2) departments were used. Twenty-six (26) students were then randomly selected through stratified random sampling technique for collection of data. These gave a sample size of two hundred and eight (208) respondents.

Research Instrument

The instruments used for this study was a researcher-made questionnaire known as: "Information Service and Entrepreneurship of Cyber Café Questionnaire (ISECCQ)". The questionnaire was made up of two sections such as sections A and B.

Validation of the Research Instrument

The instrument was faced and contents validated by the researcher's supervisor. One expert from test, measurement and evaluation as well as lecturers from the library science department, validated the instrument.

Reliability of the Instrument

Crombach Alpha technique was used to determine the reliability of the instrument (ARQ), using 30 respondents who did not form part of the main study were randomly selected and the instrument administered on them. Data collected from the respondents were subjected to reliability test and it produced the reliability coefficient of 0.84 to 0.94.

Method of Data Analysis

The data obtained were analysed using descriptive analysis to answer the research questions and Pearson Product Moment Correlation Coefficient to test the hypotheses. Test of significance was done at 0.05 alpha level. The result was considered significant if the calculated value was either equal to or greater than the critical value, but non-significant if less.

Results

Research Question One

The research question sought to find out relationship between email services and entrepreneurship of cyber cafes in Uyo metropolis. In order to answer the research question, descriptive analysis was performed on the data collected, (see table 1)

TABLE 1: **Descriptive Analysis of the relationship email services and entrepreneurship of cyber cafes in Uyo Metropolis**

Variables	N	Arithmetic Mean	Expected Mean	r	Remarks
email services		16.47	12.5		
	202			0.70*	moderately
Entrepreneurship of					strong
cyber cafes.		16.81	12.5		relationship

Source: Field Survey

The above table 1 presents the descriptive analysis of the relationship between email services and entrepreneurship of cyber cafes in Uyo metropolis**.** The two variables were observed to have moderately strong relationship at 70. The arithmetic means for email services (16.47) was also observed to be greater than the expected mean score of (12.5). In addition to that, the arithmetic mean for entrepreneurship of cyber cafes (16.81) was observed to be higher than the expected mean score of (12.5). The result therefore means that an email service has a remarkable relationship with and entrepreneurship of cyber cafes in Uyo metropolis**.**

Research Question Two

The research question sought to find out relationship between electronic record management and entrepreneurship of cyber cafe in Uyo metropolis. In order to answer the research question, descriptive analysis was performed on the data collected, (see table 2)

TABLE 2: **Descriptive Analysis of the relationship electronic record management and entrepreneurship of cyber cafes in Uyo metropolis**

Variables	N	Arithmetic Mean	Expected Mean	r	Remarks
electronic record management		16.76	12.5		
	202			0.60*	moderately
Entrepreneurship of					strong
cyber cafes.		16.81	12.5		relationship

Source: Field Survey

The above table 2 presents the descriptive analysis of the relationship between electronic record management and entrepreneurship of cyber cafes in Uyo metropolis**.** The two variables were observed to have strong to moderately strong relationship at 60%. The arithmetic means for electronic record management (16.76) was also observed to be greater than the expected mean score of (12.5). In addition to that, the arithmetic mean for entrepreneurship of cyber cafes (16.81) was observed to be higher than the expected mean score of (12.5). The result therefore

means that electronic record management has a remarkable relationship with and entrepreneurship of cyber cafes in Uyo metropolis**.**

Hypothesis Testing

Hypothesis One

The null hypothesis states that there is no significant relationship between email services and entrepreneurship of cyber cafes in Uyo metropolis. In order to test the hypothesis, two variables were identified as follows: -

1. Email services as the independent variable

2. Entrepreneurship of cyber cafes as the dependent variable. (See table 3)

Table 3: Pearson Product Moment Correlation Analysis of the relationship between email services and entrepreneurship of cyber cafes in Uyo metropolis.

Variables	ΣX Σy	ΣX^2 Σy^2	ΣXy	r
Email services (X)	3327	55381		
			56259	0.70*
Entrepreneurship of cyber cafes (y)	3396	57458		

*significant at 0.05 level; N=202; df =200; Critical r – value = 0.138

The above table 3 presents the obtained r-values as (0.70). This value was tested for significance by comparing it with the critical r-value (0.138) at 0.05 level with 200 degree of freedom. The obtained r-value (0.70) was greater than the critical r-value (0.138). Hence, the result is significant. The result therefore means that there is significant relationship between email services and entrepreneurship of cyber cafes in Uyo metropolis.

Hypothesis Two

The null hypotheses state that there is no significant relationship between electronic record and entrepreneurship of cyber cafes in Uyo metropolis. In order to test the hypothesis, two variables were identified as follows: -

1. Electronic record as the independent variable

2. Entrepreneurship of cyber cafes as the dependent variable. (See table 4)

Table 4: Pearson Product Moment Correlation Analysis of the relationship between electronic record and entrepreneurship of cyber cafes in Uyo metropolis.

Variables	ΣX Σy	ΣX^2 Σy^2	ΣXy	r

Electronic record (X)	3386	57086		
			57134	0.60*
Entrepreneurship of cyber cafes (y)	3396	57458		

*significant at 0.05 level; N=202; df =200; Critical r – value = 0.138

The above table 4 presents the obtained r-values as (0.60). This value was tested for significance by comparing it with the critical r-value (0.138) at 0.05 level with 200 degree of freedom. The obtained r-value (0.60) was greater than the critical r-value (0.138). Hence, the result is significant. The result therefore means that there is significant relationship between electronic record and entrepreneurship of cyber cafes in Uyo metropolis.

Discussion of the Findings

The result of the data analysis in table 3 was significant due to the fact that the obtained r-value (0.70) was greater than the critical r-value (0.138) at 0.05 level with 853 degree of freedom. This implies that there is significant relationship between Email Services and Entrepreneurship of Cyber Café in Uyo metropolis. The significance of the result is in agreement with the opinion of Hua (2008), who stated that electronic mail has other features that enable the students and the entrepreneurs to send attached files and greeting cards or pictures to customers and other people. These files can be attached and sent to their boxes and stored for a long period of time. The significance of the result caused the null hypothesis to be rejected while the alternative one was accepted.

The result of the data analysis in table 4 was significant due to the fact that the obtained r-value (0.60) was greater than the critical r-value (0.138) at 0.05 level with 853 degree of freedom. This implies that there is significant relation between electronic records management and entrepreneurship of Cyber Café in Uyo metropolis. The significance of the result is in agreement with the opinion of Zhu (2004) who opined that information security is important both to companies and consumers that participate in both online and physical transaction business; especially when the business services or product information are managed online. The significance of the result caused the null hypothesis to be rejected while the alternative one was accepted.

Conclusion

Based on the findings of this research it was concluded that Email services play a vital role in entrepreneurship of cyber cafes in Uyo metropolis. Electronic record management affects entrepreneurship of cybercafé in the sense that data base can be created to store customer's data and company's information.

Recommendations

In view of the findings made from the research the following recommendations are considered:

1. Introduction to data processing and information technology should be made compulsory to students at all levels.

2.   Students should be exposed extensively to the use of information and communication technology facilities.

3.   Electronic record management is necessary to enhance the productivity of the employees. Hence all organizations should have these facilities intact.

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