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INTENTION TOWARDS CAR SHARING AMONG GENERATION Y IN MALAYSIA

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DECLARATION

We hereby declare that:

(1) This undergraduate FYP is the end result of our own work and that due acknowledgement has been given in the references to ALL sources of information be they printed, electronic, or personal.

(2) No portion of this FYP has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.

(3) Equal contribution has been made by each group member in completing the FYP.

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LIST OF ABBREVIATIONS

PU	Perceived Usefulness
PEOU	Perceived Ease of Use
SMI	Social Media Influence
PR	Perceived Risk
A	Affordability
IV	Independent Variable
DV	Dependent Variable

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PREFACE

This thesis research is a final work as partial compliance for the degree of Bachelor of Marketing (Hons) in Faculty of Business and Finance; Universiti Tunku Abdul Rahman titled “Intention towards Car Sharing among Generation Y in Malaysia”. Car Sharing is currently a new emerging trend that is foreseeable as potential market opportunities. Study showed that cars are sold at their full value but they are only used 5% of the time. Thus, Car sharing is a favorable option for those who do not want to possess a car or do not afford to own a car. However, there is insufficient research on Car sharing; there is a need for us to conduct this study. Five influential elements comprising Perceived Usefulness, Perceived Ease of Use, Social Media Influence, Perceived Risk, and Affordability were tested in this research in order to study the behavioural intention towards adoption of Car Sharing among Generation Y in Malaysia.

ABSTRACT

Automotive industry is about to shift in the present day and it is rapidly advancing due to the trends of various factors such as development of new technology which advocates cost reduction. Car sharing provides users a service to rent vehicles for a short period of time where users make payment pursuant to the time and distance travelled through smartphone application. Presently, there are 5 car sharing organizations including Moovby, Kwikcar, Kayak and Skyscanner, Gocar and Socar operating in Malaysia. Thus, this research was carried out to investigate the associations of influencing elements with the behavioural intention towards Car sharing among Generation Y in Malaysia. Throughout the study, a conceptual framework comprising 5 independent variables was proposed in this research to examine several hypotheses and the impact of variables towards the intention of using Car sharing. In order to gain valid and reliable data, pilot test was carried out and quantitative research was adopted to distribute 300 sets of survey form at the specific sampling location. Furthermore, several methodologies were used to analyze the result of the study. Results of the research discovered that Perceived Usefulness, Social Media Influence, and Affordability are strong catalysts which influence the behavioural intention towards the adoption of Car Sharing while Perceived Ease of Use and Perceived Risk are proved statistically not important on the behavior intention. From an invulnerability perspective, this study stresses the need to take into account the impact of these insights of Car sharing and other relevant organizations theoretically and practically so that an intact service can be developed and provided for users.

CHAPTER 1: RESEARCH OVERVIEW

1.0 Introduction

This research examines the BI towards car sharing among Generation Y in Malaysia. This chapter consists of research background, research problem, research objectives, research questions, and research significance.

1.1 Research Background

Car sharing organizations make vehicles available for short-term rental through smartphone application, typically by hourly or daily, allowing users to locate, reserve, and unlock vehicles in an automated way through a smartphone (Imoney Learning Centre, 2018; Schwartz, 2018). The vehicles offered range from compact cars to regular sedans and sports utility vehicles (Shurentheran, 2018). Car sharing organizations maintain a fleet of vehicles that are deployed within neighbourhoods, employment centers, public transport stations, universities and colleges which are parked at a designated car sharing parking lots or stations (Shaheen et al., 2019). It provide the convenience to users by picking up and dropping off fleet vehicles at unattended self-service car sharing stations all day long in return of a fee based on the travel duration and the distance travelled (Carsharing Association, 2020; Richard, M. G. 2020). Car sharing organizations often cover fuel, parking and maintenance costs of the vehicles (Shaheen et al., 2019).

Among the continents, Asia is the top car sharing region which contributed to 58% of the membership worldwide and 43% of vehicle fleets, followed by Europe, the origin of car sharing, with only 29% of members worldwide and 37% of vehicle fleets. (Shaheen, Cohen & Jafee, 2018) The significant difference can be seen between Asia and Europe is likely due to their difference in population demography. In Asia, there are a slightly higher number of Gen Y population contributions relative to Asia's overall proportion of the global population, which amount to 58% of global Gen Y individuals versus 56% of the global total population. On the other hand, Europe is the only region that is observably underweight on Gen Y individuals, which only amount to 8% of global Gen Y individuals versus 10% of the global total population (Ramalu, 2019).

Currently, there are 5 car sharing organizations including Moovby, Kwikcar, Kayak and Skyscanner, Gocar and Socar operating in Malaysia with Moovby being the first mover in providing this service back in 2016 (Shurentheran, 2018). According to CEO of SoCar Malaysia Leon Foong, the car sharing service mainly aims to provide benefits of using a private vehicle without the need to bear the costs and responsibilities of private vehicle ownership (Aman, 2019). According to CEO of Kwikcar Jared Chan, car sharing targets Generation Y individuals to overcome the threat of bankruptcy due to the lack of financial capability to repay car loans (Imoney Learning Centre, 2018). In comparison with the number of ride hailing businesses, the number of the car sharing organizations is easily outnumbered by ride hailing organizations operating in Malaysia. In fact, there are 42 ride hailing companies such as Grab, Mycar, Mula and EzCab and the like currently registered with APAD to operate in Malaysia, catering diverse transportation needs (Choong & Lai, 2019). Being in an environment with the high availability of transportation alternatives, not

to mention taxis and public transport, it indicated that the car sharing sector is worth investigating given the impact of this vehicle ownership alternative especially to Gen Y individuals in Malaysia.

Currently, our society is made up mainly by five different generations, which is the silent generation, baby boomers, Gen X, Gen Y and Gen Z. Generation Y are individuals born between 1982 to 1997 (Stępień, Lima & Hinner, 2018). According to Prensky (2001), Generation Y is characterized as digital natives or Net generation. According to Ramalu (2019), Generation Y has become a global cohort that is targeted by the majority of businesses due to their large collective size, resulting in their power to influence the current culture, society, and business. In this case, the access-based consumption and sharing economy is the current transportation trend among Generation Y (Bardhi & Eckhardt, 2012). According to Shaheen, Cohen, and Jaffee (2018), car sharing services are seen in many parts of the world covering about 46 nations, 6 continents and 2,000 cities worldwide with approximately 15 million users and 157,000 vehicles as of 2016. Based on the research by Frost & Sullivan (2016), the number of car sharing users will rise to 36 million while the number of car sharing vehicles will grow to 427,000 vehicles by year 2025.

1.2 Research Problem

The adoption of smartphone platforms by the transportation industry has motivated this research. In Malaysia, the taxi industry has since emerged into utilizing

smartphone apps back in 2012 to bridge customers with taxi drivers, following with the introduction of Uber venture back in 2014 as a personal vehicle e-hailing service instead of commercial vehicles (Malay Mail, 2019). According to Stackpole (2013), smartphones ease its user by making products and services available at one's convenience in a sense that is specifically fine-tuned to their individual needs. According to a survey from Malaysian Communications and Multimedia Commission (MCMC), the growing reliance on smartphone-oriented apps has contributed to the increase of smartphone usage. The percentage of smartphone users from Malaysia population rose continuously from 75.9% in 2017 to 78.0% in 2018. From the Malaysian population, adoption rate of smartphone ownership is the highest among the 20 - 34 years old age group, with 87.0% of adoption rate compared to the below 20 years old and 35-49 years old age group with 86.3% and 74.9% respectively (Malaysian Communications and Multimedia Commission [MCMC], 2018).

Inconvenience of public transportation has also motivated this research. Based on statistics provided by the World Bank from 2015, there was just 17% of the commuters in Kuala Lumpur choose public transport as their mode of transport whereas 62% and 89% of commuters in Singapore and Hong Kong respectively choose to use public transport (The World Bank, 2015). According to Lee (2019), the last-mile connectivity or also known as end-to-end coverage issue is still restraining commuters from fully utilizing public transport in Malaysia. Last mile connectivity is defined as the mode of transportation to reach the nearest transportation hub where the mode of transport includes e-hailings, taxis, buses, walking and cycling (Azuddin, 2019). However, provided with the transportation modes stated, connectivity between some cities still remains a great struggle due to the scattered placement of cities in Malaysia (The Edge Markets, 2019).

Another problem faced is the way social media is utilised. The increasing usage of social media has produced the opportunity for millions of people to create and share content on an unimaginable scale (Romero, Galuba, Asur & Huberman, 2011). Information that is inaccurate can be spread on the internet and social media platforms in a short amount of time. Customer perception and opinions can be easily influenced to harm reputations (Dwivedi et al., 2018). The main feature of social media is it allows users to be anonymous, and this anonymity allows users to vilify and post fake news about people and businesses online without recourse (Baginda, 2017). False news and reports can be easily sensationalised to discredit certain organisations with Edelman Trust Barometer 2018 reported that 45% of Malaysian internet users disregarding mainstream news outlets as source of news despite 73% of users being concerned about the adverse impact of fake news ("CSM: Malaysians ignore journalism", 2018).

The uses of users' personal data obtained by phone applications have also contributed to the intention of this study. Users' personal data might be illegally obtained or misused. Corporations may illegally acquire and use personal data of app users, and this is caused by the absence of stated service regulations, negligence of clarifying the way and aim of collecting data, and the recording and usage of unauthorized information without consent and the collection of unrelated data in relation to service rendered (Hu, 2020). According to Yuen (2017), 59% of local Malaysian mobile apps are asking too much access to our personal data and information, which is almost double the global average of 31%. A mild effect of illegal data acquiring would be targeted ads through behavioural advertising, whereas an extreme effect would result in cyber-crimes such as identity theft, malware hacking and personal data being sold on the black market. According to Tang (2019), Malaysia is placed 5th out of 47

countries in a tech study done by British site Comparitech. With the rise of technological advancements, Malaysia's Data Protection Law that was only introduced in 2010 is finding it difficult to protect all types of data and biometrics in the fast changing world of technology.

High number of bankruptcy cases caused by vehicle loan repayment failure has also motivated this research. Owning a car for a Generation Y Malaysian is hard as the economic situation and stagnating income among the generation does not allow flexibility for car ownership. ("Majority of Bankruptcy", 2016). According to statistics provided by Malaysia Department of Insolvency from 2015 to 2019, it has recorded a total of 84,805 bankrupt cases throughout the years in Malaysia and 18,262 cases were categorized as vehicle loan defaults, contributing a percentage of 21.53% to the total bankruptcy cases. To break it down even further, 21,358 cases from the total 84,805 cases were categorized under the individuals of 25-34 year age group, contributing a percentage of 25.18% to the total bankruptcy cases (Malaysia Department of Insolvency, 2020).

1.3 Research Objectives

1.3.1 General Objective

The objective of this research is to explore and identify factors that influence the BI towards Car Sharing among Generation Y in Malaysia.

1.3.2 Specific Objective

i. To examine the relationship between PU and BI of Generation Y towards Car Sharing in Malaysia.
ii. To examine the relationship between PEOU and BI of Generation Y towards Car Sharing in Malaysia.
iii. To examine the relationship between SMI and BI of Generation Y towards Car Sharing in Malaysia.
iv. To examine the relationship between PR and BI of Generation Y towards Car Sharing in Malaysia.
v. To examine the relationship between A and BI of Generation Y towards Car Sharing in Malaysia.

1.3.3 Research Questions

In this research, there are few questions constructed to examine the influential variables towards BI of Car Sharing among Generation Y in Malaysia.

I. Does PU affect Generation Y's BI towards Car Sharing in Malaysia?
II. Does PEOU affect Generation Y's BI towards Car Sharing in Malaysia?
III. Does SMI affect Generation Y's BI towards Car Sharing in Malaysia?
IV. Does PR affect Generation Y's BI towards Car Sharing in Malaysia?
V. Does A affect Generation Y's BI towards Car Sharing in Malaysia?

1.4 Research Significance

From the academic perspective, this research delivers an understanding of the Car Sharing concept as well as the factors that are influencing the BI of Generation Y towards Car Sharing from the perspective of technology acceptance and planned behaviour. Besides, this study acts as a foundation for academicians to further design their research in the future to study the usage intention of Car Sharing in other perspectives.

Practitioners in the transport industry are one of the beneficial parties from our research, especially for those who run Car Sharing organizations. In this study, it helps them to understand factors that influence Generation Y's intention towards using Car Sharing. Furthermore, practitioners can implement strategies that improve their business offerings to suit the Generation Y's need in using Car Sharing. Eventually, this will assist practitioners in gaining competitive advantage in the industry.

Furthermore, this research will benefit collaborative business partners. Car sharing businesses will normally collaborate with other business parties who share common goals, which both parties gain mutual benefit by working together. For instance, business partners may provide a specialized parking lot for car sharing service providers to park their cars. It can indirectly enhance the business of a particular business partner and capture more business opportunities for them. At the same time, the parking lot might be a strategic location and enable users to locate the fleet vehicle easier.

Besides, transport ministry policy makers will be benefited by this research. By conducting this research, the transport policy maker will have an insight of the consumption pattern of car sharing among Generation Y in Malaysia. Therefore, the transport ministry policy makers may be able to determine the potential of Car Sharing as a transportation alternative in Malaysia and establish policies to facilitate the growth of Car Sharing in Malaysia. Furthermore, policy makers can use Car Sharing to aid the last-mile connectivity issue and enhance the end-to-end connection of the current transportation system.

1.5 Conclusion

This chapter outlines the concept of Car Sharing and the motive of this research. This chapter is to deliver a fundamental guideline of the development of this research.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

Prior review studies associated to the underlying theories, variables and applicable assumption theories will be examined in this chapter. A research framework and five hypotheses are established to examine the BI towards car sharing services among Generation Y in Malaysia.

2.1 Underlying Theories

Technology Acceptance Model (TAM)

TAM is a theory formulated by Davis et al. (1989) to comprehend the intention of people towards accepting or rejecting information systems. TAM is adopted from Theory of Reasoned Action (TRA) by Fishbein & Ajzen (1980) (Szajna, B. 1996). The focal point of TAM is the standpoint descriptions of intention towards a certain technology or service (Wadie, N. 2012). Davis et al. (1989) who is the proposer of TAM said that individuals' desire to consume is influenced by the helpfulness and user friendliness of a specific technology (Liu et al., 2010). Moreover, TAM is deliberately going into the impact of technology on individuals' behaviour where it is

centering the process of using technology (Liu et al., 2010). Hence, it is proved that individuals are willing to acquire technology based on their conception through TAM.

(1) Perceived ease of use (PEOU), (2) perceived usefulness (PU) and (3) attitude towards using the framework are 3 factors that were explained by Davis in terms of user motivation. In view of technology acceptance, Davis (1989) suggests that (1) PU and (2) PEOU are two main factors that determine (3) attitudes. With support from empirical study, both PU and PEOU shape attitudes toward using technologies to further impact BI. According to past studies on TAM, it is verified that PU and PEOU triggers positive influence on attitudes which will subsequently trigger positive influence on behavioural intentions (Chen, 2013). While TRA suggests that the effect of beliefs on BI or the usage of car sharing in this case should be entirely mediated by attitude on the behaviour. However, the initial conceptualization of TAM and following research has indicated that the impact of PU on BI is only partly arbitrated by attitude towards usage intention (Venkatesh & Davis, 1996). Furthermore, Davis et al. (1989) also explained that being attributed to work settings, an individual may still use a technology in spite of he/she not having a positive attitude towards the technology because it may result in productivity enhancement (Davis et al., 1989). In this scenario, it is conservative to conclude that PU and PEOU have a straightforward positive relationship with behavioural intentions. Hence, attitude has been broken down into 2 dimensions which are PU and PEOU to study the BI towards the usage of car sharing in the circumstance of technology.

Theory of Planned Behaviour (TPB)

TPB (Ajzen, 1985) is another theory that is taken from Theory of Reasoned Action (TRA) by Fishbein & Ajzen (1980) (Szajna, B. 1996). Based on TRA, there are only 2 factors that determine an individual's BI, namely (1) attitudes and (2) subjective norms. However, limitations of TRA exist when dealing with conditions where a person has incomplete volitional authority over their behaviour. The differing point of TPB from TRA in its extension of perceived behavioural control is it owns the potential to directly affect BI (Liao, Chen & Yen, 2007). TPB is defined as an intention of a person to carry out a specific manner. In order to influence an intention towards a behaviour, motivational factors are needed to be captured (Ajzen, 1991). If an individual thinks he/she possesses more opportunities and resources, he/she has greater perceived behavioural control (Madden, Ellen & Ajzen, 1992). Hence, the three elements of TPB which exactly are (1) attitudes, (2) subjective norms and (3) perceived behavioural control. Attitudes are then illuminated by these three elements for technology roles, subjective norms for organizational members, and perceived behavioural control for individual roles (Wu & Chen, 2005).

TPB had been tuned in examining the BI towards Car Sharing services among Generation Y in Malaysia. In the aspect of attitude, the study adopts perceived ease of use (PEOU) and perceived usefulness (PU) from Technology Acceptance Model (TAM). This is due to its direct influence on attitudes in TPB toward usability that shapes BI (Guritno & Siringoringo, 2013). Therefore, PEOU and PU from TAM are adopted as IVs as they have high accuracy in affecting attitudes toward individuals' behavioural intentions.

On the other hand, for the aspect of subjective norms, it evaluates on the social pressures on humans whether to carry out or not to carry out a specific behaviour (Rhodes & Courneya, 2003). According to Rhodes, Jones & Courneya (2002), subjective norm is identified through a group of obtainable normative beliefs regarding the expectation of significant indicants. In Pelling & White (2009) research, it is shown that subjective norm has a crucial impact on predicting the individuals' intention of engaging in social networking. Henceforward, SMI is chosen and acts as the IV which is based on the subjective norms in this study.

In perceived behavioural control content, it reflects a person's assumption of the uncertainty in carry out a particular behaviour (Manstead & Van Eekelen, 1998). They also stated where the greater the perceived behavioural control of a person, the stronger the intentions to carry out the behaviour. As stated by Madden, Ellen & Ajzen (1992), when an individual considers he/she possesses more opportunities and resources, he/she has greater perceived behavioural control. Affordability feature of car sharing services provides convenience and acts as an encouragement that drives individuals' perceived control over their behaviours on using it. Apart from that, PR is explained as an individual's conception of the ambiguity and unfavourable consequences of purchasing a certain product or service (Dowling & Staelin, 1994). When an individual has uncertain feelings about car sharing services, their perceived behavioural control is minor. Consequently, the individual may have lesser intention to perform the behaviour. Hence, A and PR are supported by the perceived behavioural control and perform as IVs to examine the BI in using car sharing services.

2.2 Review of Variables

2.2.1 Dependent Variable - Behavioural Intention (BI)

BI can be depicted as an individual's personal probability to act on certain behaviour (Warshaw & Davis, 1985). BI can also be described as an evaluation of a human's intensity in carrying out a specific manner (Jackson, Chow & Leitch, 1997). In addition, BI could be referred to as a person's perspective or the intention to carry out some action in the future (Lam & Hsu, 2006). Rosenblueth, Wiener & Bigelow (1943) stated that behaviour refers to any change in response of an individual with respect to a particular situation or surrounding. According to Warshaw & Davis (1985), intention can be interpreted as the extent to a level where a person has perceived hopes whether to behave or not to behave a particular future manner.

In our study, a person's BI can be influenced by the components of Technology Acceptance Model (TAM) and Theory of Perceived Behaviour (TPB).

2.2.2 Independent Variable – Perceived Usefulness (PU)

PU is one of the variables in Technology Acceptance Model (TAM). PU is indicated to the degree a human assumes that utilizing a certain technology

would boost their task efficacy (Davis, 1989). In addition, PU will be reflecting a person's prominent thought that the use of a technology will be advantageous in improving performance (Lee, 2009). Purnawirawan, De Pelsmacker & Dens (2012) stated the reviews of PU will be strongly or weakly influenced by an individual's attitude and BI towards an object. Guriting & Ndubisi (2006) argued that usefulness is a cognitive possibility that utilizing the technology can help to enhance the method an individual used to accomplish a particular duty.

In several past studies, PU was being taken to examine the relationship toward intention and purchasing behaviour on the internet using Theory of Planned Behaviour (TPB) and Technology Acceptance Model (TAM) (Sentosa & Mat, 2012). Another study done by Liao, Chen & Yen (2007) shows that consumer's BI against e-service is essentially affected by PU.

2.2.3 Independent Variable – Perceived ease of use (PEOU)

PEOU can be interpreted as a human who has a prominent belief that it would be effortless when he or she is performing a task assisted by a particular technology (Lee, 2009). Effort can be interpreted as cognitive feeling of a task related to voluntary action (Pageaux, 2016).

Users can develop a negative attitude towards the perception of the PEOU of the technology when there are barriers that occur such as poorly designed forms (Ramayah & Ignatius, 2005).

Venkatesh, & Davis (1996) said that PEOU is identical to self-efficacy which is depicted as comprehension of how an individual can carry out a particular activity to deal with expected situations. It is also claimed that self-efficacy and PEOU are speculated to be jointly associated according to the theoretical basis. It can be explained that an individual might have an elementary concept or thought regarding its abilities to use a certain technology even when the individual acquires little or completely none knowledge when using the new technology. Therefore, an individual will create a judgement of self-efficacy during the usage of a new or unfamiliar system.

There was a past study shown there is an influence of PEOU on consumers' use of internet banking by adopting the combination of TAM and TPB, PEOU has been applied as a key factor in influencing the user's acceptance of e-banking (Safeena, Hundewale & Kammani, 2013).

2.2.4 Independent Variable – Social Media Influence (SMI)

Social media has been appearing as a powerful cyber communication medium. Consumers get to learn, share and communicate with companies they have interest in, purchase and assess through use of social media (Hudson et al.,

2016). Moreover, social media is an important business component that permits the evaluation of products & services, provides recommendations to contacts or friends, and elevates future purchases. Businesses can utilize social media as a tool on providing their satisfied clients a platform to advocate the products & services to other potential customers (Forbes, 2013).

According to Hudson et al. (2016), brand relationship quality and social media was positively related to a stage where consumers' associate human characteristics with brands. Generation Y in Malaysia are actively utilising social media platforms for information sharing, socialization purposes, leisure, entertainment, and education. Generally, Gen Y doesn't really need the product but online advertisements tend to be clicked on because of their interest. Gen Y's tendency to follow their stars, idols, peers making dominant endorsers a reason that attracts the attention of Gen Y, so that they can be connected with them (Tang & Chan, 2017).

2.2.5 Independent Variable – Perceived Risk (PR)

A condition or occasion where somewhat of human merit is at danger and where the consequence is questionable refers to risk. Besides, risk is an uncertain consequence (Aven & Renn, 2009). PR is usually thought of as felt vulnerability in regards to conceivable negative outcomes of utilising a product or service (Featherman & Pavlou, 2003).

The concept of Perceived Risk Theory was first initiated by (Bauer, 1960) to the marketing world at the broadest level. In accordance to the theory of consumers' PR, the precariousness and possibly unwanted consequences of their purchase may make consumers perceive their purchase as a risk. Thus, a negative relationship between consumer PR and purchase intention is pointed out (Lim, 2003). According to Bauer (1960), PR when trying new things corresponds intimately with prejudice ignorance, as none of the outcome of use or the possibility of those outcomes truly take place are recognized with any extent of accuracy.

Jacoby & Kaplan (1972) stated that there are 5 categories of PR such as financial, performance, physical, psychological and social risk. Cunningham then proposed risk comprises two dimensions in a measurable construct which is uncertainty and negative consequences (Mitchell, 1992).

2.2.6 Independent Variable – Affordability (A)

Consistent with Blecher & Van (2004) findings, A generally refers to the capability of an individual to purchase a product. Normally, an individual can know that a product or service is affordable by expressing that A as a price aspect that is equivalent to their ability to spend on it. Besides, it is considered affordable if the purchase performs and is available as required what and when the individual needs it (Redman & Stratton, 2001).

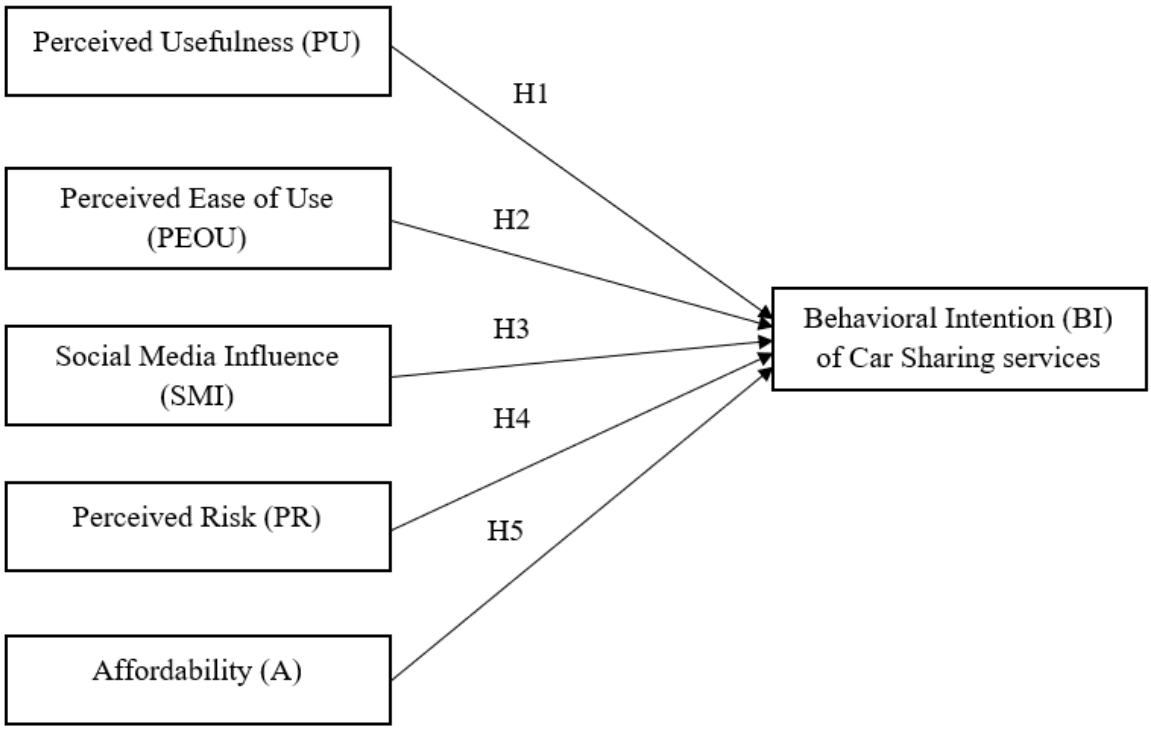
According to Zhou et al. (2017), A is an essential feature of car sharing to individuals who only occasionally require to consume a vehicle or are not able

to purchase a private vehicle. In Cao & Hickman (2018) research, it is found that individuals who rely on long distance car routes to travel to their work are impacted by the high oil prices. It is further explained by the high cost of fuel price is correlated to the transport, mostly car travel will cause a weighty burden on low- or medium-income households. As stated in Lane (2005) findings, individuals who resist acquiring a vehicle see A particularly because they have the expectancy of increasing their living cost to obtain greater mobility.

2.3 Proposed Theoretical/ Conceptual Framework

Based upon said the review of related underlying theories and literatures, there are five IVs that are adopted to examine the BI towards Car Sharing services among Generation Y in Malaysia. Hence, a research framework is projected in Figure 2.3 as shown below.

Figure 2.3: *Proposed Framework*



In Figure 2.3, the IVs indicate Perceived Usefulness (PU), Perceived Ease of Use (PEOU), Social Media Influence (SMI), Perceived Risk (PR), and Affordability (A). These IVs shall influence the DV which is Behavioural Intention (BI) towards Car Sharing services among Generation Y in Malaysia.

2.4 Hypotheses Development

H1: There is a positive relationship between PU and BI of Gen Y's Malaysian towards Car Sharing.

It is found that PU has the greatest effects and is positively affiliated with the BI of the usage of car sharing service. This is supported by the results discovered that individuals prefer to use ride sharing due to its benefits provided such as convenience and usefulness (Wang et al., 2018). PU has a great implication BI towards individuals because they think that ride sharing services bring value to them by making them easy to travel to any destination. They also believe that a simpler system can help them in enhancing performance as a result of time efficiency (Septiani, Handayani & Azzahro, 2017).

According to Ritonga & Astuti (2019) research, it is proved that PU significantly impacted the behaviour to use Grab application. The results revealed that the greater the PU towards Grab application, the greater the user's intention to adopt Grab application. In consistent with Tanus (2017) findings, it is also shown that PU has a positive impact on BI in the usage of Go-Jek application. Hence, it can be concluded that PU affects greatly towards individuals' BI on car sharing services.

H2: There is a positive relationship between PEOU and BI of Gen Y's Malaysian towards Car Sharing.

Fleury, Tom, Jamet & Colas-Maheux (2017) stated that PEOU will mainly influence the intention on adopting car sharing service. This is due to it giving flexibility to individuals where car sharing services can substitute transportation like shuttles that bring inconvenience to the majority of individuals because it does not provide enough coverage and operating hours. Instead, car sharing services give flexibility to individuals as they can book and access to cars whenever they require.

Hildebrandt, Hanelt, Piccinini, Kolbe & Nierobisch (2015) justified that individuals prefer vehicle reservation systems or vehicle access process steps that are quick and simple to get their job done. They favour car sharing service which minimizes the effort needed to use such as time saving because it does not require a key or cost saving as it does not require reservation through phone calls. In Septiani, Handayani & Azzahro (2017) findings, the outcome shows that PEOU strongly influenced BI on individuals who use online transportation services such as Grab. This is justified by the reason that these services cater the desires and lifestyle of their users besides offering services that are easy to apply. In conclusion, it can be viewed that PEOU positively impacts the BI on the usage of car sharing services.

H3: There is a positive relationship between SMI and BI of Gen Y's Malaysian towards Car Sharing.

Classified among the key areas of social media is the reviews generated by the customers, the development of online customer reviews is due to the emerging usage of social media among consumers. Presently, customer reviews are commonly accessible for products and services in the market, creating great value for both companies and consumers (Nambisan, 2002). According to Alhabash et al. (2015),

findings show that individual's attitude towards effectual messages are in favour of being allied to their BI. Furthermore, they prefer to interact with a persuasive message in social media, this would increase the purchasing probability of their BI.

Firms actively encourage consumers to give product and services online ratings and reviews (Bronner & De Hoog, 2010). Word of mouth is generated through these activities on social media, and it aids consumers when making acquiring decisions (Pan & Chiou, 2011). According to Chen & Xie (2008), study proves that customer reviews have expanded on the internet and evidence also pointed out that these online reviews by customers can strongly influence consumer purchase decisions. Online communities is also another form of social media which is presently a platform in sharing information and obtaining knowledge regarding products and services. Besides, companies that engage online communities may gain distinct competitive advantage (Fisher, 2018).

H4: There is a negative relationship between PR and BI of Gen Y's Malaysian towards Car Sharing.

Wang et al. (2018) revealed that PR negatively affects the BI to adopt car sharing. It is justified by the reasons that individuals are feeling insecure and uncertain as a great amount of personal information and privacy might be exposed due to the requirement to rely on mobile application. Apart from that, individuals are also concerned with the online transactions issue in ride sharing services. Hong (2017) findings are also in line with the results shown. It is stated that majority users are not in favour of providing private information comprising credit card information.

In contrast, rating systems and guaranteed mutual credibility during the purchase process can effectively reduce the users PR towards ride sharing services. Moreover, the findings present that users would be more likely to adopt car sharing services when they think it can bring greater benefits. In the meanwhile, they would perceive lesser risk with usage of online and offline transactions as a more secure method in comparison to credit cards (Wang et al., 2019). In a nutshell, individuals will have greater willingness to adopt ride sharing when the perceived benefits brought are greater than PR they may face. Thus, a negative relationship between PR and BI in using car sharing services is hypothesized.

H5: There is a positive relationship between A and BI of Gen Y's Malaysian towards Car Sharing.

According to Litman (2000), car sharing is a vehicle rental service intended to serve as a replacement for private automobile ownership that emphasizes A. This is due to the vehicles being placed all around the cities, especially commercial centers to enable users to rent by the hour. Moreover, users only need totally less effort to check in and check out in order to use the vehicles. Car sharing also has lower fixed costs and higher variable costs compared to owning a private car. Hence, it makes the occasional use of a vehicle become affordable.

Schaefers (2013) said that aspects such as reasonable prices and the aftermath like spending less than owning a private car help individual to save money and have a direct result on the utilization of car sharing. Individuals who are value seeking seems to have great influential usage of car sharing. In Acheampong & Siiba (2019) findings, it is found that less than half of the individuals with driver's license truly possessed a car and most probably because they cannot afford to do so. Besides, majority of them

are displeased with the inferior quality of local public transport system, they would more likely prefer car sharing as transportation mode. Therefore, it is proved that A can positively influence the BI of car sharing usage.

2.5 Conclusion

Within this chapter, we determined several related underlying theoretical models and constructed a research framework to analyze the association between IVs and DV. The approaches that we adopted in carrying out the research shall be discussed in the subsequent chapters.

CHAPTER 3: METHODOLOGY

3.0 Introduction

The methodology mentioned on Generation Y's intention towards Car Sharing in Malaysia will be discussed in Chapter 3. Furthermore, the pilot test was carried out and proposed data analysis is discussed.

3.1 Research Design

Data collection methods are techniques used to obtain materials, information, facts, reliable information, and the techniques are not limited to observations, test documentation, questionnaires, document analysis and others (Aini, Zaharuddin & Yuliana, 2018). Quantitative research was chosen to effectively survey on a huge population by enclosing the sample target group. The rationale behind this method was to minimize cost as a result from a smaller fragment of respondents to reflect the larger population.

3.1.1 Quantitative Research

Quantitative research is done with the collection of measurable data and analysing it using mathematical methods (Aliaga & Gunderson, 2000).

Creswell (1994) states that quantitative research is a type of research where phenomena is explained by analysing collected numerical data through statistics. Measurements obtained through quantitative research are generally reliable, valid and generalizable that enables researchers to clearly forecast cause and effect (Cassel & Symon, 1994).

3.2 Sampling Design

3.2.1 Target Population

A cluster of people that have relevant information that researchers are interested to collect data and information from is known as Target Population (Hair, Bush & Ortinau, 2006). Generation Y of Malaysia is the target population in our study, those between the age of 24 to 38. Generation Y tends to have a lower capacity in terms of owning a car, thus it is more adequate to choose them as the target population compared to the other generations. Furthermore, they have a higher propensity and the relevant technical knowhow to use an app based car sharing service.

3.2.2 Sampling Frame and Sampling Location

Burns and Bush (2003) states that an information repository that contains all details regarding a population's sample units is a sampling frame. A sampling

frame cannot be formed because the respondents who have intention to use an app based car sharing service and the sampling location is too large for an appropriate sampling frame to be established. The sampling location of this research is set in Malaysia. The questionnaire was mainly conducted through online distribution towards Malaysians hailing from different parts of Malaysia. This method of distribution was chosen because of the recent movement control order (MCO) enacted in Malaysia to avoid exponential spike of cases, due to the COVID-19 pandemic (Tan, 2020). Furthermore, a Recovery Movement Control Order (RMCO) was enacted till August 31 2020 by the Malaysian Government that prevents physical data collection (Chan & Povera, 2020).

3.2.3 Sampling Elements

Target respondents for our research vary from students, self-employed or wage unemployed individuals in the Generation Y category. The targeted respondents may consist of Generation Y with, or have a slight knowledge on car sharing experiences. Generation Y was chosen because of its large collective size that allows for the influencing of current culture, society and business (Ramalu, 2019).

3.2.4 Sampling Techniques

Non-probability sampling technique was chosen as Michael (2011) states the probability does not involve random selection from a sample of targeted population, instead it depends on multiple methods to define which elements should be included in the sample. A type of non-probability sampling, convenience sampling was used. Convenience sampling includes target population participants that meet specific practical criteria that includes accessibility, time availability, geographical proximity or inclination to participate, which are included in our study (Etikan, Musa & Alkassim, 2016).

3.2.5 Sampling Size

Sampling size is crucial because it permits the interpretation the whole target population that is needed in this research. Pearson and Mundfrom (2010) states that a sample size of 300 people is reflected as a good size for marketing research. MacCallum, Widaman, Zhang. & Hong (1999) stated that as sampling size increases, the variability offactor loadings in samples will also decrease which will result in smaller standard error being produced. Consequently, the larger the sample size used will lead to obtaining more precise results (Burns and Bush, 2014). In order to receive accurate results, 300 respondents were targeted to ease us in completing our study.

3.3 Data Collection Methods

Collected data was used to explain the hypotheses of this research. We collected primary data to be utilised in our research.

3.3.1 Primary Data

Data that researchers originally collect to solve a specific research problem are considered primary data (Hox & Boeije, 2005). In this research, we had created and distributed a set of questionnaires through the internet to gather primary data about our target respondents. Self-administered questionnaires were applied in this research as our target respondents are able to complete the whole set of questionnaires without the assistance of researchers.

3.3.2 Questionnaire Design

Questionnaire is a method used by researchers to gather information from respondents by listing direct or indirect questions (Gillham, 2008). English language was applied in the questionnaire design, and the whole questionnaire was divided into two parts, Section A and B.

In Section A, questions are implied to gather the target respondent's demographic background, such as age, gender, race and occupation. Section B

is questions that are based on IVs of our study, which are PU, PEOU, SMI, PR and A. Each IV contains 4 questions that are designed to gather opinion on the intention toward Car Sharing of Gen Y in Malaysia. In addition, Section B also contains 4 questions that are related to DV of our research which is BI.

3.3.3 Pilot Test

Pilot Test can be referred to as 'trial run, or small scale version' done in preparation for full-scale study. A pilot test also can be known as the pretesting of a particular research study (Van & Hundley, 2002). The outcome of a pilot test is able to determine the validity and reliability of a proposed measure (Schommer, 1995). With the aim of conducting a pilot test, we distributed of 30 sets of questionnaires to Generation Y in Ipoh as it is the nearest location which Car Sharing services are available.

After collecting all 30 sets of questionnaires that we distributed, a reliability test was conducted. Reliability test is an experiment that researchers use to test both stability and consistency of a measure. Cronbach's alpha value refers to reliability coefficient that indicates the degree of the set item that will positively correlate to one another. Sekaran & Bougie (2016) stated that Cronbach's Alpha value less than 0.60 are regarded as Poor; those between 0.60 and 0.70 are regarded as Fair, 0.70 to 0.80 are considered Good, and for those reliability above 0.8 are considered as Very Good.

Table 3.3.4.1: *Reliability Analysis*

Variables		Number of Items	Standardized Variable Cronbach's Alpha	Results of Reliability
Dependent Variable (DV)	BI	4	0.8316624896	Very Good
Independent Variables (IV)	PU	4	0.8673641579	Very Good
	PEOU	4	0.6860209807	Fair
	SMI	4	0.8045524185	Very Good
	PR	4	0.9201469188	Very Good
	A	4	0.6954383376	Fair

Based on the table 3.3.4.1, the BI's alpha value is 0.8316624896 which is adequate. 4 of the variables have Cronbach's Alpha values more than 0.8, and only PEOU and A have slightly low Crobach's Alpha value which is more than 0.6. As shown, the value of PU is 0.8673641579, SMI is 0.8045524185 and PR is 0.9201469188. On the other hand, PEOU and A have values of 0.6860209807 and 0.6954383376 respectively. This shows that the IVs' alpha value overall has good reliability, in spite of PEOU and A have slightly lower Cronbach's Alpha values.

3.4 Proposed Data Analysis Tool

The functions of SPSS Statistics were adapted to interpret collected data in this research. It is a broadly used statistical analysis program; used by researchers to analyze data and publish results (VA Technical Reference Model v 20.3., 2019).

3.4.1 Descriptive Analysis

Raw data is used in descriptive analysis to be transformed into a structure that is easier to be interpreted (Trochim, 2020). The sample's basic features and simple summaries can be described and generated in the analysis. It also helps researchers to analyze demographic information of respondents, that included gender, age, race and occupation.

3.4.2 Assumption Testing

According to Field (2013), assumption testing is used to prevent false conclusions and ensure error free from your analysis. It also helps to ensure the reliability of dependent and IVs (Zikmund, 2003). Cronbach's Alpha Coefficient is used to test the reliability and validity of data collected for our research. Referring to table 3.4.2.1, Sekaran & Bougie (2016) had listed a benchmark to determine the reliability of data.

Table 3.4.2.1: *Understanding of Cronbach's Alpha*

Level of Reliability	Cronbach's Alpha Ranges
Poor	Less than 0.60
Fair	0.60 < a< 0.70
Good	0.70 < a< 0.80
Very Good	0.80 < a< 0.95

Source: Sekaran. U., & Bougie, R. (2016). *Research methods for business: A skill building approach.* John Wiley & Sons.

3.4.3 Inferential Analysis

3.4.3.1 Pearson Correlation Coefficient Analysis

Referring to "SPSS Tutorials: Pearson Correlation" (2020), the correlations among pairs or between IVs is measured using Pearson Correlation Coefficient Analysis. It can also help determine the direction of relationship between variables. The execution of this analysis is to evaluate the relationship between PU, PEOU, SMI, PR, and A. Correlation Coefficient (r) is the component used to determine the relationship's strength. These four indications are used to explain the relationship:

- The increasing r value reflects the increasing association between two variables.
- If r = 1, two variables are having a positive relationship.
- If r = -1, two variables are having a negative relationship.
- If r = 0, two variables are not related to each other.

3.4.3.2 Multiple Regression Analysis

The determining of the relationship between two or more IV and one DV, Multiple Regression Analysis is used. The IV can be categorical or continuous. According to David (2009), multiple regressions is an addition of simple linear regression and used to predict DV's value in our research based on two or more other IVs' values. David (2009) stated that the relationship and strength between DV and IVs can be determined by transforming data into significant results in Coefficient of Determination. The general formula equation of multiple linear regression is showed below:

Y= a + b1X1 + b2X2 + b3X3 + b4X4 + … + bkXk

The equation for this research is formed as below:

Y= A + b1 (PU) + b2 (PEOU) + b3 (SMI) + b4 (PR) + b5 (A)

Whereby,

Y = Behavioural Intention towards Car Sharing System

A = constant

PU = Perceived Usefulness

PEOU = Perceived Ease of Use

SMI = Social Media Influence

PR = Perceived Risk

A = Affordability

According to Saunders, Russell & Crabb (2012), the ranges of Coefficient of Determination is 0 to 1.0. Whenever the outcome is 0, it means that IV cannot predict DV; and whenever the outcome is 1.0, it indicates that we can predict the DV.

3.5 Conclusion

In this chapter, we had discussed and explained all the methodology used in our research. The analysis of our research result will be discussed in Chapter 4.

CHAPTER 4: DATA ANALYSIS

4.0 Introduction

In this chapter, a set of data consisting of 300 responses will be interpreted and discussed. The set of raw data is analyzed by using SPSS Statistics software to generate the output and findings. This chapter covers descriptive analysis and inferential analysis.

4.1 Descriptive Analysis

4.1.1 Respondents' Demographic Profile

4.1.1.1 Respondents' Familiarity on Car Sharing

Table 4.1: *Respondents' familiarity on car sharing*

"Have you heard about Car Sharing at least once?"				
"Have you heard about Car Sharing at least once?"	Frequency	Percentage (%)	Cumulative Frequency	Cumulative Percentage (%)

Yes	223	74.3	223	74.3
No	29	9.7	252	84.0
Maybe	48	16.0	300	100.0

A research of BI towards Car Sharing among Generation Y in Malaysia was conducted in 2020. In this research, a total of 300 respondents had participated in our research by providing answers to our questionnaire. Table 4.1 shows that among the 300 respondents, there are 223 respondents who are familiar with Car Sharing which contributed 74.3% to the sample population. Besides, 29 respondents stated that they are not familiar with Car Sharing which makes up 9.7% of the sample population. Furthermore, 48 respondents are either familiar or not familiar with Car Sharing which makes up 16% of the sample population.

4.1.1.2 Respondents' Gender

Table 4.2: *Respondents' Gender*

Gender				
Gender	Frequency	Percentage (%)	Cumulative Frequency	Cumulative Percentage (%)
Male	137	45.7	137	45.7
Female	163	54.3	300	100.0

According to table 4.2, there are 137 male respondents (45.7%) and 163 female respondents (54.3%) contributed to this study.

4.1.1.3 Respondents' Age

Table 4.3: *Respondents' Age*

Age				
Age	Frequency	Percentage (%)	Cumulative Frequency	Cumulative Percentage (%)
24 - 28 years old	273	91.0	273	91.0
29 - 33 years old	17	5.7	290	96.7
34 - 38 years old	10	3.3	300	100.0

In this research, age of respondents were separated into 3 categories as shown in table 4.3. Among the age categories, the 24 - 28 years old category has distributed 273 (91%) respondents to the research which is the highest, followed by the 29 - 33 years old category which has distributed 17 (5.7%) respondents and lastly the 34 - 38 years old category which has distributed 10 (3.3%) respondents.

4.1.1.4 Respondents' Race

Table 4.4: *Respondents' Ethnicity*

Ethnicity				
Ethnicity	Frequency	Percentage (%)	Cumulative Frequency	Cumulative Percentage (%)
Chinese	274	91.3	274	91.3
Malay	13	4.3	287	95.7
Indian	10	3.3	297	99.0
Other	3	1.0	300	100.0

According to table 4.4, the number of Chinese respondents involved in this research were 274 respondents (91.3%), followed by 13 respondents (4.3%) are Malay respondents, followed by 10 respondents (3.3%) are Indian respondents and only 3 respondents (1.0%) are from other races.

4.1.1.5 Respondents' Occupation

Table 4.5: *Respondents' Occupation*

Occupation				
Occupation	Frequency	Percentage (%)	Cumulative Frequency	Cumulative Percentage (%)
Student	163	54.3	163	54.3
Self Employment	47	15.7	210	70.0
Wage Employment	90	30.0	300	100.0

According to Table 4.5, we divided respondent's occupation into 3 different segments, the largest group of 163 respondents are students (54.3%), followed by the second largest group of 47 respondents are wage-employed (30.0%). Only 47 respondents (15.7%) are self-employed.

4.2 Inferential Analysis

4.2.1 Pearson's Correlation Analysis

Table 4.6: *Pearson's Correlation Coefficient Analysis*

	PU	PEOU	SMI	PR	A	BI
PU	1.0					
PEOU	0.669**	1.0				
SMI	0.494**	0.546**	1.0			
PR	0.110**	0.140**	0.163**	1.0		
A	0.474**	0.489**	0.435**	0.208**	1.0	
BI	0.709**	0.631**	0.643**	0.158**	0.587**	1.0

Note: **= $p < 0.001$

According to Sedgwick (2012), The Pearson correlation coefficient provides a measure of the strength and direction of linear association between two variables. The values from 0 until 0.3 shows a weak relationship between both variables. Moreover, Values between 0.3 and 0.7 represent a moderate relationship and values between 0.7 and 1.0 show a strong linear relationship between both variables.

Based on Table 4.6, it shows that most of the IVs are between 0.5 and 0.7, only PR (0.158) shows a weak relationship with our DV. According to the results, PU (0.709), PEOU (0.631), SMI (0.643) and A (0.587) has moderate relationship with BI.

4.2.2 Multiple Regression Analysis

4.2.2.1 Strength of Relationship

Table 4.7: *Model Summary*

R	R-Square	Adjusted R Square	Std. Error of the Estimate
0.814	0.662	0.656	0.49010

Moore & Flinger (2013) stated that if R-squared value is between 0.5 and 0.7, it means that this value is considered a moderate effect size. In this research, it shows that the R-square value is 0.662, it can be interpreted that 66.2% of the results are significant to investigate the regression line. Thus BI towards car sharing among Generation Y in Malaysia is significantly influenced by the all IVs by 66.2%.

Table 4.8: *ANOVA*

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Pr>F
1	**Regression**	138.396	5	27.679	115.233	<0.0001
	Residual	70.619	294	.240		
	Total	209.016	299			

Table 4.8 shows that F-value of our study is 115.233 and P-value <0.0001. when P-value is lesser than 0.05, it means that there is a statistically significant relationship between IVs and DV ("One-way ANOVA in SPSS Statistics (cont…)".n.d.). Thus PU, PEOU, SMI, PR and A are able to explain the variation in BI towards car sharing among Generation Y in Malaysia

Table 4.9: *Parameter Estimates*

Parameter Estimates

Model	**DF**	**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig. (P-value)**
		B	**Std. Error**	**Beta**		
Intercept	1	.075	.183		**.409**	**.683**
PU	1	.355	.043	.392	**8.254**	**<0.0001**
PEOU	1	.094	.049	.095	**1.918**	**.056**
SMI	1	.242	.034	.299	**7.079**	**<0.0001**
PR	1	.006	.032	.006	**.176**	**.860**
A	1	.276	.051	.224	**5.442**	**<0.0001**

Note: PU = Perceived Usefulness

PEOU = Perceived Ease of Use

SMI = Social Media Influence

PR = Perceived Risk

A = Affordability

Dependent Variable = Behavioural Intention (BI)

By referring to Table 4.9, PU, SMI, and A have t-value of 8.254, 7.079 and 5.442 respectively. Besides that, PU, SMI and A also have the same P-value of <0.0001. These three IVs have positive t value and P-value less than 0.05, we can conclude that PU, SMI, and A are positively related with BI.

On the other hand, PEOU has t value of 1.918 and P-value of 0.056 and PR has t value of 0.176 and P-value is 0.860. which mean that Both PEOU and PR have no significant relationship with BI. Thus, they are not related to BI.

By referring to Table 4.9, multiple linear regression model formed an equation below:

$$BI = 0.075 + 0.355(PU) + 0.242(SMI) + 0.276(A)$$

Whereby:

BI = Behavioural Intention

PU = Perceived Usefulness

SMI = Social Media Influence

A = Affordability

According to "Multiple Linear Regression" (n.d.), the equation above explain that BI has an increase of 0.355, 0.242, and 0.276 units for single unit of change in the IVs of PU, SMI and A.

4.3 Hypothesis Testing

H1: There is a positive relationship between PU and BI of Generation Y's Malaysian towards Car Sharing.

P-value of PU is lower than 0.05 which is <0.0001. This result shows that PU will significant influence towards BI of Generation Y's Malaysian. It also explains that there is a positive relationship between PU and BI. Hence, H1 is accepted.

H2: There is a positive relationship between PEOU and BI of Gen Y's Malaysian towards Car Sharing.

Result from Table 4.9 shows that the P-value of PEOU is 0.056 which is higher than 0.05. Therefore we can conclude that PEOU has no influence on BI of Generation Y's Malaysian. It also means that there is no positive relationship between PEOU and BI. Thus, H2 is rejected.

H3: There is a positive relationship between SMI and BI of Gen Y's Malaysian towards Car Sharing.

The result stated that SMI has P-value (<0.0001) that is lower than the maximum value of 0.05 which explains that SMI has significant influence on BI of Generation Y's Malaysian. It proves that there is a positive relationship between SMI and BI. Thus, H3 is accepted.

H4: There is a negative relationship between PR and BI of Gen Y's Malaysian towards Car Sharing.

PR has P-value of 0.860 that is higher than 0.05. It means that PR has no influence on BI of Generation Y's Malaysian. It also proves that there is no negative relationship between PR and BI. Therefore, H4 is rejected.

H5: There is a positive relationship between A and BI of Gen Y's Malaysian towards Car Sharing.

Table 4.9 shows that A has P-value (<0.0001) lower than 0.05. The result explains that A has significant influence on BI of Generation Y's Malaysian. It has proved that A and BI have positive relationships. Hence, H5 is accepted.

4.4 Conclusion

The result of all the analyses was conducted and explained in Chapter 4. We have proved that PU, SMI, A have significant influence on BI of Generation Y's Malaysian.

CHAPTER 5: DISCUSSION, CONCLUSION AND IMPLICATIONS

5.0 Introduction

Discussions of major findings, implications and limitations of study from the research will be featured in this chapter. Furthermore, suggestions for enhance in further investigation of this topic being proposed.

5.1 Discussions of Major Findings

Table 5.1 *Summary of the result of Multiple Linear Regression*

Hypotheses	Parameter Estimate	Multiple Linear Regression	
		Result (p-value)	Supported/ Not Supported

There is a positive relationship between PU and BI of Generation Y's Malaysian towards Car Sharing.	0.355	<0.0001	Supported
There is a positive relationship between PEOU and BI of Generation Y's Malaysian towards Car Sharing.	0.094	0.056	Not Supported
There is a positive relationship between SMI and BI of Generation Y's Malaysian towards Car Sharing.	0.242	<0.0001	Supported
There is a negative relationship between PR and BI of Generation Y's Malaysian towards Car Sharing.	0.006	0.860	Not Supported
There is a positive relationship between A and BI of Generation Y's Malaysian towards Car Sharing.	0.276	<0.0001	Supported

H1: There is a positive relationship between PU and BI of Generation Y's Malaysian towards Car Sharing.

Based on table 5.1, the result show that PU is a significant analyst of attitude towards Car Sharing. This can be explained by the advanced online applications allowing users to utilize the service whenever required, thus appealing users' interest. Moreover, users like it as it is helpful in minimizing travel related anxiety because it provides convenient booking, easy availability of vehicles, and door to door connectivity (Goel & Haldar, n.d.). Users in Matzner, Chasin & Todenhöfer (2015) study found that Car Sharing provides convenience to them which they feel promising to receive preference supplies in any decent circumstances. The result of the finding shows that PU is a great influencer towards the BI towards Car Sharing.

H2: There is a less relationship between PEOU and BI of Generation Y's Malaysian towards Car Sharing.

In contrast to previous studies, the present study discovered an inconsequential relationship between PEOU and BI of Generation Y in using Car Sharing service. According to Goel & Haldar (n.d.), the reason behind the inconsistent result is the easiness in adopting the service is not a fascination for users. It is stated that people have been using a variety of online services in this digital era. Thus, individuals don't find any challenge in using these types of technology-based services. Besides that, according to Cheah, Shimul, Liang & Phau (2020), users claimed that Car Sharing is not exactly 'easy to use' as they will need to drive themselves in compared to public transport, they are the passengers. Instead, this explained that it required more effort from the users. Thus, PEOU can hardly motivate the BI towards Car Sharing.

H3: There is a positive relationship between SMI and BI of Generation Y's Malaysian towards Car Sharing.

SMI has turned up to be one of the most significant factors and have a positive relationship towards Car Sharing. By virtue of massive of individuals are influenced by their family members and friends who use social media. These people act as an important role in generating positive attitude and Word of Mouth towards Car Sharing (Goel & Haldar, n.d.). Consistent with Giang, Trang & Yen (2017) findings, users stated that recommendation from related people has motivated them to adopt Car Sharing. In Cheah, Shimul, Liang & Phau (2020) findings, it is stated that users are attracted to the benefits offered by Car Sharing such as the advertisement campaign promoted "Low-cost compared to a taxi service, use at your own usage, unlock your driving experience". Hence, SMI is a strong catalyst that influences and increases the BI towards the adoption of Car Sharing.

H4: There is a less relationship between PR and BI of Generation Y's Malaysian towards Car Sharing.

PR is shown as an insignificant factor and has a less relationship towards Car Sharing. The results are consistent with Wang et at. (2019) finding which declared that users who adopted Car Sharing are concerned with the values that the service can bring, such as money value and convenience rather than the PR. On the other hand, consumers thought that they will have lesser PR since they have greater trust in using Car Sharing services, this will eventually result in greater BI on using the service (Kim, Yoon & Zo, 2015). Due to the reasons stated above, PR can barely affect the BI to use Car Sharing.

H5: There is a positive relationship between A and BI of Generation Y's Malaysian towards Car Sharing.

Consistent with our prediction, the outcome of the study show that A is an important factor towards the BI of Generation Y's in adopting Car Sharing. According to Goel & Haldar (n.d.), the users think that it is considered money saving by using Car Sharing compared to a single rider service. In Merat, Madigan & Nordhoff (2017) research, users say they can enjoy the benefits of accessing high levels of automation through Car Sharing as the costs for fuel are soaring, pricey ticketing and the facilities of car parks are constrained especially in the capital. This shows that A of Car Sharing is a significant catalyst and it can influence the BI towards it.

5.2 Implications of the Study

5.2.1 Theoretical Implications

To sum up, findings from this research will assist academicians to further develop and investigate the usage intention of the Car Sharing system from a different frame of reference. The Car Sharing system is a new emerging trend that is foreseeable as potential market opportunities, however research of applying the Car Sharing phenomena in Malaysia is slightly in a short supply.

Academicians can gain a foundation of understanding from the proposed framework, specifically the factors of technology acceptance and planned behaviour towards the BI of the Car Sharing system. Additionally, researchers will gain insights of what are the major catalysts deriving the usage of the Car Sharing system. The efforts on conducting further research for academicians on this topic will be eased, where the research gap is expected to be reduced from the framework as well as findings of this study.

5.2.2 Practical Implications

The objective of this research was to study the BI of Generation Y in Malaysia towards Car Sharing service with 5 variables. Determining how PU, PEOU, SMI, PR and A influence BI is the aim of this research. The purchasing power of millennial might not be as elastic compared to the baby boomers since they encounter threat of expenses in day-to-day hustle, thus the need of owning a private car may be controversial. Consequently, the future development of Car Sharing services should be considered from this research's framework and findings.

Firstly, a positive relationship is shown between PU and BI of using Car Sharing services. Companies that offer Car Sharing services should focus and enhance their capabilities of providing a smooth and bugs-free application and maintaining a stable interface to allow maximum satisfaction of users

experience. This act will probably attract and increase more users to try and use this platform in the future when they feel it's useful towards them.

An insignificant relationship between PEOU and BI of Gen Y in using a Car Sharing system reminds the practitioners to always improve and offer a variety of benefits to customers. Despite the easiness of driving a car without owning them, there's still competition from e-hailing services which provide a ride, literally without driving on your own, instead getting a lift from a driver. Practitioners should ponder what are the needs of users in a daily commute, perhaps allowing users to drive a more luxurious and comfortable car with a cheaper and affordable rate to instil users to have the opportunity to try out this system.

SMI has a positive impact on BI of using Car Sharing services. Majority of Gen Y are knowledgeable and familiar with digital technologies. By browsing through the internet and using applications from gadgets such as smartphones, tablets or laptops, information could be spread widely and easily. Collaborative business partnerships of Car Sharing services should promote and share trending information regarding Car Sharing to the public or even specific target groups. For instance, the use of varieties of social media platforms such as Facebook, Instagram to imposed banner advertising. Receivable benefits of users should be portrayed in the ads repeatedly to attract and infuse into the mind of targeted users.

Moreover, PR is shown as an insignificant factor and has a less relationship towards Car Sharing. Collaborative business partners must design and present the utmost values to the users as risk is lessly to upset them. Majority of the users tend to seek for advantages, they are willing to take risks if they have the opportunity to enjoy benefits from using the Car Sharing system. For instance, Car Sharing users dare to take up the risk of ensuring the car will be in perfect condition during their journey towards a destination. Users take it as a responsibility to take good care of the car similarly experiencing owning a car on their own.

Last but not least, A is positively related to the intention of using Car Sharing service. Transport policy makers may have a greater insight of the utilisation rate of Car Sharing among Generation Y in Malaysia. Users of Car Sharing will be able to minimize their expenses of fuel consumption, licensing, taxes, maintenance, and also parking fees compared to owning a private car. On top of that, transport policy makers should monitor and may establish legal rules and regulations that facilitate the growth of Car Sharing in Malaysia. Connectivity of the suburban to major cities could be done by the Car Sharing system if the deployments of facilities such as car parking lots are available in the designated spot.

5.3 Limitations of the Study

The first drawback of our study is the adoption of unilateral data (questionnaires). Selections from a pre-set list of answers to the question asked in the questionnaire are restricted for the respondents. Therefore, researchers will not be able to collect in depth information as there is no opportunity for respondents to give further comments towards the questions. Due to the use of online questionnaires, we do not truly know whether the responses we have obtained are conscientious or not. What people answer in questionnaires are often not the action they will take in real life, and they may not be really knowledgeable when asked their opinion. What people imagine might not be similar to the substantial service / product that are offered.

Another limitation is the difficulty when setting up a model of research. A hypothesis must be developed carefully in order to create a model and assemble data for analysis. Any errors in set up of the researcher's study, the researcher's bias, or inadequacies when executing the study can nullify all the research's results. If the researcher already has a specific question that they know they want to disprove or prove, coming up with a hypothesis can prove to be subjective.

5.4 Recommendations for Future Research

A hybrid research is proposed to defeat the limits of this study. Future researchers of this topic can do a combination of quantitative and qualitative research, such as

customer reviews plus quantitative research, or in-person plus digital methods. Cordial comprehension from one question or phase of research to the next can generate more meaningful links towards the topic. A more attractive and significant story can be created as multiple sources of data are used to complement answers and integrate additional layers of understanding and customer experience. Factors that inspire the usage of the car sharing system can be defined by Quantitative Research. Whereas factors like why respondents like/dislike the usage of the car sharing system can be provided from Qualitative Research. When both of the combinations of methods are being conducted synchronously, it will be timely and cost effective, and can achieve a better understanding of the results.

5.5 Conclusion

To conclude this study, the research has completed our research objectives set for this research, which is to examine the influence of PU, PEOU, SMI, PR and A towards BI towards car sharing among Generation Y in Malaysia. All the IVs from the extended conceptual framework are found to have significant influence on BI except for PEOU and PR.

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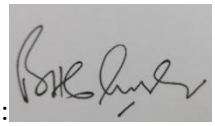
APPENDICES

Appendix 1.0: Questionnaire

Endorsed by	: Mr. Bobby Chai
Signature	: 
Date	: 26th June 2020

UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF BUSINESS AND FINANCE

BACHELOR OF MARKETING (HONS)

FINAL YEAR PROJECT

Intention towards Car Sharing among Generation Y in Malaysia

Dear Respondents,

Greetings, we are the undergraduate final year students from Universiti Tunku Abdul Rahman (UTAR), pursuing Bachelor of Marketing (Hons). We are now conducting a research study as our Final Year Project. The area of this study is about Car Sharing. We seek your participation to enable us collecting more information for our study. Hereby, we would like to thank your contribution in advance.

Instructions:

This questionnaire consists of two sections which are Section A and B. Please take a few moments to answer all the following questions. There will be no risk involved on your participation in this survey.

Your identity and responses will be kept strictly private and confidential. The completion of this study implies consent for us to consolidate your data with others and to publish the results without identifying any respondents.

If you have any enquiries related to this research, please do not hesitate to contact us via the email addresses below.

Yours Sincerely,

Student's Name	ID	Email
Au Wing Sze	1706220	ivydxxi@1utar.my
Chan Weng Hong	1706219	alvinvin97@1utar.my
Eugene Tan	1602396	eugenetan1111@1utar.my
Tan Yu Meng	1706358	zacktan@1utar.my
Yeu Kai Yik	1706441	kaiyik97@1utar.my

PERSONAL DATA PROTECTION STATEMENT

Please be informed that in accordance with Personal Data Protection Act 2010 ("PDPA") which came into force on 15 November 2013, Universiti Tunku Abdul Rahman ("UTAR") is hereby bound to make notice and require consent in relation to **collection, recording, storage, usage and retention of personal information.**

Notice:

1. The purposes for which your personal data may be used are inclusive but not limited to:-

· For assessment of any application to UTAR

· For processing any benefits and services

· For communication purposes

· For advertorial and news

· For general administration and record purposes

· For enhancing the value of education

· For educational and related purposes consequential to UTAR

· For the purpose of our corporate governance

· For consideration as a guarantor for UTAR staff/ student applying for his/her scholarship/ study loan

2. Your personal data may be transferred and/or disclosed to third party and/or UTAR collaborative partners including but not limited to the respective and appointed outsourcing agents for purpose of fulfilling our obligations to you in respect of the purposes and all such other purposes that are related to the purposes and also in providing integrated services, maintaining and storing records. Your data may be shared when required by laws and when disclosure is necessary to comply with applicable laws.

3. Any personal information retained by UTAR shall be destroyed and/or deleted in accordance with our retention policy applicable for us in the event such information is no longer required.

4. UTAR is committed in ensuring the confidentiality, protection, security and accuracy of your personal information made available to us and it has been our ongoing strict policy to ensure that your personal information is accurate, complete, not misleading and updated. UTAR would also ensure that your personal data shall not be used for political and commercial purposes.

Consent:

1. By submitting this form you hereby authorise and consent to us processing (including disclosing) your personal data and any updates of your information, for the purposes and/or for any other purposes related to the purpose.

2. If you do not consent or subsequently withdraw your consent to the processing and disclosure of your personal data, UTAR will not be able to fulfill our obligations or to contact you or to assist you in respect of the purposes and/or for any other purposes related to the purpose.

3. You may access and update your personal data by writing to us at _____.

Acknowledgment of Notice

[ ] I have been notified by you and that I hereby understood, consented and agreed per UTAR above notice.

[ ] I disagree, my personal data will not be processed.

……

Name:

Date:

Questionnaire

Acknowledgement of Notice

1. Name (e.g. Yeu Kai Yik)

_____

2. Initial (e.g. Y.K.Y)

_____

3. Attempt Date

_____

4. Have you heard about Car Sharing at least once?

Yes	
No	
Maybe	

Section A: Demographic profile

Please tick only **ONE** appropriate answer on each of the following questions.

1. Gender

Male	
Female	

2. Age

24 - 28 years old	
29 - 33 years old	
33 – 38 years old	

3. Race

Chinese	
Malay	
Indian	
Other :	

4. Occupation

Students	
Self-Employment	
Wage Employment	

Section B: Intention towards Car Sharing among Generation Y in Malaysia

Please circle the **BEST** answer based on the scale of 1 to 5 [(1) = Strongly Disagree; (2) = Disagree; (3) = Neutral; (4) = Agree; (5) = Strongly Agree].

No	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Perceived Usefulness						
3a	Car Sharing system is useful in my daily life.	1	2	3	4	5
3b	Applying Car Sharing system helps me to accomplish my transportation goal.	1	2	3	4	5
3c	Applying Car Sharing system allows me to save time on my daily transportation.	1	2	3	4	5
3d	Using Car Sharing system would enhance the effectiveness in my transportation routine.	1	2	3	4	5

No	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Perceived Ease of Use						
4a	I feel that using Car Sharing system is effortless.	1	2	3	4	5
4b	I feel that it is easy for me to reach any destination with Car Sharing.	1	2	3	4	5
4c	I feel that it is easy to go whenever I want with Car Sharing.	1	2	3	4	5
4d	I feel that the process of using Car Sharing is not complicated and user friendly.	1	2	3	4	5

No	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Social Media Influence						
5a	I had seen Car Sharing advertisements on social media.	1	2	3	4	5
5b	Car Sharing ads on social media catches my attention towards such service.	1	2	3	4	5
5c	Social media provides sufficient information about Car Sharing.	1	2	3	4	5
5d	Promotional campaigns on social media arouse my usage intention towards Car Sharing.	1	2	3	4	5

No	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Perceived Risk						
6a	Car Sharing exposes my privacy.	1	2	3	4	5
6b	Using Car Sharing reveals me to danger.	1	2	3	4	5
6c	Usage of Car Sharing exposes me to financial risk.	1	2	3	4	5
6d	Usage of Car Sharing may not perform as expected.	1	2	3	4	5

No	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Affordability						
7a	Car Sharing allows me to share my car with others.	1	2	3	4	5
7b	Car Sharing enables me to save budget for travel.	1	2	3	4	5
7c	Car Sharing requires lower cost than owning a car.	1	2	3	4	5
7d	Car Sharing provides me with an opportunity to drive.	1	2	3	4	5

No	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Behavioral Intention						
8a	I intend to use Car Sharing in the future as my transportation method.	1	2	3	4	5
8b	I believe Car Sharing systems are growing and expected to continue.	1	2	3	4	5
8c	I will recommend Car Sharing system to my close contacts (friends & family).	1	2	3	4	5
8d	I will reuse Car Sharing service as my transportation method.	1	2	3	4	5

Appendix 2.0: Letter of Certification from UTAR

UNIVERSITI TUNKU ABDUL RAHMAN
Wholly Owned by UTAR Education Foundation (Company No. 578227-M)

29th June 2020

To Whom It May Concern

Dear Sir/Madam,

Permission to Conduct Survey

This is to confirm that the following students are currently pursuing their *Bachelor of Marketing (Hons)* program at the Faculty of Business and Finance, Universiti Tunku Abdul Rahman (UTAR) Perak Campus.

I would be most grateful if you could assist them by allowing them to conduct their research at your institution. All information collected will be kept confidential and used only for academic purposes.

The students are as follows:

Name of Student	Student ID
Au Wing Sze	17ABB06220
Chan Weng Hong	17ABB06219
Eugene Tan	16ABB02396
Tan Yu Meng	17ABB06358
Yeu Kai Yik	17ABB06441

If you need further verification, please do not hesitate to contact me.

Thank you.

Yours sincerely,

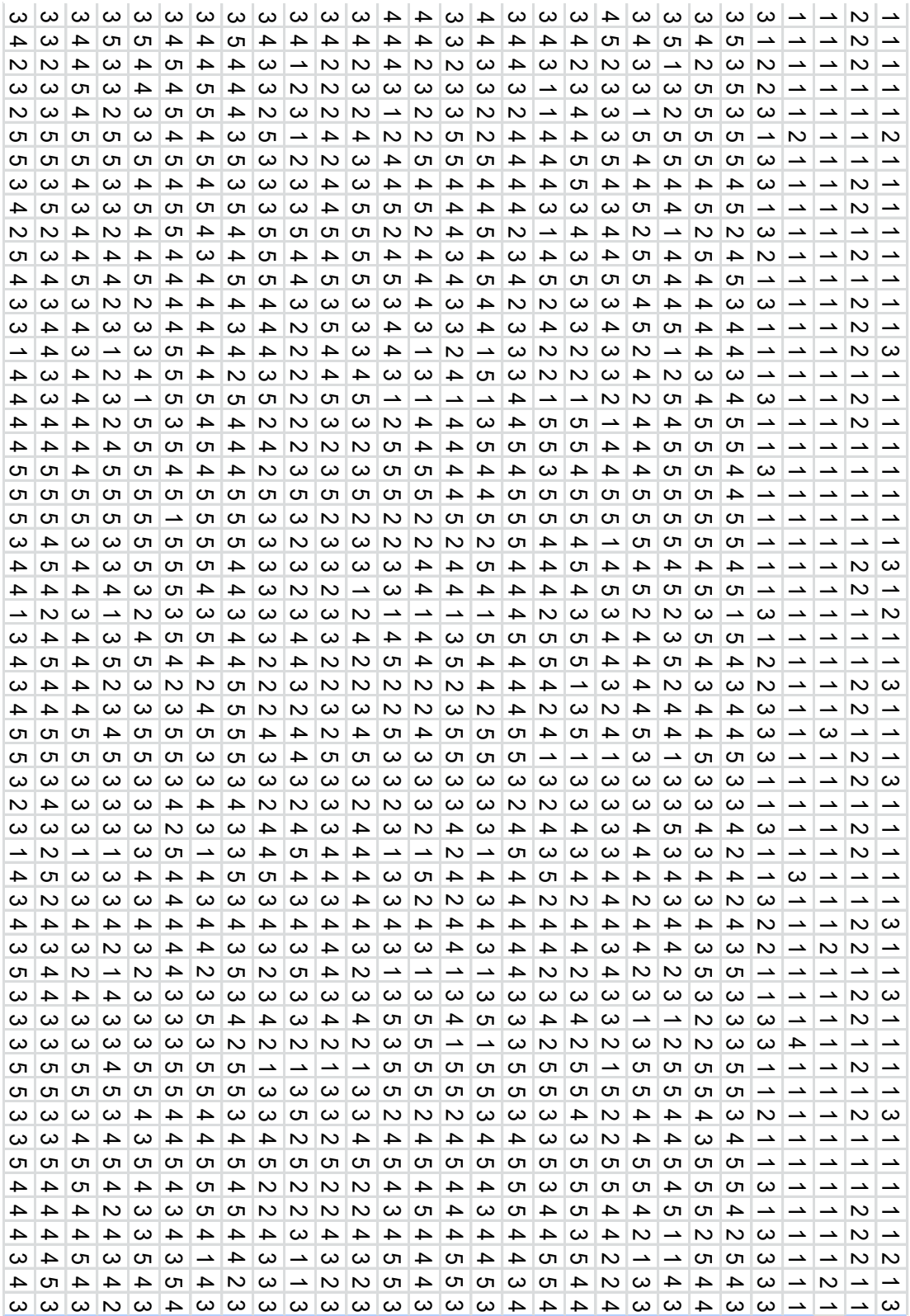
Mr Choy Johnn Yee
Head of Department
Faculty of Business and Finance
Email: choyjy@utar.edu.my

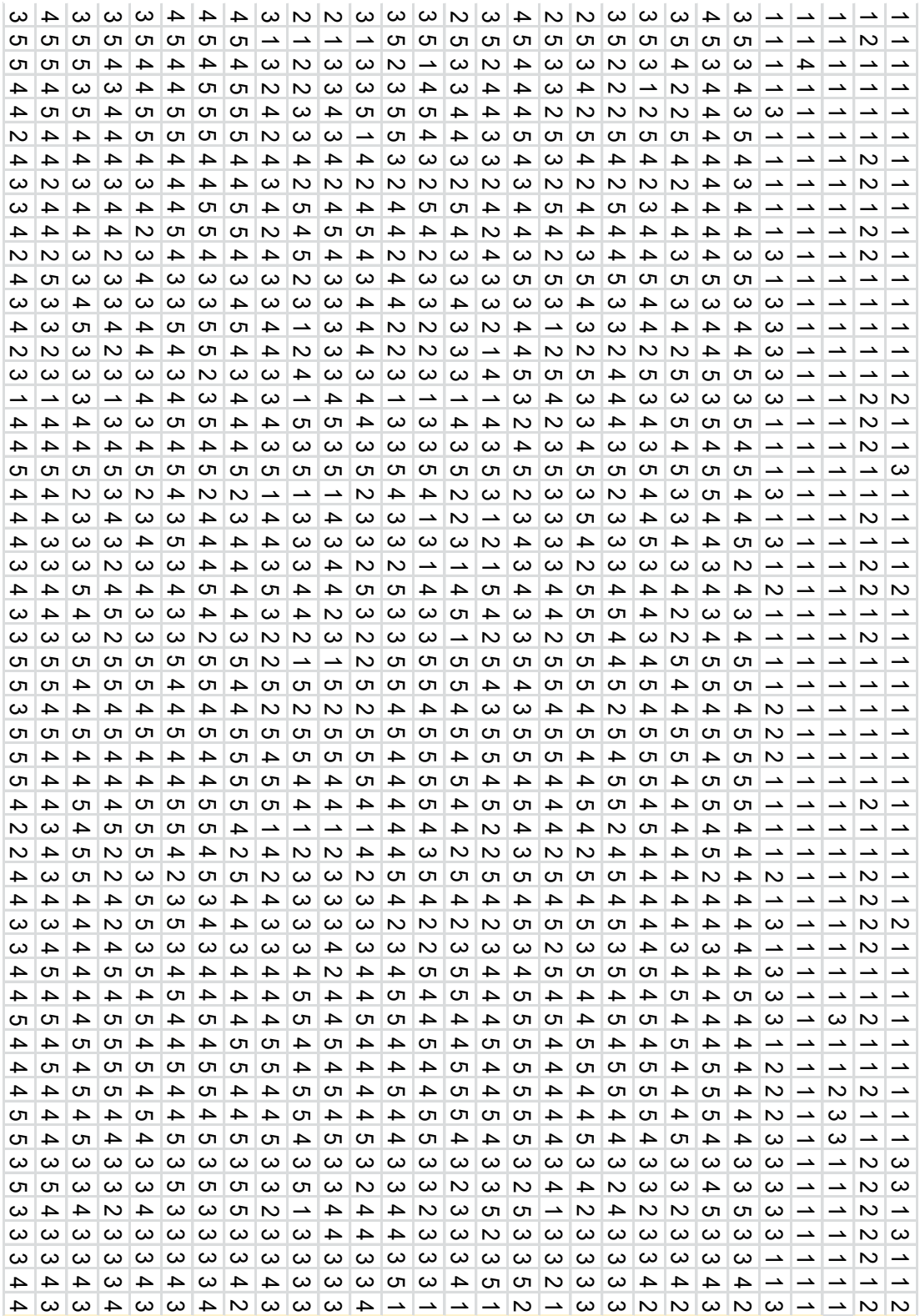
Mr Chua Beng Hui @ Bobby Chai Boon Hui
Supervisor
Faculty of Business and Finance
Email: chuabh@utar.edu.my

Kampar Campus : Jalan Universiti, Bandar Barat, 31900 Kampar, Perak Darul Ridzuan, Malaysia
Tel: (605) 468 8888 Fax: (605) 466 1313
Sungai Long Campus : Jalan Sungai Long, Bandar Sungai Long, Cheras, 43000 Kajang, Selangor Darul Ehsan, Malaysia
Tel: (603) 9086 0288 Fax: (603) 9019 8868
Website: www.utar.edu.my

Appendix 3.0: Raw Data

Have you heard about Car Sharing at least once?	3	1	1	1	1	1	1	1	3	1	1	1	1	1	1	1	1
Gender	2	1	1	2	2	2	2	1	2	1	2	2	2	1	2	2	2
Age	1	1	1	1	1	1	1	1	2	1	1	1	1	1	1	1	1
Race	1	1	1	1	1	1	1	1	3	1	1	1	1	1	1	1	1
Occupation	1	1	1	3	1	3	3	1	2	1	3	3	2	1	1	1	3
Car Sharing system is useful in my daily life.	4	4	5	5	4	4	1	5	2	3	4	4	5	4	3	4	4
Applying Car Sharing system helps me to accomplish my transportation goal.	5	5	5	5	3	4	1	5	1	4	2	5	4	4	3	5	4
Applying Car Sharing system allows me to save time on my daily transportation.	4	4	5	4	5	4	1	5	2	5	3	4	2	5	4	5	4
Using Car Sharing system would enhance the effectiveness in my transportation routine.	4	3	5	4	3	4	1	5	1	5	4	4	5	4	4	5	4
I feel that using Car Sharing system is effortless.	3	5	3	3	3	2	1	4	1	4	4	3	3	5	3	5	4
I feel that it is easy for me to reach any destination with Car Sharing.	2	5	5	4	3	4	1	5	2	4	3	3	2	5	4	4	4
I feel that it is easy to go whenever I want with Car Sharing.	3	4	4	3	3	4	1	4	3	5	2	4	2	4	3	5	4
I feel that the process of using Car Sharing is 2t complicated and user friendly.	2	3	4	5	4	4	2	5	2	4	4	3	5	4	4	5	2
I had seen Car Sharing advertisements on social media.	3	3	3	4	3	5	2	2	5	2	2	5	5	3	4	5	2
Car Sharing ads on social media catches my attention towards such service.	4	4	4	3	3	5	1	1	5	3	2	5	5	5	3	5	2
Social media provides sufficient information about Car Sharing.	3	3	4	2	3	5	2	2	4	4	2	4	2	2	3	4	2
Promotional campaigns on social media arouse my usage intention towards Car Sharing.	4	4	4	3	4	5	2	1	5	5	3	5	2	4	3	4	2
Car Sharing exposes my privacy.	5	4	4	3	4	2	5	5	5	3	3	3	5	5	2	5	3
Using Car Sharing reveals me to danger.	5	3	3	2	5	2	3	4	5	3	3	3	4	3	2	2	2
Usage of Car Sharing exposes me to financial risk.	4	3	3	1	3	2	2	5	5	1	3	2	5	4	2	2	2
Usage of Car Sharing may 2t perform as expected.	5	3	4	3	4	4	3	5	5	1	3	4	5	4	3	4	2
Car Sharing allows me to share my car with others.	4	4	4	3	5	4	3	5	5	4	4	4	4	2	3	4	4
Car Sharing enables me to save budget for travel.	4	4	4	4	5	2	3	5	5	4	4	4	5	2	4	4	4
Car Sharing requires lower cost than owning a car.	5	4	5	5	5	4	3	5	5	3	3	3	5	4	3	4	4
Car Sharing provides me with an opportunity to drive.	3	5	4	3	4	4	3	5	5	4	3	4	4	5	2	4	4
I intend to use Car Sharing in the future as my transportation method.	4	4	3	3	3	3	1	5	5	2	4	5	4	5	3	4	4
I believe Car Sharing systems are growing and expected to continue.	4	5	4	4	4	4	2	5	5	5	3	5	4	5	3	4	4
I will recommend Car Sharing system to my close contacts (friends & family).	5	4	4	3	3	4	1	4	5	5	4	5	2	3	3	4	4
I will reuse Car Sharing service as my transportation method.	5	5	4	4	3	3	1	5	5	4	4	5	4	4	3	4	4





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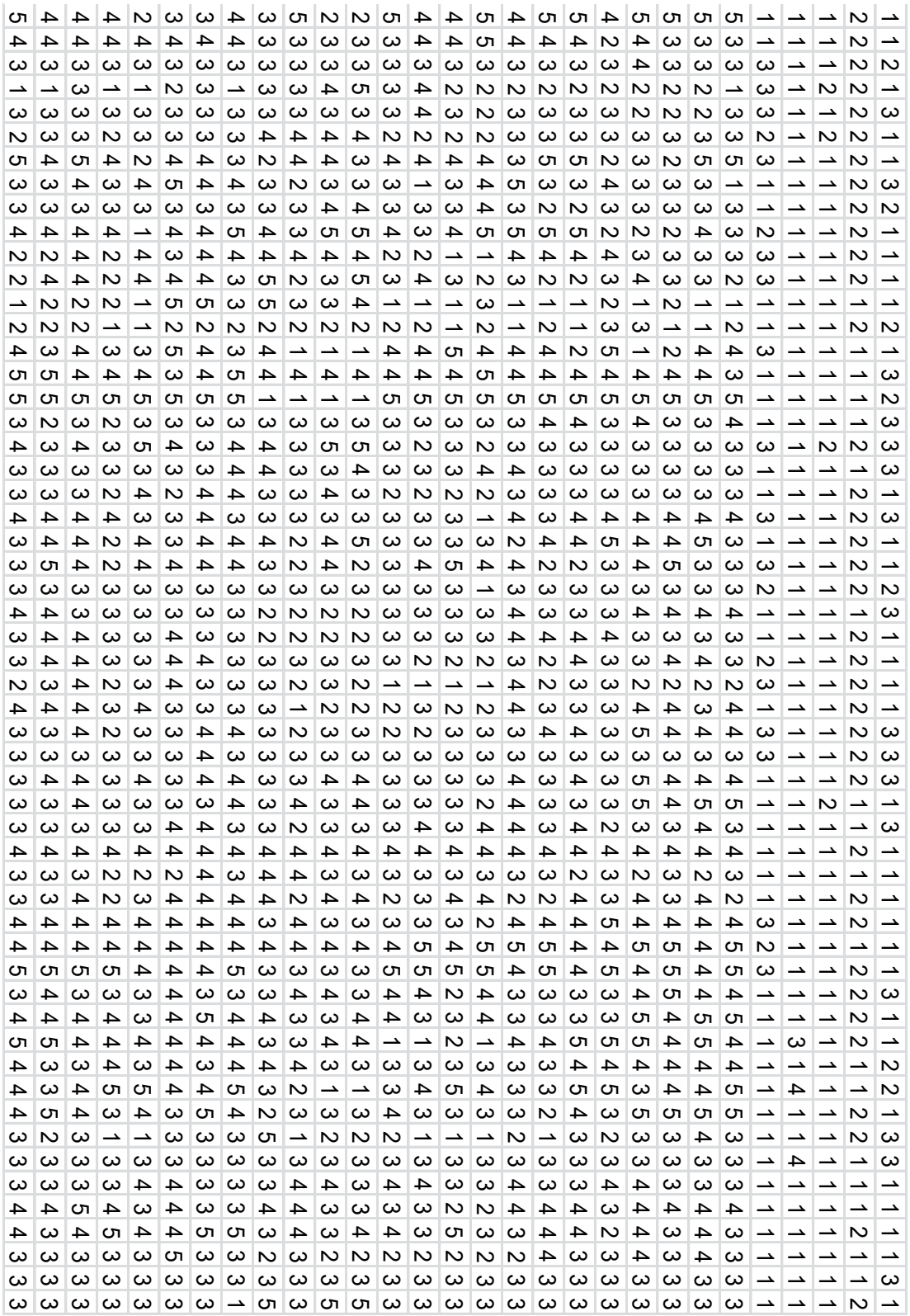

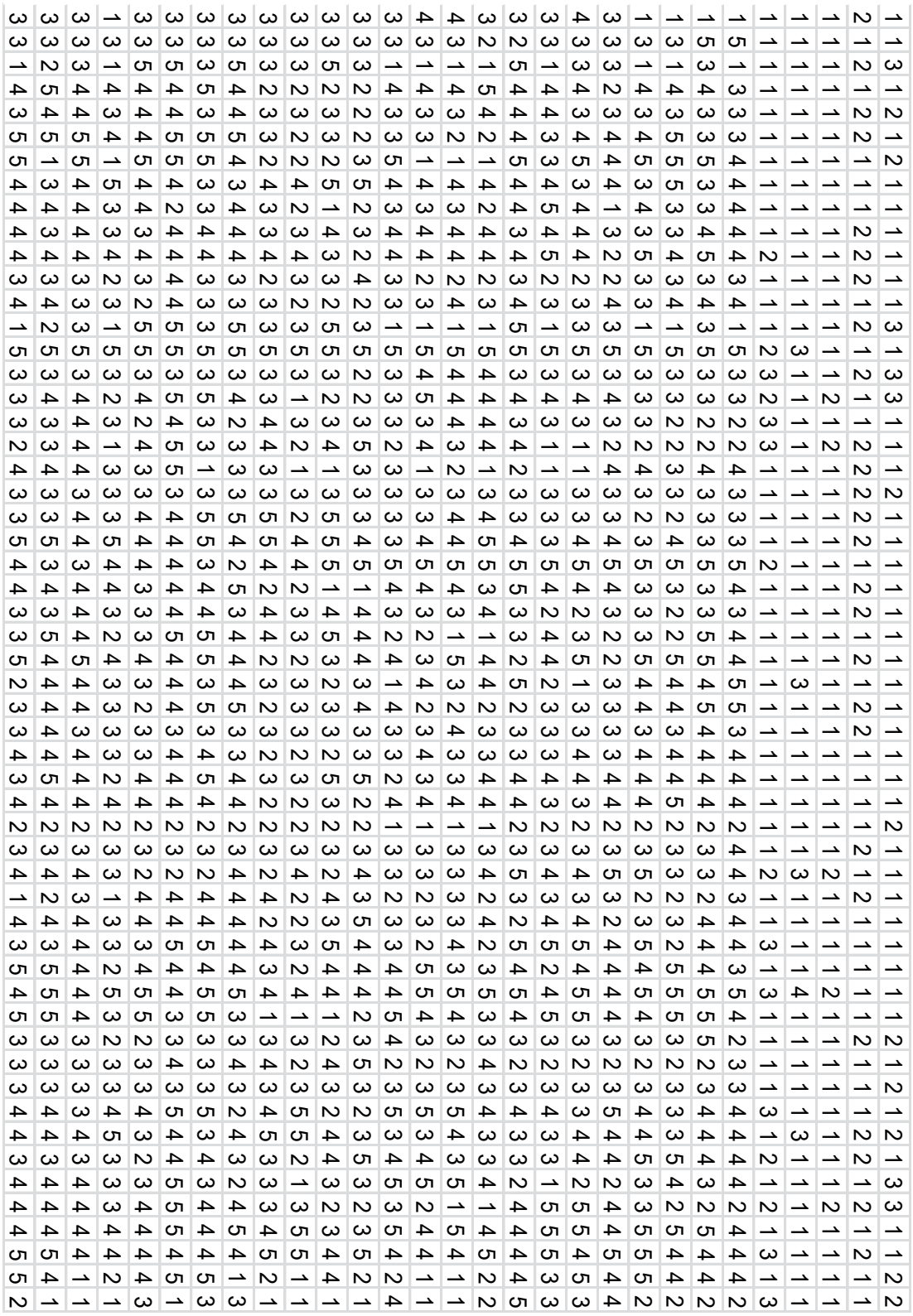

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4	3	3	3	4	4	4	4	4	3	3	4	1	1	2	1	3	2	2	3	2	2	3	3	3	1	1	1	3

Have you heard about Car Sharing at least once?

1 = Yes 2 = No 3 = Maybe

Gender

1= Male 2 = Female

Age

1 = 24 – 28 years old 2 = 29 – 33 years old 3 = 34 – 38 years old

Race

1 = Chinese 2 = Malay 3 = Indian

4 = Others

Occupation

1 = Student 2 = Self Employed 3 = Wage Employed

Questions onwards

1 = Strongly Disagree 2 = Disagree 3 = Neutral

4 = Agree 5 = Strongly Agree

Appendix 4.0 Reliability Tests

```
RELIABILITY
  /VARIABLES=PU1 PU2 PU3 PU4
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA
  /STATISTICS=DESCRIPTIVE SCALE CORR COV
  /SUMMARY=TOTAL MEANS VARIANCE COV CORR.
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Reliability

Notes

Output Created		13-JUL-2020 13:26:01
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	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	300
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=PU1 PU2 PU3 PU4 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA /STATISTICS=DESCRIPTIVE SCALE CORR COV /SUMMARY=TOTAL MEANS VARIANCE COV CORR.
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.00

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	300	100.0

	Excluded[a]	0	.0
	Total	300	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.891	.892	4

Item Statistics

	Mean	Std. Deviation	N
PU1	3.6800	1.01045	300
PU2	3.7767	1.01500	300
PU3	3.5400	1.13697	300
PU4	3.6333	1.09065	300

Inter-Item Correlation Matrix

	PU1	PU2	PU3	PU4
PU1	1.000	.781	.617	.643
PU2	.781	1.000	.612	.627
PU3	.617	.612	1.000	.762
PU4	.643	.627	.762	1.000

Inter-Item Covariance Matrix

	PU1	PU2	PU3	PU4
PU1	1.021	.801	.708	.708
PU2	.801	1.030	.706	.694
PU3	.708	.706	1.293	.944
PU4	.708	.694	.944	1.190

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance
Item Means	3.657	3.540	3.777	.237	1.067	.010
Item Variances	1.133	1.021	1.293	.272	1.266	.017
Inter-Item Covariances	.760	.694	.944	.251	1.361	.009

Inter-Item Correlations	.674	.612	.781	.169	1.276	.005

Summary Item Statistics

	N of Items
Item Means	4
Item Variances	4
Inter-Item Covariances	4
Inter-Item Correlations	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
PU1	10.9500	8.202	.767	.654	.858
PU2	10.8533	8.226	.756	.644	.861
PU3	11.0900	7.647	.750	.615	.864
PU4	10.9967	7.776	.772	.635	.855

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
14.6300	13.659	3.69576	4

```
RELIABILITY
  /VARIABLES=PEOU1 PEOU2 PEOU3 PEOU4
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA
  /STATISTICS=DESCRIPTIVE SCALE CORR COV
  /SUMMARY=TOTAL MEANS VARIANCE COV CORR.
```

Reliability

Notes

Output Created		13-JUL-2020 13:26:18
Comments		
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	Filter	<none>
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	N of Rows in Working Data File	300
	Matrix Input	

Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=PEOU1 PEOU2 PEOU3 PEOU4 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA /STATISTICS=DESCRIPTIVE SCALE CORR COV /SUMMARY=TOTAL MEANS VARIANCE COV CORR.
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.00

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	300	100.0
	Excluded[a]	0	.0
	Total	300	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.798	.797	4

Item Statistics

	Mean	Std. Deviation	N
PEOU1	3.4067	1.04159	300
PEOU2	3.6533	1.07565	300
PEOU3	3.4333	1.15904	300

PEOU4	3.7167	.96929	300

Inter-Item Correlation Matrix

	PEOU1	PEOU2	PEOU3	PEOU4
PEOU1	1.000	.476	.402	.406
PEOU2	.476	1.000	.719	.493
PEOU3	.402	.719	1.000	.476
PEOU4	.406	.493	.476	1.000

Inter-Item Covariance Matrix

	PEOU1	PEOU2	PEOU3	PEOU4
PEOU1	1.085	.533	.485	.410
PEOU2	.533	1.157	.897	.513
PEOU3	.485	.897	1.343	.535
PEOU4	.410	.513	.535	.940

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance
Item Means	3.553	3.407	3.717	.310	1.091	.024
Item Variances	1.131	.940	1.343	.404	1.430	.028
Inter-Item Covariances	.562	.410	.897	.487	2.187	.026
Inter-Item Correlations	.495	.402	.719	.317	1.789	.012

Summary Item Statistics

	N of Items
Item Means	4
Item Variances	4
Inter-Item Covariances	4
Inter-Item Correlations	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
PEOU1	10.8033	7.329	.506	.267	.796
PEOU2	10.5567	6.228	.724	.573	.689
PEOU3	10.7767	6.094	.670	.538	.717
PEOU4	10.4933	7.415	.552	.305	.775

Scale Statistics			
Mean	Variance	Std. Deviation	N of Items
14.2100	11.270	3.35710	4

```
RELIABILITY
  /VARIABLES=SMI1 SMI2 SMI3 SMI4
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA
  /STATISTICS=DESCRIPTIVE SCALE CORR COV
  /SUMMARY=TOTAL MEANS VARIANCE COV CORR.
```

Reliability

Notes		
Output Created		13-JUL-2020 13:26:36
Comments		
Input	Data	E:\FYP.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
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	N of Rows in Working Data File	300
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=SMI1 SMI2 SMI3 SMI4 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA /STATISTICS=DESCRIPTIVE SCALE CORR COV /SUMMARY=TOTAL MEANS VARIANCE COV CORR.
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.00

Scale: ALL VARIABLES

Case Processing Summary			
		N	%
Cases	Valid	300	100.0
	Excluded[a]	0	.0
	Total	300	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.898	.898	4

Item Statistics			
	Mean	Std. Deviation	N
SMI1	3.3600	1.25258	300
SMI2	3.3633	1.17868	300
SMI3	3.2800	1.17453	300
SMI4	3.3567	1.11966	300

Inter-Item Correlation Matrix				
	SMI1	SMI2	SMI3	SMI4
SMI1	1.000	.763	.675	.595
SMI2	.763	1.000	.726	.654
SMI3	.675	.726	1.000	.720
SMI4	.595	.654	.720	1.000

Inter-Item Covariance Matrix				
	SMI1	SMI2	SMI3	SMI4
SMI1	1.569	1.126	.993	.834
SMI2	1.126	1.389	1.005	.863
SMI3	.993	1.005	1.380	.947
SMI4	.834	.863	.947	1.254

Summary Item Statistics						
	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance
Item Means	3.340	3.280	3.363	.083	1.025	.002
Item Variances	1.398	1.254	1.569	.315	1.252	.017
Inter-Item Covariances	.961	.834	1.126	.292	1.350	.010
Inter-Item Correlations	.689	.595	.763	.168	1.282	.003

Summary Item Statistics	
	N of Items
Item Means	4
Item Variances	4
Inter-Item Covariances	4
Inter-Item Correlations	4

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
SMI1	10.0000	9.652	.759	.615	.875
SMI2	9.9967	9.749	.814	.677	.853
SMI3	10.0800	9.860	.798	.648	.859
SMI4	10.0033	10.585	.726	.558	.885

Scale Statistics			
Mean	Variance	Std. Deviation	N of Items
13.3600	17.127	4.13854	4

```
RELIABILITY
  /VARIABLES=PR1 PR2 PR3 PR4
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA
  /STATISTICS=DESCRIPTIVE SCALE CORR COV
  /SUMMARY=TOTAL MEANS VARIANCE COV CORR.
```

Reliability

Notes		
Output Created		13-JUL-2020 13:27:10
Comments		
Input	Data	E:\FYP.sav

	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	300
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=PR1 PR2 PR3 PR4 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA /STATISTICS=DESCRIPTIVE SCALE CORR COV /SUMMARY=TOTAL MEANS VARIANCE COV CORR.
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.00

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	300	100.0
	Excluded[a]	0	.0
	Total	300	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.856	.859	4

Item Statistics			
	Mean	Std. Deviation	N
PR1	3.3300	1.09473	300
PR2	3.2833	1.08334	300
PR3	3.0167	1.17231	300
PR4	3.3067	1.02769	300

Inter-Item Correlation Matrix				
	PR1	PR2	PR3	PR4
PR1	1.000	.725	.506	.659
PR2	.725	1.000	.547	.640
PR3	.506	.547	1.000	.543
PR4	.659	.640	.543	1.000

Inter-Item Covariance Matrix				
	PR1	PR2	PR3	PR4
PR1	1.198	.859	.650	.741
PR2	.859	1.174	.694	.712
PR3	.650	.694	1.374	.654
PR4	.741	.712	.654	1.056

Summary Item Statistics						
	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance
Item Means	3.234	3.017	3.330	.313	1.104	.021
Item Variances	1.201	1.056	1.374	.318	1.301	.017
Inter-Item Covariances	.718	.650	.859	.209	1.322	.005
Inter-Item Correlations	.603	.506	.725	.218	1.431	.006

Summary Item Statistics	
	N of Items
Item Means	4
Item Variances	4
Inter-Item Covariances	4
Inter-Item Correlations	4

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
PR1	9.6067	7.724	.740	.593	.800
PR2	9.6533	7.719	.753	.593	.795
PR3	9.9200	8.054	.601	.367	.862
PR4	9.6300	8.154	.718	.522	.811

Scale Statistics			
Mean	Variance	Std. Deviation	N of Items
12.9367	13.424	3.66389	4

```
RELIABILITY
  /VARIABLES=A1 A2 A3 A4
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA
  /STATISTICS=DESCRIPTIVE SCALE CORR COV
  /SUMMARY=TOTAL MEANS VARIANCE COV CORR.
```

Reliability

Notes		
Output Created		13-JUL-2020 13:27:45
Comments		
Input	Data	E:\FYP.sav
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	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	300
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.

Syntax		RELIABILITY /VARIABLES=A1 A2 A3 A4 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA /STATISTICS=DESCRIPTIV E SCALE CORR COV /SUMMARY=TOTAL MEANS VARIANCE COV CORR.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.00

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	300	100.0
	Excluded[a]	0	.0
	Total	300	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.749	.751	4

Item Statistics

	Mean	Std. Deviation	N
A1	3.8267	.87129	300
A2	3.8867	.88493	300
A3	3.9400	.85957	300
A4	3.6500	.96814	300

Inter-Item Correlation Matrix

	A1	A2	A3	A4
A1	1.000	.517	.361	.467
A2	.517	1.000	.457	.379

A3	.361	.457	1.000	.397
A4	.467	.379	.397	1.000

Inter-Item Covariance Matrix

	A1	A2	A3	A4
A1	.759	.398	.271	.394
A2	.398	.783	.348	.325
A3	.271	.348	.739	.330
A4	.394	.325	.330	.937

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance
Item Means	3.826	3.650	3.940	.290	1.079	.016
Item Variances	.805	.739	.937	.198	1.269	.008
Inter-Item Covariances	.344	.271	.398	.128	1.473	.002
Inter-Item Correlations	.430	.361	.517	.155	1.430	.003

Summary Item Statistics

	N of Items
Item Means	4
Item Variances	4
Inter-Item Covariances	4
Inter-Item Correlations	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
A1	11.4767	4.464	.577	.357	.674
A2	11.4167	4.424	.575	.357	.674
A3	11.3633	4.714	.508	.272	.711
A4	11.6533	4.314	.522	.285	.707

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15.3033	7.349	2.71093	4

```
RELIABILITY
  /VARIABLES=BI1 BI2 BI3 BI4
  /SCALE('ALL VARIABLES') ALL
```

```
/MODEL=ALPHA
  /STATISTICS=DESCRIPTIVE SCALE CORR COV
  /SUMMARY=TOTAL MEANS VARIANCE COV CORR.
```

Reliability

Notes		
Output Created		13-JUL-2020 13:28:07
Comments		
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	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	300
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=BI1 BI2 BI3 BI4 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA /STATISTICS=DESCRIPTIVE SCALE CORR COV /SUMMARY=TOTAL MEANS VARIANCE COV CORR.
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.00

Scale: ALL VARIABLES

Case Processing Summary			
		N	%
Cases	Valid	300	100.0
	Excluded[a]	0	.0
	Total	300	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.866	.867	4

Item Statistics			
	Mean	Std. Deviation	N
BI1	3.3033	1.11751	300
BI2	3.8033	.82882	300
BI3	3.6600	.97343	300
BI4	3.5833	1.01973	300

Inter-Item Correlation Matrix				
	BI1	BI2	BI3	BI4
BI1	1.000	.567	.621	.716
BI2	.567	1.000	.547	.552
BI3	.621	.547	1.000	.713
BI4	.716	.552	.713	1.000

Inter-Item Covariance Matrix				
	BI1	BI2	BI3	BI4
BI1	1.249	.525	.675	.816
BI2	.525	.687	.441	.466
BI3	.675	.441	.948	.707
BI4	.816	.466	.707	1.040

Summary Item Statistics						
	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance
Item Means	3.588	3.303	3.803	.500	1.151	.044
Item Variances	.981	.687	1.249	.562	1.818	.054
Inter-Item Covariances	.605	.441	.816	.375	1.849	.020
Inter-Item Correlations	.619	.547	.716	.169	1.309	.006

Summary Item Statistics	
	N of Items
Item Means	4

Item Variances	4
Inter-Item Covariances	4
Inter-Item Correlations	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
BI1	11.0467	5.904	.742	.566	.821
BI2	10.5467	7.633	.625	.393	.864
BI3	10.6900	6.589	.730	.554	.823
BI4	10.7667	6.166	.786	.635	.799

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
14.3500	11.185	3.34437	4

Appendix 5.0: Correlations

```
CORRELATIONS
  /VARIABLES=PU PEOU SMI PR A BI
  /STATISTICS DESCRIPTIVES XPROD
  /PRINT=TWOTAIL NOSIG FULL
  /MISSING=PAIRWISE.
```

Correlations

Notes		
Output Created		13-JUL-2020 13:29:56
Comments		
Input	Data	E:\FYP.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	300
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.
Syntax		CORRELATIONS /VARIABLES=PU PEOU SMI PR A BI /STATISTICS DESCRIPTIVES XPROD /PRINT=TWOTAIL NOSIG FULL /MISSING=PAIRWISE.
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.14

Descriptive Statistics			
	Mean	Std. Deviation	N
PU	3.6575	.92394	300
PEOU	3.5525	.83928	300
SMI	3.3400	1.03463	300
PR	3.2342	.91597	300
A	3.8258	.67773	300
BI	3.5875	.83609	300

Correlations

		PU	PEOU	SMI	PR	A	BI
PU	Pearson Correlation	1	.669**	.494**	.110	.474**	.709**
	Sig. (2-tailed)		.000	.000	.057	.000	.000
	Sum of Squares and Cross-products	255.246	155.207	141.060	27.873	88.667	163.866
	Covariance	.854	.519	.472	.093	.297	.548
	N	300	300	300	300	300	300
PEOU	Pearson Correlation	.669**	1	.546**	.140*	.489**	.631**
	Sig. (2-tailed)	.000		.000	.015	.000	.000
	Sum of Squares and Cross-products	155.207	210.611	141.833	32.187	83.181	132.309
	Covariance	.519	.704	.474	.108	.278	.443
	N	300	300	300	300	300	300
SMI	Pearson Correlation	.494**	.546**	1	.163**	.435**	.643**
	Sig. (2-tailed)	.000	.000		.005	.000	.000
	Sum of Squares and Cross-products	141.060	141.833	320.070	46.053	91.265	166.200
	Covariance	.472	.474	1.070	.154	.305	.556
	N	300	300	300	300	300	300
PR	Pearson Correlation	.110	.140*	.163**	1	.208**	.158**
	Sig. (2-tailed)	.057	.015	.005		.000	.006
	Sum of Squares and Cross-products	27.873	32.187	46.053	250.862	38.610	36.103
	Covariance	.093	.108	.154	.839	.129	.121
	N	300	300	300	300	300	300
A	Pearson Correlation	.474**	.489**	.435**	.208**	1	.587**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	Sum of Squares and Cross-products	88.667	83.181	91.265	38.610	137.337	99.447
	Covariance	.297	.278	.305	.129	.459	.333
	N	300	300	300	300	300	300
BI	Pearson Correlation	.709**	.631**	.643**	.158**	.587**	1
	Sig. (2-tailed)	.000	.000	.000	.006	.000	
	Sum of Squares and Cross-products	163.866	132.309	166.200	36.103	99.447	209.016
	Covariance	.548	.443	.556	.121	.333	.699
	N	300	300	300	300	300	300

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Appendix 6.0: Multiple Regressions

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT BI
  /METHOD=ENTER PU PEOU SMI PR A.
```

Regression

Notes

Output Created		13-JUL-2020 13:33:10
Comments		
Input	Data	E:\FYP.sav
	Active Dataset	DataSet1
	Filter\	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	300
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA COLLIN TOL /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT BI /METHOD=ENTER PU PEOU SMI PR A.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.13
	Memory Required	5936 bytes
	Additional Memory Required for Residual Plots	0 bytes

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method

1	A, PR, SMI, PU, PEOU[b]	.	Enter

a. Dependent Variable: BI

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.814[a]	.662	.656	.49010

a. Predictors: (Constant), A, PR, SMI, PU, PEOU

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	138.396	5	27.679	115.233	.000[b]
	Residual	70.619	294	.240		
	Total	209.016	299			

a. Dependent Variable: BI

b. Predictors: (Constant), A, PR, SMI, PU, PEOU

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.075	.183		.409	.683
	PU	.355	.043	.392	8.254	.000
	PEOU	.094	.049	.095	1.918	.056
	SMI	.242	.034	.299	7.079	.000
	PR	.006	.032	.006	.176	.860
	A	.276	.051	.224	5.442	.000

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	PU	.510	1.962
	PEOU	.472	2.119
	SMI	.644	1.554
	PR	.950	1.053

	A	.681	1.469

a. Dependent Variable: BI

Collinearity Diagnostics[a]

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	PU	PEOU	SMI
1	1	5.816	1.000	.00	.00	.00	.00
	2	.078	8.625	.01	.03	.02	.13
	3	.045	11.423	.05	.08	.02	.77
	4	.029	14.211	.25	.30	.07	.04
	5	.018	17.943	.00	.58	.88	.02
	6	.014	20.140	.69	.01	.00	.02

Collinearity Diagnostics[a]

Model	Dimension	Variance Proportions	
		PR	A
1	1	.00	.00
	2	.57	.00
	3	.14	.02
	4	.27	.14
	5	.00	.01
	6	.01	.82

a. Dependent Variable: BI

Appendix 7.0: Frequencies

```
FREQUENCIES VARIABLES=Familiarity
  /STATISTICS=STDDEV VARIANCE MEAN MEDIAN SKEWNESS SESKEW
  /ORDER=ANALYSIS
```

Frequencies

Notes		
Output Created		13-JUL-2020 13:37:08
Comments		
Input	Data	E:\FYP.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	300
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		FREQUENCIES VARIABLES=Familiarity /STATISTICS=STDDEV VARIANCE MEAN MEDIAN SKEWNESS SESKEW /ORDER=ANALYSIS.
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.02

Statistics		
Have you heard about Car Sharing at least once?		
N	Valid	300
	Missing	0
Mean		1.4167
Median		1.0000
Std. Deviation		.75162
Variance		.565
Skewness		1.428
Std. Error of Skewness		.141

Have you heard about Car Sharing at least once?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	223	74.3	74.3	74.3
	No	29	9.7	9.7	84.0
	Maybe	48	16.0	16.0	100.0
	Total	300	100.0	100.0	

```
FREQUENCIES VARIABLES=Gender
  /STATISTICS=STDDEV VARIANCE MEAN MEDIAN SKEWNESS SESKEW
  /ORDER=ANALYSIS.
```

Frequencies

Notes		
Output Created		13-JUL-2020 13:37:22
Comments		
Input	Data	E:\FYP.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	300
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		FREQUENCIES VARIABLES=Gender /STATISTICS=STDDEV VARIANCE MEAN MEDIAN SKEWNESS SESKEW /ORDER=ANALYSIS.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.00

Statistics		
Gender		
N	Valid	300
	Missing	0
Mean		1.5433
Median		2.0000
Std. Deviation		.49895

Variance	.249
Skewness	-.175
Std. Error of Skewness	.141

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	137	45.7	45.7	45.7
	Female	163	54.3	54.3	100.0
	Total	300	100.0	100.0	

```
FREQUENCIES VARIABLES=Age
  /STATISTICS=STDDEV VARIANCE MEAN MEDIAN SKEWNESS SESKEW
  /ORDER=ANALYSIS.
```

Frequencies

Notes

Output Created		13-JUL-2020 13:37:32
Comments		
Input	Data	E:\FYP.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	300
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		FREQUENCIES VARIABLES=Age /STATISTICS=STDDEV VARIANCE MEAN MEDIAN SKEWNESS SESKEW /ORDER=ANALYSIS.
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.00

Statistics

Age		
N	Valid	300

	Missing	0
Mean		1.1233
Median		1.0000
Std. Deviation		.41878
Variance		.175
Skewness		3.532
Std. Error of Skewness		.141

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	24 - 28 years old	273	91.0	91.0	91.0
	29 - 33 years old	17	5.7	5.7	96.7
	34 - 38 years old	10	3.3	3.3	100.0
	Total	300	100.0	100.0	

```
FREQUENCIES VARIABLES=Ethnicity
  /STATISTICS=STDDEV VARIANCE MEAN MEDIAN SKEWNESS SESKEW
  /ORDER=ANALYSIS.
```

Frequencies

Notes

Output Created		13-JUL-2020 13:37:47
Comments		
Input	Data	E:\FYP.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	300
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		FREQUENCIES VARIABLES=Ethnicity /STATISTICS=STDDEV VARIANCE MEAN MEDIAN SKEWNESS SESKEW /ORDER=ANALYSIS.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.00

Statistics		
Ethnicity		
N	Valid	300
	Missing	0
Mean		1.1400
Median		1.0000
Std. Deviation		.49789
Variance		.248
Skewness		3.875
Std. Error of Skewness		.141

Ethnicity					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Chinese	274	91.3	91.3	91.3
	Malay	13	4.3	4.3	95.7
	Indian	10	3.3	3.3	99.0
	Other	3	1.0	1.0	100.0
	Total	300	100.0	100.0	

```
FREQUENCIES VARIABLES=Occupation
  /STATISTICS=STDDEV VARIANCE MEAN MEDIAN SKEWNESS SESKEW
  /ORDER=ANALYSIS.
```

Frequencies

Notes		
Output Created		13-JUL-2020 13:37:59
Comments		
Input	Data	E:\FYP.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	300
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.

Syntax		FREQUENCIES VARIABLES=Occupation /STATISTICS=STDDEV VARIANCE MEAN MEDIAN SKEWNESS SESKEW /ORDER=ANALYSIS.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.00

Statistics

Occupation		
N	Valid	300
	Missing	0
Mean		1.7567
Median		1.0000
Std. Deviation		.88699
Variance		.787
Skewness		.497
Std. Error of Skewness		.141

Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	163	54.3	54.3	54.3
	Self Employment	47	15.7	15.7	70.0
	Wage Employment	90	30.0	30.0	100.0
	Total	300	100.0	100.0	

```
FREQUENCIES VARIABLES=PU1 PU2 PU3 PU4
  /STATISTICS=STDDEV VARIANCE MEAN MEDIAN SKEWNESS SESKEW
  /ORDER=ANALYSIS.
```

Frequencies

Notes

Output Created		13-JUL-2020 13:38:12
Comments		
Input	Data	E:\FYP.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>

	N of Rows in Working Data File	300
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		FREQUENCIES VARIABLES=PU1 PU2 PU3 PU4 /STATISTICS=STDDEV VARIANCE MEAN MEDIAN SKEWNESS SESKEW /ORDER=ANALYSIS.
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.00

Statistics

		PU1	PU2	PU3	PU4
N	Valid	300	300	300	300
	Missing	0	0	0	0
Mean		3.6800	3.7767	3.5400	3.6333
Median		4.0000	4.0000	4.0000	4.0000
Std. Deviation		1.01045	1.01500	1.13697	1.09065
Variance		1.021	1.030	1.293	1.190
Skewness		-.598	-.584	-.457	-.602
Std. Error of Skewness		.141	.141	.141	.141

Frequency Table

PU1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	11	3.7	3.7	3.7
	Disagree	21	7.0	7.0	10.7
	Neutral	87	29.0	29.0	39.7
	Agree	115	38.3	38.3	78.0
	Strongly Agree	66	22.0	22.0	100.0
	Total	300	100.0	100.0	

PU2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	8	2.7	2.7	2.7

	Disagree	22	7.3	7.3	10.0
	Neutral	81	27.0	27.0	37.0
	Agree	107	35.7	35.7	72.7
	Strongly Agree	82	27.3	27.3	100.0
	Total	300	100.0	100.0	

PU3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	16	5.3	5.3	5.3
	Disagree	40	13.3	13.3	18.7
	Neutral	78	26.0	26.0	44.7
	Agree	98	32.7	32.7	77.3
	Strongly Agree	68	22.7	22.7	100.0
	Total	300	100.0	100.0	

PU4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	15	5.0	5.0	5.0
	Disagree	28	9.3	9.3	14.3
	Neutral	79	26.3	26.3	40.7
	Agree	108	36.0	36.0	76.7
	Strongly Agree	70	23.3	23.3	100.0
	Total	300	100.0	100.0	

```
FREQUENCIES VARIABLES=PEOU1 PEOU2 PEOU3 PEOU4
  /STATISTICS=STDDEV VARIANCE MEAN MEDIAN SKEWNESS SESKEW
  /ORDER=ANALYSIS.
```

Frequencies

Notes

Output Created		13-JUL-2020 13:38:37
Comments		
Input	Data	E:\FYP.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	300

Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		FREQUENCIES VARIABLES=PEOU1 PEOU2 PEOU3 PEOU4 /STATISTICS=STDDEV VARIANCE MEAN MEDIAN SKEWNESS SESKEW /ORDER=ANALYSIS.
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.00

Statistics

		PEOU1	PEOU2	PEOU3	PEOU4
N	Valid	300	300	300	300
	Missing	0	0	0	0
Mean		3.4067	3.6533	3.4333	3.7167
Median		3.0000	4.0000	4.0000	4.0000
Std. Deviation		1.04159	1.07565	1.15904	.96929
Variance		1.085	1.157	1.343	.940
Skewness		-.125	-.492	-.382	-.427
Std. Error of Skewness		.141	.141	.141	.141

Frequency Table

PEOU1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	9	3.0	3.0	3.0
	Disagree	48	16.0	16.0	19.0
	Neutral	106	35.3	35.3	54.3
	Agree	86	28.7	28.7	83.0
	Strongly Agree	51	17.0	17.0	100.0
	Total	300	100.0	100.0	

PEOU2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	11	3.7	3.7	3.7

	Disagree	31	10.3	10.3	14.0
	Neutral	84	28.0	28.0	42.0
	Agree	99	33.0	33.0	75.0
	Strongly Agree	75	25.0	25.0	100.0
	Total	300	100.0	100.0	

PEOU3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	21	7.0	7.0	7.0
	Disagree	40	13.3	13.3	20.3
	Neutral	88	29.3	29.3	49.7
	Agree	90	30.0	30.0	79.7
	Strongly Agree	61	20.3	20.3	100.0
	Total	300	100.0	100.0	

PEOU4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	5	1.7	1.7	1.7
	Disagree	26	8.7	8.7	10.3
	Neutral	87	29.0	29.0	39.3
	Agree	113	37.7	37.7	77.0
	Strongly Agree	69	23.0	23.0	100.0
	Total	300	100.0	100.0	

```
FREQUENCIES VARIABLES=SMI1 SMI2 SMI3 SMI4
  /STATISTICS=STDDEV VARIANCE MEAN MEDIAN SKEWNESS SESKEW
  /ORDER=ANALYSIS.
```

Frequencies

Notes

Output Created		13-JUL-2020 13:38:53
Comments		
Input	Data	E:\FYP.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	300

Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		FREQUENCIES VARIABLES=SMI1 SMI2 SMI3 SMI4 /STATISTICS=STDDEV VARIANCE MEAN MEDIAN SKEWNESS SESKEW /ORDER=ANALYSIS.
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.00

Statistics

		SMI1	SMI2	SMI3	SMI4
N	Valid	300	300	300	300
	Missing	0	0	0	0
Mean		3.3600	3.3633	3.2800	3.3567
Median		4.0000	3.0000	3.0000	3.0000
Std. Deviation		1.25258	1.17868	1.17453	1.11966
Variance		1.569	1.389	1.380	1.254
Skewness		-.316	-.292	-.235	-.292
Std. Error of Skewness		.141	.141	.141	.141

Frequency Table

SMI1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	27	9.0	9.0	9.0
	Disagree	54	18.0	18.0	27.0
	Neutral	68	22.7	22.7	49.7
	Agree	86	28.7	28.7	78.3
	Strongly Agree	65	21.7	21.7	100.0
	Total	300	100.0	100.0	

SMI2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	23	7.7	7.7	7.7
	Disagree	45	15.0	15.0	22.7
	Neutral	91	30.3	30.3	53.0

	Agree	82	27.3	27.3	80.3
	Strongly Agree	59	19.7	19.7	100.0
	Total	300	100.0	100.0	

SMI3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	24	8.0	8.0	8.0
	Disagree	54	18.0	18.0	26.0
	Neutral	86	28.7	28.7	54.7
	Agree	86	28.7	28.7	83.3
	Strongly Agree	50	16.7	16.7	100.0
	Total	300	100.0	100.0	

SMI4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	21	7.0	7.0	7.0
	Disagree	38	12.7	12.7	19.7
	Neutral	106	35.3	35.3	55.0
	Agree	83	27.7	27.7	82.7
	Strongly Agree	52	17.3	17.3	100.0
	Total	300	100.0	100.0	

```
FREQUENCIES VARIABLES=PR1 PR2 PR3 PR4
  /STATISTICS=STDDEV VARIANCE MEAN MEDIAN SKEWNESS SESKEW
  /ORDER=ANALYSIS.
```

Frequencies

Notes

Output Created		13-JUL-2020 13:39:08
Comments		
Input	Data	E:\FYP.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	300
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all

		cases with valid data.
Syntax		FREQUENCIES VARIABLES=PR1 PR2 PR3 PR4 /STATISTICS=STDDEV VARIANCE MEAN MEDIAN SKEWNESS SESKEW /ORDER=ANALYSIS.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.00

Statistics

		PR1	PR2	PR3	PR4
N	Valid	300	300	300	300
	Missing	0	0	0	0
Mean		3.3300	3.2833	3.0167	3.3067
Median		3.0000	3.0000	3.0000	3.0000
Std. Deviation		1.09473	1.08334	1.17231	1.02769
Variance		1.198	1.174	1.374	1.056
Skewness		-.099	-.170	.068	-.084
Std. Error of Skewness		.141	.141	.141	.141

Frequency Table

PR1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	13	4.3	4.3	4.3
	Disagree	56	18.7	18.7	23.0
	Neutral	101	33.7	33.7	56.7
	Agree	79	26.3	26.3	83.0
	Strongly Agree	51	17.0	17.0	100.0
	Total	300	100.0	100.0	

PR2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	17	5.7	5.7	5.7
	Disagree	51	17.0	17.0	22.7
	Neutral	105	35.0	35.0	57.7
	Agree	84	28.0	28.0	85.7
	Strongly Agree	43	14.3	14.3	100.0
	Total	300	100.0	100.0	

PR3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	31	10.3	10.3	10.3
	Disagree	71	23.7	23.7	34.0
	Neutral	99	33.0	33.0	67.0
	Agree	60	20.0	20.0	87.0
	Strongly Agree	39	13.0	13.0	100.0
	Total	300	100.0	100.0	

PR4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	12	4.0	4.0	4.0
	Disagree	48	16.0	16.0	20.0
	Neutral	118	39.3	39.3	59.3
	Agree	80	26.7	26.7	86.0
	Strongly Agree	42	14.0	14.0	100.0
	Total	300	100.0	100.0	

```
FREQUENCIES VARIABLES=A1 A2 A3 A4
  /STATISTICS=STDDEV VARIANCE MEAN MEDIAN SKEWNESS SESKEW
  /ORDER=ANALYSIS.
```

Frequencies

Notes		
Output Created		13-JUL-2020 13:39:23
Comments		
Input	Data	E:\FYP.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	300
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.

Syntax		FREQUENCIES VARIABLES=A1 A2 A3 A4 /STATISTICS=STDDEV VARIANCE MEAN MEDIAN SKEWNESS SESKEW /ORDER=ANALYSIS.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.00

Statistics

		A1	A2	A3	A4
N	Valid	300	300	300	300
	Missing	0	0	0	0
Mean		3.8267	3.8867	3.9400	3.6500
Median		4.0000	4.0000	4.0000	4.0000
Std. Deviation		.87129	.88493	.85957	.96814
Variance		.759	.783	.739	.937
Skewness		-.450	-.476	-.489	-.319
Std. Error of Skewness		.141	.141	.141	.141

Frequency Table

A1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	3	1.0	1.0	1.0
	Disagree	14	4.7	4.7	5.7
	Neutral	84	28.0	28.0	33.7
	Agree	130	43.3	43.3	77.0
	Strongly Agree	69	23.0	23.0	100.0
	Total	300	100.0	100.0	

A2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	3	1.0	1.0	1.0
	Disagree	12	4.0	4.0	5.0
	Neutral	82	27.3	27.3	32.3
	Agree	122	40.7	40.7	73.0
	Strongly Agree	81	27.0	27.0	100.0
	Total	300	100.0	100.0	

A3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	.7	.7	.7
	Disagree	11	3.7	3.7	4.3
	Neutral	75	25.0	25.0	29.3
	Agree	127	42.3	42.3	71.7
	Strongly Agree	85	28.3	28.3	100.0
	Total	300	100.0	100.0	

A4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	7	2.3	2.3	2.3
	Disagree	20	6.7	6.7	9.0
	Neutral	109	36.3	36.3	45.3
	Agree	99	33.0	33.0	78.3
	Strongly Agree	65	21.7	21.7	100.0
	Total	300	100.0	100.0	

```
FREQUENCIES VARIABLES=BI1 BI2 BI3 BI4
  /STATISTICS=STDDEV VARIANCE MEAN MEDIAN SKEWNESS SESKEW
  /ORDER=ANALYSIS.
```

Frequencies

Notes		
Output Created		13-JUL-2020 13:39:42
Comments		
Input	Data	E:\FYP.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	300
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.

Syntax		FREQUENCIES VARIABLES=BI1 BI2 BI3 BI4 /STATISTICS=STDDEV VARIANCE MEAN MEDIAN SKEWNESS SESKEW /ORDER=ANALYSIS.
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.00

Statistics

		BI1	BI2	BI3	BI4
N	Valid	300	300	300	300
	Missing	0	0	0	0
Mean		3.3033	3.8033	3.6600	3.5833
Median		3.0000	4.0000	4.0000	4.0000
Std. Deviation		1.11751	.82882	.97343	1.01973
Variance		1.249	.687	.948	1.040
Skewness		-.215	-.577	-.479	-.504
Std. Error of Skewness		.141	.141	.141	.141

Frequency Table

BI1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	20	6.7	6.7	6.7
	Disagree	47	15.7	15.7	22.3
	Neutral	103	34.3	34.3	56.7
	Agree	82	27.3	27.3	84.0
	Strongly Agree	48	16.0	16.0	100.0
	Total	300	100.0	100.0	

BI2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	5	1.7	1.7	1.7
	Disagree	7	2.3	2.3	4.0
	Neutral	87	29.0	29.0	33.0
	Agree	144	48.0	48.0	81.0
	Strongly Agree	57	19.0	19.0	100.0
	Total	300	100.0	100.0	

BI3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	8	2.7	2.7	2.7
	Disagree	23	7.7	7.7	10.3
	Neutral	93	31.0	31.0	41.3
	Agree	115	38.3	38.3	79.7
	Strongly Agree	61	20.3	20.3	100.0
	Total	300	100.0	100.0	

BI4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	13	4.3	4.3	4.3
	Disagree	22	7.3	7.3	11.7
	Neutral	100	33.3	33.3	45.0
	Agree	107	35.7	35.7	80.7
	Strongly Agree	58	19.3	19.3	100.0
	Total	300	100.0	100.0	

Appendix 8.0: Turnitin Similarity Report Summary

Bobby FYP student

ORIGINALITY REPORT

17%	15%	7%	11%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

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2	Submitted to Universiti Tunku Abdul Rahman Student Paper	3%
3	Submitted to Universiti Teknologi MARA Student Paper	<1%
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6	Submitted to Asia Pacific University College of Technology and Innovation (UCTI) Student Paper	<1%
7	mafiadoc.com Internet Source	<1%
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