THE INFLUENCE OF CULTURAL DIMENSIONS ON ENTREPRENEURIAL INTENTIONS. A GEN-Z MALAYSIAN CHINESE PERSPECTIVE.

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BY

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A final-year project submitted in partial fulfilment of the requirement for the degree of

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DECLARATION

I hereby declare that:

(1)   This undergraduate FYP is the end result of my 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)   Sole contribution has been made by me in completing the FYP.

(4)   The word count of this research report is 12187.

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Date: 3rd May 2023

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DEDICATION

I would like to dedicate my Final Year Project to my beloved supervisor, Ms Zufara Arneeda binti Zulfakar who assisted, guided and gave me important feedbacks which made this project more interesting and full of insights. Besides, I am truly grateful to my family members, friends, lecturers, seniors, and all respondents who made it possible for me to complete my Final Year Project successfully. With their encouragement and effort to help me out, it made this journey meaningful and less challenging.

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LIST OF ABBREVIATIONS

PD	Power Distance
IC	Individualism vs Collectivism
UA	Uncertainty Avoidance
MF	Masculinity vs Femininity
LTST	Long-term vs Short-term Orientation
IR	Indulgence vs Restraint
EI	Entrepreneurial Intention
Chinese	Gen-Z Malaysian Chinese

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PREFACE

This research project (UKMZ3016) is a mandatory requirement for students of Bachelor of International Business (HONS) to be awarded with certificates of the bachelor degree before graduating. As an aspiring business student aiming to become entrepreneur after graduation, I was curious as to why Chinese dominated the business world and not the other races such as Malay and Indian, despite Chinese being only the 2nd largest population in Malaysia. Since culture is the biggest difference between the 3 races, I felt like there was a need to dive deep into the Chinese culture to discover the reason of them being so successful in the business field. By selecting a specific generation of Chinese in Malaysia, I was confident that the findings will be extraordinary and interesting and have high potential in helping the other races to get involved in the business world as an entrepreneur more.

ABSTRACT

Culture plays a huge role in Malaysia, as it is a country comprising 3 main races, Malay, Chinese, and Indian and all have a very diverse culture and family backgrounds. Having seen how different each race acts, dresses, eats etc. though all of them are in the same country, the thought that something in the cultural aspect of Chinese---the race which is a huge part of the entrepreneurial community in Malaysia, must differ from the other races, is the root to the intention to conduct this study.

This study uses the well-known Hofstede's Cultural Dimensions to categorize and measure the cultural preferences of Chinese. Using a quantitative approach and snowball sampling technique, a total of 249 questionnaires were collected with the help of Gen-Z Malaysian Chinese within the age range of 18-26. The descriptive analysis using the SPSS was done for the Pilot Test and the inferential analysis was done using PLS-SEM which showcases the measurement model and structural model.

The results show that there is a high entrepreneurial intention among the Chinese. However, there are two dimensions that surprisingly have no association with their entrepreneurial intention. Having this result challenges the common belief that entrepreneurs are inherently risk-takers and that whether they are individualist or collectivist affects their entrepreneurial intention. Besides, this study also contributes to understanding the mindset of Gen-Z Chinese more. This helps the Malaysian government to refer to this research as a roadmap for bringing out more entrepreneurs in all races in Malaysia.

Keywords: *Culture, Entrepreneurial Intention, Gen-Z, Malaysian Chinese*

CHAPTER 1: RESEARCH OVERVIEW

1.1 Introduction

This chapter provides the background of this study, the research problems, research questions, and research objectives which include the general and specific ones. Lastly, it ends with the significance of this study.

1.2 Background of the study

With the continuous decline in the Malaysian economy including the falling currency rate due to political issues, financial problems occur not only in more families but also affect Malaysia as a whole. So, the rise of entrepreneurs might be the best-wanted phenomenon everyone hoping to see. The reason is that entrepreneurs are said to bring positive outcomes to economies. Kritikos (2014) mentioned that "Entrepreneurs boost economic growth by introducing innovative technologies, products, and services." That statement is true as entrepreneurship refers to the pursuit of opportunity beyond resources controlled and becoming an entrepreneur will not only create jobs but also keep up with the changing economic opportunities and trends and help the country to keep up with global footsteps. One of the indications for economies is job opportunities. In the United States, entrepreneurs who have established their own firms have a net job creation rate (NJCR) of 15% to 20% (Stinson, 2022).

The additional positive news about the benefits of entrepreneurship is that as of the year 2022, being an entrepreneur is becoming popular more and more especially among university students, no matter if it is private, public, or semi-private. In spite of the chosen course, being it related to business and finance or something completely unrelated such as biomedical engineering, young people studying in higher education institutions are inclined to seek entrepreneurial jobs after their completion of studies (Remeikeine, 2013).

The factors which contribute to individuals having higher entrepreneurial intention are many such as educational support, to begin with (Turker & Selcuk, 2009). By incorporating subjects related to entrepreneurship such as "Perdagangan dan Keusahawanan" in secondary schools and several programmes or courses in universities such as "Social Entrepreneurship", students are introduced to entrepreneurship and they get to know about what is it all about since a very young age. This increases their intention to pursue a career related to it as they have more information about it.

One of the other crucial factor also includes structural support which mainly are from the context of social, cultural, economical, political, and technological factors (Turker & Selcuk, 2009). Support is needed to start a business from scratch. If there is sufficient support, the probability that one would become an entrepreneur or wanting to become one will increase tremendously. For both the economical and political factors which are the main ones in the current society we live in, the Malaysian government is doing a very good job. They show support to Malaysians becoming entrepreneurs through establishing TEKUN Nasional and Amanah Ikhtiar Malaysia (AIM). They were created to provide micro-credit facilities for Malaysian entrepreneurs and training to build up their skills (Ismail et al., 2018).

For the cultural factor, family background is one which cannot be ignored (Turker & Selcuk, 2009). If one comes from a background of business such as family owning a business or handled by relatives etc., the entrepreneurial intention might occur from there because the individuals are familiar seeing and hearing about it since they were young. With that being said, in a country with so many people with different cultures and backgrounds, mainly Malay, Chinese, and Indian comprising 99.3% of the population as of 2022, race and culture are a huge part of any businesses or activities in Malaysia and each race comes from different family backgrounds.

Malaysia's population

Figure 1.1: The breakdown of the Malaysian population as of 2022
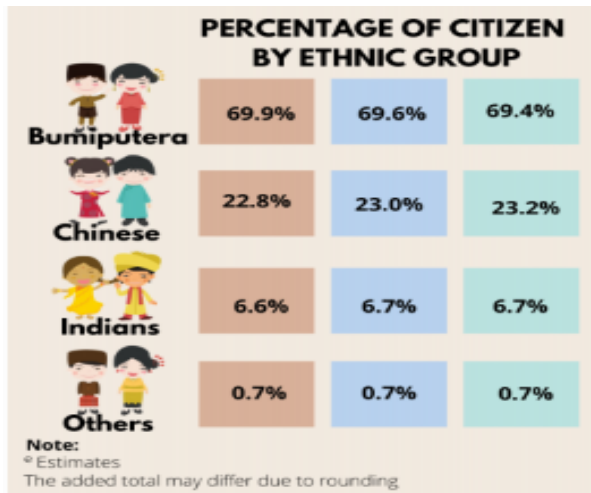
Source: Department of Statistics Malaysia (DOSM)

From the language, attires, behaviors, and family values to the way of thinking, everything differs among Malaysians of different races. Nevertheless, one race among the others stood out the most in the business world---the Chinese.

Race characteristics and differences

Malay

Malaysians Malay consist of almost 60% of the population in Malaysia and so they are considered 'the majority' in Malaysia and they are identified as "Bumiputera". A Malay is a person who was born locally and speaks Malay as their mother tongue, following Malay customs, and Islam as the religion, according to the Malaysian constitution (Mohammed Suffan bin Hashim, 1976). They have strong beliefs in the concept of the Supreme Being-Allah the Almighty.

Some of the common beliefs in Malaysia are that the Malays uphold the value of self-respect, and politeness, and are sensitive to feelings as well as value relationships. As in the workplace, they are said to have productivity increases when benefits are involved, such as concrete tangible awards. They also feel closer to their superiors than their peers (Ibrahim, 2008)

Chinese

Being the second highest populated race in Malaysia, the Chinese also have their own religion and language. As their descendants are immigrants from China, they have a variety of languages and dialects such as Cantonese, Hakka, Hokkien, etc. The Malaysian Chinese mostly are either Buddhist-Taoist or Christian.

Contrary to the Malays, the Chinese value financial rewards more, and they are motivated by them. Hard work, wealth, prosperity, risk-taking, and face aka self-respect are also some of the values they hold on to. Though they do not have too strong of religious faith, they have high respect for superstition. In the workplace, Chinese feel closer to peers than superiors (Ibrahim, 2008).

In the business world, most Chinese firms are family-owned and are in the SME range. This is because Chinese often rely heavily on kinship ties or as in Mandarin 'guanxi' and so most of them takeover their family business and further expand it. Besides, another interesting fact is that they own around 70% of the total listed companies in Malaysia though the Chinese population in Malaysia is only a little more than 20% (Mosbah & Wanab, 2018). Plus, according to Forbes, among the 2022 Malaysia's 50 richest, 42 of them are Chinese (Karmali & Ho, 2022). They are involved in many industries such as manufacturing, food & beverage, real estate, energy, automotive, construction & engineering and a few more.

Indian

Indians are those who have their descendants immigrated to Malaysia from the Indian subcontinent. The main religions of Indians in Malaysia are Hindus, Muslims, Sikhs, Buddhists, and Christians. The Malaysian Indians are also differentiated by whether they are Indian, Pakistani, or Sri Lankan and many more.

The Malaysian Indians are said to value the extended family with hierarchically structured authority. Some of the values they possess are loyalty, hard work, organizational abilities, and value face as well. As for religious faith, the Hindus among the other religions hold a stronger faith in their religion and they have fear of God (Ibrahim, 2008).

1.3 Research Problem

1.3.1 To determine which cultural dimensions affect the entrepreneurial intention among Gen-Z Malaysian Chinese.

<u>Reasons for cultural differences</u>

One of the main reasons why there are cultural differences is because it is a response to the environments people live. The environment in this context refers to geographical locations, people living nearby, natural resources, and climate. According to David Johnson (1985), it is said that cultural values do change with one's position in society (Carstens, 2005).

A great example can be taken from the history-the story of the fighting Kapitan, Yap Ah Loy who was the leader of the Chinese community in Kuala Lumpur and was largely responsible for the development of the commercial and mining centre there in the 19th century. In a study of histories, cultures, and identities in Malaysian Chinese Worlds, it is said that the constantly shifting events related to the economic, political, and ideological contexts of certain periods, and he used his cultural values to make individual choices. Some changes such as fluctuations in the world tin prices, the changing demography of the tin community etc. made Yap Ah Loy and the other leaders respond by giving culturally constructed ideas about risk and fate and they also used proper manipulation of social relations to shape their actions. The behavior of such a strong and intellectual leader Yap Ah Loy also further changed the culture of the Malaysian Chinese and that affected the choices available to the following generation (Carstens, 2005).

Since all these past historical events shape a person's culture which includes whether their ancestors were part of a business-dominated community, white collars, real estates, etc., this makes such huge differences in the career choice and perception of the career which are chosen in our generation. Therefore, there are differences in entrepreneurial intention between different races in Malaysia.

1.3.2 To find out in which aspect the other races are lacking to produce more successful entrepreneurs.

Each race in Malaysia are successful in certain fields. Though each groups do have contributions in various fields such as Science, Engineering, Entertainment and many more, Chinese is the most successful when it comes to business.

This research revolves around cultural dimensions to find out in which part the other races are lacking in. According to Ms Tan Suk Shiang, a lecturer in the Accounting Department, as a Chinese herself, it was brought to my attention that family values is one of the crucial element which contributes to Chinese becoming entrepreneurs. From young, Chinese children are taught that Freedom of Wealth can only be achieved by owning a business such as taking over family's business or becoming an entrepreneur. This is the reason for the perseverance of the Chinese when it comes to business.

Knowing that family values do matter in creating entrepreneurial intention, cultural values become more interesting to dive deep into it. For example, Indian parents are known to sacrifice a huge part or sometimes even their entire savings for their children to continue tertiary education. This makes them to be restrained in various aspects such as not buying expensive clothes, not taking vacations, not eating-out a lot etc. whereas Chinese are generally people who take pleasure in indulging and this is confirmed as Chinese are main consumers in buying luxury and branded items (Mokhlis, 2009). This could be a reason why Chinese thrive more in business. They know the pleasure of enjoyment and therefore they work hard for it.

There are many possibilities when it comes to cultural dimensions and how they affect the entrepreneurial intention of each race. Therefore, the lacking aspects must be discovered by knowing the cultural dimensions of Chinese.

1.4 Research Questions

A set of questions are recommended in light of the research problems to set better and clearer objectives to be achieved.

1) Is there a relationship between the power distance dimension and entrepreneurial intention among Gen-Z Malaysian Chinese?

2) Is there a relationship between the individualism versus collectivism dimension and entrepreneurial intention among Gen-Z Malaysian Chinese?

3) Is there a relationship between the uncertainty avoidance dimension and entrepreneurial intention among Gen-Z Malaysian Chinese?

4) Is there a relationship between the masculinity versus femininity dimension and entrepreneurial intention among Gen-Z Malaysian Chinese?

5) Is there a relationship between the long-term versus short-term orientation and entrepreneurial intention among Gen-Z Malaysian Chinese?

6) Is there a relationship between the indulgence versus restraint dimension and entrepreneurial intention among Gen-Z Malaysian Chinese?

1.5 Objective(s) of study

1.5.1 Research Objectives

The main objective of this research is to find out how the cultural dimensions of Gen-Z Malaysian Chinese affect their entrepreneurial intentions in becoming an entrepreneur in Malaysia.

1.5.2 General Objectives

The aim of this research is to provide a clear-cut framework to the government and other related parties in the upbringing of potential young entrepreneurs. By knowing what mindset Chinese possess, which is the race with the highest number of SME business owners and are 8 out of the 10 richest individuals in Malaysia, the government can help mitigate the economic crisis by helping each race in different ways to identify and discover their entrepreneurial intention. Moreover, the objective is also to spread the importance of culture in all aspects of life and especially in the business world. This could prevent the loss of talented young minds in entrepreneurial jobs.

1.5.3 Specific Objectives

1) To identify the relationship between the measure of the power distance dimension and entrepreneurial intention among Gen-Z Malaysian Chinese.

2) To identify the relationship between the measure of individualism versus collectivism dimension and entrepreneurial intention among Gen-Z Malaysian Chinese.

3) To identify the relationship between the measure of uncertainty avoidance dimension and entrepreneurial intention among Gen-Z Malaysian Chinese.

4) To identify the relationship between the measure of masculinity versus femininity dimension and entrepreneurial intention among Gen-Z Malaysian Chinese.

5) To identify the relationship between the measure of long-term versus short-term orientation and entrepreneurial intention among Gen-Z Malaysian Chinese.

6) To identify the relationship between the measure of indulgence versus restraint dimension and entrepreneurial intention among Gen-Z Malaysian Chinese.

1.6 Significance of this study

The particular significance of this study lies in discovering the importance of studying the role of 'race and culture' by analyzing the dominant race in Malaysia business world.

Next, the findings in this research will also deepen the current understanding of 'race and culture' not only in the business world but also in the current society. Since the starting of the rising popularity of our country Malaysia due to its diverse language and various food choices, 'race and culture' has always been in a small circle of languages, food, traditional costumes, and taboos. To know deeper about 'race and culture' to create something powerful to change the economy of Malaysia, the very fundamentals of 'race and culture' must be known and implemented. In this research, the cultural dimensions of an individual are determined by with whom they are surrounded since they were born and associated with in their daily lives such as family, friends, and relatives. The reason a person is a way they are is mostly due to their cultural values and the way their thinking is shaped since birth. Through this paper, many could understand much better about Malaysian Chinese mentality when business is involved. If done right, the possibility to strengthen the relationship and connection between all races will also become higher as they could help each other out in the business world. This would be very beneficial to society and also to the business world as cross-cultural communication will be improved.

Furthermore, one of the significances of this research is that it will serve as a framework for the Malaysian government to further enhance its efforts in helping entrepreneurs and develop individuals from a very young age to have more entrepreneurial intentions. Not everyone can become entrepreneurs, but the number of people becoming entrepreneurs in various countries can be dedicated to their impressive innovations, competitiveness, labor skills, infrastructure, access to capital, and also the country's openness to business. Malaysia, being a still under-developed economy, surprisingly ranks No.14 in the world's most entrepreneurial countries as of 2021, beating emerging economical countries such as South Korea and Japan which has established economy (Dimitropoulou, 2021). This proves that Malaysia is a suitable country with so many resources and capabilities that could

cater to entrepreneurs. However, it does not have that many entrepreneurs created and so this study could help to find out the root of this phenomenon for the government's reference to altering programs, initiatives etc. to bring more entrepreneurs to Malaysia's business world. The Malaysian government does provide schemes and services for entrepreneurs in Malaysia (MyGovernment, 2022), but they are focused on the implementation of the business and not the development of entrepreneurial minds and intentions, etc. This might be due to the lack of information available in providing the Malaysian government with which cultural dimensions each race in Malaysia belongs to.

CHAPTER 2: LITERATURE REVIEW

In this part of the research, the review of literature is formed by summarizing and synthesizing arguments and ideas of previous research. Then, after defining cultural dimension theory, entrepreneurship, and entrepreneurial intention, the hypotheses development will be shown. The chapter will be closed with a review of the theoretical framework and conceptual framework used in this research.

2.1 Introduction

All countries have distinct values and cultural practices. A study examining the cultural differences in acceptance of mobile augmented reality (AR) between South Korea and Ireland shows that there are differences in several aspects such as power distance and uncertainty avoidance between the two countries. The country with the higher power distance which is South Korea tends to value usability over aesthetics of AR and the usability of AR was the crucial component in inducing behavioral intention among South Koreans. This result was said to be consistent with several research papers too (Lee et al., 1970).

Historical influences also would alter culture and this might be one of the reasons for so many unalike cultures existing in the same country but in different regions. In research to investigate the patterns of regional cultural differences within European countries, the finding was that the two most North-Eastern regions of France need strong government and safety and high level of job security than the other regions of the country as they do not like to take risks and be in situations with sudden changes. Another example that can be taken from the study was Algarve in Portugal with very high uncertainty avoidance as compared to Alentejo because Algarve was conquered between 1240 and 1249 by the military knights of the Order of Santiago and they went through immediate changes during that time (Kaasa et al., 2014). Another very well-known example would also be Korea which is divided into South and North Korea. In South Korea, the culture of K-pop is very prominent whereas no entertainment other than what the government has allowed will be shown to North Korea's citizens.

The connection between culture and entrepreneurial intentions has been studied exponentially numerous times. Mostly, researchers use the 'cross-cultural approach' or 'cultural factors' in the title of their studies and use theories such as the Theory of Planned Behavior (TPB) and dimensions such as Trompenaar's cultural dimensions as the dominant theoretical approach. The TPB proposes that a person's behavior is directed by their intention to perform it and also due to their perceived behavioral control (PBC). The three determinants in the theory are attitude, subjective norms, and PBC (Sniehotta et al., 2014). As an example of all the facts shown above, when a person has a positive attitude, their intention to do a certain thing such as becoming an entrepreneur change, and this results in them going through a change in behavior that favors entrepreneurship.

As for the Trompenaar's cultural dimensions, it was created by a Dutch researcher called Fons Trompenaars and there are 7 extreme-concept pairs of cultural parameters. The first five factors describe relationships with people and they are universalism-particularism, individualism-communitarianism, specific-diffuse, neutral-affective, and achievement-ascription. The remaining two factors are sequential time-synchronous time and internal direction-external direction and they are orientation in time and attitude toward the environment (Hofstede, 1996). This model is to improve cross-cultural workplace communication and it was created by researching the cultural values and preferences of over 40,000 managers across 40 countries.

2.2 Hofstede's Cultural Dimensions

Culture holds the broadest influence on many dimensions of human behavior. The meaning of culture also had several interpretations over the years. Initially, the most basic characteristics of culture such as belief, art, morals, customs, and habit as a member of a certain society the definition. However, macro-level influences should also be taken into account as any member of the society is connected to a country's social, political, and economical environment. Therefore, culture is basically defined as a social indoctrination of unwritten rules that people learn as they try to fit into a particular group (Schein, 1992).

People feel good when they belong to a group. Though an individual will belong to many groups across the stages of life, being it during the toddler stage, schooling stage, or adulthood, the one group with which everyone initially identifies to are the racial group. Since a human being conceives a child, the child already belongs to the group of his/her parents. Members of a culture will become a unique group of individuals who share certain characteristics and take pride in being set apart from those outside the group (Gruenert & Whitaker, 2015).

So, to measure the many aspects of a culture, cultural dimensions theory must be used for conceptualizing and operationalizing culture. As compared to Trompenaar's, Hofstede's cultural dimensions are chosen to be used in this research due to many reasons. One of them is that it has a stronger and higher validity because Hofstede used 116,000 questionnaires and 60,000 respondents from different countries were involved in his empirical study (Soares et al., 2007). This results in the framework being comprehensive and robust and it is now the most widely used in psychology, sociology, marketing, and management studies.

Through Hofstede's cultural dimensions, the cultures of the three major races in Malaysia will be comparable by using the six items in the framework and all 6 of the items below will be used as the independent variables in this research.

2.2.1 Power distance

"The extent to which the less powerful members of institutions and organizations within a country expect and accept that." This dimension mainly is about power inequality and authority relations in society (Soares et al., 2007). Some of the pairings which many are familiar with are government-citizens and lecturer-student. It indicates hierarchy in a relationship and also dependency in family and organizational contexts (Hofstede, 2010)

2.2.2 Individualism vs collectivism

"I, me, and I", this phrase is highly encouraged for individualists while collectivists avoid them completely. It explores the degree to which people in a society want to be part of a group (Favaretto et al., 2016). In individualistic societies, individuals put extra care on themselves or on their immediate family. As people in collectivistic cultures, they feel a sense of belonging in a group and they are looked after by the members of the group in exchange for loyalty (Hofstede, 2010)

2.2.3 Uncertainty Avoidance

People in certain cultures are more anxious than others. Uncertainty basically is defined as risk and instability. So, uncertainty avoidance is the extent to which the members of a culture feel threatened by ambiguous situations (Wu, 2006). People with high uncertainty avoidance feel rather uncomfortable in an unexpected situation and so they are less willing to take any sort of risk (Hofstede, 2010) and they opt for written rules to reduce uncertainty (Wu, 2006).

2.2.4 Masculinity vs Femininity

A masculine society adheres to the traditional way people view men, as "assertive", and "competitive" and are very materialistic such as giving importance to achievement and success whereas a feminine society focuses on modesty and is

concerned with the quality of life (Soares et al., 2007). Furthermore, a feminine society values equality such as viewing men and women as equals, and household chores can be done by men too. On the contrary, a masculine society views men as tough and ambitious and the father should be the breadwinner of the family (Hofstede, 2010).

2.2.5 Long-term vs Short-term Orientation

This long-term or short-term orientation is the choice of focus for people's efforts. It is known as Confucian dynamism as it refers to the acceptance of delaying certain material-related demands, and emotional and social success (Soares et al., 2007). For a society that is long-term oriented, they focus on the future, have perseverance, and avoid short-term gratification for future benefit. The opposite of that is a society that thrives through the pursuit of immediate gratification and has concerns for social hierarchy and the need to fulfill social obligations (Hofstede, 2010).

2.2.6 Indulgence vs Restraint

This dimension measures the extent to which people try to control their desires. Whether a person satisfies their personal needs immediately by emphasizing on the free gratification of human desires (Sun et al., 2018) or they control their impulses by following strict rules and standards, this is what indulgence and restraint mean respectively (Hofstede, 2010).

2.3 Entrepreneurship

The definition of entrepreneurship has been evolving throughout all these years as the complexity of becoming an entrepreneur is being uncovered. In 1775, Richard Cantillon said that entrepreneurs are "undertakers" as they bear the risk of buying and selling at certain and uncertain prices respectively (Sledzik, 2013). With the increased exposure to entrepreneurship comes the broadened definition by Jean Baptiste which is the involvement of factors of production such as workers, capital, and natural resources in the definition of entrepreneurship (Stevenson, 2006).

However, one of the most accurate definitions of entrepreneurship which is very close to the current world is from Peter F. Drucker as the definition he provided consisted of some of the crucial elements to be called an entrepreneur (Drucker, 2014).

(i) Always searches for changes
(ii) Responds to any changes
(iii) Exploits the changes to become an opportunity
(iv) Innovation

2.3.1 Entrepreneurial intention

'Intention' is said to be a conscious state of mind which directs a person's attention, experience, and behavior toward an object or method of behaving (Bird, 1992). It is viewed as a precursor of behavior (Haddad et al., 2021). In the pathway of uncovering what drives university students to become entrepreneurs and launch a business of their own, using 'entrepreneurial intention' is the most useful tool to do so. This is because new ventures in the business world are never a result of being coerced nor a passive or random act due to environmental factors (Bird, 1992).

This entrepreneurial intention acts as the dependent variable in this research.

2.4 Hypothesis development

2.4.1 There is a relationship between the power distance dimension and entrepreneurial intention among Gen-Z Malaysian Chinese (H1)

According to a study on the influence of society'culture on intentions to start up new business, it is found out that the power distance of society cultural does act as motivator of society to start up business. Power distance can be measured by authority, power, and prestige and these factors influence an individual's decision to become an entrepreneur (Fauzi et al., 2015).

2.4.2 There is a relationship between the individualism versus collectivism dimension and entrepreneurial intention among Gen-Z Malaysian Chinese (H2)

Based on a study regarding the importance and relation of individualism to the entrepreneurial intention from a Finnish perspective, the regression model showed that both individualism and collectivism have a positive and significant impact on entrepreneurial intentions. Though this contradicts Hofstede's one-dimensional model which states that individualism and collectivism are opposites, this result confirms the relationship between the individual-collectivism dimension and entrepreneurship (Toikko, 2017).

2.4.3 There is a relationship between the uncertainty avoidance dimension and entrepreneurial intention among Gen-Z Malaysian Chinese (H3)

Culture motivates individuals in a society to engage in behavior that may not be evident in other societies. It is found that Spanish students agreed significantly more than US students with the statement "Entrepreneurship offers job satisfaction" in a study. Yet, as uncertainty avoidance in Spain is very high, pursuing an entrepreneurial job is socially discouraged and is an uncertain career option for the Spanish community. So, even if the Spanish had all the required knowledge and skills to become an entrepreneur with their high entrepreneurial intention, they

might less likely to start a firm because they will feel threatened by the unknown situations in the job (Liñán & Chen, 2009).

2.4.4 There is a relationship between the masculinity versus femininity dimension and entrepreneurial intention among Gen-Z Malaysian Chinese (H4)

In a study regarding the role of gender in entrepreneurial intention, the result show that men who perceive more masculinity are more likely to have firm entrepreneurial intention. However, the same men also perceive that in order to become a successful entrepreneur, feminine attributes should also be given importance. Some of the examples are being relationship-oriented, nurturing and caring (Diaz-Garcia & Moreno, 2009).

2.4.5 There is a relationship between the long-term versus short-term orientation and entrepreneurial intention among Gen-Z Malaysian Chinese (H5)

Long-term orientation shows how much a person is focused on future gains and they prioritize planning and hard work for future benefits and perseverance. In a study about the effects of long-term orientation on entrepreneurial intention, it shows that long-term orientation is positively related to entrepreneurial intention. Time associates with a firm's culture and its choice of control system, whether it wants to use short-term orientation to employ financial control or long-term orientation for strategic control (Hong et al., 2018).

2.4.6 There is a relationship between the indulgence versus restraint dimension and entrepreneurial intention among Gen-Z Malaysian Chinese (H6)

There is very little research done where this additional dimension, indulgence versus restraint is included. Nevertheless, according to one of the first researches which include this dimension which researches about Madagascar rural areas and their entrepreneurial intentions and cultural dimensions moderated by perceived

desirability, the result shows that with a high value of perceived desirability, the indulgence versus restraint dimension and entrepreneurial intention has a positive relationship. Thus, this confirms their relationship (Ratsimanetrimanana, 2014).

2.5 Review of the theoretical framework

Figure 2.1: Theoretical framework
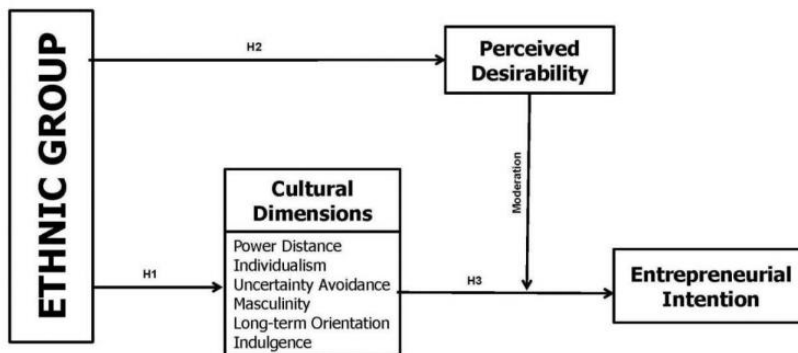
Source: Ratsimanetrimanana, 2014

2.6 Conceptual framework

Figure 2.2: Proposed conceptual framework
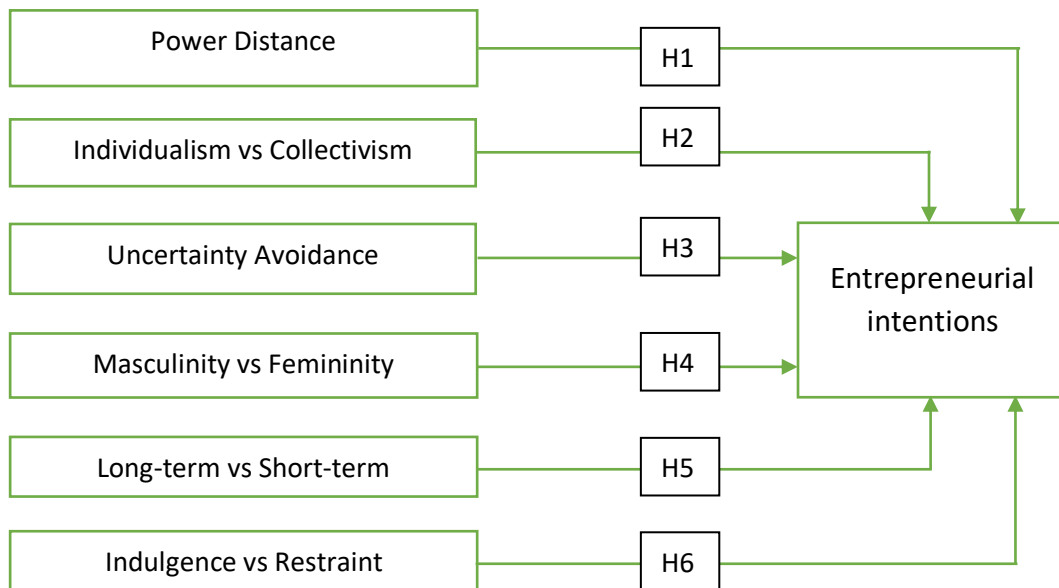
Source: Developed for this study

CHAPTER 3: RESEARCH METHODOLOGY

3.1 Introduction

Research methodology is a chapter where all the technical parts of this research will be explained in detail. Research designs, data collection method, sampling design, the method used in data collection, and the research instruments used are some of the essentials which will be stated clearly in this section to build confidence in all the procedures first (Bhattacharyya, 2009).

3.2 Research Design

3.2.1 Quantitative research

This research is quantitative research where the focus is on data that can be measured numerically, and its aim is to be objective. The data is structured, and the findings have the potential to show relatively new behaviors and trends (Goertzen, 2017). It also uses deductive reasoning because conclusions will only be drawn after measurements are made and analysis is applied respectively (Watson, 2015).

Since this research involves different views among Gen-Z Malaysian Chinese when it comes to entrepreneurial intention, the type of quantitative research is causal-comparative research, where the cause-effect relationships between entrepreneurial intentions and cultural dimensions can be identified.

3.3 Data Collection Method

Data are pieces of information, and this information can be collected through various ways for a research study. The two types of data are primary and secondary data.

3.3.1 Primary Data

In this research, primary data will be collected. It is the type of data that is original as it is collected for the first time (Anjum et al., 2021). Questionnaires are used as a means of the collection of primary data.

3.4 Sampling Design

3.4.1 Target Population

This research targets all Malaysian Chinese and Chinese with the nationality of China is not accepted.

3.4.2 Sampling Frame

The sampling frame is Gen-Z within the age range of 18-26 as this age range is the peak of self-discovery and career search in Gen-Z. Both university students, unemployed and employed individuals are accepted as target respondents.

3.4.3 Sampling Location

The sampling location is social medias such as Facebook survey groups and Instagram.

3.4.4 Sampling Methods

There are two types of sampling methods which are random and non-random sampling. The two methods used in this research are both under non-random sampling which is also known as non-probability sampling. Convenience sampling is used in the pilot test whereas snowball sampling is used in the conduct of this research. Convenience sampling enables the selection of participants who are easily accessible (Sedgwick, 2013). As for snowball sampling, it is also known as 'chain sampling' or 'sequential sampling' due to the never-ending help of referrals which

keep increasing until there are sufficient data to analyze. Among the three types of snowball sampling, linear snowball sampling is chosen because the collection of data starts from one individual, and with the help of the individual, others get to know and eventually become the respondents of the survey and this chain continues until there are enough numbers of responses to be analyzed (Bhardwaj, 2019).

3.4.5 Sample Size

To calculate the sample size, the Krejcie and Morgan method is used. A total of 384 is needed (Krejcie & Morgan, 1970). Firstly, the questionnaires were distributed to more than 400 individuals. After data cleaning, only 249 of them are eligible to become this research's survey respondents. Though it is only 249 respondents, it is still acceptable because it is said that social science studies require at least 200 respondents and 249 fits the requirement.

3.5 Research Instrument

Research instruments are tools or devices for obtaining information relevant to the research being done (Wilkinson & Birmingham, 2003). The detail about the questionnaire design will be covered in this sub-section.

3.5.1 Questionnaire

A questionnaire consists of a set of predetermined questions and is a widely-used instrument (Anjum et al., 2021). It is a good and appropriate way to obtain information as it helps gather views and opinions from people spread over a wide area. (Wilkinson & Birmingham, 2003).

3.5.2 Self-Administered Questionnaire

There are three sections in the questionnaire. Firstly, the demographic information of the respondents is collected. Basic details like their nationality, current profession, gender, race, age, and which local government govern their home are collected.

The next section is regarding cultural dimensions which include all six based on Hofstede's cultural dimensions. Using the 5-point Likert Scale (strongly disagree-strongly agree, not at all important-very important), respondents are to rate a few statements based on the influences and perceptions of their family and/or relatives.

Lastly, questions regarding the dependent variable which is entrepreneurial intention are asked using the 5-point Likert Scale (strongly disagree-strongly agree).

3.6 Construct Measurement

All the independent variables are adopted and adapted from a study that used Hofstede's cultural dimensions to study the entrepreneurial intention of people in Madagascar's rural areas and how perceived desirability affects the relationship between the 2. A minimum 3 items and a maximum of 6 is imposed for each of the variables. As for the dependent variable, entrepreneurial intention, 6 items are given for the respondents to answer.

Table 3.1: Construct measurement

Variables	Number of items	Source
Power Distance	5	(Ratsimanetrimanana, 2014)
Individualism vs Collectivism	6	
Uncertainty Avoidance	3	
Masculinity vs Femininity	4	
Long-term orientation vs Short-term orientation	6	
Indulgence vs Restraint	3	
Entrepreneurial Intention	6	

Source: Developed for this study

3.6.1 Validation of questionnaire

Pilot test

A pilot test was conducted. Pilot test is a pre-testing of a particular research instrument such as a questionnaire in this study. Though it does not guarantee

success in the main research, it provides valuable insights such as warnings about certain parts of the research failing and whether the proposed methods are too complicated (van Teijlingen & Hundley, 2002).

To ensure the validity and find out the measurement error of this research, Cronbach Alpha is used. The internal consistency among the items in the questionnaire was shown on a scale of 0-1. A higher estimate of reliability shows that its attributes to the error will be lower. Moreover, the value of Alpha will be higher if the items in the pilot test are correlated to each other (Brown, 2002).

Reliability test for pilot test

30 respondents were uused for the pilot test study. Table 4.1 below shows the result of the reliability test, indicating whether the measurement items are reliable.

Table 3.2: Reliability Test for Pilot Study

Constructs	Cronbach's Alpha	Threshold
Power Distance	0.911	
Individualism vs Collectivism	0.851	
Uncertainty Avoidance	0.444	
Masculinity vs Femininity	0.774	Cronbach's Alpha shall > 0.6
Long-term vs Short-term Orientation	0.588	
Indulgence vs Restraint	0.620	
Entrepreneurial Intention	0.860	

Source: Developed for this study

Although the Uncertainty Avoidance construct does not meet the threshold of Cronbach's Alpha shall be at least 0.6, this construct is still kept in the research because it is highly likely that the reason for the low reliability is due to very low number of questions, which is just 3. When paired with small number of respondents, the reliability shows a very low reading.

Next, another lower reliability is shown in the Long-term vs Short-term Orientation construct. Since there is only a 0.02 difference to reach the 0.6 Cronbach's Alpha threshold, this construct is also kept for the actual survey.

3.7 Data Analytics Techniques

3.7.1 Descriptive Statistical Analysis

Descriptive analysis uses numbers to describe the qualities of a data set. As the study fully focuses on Gen-Z Malaysian Chinese, there should be no extremities in the demographics such as big gap between number of males and females respondents. Therefore, after using the Statistical Package for Social Science (SPSS) to collect the demographic data, the respondents' demographics information is then presented in a table with the number (frequency) and also percentage of the respondents involved which were done using Microsoft Excel.

3.7.2 Inferential Statistical Analysis (PLS-SEM)

To make inferences and draw conclusions about the 2nd largest population in Malaysia from the sample of 249 respondents, inferential analysis is used. By using Structural Equation Modelling Partial Least Square (PLS-SEM), estimation of complex models with many constructs, indicator variables, and structural paths are done without imposing distributional assumptions on the data (Hair et al., 2019).

Measurement model (reflective)

To evaluate PLS-SEM results, there are 2 steps, mainly examining the measurement models and structural models. To examine the measurement model, among reflective and formative measurement models, reflective was chosen. In reflective measurement model, indicator loadings, internal consistency reliability (composite reliability), convergent validity (AVE), discriminant validity (HTMT ratio) are examined (Hair et al., 2019).

Table 3.3: Rule of Thumb for Measurement Model Assessment

Assessment	Criterion	Threshold/Guideline
Indicator Reliability	Outer Loadings	0.708
Internal Consistency Reliability	Composite Reliability	≥ 0.6-0.7, acceptable 0.7-0.9, satisfactory-good

Convergent Validity	Average Variance Extracted (AVE)	≥0.50
Discriminant Validity	Heterotrait-Monorait Ratio of Correlations (HTMT ratio)	<0.90

Source: Hair et al., (2019)

Structural model

If the measurement model is satisfactory, the structural model will be the next to be assessed by using the collinearity assessment (VIF), coefficient of the determinant (R^2), and path coefficient. To start it off, VIF is calculated to identify whether collinearity issues are present. Any value above 5 means it is present. Next, R^2 value (which is also known as in-sample predictive power) of the endogenous constructs is measured, and it can be anything between 0-1 and higher values will indicate a greater explanatory power. Lastly, path coefficients are measured by the p-value and it must be at least 0.05 and below to prove the significance of the hypotheses (Hair et al., 2019).

Table 3.4: Rule of Thumb for Structural Model Assessment

Assessment	Criterion	Threshold/Guideline
Collinearity Assessment	Inner variation inflation factor (VIF)	<5
Model Explanatory Power	Coefficient of Determination (R^2)	0.75, substantial 0.50, moderate 0.25, weak
Significance of Relationship	Path Coefficients	p-value ≤0.05

Source: Hair et al., (2019)

CHAPTER 4: RESULTS & FINDINGS

4.1 Introduction

This chapter includes the results of the data analysis based on the methodology used as mentioned in Chapter 3. The actual survey responses will be discussed as well as descriptive and inferential analyses.

4.2 Data Screening

A total of 299 responses were collected and were used in the process of data coding. First, 8 non-Malaysians were identified and removed from the list. Then, 36 responses which comprise Malays, Indians, and some other races were removed. With the remaining 255 respondents, 6 univariate outliers were detected and withdrawn from the dataset. Eventually, 249 data comprising the required respondents remained in the dataset and were processed for PLS-SEM.

4.3 Descriptive Analysis

This section analyses the demographic profile of respondents and also their perception of cultural dimensions and entrepreneurial intention.

4.3.1 Basic Demographic Profile of Respondents

Table 4.1.1: Respondents' Demographic Profile

Respondents' Demographic Characteristic		Frequency	Percentage
Occupation	Entrepreneur	2	0.80%
	Non-Entrepreneur (Employed)	9	3.60%
	Student	236	94.80%
	Unemployed	2	0.80%
Gender	Female	138	55.40%
	Male	111	44.60%
Age	18	1	0.40%

	19	4	1.60%
	20	13	5.20%
	21	34	13.70%
	22	129	51.80%
	23	41	16.50%
	24	15	6%
	25	7	2.80%
	26	5	2%
Local Government	City Council (Majlis Bandaraya)	113	45.40%
	District Council (Majlis Daerah)	50	20.10%
	Municipal Council (Majlis Perbandaran)	86	34.50%

Source: Developed for this study

Firstly, most of the respondents are students (94.8%) and this is a positive outcome as the respondents needed for this study are mostly in the studying age. Next, the ratio of male and female is highly symmetrical, 138 females (55.4%) and 111 males (44.6%) and this is good as there will be less bias when studying the masculinity vs feminine dimension related to entrepreneurial intention.

Furthermore, all the respondents are between the age of 18-26 and they fall into the age range of Gen-Z as of 2023, which is 11-26 years old. Within this age range, the age 22 has the highest frequency (51.8%) and 23 (16.5%) and 21 (13.7%) following closely behind.

Moving on, it can be seen that most of the respondents (45.4%) come from a family governed by the city council (Majlis Bandaraya) whereas the least of them (20.1%) are governed by the district council (Majlis Daerah).

4.3.2 Descriptive Statistics

Table 4.1.2: Descriptive Statistics of the constructs

	Mean	Std. Deviation	N
PD	2.5438	.89066	249
IC	3.3286	.67259	249
UA	3.8782	.70066	249
MF	2.8183	.86652	249
LTST	4.1606	.52797	249
IR	3.6854	.61318	249
EI	3.4431	.84388	249

Source: Developed for this study

The questions in the questionnaires are directed in a particular direction. For PD, it indicates high power distance, for IC, high collectivism, for UA, high uncertainty avoidance, for MF, high masculinity, for LTST, long-term oriented, for IR, high indulgence, and lastly for EI, high entrepreneurial intention. As the data shows, for both the PD and MF construct, the Mean is lower than required, indicating that the Gen-Z Malaysian Chinese think the opposite of the given questions.

4.3.3 Power Distance

Table 4.2.1: Respondents' Power Distance

Power Distance		Frequency	Percentage
When making decisions, it is not necessary for people in higher positions to consult with people in lower positions.	Strongly Disagree	31	12.45%
	Disagree	103	41.37%
	Neutral	40	16.06%
	Agree	64	25.70%
	Strongly Agree	11	4.42%

There is no need for people in higher positions to ask the opinions of people in lower positions too often.	Strongly Disagree	44	17.67%
	Disagree	98	39.36%
	Neutral	41	16.47%
	Agree	54	21.69%
	Strongly Agree	12	4.82%
The social interaction between people in higher positions and people in lower positions should be limited.	Strongly Disagree	51	20.48%
	Disagree	111	44.58%
	Neutral	29	11.65%
	Agree	48	19.28%
	Strongly Agree	10	4.02%
People in lower positions must agree with any decisions made by people in higher positions.	Strongly Disagree	72	28.92%
	Disagree	96	38.55%
	Neutral	35	14.06%
	Agree	35	14.06%
	Strongly Agree	11	4.42%
For important tasks, people in higher positions should not delegate them to people in lower positions.	Strongly Disagree	27	10.84%
	Disagree	81	32.53%
	Neutral	73	29.32%
	Agree	54	21.69%
	Strongly Agree	14	5.62%

Source: Developed for this study

When asked the respondents' perception towards power distance, for all the 5 items, the option 'Disagree' is chosen the most (41.37%, 39.36%, 44.58%, 38.55%, and 32.53%). However, for items No.1 and No.2, the 2nd highest option chosen (25.7% and 21.69% respectively) is contrary to the highest option, which is 'Agree'. As for item No.3 and No.4, the second highest is still in the disagree

category which is 'Strong disagree'. Lastly, item No.5 shows 'Agree' as the 3rd highest option chosen (21.69%) whereas 'Neutral' is the 2nd highest option chosen (29.32%).

4.3.4 Individualism vs Collectivism

Table 4.2.2: Respondents' individualism vs collectivism

Individualism vs Collectivism		Frequency	Percentage
For the sake of the group, individuals should sacrifice their self-interests.	Strongly Disagree	14	5.62%
	Disagree	62	24.90%
	Neutral	69	27.71%
	Agree	94	37.75%
	Strongly Agree	10	4.02%
No matter how difficult it is, individuals should stick with the group until the end.	Strongly Disagree	12	4.82%
	Disagree	37	14.86%
	Neutral	63	25.30%
	Agree	108	43.37%
	Strongly Agree	29	11.65%
Rather than individual rewards, group welfare is more important.	Strongly Disagree	3	1.20%
	Disagree	24	9.64%
	Neutral	74	29.72%
	Agree	114	45.78%
	Strongly Agree	34	13.65%
Individual success is less attractive than group success.	Strongly Disagree	18	7.23%

	Disagree	67	26.91%
	Neutral	76	30.52%
	Agree	70	28.11%
	Strongly Agree	18	7.23%
Individuals should only pursue their goals after considering the welfare and benefits of the group.	Strongly Disagree	8	3.21%
	Disagree	36	14.46%
	Neutral	86	34.54%
	Agree	98	39.36%
	Strongly Agree	21	8.43%
Even if individual goal is affected, group loyalty must remain.	Strongly Disagree	7	2.81%
	Disagree	30	12.05%
	Neutral	79	31.73%
	Agree	103	41.37%
	Strongly Agree	30	12.05%

Source: Developed for this study

All the questions are directed in favor of collectivism and all the results show positive relation to collectivism. 'Agree' is chosen the most for all items (37.75%, 43.37%, 45.78%, 39.36% and 41.37%) except for item No.4 where 'Neutral' was chosen the most by 76 individuals (30.52%).

Another notable data shown is that the 2nd choice for all the items except for item No.4 is 'Neutral' (27.71%, 25.30%, 29.72%, 34.54%, and 31.73%) and for item No.4, 'Agree' ranks the 2nd highest with 70 of them choosing that (28.11%).

4.3.5 Uncertainty Avoidance

<u>Table 4.2.3 Respondents' Uncertainty avoidance</u>

Uncertainty avoidance		Frequency	Percentage
Being orderly and consistent is very important even if some experimentation and innovation is needed in order to achieve that.	Strongly Disagree	3	1.20%
	Disagree	21	8.43%
	Neutral	48	19.28%
	Agree	145	58.23%
	Strongly Agree	32	12.85%
All rules such as even societal requirements and instructions must be spelled out in detail because only then do community members know what exactly they are supposed to do.	Strongly Disagree	2	0.80%
	Disagree	19	7.63%
	Neutral	52	20.88%
	Agree	120	48.19%
	Strongly Agree	56	22.49%
Community leaders must provide detailed plans for ways to achieve goals.	Strongly Disagree	1	0.40%
	Disagree	13	5.22%
	Neutral	36	14.46%
	Agree	118	47.39%
	Strongly Agree	81	32.53%

<u>Source:</u> Developed for this study

For this dimension, the direction of the questions are all in favor of low uncertainty avoidance. Surprisingly, for all the 3 items, the respondents agree to having a stable and lower-risk society. For the first item, 145 respondents favor order and

consistency. As for the 2nd and 3rd item, 120 and 118 respondents respectively need clear-cut rules and detailed plans.

In spite of that, the 2nd and 3rd items' 2nd highest responses are 'Strongly agree' which are 56 and 81 of them respectively, for the first item, the 2nd highest response is 'Neutral' with 48 of them choosing it.

4.3.6 Masculinity vs Femininity.

Table 4.2.4: Respondents' masculinity vs femininity

Masculinity vs Femininity		Frequency	Percentage
It is more important and necessary for men to have a professional career than it is for women.	Strongly Disagree	49	19.68%
	Disagree	96	38.55%
	Neutral	50	20.08%
	Agree	42	16.87%
	Strongly Agree	12	4.82%
Men usually solve problems with logical analysis while women solve problems with intuition.	Strongly Disagree	39	15.66%
	Disagree	75	30.12%
	Neutral	68	27.31%
	Agree	55	22.09%
	Strongly Agree	12	4.82%
Men are able to solve difficult problems because they usually need active and forcible approach to be solved.	Strongly Disagree	35	14.06%
	Disagree	85	34.14%
	Neutral	61	24.50%
	Agree	57	22.89%
	Strongly Agree	11	4.42%

For some jobs, men can do better than women.	Strongly Disagree	16	6.43%
	Disagree	38	15.26%
	Neutral	51	20.48%
	Agree	121	48.59%
	Strongly Agree	23	9.24%

Source: Developed for this study

For all the items, it is directed to masculinity. Surprisingly, the first 3 items shows that the respondents disagree with the statements (96, 75, and 85). Still, for the last item 'For some jobs, men can do better than women', 121 respondents (48.59%) agree with the statement.

Other than that, for all the items, the 2nd highest belongs to the 'Neutral' option (20.08%, 27.31%, 24.50%, and 20.48%).

4.3.7 Long-term vs Short-term Orientation

Table 4.2.5: Respondents' long-term vs short-term orientation

Long-term versus short-term orientation		Frequency	Percentage
Careful management of money	Not at all important	1	0.40%
	Not important	3	1.20%
	Neutral	20	8.03%
	Important	103	41.37%
	Very important	122	49.00%
Going on with determination despite objections	Not at all important	0	0.00%
	Not important	10	4.02%
	Neutral	57	22.89%
	Important	127	51.00%
	Very important	55	22.09%
Personal steadiness and stability	Not at all important	2	0.80%
	Not important	1	0.40%
	Neutral	23	9.24%

	Important	129	51.81%
	Very important	94	37.75%
Long-term planning	Not at all important	0	0.00%
	Not important	3	1.20%
	Neutral	22	8.84%
	Important	101	40.56%
	Very important	123	49.40%
Giving up current fun for future success	Not at all important	2	0.80%
	Not important	25	10.04%
	Neutral	68	27.31%
	Important	104	41.77%
	Very important	50	20.08%
Working hard for future success	Not at all important	0	0.00%
	Not important	5	2.01%
	Neutral	19	7.63%
	Important	111	44.58%
	Very important	114	45.78%

Source: Developed for this study

For this dimension, all of the items direct to being long-term oriented. All of the responses show either 'important' or 'very important' for the highest option chosen and all of them have more than 100 responses.

4.3.8 Indulgence vs Restraint

Table 4.2.6: Respondents' indulgence vs restraint

Indulgence vs restraint		Frequency	Percentage
No matter what happens in my life, I will be happy for the way my life turned out.	Strongly Disagree	3	1.20%
	Disagree	16	6.43%
	Neutral	61	24.50%
	Agree	138	55.42%
	Strongly Agree	31	12.45%

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I have complete control and free choice over the way my life turns out.	Strongly Disagree	3	1.20%
	Disagree	21	8.43%
	Neutral	69	27.71%
	Agree	134	53.82%
	Strongly Agree	22	8.84%
I give 'leisure time' a lot of importance in my life.	Strongly Disagree	1	0.40%
	Disagree	26	10.44%
	Neutral	54	21.69%
	Agree	125	50.20%
	Strongly Agree	43	17.27%

Source: Developed for this study

All of the items direct to indulgence. 138 (55.42%), 134 (53.82%), and 125 (50.20%) respondents chose 'Agree' to indulgence. As for the 2nd highest option, it belongs to 'Neutral' for all of the items.

4.3.9 Entrepreneurial Intention

Table 4.3: Respondents' entrepreneurial intention

Entrepreneurial intention		Frequency	Percentage
You are ready to do anything to be an entrepreneur.	Strongly Disagree	13	5.22%
	Disagree	44	17.67%
	Neutral	90	36.14%
	Agree	85	34.14%
	Strongly Agree	17	6.83%
Your professional/career goal is to become an entrepreneur.	Strongly Disagree	16	6.43%
	Disagree	55	22.09%
	Neutral	77	30.92%
	Agree	83	33.33%
	Strongly Agree	18	7.23%
You will put all efforts within your ability to start and run your own business.	Strongly Disagree	10	4.02%
	Disagree	16	6.43%
	Neutral	36	14.46%

	Agree	145	58.23%
	Strongly Agree	42	16.87%
You are determined to create your own business in the future.	Strongly Disagree	15	6.02%
	Disagree	16	6.43%
	Neutral	67	26.91%
	Agree	117	46.99%
	Strongly Agree	34	13.65%
You have had serious thoughts of starting a business.	Strongly Disagree	14	5.62%
	Disagree	30	12.05%
	Neutral	62	24.90%
	Agree	107	42.97%
	Strongly Agree	36	14.46%
You have a solid intention to start a business some day.	Strongly Disagree	13	5.22%
	Disagree	26	10.44%
	Neutral	69	27.71%
	Agree	102	40.96%
	Strongly Agree	39	15.66%

Source: Developed for this study

For the entrepreneurial intention of the respondents, all of the items are directed to having higher entrepreneurial intention. Except for item No.1, the highest option chosen was 'Agree'. As for item No.1, 90 respondents (36.14%) chose 'Neutral'.

Notably, the 2nd highest chosen option was 'Agree' for item No.1 and 'Neutral for all the other items except for item No.3. For item No.3 'You will put all efforts within your ability to start and run your own business', 42 respondents (16.87%) chose 'Strongly Agree'.

4.4 Partial Least Square Structural Equation Modelling (PLS-SEM)

PLS-SEM used the two-stage approach which consists of the measurement model assessment and structural model assessment.

4.4.1 Measurement Model

To assess the measurement model, internal consistency reliability (composite reliability), indicator reliability (outer loadings), convergence validity (AVE), and discriminant validity (HTMT ratio) are evaluated.

Figure 4.1: Measurement Model
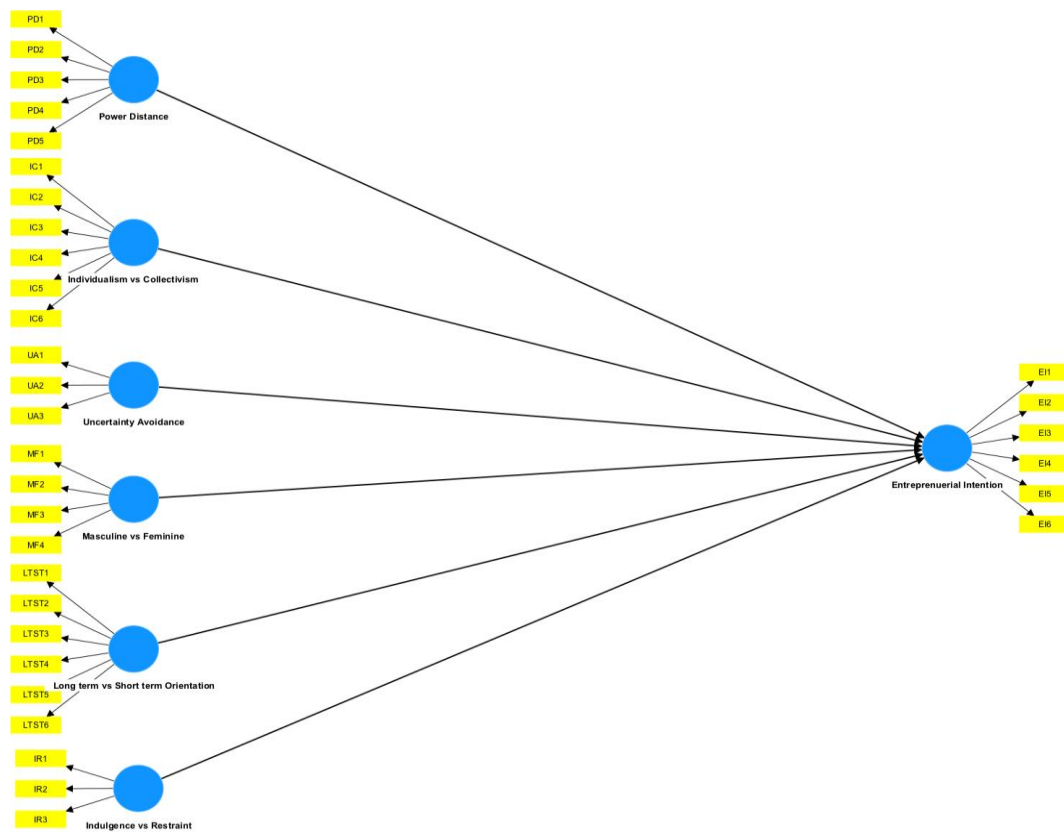
The data analysis started with a reflective measurement model where the loadings are examined. Using PLS-SEM's rule of thumb, outer loadings of 0.708 is recommended (Hair et al., 2019). Based on Table 4.8 below, not all the construct of this study were able to explain more than 50% of the indicator's variance, signifying

that the items are not all reliable. For the Power Distance construct, 1 item reads 0.694, for the Individualism vs Collectivism construct, 3 items read 0.607, 0.503, and 0.569, for Masculinity vs Femininity construct, there is 1 item which reads 0.52 and, lastly for the Long-term vs Short-term orientation construct, 3 items read 0.597, 0.676 and 0.626 respectively.

Next, assessing the internal consistency reliability. The composite reliability should show higher values as this indicates higher levels of reliability. The value should be at least 0.60-0.70 for it to be considered 'acceptable' and 0.70-0.90 for it to be 'satisfactory to good' (Hair et al., 2019). Based on the findings, the internal consistency reliability is ascertained as all constructs' composite reliability passed the threshold of 0.7 for the 'satisfactory to good' range.

The third analysis under this model is convergence validity. Average Variance Extracted (AVE) is used and the acceptable value is at least 0.50 (Hair et al., 2019). Unfortunately, for 2 constructs, individualism vs collectivism and long-term vs short-term orientation, they did not pass the threshold as they only hold the AVE of 0.441 and 0.493 respectively. This means that the constructs only explain less than 50% of the variance of its items. Nonetheless, both 2 constructs are still kept in the research because according to Fornell and Larcker, AVE of 0.4 is still acceptable if the composite reliability of the construct is higher than 0.6 (Huang et al., 2013). For both individualism vs collectivism construct and the long-term vs short-term orientation construct, their composite reliability is 0.822 and 0.852 respectively. Therefore, the convergent validity of both constructs are still adequate.

Table 4.4: Outer Loadings, Composite Reliability, and AVE

Construct Measurement	Items	Outer Loading	Composite Reliability	AVE
Entrepreneurial Intention (EI)	EI1	0.774	0.931	0.694
	EI2	0.854		
	EI3	0.762		
	EI4	0.885		
	EI5	0.851		
	EI6	0.864		
Power Distance (PD)	PD1	0.694	0.89	0.619
	PD2	0.764		
	PD3	0.807		
	PD4	0.847		

	PD5	0.812		
Individualism vs Collectivism (IC)	IC1	0.751	0.822	0.441
	IC2	0.711		
	IC3	0.607		
	IC4	0.503		
	IC5	0.569		
	IC6	0.793		
Uncertainty Avoidance (UA)	UA1	0.887	0.85	0.655
	UA2	0.754		
	UA3	0.781		
Masculinity vs Femininity (MF)	MF1	0.811	0.86	0.614
	MF2	0.85		
	MF3	0.898		
	MF4	0.52		
Long-term vs Short-term orientation (LTST)	LTST1	0.711	0.852	0.493
	LTST2	0.597		
	LTST3	0.835		
	LTST4	0.696		
	LTST5	0.626		
	LTST6	0.723		
Indulgence vs Restraint (IR)	IR1	0.794	0.781	0.546
	IR2	0.773		
	IR3	0.64		

Source: Developed for this study

If the HTMT values are high, discriminant validity problems are present. Thus, a value of 0.90 and below would suggest presence of discriminant validity (Hair et al., 2019). Based on the findings, discriminant validity is present as the HTMT ratio of correlations are lower than 0.90.

Table 4.5: HTMT Ratio

	1	2	3	4	5	6	7
UA							
PD	0.171						
MF	0.12	0.561					
LTST	0.552	0.241	0.215				
IR	0.379	0.13	0.124	0.473			
IC	0.515	0.315	0.269	0.32	0.447		
EI	0.158	0.246	0.262	0.255	0.413	0.212	

Source: Developed for this study

4.4.2 Structural Model

To assess the structural model, collinearity assessment (VIF), model explanatory power (the coefficient of determination- R^2), and significance of relationship (path coefficient) were evaluated.

Firstly, for the inner variation inflation factor (VIF), all the values are below 5 as shown in Table 4.6, which signify that collinearity issues among the predictor constructs are not present.

Table 4.6: VIF readings

	Entrepreneurial Intention
Entrepreneurial Intention	
Individualism vs Collectivism	1.455
Indulgence vs Restraint	1.212
Long term vs Short term Orientation	1.343
Masculine vs Feminine	1.384
Power Distance	1.489
Uncertainty Avoidance	1.398

Source: Developed for this study

Next, to find out the model explanatory power, the adjusted R² value is used. The relationship of the six independent variables (PD, IC, UA, MF, LTST, and IR) with EI is only 0.165 and this is considered very weak.

Table 4.7: Result of hypothesis through the structural model

	Standardised Estimate (β)	t-value	p-value	Hypothesis testing
H1 PD-> EI	0.162	2.286	0.022	Supported
H2 IC-> EI	0.025	0.327	0.744	Rejected
H3 UA-> EI	0.010	0.125	0.901	Rejected
H4 MF-> EI	0.141	2.062	0.039	Supported
H5 LTST-> EI	0.163	2.733	0.006	Supported
H6 IR-> EI	0.220	2.874	0.004	Supported

Source: Developed for this study

The relationship between PD and EI, MF and EI, LTST and EI, and IR and EI are significant. This indicates that the independent variables as stated do affect Entrepreneurial Intention and so they have a relationship between them. As for H2 and H3 which are IC and EI, UA and EI, shows p-value of 0.744 and 0.901 respectively which are lower than <0.05 required, and therefore, the hypothesis is not significant and therefore rejected.

CHAPTER 5: DISCUSSION & CONCLUSION

5.1 Introduction

In this chapter, findings that were clearly shown in Chapter 4, the implications of this study, the limitations of this study, recommendations for future studies and, a conclusion will be thoroughly discussed.

5.2 Discussion on Entrepreneurial Intention

This research revolves around entrepreneurial intention and therefore it is crucial to find out Chinese have high entrepreneurial intention.

Figure 5.1: Entrepreneurial Intention responses

Source: Developed for this study

Based on the results, for 5 of them items, the Chinese respondents choose 'Agree' as in they are determined to become an entrepreneur and will put all efforts within their ability to run a business. Moreover, they also have had serious thoughts and have a solid intention to start a business in the future.

However, most of them are not willing to sacrifice everything to to become an entrepreneur. For the item 'you are ready to do anything to be an entrepreneur', the highest option chosen was 'Neutral' and so it can be translated into saying that becoming an entrepreneur is not most of the respondents' sole intention in the career field. Nevertheless, with only a difference of 5 respondents, the 2nd highest option chosen is 'Agree', so there are 85 of them who are ready to do anything to become an entrepreneur.

5.3 Discussion on objectives

5.3.1 1st Research Objective---Result: Low Power Distance

The 1st research objective is to identify the relationship between the measure of the power distance dimension and entrepreneurial intention among Gen-Z Malaysian Chinese.

Figure 5.2: Power Distance responses
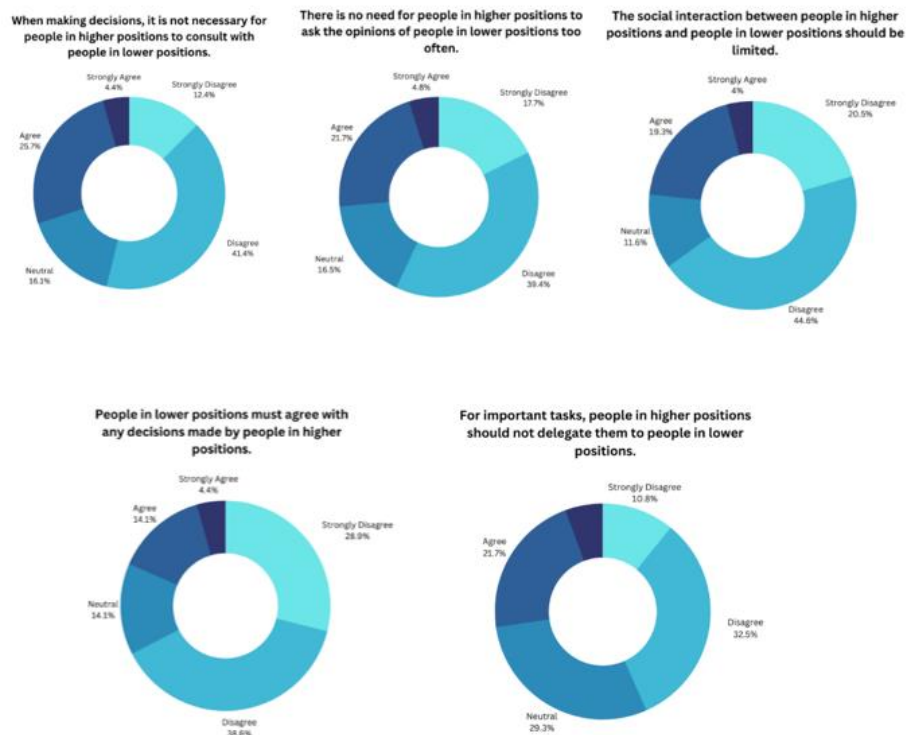
Source: Developed for this study

Based on the findings, despite Malaysia being a country with high power distance, Chinese chose to disagree with all of the high-power distance statements. This might be due to the different mindsets of Gen-Z, as Gen-Z thrive to treat everyone equally and cooperate with them. Plus, they are also fearless in questioning government policies and demanding for free-speech in certain issues (Lim, 2001). This can be taken as a positive outcome as low power distance is associated with entrepreneurial qualities such as self-confidence and initiative according to a study done in Turkeye (Naktiyok et al., 2009). Nevertheless, for items No.1 and No.2, the 2nd highest chosen option is "Agree", as in agreeing to the power distance culture. It confirms that the Chinese still practice respecting elders and follow hierarchy (Schermerhorn & Bond, 1997), thus believing that consultation should be done with higher positions individuals, and it is not necessary to keep asking about the opinions of lower positions' people. This shows that during the decision-making process, the Chinese do believe in the opinions of higher positions individuals more. Next, for item No.5, the 2nd highest chosen option is "Neutral", proving that Chinese may choose people who are in lower positions to take on some important tasks but only if they are capable to do it.

5.3.2 2nd Research Objective---Result: Collectivist, but no relationship

The 2nd research objective is to identify the relationship between the measure of individualism versus collectivism dimension and entrepreneurial intention among Gen-Z Malaysian Chinese.

Figure 5.3: Individualism vs Collectivism responses
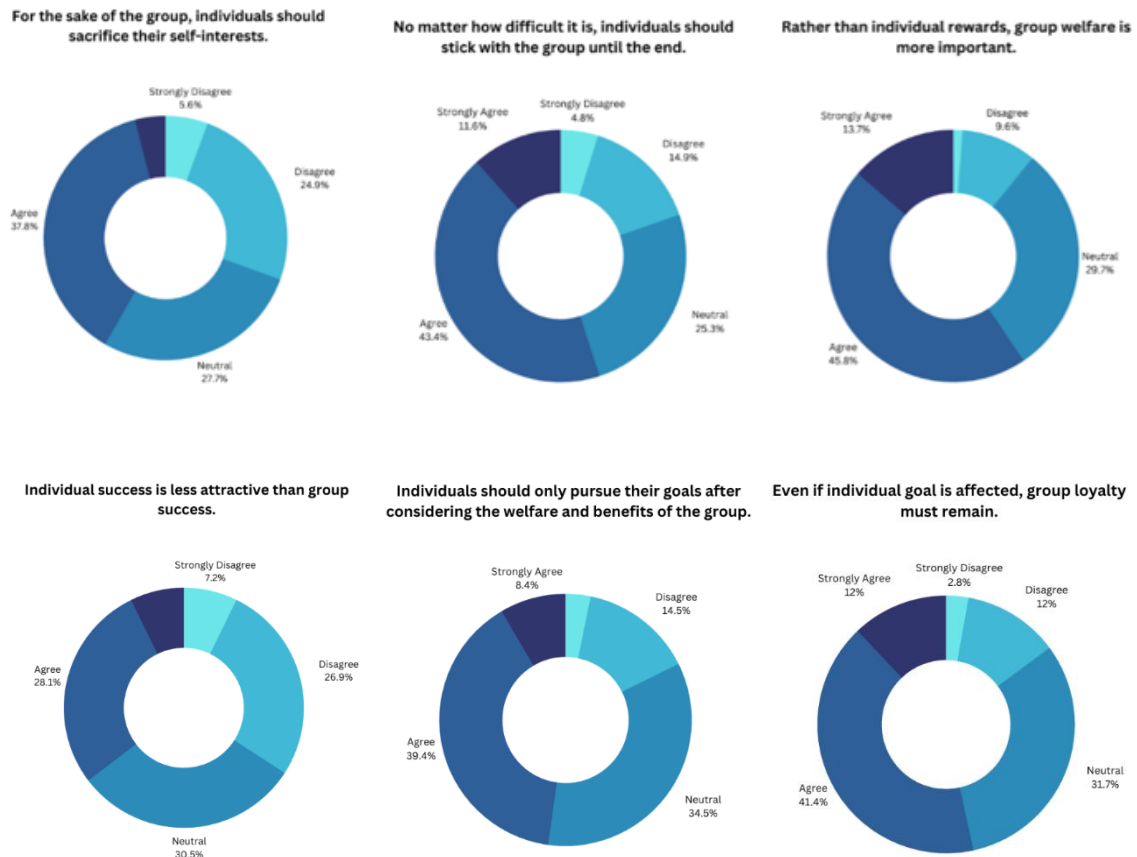
Source: Developed for this study

Based on the results found in Chapter 4, this individualism vs collectivism construct does not have any relationship with entrepreneurial intention. It means that no matter whether the Chinese put their own goals or the group's goals as priority, it does not affect their intention to become an entrepreneur. This contradicts the study done by Toikko, which stated that both individualism and collectivism have a positive impact on entrepreneurial intentions (Toikko, 2017).

Regardless, this also proves that no matter which group an individual belongs to or identifies with, they can become an entrepreneur. This is because it is found out that individualists produce breakthroughs whereas collectivists implement something and do further improvisation (Tiessen, 1997). Gen-Z Chinese are collectivist in nature, they feel safe in a group and also thrive for success as a group in whole.

5.3.3 3rd Research Objective---Result: High uncertainty avoidance, but no relationship

The 3rd research objective is to identify the relationship between the measure of uncertainty avoidance dimension and entrepreneurial intention among Gen-Z Malaysian Chinese.

Figure 5.4: Uncertainty Avoidance responses
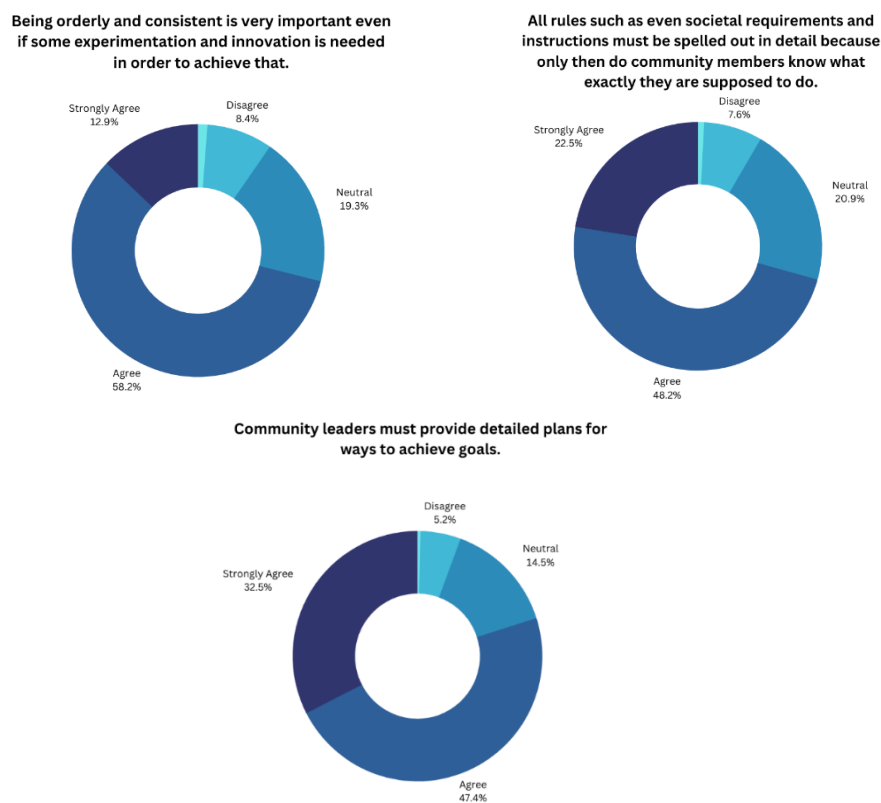
Source: Developed for this study

Opposite to the study done by Linan & Chen (2009), the result of this present study shows that uncertainty avoidance does not affect the Chinese's intention in becoming entrepreneurs. This portrays that in Chinese mindset, playing by the rules or being completely impromptu does not matter. No matter if the individual is a

risk-taker or non-risk taker, they could still handle becoming an entrepreneur. This is consistent with the findings of a few researches (Al Bati et al., 2022; Xiangyang et al., 2012; Gubik & Bartha, 2017) as the results showed not significant.

5.3.4 4th Research Objective---Result: Feminine

The 4th research objective is to identify the relationship between the measure of masculinity versus femininity dimension and entrepreneurial intention among Gen-Z Malaysian Chinese.

Figure 5.5: Masculinity vs Femininity responses
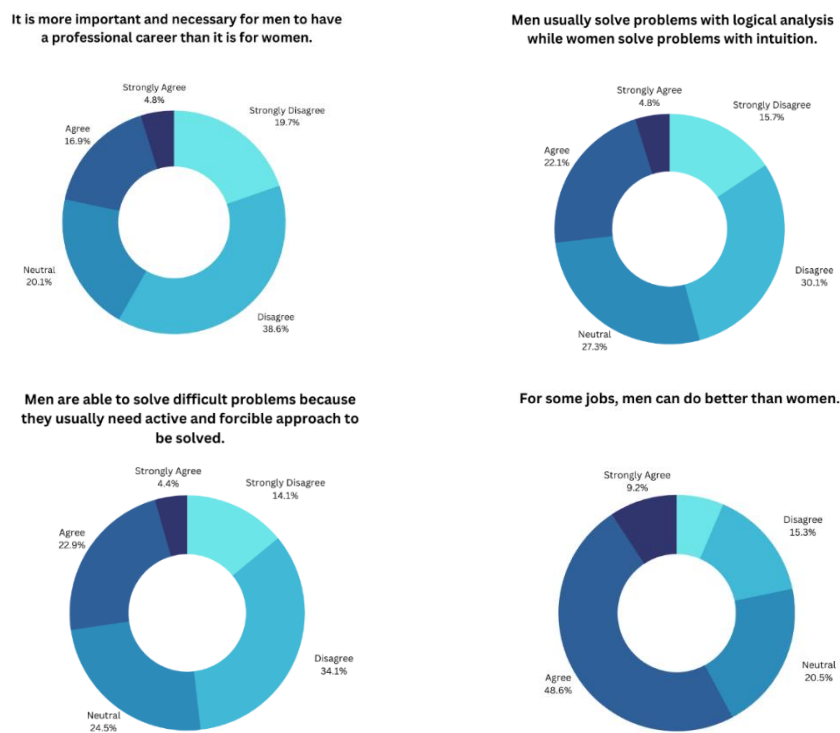
Source: Developed for this study

As a highly masculine country, surprisingly, for the first 3 items, the respondents disagree with the statements which showcase highly masculine qualities. Firstly, nowadays, the world trend is for both men and women to have professional jobs of their own. Even in a marriage with kids, the couple is highly likely to have jobs and prefer their kids to be taken care of by caretaker or family. This is due to the higher living standards and inflation in Malaysia which prompts everyone, regardless of gender, to have a solid job.

Next, 30.1% of Chinese disagree with the statement saying that men solve problem using logic while women do so by intuition. As women in Malaysia generally are getting basic education as much as men do too, women also possess the necessary qualities to analyse something logically. Not only that, intuition is something which is crucial in a business setting because most of the time, good intuition brings fortune, just as the Chinese say. So, a person must have both good intuition and ability to do logical analysis.

Moving on, just as women are being treated more and more equally in the current world, men are also being stripped of the toxic masculine image they are expected to have according to the previous society standards. Plus, solving difficult problems require patience and strategy in today's competitive business world. Therefore, active and forcible approach to solve a problem is considered as an inefficient and non-practical way in the current world.

Be that as it may, due to the nature of men being stronger than women, Chinese agree that there are some jobs which men can actually do better than women. Some examples are jobs which require heavy-lifting.

It is clear that Chinese prefer feminine ways when they want to open their own business. This is consistent with the findings in a research (Al Bati et al., 2022). It means that the number of female entrepreneurs will be in the increase and they think that both intuition and logical analysis is needed to solve problems.

5.3.5 5th Research Objective---Result: Long-term oriented

The 5th research objective is to identify the relationship between the measure of long-term versus short-term orientation and entrepreneurial intention among Gen-Z Malaysian Chinese.

Figure 5.6: Long-term vs Short-term Orientation responses

Source: Developed for this study

Despite being the generation of YOLO mindset-You Only Live Once, the results show that in terms of finance and future planning and success, Chinese truly give so much importance to them. In the matter of carefully managing money, 122 (49%) of them think that it is very important to do so. Moreover, working hard for future success and long-term planning seem to be their norm too as 114 (45.8%) and 123 (49.4%) of them chose 'very important' among all the options. In this matter, their perception is most likely due to the influence from their parents. In a study about the financial well-being of Malaysian college students, it is discussed that the Chinese students get their significant source of financial information from their

parents more than from their peers. As a result, it can be said that there is parental influence on financial socialization for the Chinese (Sabri et al., 2012).

Apart from that, for the other 3 items, 'important' was chosen the most. However, what is notable is that for the item 'going on with determination despite objections, the 2nd highest chosen option is 'neutral'. This can be related with how much the Chinese value support and encouragement from their close ones. Another surprising result is that 68 (27.3%) of the respondents chose 'Neutral' and it is the 2nd most frequent option for the item 'giving up current fun for future success'. As much as the Chinese give importance to the management of money, it is undeniable that they are one of the highest number of luxury goods consumers and frequently take vacations. They are more brand and novelty-fashion conscious and often shop for enjoyment (Mokhlis, 2009). Nonetheless, this might be also due to majority of the respondents coming from a city council-governed background, which means they live in urban areas and therefore are exposed to more entertainment compared to the Chinese living in rural areas.

5.3.6 6th Research Objective---Result: Indulgence

The 6th research objective is to identify the relationship between the measure of indulgence versus restraint dimension and entrepreneurial intention among Gen-Z Malaysian Chinese.

Figure 5.7: Indulgence vs Restraint responses
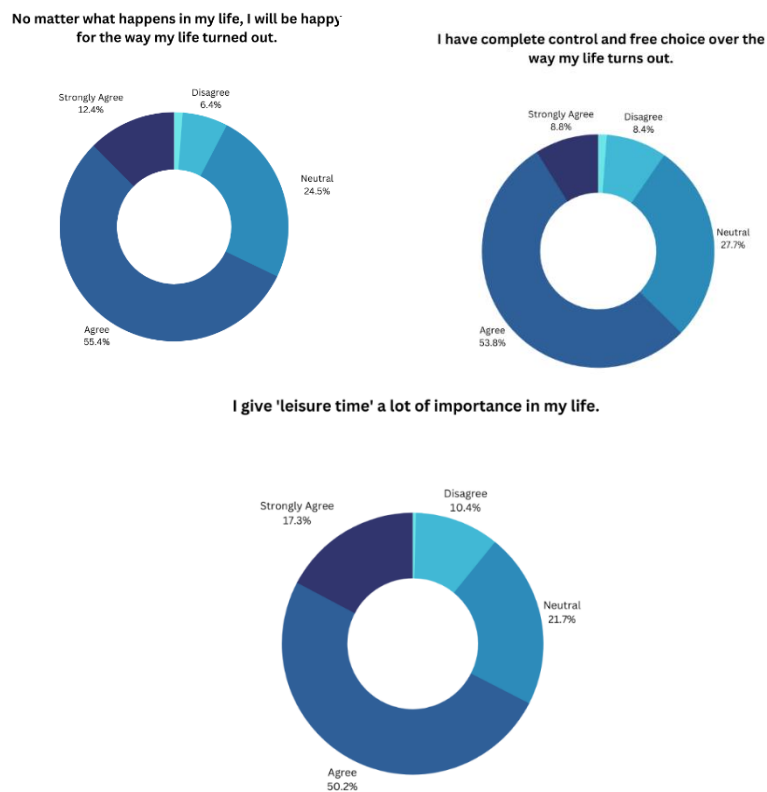
Source: Developed for this study

Relating to the previous dimension, all of the results point to indulgence for the Chinese. 138 (55.4%), 134 (53.8%), and 125 (50.2%) chose 'strongly agree' to the statements representing indulgence. As a result, once again, it is proven that the Chinese do value in indulging from time to time, especially the ones living in urban areas.

Nevertheless, the 2nd option which is chosen the most for all the items is 'neutral'. First of all, among all the items, 'I have complete control and free choice over the way my life turns out' has the highest number of respondents for the 'neutral' option.

This reflects the values of Chinese from their religious background. Buddhism is the major religion for Malaysian Chinese and so one of their beliefs is that there is an afterlife. So, it is possible that they are not sure whether they could completely control their lives pathways because they believe that present life actions will mirror their next life destinations. Furthermore, it is understandable that the respondents are unsure whether they will be happy no matter how their life turn out in the end as there is a possibility that it would not turn out good even if they try hard, as they believe in karma and their past actions in the past lives will affect them now. One of the respondents in a study regarding end-of-life (EOL) communication among Chinese elderly in a Malaysian Nursing Home said that she thinks she must have done something bad in her past for her to lose her husband 20 years ago (Jiao & Hussin, 2020).

Finally, it should be noted that among the Gen-Z Chinese participants in the study, 54 individuals (21.7%) responded with a 'Neutral' answer when asked whether they prioritize their leisure time. Despite being considered early adopters of electronic devices and frequently using social media platforms, Gen-Z undergraduates also face anxiety and sleep deprivation (Surat et al., 2021) due to the demands of their studies and part-time work. As a result, they often utilize electronic devices to complete academic assignments, such as with the help of messaging apps like WhatsApp and Instagram. Therefore, it is understandable that they may be unsure about how to prioritize their leisure time, as what may appear as leisure activities to non-Gen-Z individuals is commonplace for Gen-Z Chinese.

5.4 Implications of Study

To begin with, the study confirms that Chinese individuals in Malaysia possess a keen interest in starting their own businesses; Even so, many of them are not fully prepared to take the necessary steps towards achieving this goal, which could be attributed to the increasingly competitive nature of the business landscape. As a result, this study can serve as a roadmap for the Malaysian government to identify ways to foster more entrepreneurship in the country, including pinpointing areas where they can support the development of Chinese individuals' entrepreneurial aspirations, such as primary and secondary school education.

Next, as this present study is presented from the perspective and mindset of Gen-Z Chinese, taking into consideration they might be influenced by their parents or relatives, which are the other generations, this will lead to more understanding of the growing Gen-Z in many business sectors. Some of the previous studies do study Malaysian Chinese but they comprised of individuals of a huge age range or the sample size was too small to be accurate. For instance, a study was done in 2001 about work-related values of Malays and Chinese Malaysians with only 12 Chinese who were under 40 years old and 12 Chinese who were 40 and older. With a sample size of 249, it can be concluded that the data on Gen-Z is more precise and dependable, making it a valuable reference point for employers and investors in Malaysia who engage in business activities with Gen-Z individuals.

Furthermore, this study has challenged the common belief that entrepreneurs are inherently risk-takers, suggesting that low uncertainty avoidance is not necessarily linked to entrepreneurship among Chinese individuals. This finding is valuable for business professors and aspiring entrepreneurs, as it underscores the possibility of pursuing entrepreneurship even for those who prioritize stability and are not naturally inclined towards taking risks.

Moreover, this study has also challenged the studies which stated that the individualism vs collectivism construct has a positive impact on entrepreneurial intention (Toikko, 2017). Therefore, it can be deducted that no matter an individual

prioritize he or she first or would like to belong in a group, it has no effects on their thoughts in becoming an entrepreneur.

5.5 Limitations of Study

This study has several limitations to consider. Firstly, although the sample size was adequate, it was not representative of all regions in Malaysia due to limited resource and time to collect data from all. Each state in Malaysia may possess unique values and attitudes, and the responses in this study were primarily collected from UTAR students in Sungai Long and Kampar, who mostly originated from Selangor and Kuala Lumpur. As a result, Chinese individuals from other states, such as Perlis, Kedah, and Sabah, were underrepresented in the data collection process. Therefore, the extent to which the study's findings reflect the mindset of all Gen-Z individuals is limited.

Next, it is worth noting that this study did not account for the employment sector of the respondents' parents. The occupational background of parents can have a significant impact on their children's perspectives and actions, particularly in the Chinese context where families often provide support and resources for business endeavors. Therefore, without information on whether the respondents come from business-oriented or white-collar families and how their parents or relatives may have influenced them, it is difficult to draw conclusions about the influence of family background on the attitudes and behaviors of Gen-Z individuals.

5.6 Recommendations

To improve future research, data collection should be conducted in all states of Malaysia to achieve a more representative sample of Gen-Z Chinese individuals. It is recommended that at least 1.5 months be allocated for data collection to ensure sufficient time to cover all regions. Additionally, researchers could consider hiring data collectors who are located in various regions or have the ability to collect data from all parts of the country. While Facebook groups may be one option for data collection, the accuracy of the data may be compromised if the group admins do not verify the location of the individuals.

Researchers may consider including an additional question in the survey regarding the occupation of the respondents' parents. This would enable the researchers to compare and contrast the values and perspectives of Gen-Z Chinese individuals from business-based families with those from non-business-based families. It would be intriguing to observe whether there is a noticeable difference in values between the two groups or if the values remain constant as long as the respondents' parents and relatives are Chinese.

Next, cross-analysis studies involving the local government should also be done. As people from different states live a different lifestyles among the others although all are in the same country, it will act as an eye-opener to find out how big of a difference it shows in the study regarding the entrepreneurial intention of Chinese in different regions and whether or not other races such as Malay and Chinese have different behavioral patterns in other cities in Malaysia.

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APPENDIX A: SURVEY QUESTIONNAIRE

Influence of cultural dimensions and entrepreneurial intention.

Dear respondents,

I am Gloria Prasanna a/p Neelamekan, a final year undergraduate student from Faculty of Accountancy and Management (FAM) pursuing Bachelor of International Business (HONS) in Universiti Tunku Abdul Rahman (UTAR).

I would like to invite you to participate in this research by helping me to complete this questionnaire for my research entitled "**The influence of cultural dimensions on entrepreneurial intention among Malaysians**".

The purpose of this research is to find out how cultural dimensions affect the intention of Malaysian university students of different races in becoming an entrepreneur.

Your participation will greatly contribute to the success of this research. Thank you very much for participating in this survey. Your response will be strictly confidential, and will only be used for academic purposes.

If you have any enquiries or need further clarification, please feel free to contact me via email gloriatian0723@1utar.my or my supervisor, Miss Zufara Arneeda at zufara@utar.edu.my

Again, thank you so much for your precious time and cooperation to complete this survey.

Sincerely,
Gloria Prasanna a/p Neelamekan
Undergraduate Student
Faculty of Accountancy and Management (FAM)
Universiti Tunku Abdul Rahman (UTAR)

Section 1   ...

PERSONAL DATA PROTECTION NOTICE

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.

1. Personal data refers to any information which may directly or indirectly identify a person which could include sensitive personal data and expression of opinion. Among others it includes:

a) Name
b) Identity card
c) Place of Birth
d) Address
e) Education History
f) Employment History
g) Medical History
h) Blood type
i) Race
j) Religion
k) Photo
l) Personal Information and Associated Research Data

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

a)   For assessment of any application to UTAR
b)   For processing any benefits and services
c)   For communication purposes
d)   For advertorial and news
e)   For general administration and record purposes
f)   For enhancing the value of education
g)   For educational and related purposes consequential to UTAR
h)   For replying any responds to complaints and enquiries
i)   For the purpose of our corporate governance
j)   For the purposes of conducting research/ collaboration

3.   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.

4.   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.

5.   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:

6.   By submitting or providing your personal data to UTAR, you had consented and agreed for your personal data to be used in accordance to the terms and conditions in the Notice and our relevant policy.

7.   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.

8.   You may access and update your personal data by writing to us at gloriatian0723@1utar.my.

1. Acknowledgement of Notice *

○   I have been notified and that I hereby understood, consented and agreed per UTAR above notice.

○   I disagree, my personal data will not be processed.

Section 2   ...

Demographic information

2. Are you currently a university student in Malaysia? *

○   Yes

○   No

3. You are currently a student of *

○ Public Higher Institution (IPTA)

○ Private Higher Institution (IPTS)

4. Which level are you currently pursuing? *

○ Undergraduate degree (Bachelor programmes)

○ Postgraduate degree (Master and PhD)

5. Occupation *

Entrepreneur is a person who sets up their a business or businesses, taking on financial risks in the hope of profit.

○ Entrepreneur

○ Non-Entrepreneur (Employed)

○ Unemployed

6. Gender *

○ Female

○ Male

7. Race *

○ Malay

○ Chinese

○ Indian

○ Other

8. Age (in 2023) *

The value must be a number

9. Nationality *

○ Malaysian

○ Other

10. Which local government governs the area of your parents home? *

○ City Council (Majlis Bandaraya)

○ Municipal Council (Majlis Perbandaran)

○ District Council (Majlis Daerah)

Cultural Dimensions

Please rate the following statements based on the influences and perception of your family and/or relatives.

11. Power distance dimension *

	1	2	3	4	5
When making decisions, it is not necessary for people in higher positions to consult with people in lower positions.	○	○	○	○	○
There is no need for people in higher positions to ask the opinions of people in lower positions too often.	○	○	○	○	○
The social interaction between people in higher positions and people in lower positions should be limited.	○	○	○	○	○

People in lower positions must agree with any decisions made by people in higher positions.	○	○	○	○	○
For important tasks, people in higher positions should not delegate them to people in lower positions.	○	○	○	○	○

12. Individualism versus collectivism dimension *

	1	2	3	4	5
For the sake of the group, individuals should sacrifice their self-interests.	○	○	○	○	○
No matter how difficult it is, individuals should stick with the group until the end.	○	○	○	○	○
Rather than individual rewards, group welfare is more important.	○	○	○	○	○
Individual success is less attractive than group success.	○	○	○	○	○
Individuals should only pursue their goals after considering the welfare and benefits of the group.	○	○	○	○	○
Even if individual goal is affected, group loyalty must remain.	○	○	○	○	○

13. Uncertainty avoidance dimension *

	1	2	3	4	5
Being orderly and consistent is very important even if some experimentation and innovation is needed in order to achieve that.	○	○	○	○	○
All rules such as even societal requirements and instructions must be spelled out in detail because only then do community members know what exactly they are supposed to do.	○	○	○	○	○
Community leaders must provide detailed plans for ways to achieve goals.	○	○	○	○	○

14. Masculinity versus femininity dimension *

	1	2	3	4	5
It is more important and necessary for men to have a professional career than it is for women.	○	○	○	○	○
Men usually solve problems with logical analysis while women solve problems with intuition.	○	○	○	○	○

	1	2	3	4	5
Men are able to solve difficult problems because they usually need active and forcible approach to be solved.	○	○	○	○	○
For some jobs, men can do better than women.	○	○	○	○	○

15. Long-term versus short-term orientation dimension *

	1	2	3	4	5
Careful management of money	○	○	○	○	○
Going on with determination despite objections	○	○	○	○	○
Personal steadiness and stability	○	○	○	○	○
Long-term planning	○	○	○	○	○
Giving up current fun for future success	○	○	○	○	○
Working hard for future success	○	○	○	○	○

16. Indulgence versus restraint dimension *

	1	2	3	4	5
No matter what happens in my life, I will be happy for the way my life turned out.	○	○	○	○	○
I have complete control and free choice over the way my life turns out.	○	○	○	○	○

I give 'leisure time' a lot of importance in my life.	○	○	○	○	○

Section 4   ...

Entrepreneurial Intention

Please rate the following statements based on the influences and perception of your family and/or relatives.

21. Entrepreneurial Intention *

	1	2	3	4	5
You are ready to do anything to be an entrepreneur.	○	○	○	○	○
Your professional/ career goal is to become an entrepreneur.	○	○	○	○	○
You will put all efforts within your ability to start and run your own business.	○	○	○	○	○
You are determined to create your own business in the future.	○	○	○	○	○
You have had serious thoughts of starting a business.	○	○	○	○	○
You have a solid intention to start a business some day.	○	○	○	○	○