

INVESTIGATION OF MALAYSIAN YOUTH'S INTENTION TO
PARTICIPATE IN THE GIG ECONOMY

HON JIN KANG
LOH YI XUAN
WONG YUN TINN

BACHELOR OF ECONOMICS (HONS) FINANCIAL
ECONOMICS

UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF BUSINESS AND FINANCE
DEPARTMENT OF ECONOMICS

OCTOBER 2023

HON, LOH, & WONG

GIG ECONOMY

BFE (HONS)

OCTOBER 2023

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Name of Student:	Student ID:	Signature:
1. <u>Hon Jin Kang</u>	<u>19ABB06403</u>	<u><i>JK</i></u>
2. <u>Loh Yi Xuan</u>	<u>19ABB06327</u>	<u><i>YX</i></u>
3. <u>Wong Yun Tinn</u>	<u>19ABB02271</u>	<u><i>YT</i></u>

Date: October 2023

ACKNOWLEDGEMENT

First and foremost, we want to express our gratitude to Dr. Au Yong Hui Nee, our final-year project supervisor, for her great supervision, encouragement, and useful suggestions during the research project. We succeeded in constructing and executing our research project without severe hurdles because of her assistance, guidance, and support. She will point out where the information is incorrect and advise us on how to fix them.

We are also appreciative of the study participants who kindly gave us their time, insight, and knowledge in order to gather pertinent data more effectively. Without their support and assistance, this research would not have been feasible. We also want to express our deep gratitude to the Tunku Abdul Rahman University team for providing us with the resources, equipment, and infrastructure we required to find the evidence we needed and carry out the research efficiently.

At this point, we would like to take this opportunity to express our gratitude to our loved ones and acquaintances for their support both physically and emotionally. Our motivation during the research process increased thanks to their support, inspiration, and empathy, and we were less likely to give up when we faced obstacles.

In closing, we would like to express our heartfelt gratitude to all those who contributed to and supported this research project's accomplishment.

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LIST OF ABBREVIATIONS

GDS	Grab Digital Small-Biz
COVID-19	2019 Novel Coronavirus Acute Respiratory Disease
MDEC	Malaysia Digital Economy Corporation
MCO	Movement Control Order
TPB	Theory of Planned Behaviour
PPT	Push-Pull Theory
FDR	Food Delivery Riders
DV	Dependent Variable / Endogenous Variable
IV	Independent Variable / Exogenous Variable
ATT	Attitudes
PBC	Perceived Behaviour Control
SN	Subjective Norm
PLM	Pull Motivation
PSM	Push Motivation
TRA	Theory of Multiattribute Attitude
TRA	Theory of Reasoned Action
IGO	Intergovernmental Organizations
NGO	Non-Governmental Organizations
E-commerce	Electronic Commerce

B2C	Business to Customer
MCQ	Multiple Choice Questions
NRIC	National Registration Identity Card
QR Code	Quick Response Code
IBM	International Business Machines Corporation
SPSS	Statistical Product and Service Solutions
A-Level	General Certificate of Education Advanced Level
O-Level	Ordinary Level
DOSM	Department of Statistics Malaysia
B40	Bottom 40%
M40	Middle 40%
T40	Top 40%
VIF	Variable Inflation Factor
ANOVA	Analysis of variance

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Preface

The gig economy has significantly impacted the global job market and changed the view and interaction of Malaysia people about work. Especially during the COVID-19 epidemic, the number of people entering this industry has reached unprecedented heights. The purpose of this study is to understand the willingness of young workers in Malaysia to engage in gig work as youth are critical to driving this development in Malaysia. As a school assignment, we embarked on this exploration with a keen interest in understanding what influences young people in Malaysia to engage in gig work. Throughout the research, we gather information about what young people know about the gig economy and what factors influence them to join. Their comments, experiences, and perspectives enriched the research and gave us a more comprehensive understanding.

We like to express gratitude to the participants for sharing their experiences and opinions with us and also to the consultants who guided us through this study. Without their help, this research would not have been completed successfully. We hope this research can be a resource of great benefit that can help to improve and solve the problem of the gig economy. Our goal is not just to shed light on its current state, but to help grow the gig economy so that more young people can participate.

Thank you for joining us on this research journey.

ABSTRACT

In this study, the central theme is to investigate the intention of Malaysian Youth to participate in the Gig economy. Attitudes (ATT), Perceived Behaviour Control (PBC), Subjective Norm (SN), Pull Motivation (PLM), and Push Motivation (PSM) will be the exogenous variables (IV) in our study. Furthermore, the Theory of Planned Behaviour (TPB) and Push and Pull Theory (PPT) are uncovered to benefit this research. The targeted population in this study will be Malaysians aged 18-40. According to the shaped model, the data set from the questionnaire is subsequent to the exogenous variables (IV), such as ATT, PBC, SN, PLM, and PSM. Statistical Package for the Social Sciences, SPSS statistics will be utilized for the data analysis for this study along with descriptive and inferential analysis such as demographic, reliability, multiple regression, and so on; analysis will further be discussed in this study to discover the relationship between our endogenous variable (DV) and exogenous variables (IV). After that, the outcome from the SPSS analysis verified that all the exogenous variables (IV), such as ATT, PBC, SN, PLM, and PSM, significantly impact the endogenous variable (DV) in multiple linear regression analysis. The results showed that only Attitudes (ATT), Perceived Behaviour Control (PBC), and Push Motivation (PSM) have a significant relationship with the intention to participate in the Gig economy.

CHAPTER 1: RESEARCH OVERVIEW

1.0 General Introduction

Chapter 1 will clarify the background of the study by reexamining the present literature and recognizing our research gap. Moreover, the research's aim and objectives will be developed in this chapter. Apart from that, the research methodology and scope are briefly described.

1.1 Background of the study

Nowadays, in this challenging world, surviving the price boom of goods and services has made people worldwide feel complex. Finding a suitable job is not an easy task; thus, other factors, such as the global economy, will also become the indicator for the hirer to absorb new workers when a lack of hiring workers or a huge layoff will lead to unemployment. Unemployment refers to individuals who lack jobs but acquire the ability and skills to perform. To describe the statistics of the unemployment rate in South Asia in 2022 stood at 7% (Appendix 1.1). Furthermore, according to Appendix 1.2, the graph shows the decline of the unemployment rate from 3.6% in early 2023 to 3.4% in June 2023.

The workforce could be the labor force pool in a single industry or a geographical nation; the labor pool includes those employed and unemployed. Employment is when an individual has a job, while unemployment is when those are capable of working without a job. The labor force is critical for businesses or industries to expand and succeed. The labor force can be categorized into various groups such as age, gender, education level, skill level, etc. The workforce's landscape has impacted the global economy throughout the outstanding development of the Industrial Revolution in the

late 80s and 90s. Labor unions originated to combat employers' and organizations' improper treatment of labor.

Global digitalization has been deep into the economy. The gig economy is dynamic, exchanging labor and resources via digital platforms that foster buyer-seller matching (Trinidad, 2022). Furthermore, the revolution of works switched from the 'Gig' term originated from jazz musicians in 1915; meanwhile, this term is highly used by musicians and non-musicians such as economists; Meanwhile, "gig" also means to the project or flex (N26, 2021). Several factors, such as high-speed internet penetration, rising smartphone popularity, and widespread use of online platforms, led people to switch from traditional work to modern work. In addition, globalization unlocked plenty of new job opportunities for freelancers to access the workplace. Freelancers are non-permanent and short-term contract workers who, under the circumstances, revolutionized the worldwide employment landscape, such as market research analysts, IT professionals, customer service, and translators (Bronola, J., 2018).

Moreover, to urge for better digitalization during and after the restriction movement around the world, one of the largest multinational technology companies, Grab provided some tools and initiatives to help small businesses, especially those run offline, transform online and align with the digital world and new normal of business style by establishing a program named Grab Digital Small-Biz (GDS) (Supramani, S.,2021). For example, Grab Malaysia has more than 10,000 gig workers in each part of the organization.

High-speed internet penetration converted individual life no matter from social to work. Based on a previous study by Tyler (2002), with everyday use of the internet, individuals will stay connected among individuals, families, and organizations; moreover, in the workplace, the barriers to physical appearance or interaction will be eliminated via an online platform with the usage of internet connection. Since the past few years of the COVID-19 pandemic, most of us have been staying at home to study and work by using the internet. It simply diminishes all the barriers of physical

appearance to the place for study and work. Now, let's move on to how internet penetration transforms people from traditional to modern workstyle, especially towards the gig economy. According to research conducted by Say (2017), the labor market is informal, mainly in developing countries, whereby the gig economy will be the fundamental pattern for a considerable period, subsequently, the transformation of the internet towards the labor market. According to Explaining Malaysia's Booming Gig Economy (2021), four out of ten individuals in the workplace of Malaysia work as gig workers, representing 26% out of four million people. In Malaysia, the gig economy has risen dramatically since the outbreak of COVID-19; for instance, about seven hundred thousand people were unemployed in 2021, based on the research by Explaining Malaysia's Booming Gig Economy (2021).

On top of that, the relationship between employer and employee has changed after the rise of the economy. As is known, traditional employees get paid for their monthly work; however, gig workers perform as independent individuals (Nanda, 2022). Gig employees tend to have more freedom than traditional employees (Sorensen, 2021); gig employees have more flexibility to work where they like and time available based on their intentions. Besides that, a previous report by Bessa (2017) stated that employees felt inspired and motivated, which led them to accomplish a better quality of work and push their limits to another stage. Uchiyama (2022) indicated that one of the concerns was the legal classification of gig workers in the labor force market; meanwhile, our current legislation does not have a clear picture of the gig workers in our country.

According to Chau (2022), the ecosystem development division director of Malaysia Digital Economy Corporation (MDEC), Mohd Redzuan Affandi, impelled the Malaysian government to increase the funds to develop a gig economy framework in Budget 2023. He hoped this movement would encourage more expert gig workers and fresh graduates to join the field (Chau, 2022). For instance, there will be local platforms such as BungkusIt, MrWireman, GoCoach, and so on platforms. This agency was planned to assist gig employees in getting marginalized from the labor market. In

February 2023, the unity government officially announced its budget for the first time since the cabinet and unity government was formed. Those gig workers who decide to switch to a permanent job will be provided RM300 per month as compensation for losing part of their time to increase their income (The Star, 2023).

1.2 Problem Statement

The “gig economy” has become an increasingly important segment of the workforce in Malaysia during and after the Movement Control Order (MCO) executed by the Malaysian government. According to Arfa (2023), Malaysian youths viewed the gig economy as a favored source of income. Expanding the gig economy amongst the youth's labor market is inevitable. Nonetheless, Malaysia's gig workers in the labor market, accounting for 4 million workers, are 20% more than the gig workers in the global average. Recognizing this shift, the Malaysian government set aside a total of RM40 million to benefit gig workers (DNA,2023). However, the research on youth intention is still insufficient in some ways, which will be discussed in the research gap in the next section. In general, this project observed a contextual gap and a methodological gap.

The consequences of current literature gaps will have neither a slight nor severe impact on the Malaysian government and local companies in Malaysia, regardless of their involvement in the gig economy. As mentioned in the previous paragraph, the Malaysian government raised RM40 million to supplement the gig economy. This financial support is expected to tremendously increase year by year. However, the policies will not be effective and become a waste of resources without proper research on the Gig economy's intention amongst Malaysian youth; the current research papers in the context of Malaysia are still insufficient. As for the current time, the budget of RM40 million will be allocated for a monthly allowance of RM200 to Malaysia undergoing training programs (HR Asia, 2023).

As for companies, the impact of the gig economy can be separated into two types of companies. Traditional companies and platform-based companies such as Grab and Foodpanda are not involved in the gig economy. When the COVID-19 outbreaks happened in Malaysia in early 2020, nearly 100,000 people lost their incomes during the MCO. However, a contradicting phenomenon occurred after the reopening of Malaysia's economy. Companies have advertised for workers, but applications are few even though the pay is very good (Zulkifli, 2022). This phenomenon showed the prototype of a new type of labor market. However, most traditional companies are not yet aware of and deeply understand the new type of labor market, the gig economy. Traditional companies will need proper research and adjustment according to the research for their sustainability in the business world. As for platform-based companies such as Grab and Foodpanda, the company could not retain their gig workers on the platform without understanding their intention. Platform-based companies are heavily relying on the supply of services in the platform. The company's inability to retain its platform workers will affect its profitability and sustainable development.

Overall, the impact of not knowing the intention of Malaysian youth to participate in the gig economy can be discussed in policymaking, traditional companies, and platform-based companies in Malaysia. To fill up the gap, this project will combine both Theory of Planned Behaviour (TPB) and Push-Pull Theory (PPT), with their key constructs to understand the intention of Malaysian youth to participate in the Gig economy.

1.3 Research Objectives

Our research designs reveal the Malaysian Youth's intention to participate in the Gig Economy.

Major: To understand Malaysian Youth's intention to join the Gig Economy with a quantitative approach.

Below are the objectives cultivated to recognize the research aim:

1. To investigate the Attitudes of Malaysian youth towards the Gig economy and how to influence one's intention to participate.
2. To explore the influence of Perceived Behaviour Control on the intention of Malaysian youth to engage in the Gig economy.
3. To examine the relationship between the subjective norm and the intention of Malaysian youth to participate in the Gig economy.
4. To explore how the pull motivation influences Malaysian youth to join the Gig workforce.
5. To explore how the push motivation influences Malaysian youth to join the Gig workforce.

1.4 Research Questions

This project wish to answer the following questions:

1. What are the attitudes of Malaysian youth towards the Gig economy, and what factors influence their intention to participate?
2. How does Perceived Behavior Control affect the intention of Malaysian youth to engage in the Gig economy?
3. What is the relationship between subjective norm and the intention of Malaysian youth to participate in the Gig economy?

4. How does pull motivation impact the decision of Malaysian youth to join the Gig workforce?
5. How does push motivation influence the decision of Malaysian youth to join the Gig workforce?

The research questions have been developed to identify what reasons are causing Malaysian Youth to engage in the gig economy.

1.5 Gap of Literature Review

A research gap is an unanswered question or unresolved problem in a field. Generally, research gaps can be divided into four types of research gaps. The classic literature review, the disagreement gap, the contextual gap, and the methodological gap (Jansen, 2022). For our project, a contextual and methodological gap has been identified. First, the contextual gap in intention to participate in the gig economy will be discussed. The contextual gap is a research gap that happens when a sufficiently good body of existing research in a specific field but missing research in specific contexts. The specific context is referred to as, for instance, population, geographic area, and time period. For this project, a geographically and populationally contextual gap has been identified. As for current literature, no specific research was done based on Malaysia's youth population. Some specific research papers were done in Thailand (Thepprasarn & Suntrayuth, 2022), Turkey (ÇİĞDEM, 2022), and Indonesia (Gandhi et al., 2018), regardless they are qualitative or quantitative studies. Although Shafiei et al. (2022) investigated the intention to participate in the gig economy, the target population in his research was Food Delivery Riders (FDR). This project would collect the opinions of Malaysian youth rather than a specific group from Malaysia.

Apart from the contextual gap, the methodologies gap is also being explored. The lack of quantitative methods for participating in the gig economy has been identified. According to Bhandari (2020), quantitative research involves collecting and analyzing numerical data, while qualitative research involves collecting and analyzing non-numerical data. Both research in Turkey (ÇİĞDEM, 2022) and Indonesia (Gandhi et al., 2018) was conducted qualitatively via interviews with respondents. The only research papers conducted quantitatively in Thailand (Thepprasarn & Suntrayuth, 2022) were in a negative tone. Thepprasarn & Suntrayuth(2022) investigated the current gig workers' intention to turnover (quit) the gig economy, which is a reverse direction from this project's research objective. The research conducted by Shafiei et al. (2022), with the sample from existing Food Delivery Riders, does not appropriately represent Malaysian youth's attitudes towards the gig economy.

As such, this project wishes to identify the intention of Malaysian youth to participate in the gig economy in a quantitative approach. This could overcome the research gap that most of the research was conducted via a qualitative approach, such as Turkey (ÇİĞDEM, 2022) and Indonesia (Gandhi et al., 2018). While a project with a target population of Malaysian youth can fill up the gap that no previous research was conducted in Malaysia with a target population of all Malaysian youth.

1.6 Significance of Study

First and foremost, this study can be important because it analyzes the intention to participate in the gig economy through statistical analysis. A regression model will be formed to determine the genuine relationship between the included independent variables (IV) and the intention to participate in the gig economy via the P-value approach.

This study can also be important for policy and government decision-making. In recent years, the government of Malaysia has paid attention to expanding the gig economy.

Regardless of the government's intention to catalyze or halt the development of the gig economy, this study can provide insight for related departments in decision-making. As for businesses, the study can be meaningful for both traditional companies and gig economy participating companies. The former can utilize the results from this study to understand the new form of the labor market and adjust their organizational structure if needed. The latter can utilize this paper to understand the labor market to maintain current gig workers or attract new gig workers to work for them.

1.7 Structure of Study

This research consists of five (5) chapters and a brief introduction for each chapter to be reviewed. Chapter 1 will mainly introduce the information of our study. There will be several sub-sections inside this chapter. Firstly, the research background of the transformation of the labor market and the gig economy over the years. Next, the problem statement tackles the factors influencing the trade-off between becoming a gig worker and a long-term worker from the point of view of Malaysian youth. Draw to the end of this chapter, the research objective and question, and lastly, the significant of the study will be discussed.

Inside the chapter 2 emphasizes the review of theories and variables. In the review of theories, the foundational knowledge of the theories will be discussed from the previous study to the intention to join the Gig Economy. Afterward, the conceptual framework model will be reviewed with further aspects and discourse on the endogenous and exogenous variables (DV&IV) inside the study. The assigned of the endogenous and exogenous variables (DV&IV), this chapter will disclose the study's presumption on both endogenous and exogenous variables (DV&IV). There will be research gaps in how this study differs from previous research papers together with research gaps.

Chapter 3 introduces the methodology techniques applied in this study. This chapter will discuss the detailed discussion about the study design, data collection approach, sampling design, and research tools. Furthermore, the methodologies for the data analysis applied in this research will be displayed in this chapter, and finally, the foreseen outcomes and implications.

Chapter 4 will explore the relationship between the dependent variable (DV), Intention of Malaysian Youth to participate in the Gig Economy and the exogenous variable (IV), such as Attitudes (ATT), Perceived Behaviour Control (PBC), Subjective Norm (SN), Pull Motivation (PLM), and Push Motivation (PSM). The techniques for the analysis will involve descriptive analysis and inferential analysis. For instance, the demographic analysis, group comparison between respondent profiles with endogenous variable (DV): Intention to participate in the Gig Economy, reliability test, diagnostic checking such as multicollinearity, autocorrelation, and heteroscedasticity test, and lastly, multiple linear regression model.

Chapter 5 summarizes our vital findings for this research according to data analyzed in the previous chapter. In addition, this chapter will approach the implications of this study and the limitations confronted when conducting the research and deliver a few recommendations to improve for future research related or similar topics.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

This chapter reviews previous studies with supportive testimony in each subsection for the endogenous variable (DV) and exogenous variables (IV).

2.1 Review of Theories

2.1.1 Theory of Planned Behaviour (TPB)

The Theory of Planned Behaviour (TPB) was developed by a sociologist, Icek Ajzen, in 1985. The Theory of Planned Behaviour (TPB) is designed to predict and explain humans' behavior in specific occasions or contexts (Ajzen, 1991). The theory is subsequently applied in academics to predict and explain behavior in specific contexts. The key constructs of the Theory of Planned Behaviour (TPB) can be divided into Attitudes (ATT), Perceived Behavioural Controls (PBC), and subjective Norm (SN). According to Zhang (2018, as cited from Ajzen& Fishbein, 1973), the Theory of Planned Behaviour (TPB) was derived from the Theory of Multiattribute Attitude (TMA) and the Theory of Reasoned Action (TRA). The Theory of Reasoned Action (TRA) shows that the intention of one's behavior is controlled by two factors: Attitude (ATT) and Subjective Norm (SN). Ajzen (1985) asserted that factors of external and objective circumstances affect one's behavior rather than wholly by one's will. Another variable, Perceived Behavioural Control (PBC), was added by Ajzen (1985) between Attitudes (ATT) and Subjective Norm (SN) and extended the structure of the Theory of Reasoned Action (TRA).

Throughout the last couple of generations, A comprehensive development was gained by the Theory of Planned Behaviour (TPB). The author of Theory of Planned Behaviour (TPB), Ajzen, published dozens of monographs to develop detailed discussion, reflection and analysis on the three key constructs, Attitude (ATT), Subjective Norm (SN), and Perceived Behavioural Control (PBC) in collaboration with his partners. At the same time, Ajzen made new arguments to improve the rigour and science of the Theory of Planned Behaviour (TPB). Meanwhile, standards and criteria have been established for constructing questionnaires of the Theory of Planned Behaviour (TPB) regarding its concept and methodology.

In general, the application of the Theory of Planned Behaviour (TPB) can be summarized into three categories, namely predicting individual behavior, cross-cutting expansion of the Theory of Planned Behaviour (TPB) and intercultural application of the Theory of Planned Behaviour (TPB). According to Zhang (2018), most studies have focused on how to forecast the behavior of individuals via the influence numerous elements for achieving a specific goal, such studies can be observed in the area of green consumption (Yadav & Pathak 2017), physical education (Xue, 2015) and so on (Zhang, 2018).

Although the Theory of Planned Behaviour (TPB) has been greatly improved and developed, it still has some limitations, according to Zhang (2018). According to Bergman (2005, as cited by Zhang, 2018), the main limitation is that the Theory of Planned Behaviour (TPB) somehow ignores emotions such as threat and fear, and positive and negative feelings may influence Attitude (ATT), Subjective Norm (SN) and Perceived Behavioural Control (PBC) to some extent. Zhang (2018, as cited from Armitage et al, 1999) finds that attitudes are more likely close to intention when people are in a negative emotional stage. On the other hand, people who are in a positive, intrinsically motivated norm are more likely to be closely related to intention.

Gig intention, as a particular action, Theory of Planned Behaviour (TPB) is also applicable to explain the intention of the Malaysian youth to engage in the Gig economy. In the next section, Review of Variables, the application of Theory of Planned Behaviour (TPB) will be clearly explained in each key construct of Theory of Planned Behaviour (TPB).

2.1.2 Push and Pull Theory (PPT)

The Push and Pull Theory (PPT) development can be traced back to Heberle (1938), who studied the factors of rural-urban migration and concluded that the pull and push factors are essential factors that formulate the reasons for human migration. Thereafter, Everett Lee summarized the Push and Pull Theory (PPT), considering that migration occurs because of unfavorable factors in a place that pushes the population to migrate to other places with better term (Lee, 1966).

At the same time, the Push and Pull Theory (PPT) is widely being used in marketing academic research. For example, Bansal et al. (2005) used the Push and Pull Theory (PPT) to explain the behavior of consumer-switching service providers. According to ÇİĞDEM (2022), pull motivation can be referred to as motivation sources that arise from the person's environment and attract the person. Push motivation refers to the individual's internal and psychological side and how this pushes one to a behavior.

Furthermore, a previous study discovered that the intention of tourists to visit the National Park is also affected by push motivation, which is also called self-motivation and pull motivation acts as supremacy insight. (Said & Maryono, 2018). Therefore, it can clarify that the Push and Pull Theory (PPT) could explain the tendency of an individual to determine the next step.

Besides that, the Push and Pull Theory (PPT) is being tackled in the policy cycle from the beginning until the end, which means implementing and evaluating after the commencement to the public between Intergovernmental Organizations (IGO) and Non-Government Organizations (NGO) and the paper found that this work for both parties to having a greater policy (Steffek, 2012). In addition, the Push and Pull Theory (PPT) has been utilized to recognize international students' choice of the desired place to study (Mazzarol & Soutar, 2002).

Gig workers are considered a freelancer, whereby the ÇİĞDEM (2022) found that more than half of the respondents from the survey of 300 respondents were willing to work as gig workers due to several factors from Push and Pull Theory (PPT) such as the financial instruments, flexibility, autonomy, etc. Thus, the Push and Pull Theory (PPT) from various industries such as Tourism, the policy-making cycle and the Gig industry from previous studies was found suitable to discuss the intention of Malaysian Youth to participate in the Gig Economy.

2.2 Review of Theories

2.2.1 Dependent Variable (DV)

2.2.1.1 Gig Economy

According to Roy & Shrivastava (2020), the term "gig economy" refers to marketplaces operated by businesses, third parties or online businesses that are based on fixed-term contracts or pay-per-item. The gig economy is a labor market with independent contractors and freelancers instead of full-time salaried

employees. The term comes from the music industry, where entertainers book "gigs" at different venues in one or short-term performances.

The gig economy is primarily composed of three distinct components. The first is the independent worker, also known as a freelancer. They are significant players in the gig economy. The second type of consumer is looking for services or goods. Finally, an e-commerce platform for consumers and freelancers. Related platforms help to enlarge the labor market by offering an increasing number of part-time jobs and providing additional options for free labor to find jobs. On the other hand, it violates the conventional labor market's time and space limitations and encourages more workforce participation, particularly for low-skilled and unemployed workers. The gig economy has grown in scope and audience due to the development of digital tools that substantially increase the efficiency of temporary employment opportunities (Dong, 2021).

Labor supply is one of the main factors affecting the gig economy. This is because the gig economy is a labor-sharing market system. Economists have studied how economic incentives and behavioral motives affect employment rates for decades. Workers decide whether the job meets an income level or income goal. Case in point: Taxi drivers in New York City were found to work fewer hours on high-pay days, so they were highly likely to quit and go to other industries for higher cumulative earnings due to reference-dependent behavior in income (Allon et al., 2018). Further evidence for behavioral theories of labor supply in the gig economy was also provided by Crawford and Meng (2011) and Farber (2015), who demonstrated that worker behavior can be affected by either the length of the work or the level of time targets. Katz and Krueger discovered that between 2005 and 2015, the proportion of workers who were "temporary, on-call, contract, independent contractor, or freelance" increased from 10.1 to 15.8 percent. Compared to conventional labor contracts during the same period, freelance labor has increased dramatically since 2000, according to the IRS Form 1099-MISC.

The gig economy can enable individuals and platforms to benefit from efficient management and the just-in-time economy. Evidently, employees who participate in the gig economy gain from having more freedom, the option to select projects that best match their objectives and interests, and the capacity to generate revenue from various sources. According to a McKinsey analysis, low-income households are more likely to engage in independent employment. Data indicates that nearly every two families in the United States earning less than \$25,000 do so, with 37% doing so out of need. In comparison to high earners, there is an enormous gap. This is because less than 25% of households with incomes over \$75,000 depend on gig employment, which accounts for barely one-third of all homes in this bracket. There is a substantial profit to be made from gig work even though it is not directly tied to revenue. Independent employees typically must pay for their transportation, rent, and other costs associated with their means of production. They frequently lack the opportunity for paid sick days or vacations, which would allow them to pay into their pensions and health insurance. As stated in an interview outcome, most employees lack access to health care, and only a small percentage of employees can afford health insurance. This is not a major concern in nations with well-regulated and supported healthcare systems, but it is a much more significant issue in nations with less robust prosocial regulation (Bulian, 2021).

Being your own boss is another well-known advantage of the gig economy. This can benefit everyone involved. Being your own boss gives people more flexibility at work that an employee doesn't have. As company employees, they must work according to the time set by the boss. If he wants to leave his post temporarily in an unexpected situation, he needs to apply to his boss, and the application may not be approved. Therefore, being your own boss allows for more flexibility in terms of time and work. Flexibility also includes allowing people to choose their workplace, increasing their productivity and satisfaction, and saving on operating costs. According to Bajwa (2021), the gig economy enables firms to bypass middlemen and deal directly with freelancers and independent workers. Most

freelancers know what they are getting into and don't anticipate working there full-time. Gig workers and self-employed individuals like the ability to shift from one job to another.

2.2.2 Independent Variables (IV)

2.2.2.1 Attitudes (ATT)

Attitude (ATT) is one of the key constructs of the Theory of Planned Behaviour (TPB). According to Ajzen (1991), an Attitude (ATT) refers to the degree to which a person has a favorable or unfavorable assessment or comment towards a behavior the person intended to perform. Generally, the more favorable one's Attitude (ATT) towards that behavior, the greater the intention of that person to perform the behavior under consideration. In the context of the Theory of Planned Behaviour (TPB), Attitudes (ATT) influence an individual's intention to engage in a particular behavior by shaping their beliefs about the consequences of that behavior.

Attitude (ATT) can be viewed as one of the most significant variables in predicting behavior, which numerous researchers have utilized in various fields of study. In recent decades, the Theory of Planned Behaviour (TPB) and Attitudes (ATT) has been utilized in areas such as investigating the driver of Electronic Commerce (E-commerce) by Pavlou (2002). The researcher found that people who have trust in Electronic Commerce (E-commerce) have a positive attitude and an intention to be involved in B2C (Business to Customer) e-commerce. In the Internet era, not just the intention to use e-commerce is being investigated. Still, the intention to transact with Internet banking is also being researched by Shih & Fang (2004). The authors investigated the relationship of relative advantage, compatibility, and complexity as an attitude to the intention to transact

with Internet banking in Taiwan. As for tourism, the Theory of Planned Behaviour (TPB) and Attitudes (ATT) are also being exploited to understand people's intention to visit a place. The research was conducted by Quintal et al. (2010). These papers are important because they provide business insight regarding their intention to use the products or services the business offers.

As for the research scope of this study, Attitudes (ATT) are applicable to be used as an independent variable (IV) to explore the attitudes of Malaysian youth to participate in the Gig economy. The attitude of Malaysian youth towards the Gig economy Through a qualitative approach, Gandhi et al. (2018) found out interest, need for success, need for independence, and economic motivation, as categorized under Attitudes (ATT), provide as a good factor to investigate the youth intention to gig economy in Indonesia. However, there is no quantitative approach conducted with Attitude (ATT) as an independent variable (IV).

2.2.2.2 Subjective Norm (SN)

Subjective Norm (SN) is another key construct in the Theory of Planned Behaviour (TPB). According to Ajzen (1991), a Subjective Norm (SN) in the Theory of Planned Behaviour (TPB), refers to the perceived social pressure to perform or not perform a specific behavior. As a general rule, the more favorable one's Subjective Norm (SN) towards that behavior, the greater the intention of that person's intention to perform the behavior under consideration. In the context of the Theory of Planned Behaviour (TPB), the Subjective Norm (SN) influences an individual's intention to engage in a particular behavior by shaping their normative belief about the consequences of that behavior.

Subjective Norm (SN), sometimes called social influence, has been widely used to predict human behavior from a psychological perspective. Over the course of the last couple of generations, the Subjective Norm (SN) has been used to explain

and predict a person's intention for a particular behavior. For example, Al-Swidi et al. (2014) researched the roles of Subjective Norm (SN) in relation to the buying intention of organic food. Al-Swidi et al. (2014) found that subjective norm significantly affects buyers' intentions towards organic food. Not only consumer intention, Kautonen et al. (2013) studied entrepreneur intention via the Theory of Planned Behaviour (TPB) and proved the direct effect of the Subjective norm (SN) on entrepreneur intention. Subjective norm (SN) is not just a direct predictor, such as the research by Al-Swidi et al. (2014) and Kautonen et al. (2013); it was widely used as a moderating role in mediating the Attitudes (ATT) and Perceived Behavioural Control (PBC) towards an intention to a behavior. For example, moderating roles of Subjective Norm (SN) in the research of Al-Swidi et al. (2014) in consumer behavior, Quintal et al. (2010) in tourism, and Park & Ha (2014) in consumer recycling behavior.

For the research purpose of this study, Subjective Norm (SN) can be a useful variable in explaining the intention of Malaysians as gig workers. Previous studies have been conducted by Thepprasarn & Suntrayuth (2022). They studied the Subjective Norm (SN), as a direct or indirect predictor of the intention to quit as gig workers via the quantitative method. However, the Subjective Norm (SN) does not significantly influence the turnover intention, but the Subjective Norm (SN) serves as a moderator to moderate the relationship with other variables. Gandhi (2018) has found that Subjective Norm (SN) can influence the intention of gig workers to remain in the Gig economy via a qualitative approach.

2.2.2.3 Perceived Behaviour Control (PBC)

Perceived Behaviour Control (PBC) is a concept under the Theory of Planned Behaviour (TPB). It will be one of the variables affecting individual participation in the gig economy. Execution of behavior is mainly driven by the abundance of sufficient resources and capability to handle behavioral obstacles. According to

Ajzen & Madden (1986), individuals comprehend more excellent resources and minor barriers, the stronger their behavioral control and the higher their favor to execute behaviors. Furthermore, individuals may favor changes hugely persuaded by their conviction (Bandura et al. 1977; Bandura et al. 1980).

In the meantime, primarily human resource management and industrial-organizational psychology foresee the career choice of individuals (Breugh & Starke, 2000). Based on the past study by a few researchers, such as Lent et al. (1994), apply the Perceived Behavior Control (PBC) concept to forecast the career intention of adults. Therefore, the study significantly affected individuals in their career decision-making, and those with greater control over their job choices tend to decide on the job. People mind choosing a job in the event with higher Perceived Behaviour Control (PBC) over time.

For the research scope of this study, Perceived Behaviour Control (PBC) aligns with the Theory of Planned Behaviour (TPB). It shows the determinant to examine the Malaysians' intention to participate in the gig economy. According to Gandhi et al. (2018), Perceived Behavioral Control (PBC) could influence people's intention to participate in the Gig economy via the author's interview. The author found that most of them have technical skills or language skills. However, a quantitative approach has not been investigated. The gap will be filled up in this project.

2.2.2.4 Pull Motivation (PLM)

According to the study by ÇİĞDEM (2022), the Pull Motivation (PLM) model emphasizes the person's environment as the motivation source. External factors that appeared from the subjective perception of the situation are related to pulling motivation.

As this paper mentioned earlier, the Push and Pull Theory (PPT) was initially used for the exploration of factors for migration. In addition, Pull Motivation (PLM) is also being applied in tourism analysis to justify why people travel to a particular place. For example, Weerakoon (2017) researched the push and pull factors that influence foreign tourists' decision to select Negombo as a destination for travelling purposes.

In the context of entrepreneurship, independence, job satisfaction, and higher income expectations can be a Pull Motivation (PLM) for one's tendency to entrepreneurship. Over the last few decades, a new flexible working form, similar to entrepreneurship, with the concept of autonomy and freedom, turned out. Freelancing is one of them (ÇİĞDEM, 2022).

From the research scope for our study, Pull Motivation (PLM) will be a valuable variable to explain Malaysian's intention to participate in the gig economy. De Stefano (2016); Manyika et al. (2016), and Gagne and Deci (2005) revealed that flexibility and autonomy were the fundamental factors in enrolling as a gig worker. Pull Motivation (PLM) shows significance in the previous study by ÇİĞDEM (2022) via a qualitative approach.

2.2.2.5 Push Motivation (PSM)

Push Motivation (PSM) will be the internal factor that obliges individuals to be involved in definite working conditions or chase their desired careers. Thus, intrinsic and extrinsic motivation will be the mixture of persuading individuals in their decision-making.

According to Gardner and Tremblay (n.d.), Push Motivation (PSM) outlines the individual's desire to conceive in other areas. In the meantime, a study in Taiwan and the United States discovered that the motion of intrinsic and extrinsic

motivation has different functions (Cheng, 2018). The Push Motivation uncovers that this motivation has a positive relationship with discussing the emotional intention of individuals to travel (Güzel et al., n.d). Autonomy, self-esteem, emotions, etc., will be the individual factors that affect their social or working decision.

In the context of this research, the analyst also tends to find the tendency of an individual on their intention to join the gig economy.

2.3 Conceptual Framework

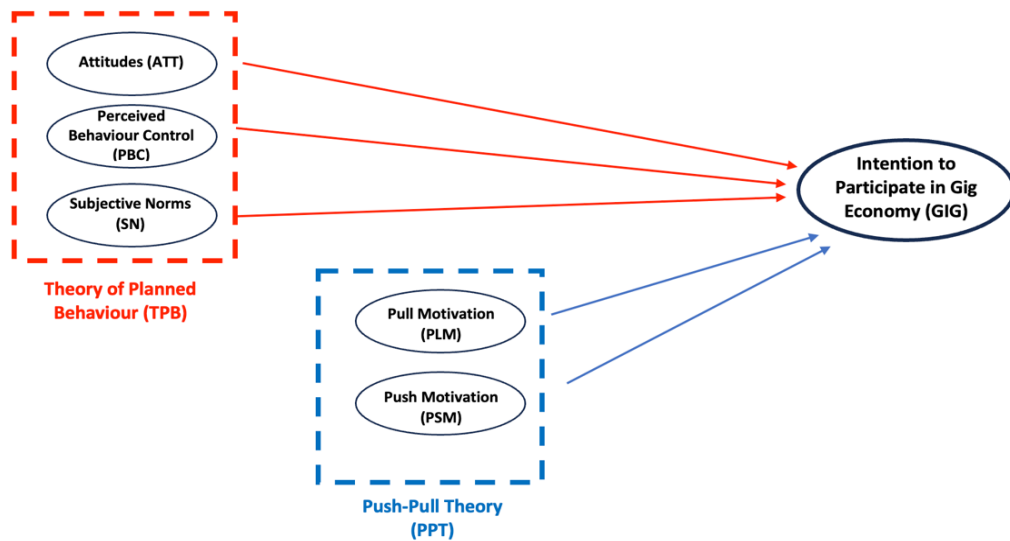


Figure 2.1: Conceptual Framework

Figure 2.1 displays the conceptual framework for the research. The research team established five (5) variables as Attitudes (ATT), Perceived Behaviour Control (PBC), Subjective Norm (SN), Pull Motivation (PLM), and Push Motivation (PSM), which impact Malaysian Youth to participate in the Gig Economy based on research objective.

2.4 Hypothesis Development

Dependent variable (DV):

The intention of Malaysian Youth to participate in the Gig Economy

Independent variables (IV):

Attitudes (ATT), Perceived Behaviour Control (PBC), Subjective Norm (SN), Pull Motivation (PLM), Push Motivation (PSM)

Attitudes (ATT)

Based on the previous study by Thepprasarn & Suntrayuth (2022), there is a significant relationship that attitudes influence the intention of Malaysian Youth to participate in the Gig Economy. This is because when individuals' needs are fulfilled, they tend to be satisfied with the intention to join the gig economy. The individuals' satisfaction towards the industry will be favourable as they foresee the future. Consequently, the predicted relationship between Attitudes (ATT) and intention of Malaysian Youth to join the gig economy will be a significant relationship.

H1: There is a significant relationship between **Attitudes (ATT)** and the intention of Malaysian Youth to participate in the Gig Economy.

Perceived Behaviour Control (PBC)

Gandhi et al. (2018) found that there is a significant relationship in which Perceived Behaviour Control (PBC) will affect Malaysian Youth participation in the Gig Economy. The individual tends to choose the job with higher Perceived Behaviour Control (PBC). In addition, those with sufficient resources and the ability will also influence the individual's decision.

H2: There is a significant relationship between **Perceived Behaviour Control (PBC)** and the intention of Malaysian Youth to participate in the Gig Economy.

Subjective Norm (SN)

Subjective Norm (SN) as the social influence would be the critical component influencing Malaysian youth's intention to participate in the gig economy.

H3: There is a significant relationship between **Subjective Norm (SN)** and the intention of Malaysian Youth to participate in the Gig Economy.

Pull Motivation (PLM)

Based on previous studies by ÇİĞDEM (2022), Pull Motivation (PLM) is a factor that might motivate someone to act from the person's environment as the motivation source. External factors that appeared from the subjective perception of the situation are related to Pulling Motivation (PLM).

H4: There is a significant relationship between **Pull Motivation (PLM)** and the intention of Malaysian Youth to participate in the Gig Economy.

Push Motivation (PSM)

Based on previous studies by ÇİĞDEM (2022), Push Motivation (PSM) is a factor that might motivate someone to act from the person's environment as the motivation source. External factors that appeared from the subjective perception of the situation are related to pulling motivation.

H5: There is a significant relationship between **Push Motivation (PSM)** and the intention of Malaysian Youth to participate in the Gig Economy.

2.5 Summary

Chapter 2 has discussed the theories and notions to give readers a fundamental understanding before going deep into each part of this research. Moreover, the literature review consists of the endogenous variable (DV) and exogenous variables (IV) to comprehend the relationship of each exogenous variable (IV) towards the endogenous variable (DV), the intention of Malaysian Youth to participate in the Gig Economy. Besides that, the shape of the conceptual framework and hypothesis development lead to an apparent sight in this research. Based on the previous study, all the exogenous variables (IV), such as Attitudes (ATT), Perceived Behaviour Control (PBC), Subjective Norm (SN), Pull Motivation (PLM), and Push Motivation (PSM), showed a significant positive relationship towards the intention of Malaysian Youth to participate in the Gig Economy.

The following chapter will explore the methodologies used to gather and analyze the data collected. The methods aim to find and uncover the outcomes to fulfil our research objectives and provide answers to the research questions.

CHAPTER 3: METHODOLOGY

3.0 Introduction

This chapter will discuss the research design, data collection approach, sampling design, target population, sampling frame and location, sampling techniques, sampling size, research instruments, questionnaire design, variable measurement, reliability and validity of questionnaires, ethical consideration, pilot test, proposed data analysis tool and research model. This allows the project to sound excellent and valid.

3.1 Research Design

This chapter included the methods and techniques used to complete our research. Proper methods have been proposed to produce a fair, logical, and standard result for our analysis. The chosen research approach is quantitative by investigating the relationship between the endogenous variable (DV) and the chosen exogenous variable (IV).

A structured and unprejudiced examination was carried out in this quantitative study to obtain the appropriate result. Research design is a scheme to respond to the topic; meanwhile, the research method is designed to conduct the project in this study. Macdonald and Headlam (2011) stated that creating a good research design required the project to practice so that the data would benefit the study. It is difficult to define the result generated from the quantitative method as the concern of the efficiency of

the hypothesis and to study the relationship between the endogenous variable (DV) and selected exogenous variable (IV).

3.2 Data Collection Approach

For this study, the project applied a primary data collection approach to investigate the intention of Malaysian Youth to participate in the gig economy. This study investigates the intention of Malaysian Youth to participate in the gig economy; therefore, the primary data collection approach is perfect since the project could grab the data first-hand. Since this study is to review the factors or variables developed for this study which could identify the intention of Malaysian Youth to participate in the gig economy with the exogenous variable (IV) such as Attitudes (ATT), Perceived Behaviour Control (PBC), Subjective Norm (SN), Pull Motivation (PLM), and Push Motivation (PSM).

Questionnaires will be the option for this project since a primary data collection approach was selected for this study. Online questionnaire surveys will be ideal; Google Forms as the platform for data collection will be a great idea for online questionnaires. For the online survey, a link will be handed out through social media platforms such as Facebook, Instagram and so on, generating QR codes for the strangers to scan for the targeted population to fill up. This survey solely focused on the Malaysian context; thus, any data collected from this vital range will be eliminated. On the other hand, the data from the targeted population will be recorded for us to study. In contrast, those out of the targeted population will not be required to answer the questionnaire survey.

The respondents will be required to answer several sections of questions which connect to the exogenous variables (IV), such as Attitudes (ATT), Perceived Behaviour Control (PBC), Subjective Norm (SN), Pull Motivation (PLM), and Push Motivation (PSM). Each section will include questions related to the exogenous variables (IV), and respondents need to choose the answers without any restrictions and according to their consideration, understanding and awareness.

In this research, the project will conduct the pilot test for the questionnaire survey. It will require 35 responses to test the validity of the questionnaire survey (Machin et al., 2018). The targeted duration for the validity test will fall between after the FYP 1 presentation (Week 14) and before the upcoming semester.

3.3 Sampling Design

This section will discuss how to conduct the survey and sampling design for this research. The section will discover the target population or respondents, sampling frame, sampling technique and sample size of the research topic.

3.3.1 Target Population

For this study, the research team selected Malaysians aged between 18 to 40 years old as our targeted population.

The motive for choosing 18 years old and above is to eliminate any inconvenience during the data collection period; meanwhile, to collect the data for those below 18 years old, approval needed to be acquired from the parent or guardian to do so. The constrained age ensures that the examined sample represents the intention of young Malaysians to participate in the gig economy and align with the chosen research topic.

3.3.2 Sampling Frame & Location

A sampling frame is a list or a source that contains the members of the population from which a sample is drawn. It is a crucial aspect of sampling design, as it provides a way to identify and select the individuals or units included in the sample. The sampling frame for our research is Malaysian youth aged 18 to 40 years old because the Department of Statistics Malaysia defines those aged between 18 to 40 years old as young people. All in all, this project tends to determine the intention of Malaysian Youth to participate in the Gig Economy by inserting a few exogenous variables (IV) into the designated research model. As our targeted population is aged from 18 to 40 years old, our sampling frame and location are universities which cover Malaysian youth aged from 18 to 40 years old.

Malaysia is a developing country; the gig economy will be critical to lead our beloved nation to another level. After the restrictions of movement (MCO), the gig economy is a driving factor that leads most Malaysians to choose their job. For instance, during the pandemic, the unemployment rate has risen, leading people to face joblessness, while some Malaysians tend to switch from traditional workers to gig workers.

3.3.3 Sampling Technique

In this project, we aim to figure out the intention of Malaysian Youth to participate in the Gig economy. The project wishes to discover the potential respondents from 18 to 40 years old based on the previous study mentioned that the age of Youth in Malaysia falls between the range. Hence, the sampling method that is being used in this research is voluntary response sampling under the non-probabilistic sampling method. McCombes (2019) stated that a voluntary response sample is people voluntarily responding to a survey without the researcher actively contacting them. This is similar to our approach because our sampling frame targets universities in Malaysia, as universities are convenient for finding young people as respondents.

The questionnaire survey will be distributed via a link to the respondents. The project will gather the fundamental data, and demographic questions into the survey, such as income group, state or federal territory, living status, etc., to enable the project to differentiate the group.

3.3.4 Sampling Size

The sample size of at least 400 respondents ($n=400$) will get margin errors under 5%. A sample as large as 400 can reduce the variance and mean square errors to obtain more accurate data. However, our targeted sample size is over 400 participants from the population of young Malaysians. This is because the huge

sample size will increase the statistical power and better accuracy of the outcomes.

For the quantitative survey, the larger the sample size, the data is more adequate to discover and clearly describe the intention of Malaysian Youth to participate in the gig economy. According to Faber and Fonseca (2014), there is a higher chance that the result is invalid or hard to trust when the sample size is less than ideal. In the meantime, the larger the sample size will capture the overall opinions and doctrine, and the outcome will be reliable and trustworthy (Andrade, 2020). The accuracy of the sample data will determine the significance of independent variables (IV) for this study.

3.4 Data Collection Method

3.4.1 Research Instrument

For the flourishing of this study, the project tends to use various research instruments to obtain, evaluate, and analyze the data collected. The research will utilize the primary data collection method to obtain the raw data from our targeted respondents. As our research investigates the intention of young Malaysians to participate as gig workers, our research will distribute a Google Form to our targeted respondents to fill out the form. The reason for choosing Google Forms as our instrument to obtain the data from young Malaysians is because the web application is free to use and is costless from the research perspective. Besides, Google Forms is a user-friendly product for researchers

to construct questionnaires. Not only that, the risk of getting positive for COVID-19 makes us think that Google Form is an ideal choice as the pandemic seems to bounce back as the infection of Arcturus keeps going up.

3.4.2 Questionnaire Design

As a primary data collection method, the project chose a set of questionnaire surveys that will be distributed. For the purpose of accomplishing research objectives, the project will accumulate data from the targeted population with several questions. Jones et al. (2013) stated that using the questionnaire survey will ease the project to accumulate extensive sample population data related to the study and create significant outcomes. The project generates a set questionnaire which aligns with the study, and the questions for targeted respondents will be stationary. Inside the questionnaire, there will be linear scale questions. In addition, the questionnaire will have a few sections for the respondents to better understand the notes or questions inside each section.

Below are the sections shown inside the questionnaire:

- Section A : Personal Data Protection Statement
- Section B : Target Sampling Respondent
- Section C : Demographic
- Section D : Intention to Participate in the Gig Economy
- Section E : Attitudes (ATT)
- Section F : Perceived Behaviour Control (PBC)
- Section G : Subjective Norms (SN)

- Section H : Pull Motivation (PLM)
- Section I : Push Motivation (PSM)
- Section J : End of Questionnaire

Section A will notify the respondents about their personal data protection statement. It will ensure that all the respondents in this questionnaire survey will be conducted for academic purposes and their rights, along with the data provided. Section C will be the overall demographic, such as age group, gender, race, educational level, state or federal territory, and income level. Section B will be the target sampling respondents, and it will be a question to ask the potential respondents whether their age falls between 18 and 40 years old before proceeding to the next section. All the questions will be asked in multiple-choice (MCQ) for the following sections.

Section D will be the endogenous variable (DV), which is the intention to participate in the gig economy. From Section E to Section I will be the selected independent variables (IV) for this study, which are Attitudes (ATT), Perceived Behaviour Control (PBC), Subjective Norms (SN), Pull Motivation (PLM), and Push Motivation (PSM). Inside each Section from D to I, the project set up linear scale questions for the respondents to answer from a scale of 1 to 5. The categorized linear scale questions will strongly disagree (1), disagree (2), neutral (3), Agree (4) and lastly, strongly agree (5). Last but not least, Section J will end the questionnaire; a blessing will be projected to appreciate all respondents' participation for their valuable time and data in assisting the project for this study.

3.4.3 Variable Measurements

According to this study, the project wishes to discover the connection between the endogenous variable (DV), the intention of Malaysian Youth to participate in the gig economy and the exogenous variable (IV), Attitudes (ATT), Perceived Behaviour Control (PBC), Subjective Norms (SN), Pull Motivation (PLM), and Push Motivation (PSM).

Table

The endogenous variable and each exogenous variable (IV) will be shown in the table.

Variables	Definition / Measurement
Intention of Malaysian Youth to Participate in the Gig Economy (Endogenous Variable)	<ul style="list-style-type: none"> • The intention of Malaysian Youth to participate in the Gig Economy illustrates the factors that lead Malaysian Youth to participate in the Gig Economy. • The data collected will be shown on a Likert scale from 1 to 5.
Attitude (ATT)	<ul style="list-style-type: none"> • The Attitude (ATT) is defined as the degree to of an individual is in favor or unfavored towards the behavior intended to perform (Azjan, 1991). • All the data collected will be signified in numerical scale from 1=strongly disagree.....till 5=strongly agree.

<p>Perceived Behaviour Control (PBC)</p>	<ul style="list-style-type: none"> • Perceived Behavior Control (PBC) refers to individuals with greater resources and smaller mistakes that will lead them to have greater behavioral control and favor to perform (Azjen, & Madden, 1986). • The data collected will be signified in numerical scale from 1=strongly disagree.....till 5=strongly agree.
<p>Subjective Norm (SN)</p>	<ul style="list-style-type: none"> • Subjective Norm (SN) is the perceived social pressure to execute or not the specific behavior (Azjen, 1991). • The data collected will be signified in numerical scale from 1=strongly disagree.....till 5=strongly agree.
<p>Pull Motivation (PLM)</p>	<ul style="list-style-type: none"> • Pull Motivation (PLM) is a factor that might motivate someone to act from the person's environment as the motivation source. External factors that appeared from the subjective perception of the situation are related to pulling motivation. • The data collected will be signified in numerical scale from 1=strongly disagree.....till 5=strongly agree.

<p>Push Motivation (PSM)</p>	<ul style="list-style-type: none"> • Push Motivation (PSM) is an intrinsic motivation that pursues individual to develop actions and skills originally from personal values, goals, etc. • The data collected will be signified in a numerical scale from 1=strongly disagree.....till 5=strongly agree.
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3.4.4 Reliability of Questionnaire

For reliable questionnaire, the rational questions should be asked. Therefore, the reliable questionnaire implies that the mechanism to explain the outcomes in a short period should be equal. The pilot test conducted with 35 sample sizes via Cronbach's Alpha will be retested again with more than 400 sample sizes to ensure the reliability of the sample.

Cronbach's Alpha values mean determining the reliability of the questionnaire along with the pilot test's performance. The ideal and trustworthy Cronbach's Alpha value should be between 0.7 to 0.8 (Moran, 2018). In the meantime, certain projects will aim for a greater Cronbach's Alpha value; however, it could be unrealistic to achieve in the actual study.

3.4.5 Ethical Consideration

When making a research proposal, research ethics is vital, and there will be numerous doctrines to obey, such as honesty, integrity, confidentiality, accountability to the public, etc. (City University of Hong Kong, 2015). Furthermore, the respondents should be responsible for the activities done during the research. In conjunction, the project should honor human sanctity, the entitlement of respondents to comprehend the purpose, research progress, and other elements which might cause inconvenience or dispute with their welfare. So, the project should be aware of the impact on the respondents that could influence the outcome, and the data collected must be stored strictly confidential.

Besides that, the project will not obtain sensitive information, for instance, the personal data of the respondents such as name, National Registration Identity Card (NRIC) number, home address, contact number or other personal data. This will shield respondents' data security, privacy, and welfare (Kelley et al., 2003). So, this questionnaire survey will be filled out by the respondents anonymously. Apart from that, inside Google Forms, Section A, which is the personal data protection statement, informs all the respondents that the project will only use their data during this study and should never be used for other purposes. Lastly, the project will erase the data collected after completing this study to avoid data breaches.

3.4.6 Pilot Test

In sequence, to test the practicability of this study, a pilot test will be utilized before handing out the questionnaire link or QR code to the chosen populations. Next, the pilot test was conducted before handing out the questionnaire link or QR code to evaluate the validity of the questions for each independent variable

(IV). A paradigm questionnaire will require feedback from the pilot test as the project may need to understand the arrangement or structure of the questions and time constraints for respondents to fill out. It is momentous for the project to conduct pilot tests to construct an ideal questionnaire for the study.

Conducting a pilot test for the study will not ensure that the questionnaire survey succeeds; however, a pilot test increases the possibility of success (Teijlingen & Hundley, 2001). The project follows the rules by conducting a pilot test for the targeted respondents to increase the likelihood of success. Based on the rules of thumb for conducting a pilot test, it requires between 25 and 50 respondents (Justify Sample Size for a Feasibility Study - RDS London, 2019). So, based on the previous study, the project chose to conduct the pilot test within the range.

Independent Variables (IV)	Items	Cronbach's Alpha
Attitudes (ATT)	5	0.840
Perceived Behaviour Control (PBC)	5	0.812
Subjective Norm (SN)	3	0.608
Pull Motivation (PLM)	5	0.837
Push Motivation (PSM)	9	0.894

Source: SPSS Pilot Test Result

In the initial phase of the survey, the project obtained a total of 35 of sample size for pilot test. According to the outcome, that refers to Cronbach's Alpha, the project decided to ensure all questions for five (5) exogenous variables (IV), such as Attitudes (ATT), Perceived Behaviour Control (PBC), Subjective Norm

(SN), Pull Motivation (PLM) and Push Motivation (PSM) since the value is more than 0.8. Furthermore, this project has removed two questions in the Subjective Norms (SN) and endogenous variables (DV) to ensure the value is more than 0.6 with the goal of providing an adequate and logical interpretation. As such, this project could provide a rational explanation across the final data evaluation. Thus, according to the result, the decent measure for the value will be 0.7.

3.5 Proposed Data Analysis Tool

The proposed data analysis tool is IBM's SPSS software to determine young Malaysians' intention to join as gig workers. After the data collection, the research will continue the data analysis with SPSS software to examine descriptive statistics, assumption testing and inferential statistics. For the analysis test, the project decided to use multiple linear regression analysis to study the intention of Malaysian Youth to participate in the Gig economy. Afterwards, the project will use IBM's SPSS software to run the multiple linear regression analysis with the data collected to discover the significance of each selected exogenous variable (IV). Furthermore, multicollinearity, autocorrelation, and heteroscedasticity tests will be conducted for each independent variable (IV) to avoid the coefficient estimates bias, untrustworthy standard errors, errors in statistical inferences and test inaccuracy. With this analysis, the project can discover the possible matters in the regression model and the correlation among the variables. This leads the regression model to be more accurate and trustworthy.

Summary of data analysis techniques

Techniques	Explanation
------------	-------------

Descriptive statistics	
i) Mean	To understand the sample with a single value to represent the center of the data
ii) Percent	To evaluate the occupancy of the responses lead to some basic explanation on the obtained data
Reliability Test	To utilize in pilot test (Cronbach's Alpha)
Diagnostic checking	
i) Multicollinearity	To ensure the OLS is reliable
ii) Autocorrelation	
iii) Heteroscedasticity	
Multiple Regression	-To test hypotheses
i) ANOVA	-To determine the overall significant of the model
ii) R ²	-To define the power of exogenous variable (IV) to explain endogenous variable
iii) Coefficients	

In the data analysis process, a reliability test will be conducted during the pilot test to ensure the research's reliability. After the data of 400 samples is being collected, descriptive statistics will be utilized to examine the mean and percentage of the sample's demographic, dependent variable (DV), and independent variables (IV).

Subsequently, a series of diagnostic tests will be tested to ensure the reliability of Ordinary Least Squares. Durbin Watson Test for autocorrelation, Variable Inflation Factor (VIF) for multicollinearity and Heteroscedasticity Test for heteroscedasticity. The Jarque Bera Test will also be conducted for normality assumption. Lastly, we will

proceed with the multiple regression analysis. Multiple regression analysis could assist us in determining the significance of the overall model and each independent variable (IV).

3.5.1 Research Model

The subsequent will be the research model based on the research hypotheses proposed in this study. It will examine the significance of each independent variable (IV) proposed in this study.

The intention of Malaysian Youth to join the gig economy

$$\text{Intention to join gig economy} = \beta_0 + \beta_1\text{AT} + \beta_2\text{PBC} + \beta_3\text{SN} + \beta_4\text{PLM} + \beta_5\text{PSM} + \mu$$

Where

ATT = Attitudes

PBC = Perceived Behavioural Control

SN = Subjective Norm

PLM = Pull Motivation

PSM = Push Motivation

Since the questionnaire consists of numerous questions for each endogenous variable (DV) and exogenous variables (IV), the project will be utilized mean value approach. The scaling from 1 to 5 from every question within the same variable will be averaged to find out the mean value. This will be done for each

variable and response. Eventually, the mean value will be used to proceed with multiple regression analysis to find out the genuine relationship between variables.

3.6 Summary

For this chapter, the project has emerged the methodologies for this study. This chapter contains the research design, data collection approach, sampling design, target population, sampling frame and location, sampling technique, sample size, research instruments, ethical considerations, pilot test, proposed data analysis tool and research model. Autocorrelation, multicollinearity, heteroscedasticity, reliability, and normality analysis testing will be utilized in depth in relation to the research model. Last but not least, the project elaborated on several analyses that will be utilized for this study.

CHAPTER 4: DATA ANALYSIS

4.0 Chapter Overview

The chapter presents several relevant numerical data analysis methods, such as descriptive analysis, group comparison of respondent profiles with endogenous variable (DV), reliability, and multiple regression analysis. The accumulated fresh data will be cleaned with IBM SPSS software to ascertain integrity and coherence.

This study utilizes the designated questionnaire on answering all the questions before submitting it; no empty responses have been detected. Nevertheless, 462 responses will be gathered as raw data for advanced analyses in this study.

Furthermore, this study aims to investigate the intention of Malaysian youths from 18 to 40 to participate in the Gig Economy. The respondents from the endogenous variable (DV) should complete the designated questionnaire before proceeding to the exogenous variables (IV). After the data collection, the raw data sets will move on to the SPSS software for further analysis, such as descriptive and inferential analyses.

4.1 Descriptive Analysis

In this part, there will be a descriptive analysis to execute on the data gathered to examine the effect of the exogenous variables (IV), such as Attitudes (ATT), Perceived Behaviour Control (PBC), Subjective Norms (SN), Pull Motivation (PLM), and Push Motivation (PSM) towards the endogenous variable (DV), intention to join the gig economy. Furthermore, the carry-out of descriptive analysis will enhance our understanding of the background of our respondents, a cumulative total of 462 respondents somewhat scattered beyond gender and age groups. In addition, the objective of descriptive analysis is to furnish a comprehensive summary of the

endogenous variable (DV), intention to join the gig economy, and exogenous variables (ATT, PBC, SN, PLM, and PSM) align with merging numerous measures of dispersion such as range and standard deviation and measures of central tendency including mean and mode. Frequency analysis was conducted to produce an extensive abstract of the endogenous variable (Intention to participate in the gig economy) and exogenous variables (ATT, PBC, SN, PLM, PSM) in terms of the standard error of the mean.

4.1.1 Respondents' Profile

The tables show the summary of the respondent's profile. The endogenous variable (DV) indicates the intention of Malaysian Youth to participate in the Gig Economy, with a total of 462 respondents.

4.1.1.1 Age Group

Age Group	Frequency	Percentage (%)
18-24	320	69.3
25-30	84	18.2
31-35	35	7.6
36-40	23	5.0
Total	462	100

Table 4.1: Frequency and percentage data for the age group of respondents.

Table 4.1 shows that most respondents are aged between 18 to 24, stands for 69.3%, followed by the age group from 25 to 30, which 18.2%, the age group from 31 to 35, which are 7.6% and age group from 36 to 40 which is only 5%.

4.1.1.2 Gender

Gender	Frequency	Percentage (%)
Female	236	51.1
Male	226	48.9
Total	462	100.0

Table 4.2: Frequency and percentage data for the gender of respondents.

Table 4.2 shows more female respondents than male, with 51.1% of females, while male-only stands at 48.9%.

4.1.1.3 Educational Level

Educational Level	Frequency	Percentage (%)
Bachelor's Degree	318	68.8
Diploma	55	11.9
Master's Degree	6	1.3
Secondary School	46	10.0
Others	37	8.0
Total	462	100.0

Table 4.3: Frequency and percentage data for the educational level of respondents.

Table 4.3 shows that the educational level of the majority of respondents is a bachelor's degree with 68.8%, followed by a diploma with 11.9%, secondary school with 10%, and others such as foundation with 8%. Only a few respondents have a master's degree, which is 1.3%. Lastly, other education

levels may indicate the respondents might have studied until primary school, A-Level, O-Level or another educational certificate.

4.1.1.4 Living States

Living States	Frequency	Percentage (%)
Rural	188	40.7
Urban	274	59.3
Total	462	100.0

Table 4.4: Frequency and percentage data for the living states of respondents.

Table 4.4 shows that the respondents who live in urban areas, which is 59.3%, are more than respondents who live in rural areas, which is 40.7%.

4.1.1.5 State / Federal Territory

State / Federal Territory	Frequency	Percentage (%)
Johor	43	9.3
Kedah	81	17.5
Kelantan	7	1.5
Kuala Lumpur	24	5.2
Malacca	15	3.2
Negeri Sembilan	5	1.1
Pahang	10	2.2
Penang	108	23.4
Perak	97	21.0
Perlis	5	1.1

Sabah	5	1.1
Sarawak	3	.6
Selangor	53	11.5
Terengganu	6	1.3
Total	462	100.0

Table 4.5: Frequency and percentage data for the states / federal territory of respondents.

Table 4.5 shows that the majority of respondents live in Penang which is 23.4%, followed by Perak which is 21%, Kedah which is 17.5%, Selangor which is 11.5%, Johor which is 9.3%, Kuala Lumpur which is 5.2%, Malacca which is 3.2%, Pahang which is 2.2%, Kelantan which is 1.5%, Terengganu which is 1.3%, and three states with same amount of 1.1% which are Negeri Sembilan, Perlis and Sabah. The last state has less than 1% of respondents, Sarawak, with 0.6%.

4.1.1.6 Race

Race	Frequency	Percentage (%)
Chinese	248	53.7
Indian	37	8.0
Malay	177	38.3
Total	462	100.0

Table 4.6: Frequency and percentage data for respondents' race.

Table 4.6 shows that most respondents are Chinese, which consists of 53.7%, followed by Malay, which consists of 38.3%, and the least, Indian, with only 8%. When comparing races, state or federal territory and living status, the sample data was collected mostly from urban areas (Table 4.4); almost 60% of respondents come from urban areas. In the meantime, the respondents from

urban areas, mostly from the West Coast Northern Region, such as Penang (23.4%), Perak (21%), and Kedah (17.5%), which are the three (3) higher percentage states. Therefore, the respondents of the urban areas from the West Coast Northern Region consist of a higher percentage of Chinese citizens, especially in Penang state. Based on the statistics from the Department of Statistics Malaysia (DOSM) in MyCensus 2020 for Penang State, the highest ethnicity is Chinese at 44.9%, followed by Bumiputera at 44.7%, Indian at 9.7% and lastly, 0.6% is others. (Appendix 4.1)

4.1.1.7 Income Group

Income Group	Frequency	Percentage (%)
B40 (<RM4,850)	304	65.8
M40 (RM4,850~RM10,960)	149	32.3
T40 (>RM10,960)	9	1.9
Total	462	100.0

Table 4.7: Frequency and percentage data for the income group of respondents.

Table 4.7 shows that most respondents are under B40, consisting of 65.8%, whose incomes are lower than RM4,850, followed by M40, consisting of 32.8%, whose incomes are between RM4,850 and RM10,960. T40, whose incomes are higher than RM 10,960, has the least respondents, consisting of only 1.9%.

4.1.1.8 Group Comparison Within the Respondent Profile

Respondent Profile	Significance Level
Age Group	0.000

Gender	0.344
Educational Level	0.162
Race	0.000
Living Status	0.001
State / Federal Territory	0.784
Income Group	0.428

Table 4.8: Significant level for the respondent profile

***P-value: 0.05**

Remarks: Gender and living Status using an Independent T-test while the remaining (Age Group, Educational Level, Living Status, State / Federal Territory and income group using the TUKEY test, using SPSS software.

Based on the outcome of the SPSS, only **age group and race** have a **significance level of 0.000** or **below the p-value of 0.05**. Thus, there is **enough evidence** to conclude that the age group and race could be the influence to participate in the Gig Economy.

Age Group could be the influence on participation in the Gig Economy. For instance, the targeted population of this study could explain that most respondents aged between 18 to 40 years old would likely participate in the Gig Economy. Based on Appendix 4.2, individuals **aged 31 to 35** have the highest intention to participate in the Gig Economy. This might be due to individuals having a **higher understanding of the Gig Economy** as a non-permanent worker than the other age group. In contrast, individuals **aged 18-24** may have **lesser knowledge about the Gig Economy** and wish to have a permanent job for stable income as their first job.

Race will be another factor to influence individuals to participate in the Gig Economy. According to **Appendix 4.3**, the mean for Malay is the highest among the other races at 3.6949, which indicates Malay individuals tend to

participate in the Gig Economy. This might be due to different financial literacy among races. For instance, the Chinese tend to have a long-term plan whereby they must acquire a stable income to perform goals such as buying houses, forming a family, retirement plans, etc. On the other hand, there is likely to be a lack of financial literacy from the Malay, but education about finance should be taught from a young age.

Living Status is another factor that influences participation in the Gig Economy. Firstly, with the outcome of Levene's Test for Equality of Variance, the **significant value is 0.275**, higher than the **p-value (0.05)**, leading to a standard independent t-test for the equal variance. Next, the significant value for the **independent t-test** showed the equal variance of significant value is 0.001, lesser than the p-value (0.05). The **mean for urban area is 3.3078**, while **rural area stands for 3.5798 (Appendix 4.4)**. This indicates that ruralists tend to participate in the Gig Economy in an urban area since there are more opportunities in urban areas. However, the urbanists might lack interest because they have already acquired more stable job incomes and are less likely to participate in the Gig Economy.

In the meantime, **the others**, such as gender, educational level, state / federal territory and income group, **recorded between 0.162 and 0.784**, which is **higher than the p-value**. Therefore, there is insufficient evidence to explain how this group of respondent profiles could influence the intention to participate in the Gig Economy.

4.1.2 Intention to Participate in Gig Economy (DV)

	DV1	DV2	DV3

Mean	3.55	3.45	3.25
Std. Error of Mean	0.043	0.052	0.055
Std. Deviation	0.930	1.118	1.185
Variance	0.864	1.251	1.404
Range	4	4	4

Source: SPSS Result

Table 4.9: Descriptive analysis for intention to participate in gig economy (DV)

According to the Table 4.9, the mean for DV1 to DV3 falls between 3.25 to 3.55, the average value achieved from the SPSS. The standard error of means was just reported at 0.043 to 0.055, which measures the variability of the sample mean to the actual population mean. For the mode, DV1 and DV2 reported at 4, while DV3 reported at 3. Furthermore, the variance and standard deviation achieved over 1 for (1.251 & 1.118, DV2) and (1.404 & 1.185, DV3), respectively; meanwhile, DV1 achieved (0.864,0.930). The range for three DV (DV1, DV2 & DV3) was recorded at 4.

4.1.3 Attitudes (ATT)

Variable	Mean	Standard Error of Mean
ATT1	3.35	0.046
ATT2	3.51	0.048
ATT3	3.68	0.044
ATT4	3.73	0.045
ATT5	3.57	0.046

Source: SPSS Result

Table 4.10: Mean and standard error of mean for Attitudes (ATT)

According to the Table 4.10, the **mean** of **Attitudes** (ATT1 to ATT5) was reported from **3.35 to 3.73**. Lastly, the **standard error of mean** declares that the variability of the sample means of Attitudes (ATT) to the actual population mean indicates **0.044 to 0.048**. The lower standard error of the mean indicates greater reliability towards the actual population mean.

4.1.4 Perceived Behaviour Control (PBC)

Variable	Mean	Standard Error of Mean
PBC1	3.74	0.044
PBC2	3.74	0.046
PBC3	3.75	0.046
PBC4	3.69	0.046
PBC5	3.33	0.056

Source: SPSS Result

Table 4.11: Mean and standard error of mean for Perceived Behaviour Control (PBC)

According to the Table 4.11, the **mean** of Perceived Behaviour Control (PBC1 to PBC5) was declared from **3.33 to 3.75**. Lastly, the **standard error of mean** declares that the sample mean of Perceived Behaviour Control (PBC) variability to the actual population mean indicates **0.044 to 0.056**.

4.1.5 Subjective Norms (SN)

Variable	Mean	Standard Error of Mean
SN1	3.52	0.051

SN2	3.53	0.056
SN3	3.66	0.050

Source: SPSS Result

Table 4.12: Mean and standard error of mean for Subjective Norms (SN)

According to the Table 4.12, the **mean** of Subjective Norms (SN1 to SN3) is between **3.52 to 3.66**. Lastly, the **standard error of the mean** of Subjective Norms (SN1 to SN3) is from **0.050 to 0.056** and well enough to represent the actual population of the mean.

4.1.6 Pull Motivation (PLM)

Variable	Mean	Standard Error of Mean
PLM1	3.66	0.044
PLM2	3.84	0.044
PLM3	3.72	0.045
PLM4	3.76	0.045
PLM5	3.81	0.047

Source: SPSS Result

Table 4.13: Mean and standard error of mean for Pull Motivation (PLM)

According to the Table 4.13, the **mean** of **Pull Motivation** (PLM1 to PLM5) is **between 3.72 to 3.84**. Lastly, the **standard error of mean** indicates the variability of the sample mean of Pull Motivation (PLM) to the actual population mean, which **indicates 0.044 to 0.047**.

4.1.7 Push Motivation (PSM)

Variable	Mean	Standard Error of Mean
PSM1	4.08	0.039
PSM2	4.23	0.042
PSM3	4.29	0.038
PSM4	3.42	0.052
PSM5	3.34	0.055
PSM6	3.21	0.060
PSM7	3.19	0.058
PSM8	3.24	0.059
PSM9	3.30	0.058

Source: SPSS Result

Table 4.14: Mean and standard error of mean for Push Motivation (PSM)

Based on the Table 4.14, the **mean** of pull motivation (PSM1 to PSM5) is **between 3.19 to 4.29**. Lastly, the standard error of mean indicates the variability of the **sample mean of pull motivation (PLM)** to the actual population mean, **which indicates 0.038 to 0.060**.

4.2 Inferential Analysis

In this section, inferential analysis was conducted to examine the power of sample data to reflect the population and to make future estimations and predictions. Several statistical analyses, such as Reliability analysis (Cronbach Alpha value), Multicollinearity (Variable Inflation Factor, VIF), Autocorrelation (Durbin-Watson Test), Heteroscedasticity (Breush-Pagan Test) and Multiple Linear Regression model, will be conducted.

4.3 Reliability Test

In this section, a reliability test was conducted, and the results are shown below.

Variable	Measurement	Cronbach's Alpha Based on Standardized Items
Attitudes (ATT)	ATT1, ATT2, ATT3, ATT4, ATT5	0.846
Perceived Behavior Control (PBC)	PBC1, PBC2, PBC3, PBC4, PCB5	0.807
Subjective Norm (SN)	SN1, SN1, SN3	0.671
Pull motivation (PLM)	PLM1, PLM2, PLM3, PLM4, PLM5	0.803
Push motivation (PSM)	PSM1, PSM2, PSM3, PSM4, PSM5, PSM6, PSM7, PSM8, PSM9,	0.826

Source: SPSS reliability tests' result

Table 4.15: Cronbach's Alpha value for independent variables (IV)

Table 4.15 shows the reliability test results for the 5 independent variables of this research. A Cronbach's Alpha ranges from 0.7 to 0.8 is a good range for ensuring the consistency and stability of our questionnaire structure. As such, **Attitude (ATT), Perceived Behavior Control (PBC), Pull motivation (PLM), and Push motivation (PSM) have value that more than 0.8**, which is a good sign for consistency and reliability. However, the **Subjective Norms (SN) posted 0.671**, below 0.7, while Cronbach's Alpha value between 0.6 and 0.8 is adequate (Cronbach, 1951; Wim et al, 2008).

4.4 Diagnostic Checking

This section will conduct numerous tests to fulfil the proposed model assumption. The test will detect multicollinearity (Variable Inflation Factor, VIF), autocorrelation (Durbin-Watson Test), and heteroscedasticity (Breush-Pagan Test) within the proposed model.

Variable Inflation Factor, VIF

Variable	Variable Inflation Factor (VIF)
Constant	
Attitude (ATT)	2.543
Perceived Behaviour Control (PBC)	2.336
Subjective Norm (SN)	1.207
Pull motivation (PLM)	2.767
Push motivation (PSM)	1.909

Source: SPSS result

Table 4.16: Variable Inflation Factor (VIF) for independent variables (IV)

According to Bhandari (2020), VIF is a measurement that can quantitatively measure the multicollinearity in regression analysis. In general terms, a VIF greater than 5 is considered a variable that is highly correlated. The results obtained from Table 4.16 showed that the VIF of the 5 independent variables ranged from 1.207 to 2.767. As such, we can conclude that the data **does not suffer from a multicollinearity problem** and can proceed with the next diagnosis.

4.5 Autocorrelation & Heteroscedasticity

Statistical method	Statistic	P-value
Durbin-Watson Statistic	1.919	-
Breush-Pagan test	1.160	0.328

Source: SPSS results

Table 4.17: Durbin-Watson Test and Breush-Pagan Test

After the multicollinearity diagnosis, 2 additional diagnoses have been conducted to detect the existence of autocorrelation and heteroscedasticity. SE (2023) stated that the Durbin-Watson statistic ranges from 0 to 4. A value of 2 or close to 2 indicates the absence of first-order autocorrelation. In general, a value within the range of 1.50 to 2.50 is considered acceptable to conclude that there is no significant autocorrelation in the residuals of the regression model. The obtained **Durbin Watson statistic** from Table 4.17 is **1.919**. We can conclude that the data **does not suffer from an autocorrelation problem**. The Breusch-Pagan test is a formal statistical test for heteroscedasticity (Zach, 2020). The **P-value** obtained from the **Breusch-Pagan test** is **0.328**, which is **more than 0.05**. As such, we can conclude that the **data is homoscedastic**.

4.6 Multiple Linear Regression Model

ANOVA

Sum of Squares	df	Mean Square	F	Sig.
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Regression	219.709	5	43.942	135.136	.000
Residual	148.276	456	.325		
Total					

Source: SPSS's ANOVA Result

Table 4.18: ANOVA Test

Coefficients

	Standardized Coefficient Beta	Sig.
(Constant)		0.066
ATT	0.385	0.000
PBC	0.273	0.000
SN	0.027	0.408
PLM	-0.024	0.629
PSM	0.236	0.000

Source: SPSS's Coefficient Result

Table 4.19: Coefficient for independent variable (IV)

Model Summary

Model	R	R Square	Adjusted R Square	Std.Error of the Estimate
1	0.773	0.597	0.593	0.57023

Source: SPSS's Coefficient Result

Table 4.20: Model Summary

According to the **ANOVA result**, it shows the regression is **significant at 0.000**. It means the overall model is fit with the variables this project included. From the coefficient table (Table 4.19), only three (3) exogenous variables (IV) are significant, which means there is a positive relationship between attitudes (ATT), Perceived Behaviour Control (PBC), and Push motivation (PSM) with the endogenous variable (DV) to influence the participation of Malaysian Youth in the Gig Economy.

For every one-unit increase in Attitudes (**ATT**), the overall intention will **increase** by **0.385**, assuming other variables are constant. For every one-unit increase in Perceived Behavior Control (**PBC**), the overall intention will **increase** by **0.273**, assuming other variables are constant. For every one-unit increase in Subjective Norm (**SN**), the overall intention will **increase** by **0.027**, assuming other variables are constant. For every one-unit increase in Pull Motivation (**PLM**), the overall one's intention will **decrease** by **0.024**, assuming other variables are constant. For every one-unit increase in Push Motivation (**PSM**), the overall one's intention will **increase** by **0.236**, assuming other variables are constant.

However, only attitudes (**ATT**), Perceived Behaviour Control (**PBC**), and Push motivation (**PSM**) have a **significant relationship** with Malaysian Youth's Intention to participate in the Gig economy, at a **significance level of 0.01**. Subjective Norm (**SN**) and Pull motivation (**PLM**) **do not have a significant relationship** with Malaysian Youth's Intention to participate in the Gig economy, at a **significance level of 0.10, 0.05, and 0.01**.

Based on model summary, a 59.7% in R-squared showed that there is 59.7% of the variation observed in the dependent variable is explained by the regression model. A 59.3% in R-squared showed that there is 59.3% of the variation observed in the dependent variable is explained by the regression model, taking into account of the degree of freedom.

CHAPTER 5: DISCUSSION, CONCLUSION AND IMPLICATIONS

5.0 Chapter Overview

In Chapter 4, the project has discussed the data analysis. This section will describe the major findings and summarize all contemplated hypotheses' outcomes. Furthermore, our study's implications, limitations, and recommendations for future research on similar topics. All in all, the relationship between endogenous variable (DV), Intention to Participate in the Gig Economy and exogenous variables (IV), Attitudes (ATT), Perceived Behaviour Control (PBC), Subjective Norms (SN), Pull Motivation (PLM), and Push Motivation (PSM) will be surmise in this section.

5.1 Discussion on Major Findings

This paper has performed a test of the Malaysian youth's intention to participate in the Gig economy based on the independent variables that have been stated in Chapter 2. A sample of 462 has been collected from people all around Malaysia. To complete the study, this paper utilized a questionnaire constructed in Google Forms as a medium to collect our sample.

According to the analysis on previous chapter, the completion for the research objective has been assembled, and the results of Chapter 4 answered all research questions. The main findings from this paper are that Attitudes (ATT), Perceived Behaviour Control (PBC), and Push Motivation (PSM) are the determinants for Malaysians to participate in the Gig economy. In contrast, Subjective Norm (SN) and Pull motivation (PLM) are not statistically significant as exogenous variables (IV) influence people's intention to participate in the Gig economy. Attitude (ATT), Perceived Behaviour Control (PBC)

and Push Motivation (PSM) are positively influencing Malaysian Youth to participate in the gig economy. Among the 3 variables mentioned, Attitudes (ATT) has the highest coefficient, which means the Attitude of Malaysian Youth towards the Gig economy influences their intention to participate.

Based on the results, the Attitude (ATT) is aligned with the previous study of the qualitative method by Gandhi et al. (2018). Perceived Behaviour Control (PBC) is also aligned with a previous quantitative study by Gandhi et al. (2018). Subjective Norm (SN) is not statistically significant in influencing the intention. The result is aligned with the results of Thepprasarn & Suntrayuth (2022) because the Subjective Norm (SN) is viewed as a moderating variable in their study. In the qualitative approach by ÇİĞDEM (2022), Pull Motivation (PLM) and Push Motivation (PSM) are factors to influence one's intention to participate in the Gig economy. However, with our quantitative approach, the results do not tally because the project only found that Push Motivation (PSM) is statistically significant with the intention to participate in the Gig economy.

As for hypotheses, we may make some conclusions on hypotheses based on the results from data analysis. First, the H1, H2, and H5 can be accepted because all the P-values of the represented independent variables are below 0.05. For H2 and H3, there is no sufficient evidence to conclude that the hypotheses are valid since the P-value of Subjective Norm (SN) and Pull motivation (PLM) is above 0.05.

5.2 Implications of the Study

The project's key objective will be to examine the willingness of Malaysian youth to participate in the gig economy. The theoretical implications of this study contribute to previous academic literature. In contrast, the practical implications help to gain a deeper understanding of Malaysian youth's willingness to make freelance work their main job. Overall, this research can help young people understand more about the gig

economy, identify factors that make them reluctant to join the Gig economy and analyze how this factor affects youth willingness.

In this study, we find out that Attitudes (ATT), Perceived Behaviour Control (PBC) and Push Motivation (PSM) are significant to the intention to participate in the Gig economy; At the same time, Subjective Norm (SN) and Pull Motivation (PLM) are insignificant to the intention to participate in the Gig economy. When we dig into the study's implications, it becomes clear that these factors potentially impact all aspects.

5.2.1 Business

First, from the business perspective, the company may focus more on talent attraction and retention. Our study shows that most respondents are likelier to work in a field that uses their skills and capacity to its full potential. Companies can use the findings to adjust their hiring strategies to align with young people. Companies can offer more gig work opportunities, flexibility, skills development, and work-and-entrepreneurial-related experiences to attract motivated individuals. Companies need to emphasize the purpose-driven nature of gig work. Most young people prefer jobs that align with their values and passions. Companies can communicate how they can provide gig workers with exposure to different projects and skills to attract youths with high potential.

Skill enhancement provided by companies is also a factor that will attract youths to join the gig workforce. By emphasizing the upskilling aspects of gig work, it will enhance the youths to master their skills. Companies might consider allocating a budget for gig workers to attend conferences, workshops, or courses relevant to their field. In addition, the company may develop and provide customized courses depending on the abilities required in the gig economy. These courses will include technical skills such as coding, digital

marketing, data analysis and other soft skills such as communication, problem-solving, and project management.

5.2.2 Government

From a government perspective, policymakers should emphasize the importance of labor protections in the gig economy. Issues faced by gig workers, such as minimum wage, working hours, and workplace safety, should be addressed. The result of our study shows that the issues stated are one of the reasons that will affect the intention of youth to join the gig economy. Therefore, the government should adjust the protection measures to make gig work safer and make more young people willing to join the gig economy. The government may enforce minimum wage standards for gig workers to ensure they receive fair service compensation. Most gig workers worry they will not earn enough for a period because they do not have a regular or minimum income. These standards may consider gig work's special characteristics, such as gig work hours and tasks. The government should provide gig workers with health care and other basic benefits. For instance, create a health care plan, and obtain retirement plans and disability insurance.

5.3 Limitations of the Study

In this part, the limitations of this project will be defined. This is vital for this study to recognize the study's limitations because the limitations will determine the study's frontier and ensure the study's outcome will be utilized in the proper and adequate circumstances for which the study was designed. In addition, the analysts will specify and review the limitations tracked within this research.

The limitation of this study is the inequality of the ratio of the Malaysian population by ethnicity. Based on the statistics by Statista (2023), Bumiputera stands for 70.1%, Chinese only reported at 22.6%, Indians recorded 6.6%, while the remaining 0.6% will be others. However, according to our collected data (462 sample size), 54.3% of respondents are from the Malay or Bumiputera ethnicity, the Chinese posted 37.5% while 8.2% for Indians. Thus, it does not fulfil the Malaysian population by ethnicity; it could be biased for us to represent the truth of tendency from the respondents from each ethnicity. Furthermore, based on the interpretation from Table 4.6 of Chapter 4, most of the respondents (over 60%) are from urban areas that came from the West Coast Northern Region, therefore a lack of accuracy in representing the whole of Malaysia.

5.4 Recommendations for Future Research

Based on the limitations discussed on above part, the suggestions for future study will be given. In addition, future study could enhance their study according to the present journals, the study's outcome and the analysis skills applied. The greater publications, assumptions, and analysis of the study will benefit people's quality of life.

The future research team should work together to gather the data based on the Malaysian population by ethnicity. It would enhance the truthfulness and credibility of the data. For instance, the data collected, which followed the population by ethnicity, will credit the analysts with studying vast commoners within the country. In the meantime, the study based on the ethnicity of the true population will have a wider broader on the targeted respondents from each race. Therefore, gathering the updated data from authorized resources would be more accurate.

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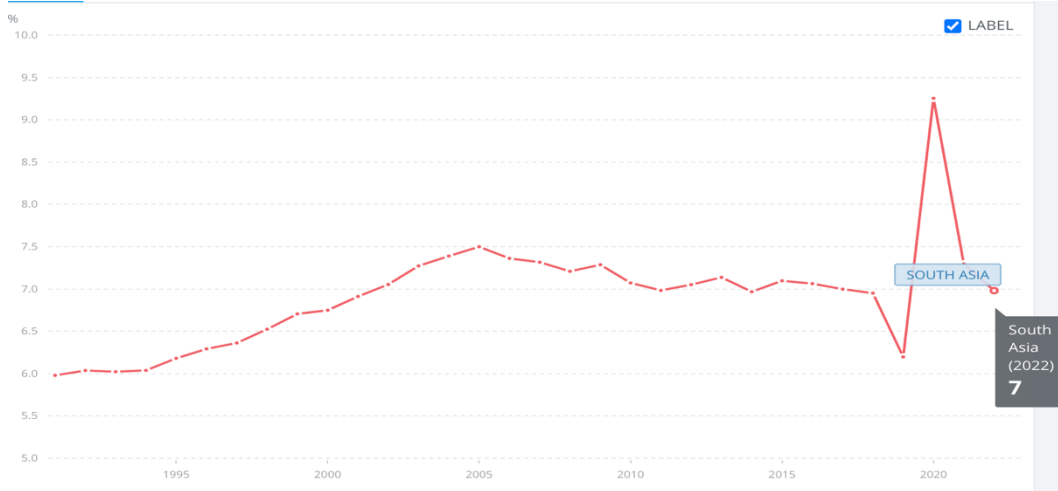
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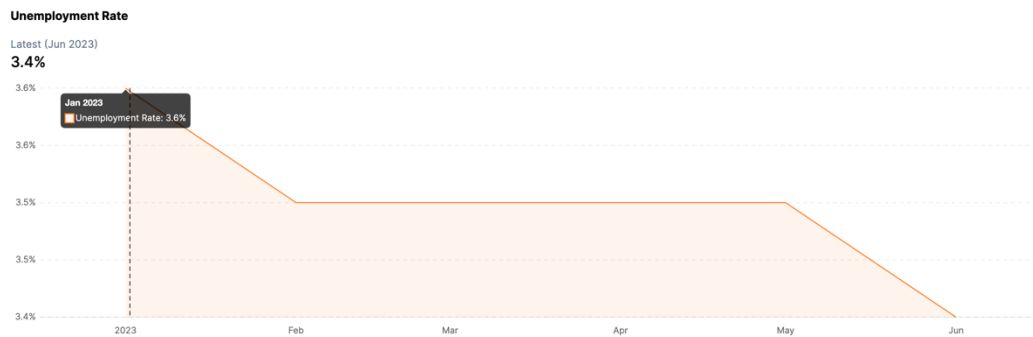
APPENDICES

Appendix 1.1: Statistics of Global Unemployment Rate in 2022.



Source: World Bank Open Data (2023). *World Bank Open Data website.*

Appendix 1.2: Statistics of Malaysia's Unemployment Rate as of June 2023



Source: Department of Statistics Malaysia (2023)

Appendix 3.1: Questionnaire (Section A – Personal Data Protection Statement)

Section A: Personal Data Protection Statement

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

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.

Consent:

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

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

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

raymondkang0068@1utar.my

cristinaloh.2128@1utar.my

yuntinnwong0628@1utar.my

Acknowledgement of Notice *

- I have been notified by you and that I hereby understood, consented and agreed per UTAR above notice.
- I disagree, my personal data will not be processed.

Appendix 3.2: Questionnaire (Section B – Target Sampling Respondents)

Section B: Target Sampling Respondents

Are you aged between 18 to 40 years *
old?

Yes

No

Appendix 3.3: Questionnaire (Section C – Demographic)

<p>Age Group *</p> <p><input type="radio"/> 18-24</p> <p><input type="radio"/> 25-30</p> <p><input type="radio"/> 31-35</p> <p><input type="radio"/> 36-40</p>	<p>State/ Federal Territory *</p> <p><input type="radio"/> Johor</p> <p><input type="radio"/> Kedah</p> <p><input type="radio"/> Kelantan</p> <p><input type="radio"/> Malacca</p> <p><input type="radio"/> Negeri Sembilan</p> <p><input type="radio"/> Pahang</p> <p><input type="radio"/> Penang</p> <p><input type="radio"/> Perlis</p> <p><input type="radio"/> Sabah</p> <p><input type="radio"/> Sarawak</p> <p><input type="radio"/> Selangor</p> <p><input type="radio"/> Terengganu</p> <p><input type="radio"/> Kuala Lumpur</p> <p><input type="radio"/> Labuan</p> <p><input type="radio"/> Putrajaya</p> <p><input type="radio"/> Perak</p>
<p>Gender *</p> <p><input type="radio"/> Male</p> <p><input type="radio"/> Female</p>	
<p>Race *</p> <p><input type="radio"/> Malay</p> <p><input type="radio"/> Chinese</p> <p><input type="radio"/> Indian</p> <p><input type="radio"/> Others</p>	
<p>Educational Level *</p> <p><input type="radio"/> Secondary School</p> <p><input type="radio"/> Diploma</p> <p><input type="radio"/> Bachelor Degree</p> <p><input type="radio"/> Master Degree</p> <p><input type="radio"/> PhD</p> <p><input type="radio"/> Others</p>	<p>Income Group *</p> <p><input type="radio"/> B40 (<RM4,850)</p> <p><input type="radio"/> M40 (RM4,850~RM10,960)</p> <p><input type="radio"/> T20 (>RM10,960)</p>
<p>Living Status *</p> <p><input type="radio"/> Rural</p> <p><input type="radio"/> Urban</p>	

Appendix 3.4: Questionnaire (Section D – Dependent Variable)

I will likely join the gig economy in the future. *

Strongly Disagree

1

2

3

4

5

Strongly Agree

I am familiar with the several platforms or workplaces that facilitate gig work. *

Strongly Disagree

1

2

3

4

5

Strongly Agree

I consider gig work as my primary job. *

Strongly disagree

1

2

3

4

5

Strongly agree

Appendix 3.5: Questionnaire (Section E – Attitude)

<p>I feel job security if I join as a gig worker. *</p> <p>Strongly Disagree</p> <p>1 <input type="radio"/></p> <p>2 <input type="radio"/></p> <p>3 <input type="radio"/></p> <p>4 <input type="radio"/></p> <p>5 <input type="radio"/></p> <p>Strongly Agree</p>	<p>I believe that more opportunities if I join as a gig worker. *</p> <p>Strongly Disagree</p> <p>1 <input type="radio"/></p> <p>2 <input type="radio"/></p> <p>3 <input type="radio"/></p> <p>4 <input type="radio"/></p> <p>5 <input type="radio"/></p> <p>Strongly Agree</p>
<p>I believe I will succeed if I join as a gig worker. *</p> <p>Strongly Disagree</p> <p>1 <input type="radio"/></p> <p>2 <input type="radio"/></p> <p>3 <input type="radio"/></p> <p>4 <input type="radio"/></p> <p>5 <input type="radio"/></p> <p>Strongly Agree</p>	<p>I believe the platform's incentive pay system is good. *</p> <p>Strongly Disagree</p> <p>1 <input type="radio"/></p> <p>2 <input type="radio"/></p> <p>3 <input type="radio"/></p> <p>4 <input type="radio"/></p> <p>5 <input type="radio"/></p> <p>Strongly Agree</p>
<p>I believe I will gain more advantages as a gig worker. *</p> <p>Strongly Disagree</p> <p>1 <input type="radio"/></p> <p>2 <input type="radio"/></p> <p>3 <input type="radio"/></p> <p>4 <input type="radio"/></p> <p>5 <input type="radio"/></p> <p>Strongly Agree</p>	

Appendix 3.6: Questionnaire (Section F – Perceived Behaviour Control)

<p>I believe my technical skill would provide me competency in the workplace. *</p> <p>Strongly Disagree</p> <p>1 <input type="radio"/></p> <p>2 <input type="radio"/></p> <p>3 <input type="radio"/></p> <p>4 <input type="radio"/></p> <p>5 <input type="radio"/></p> <p>Strongly Agree</p>	<p>I believe starting as a gig worker is probably the best way to take advantage. *</p> <p>Strongly Disagree</p> <p>1 <input type="radio"/></p> <p>2 <input type="radio"/></p> <p>3 <input type="radio"/></p> <p>4 <input type="radio"/></p> <p>5 <input type="radio"/></p> <p>Strongly Agree</p>
<p>I believe my personal knowledge in the working area provided me with the competency as a gig worker. *</p> <p>Strongly Disagree</p> <p>1 <input type="radio"/></p> <p>2 <input type="radio"/></p> <p>3 <input type="radio"/></p> <p>4 <input type="radio"/></p> <p>5 <input type="radio"/></p> <p>Strongly Agree</p>	<p>I am familiar with the process of becoming a gig worker, from registration to actually engaging in work. *</p> <p>Strongly Disagree</p> <p>1 <input type="radio"/></p> <p>2 <input type="radio"/></p> <p>3 <input type="radio"/></p> <p>4 <input type="radio"/></p> <p>5 <input type="radio"/></p> <p>Strongly Agree</p>
<p>I consider my related experience provided me with competency as a gig worker. *</p> <p>Strongly Disagree</p> <p>1 <input type="radio"/></p> <p>2 <input type="radio"/></p> <p>3 <input type="radio"/></p> <p>4 <input type="radio"/></p> <p>5 <input type="radio"/></p> <p>Strongly Agree</p>	

Appendix 3.7: Questionnaire (Section G – Subjective Norms)

I am concerned about my family's reaction if I work as a gig worker. *

Strongly Disagree

1

2

3

4

5

Strongly Agree

My family or friends' reaction will influence my decision as a gig worker. *

Strongly Disagree

1

2

3

4

5

Strongly Agree

My living environment encourages the gig economy. *

Strongly Disagree

1

2

3

4

5

Strongly Agree

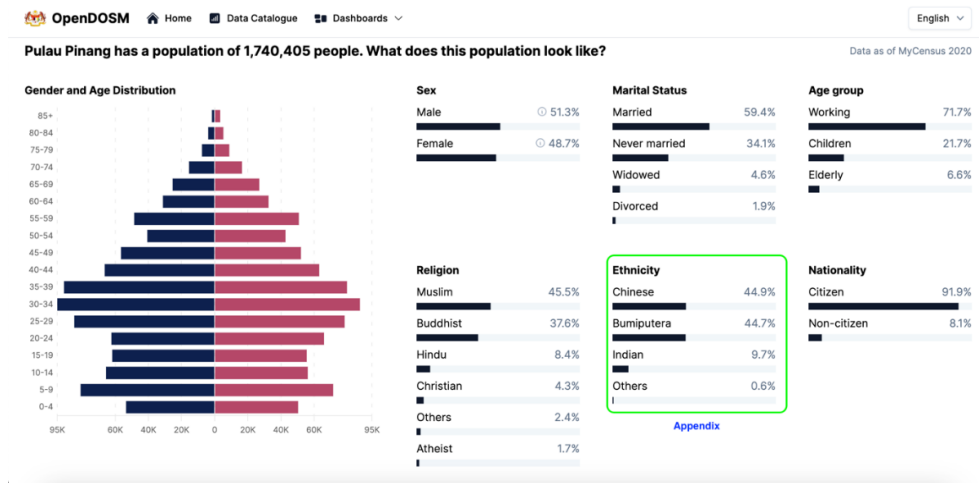
Appendix 3.8: Questionnaire (Section H – Pull Motivation)

<p>I can develop myself professionally via the gig economy. *</p> <p>Strongly Disagree</p> <p>1 <input type="radio"/></p> <p>2 <input type="radio"/></p> <p>3 <input type="radio"/></p> <p>4 <input type="radio"/></p> <p>5 <input type="radio"/></p> <p>Strongly Agree</p>	<p>I will gain social prestige as a gig worker. *</p> <p>Strongly Disagree</p> <p>1 <input type="radio"/></p> <p>2 <input type="radio"/></p> <p>3 <input type="radio"/></p> <p>4 <input type="radio"/></p> <p>5 <input type="radio"/></p> <p>Strongly Agree</p>
<p>I will feel independent as a gig worker. *</p> <p>Strongly Disagree</p> <p>1 <input type="radio"/></p> <p>2 <input type="radio"/></p> <p>3 <input type="radio"/></p> <p>4 <input type="radio"/></p> <p>5 <input type="radio"/></p> <p>Strongly Agree</p>	<p>I perceived job stability as one of the considerations to join gig economy. *</p> <p>Strongly Disagree</p> <p>1 <input type="radio"/></p> <p>2 <input type="radio"/></p> <p>3 <input type="radio"/></p> <p>4 <input type="radio"/></p> <p>5 <input type="radio"/></p> <p>Strongly Agree</p>
<p>I will gain good work relations as a gig worker. *</p> <p>Strongly Disagree</p> <p>1 <input type="radio"/></p> <p>2 <input type="radio"/></p> <p>3 <input type="radio"/></p> <p>4 <input type="radio"/></p> <p>5 <input type="radio"/></p> <p>Strongly Agree</p>	

Appendix 3.9: Questionnaire (Section I – Push Motivation)

<p>I would prefer doing a job that uses my skills and capacity to its full potential. *</p> <p>Strongly Disagree</p> <p>1 <input type="radio"/></p> <p>2 <input type="radio"/></p> <p>3 <input type="radio"/></p> <p>4 <input type="radio"/></p> <p>5 <input type="radio"/></p> <p>Strongly Agree</p>	<p>I am willing to take the risk of uncertainty in job continuity in order to pursue a gig career. *</p> <p>Strongly Disagree</p> <p>1 <input type="radio"/></p> <p>2 <input type="radio"/></p> <p>3 <input type="radio"/></p> <p>4 <input type="radio"/></p> <p>5 <input type="radio"/></p> <p>Strongly Agree</p>	<p>I am willing to waive off perks of a salaried job such as Social Security Organization (SOCSO) in order to pursue a gig career. *</p> <p>Strongly Disagree</p> <p>1 <input type="radio"/></p> <p>2 <input type="radio"/></p> <p>3 <input type="radio"/></p> <p>4 <input type="radio"/></p> <p>5 <input type="radio"/></p> <p>Strongly Agree</p>
<p>It is important for me to choose a job based on my interest. *</p> <p>Strongly Disagree</p> <p>1 <input type="radio"/></p> <p>2 <input type="radio"/></p> <p>3 <input type="radio"/></p> <p>4 <input type="radio"/></p> <p>5 <input type="radio"/></p> <p>Strongly Agree</p>	<p>I am willing to take the risk of financial instability in order to pursue a gig career. *</p> <p>Strongly Disagree</p> <p>1 <input type="radio"/></p> <p>2 <input type="radio"/></p> <p>3 <input type="radio"/></p> <p>4 <input type="radio"/></p> <p>5 <input type="radio"/></p> <p>Strongly Agree</p>	<p>I am willing to waive off perks of a salaried job such as Employment Insurance System (EIS) in order to pursue a gig career. *</p> <p>Strongly Disagree</p> <p>1 <input type="radio"/></p> <p>2 <input type="radio"/></p> <p>3 <input type="radio"/></p> <p>4 <input type="radio"/></p> <p>5 <input type="radio"/></p> <p>Strongly Agree</p>
<p>I would prefer to choose a career that gives me the opportunity to have multiple sources of income. *</p> <p>Strongly Disagree</p> <p>1 <input type="radio"/></p> <p>2 <input type="radio"/></p> <p>3 <input type="radio"/></p> <p>4 <input type="radio"/></p> <p>5 <input type="radio"/></p> <p>Strongly Agree</p>	<p>I am willing to waive off perks of a salaried job such as Employee Provident Funds (EPF) in order to pursue a gig career. *</p> <p>Strongly Disagree</p> <p>1 <input type="radio"/></p> <p>2 <input type="radio"/></p> <p>3 <input type="radio"/></p> <p>4 <input type="radio"/></p> <p>5 <input type="radio"/></p> <p>Strongly Agree</p>	<p>I am willing to waive off perks of a salaried job such as worker associations in order to pursue a gig career. *</p> <p>Strongly Disagree</p> <p>1 <input type="radio"/></p> <p>2 <input type="radio"/></p> <p>3 <input type="radio"/></p> <p>4 <input type="radio"/></p> <p>5 <input type="radio"/></p> <p>Strongly Agree</p>

Appendix 4.1: Statistics about Penang Population as of 2020 via MyCensus



Resources: Department of Statistics Malaysia. “Kawasanku • Pulau Pinang | OpenDOSM.”

Appendix 4.2: SPSS’s Group Comparison Result (Age Group)

Dependent Variable: DV

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	14.407 ^a	3	4.802	6.221	.000
Intercept	2278.600	1	2278.600	2951.540	.000
AgeGroup	14.407	3	4.802	6.221	.000
Error	353.578	458	.772		
Total	5766.889	462			
Corrected Total	367.985	461			

Appendix 4.3: SPSS’s Group Comparison Result (Race)

Dependent Variable: DV

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	21.947 ^a	2	10.974	14.556	.000
Intercept	2817.613	1	2817.613	3737.412	.000
Race	21.947	2	10.974	14.556	.000
Error	346.037	459	.754		
Total	5766.889	462			
Corrected Total	367.985	461			

a. R Squared = .060 (Adjusted R Squared = .056)

Appendix 4.4: SPSS's Group Comparison Result (Living Status)

Group Statistics

LivingStatus		N	Mean	Std. Deviation	Std. Error Mean
DV	Urban	274	3.3078	.85196	.05147
	Rural	188	3.5798	.92955	.06779

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference			
DV	Equal variances assumed	1.197	.275	-3.248	460	.001	-.27200			