

Factors influence university student to take Multi-Level
Marketing (MLM) as career choice

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- (2) No portion of this FYP has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.
- (3) Sole contribution has been made by me in completing the FYP.
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LIST OF ABBREVIATION

MLM	Multi-level Marketing
DV	Dependent Variable
IV	Independent Variable
SPSS	Statistical Package for the Social Science
ANOVA	Analysis of Variance

PREFACE

In the pursuit of understanding the factors that influence university students in Malaysia to opt for Multi-Level Marketing. Situated within the context of the Malaysian academic landscape, the study aims to unravel the intricate motivations guiding students towards MLM careers. As the Direct Selling Association of Malaysia regulates this industry, exploring the dynamics within this unique market becomes paramount. Theoretical foundations career decision-making self-efficacy, provide a lens for analysis. This preface sets the stage for an in-depth exploration, aiming not only to contribute to academic discourse but also to offer valuable insights for educators, policymakers, and industry stakeholders navigating the evolving landscape of career choices among university students in Malaysia.

ABSTRACT

This research delves into the factors influencing university students in Malaysia as they consider Multi-Level Marketing (MLM) careers. The study centres on key variables, including Income, Perception of Salespeople, Self-Efficacy, and Perception of Company. Set against the backdrop of Malaysia's regulatory environment, governed by the Direct Selling Association, the research incorporates theoretical lenses like Maslow's Hierarchy of Needs and career decision-making self-efficacy. Grounded in the distinctive features of the Malaysian MLM market, the investigation aspires to provide nuanced insights for academia, policymakers, and industry stakeholders. The anticipated outcomes aim to illuminate the motivations steering students toward MLM professions, contributing to a comprehensive understanding of the factors shaping career decisions among university students in Malaysia. This research seeks to bridge gaps in existing literature and offer practical implications for stakeholders in the MLM industry.

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CHAPTER 1: RESEARCH OVERVIEW

1.0 Introduction

In recent years, university students have been confronted with an increasingly diverse range of career opportunities, each presenting its distinct advantages and challenges. Multi-Level Marketing (MLM) has emerged as a noteworthy career choice, offering unique advantages that appeal to many students. This research paper aims to investigate the factors that attract university students to MLM as a promising career choice, with a specific emphasis on its perceived advantages. The key variables under scrutiny include income levels, perceptions of salespeople, self-efficacy, and attitudes towards MLM companies. Through an examination of these factors, this study endeavours to illuminate the motivations and considerations that steer students towards MLM, highlighting its perceived benefits in the ever-evolving landscape of career possibilities. By exploring these aspects, we aim to provide valuable insights into the factors influencing students' decisions to pursue MLM as a career, shedding light on the multifaceted world of career choices in today's society.

1.1 Research background

Career choice is a pivotal moment in the life of any student, and it involves a thorough evaluation of numerous factors before reaching a decision. Selecting a career path is a multifaceted decision that significantly impacts an individual's financial stability, social standing, and overall mental well-being. Navigating this journey can prove to be quite challenging. While some individuals smoothly transition through the various stages of career decision-making, others encounter obstacles along the way. These challenges have the potential to disrupt the process, either by

hindering its initiation, causing it to come to a standstill before a choice is made, or resulting in a suboptimal decision that may lead to a lack of commitment or feelings of regret (Levin et al., 2020).

The complexity of career decision-making is universal, transcending geographical boundaries. Kazi & Akhlaq (2017) emphasize that an individual's environment, talents, skills, and academic achievements all play crucial roles in shaping career choices. This intricate process involves considering various factors such as family influence, peer dynamics, gender considerations, academic reasons, and financial constraints. The influence of peers emerges prominently, especially at the university level, where students feel comfortable and confident making choices aligned with their friends. This peer influence is not limited to academic considerations but extends to the ease of studying together and mutual support in pursuing shared goals.

But on the other hand, high career turnover is also an issue faced in many Malaysia industry. The study conducted by Nursyafiah et al (2018) in Malaysia sheds light on the challenges faced by fresh graduates in terms of career adaptability, training, and development, and indicates a high level of unemployment among graduates. also, the impact of high turnover rates among fresh graduates, emphasizing the need for organizations to understand and address factors influencing career adaptability.

Graduate unemployment, a critical issue exacerbated by increased market competition, has surged over the last decade. This surge, catalysed by the economic recession, presents significant challenges for graduates seeking employment in their chosen fields. Graduates who cannot secure positions aligned with their studies often face difficulties obtaining unrelated jobs. Regrettably, employers are often reluctant to hire graduates from unrelated disciplines, fearing potential risks. This disconnection between graduates' career aspirations and available job opportunities results in elevated levels of both unemployment and underemployment among this demographic Kadir et al (2020).

Several contributing factors exacerbate this situation, including the influx of both local and international graduates competing for a limited number of positions, outdated educational curricula that don't align with industry needs, and societal pressure pushing students towards higher education, even when it may not be essential. Shanmugam (2017) mention that, in Malaysia, which produces over 200,000 graduates annually, one in five remains unemployed, with a notable portion being degree holders. In 2015, Malaysia reported that only 53 percent of graduates found employment within six months of graduation, while 18 percent chose to pursue further studies. Consequently, 24 percent of graduates struggled to secure employment.

1.2 Research problem

In light of the complex dynamics surrounding career choices among university graduates in Malaysia and the challenges they face, this research seeks to examine the motivations and factors that influence some graduates to choose MLM as a career path. MLM represents an unconventional career choice that may not align with graduates' initial aspirations but offers unique income-generating opportunities.

In the context of Malaysia, where the number of graduates has been consistently on the rise, the mismatch issue intensifies. The consequences of job mismatch are far-reaching. Overqualified graduates may struggle to secure positions that match their educational background, leading to frustration and underutilization of their skills. On the other hand, those lacking the requisite qualifications may face barriers to accessing certain job opportunities, limiting their employment options (Kadir et al, 2020).

Kim & Choi (2018) mention that there will be a negative effect that occurs on mismatched workers, particularly in occupation-specific majors, they will earn less than their adequately matched peers with the same level of education. When there is a

misalignment between the qualifications studied and the actual competencies required in their current positions, it leads to a decrease in their pay levels.

Participating in Multilevel Marketing (MLM) has emerged as a viable option, providing individuals with opportunities to engage in accessible ventures that offer substantial income potential. (Effiom & Francis, 2015). As the industry has witnessed rapid growth, particularly during periods of economic uncertainty, offering an appealing opportunity for aspiring entrepreneurs with limited capital. (Selamet et al, 2022).

However, taking MLM as a career choice are the absence of stringent qualification requirements, the appeal of low initial investment and risk, and the opportunity for personal development. so that student no need worried of the adaptability in Multilevel marketing. (Kumar & Satsangi, 2021). Despite MLM's negative perception and ongoing debates about its legitimacy, it has provided diverse groups of people with new opportunities to earn additional income, particularly in times of economic volatility. MLM operates through a non-salaried workforce, referred to as distributors, members, independent business owners, or representatives. This workforce, through recruitment and sales, forms a hierarchical structure that characterizes MLM business operations (Keong & Dastane, 2019).

Multilevel marketing is rooted in direct selling and represents one of the oldest methods of engaging with customers. Additionally, multilevel marketing, also known as relationship marketing or network marketing, can be viewed as a component of entrepreneurship. Furthermore, Student entrepreneurship is on the rise, with an increasing number of students venturing into the world of startups and innovation. A 2021 survey across 58 countries revealed that approximately 11 percent of students own and manage businesses, 18 percent aspire to become entrepreneurs immediately after graduation, and 32 percent plan to do so within five years of graduating (Karafilis, 2023).

Therefore, understanding the factors that drive university students to adopt for MLM as a career choice is crucial in the context of higher education and career planning. This research seeks to explore the underlying determinants that motivate students to embrace MLM as a viable career choice. Four primary independent variables have been identified for investigation: income, perception of salespeople, self-efficacy, and perception of the MLM company itself. These variables are believed to play pivotal roles in shaping students' decisions to embark on an MLM career path.

1.3 Research Objective

1.3.1 General Objective

In general, the research objective is to examine the factors influence university student to take MLM as career choice.

1.3.2 Specific Objectives

Certainly, there are 4 objectives that outline specific research objectives based on the study on the factors influencing university students to choose MLM as a career choice.

- To Investigate whether there is a relationship between income and likelihood of university students to adopt for MLM as a career choice.
- To Investigate whether there is a relationship between Perception to Salespeople and likelihood of university students to adopt for MLM as a career choice.
- To Investigate whether there is a relationship between Self-Efficacy and likelihood of university students to adopt for MLM as a career choice.
- To Investigate whether there is a relationship between Perception to MLM Company attributes and likelihood of university students to adopt for MLM as a career choice.

1.4 Research Questions

- will income influence university students' decisions to pursue a career in Multi-Level Marketing (MLM)?
- Will perceptions to salespeople influence university students' decisions on considering MLM as a career choice?
- Will self-efficacy influence the willingness of university students to take MLM as a career choice?
- Will students' perceptions to the MLM company attribute influence the decisions on considering MLM as a career choice?

1.5 Hypotheses of Study

There are 4 hypotheses to be proven in this research:

H1: There is a relationship between income and university students' decisions to pursue a career in MLM.

H2: There is a relationship between perception to salespeople and university students' decisions to pursue a career in MLM.

H3: There is a relationship between self-efficacy and university students' decisions to pursue a career in MLM.

H4: There is a significant positive relationship between perceptions to the MLM company attributes and university students' decisions to pursue a career in MLM.

1.6 Significance of Study

The significance of the study on the factors influencing university students' choice of Multi-Level Marketing (MLM) as a career choice lies in its potential to contribute valuable insights to various stakeholders and fields. Here are some key aspects of the study's significance. Educational institutions and career advisors can benefit from the findings to better support students in making informed and well-rounded career choices. Understanding the motivations and influences behind MLM career choices can lead to more tailored guidance. Also by understanding the role of income, perceptions, self-efficacy, and company image in MLM career choices, students can make more informed decisions about their futures. This can lead to more confident and well-prepared graduates. Lastly this study can serve as a foundation for further research into career choices among university students and the dynamics of non-traditional career paths, expanding the body of knowledge in these areas.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

this chapter proceeds to present an outline encompassing independent variables, dependent variables, the research framework, and the development of hypotheses. The chapter culminates with a recapitulation of its key content.

2.1 Hierarchy of Needs Theory

In the context of the literature review, it's essential to integrate the concepts related to Maslow's hierarchy of needs and its significance in understanding employee behavior. Setiyani et al. (2019) emphasized the hierarchical structure of human needs, with physiological needs, security needs, affiliation needs, esteem needs, and self-

actualization forming the ascending order of importance, as proposed by Maslow. This theoretical framework provides a valuable lens through which to analyze and interpret employee behavior. Furthermore, Trivedi & Mehta (2019) highlighted the practical implications of understanding employee behavior for effective workforce management. Managers can leverage this understanding to tailor financial and non-financial incentives to meet employees' varying needs within the hierarchy. Such an approach can ultimately enhance overall organizational efficiency, productivity, and profitability. This perspective on employee behavior aligns with the foundational principles of Maslow's theory and holds relevance in the context of our research.

2.2 Multilevel marketing

Multi-level marketing (MLM), sometimes also known as direct selling, network marketing, or referral marketing, has been a business model in existence since 1945. It involves retailing through a distributor network and recruiting new distributors to expand the business. MLM has gained both popularity and controversy due to its unique approach to promoting and selling products and services through a non-salaried workforce referred to as distributors (Keong & Dastane 2019).

In Malaysia, MLM has become a significant industry with both local and foreign-owned companies competing for market share. The sector is regulated by the Direct Selling Association of Malaysia (DSAM), ensuring adherence to the Direct Sales and Anti-Pyramid Act 1993 (data.gov.my). Malaysia is one of the most promising markets for direct selling in Southeast Asia. The sector has seen rapid growth over the past few years, with retail value sales reaching MYR21.5 billion in 2016. This figure is projected to grow by 12% in current terms to MYR26.9 billion by 2021 (Euromonitor).

Multi-Level Marketing (MLM) has emerged as a prominent contemporary marketing practice that spans both Business to Business (B2B) and Consumer to Consumer

(C2C) platforms (Achrol & Kotler, 2022). This business model involves direct selling through non-salaried distributors who not only generate income from their own sales but also recruit and manage a network of distributors beneath them (Roman et al., 2021).

The structure of MLM comprises individuals who start as customers, purchasing products from the company, and subsequently transition into distributors. This evolution creates a pyramidal structure, often referred to as "multilevel marketing" where distributors recruit others, forming a network of interconnected levels (Roman et al., 2021). Participants, also known as network members, act as independent contractors, earning commissions not only on their sales but also on the sales made by their recruits.

Salespeople in MLM tend to be older, possess higher levels of education, and have more years of total work experience. Additionally, these distributors often hold other jobs concurrently with their direct selling activities and are less likely to be associated with multiple direct selling companies. Referring to World Federation of Direct Selling Associations, identified seven types of direct selling salespersons, encompassing those affiliated with MLM organizations. These classifications are based on individual motivations for joining a direct selling company (Crittenden & Albaum, 2015). The seven types of direct selling salespersons are presented in the following table 2.1.

Types of direct selling salespeople	
1) Wholesale or Discount Buyer	These individuals technically are salespeople in that they sign up as salespeople but in reality, do so to buy the company's products at the wholesale or discount price accorded members of the sales force. They do not sell, and they do not recruit.
2) Short Term/Specific Objectives	These are individuals who join a company to earn extra money for a specific objective. Examples of these people are women who join many of the companies one month before Christmas to earn extra income to spend on their own families' Christmas presents. Another example is when an individual joins a firm to earn enough money to replace a worn out appliance, such as a refrigerator, or to buy a television set.
3) Quality Of Life Improvement	These are people whose family income is inadequate to give them the quality of life they want, whether both husband and wife work outside the home or one income is inadequate and the other must stay at home for the children. One of them—usually the woman—will therefore work a few hours per week with a company, but she or he will do it all year long to earn enough money to improve the quality of their lives financially.
4) Careerists	These are the people who work full time at their direct sales business. They are micro-entrepreneurs with their own small businesses, in effect in partnership with the direct selling firms.
5) Social Contacts	In some countries, women who have become isolated in the home because of a diminution of the number of nuclear families join direct sales firms for the social contact direct selling provides, both with their customers and with their colleagues.
6) Recognition	In some countries, people, especially women, join firms for the treatment of respect and the recognition they earn for their efforts.
7) Belief in the Products:	Some people join direct sales companies because they believe so much in the attributes of the products that they want to share them with their friends, neighbours', and the public at large.

Table 2.1 Type of salespeople

Note. Adapted from Crittenden V. L., Albaum G. (2015). The misplaced controversy about internal consumption: Not just a direct selling phenomenon, *Business Horizons*, Volume 58, Issue 4, 2015, Pages 421-429, ISSN 0007-6813, <https://doi.org/10.1016/j.bushor.2015.03.007>.

2.3 Hypotheses development

2.3.1 Income

Income, often synonymous with salary, is a central component of any employment arrangement. It is a fixed monetary compensation paid to employees in return for their services. In the realm of career decision-making, income holds a dual significance. Firstly, it serves as a basic necessity, addressing individual financial needs and contributing to short-term and long-term financial stability (Wen et al., 2018). Secondly, income is a crucial determinant of job satisfaction and overall well-being. Individuals seek financial security through their career choices, and the level of income offered plays a pivotal role in shaping these decisions.

The concept of income in the context of career choices extends beyond a mere monetary figure, encompassing various financial aspects associated with a chosen profession. Kazi & Akhlaq (2017) emphasize that income represents a fundamental element influencing an individual's lifestyle, standard of living, and long-term financial well-being. Financial stability and security play a pivotal role in career decision-making. The significance of income stability as individuals seek occupations that provide financial predictability and security. The desire for a stable financial future becomes a driving force in shaping career preferences.

Income also influences the lifestyle individuals aspire to lead. Occupations with higher income potential attract individuals seeking a particular standard of living, impacting their career choices (Kazi & Akhlaq 2017). The fundamental economic principle that individuals seek to maximize their utility serves as the basis for understanding how income influences career decisions. In the context of career choices, income represents not only the monetary rewards but also the financial stability and security associated with a particular career path (Kautonen et al 2017).

2.3.2 Income as an Influencing Factor in University student to take MLM as career choice

The income potential within MLM is further elucidated through the compensation structure. Franco et al (2016) mention, MLM is a system where agents not only earn from their direct sales but also receive commissions from the sales made by their downlines. This multifaceted earning approach includes margins from non-member consumer sales, personal sales commissions, and commissions from the sales generated by recruited downlines. The compensation structure's success is intricately tied to the recruitment activities within the distributor's organization.

Income considerations play a significant role in the decision-making process of individuals, particularly in the context of MLM, where the promise of financial gains through sales and recruitment is central. Tajti emphasizes the allure of MLM by offering a "business opportunity" that has the potential to evolve into an independent venture, providing a source of stable income (Tajti, 2023). This notion aligns with the fundamental concept of income influencing career choices, as individuals are drawn to opportunities that promise financial stability and growth.

however, research suggests that the profitability of participating in MLMs is a subject of debate, with contrasting figures reported by industry proponents and critics. While some argue that MLM provides an opportunity for income, especially for those who might otherwise struggle to work, critics contend that the industry relies heavily on recruitment, and the potential for substantial earnings is often overstated (Backman & Hanspal, 2022). In order to further study the relationship between income and take MLM as career choice, this study proposed that;

H1: There is a significant positive relationship between income and university students' decisions to pursue a career in Multi-Level Marketing (MLM).

2.3.3 Perception on Salespeople

Historically, the sales profession has suffered from negative perceptions and stereotypes, contributing to the reluctance of individuals, especially university students, to consider it as a viable career choice. Negative stereotypes about salespeople being pushy, untrustworthy, or engaging in unethical practices have been prevalent in societal attitudes, influencing the way potential candidates perceive sales careers Hamid et al. (2022).

Negative perceptions of salespeople, often shaped by stereotypes and myths, can impact individuals' career choices in retailing. Students tend to associate retailing with store-based activities, long work hours, and low compensation. These negative perceptions may stem from part-time retail work experiences, contributing to the notion that retailing is an "accidental career" (Gunn et al., 2017). The negative attitudes toward sales as a profession have persisted for decades, as evidenced by studies spanning over many years (Hamid et al., 2022). These perceptions are critical because they shape individuals' views on the nature of sales jobs and influence their career decisions.

Recent changes in the sales landscape, emphasizing relationship-building and a more customer-centric approach, have challenged traditional stereotypes associated with sales careers (Ballestra et al., 2017). However, the persistence of negative perceptions may still hinder students from considering sales as a viable and attractive career choice.

2.3.4 Perception to salesperson as an Influencing Factor in University student to take MLM as career choice

Empirical evidence suggests that students' perceptions of sales job attributes, such as job outcomes and requirements, significantly impact their feelings toward a sales career (Ballestra et al., 2017). Positive perceptions, including the potential for career

growth, esteemed personality, and job satisfaction, contribute to more favorable feelings about pursuing a sales career.

It is crucial to note that knowledge, as an additional construct in the proposed model, also plays a significant role in influencing career intentions (Farani et al., 2017). Knowledge about the retail industry and sales careers is viewed as a prerequisite to informed decision-making. The more individuals know about the opportunities and dynamics of a MLM career, the more likely they are to consider it as a viable and attractive option.

In order to further study the relationship between perception to salesperson and take MLM as career choice, this study proposed that;

H2: There is a significant positive relationship between perception to salespeople and university students' decisions to pursue a career in Multi-Level Marketing (MLM).

2.3.5 Self-efficacy

Career decision-making is a crucial aspect of life, and numerous studies have explored the factors influencing individuals' career choices. One widely studied construct is career decision-making self-efficacy, introduced by Taylor and Betz in 1983 through the development of the Career Decision Self-Efficacy scale (CDSSES). The CDSSES is rooted in Bandura (1997) concept of self-efficacy expectations, which posits that individuals' beliefs about their ability to perform a given task effectively are key determinants of behavior and behavior change. The scale is based on Crites' model of career maturity, which identifies five career choice competencies: accurate self-appraisal, gathering occupational information, goal selection, making plans for the future, and problem-solving.

According to Kavas (2014) The Career Decision Self-Efficacy Scale-Short Form (CDSES-SF), originally designed around a five-factor model, underwent a comprehensive factor structure examination among French university students. This analysis resulted in a modified four-factor model, consisting of 18 items, which exhibited strong internal consistency and a good fit for the data. The identified factors were: "Goal Selection," encompassing items related to selecting suitable career goals; "Problem Solving," including items related to the ability to make career changes; "Information Gathering," involving items related to searching for occupational information; and "Goal Pursuit Management," covering items related to planning and managing workload to achieve career objectives.

2.3.6 Self-efficacy as an Influencing Factor in University student to take MLM as career choice

Conversely, pursuing an MLM career with unclear goals or processes can lead to reduced motivation and performance, potentially causing distress and hindering success within the MLM business model. This highlights the significance of clear and well-defined career goals when venturing into MLM, as it can positively impact an individual's experience and outcomes in this career path. Additionally, when considering MLM as a career choice, it's essential to recognize the role of financial security. MLM often involves an initial investment and income variability, making financial stability a critical factor in the decision-making process (Baker, 2019; Mukherjee et al., 2017).

Additionally, research by Tsai et al (2017) reported that high career self-efficacy is related to various positive outcomes, including career preparation. These findings underscore the crucial role of self-efficacy in influencing the career decision-making process.

Lastly, Self-efficacy emerges as a critical determinant shaping individuals' beliefs in their ability to successfully engage in tasks associated with making career decisions and committing to a particular career path. Several studies have supported the positive correlation between self-efficacy and career choices (Chan 2018). As there is a significant positive correlation between career self-efficacy and career exploratory intentions in undergraduate students.

In order to further study the relationship between self-efficacy and taking MLM as career choice, this study proposed that;

H3: There is a relationship between self-efficacy and university students' decisions to pursue a career in Multi-Level Marketing (MLM).

2.3.7 Perception to company

Perception of a network marketing company plays a crucial role in influencing individuals' decisions to engage in this business model. One significant aspect is the perception of training and opportunity provided by these companies. According to the studies (Bosley et al 2019; Roman et al., 2021), network marketing companies are characterized by a structure where non-salaried distributors, also known as network members, not only engage in selling activities but also assume the role of independent contractors responsible for recruiting and training new distributors. This training aspect is vital in shaping the perception of individuals toward the company.

The training programs offered by network marketing companies are designed to equip distributors with the necessary skills and knowledge to succeed in direct selling and recruitment activities. The literature suggests that successful network marketing companies, such as Amway and Avon, invest significantly in training initiatives to enhance the capabilities of their distributors (Tighe, 2022). This emphasis on training can positively influence the perception of individuals, as a well-structured training

program is indicative of a company's commitment to the success and development of its members.

Furthermore, the perception of opportunity within a network marketing company is closely intertwined with the training provided. The studies emphasize that network members have the opportunity to not only generate income from their own sales but also earn commissions from the sales made by their recruits (Nat & Keep, 2002). This financial incentive, coupled with the training received, contributes to the perception of a lucrative opportunity within the network marketing model. Individuals may view these companies as avenues for financial growth and career advancement.

Company image is another crucial element influencing individuals' perceptions, as discussed in the literature. Successful network marketing companies, such as Amway, have achieved global revenues in the billions (Tighe, 2022), contributing to a positive industry reputation. However, controversies surrounding network marketing, particularly criticisms labeling it as a pyramid scheme, can negatively impact the perception of company legitimacy (Patharia et al, 2023). Government bans in some countries further contribute to a mixed reputation for the industry (Farooqui, 2020). Therefore, individuals' perceptions of a network marketing company are shaped not only by its training and opportunity offerings but also by the broader industry reputation. In term of company brand image, The research by Gaur (2017) underlines that a majority of respondents believe that high-quality products and a positive brand image are crucial drivers in selecting an MLM company.

2.3.8 Perception to MLM company attribute as an Influencing Factor in University student to take MLM as career choice.

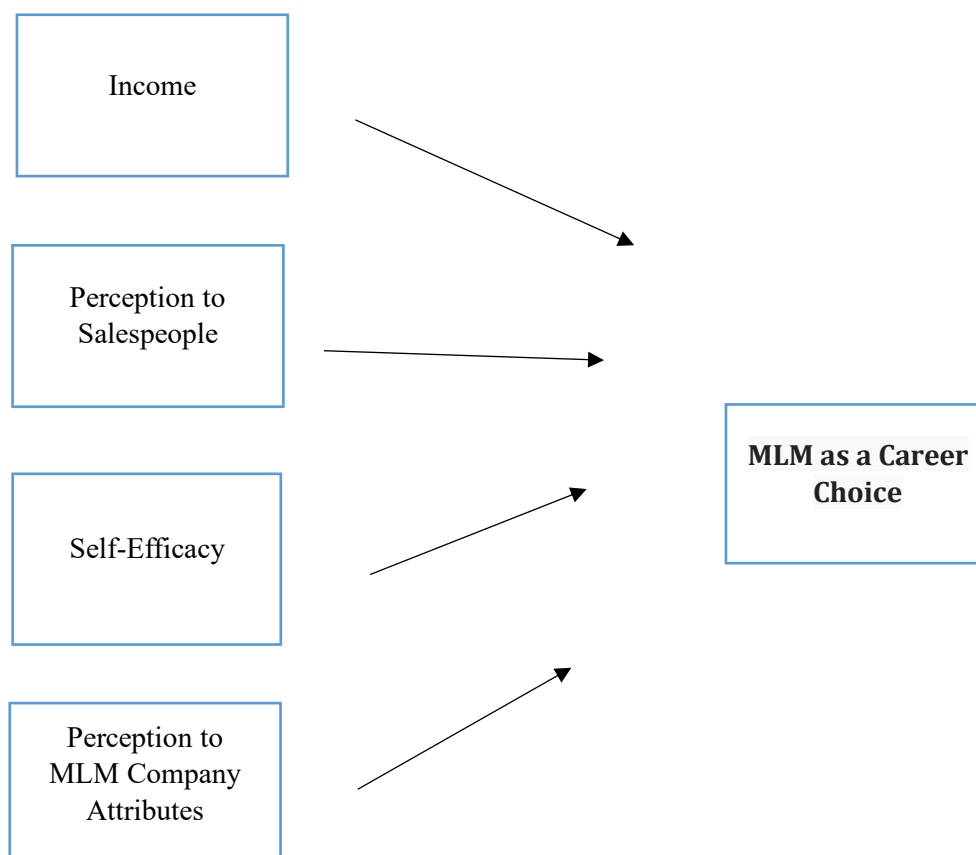
The perception of a company plays a crucial role in influencing individuals' career choices, particularly in the context of Multi-Level Marketing (MLM) companies.

Various factors highlighted in the research conducted by Jyoti (2022) shed light on the considerations that individuals take into account when opting to join a particular MLM company in India. One significant attribute that affects career choices is the brand image of the MLM company. Jyoti's findings suggest that individuals often prioritize companies with a positive brand image, associating it with credibility, trustworthiness, and overall appeal.

In order to further study the relationship between perception to MLM company attribute and take MLM as career choice, this study proposed that;

H4: There is a significant positive relationship between perceptions of the MLM company attribute and university students' decisions to pursue a career in Multi-Level Marketing (MLM).

2.4 Conceptual framework



2.5 conclusion

this chapter comprehensively reviews factors influencing Malaysian university students to opt for Multilevel Marketing (MLM) as a career. It explores the historical context and regulatory framework of MLM in Malaysia, highlighting the industry's growth and significance. The chapter discusses changing perceptions of salespeople, introduces career decision-making self-efficacy, and explores the crucial role of income and financial stability in MLM career decisions. Additionally, it examines the perception of MLM companies, focusing on training, opportunities, and overall image. Proposed hypotheses suggest significant relationships between these factors and university students' decisions to pursue MLM. This literature review forms a robust foundation for the theoretical framework, providing insights into the complexities of MLM career choices among Malaysian students.

Chapter 3: Research Methodology

3.0 Introduction

The preceding chapter conducted a thorough review of the literature, laying the groundwork for the formulation of multiple research hypotheses. This chapter is dedicated to elucidating the research methodology employed by the investigator to scrutinize these hypotheses. It commences by elucidating the research design and specifying the unit of analysis. Subsequently, it delves into the subsequent stages of the research, expounding upon the research instrument, data collection methods, questionnaire design, and the procedures utilized for data analysis.

3.1 Research Design

The primary purpose of a research design is to ensure that the evidence collected allows for the effective and unambiguous resolution of the research problem at hand. In the realm of social sciences research, gathering pertinent evidence to address the research problem typically involves delineating the specific type of evidence required to assess a theory, appraise a program, or provide a precise depiction of a phenomenon. (Sacredheart, n.d.). This study examines that stable income , perception to salespeople, Self-Efficacy, perception to MLM company attributes and take MLM as a career choice.

3.1.1 Quantitative Research

Quantitative research entails the systematic collection and analysis of numerical data to objectively depict, forecast, or regulate variables of interest. The primary objectives of quantitative research encompass testing causal connections between variables, generating predictions, and extrapolating findings to broader populations. Quantitative researchers strive to formulate general principles governing behaviour and occurrences, applicable across various settings and contexts. Quantitative data are commonly derived from experiments, which focus on quantifiable measurements. Nevertheless, other research techniques, including controlled observations and questionnaires, have the capacity to yield both quantitative and qualitative information (McLeod, 2008). It is used because it precise measurement and quantification of factors and variables associated with MLM participation. This precision is particularly crucial when evaluating the significance of diverse factors like monetary benefits or work flexibility, as it furnishes numerical data amenable to statistical analysis.

3.1.2 Causal research

Causal research, alternatively recognized as explanatory research, represents a research methodology designed to investigate the existence of cause-and-effect connections between distinct events. This examination comes into play when alterations in independent variables result in corresponding changes in dependent variables. Individuals can employ causal research to assess the repercussions of specific modifications on established norms, procedures, and related aspects. This genre of research is instrumental in scrutinizing a given condition or research dilemma with the aim of elucidating the intricate patterns of interactions that transpire among variables (Villegas, 2022). By conducting causal research, this study can gain insights into which factors are more likely to lead students to consider MLM as a career choice. This predictive ability is valuable for understanding and potentially influencing career decisions.

3.2 Sampling design

3.2.1 Target population

The concept of a target population, sometimes referred to as a target audience, pertains to the specific group of individuals for whom an intervention or study is intended to provide insights and draw conclusions. This group is characterized by particular attributes that enable clear differentiation from the broader general population. The purpose of identifying a target population is to gain a deeper understanding of their preferences and behaviors. This understanding can be instrumental in promoting a specific product or service or conducting research focused on distinctive features that often manifest in their actions, such as behavioral patterns (Akman, 2023).

The target population in this research refers to university students currently enrolled in undergraduate or postgraduate programs across a diverse range of academic

disciplines in Malaysia. These students are potential candidates for considering MLM as a career choice. The inclusion of students from various academic backgrounds ensures a representative sample that captures the broader population of university students. To recruit participants from this target population, surveys or questionnaires can be conducted within the university campus or through online platforms commonly used by university students for academic purposes. This approach will allow access to individuals who are currently pursuing higher education and may be considering various career choices, including MLM.

3.2.2 Sampling element

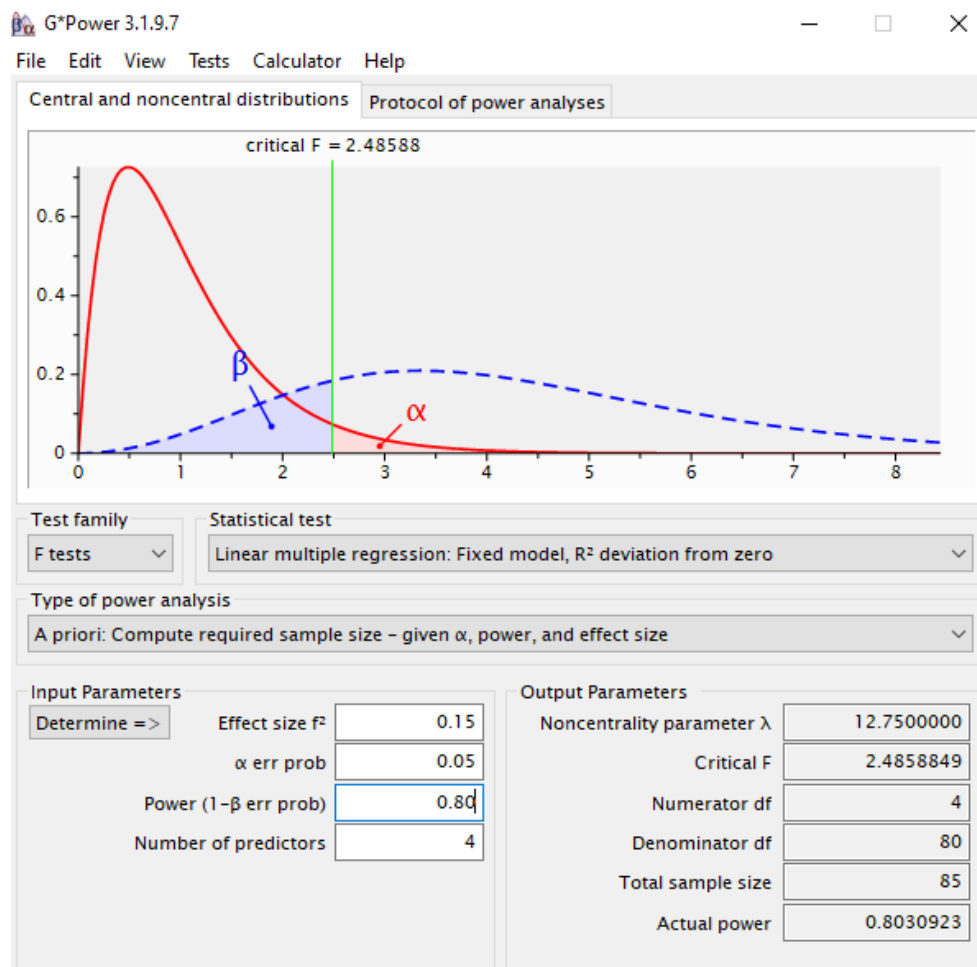
Element sampling, also known as direct element sampling, ensures that every unit (e.g., individuals, organizations, groups, companies) has an equal opportunity to be part of the research sample. However, this method relies on the ability to identify and reach every individual in the target population, which can be challenging due to cost or practical constraints (Djsresearch.co.uk, n.d.). University students represent the primary sampling element in this study. They are the individuals from whom data will be collected to understand their attitudes, perceptions, and factors influencing their consideration of MLM as a career choice. This sampling element encompasses both undergraduate and postgraduate students across various academic disciplines.

3.2.3 Sample size

Sample size calculations and power analyses depend on several key factors, including the effect size, power ($1-\beta$), significance level (α), and the specific type of statistical analysis employed. These elements collectively influence the robustness and reliability of research findings (Kang, 2021). According to Beck (n.d.), in estimating sample size via an a priori power analysis, the primary step involves determining the expected effect size. Significance level and power are typically fixed at values like

0.05 and 0.80, respectively. Therefore, the critical factor influencing sample size is the effect size. Larger effects require smaller sample sizes for a given power and significance level, while smaller effects necessitate larger samples. Accurate estimation of the effect size is vital in research planning.

Using the G-Power calculator show in figure 3.1, a sample size of 85 is determined for this study. The expected effect size (f^2) is 0.15, which is considered medium for this research. The study will employ a linear multiple regression statistical test to assess the factors influencing employee productivity. To establish reliability, the alpha error threshold will be set at less than 0.05. The analysis will consider variables related to the working environment, welfare amenities, and technological innovation. However, to enhance statistical power and account for potential errors in data collection, the sample size was increased to 100 participants. This larger sample is distributed across various demographic factors, ensuring a representative and robust dataset for analysis.



3.2.4 Sampling Technique

3.2.5 non-probabilty Sampling

Non-probability sampling relies on the researcher's subjective judgment rather than random selection. It's less strict and depends on the researchers' expertise, often used in qualitative research through observation. Non-probability sampling doesn't offer equal chances for all population members, unlike probability sampling where each member has a known chance of selection. It's valuable for exploratory studies like pilot surveys or when random sampling is impractical due to time or cost constraints (Questionpro, 2022).

Non-probability sampling techniques are often chosen in this research due to practical considerations related to accessibility and cost constraints (Javatpoint, n.d.).

Accessing the entire population of university students, as would be required in comprehensive random sampling, can be challenging, particularly when there is no complete list of all university students available. Additionally, conducting probability sampling can demand more substantial resources, including time and financial investments, to ensure the randomness and representativeness of the sample. Non-probability sampling methods offer a more practical and cost-effective approach under such circumstances.

3.2.6 Convenience sampling

Convenience sampling will be practically implemented through online and in-person approaches. Online convenience sampling involves reaching out to university students

through various online platforms such as social media groups and university forums. Questionnaire will be shared to participate voluntarily. In-person convenience sampling will be carried out on the university campus. These individuals will approach students directly, presenting them with the opportunity to take part in the study.

3.3 Data collection methods

The respondents to this study are university students who are looking for occupation in their future as a potential career choice. In this research, we utilize a questionnaire as the primary data collection tool. A questionnaire consists of a set of carefully crafted questions with corresponding answer choice. It is a user-friendly and effective means of gathering information from respondents. It will be administered in person, distributed online, and sent via email. Each question in the questionnaire requires participants to make their own judgments and provide responses based on their experiences and perceptions. The questionnaire format allows to obtain firsthand insights directly from respondent and this information is instrumental in advancing the objectives of the study.

3.3.1 Design of Questionnaire

In crafting a questionnaire for this research on the factors influencing university students in Malaysia to consider Multi-Level Marketing (MLM) as a career choice, it is crucial to ensure that the questions are well-structured and comprehensive. The questionnaire can be divided into two main sections: demographic information and construct measurement. Section is Demographic Information This section will gather background information about the respondents to provide context for the study. It should include the following questions like, Age Gender and Education.

For Section 2 is Construct Measurement. This section will focus on the variables relevant to the study, both independent and dependent. The variables to be measured are income, perception to salespeople, Self-Efficacy and perception to MLM company Attributes. For each variable, it's essential to use a mix of Likert scale questions, yes/no questions, and open-ended questions if necessary. This questionnaire design will help gather valuable insights into the factors influencing university students in Malaysia (Klang Valley) regarding their career choices, specifically their inclination towards Multi-Level Marketing.

Likert scales usually offer five response options for respondents to express their level of agreement or feeling toward a statement or question, allowing for nuanced opinions. This approach gathers quantitative data, making analysis more straightforward than binary responses. Anonymity in self-administered questionnaires can reduce social pressure and minimize social desirability bias (Mcleod.S, 2023).

3.3.2 Primary data

In this research, the primary data collection method chosen is structured interviews. Structured interviews provide a structured and standardized format for gathering information from respondents. These interviews will consist of a set of predetermined questions and follow a uniform format across all participants. We plan to collect a sample of 150 university students in Klang Valley. These students will be selected from various universities across different regions, ensuring a diverse representation of perspectives. Also, We will exclude the students who are not familiar with MLM.

The choice of structured interviews enables us to delve deeply into the factors influencing their decision to embrace MLM as a career choice, including income, perception of salespeople, self-efficacy, and perception of the MLM companies. By

engaging in direct conversations, we aim to uncover nuanced insights and gain a comprehensive understanding of their motivations and experiences in this field. Additionally, structured interviews provide an opportunity for real-time clarification of responses and the collection of rich qualitative data.

This method aligns with our research objectives and offers a more in-depth exploration of the factors at play in the career choices of university students regarding MLM. It allows us to capture their unique perspectives and experiences, contributing to a more holistic analysis of this phenomenon.

3.3.3 Origin of construct

Variables	Measurement items	Source
income	<p>I will work with MLM to earn extra money.</p> <p>I will work with MLM to obtain financial freedom.</p> <p>I will work with MLM because of lower member price</p>	Ng, K. L. (2015)
Perception to salespeople	<p>The personal relations involved in selling are disgusting.</p> <p>Salespeople lead a dignified life because they must be pretending all the time.</p> <p>Salespeople often inflate the benefits of the product they sell.</p> <p>Salespeople often stretch the truth to make a sale.</p> <p>Salespeople routinely take advantage of uneducated buyers.</p> <p>Salespeople often misrepresent guarantees or warranties of the products/services they sell.</p> <p>Salespeople are confident individuals.</p>	Beuk, F., Weidner, K. L., & Houser, L. M. (2023)

	Salespeople are not perceived favourably by others	
Self-efficacy	<p>I will Persistently work at many major or career goal even when I get frustrated.</p> <p>I will determine the steps that need to take to successfully complete my chosen major.</p> <p>I will plan of my goals for the next 5 years.</p> <p>I will determine the steps to take if I am having academic trouble with an aspect of my chosen major.</p> <p>I have Figure out what I am and am not ready to sacrifice to achieve your career goals</p>	Lam, M., & Santos, A. (2017)
Perception to MLM company Attributes	<p>I will work with MLM when the company provides adequate technical advice on the product.</p> <p>I will work with MLM when the company products are of high quality.</p> <p>I will work with MLM when the company have good brand names.</p> <p>I will work with MLM when the company are ethical in their operations.</p> <p>I will work with MLM when the company are reputable.</p> <p>I will work with MLM when company provides training that enable me to operate my own network marketing business</p>	Hetty, K. T., Chairy, C., Frangky, S., & Jhanghiz, S. (2020)
MLM as a career choice	<p>would consider MLM as career.</p> <p>A career in MLM would provide me with a long-term sustainable.</p> <p>I would consider MLM as a reputable career prospect.</p> <p>consider MLM as a good income prospect.</p> <p>A career in MLM would support my lifestyle choices.</p>	Hetty, K. T., Chairy, C., Frangky, S., & Jhanghiz, S. (2020)

	<p>A career in MLM would provide me with good social acceptance.</p> <p>MLM provides training that enable me to operate my own network marketing business.</p>	
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Table 3.1 Measurement Instrument

3.3.3 Pilot test

A pilot study is a small-scale investigation aimed at testing various aspects of methods planned for a larger research project (Arain et al., 2010). Its primary purpose is to prevent significant issues in a larger study by assessing the feasibility of various research components. Researchers use pilot studies to evaluate participant recruitment and retention strategies, assess the quality and appropriateness of data collection methods, and ensure the validity and reliability of instruments in the target population (Polit & Beck, 2017). The goal is to avoid costly errors and setbacks in a more extensive study by addressing potential problems in advance. This may include conducting reliability tests, such as assessing the inter-abstractor reliability when dealing with health care record data. Based on Birkett & Day (n.d.) recommendation, a pilot test sample size of 10 patients per group, with a maximum of 40 participants, is suitable. Smaller samples can provide good estimates of study variance for pilot tests.

University students, a total of 31 respondents, were given questionnaires covering various factors related to MLM as a career choice. The respondents voluntarily completed these questionnaires, taking approximately 5 minutes on average for each questionnaire. The researchers swiftly collected the completed questionnaires. Subsequently, SPSS software was employed to assess the questionnaire's reliability. Cronbach's Coefficient Alpha was used to evaluate internal consistency. Table 2 displays the alpha values representing the strength of the variables, and Table 2 presents the results of the reliability test. Notably, the highest Cronbach's Coefficient Alpha values were found for Income, Perception to Salespeople, Self-Efficacy, and Perception to MLM Company attributes, which were 0.901, 0.951, 0.831, and 0.945,

respectively. The dependent variable, MLM as a career choice, exhibited an alpha value of 0.924. According to Hair et al. (2016), the interpretation of reliability analysis results can be assessed based on their strength by using a Rule of Thumb table 3.2 below.

Variables	Number of Items	Cronbach's Coefficient Alpha	Strength of Reliability
Dependent Variable:			
MLM as a career choice	7	0.924	Excellent
Independent Variable:			
Income	5	0.901	Excellent
perception to salespeople	8	0.951	Excellent
Self-Efficacy	5	0.831	Very good
perception to MLM company	6	0.945	Excellent
Attributes			

Table 2 (Source: Developed from SPSS software)

Alpha Coefficient Range	Strength of Association
< 0.6	Poor
0.6 to < 0.7	Moderate
0.7 to < 0.8	Good
0.8 to < 0.9	Very Good
0.9 >	Excellent

Table 3.2 pilot test result

3.3.5 Likert-scale rating scale

A Likert scale, a commonly used survey question format, serves to assess opinions, attitudes, or behaviors. It presents respondents with a statement or question and offers a range of five or seven answer options to choose from, reflecting their degree of agreement or feelings on the subject. This scale is valuable for capturing nuanced responses and is widely utilized in research (Bhandari, 2022). The data collection process involved employing a structured questionnaire that drew inspiration from

existing literature, with slight modifications to suit the study's objectives. Within this questionnaire, various items were measured using a five-point rating scale. Respondents had the option to select from a spectrum of responses, ranging from 'strongly disagree,' which was assigned a value of 1, to 'strongly agree,' assigned a value of 5.

The research study is designed around four key constructs: Income, perception of salespeople, Self-Efficacy, and perception of the company. To measure these constructs, we adapted validated questionnaires from previous research studies to ensure the reliability and validity of our data collection. Income: Data on income was sourced from established studies conducted by Ng (2015), providing a robust foundation for this construct. Perception of Salespeople: We utilized a well-validated questionnaire on perception of salespeople originally developed by Beuk et al (2023), ensuring that our measurement of this construct is grounded in existing research. Self-Efficacy: The construct of Self-Efficacy was assessed using a reputable questionnaire sourced from Lam & Santos (2017), which has been employed in previous studies, demonstrating its reliability. Perception of the Company: To gauge participants' perception of the company, we adopted a questionnaire from the work of Hetty et al (2020). This established instrument has been used effectively in similar research contexts.

3.4 Method of Analysis

In the realm of data analysis, the process involves researchers transforming data into a coherent narrative and extracting insights from it. This intricate process serves the purpose of condensing extensive datasets into more manageable components that convey meaningful information (Bhat. A, 2022). It begins with the systematic organization of data, ensuring it is structured for efficient analysis. This foundational step prepares the data for further investigation. Summarization and categorization techniques are applied to simplify complex datasets, revealing underlying patterns and

themes. This step facilitates the identification of critical connections within the data. The core of our approach is data analysis itself. Then by employ a multifaceted approach, combining top-down and bottom-up methods. This strategy allows to uncover valuable insights aligned with research objectives. the data analysis methodology ensures rigorous and meaningful findings, contributing to a deeper understanding of factors influencing university students in choosing Multi-Level Marketing (MLM) as a career path.

3.4.1 Descriptive analysis

Descriptive analytics refers to the utilization of both current and historical data to identify and illustrate trends and relationships within the information. It is often regarded as the most straightforward form of data analysis since it focuses on describing patterns and connections without delving into deeper insights. (Cote, 2021). Data manipulation depicts essential properties including central tendencies, distribution patterns, and variability. Variance, range, and standard deviation measure variability, whereas mean, median, and mode measure central tendencies. To fully interpret the data, these descriptive statistical metrics are essential. All questionnaire data will be organised into tables and visualised using tables, pie charts, and bar charts to enhance analysis and understanding. This method is meant to make it easier to understand the study's findings and to make them more visually appealing.

3.4.2 inferential analysis

Inferential statistics are used to compare treatment groups and make generalizations about larger populations based on sample measurements. Different types of inferential statistics are suitable for specific research designs and sample characteristics. These statistics rely on test-statistic values, degrees of freedom, and rejection criteria to determine differences between groups. Larger sample sizes enhance the statistical

power. An essential assumption is that replications in a condition are independent, which can pose challenges for animal behavior researchers (Pelz, 2023).

3.4.3 Multiple regression analysis

Multiple regression is a sophisticated statistical technique employed to delve into the intricate relationships between a solitary dependent variable and a multitude of independent variables. Its primary objective is to harness the known values of these independent variables to make predictions about the value of the lone dependent variable. In this analytical process, each independent variable is assigned a weight that signifies its relative influence on the ultimate prediction, taking into account the interplay and nuances among all the variables involved. This method empowers researchers to explore and quantify the intricate web of factors that can impact the dependent variable, providing a comprehensive understanding of the underlying dynamics at play (Taylor, 2023).

Chapter 4: Data Analysis

4.0 Introduction

In this chapter involves a comprehensive examination of respondents' general inquiries, demographic factors, independent variables, and dependent variables. The primary objective is to evaluate the relationship between variables using the data extracted from 120 questionnaires. The other 30 respondents have excluded in the data analysis section as they have no interest in MLM. Following this, an in-depth exploration of reliability tests and inferential analyses will be conducted, encompassing the full spectrum of correlations among the variables. Ultimately, the

chapter will culminate with a summary that encapsulates the key findings derived from the data analysis process.

4.1 Descriptive Analysis

4.1.1 Demographic Questions

There are 4 demographic questions were discussed in this section.

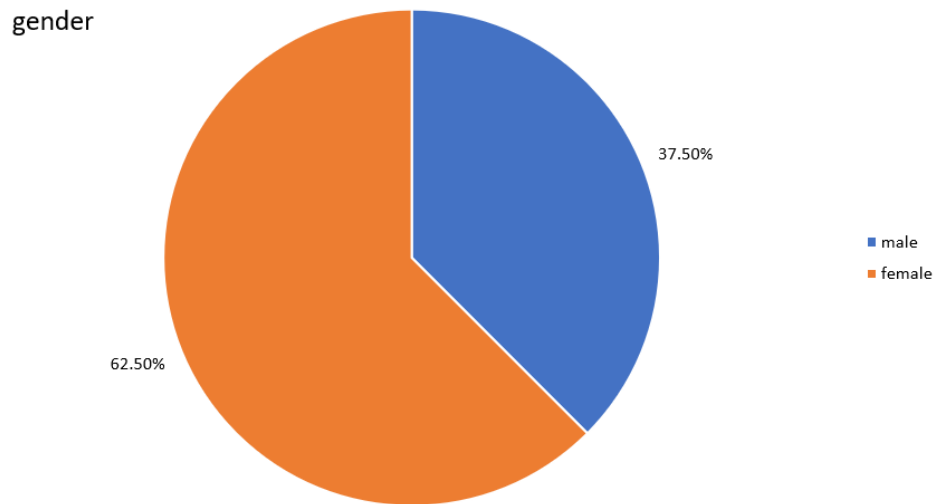
4.1.1.1 Respondents' Gender

In the figure and table 4.1 shows, out of 120 respondents, 37.5% identified as male (45), while 62.5% identified as female (75), providing insights into the gender distribution within the surveyed university students in Klang Valley.

Table 4.1 gender

		gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	45	37.5	37.5	37.5
	female	75	62.5	62.5	100.0
	Total	120	100.0	100.0	

Figure 4.1 age



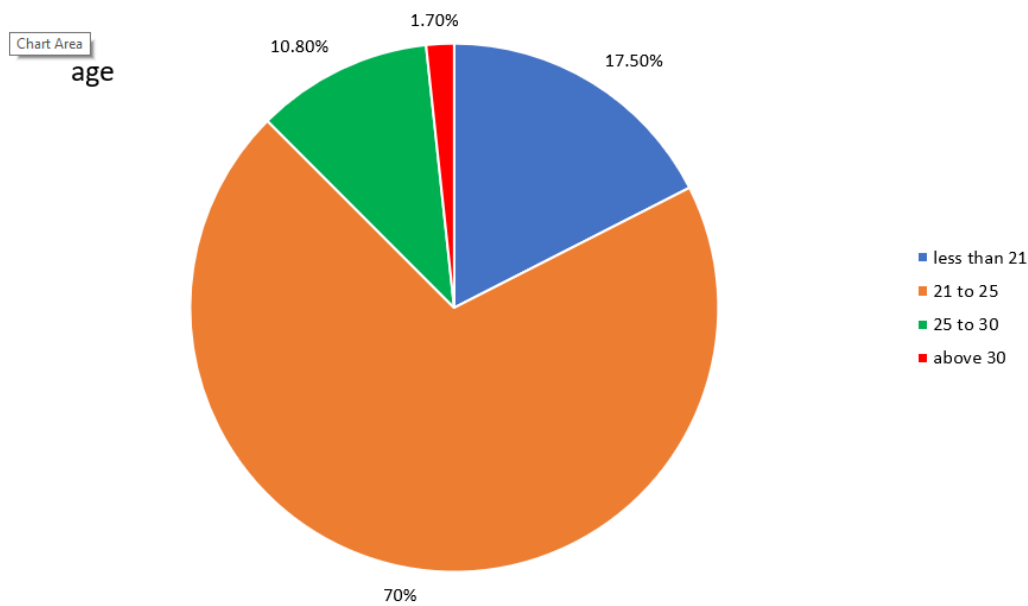
4.1.1.2 Respondents' Age

In analyzing respondents' age show in table and figure 4.2 , the data reveals a diverse distribution: 17.5% (21) of respondents are below 21 years, 70% (84) of them are fall between 21 and 25, 10.8% (13) are aged of 25 to 30 years old, and a smaller 1.7% (2) are above 30 years old among the 120 participants. This variation provides a nuanced perspective on the age demographics within the surveyed university students in Klang Valley.

Table 4.2 age

		age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than 21	21	17.5	17.5	17.5
	21 to 25	84	70.0	70.0	87.5
	25 to 30	13	10.8	10.8	98.3
	above 30	2	1.7	1.7	100.0
	Total	120	100.0	100.0	

Figure 4.2



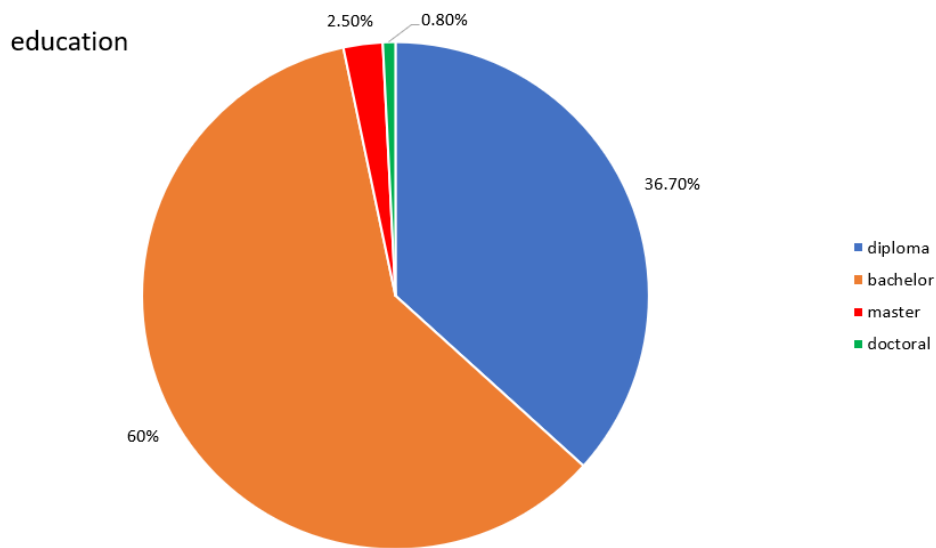
4.1.1.3 Respondents' Education

In figure and table 4.3 show respondents' education have diverse educational background among the 120 participants. A significant portion, 36.7% (44), holds a diploma, while the majority, 60% (72), has a bachelor's degree. A smaller percentage, 2.5% (3), pursued a master's, and a mere 0.8% attained a doctoral degree. This varied educational profile presents a comprehensive snapshot of the academic qualifications within the surveyed university student population in Klang Valley.

Table 4.3 education

		education			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	diploma	44	36.7	36.7	36.7
	bachelor	72	60.0	60.0	96.7
	master	3	2.5	2.5	99.2
	doctoral	1	.8	.8	100.0
	Total	120	100.0	100.0	

Figure 4.3



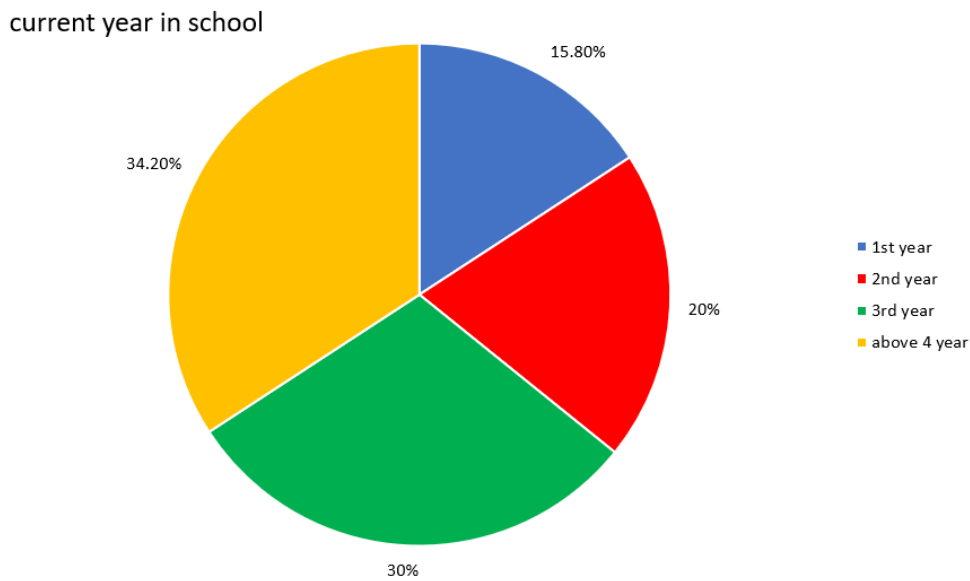
4.1.1.4 Respondents' current Years in school

In figure and table 4.4 show respondents' current school years illustrates a varied distribution among the 120 participants. There are 15.8% (19) in their 1st year, 20% (24) in the 2nd year, and 30% (36) in the 3rd year. A significant 34.2% (41) are beyond the 4th year. This diverse representation provides valuable insights into the academic progression of university students in Klang Valley.

Table 4.4 school year

Current years in school					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1st year	19	15.8	15.8	15.8
	2nd year	24	20.0	20.0	35.8
	3rd year	36	30.0	30.0	65.8
	above 4 year	41	34.2	34.2	100.0
	Total	120	100.0	100.0	

Figure 4.4 school year



4.1.2 Demographic Questions

There is 1 demographic question was discussed in this section.

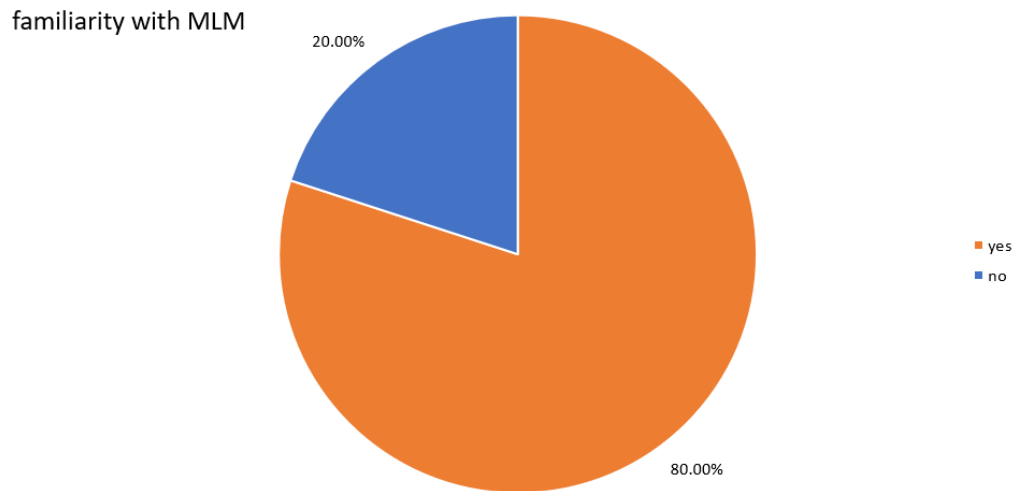
4.1.2.1 Do you ever heard of any multi-level marketing company? (e.g. Amway, Herbalife, Melaleuca)

The frequency analysis in figure and table 4.5 shows respondents' familiarity with Multi-Level Marketing (MLM) indicates that a substantial majority, 80.0% (130), are aware of MLM, while 20.0 % (30) are not. This insight highlights the prevalent awareness of MLM within the surveyed university student population in Klang Valley.

Table 4.5 familiarity with MLM

respondent familiarity with MLM					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	120	80.0	80.0	80.0
	no	30	20.0	20.0	100.0
	Total	150	100.0	100.0	

Figure 4.5 familiarity with MLM



4.1.3 Central Tendencies Measurement of Constructs

In assessing the central tendencies of the variables in table 4.5 using a 5-point Likert-type scale (ranging from "strongly disagree" (1) to "strongly agree" (5)), the constructs exhibit distinct characteristics. Self-efficacy, denoted as (SE), registers the highest mean at 3.5433, indicating a prevalent agreement level leaning towards "agree." Likewise, perception to salespeople (PS) and perception to the company (PC) display agreement levels comparable to self-efficacy, with mean scores leaning towards "agree." As in the other hand , MLM as a career choice (MLM) and income and benefit (I), reflect average agreement levels within the "disagree" range, highlighting a consensus among the 120 participants.

4.2 Scale Measurement

4.2.1 Reliability Analysis

Table 4.6 Reliability Test

	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
Income and benefit	0.865	0.869	5
Perception to salesmen	0.905	0.906	8
Self-efficacy	0.839	0.840	5
Perception to company	0.959	0.960	6
MLM as career choice	0.944	0.944	7

The reliability analysis, gauged through Cronbach's Alpha coefficients, underscores the internal consistency of the measurement scales for each construct within 31 items show in table 4.6. For "Income and Benefit," the coefficient alpha (α) is 0.865 across 5 items, indicating a reliable measure. Similarly, "Perception to Salespeople" exhibits a high consistency with a ($\alpha = 0.905$) for 8 items. "Self-efficacy" maintains reliability with a coefficient of ($\alpha = 0.839$) across 5 items. "Perception to Company" boasts exceptional internal consistency with a ($\alpha = 0.959$) for 6 items. Lastly, "MLM as Career Choice" demonstrates high reliability, as indicated by a coefficient alpha (α) of 0.944 for 7 items.

Livingston.S (2018) suggests that Cronbach's Alpha values above 0.800 are considered very good indicators of internal consistency. In our study, all constructs are above 0.800 surpass this threshold. This reaffirms the robust internal consistency of the measurement scales, aligning with high standards of reliability.

4.3 Inferential Analysis

4.3.1 Multiple Linear Regression Analysis

The Multiple Linear Regression Analysis results align with the findings of Tranmer et al. (2020), insights into table 4.7 shows the R value of 0.684, the model demonstrates a strong correlation between the independent and dependent variables. The coefficient of determination (R Square) stands at 0.684, indicating that approximately 68.4% of the variability in the dependent variable is accounted for by the independent variables. The

adjusted R Square, considering the number of predictors, remains high at 0.703, affirming the model's robustness. Overall, these findings suggest that the model serves as a reliable predictor of the dependent variable, substantiating its efficacy in explaining the variance within the context of the study.

Table 4.7 Multiple Linear Regression Analysis (Model Summary)

Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	0.827 ^a	0.684	0.673	0.57565	0.684	62.321

According to the information presented in Table 4.58, the F-ratio obtained from the analysis of variance (ANOVA) is 62.321, and its associated p-value is less than 0.001. This statistically significant p-value, falling below the conventional threshold of 0.05, signifies a robust association between the four independent variables (I, PS, SE and PC) and the dependent variable, MLM (as career choice). The comprehensive model, as illuminated by the ANOVA results, demonstrates a high level of significance, substantiating its reliability in assessing the intricate relationship among these variables.

Table 4.8 Multiple Linear Regression Analysis (ANOVA)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	82.606	4	20.652	62.321	<.001 ^b
	Residual	38.108	115	.331		
	Total	120.714	119			
a. Dependent Variable: MLM as career choice						
b. Predictors: (Constant), Income, Perception to salesman, self-efficacy, Perception to company						

The Multiple Linear Regression Analysis reveals significant coefficients for predicting (MLM), indicating to choose MLM as their career choice. Notably, the predictor

variables demonstrate the following unstandardized coefficients: (I) with a coefficient of 0.499 , (SE) exhibiting a coefficient of 0.130, and (PC) featuring a coefficient of 0.385. these betas show a positive coefficient suggesting that these variables are associated with an increase in willingness of taking MLM as career choice.

However, (PS) showing a coefficient of -0.146 with a standard error of 0.060. This indicates there is no relationship between mean_PS and the dependent variable mean_MLM (MLM as career choice). These coefficients provide nuanced insights into the magnitude and direction of the relationships between each predictor and consumer purchase intention, contributing to a comprehensive understanding of the factors influencing mean_MLM in the model.

Table 4.9 Multiple Linear Regression Analysis (Coefficients)

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.010	0.290		.035	.972
	Perception to salesman	0.456	0.060	0.499	7.627	<.001
	mean_PS	-0.119	0.062	-0.105	-1.897	.060
	Self-efficacy	0.169	0.075	0.130	2.254	.026
	Perception to company	0.371	0.065	0.385	5.693	<.001

4.4 Conclusion

This chapter has investigated the demographic factors and variables among 120 respondents. It effectively addressed all research questions and objectives. Also observe that perception to salespeople shows an inverse link to dependent variable. Overall, the chapter contributes vital insights into factors influencing university students' choice of MLM as a career choice in Malaysia.

Chapter 5: Discussion, Conclusion, And Implication

5.0 Introduction

This chapter will commence by delving into a comprehensive exploration of major findings, elucidating their significance and examine the implications derived from the study's outcomes. Following this, the chapter will critically evaluate the study's limitations and propose valuable recommendations for future research endeavors.

5.1 Discussion

Hypotheses	Significant level (P-value)	result
H1: There is a relationship between income and university students' decisions to pursue a career in Multi-Level Marketing (MLM).	<.001	Supported
H2: There is a relationship between perception to salespeople and university students' decisions to pursue a career in MLM	0.060	Not supported
H3: There is a relationship between self-efficacy and university students' decisions to pursue a career in MLM	0.026	Supported
H4: There is a relationship between perceptions to MLM company attributes and university students' decisions to pursue a career in MLM	<.001	Supported

Table 5.1 summary of hypotheses finding

5.1.1 income and benefits

RO1: To investigate the relationship between income, perception to salespeople, self-efficacy, perceptions to MLM company, and university students' decisions to pursue a career in Multi-Level Marketing (MLM).

RO1: Will income influence university students' decisions to pursue a career in MLM?

H1: There is a significant positive relationship between income and university students' decisions to pursue a career in MLM.

The analysis reveals a there is a relationship as $p < 0.001$ is less than 0.05 threshold. This aligns with prior research, supporting H1 and indicating that Findings are supported by Franco et al (2016) The compensation structure serve as a fundamental income factor in career choice.

5.1.2 perception to salespeople

RO2: To assess the impact of perception to salespeople on university students' decisions to pursue a career in MLM.

RO2: Will perception to salespeople affect university students' decisions to pursue a career in MLM?

H2: There is a significant positive relationship between perception to salespeople and university students' decisions to pursue a career in MLM.

Contrary to the hypothesis, the p-value associated with perception to salespeople is 0.453, above the of 0.05 threshold. Consequently, H2 is not supported. This finding suggests that, in the studied context, perception to salespeople does not significantly influence university students' decisions to opt for an MLM career.

5.1.3 self-efficacy

RO3: To explore the impact of self-efficacy on university students' decisions to pursue a career in MLM.

RO3: Will self-efficacy influence university students' decisions to pursue a career in MLM?

H3: There is a significant positive relationship between self-efficacy and university students' decisions to pursue a career in MLM.

The results show a relationship $p < 0.001$ between self-efficacy and the inclination of university students to pursue a career in MLM. This aligns with existing literature, supporting H3 and indicating that self-efficacy is a significant factor influencing students' choices in favor of an MLM career. The findings are supported by Chan (2018), that self-efficacy significantly influences individuals' commitment to a career path. Essentially, individuals with higher self-efficacy are more likely to explore and choose MLM as a career

5.1.4 perception to company

RO4: To investigate the influence of perceptions to MLM company on university students' decisions to pursue a career in MLM.

RO4: Will perceptions to MLM company affect university students' decisions to pursue a career in MLM?

H4: There is a relationship between perceptions to MLM company and university students' decisions to pursue a career in MLM.

The analysis reveals a highly significant positive relationship $p < 0.001$ between perceptions to MLM company attributes and the inclination of university students to pursue a career in MLM. This supports H4 and the findings are supported by Jyoti (2022) that perception of a company plays a role in influencing individuals' career choices.

5.2 Implication of study

The study's findings on the positive relationship between income and university students' decisions to pursue an MLM career highlight the significance of financial considerations in career choices. For educators and career counsellors, understanding the role of income can inform guidance strategies, emphasizing the importance of financial planning and literacy. Additionally, policies promoting financial stability among students may enhance their readiness for unconventional career paths like MLM.

The non-significant relationship between the perception of salespeople and students' decisions regarding MLM careers suggests that traditional stereotypes about sales may not heavily influence these choices. Educators and MLM recruiters should work collaboratively to provide accurate information about the modern sales profession, debunking outdated perceptions. This can help students make informed decisions based on a realistic understanding of sales careers.

The study's support for a positive relationship between self-efficacy and students' decisions to pursue MLM careers underscores the importance of fostering self-belief in educational settings. Institutions can implement programs that enhance students' self-efficacy, empowering them to explore diverse career paths confidently. Career counseling services should incorporate interventions targeting the development of self-efficacy for more informed decision-making. Also, recognizing MLM as a form

of entrepreneurship, educational institutions can launch initiatives supporting leadership skills development.

The significant positive relationship between perception of the MLM company and students' decisions indicates the pivotal role of company image in career choices. MLM companies should prioritize transparent communication and ethical practices to positively influence students. Educational institutions can guide students in evaluating company reputations, contributing to more informed decisions aligning with their values.

In conclusion, the implications of this study extend beyond statistical relationships, providing actionable insights for educators, career counselors, and MLM industry stakeholders. By addressing these implications, stakeholders can collectively contribute to a more informed and prepared student body, fostering a diverse and resilient workforce in Malaysia.

5.3 Limitation of study

this research carries certain limitations that merit consideration. the study's geographic specificity to Malaysia raises concerns about the generalizability of findings to other regions, as cultural, economic, and social factors influencing career decisions may vary significantly. Additionally, potential sampling bias may compromise the representativeness of the study if the sample is drawn from specific universities or regions, limiting the applicability of results to the broader population of university students in the country. A cross-sectional design, if employed, could restrict the establishment of causal relationships and hinder the understanding of how perceptions evolve over time. The reliance on self-reported data introduces the risk of social desirability bias, where participants might provide responses deemed socially acceptable rather than genuine reflections of their perceptions.

Furthermore, the study's chosen independent variables, while relevant, may not encompass all potential influencers, and the dynamic nature of MLM structures and

perceptions may not be fully captured. External factors such as economic conditions, government policies, or changes in the MLM industry could also impact the study's findings.

Lastly, the generalizability of results to non-university populations is uncertain, as factors influencing career decisions for those outside a university context may differ. These limitations underscore the need for cautious interpretation and consideration of the study's scope.

5.4 Recommendations

Considering the complex and multifaceted nature of career decisions, future research could expand the scope of independent variables beyond the four currently examined factors (Income, perception of Salespeople, Self-Efficacy, and Perception of Company). Incorporating additional variables that may contribute to students' career choices, such as cultural influences, social networks, or educational experiences, would provide a more comprehensive understanding of the dynamics at play.

Furthermore, to ensure the generalizability of findings, it is recommended that future research adopts a multi-university approach. This involves including a diverse range of universities across Malaysia to capture variations in student demographics, academic programs, and regional influences that might impact MLM career choices differently.

Lastly, in the context of the MLM industry, collaboration with industry stakeholders, such as MLM companies or industry experts, could provide nuanced insights. Future research might explore partnerships to gain access to real-world data, conduct interviews, or gather qualitative information that complements the quantitative findings.

5.5 Conclusion

In conclusion, this research delves into the factors influencing Malaysian university students' choices regarding Multi-Level Marketing (MLM) careers. The findings underscore the significance of income and self-confidence in shaping these decisions. Perceptions of salespeople and the company appear less influential. While this insight enhances our understanding of Malaysian students' preferences for MLM careers, it's crucial to acknowledge study limitations, such as cultural specificity and reliance on self-reported data. Future research should diversify samples and employ varied methodologies. Despite these constraints, this study lays a foundation for comprehending the nuances of MLM career preferences among university students in Malaysia.

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APPENDICES

Factors influence university student to take Multi-Level Marketing (MLM) as career choice

Greetings to everyone. I am Lai Wei Shen, a student in Bachelor Degree of International Business (Y2S3) in Universiti Tunku Abdul Rahman (UTAR). I am currently conducting a research project with the topic of " factors influence university student to take Multi-Level Marketing (MLM) as career choice."

You are invited to participate in this research by filling in this questionnaire.

This survey aims to examine the factors that affect the career option toward MLM. To help us have a better understanding about your view and opinion in relation to decision making in career choice. Please take a few minutes to complete and return this questionnaire.

Your cooperation and honest responses are highly appreciated for the success of my research. If you have any recommendations towards my survey, please do not hesitate to contact me via email: laiweishen168@1utar.my.

The collected data serves academic purposes and will be aggregated with personal information being revealed.

QUESTIONNAIRE

Section A: Demographic Profile

Please read each of the question carefully and tick (✓) only one of the answer below.

1. What is your gender?

Male

Female

2. What is your age (years)?

Less than 21

21 to 25

26 to 30

Above 30

3. What is your level of education?

Diploma

Bachelors

Masters

Doctoral

4. School year

1st year

2nd year

3rd year

above 4th year

5. Do you ever heard of any multi-level marketing company? (e.g. Anway, Herbalife, Melaleuca)

Yes

No

Section B: Survey Questionnaire

Please indicate how much you agree or disagree with each of the following statements based on a scale ranging from 1 (strongly disagree) to 5 (strongly agree).

A	Income	Strongly disagree	Disagree	Neither disagree or agree	Agree	Strongly Agree
1.	I will work with MLM to earn extra money	1	2	3	4	5
2.	I will work with MLM to obtain financial freedom	1	2	3	4	5
3.	I will work with MLM because of lower member price	1	2	3	4	5

B	Perception to Salespeople	Strongly disagree	Disagree	Neither disagree or agree	Agree	Strong Agree
1.	The personal relations involved in selling are disgusting	1	2	3	4	5
2.	Salespeople lead a dignified life because they must be pretending all the time	1	2	3	4	5
3.	Salespeople often inflate the benefits of the product they sell	1	2	3	4	5
4.	Salespeople often stretch the truth to make a sale.	1	2	3	4	5
5.	Salespeople routinely take advantage of uneducated buyers	1	2	3	4	5
6.	Salespeople often misrepresent guarantees or warranties of the products/services they sell	1	2	3	4	5
7.	Salespeople are confident individuals	1	2	3	4	5
8.	Salespeople are perceived favourably by others	1	2	3	4	5

C	Self-Efficacy	Strongly disagree	Disagree	Neither disagree or agree	Agree	Strong Agree
1.	I will Persistently work at may major or career goal even when i get frustrated	1	2	3	4	5
2.	I will determine the steps that need to take to successfully complete my chosen major	1	2	3	4	5
3.	I will Make a plan of my goals for the next 5 years	1	2	3	4	5
4.	I will determine the steps to take if I am having academic trouble with an aspect of my chosen major	1	2	3	4	5
5.	I have Figure out what I am and am not ready to sacrifice to achieve your career goals	1	2	3	4	5

D	Perception to MLM Company Attributes	Strongly disagree	Disagree	Neither disagree or agree	Agree	Strong Agree
1.	I will work with MLM when the company provides adequate technical advice on the product	1	2	3	4	5
2.	I will work with MLM when the company products are of high quality	1	2	3	4	5
3.	I will work with MLM when the company have good brand names	1	2	3	4	5
4.	I will work with MLM when the company are ethical in their operations	1	2	3	4	5
5.	I will work with MLM when the company are reputable	1	2	3	4	5
6.	I will work with MLM when company provides training that enable me to	1	2	3	4	5

	operate my own network marketing business					
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E	MLM as a career option	Strongly disagree	Disagree	Neither disagree or agree	Agree	Strong Agree
1.	would consider MLM as career	1	2	3	4	5
2.	A career in MLM would provide me with a long-term sustainable	1	2	3	4	5
3.	I would consider MLM as a reputable career prospect	1	2	3	4	5
4.	consider MLM as a good income prospect	1	2	3	4	5
5.	A career in MLM would support my lifestyle choices	1	2	3	4	5
6.	A career in MLM would provide me with good social acceptance	1	2	3	4	5
7.	MLM provides training that enable me to operate my own network marketing business.	1	2	3	4	5