

FACTORS AFFECTING  
DIGITAL ENTREPRENEURIAL INTENTION  
AMONG FEMALES

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BY

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

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## DECLARATION

I hereby declare that:

- (1) This undergraduate FYP is the end result of my own work and that due acknowledgement has been given in the references to ALL sources of information be they printed, electronic, or personal.
- (2) No portion of this FYP has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.
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## DEDICATION

This research project is dedicated to my family, who's unwavering appreciate and support supported my academic endeavours. Their support and belief in me have been a continual source of motivation for me.

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Finally, I would like to dedicate this research to all people who have been impacted by the subject matter of the research. It is my objective that this initiative will contribute to increase knowledge and understanding of digital entrepreneurship, resulting in positive change and development.

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LIST OF ABBREVIATION

A	Attitude
AI	Artificial Intelligence
DE	Digital Entrepreneurship
DEI	Digital Entrepreneurial Intention
EEM	Entrepreneurial Event Model
EI	Entrepreneurial Intention
ICT	Information and Communications Technology
IT	Information Technology
NGOs	Non-governmental Organisations
PBC	Perceived Behavioral Control
PEOU	Perceived Ease of Use
PLS-SEM	Partial least squares structural equation modelling
PU	Perceived Usefulness
SDGs	Substantial Development Goals
SEM	Structural Equation Modelling
SN	Subjective Norm
TAM	Technology Acceptance Model
TPB	Theory of Planned Behavior
TRA	Theory of Reasoned Action
UTAUT	Unified Theory of Acceptance and Use of Technology
VIF	Variance Inflation Factor

## PREFACE

This research project has been prepared as part of my final year project submitted in partial fulfilment of the requirement for the degree of Bachelor of International Business (Honours) in Universiti Tunku Abdul Rahman under the supervision of Puan Ezatul Emilia binti Muhammad Arif. This study aimed to provide valuable findings and empirical result about the factors affecting digital entrepreneurial intention and increase the public awareness and encourage females in the digital economy. The objective of this research is to examine the factors affecting digital entrepreneurial intention among females in Selangor, Malaysia by using a integrate TAM and TPB model. There are 5 important factors that influence digital entrepreneurial intention such as attitude which is influenced by perceived usefulness and perceived ease of use for a particular digital platforms or digital technologies, subjective norm, and perceived behavioral control.



## ABSTRACT

In this digital era, the perspective of digital entrepreneurship is seen as an essential foundation for growth in the economy, jobs creation, and innovation. The Malaysian government has launched the National Entrepreneurship Policy 2030 to foster a heritage that supports entrepreneurship to keep ahead of the next industrial revolution. There are some issues with the aim of catching up with Substantial Development Goals (SDGs). Thus, this study will provide some effort or indicator to assist the relevant authorities in exploring their insight in terms of economic participation and opportunities among females that reduce poverty and gender inequality. The research objective is to examine the factors affecting digital entrepreneurial intention among females in the digital economy by using an integrated TAM and TPB model. Quantitative research via questionnaires is used for research design to conduct an empirical result. A deeper data analysis of the 376-sample size has been made. It shows that perceived ease of use and perceived usefulness of the digital platform will affect the attitude, whereas attitude and perceived behavioral control will influence the digital entrepreneurial intention among females. However, only subjective norm shows there is no significant relationship with digital entrepreneurial intention. This final year project has provided empirical results and findings for the digital entrepreneurial and female entrepreneurial.

## **CHAPTER 1: RESEARCH OVERVIEW**

### **1.0 Introduction**

This chapter is a research overview that addresses the background, problem, objectives, questions, and significance of the research.

### **1.1 Research Background**

Since the early stages of the country's economic growth, females have portrayed a significant role in the domestic economy in Malaysia (Ali et al., 2018). Thus, the perspective of Digital Entrepreneurship (DE) is seen as an essential foundation for growth in the economy, creation of jobs, and innovation (Antonizzi & Smuts, 2020). Despite the academic argument on DE growing, little attention has been devoted to the mechanisms that determine the tendency for this career path is to be established and influenced (Kraus et al., 2019). Women should adopt the use of Information and Communications Technology (ICT) in entrepreneurship as it is increasing in Malaysia (Ali et al., 2018). User acceptance of technology, as well as its impacts on user attitudes, individual engagement, and business operations, has received extensive research and is a critical attribute in facilitating digital entrepreneurship (Antonizzi & Smuts, 2020).

According to Antonizzi & and Smuts (2020) claimed that female DE research remains in a nascent stage. The connection between gender and social roles, as well as the influence of digital technology on female digital entrepreneur, is a potential area of research in the field of DE (Antonizzi & Smuts, 2020). By developing and exploring new digital technologies to better online business development, digitalization and technology provide external support for the establishment of new entrepreneurial ventures and business transformation (Oppong et al., 2020).

Accelerated technical improvements, such as the COVID-19 challenge, have resulted in digital revolution in the business environment. The relevant government identified that the digital economy assistances in boosting the expansion of the digital economy of COVID-19 (Adam et al., 2022). The COVID-19 issue forces an organization and an entrepreneur to reconsider business methods and the usage of social media platforms to keep operations running by modern practices, employing new technology, social connections, and crisis-related strategies (Dwivedi et al., 2020). The Malaysian government has launched the National Entrepreneurship Policy 2030 to foster a heritage that supports entrepreneurship to keep ahead of the next industrial revolution (Hassan et al., 2020). Entrepreneurship is predicted to generate 50% of the overall gross domestic product by 2030 (New Straits Times, 2019). According to a survey that applied data on approximately 19,000 firms within 99 developing nations founded that only 36% of the firms were partially or wholly women-owned from the sample (Davies and Mazhikeyev, 2021). Women face higher barriers to trade business. China has empowered women in the digital economy. As there were almost half of the active sellers presented in the retail marketplace in the fiscal year ended March 2018 (Alibaba Group Holding Limited, 2018). About 49.4% of women contributed 46.7% of the total sales and Taobao store is the leading significance for the more than 6 million women who want to execute entrepreneurship (Ouyang et al., 2017).

According to Paul et al. (2023) stated that the globe continues to trend toward digitalization, and the phenomenon known as entrepreneurship is quietly following the digitalization tendencies to develop into “Digital Entrepreneurship”. As stated by Science, Technology and Innovation Minister Datuk Seri Dr. Adham Baba, the digital economy is estimated to generate 22.6% of GDP in Malaysia and generate more than 500,000 employments by 2025 as prioritised to extend the adoption of digital consumer tools such as digital payments and e-commerce; acquire, educate, and retain digital talent; offer fast fibre optics and mobile broadband Internet accessibility; promote digital entrepreneurial ventures; and manage innovation among educational institutions, businesses, and digital regulators (Sun Media Corporation Sdn. Bhd, 2022). In addition, the Malaysian government has spent RM2.3 billion on training, exporting assistance, and monetary assistance to enable underprivileged women from low-income households to start their own businesses

(SME Corp Malaysia, 2019). Thus, Digital Entrepreneurial Intention (DEI) among females is a significant topic that needs to be focused on as it will give a contribution to the nation's economy.

## **1.2 Research Problem**

With the help of technological assets advancements, like internet access, information and communication technology, the phenomenon known as "digital entrepreneurship" emerged (Le Dinh et al., 2018). However, most of the research compared entrepreneurial intention across nations or genders (Maheshwari et al., 2022). Furthermore, most studies have concentrated on the Theory of the Planned Behaviour model; therefore, it possibly be essential to combine different entrepreneurial intention models to expand the field of literature in the future, which will contribute and add value to the existence of literature (Al-Mamary & Alraja, 2022; Maheshwari et al., 2022). The researchers also suggested conducting research on digital entrepreneurial intent in the prospects (Fossen & Sorgner, 2021).

Notwithstanding the attempts of the government, corporate sector, and non-governmental organisations (NGOs) via awareness programmes, Malaysia still has a gender gap (Yeo, 2022). The perception toward the rapid digital technology growth able to influence an individual's intention to begin a new venture (Maheshwari et al., 2022).

Most researchers have been focusing on factors that affect the Entrepreneurial Intention (EI) of the youngest, tertiary students or graduate students, but lesser studies will be focused on women's perspective. This study will examine whether digital technologies or information and communication technology can encourage females who are underrepresented in business and self-employment by reducing employment discrepancies. Thus, digital technology usefulness and ease of use level will be incorporated in the study that assesses the factors of DEI. Hence, this study will be assessed by using Technology Acceptance Model (TAM) to incorporate with Theory of Planned Behavior (TPB) model.

### **1.3 Research Objectives**

1. To examine the relationship between perceived usefulness and attitude toward digital entrepreneurship.
2. To examine the relationship between perceived ease of use and attitude toward digital entrepreneurship.
3. To examine the relationship between attitude and digital entrepreneurial intention.
4. To examine the relationship between subjective norm and digital entrepreneurial intention.
5. To examine the relationship between perceived behaviour control and digital entrepreneurial intention.

### **1.4 Research Questions**

1. Does the perceived usefulness of online platform have a relationship with attitude toward digital entrepreneurship?
2. Does the perceived ease of use of online platform have a relationship with attitude toward digital entrepreneurship?
3. Does the attitude have a relationship with digital entrepreneurial intention?
4. Does the subjective norm have a relationship with digital entrepreneurial intention?
5. Does the perceived control behaviour have a relationship with digital entrepreneurial intention?

### **1.5 Research Significance**

Entrepreneurship as a crucial role in shaping the progression of the economy in a country. According to Hassan et al. (2020) stated that entrepreneurship is the pillar that encourages the socioeconomic development of Malaysia. In fact, it is one of the main factors that contribute to the creation of jobs and the growth of a country's

economy. Regarding a study conducted by Sahut et al. (2019) stated that it is important for academic research and guide business practice as well as government policies to support this development that comprehends the circumstances and variables that encourage DE as it has positive effects on employment creation and growth in the economy. As DE is one of the sub-categories underpinning entrepreneurship; thus, it also has a substantial need to be explored. When a job creation has increased, the unemployment rate will decrease as they have managed an online business or online start-up in the digital economy by leveraging low-cost digital technologies. Individuals' purchasing power will increase when individuals earn money; therefore, people will have more options for goods and services, resulting in an increase in the living standard.

The significance of this study also will be beneficial to the government in achieving the Malaysia Substantial Development Goals (SDGs). The SDGs are the 2030 key agendas in substantial development that were agreed upon by world principal on 25 September 2015 at the United Nations Conference (Department of Statistics Malaysia, 2023). SDGs has been expanded to 17 Goals and 169 targets for the purpose of accomplishing the 2030 Agenda in three areas of sustainable development, particularly social, economic, and environmental (Department of Statistics Malaysia, 2023). Individuals who run businesses in countries that are developing leverage their businesses as an instrument of creating jobs and wealth, benefiting their home countries in combating poverty, particularly among rural communities (Paul et al., 2023). In line with SDG no.1, which is no poverty, the nation was implementing an integrated strategy in combating poverty efforts by concentrating on education, housing, and healthcare since these were three of the primary sectors influencing the B40 group (Rahim & Radhi, 2019).

For SDG, no 5 which is gender equality. In the digital economy, that was an indicator that women's participation in Malaysia exceeds that of those in many Western countries (Teoh, 2023). For instance, the female participant rate of 35% in Malaysia as compared to 25% in the United States and similar figures in European countries (Teoh, 2023). However, Malaysia still needs to put more effort into their implementation to close the gender gap due to there is still enormous progress to be made in eliminating both misogyny and male domination. (Teoh, 2023). With the

aim of catching up with SDGs, this study will provide some effort or indicator to assist the relevant authorities in exploring their insight in terms of economic participation and opportunities among females that reduce poverty and gender inequality.

Due to the importance of entrepreneurship in the digital economy, this study aims to examine the DEI via Attitude (A) which is influenced by Perceived Usefulness (PU) and Perceived Ease of Use (PEOU) for a particular digital platforms or digital technologies, Subjective Norm (SN), and Perceived Behavioral Control (PBC).

## **CHAPTER 2: LITERITURE REVIEW**

### **2.0 Introduction**

This chapter 2 will deal with reviews and analyses of past literature in line with research issues discussed in Chapter 1, theories, conceptualise the variables and research framework and hypothesis development.

### **2.1 Digital Entrepreneurship (DE)**

DE is a new phenomenon that has been debated since its inception at the beginning of the 1990s (Paul et al., 2023). DE indicates to technological advancement with new ways of starting and performing business (Hull et al., 2007). In the field of DE, there are existing differences among three developmental phases; which includes the primary phase is the “Internet economy”; the next phase is “E-entrepreneurship”; and the third phase is “lean revolution and digital technology perspective” (Kraus et al., 2019). According to Kraus et al. (2019) claimed that DE is typically defined as any entrepreneurial action that converts a product, service, or a major proportion of the business's operations into digital form (Kraus et al., 2019). However, there was a slightly different meaning for DE, which refers to the exploration of possibilities based on the use of digital media and other ICT (Davidson & Vaast, 2010). DE has also referred to the process of producing digital value by utilising the variety of accessible digital tools to aid development by carrying out, spreading, and excessive use of digital information (Sahut et al., 2019). DE also known as it encompasses entrepreneurial activities that take place on a digital platform as digital entrepreneurs will use Information Technology (IT) and digital media tools to seek for entrepreneurial prospects (Davidson & Vaast, 2010; Giones & Brem, 2017).



## **2.2 Female Entrepreneurship**

Female entrepreneurship represents a subset of entrepreneurship (Chhabra et al., 2020). According to Paul et al. (2023) stated that entrepreneurship is a theory that explains the procedure by which new organizations are formed, and individuals strive to be entrepreneurs of the desirability to the liberty, autonomy, and earnings from entrepreneurship. Female entrepreneurship is the process of females establishing new businesses, which advocates both financial and personal development (Morazzoni & Sy, 2022). Currently, most studies or publishing on the subject of female DE are based on qualitative analyses (Alhajri & Aloud, 2023).

## **2.3 Underlying Theories**

### **2.3.1 Theory of Planned Behavior (TPB)**

TPB has been utilised in various studies on EI (Maheshwari et al., 2022). Along with the original Theory of Reasoned Action (TRA), a core element of the TPB is a person's intention to execute a specific behavior (Ajzen,1991). Based on the TPB have assumed entrepreneurial activity is a behavior that is always planned (Ajzen,1991). As shown in Figure 2.1, there are three constructs, which include attitude, subjective norm, and perceived behavioral control in TPB (Ajzen,1991; Maheshwari et al., 2022). As a rule of thumb, the more positive the attitude and subjective norm towards a practice, as well as the higher the perceived behavioral control, the higher a person's intention to conduct the subject-to-consideration behavior (Ajzen,1991). The paper systematically analysed various journals regarding EI among students from 2005 to June 2022, and claimed that TPB, also known as cognitive factors, govern this entrepreneurship area of study, with numerous studies being carried out in Asian countries (Maheshwari et al., 2022).

Figure 2.1: Origin model of TPB

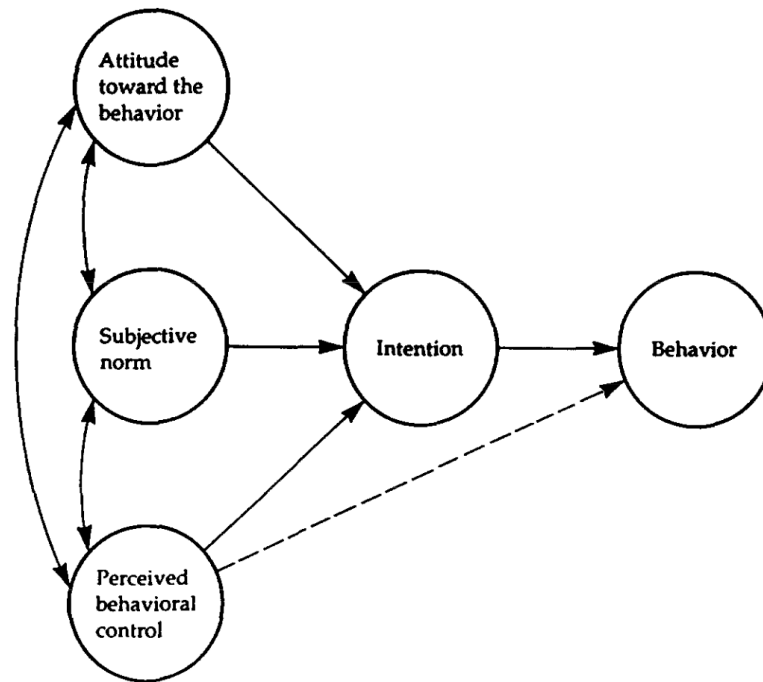


FIG. 1. Theory of planned behavior.

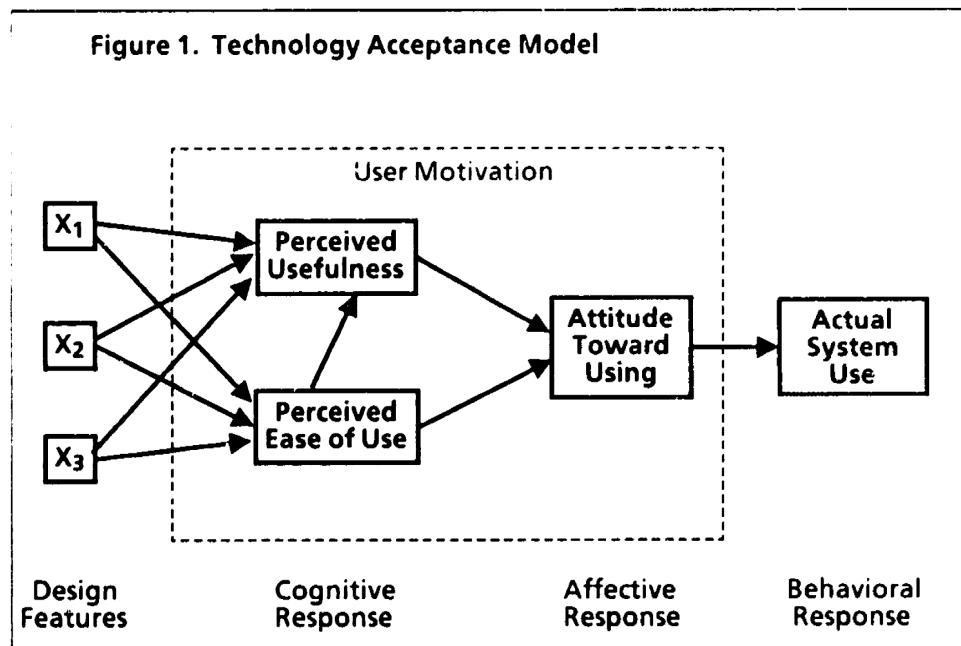
Adapted from: Ajzen (1991). *The theory of planned behavior*.

### 2.3.2 Technology Acceptance Model (TAM)

The TAM model was developed based on the TRA (Davis, 1985). According to Maheshwari et al. (2022) stated that TRA indicates that an individual's activities will be influenced by intentions determined by personal attitudes and subjective norms. In TAM model, it determines an individual's system utilization that is influenced by his attitude towards the behavior, and it is determined by two belief variables, which are perceived usefulness and perceived ease of use (see Figure 2.2) (Rouibah et al., 2009; Dung et al., 2023). The causes of individuals to accept or reject information technology will emphasise PU and PEOU (Davis, 1989). PU indicates an individual's belief that utilising a specific system would improve her or his work outcomes, whereas PEOU represents an individual's belief that using a particular system would be without any mental and physical effort (Davis, 1985). People tend to use or not use an application to the degree they believe

it will assist them in performing their work tasks better (Davis, 1989). Most TAM devoted to studying have shown that PU and PEOU are significant acceptability and usage variables (Dung et al., 2023). Using TAM model was widely used model to observe the factors that affect technology acceptance among users (Harryanto et al., 2018; Tahar et al., 2020; Ilyas et al., 2023). According to Hsiao and Tang (2014) stated that TAM determines intention based on attitude towards usage along with the direct and indirect impacts of PU and PEOU. Similarly, Dumpit and Fernandez (2017) stated that the two fundamental beliefs, which are perceived utility and PEOU significantly affect the user's attitude. Hence, this present study uses using TAM model to observe female's digital entrepreneurial intention that adopt information technology in their digital entrepreneurial activities.

Figure 2.2: Origin model of TAM



Adapted from: Davis (1985). *A technology acceptance model for empirically testing new end-user information systems : Theory and results.*

### **2.3.3 Combination of TAM and TPB Model**

The emergence of new and dynamic digital technologies, digital platforms, and digital infrastructures has significantly affected innovation and entrepreneurship (Paul et al., 2023). Hence, it led to DE in the digital era. DE is shaped by technologies beneficial, whereas the behavioral intention toward DEI is affected by the cognitive variables. The cognitive factors associated with technology acceptance will differ from gender. The TAM model as an important theory in understanding the adoption of technology by individuals (Yao et al., 2022). Thus, this study will combine the TAM model and TPB model into the proposed research framework to get more potential insights and research results into the digital economy contextual to examine the factors affecting DEI among females.

## **2.4 Review of Variables**

### **2.4.1 Dependent Variable: Digital Entrepreneurial Intention**

EI is described as the intention or thoughts of an individual that eventually leads to starting a new business and pursuing a career in entrepreneurship (Chhabra et al., 2020). The study of Turan and Kara (2018) stated that the attitudes associated with social media use can be used to anticipate the EI to use social media. This has also been explored in prior studies to assess the impact of social media participation among female entrepreneurs to conduct social media marketing activities will eventually strengthen an individual's intention to become a digital entrepreneur (Chakraborty & Biswal, 2023). In cyberspace, females have enormous opportunities to achieve and low entry barriers to DE as it considers females in an environment where gender segregation is eliminated (Alhajri & Aloud, 2023). As technology and social media usage increased it inspired people to take advantage of the Internet's enormous prospects for digital start-ups and online businesses. Hence, female is more beneficial in DE compared to traditional entrepreneurship.

Although there are several studies about DE, the research on DEI among females remains limited in which the potential entrepreneur or individual will lead to DEI among females based on their level of acceptance of technology and planned behaviour to establish an online business.

## **2.4.2 Independent Variable – Attitude**

Attitude towards the behaviour relates to a person positive or negative viewpoint or appraisal of the behavior in issue (Ajzen, 1991; Maheshwari et al., 2022; Dung et al., 2023). Attitudes represent a feature of beliefs and a favourable, unfavourable, or neutral perception of a particular behavior (Al-Mamary & Alraja, 2022). Since individuals will have a well-perceived perception of a particular behavior because they believe it will lead to greater or fewer advantageous consequences (Al-Mamary & Alraja, 2022). When people have a good attitude, they are more likely to participate in behaviour; when people have a negative attitude, they are less likely to engage in behaviour, as attitudes towards specific behaviours are reliant on expectations about the expected effects of the conduct (Al-Mamary & Alraja, 2022). More women can enter the world of entrepreneurship by simply directing the primary company activities via an online platform with the advent of digital technology (Hassan et al., 2020). This is because the flexibility provided by the online platform may inspire women with household responsibilities to work around their schedules according to their circumstances and numerous individuals perceive an online platform as a solid instrument for earning a living in its unrestricted market potential (Hassan et al., 2020).

### **2.4.2.1 Perceived Usefulness**

According to Paul et al. (2023) stated that businesses are automating a wide range of operations that require a significant amount of individual participation using ICT tools. For instance, Artificial Intelligence (AI),

mobile applications, chatbots, social media platforms, cloud-based and web-based services, business resource planning systems, business and big data analytics, and other internet-enabled technologies (Paul et al., 2023). According to Davis (1989) defined PU as the level to which an individual trusts that use a specific system might enhance his or her job performance. “Useful” is the term that refers to the skill of being used beneficially (Davis, 1989). The higher usefulness or benefit obtained by e-commerce users will motivate individuals to have the intention to adopt such a platform (Lestari, 2019). The individual’s attitude towards usage becomes more positive as they perceive the usefulness of buying offerings by using e-commerce (Ruiz-Herrera et al., 2023). Similarly, the literature that uses the TAM model reveals the more useful about the technology that perceived by users, the higher the intention to use it (Hsiao & Tang, 2014). Conversely, Tahar et al. (2020) discovered that PU had little or no influence on an individual's attitude or intention to use e-filling. Individuals who perceive an item or service to have numerous advantages will positively appraise it and are expected to react positively (Lestari, 2019). Thus, there is still a lack of consistency in PU will influence an individual’s attitude.

#### **2.4.2.1 Perceived Ease of Use**

According to Davis (1989) defined PEOU as the extent to which an individual trusts that using a particular system would be effortless. An application will be perceived as being easier to use than another application indicating more favouring to be accepted by the user (Davis, 1989). A different study that defines PEOU refers to the individual’s decision and action can be forecast established on their level of comfort with technology advances (Dung et al., 2023). Correspondingly, Ruiz-Herrera et al. (2023) stated that the impact of PEOU can be described as the extent to which a user thinks a tool is simple to use when executing an action. However, in study by Devisakti et al. (2023) found that there is no significant relationship between the PEOU and B40 students’ digital usage.

The researchers argued that while utilising certain sophisticated software to compute during digital learning tasks, some learners will feel frustrated, while others will experience a feeling of accomplishment (Devisakti et al., 2023). Hence, there are individual discrepancies in their digital skill or digital literacy that will influence the PEOU toward personal attitude. In a particular research study regarding the intention to use e-filing, PEOU is connected to how easy it is to access a technological system and its appearance (Tahar et al., 2020). Similarly, the literature that uses the TAM model reveals the easier technologies that are perceived by users, the more intention to use it (Hsiao & Tang, 2014).

### **2.4.3 Independent Variable - Subjective Norm**

SN is known as a social factor that indicates the perceived social pressure to act or not act on the behavior (Ajzen, 1991; Maheshwari et al., 2022). SN denotes to the collection of available normative concepts or ideas about the anticipated significant desired outcomes, and it also refers to perceived social pressure to refrain from engaging in a behavior (Al-Mamary & Alraja, 2022). As people's views on the behavioral expectancies of individuals and groups serve as important references for a person, such as families, as well as friends and teachers (Al-Mamary & Alraja, 2022). According to a study by Al-Mamary and Alraja (2022) claimed that inspiration and support from people who have close relationship such as families and friends, it is easily affects the individual EI. Another definition from Dung et al. (2023) stated how individuals believe others who are important to them should act. According to Devisakti et al. (2023) have argued that SN involves a person's belief that most of his or her reference sources are motivated not to fulfil or are trying to promote the use of ICT in the learning system and then choose to comply with the opinions and desires of the audience.

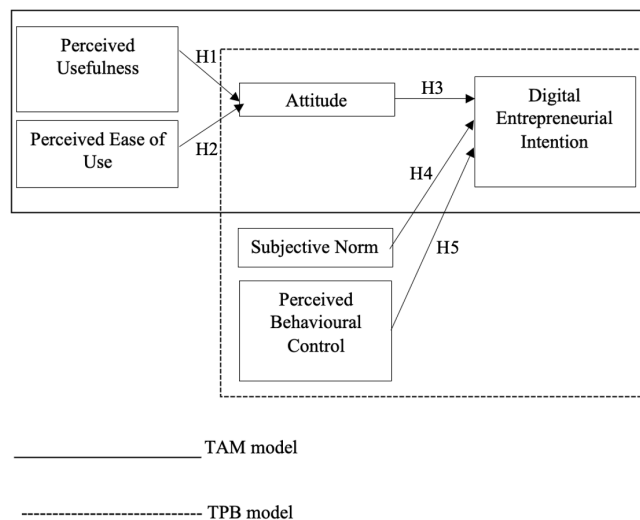
### 2.4.4 Independent Variable - Perceived Behavioral Control

PBC is expressed as the person’s perception of the level of ease or difficulty toward acting in the behaviour of interest (Ajzen,1991; Maheshwari et al., 2022). It also indicates that to a person approximation of how tough or easy it is to carry out a particular behaviour (Alferaih, 2022; Dung et al., 2023). Based on Al-Mamary and Alraja, (2022) stated that the higher the level of control an individual has over his or her behaviour, the more accurate an individual is in indicating actual behaviour and predicting future behaviour. However, if an individual is unable to control variables that are beyond their own control, it will lead to difficulties in generating the intention to act (Al-Mamary & Alraja, 2022). People who choose to entrepreneurship over employment by someone else and believe their abilities to manage their own business demonstrate behaviour control (Al-Mamary & Alraja, 2022).

## 2.5 Research Framework

Figure 2.3 shown the research framework that consisted of TAM and TPB model for this research.

Figure 2.3: Proposed Research Framework



Source: Develop from research



## 2.6 Hypotheses Development

### 2.6.1 Perceived Usefulness (PU) and Attitude (A)

Previous studies on the subject field have emphasized that PU directly influences user's behavioral intention to use technology (Chin & Todd, 1995; Davis, 1989). The degree to which useful the person perceives the technology to be is high, which increases the user's acceptance of a particular technology (Adrian et al., 2005). The TAM was used by several studies to measure e-commerce adoption behaviour among Gen Z, and the result is that the PU has a positive impact on the intention to adopt an e-commerce platform (Lestari, 2019; Ruiz-Herrera et al., 2023). Consistent with the findings of the Devisakti et al. (2023) study, PU has a strong positive effect on digital usage among B40 students in Malaysian higher education institutions. B40 refers to the Bottom 40%, which indicates the income level classification in Malaysia (Devisakti et al., 2023). Thus, it can be argued that positive responses to technology usage may result in increased positive attitudes toward digital start-ups.

**H1: There is a positive relationship between perceived usefulness and attitude.**

### 2.6.2 Perceived Ease of Use (PEOU) and Attitude (A)

One recent study has revealed that the readiness to use digital marketing tools directly influences on a start-up's intention (Dung et al., 2023). Past literature claimed that there is a significant relationship between PEOU and digital usage (Davis, 1989). Based on Tahar et al. (2020) found that PEOU had a significant influence on an individual's attitude or intention to use e-filling. It also showed that the higher the level of PEOU, the higher the intention to use certain information technology. There is an evidence gap to determine that PEOU and attitude have relationships. Thus, it can be implied

that PEOU will affect attitude toward digital entrepreneurs as various studies have claimed that there is a significant relationship between PEOU and attitude.

**H2: There is a positive relationship between perceived ease of use and attitude.**

### **2.6.3 Attitude (A) and Digital Entrepreneurial Intention (DEI)**

The more positive attitude regarding entrepreneurship shows that the individual prefers the benefits of self-employment over working for someone (Al-Mamary & Alraja, 2022). According to a journal by Al-Mamary and Alraja (2022) that examined EI among students, the majority of those who have a good attitude towards entrepreneurship anticipate being entrepreneurs in the future. Similarly, the study indicates that the extensive effects of attitude on EI show that a favourable attitude toward establishing a business will lead to a positive view of business development (Alferaih, 2022). While an individual perceives that there are several benefits to technology, it leads to an ideal attitude toward DE and the intent to create an online business.

**H3: There is a positive relationship between attitude and digital entrepreneurial intention among females.**

### **2.6.4 Subjective Norm (SN) and Digital Entrepreneurial Intention**

If the individual has enough support from relatives and friends, it will increase the EI (Al-Mamary & Alraja, 2022). In the Devisakti et al. (2023) study, SN has significant positive influences on digital usage among the B40 students in Malaysian higher education institutions. Hence, it can be argued that if friends or family members are trying to promote the use of ICT, an

individual will intend to use digital technology in their entrepreneurship, which will lead to DEI. According to Chhabra et al. (2020) claimed that SN serves as an important role that affects the perceived desirability, perceived feasibility, and entrepreneurial potential toward the EI among women. Consistently the study of Ruiz-Herrera et al. (2023) stated that users' adoption of e-commerce has had a positive influence on the SN. Based on Alferaih (2022) claimed that SN has a significant impact on EI, implying that when a referent group shares good comments and ideas, the intention to establish a business appears stronger. If an individual is commonly acknowledged by peers as having a basic knowledge of digital technologies or awareness of technological trends in this digital era, it will lead to a digital entrepreneurial intent.

**H4: There is a positive relationship between subjective norm and digital entrepreneurial intention among females.**

### **2.6.5 Perceived Behavioral Control (PBC) and Digital Entrepreneurial Intention**

When an individual possesses a high capacity to control their behaviour, it will increase the EI (Al-Mamary & Alraja, 2022). There are certain indications of a correlation between PBC and EI. For instance, Dung et al. (2023) discovered that planned behavior that included the construct of PBC has a significant influence on EI to start up own business by embracing digital marketing skills. Based on the research of Zhuang et al. (2022), it has been proved that the relationship between PBC and EI is significant. It also emphasized that there is a positive relationship between PBC and EI when a person possesses strong feelings of self-efficacy for pursuing self-employment (Ng et al., 2019). However, a study by Devisakti et al. (2023) found that there is no significant relationship between the PBC and B40 students' digital usage as they are frequent users of digital technologies and have increased their ability to use the application and tools while

overcoming the difficulties. This study hypothesizes that PBC will have a positive relationship with DEI among females.

**H5: There is a positive relationship between perceived behavioural control and digital entrepreneurial intention among females.**

## **CHAPTER 3: METHODOLOGY**

### **3.0 Introduction**

This chapter discusses the details of research methodology employed in carrying out this study, which provides an overview of research philosophy, research design, sampling design, data collection method and proposed data analysis tool.

### **3.1 Research Philosophy**

Research philosophy represented a system of assumptions and beliefs about the expansion of knowledge (Saunders et al., 2019). This study uses using research philosophy of positivism. Positivism refers to a point of view associated with natural scientists that includes incorporating visible social reality to develop law-like generalisations. A deductive approach is being used in this research. As it can test theoretical assumptions or research hypotheses via observation and measurement (Petty et al., 2012).

### **3.2 Research Design**

Research design is a blueprint to determine the approaches and processes for data collecting and analysis (Zikmund, 2013). The causal research model is used for the research design. It refers to the research that investigates the relationship between the independent variables and dependent variable. In this context, the current research is to justify and provide empirical results for the factors affecting digital entrepreneurial intention among females.

A quantitative approach was chosen to implement in this study. Quantitative research primarily depends on specific theories as convenient theoretical

backgrounds to explain the relationship among the expected research variables (Saunders et al., 2019). Statistical testing and generalizations can be carried out by using quantitative research (Petty et al., 2012). In this study, TAM and TPB are used as the particular theories. Quantitative research is employed to test the research hypotheses by using the quantitative data collected from survey via Google Forms.

### **3.3 Data Collection Methods**

#### **3.3.1 Primary Data Collection**

Data collection is used to collect data that is needed for a study to conduct an analysis. Primary data represents the data collected and gathered specifically for the research project (Zikmund, 2013). Thus, a survey as a common method to gather the primary data. The primary data collection tool is using Google Forms to distribute the survey to the target respondents.

Cross-sectional study is proposed to distinguish the population into expressive subgroups (Zikmund, 2013). Hence, this present study setting utilized a cross-sectional research design as well as collecting the primary data from females situated in Malaysia only. Cross-sectional research design for data collection from a highest number of female respondents at a time on one point in non-contrive settings (Ilyas et al., 2023).

## **3.4 Sampling Design**

### **3.4.1 Target Population**

The target population for the present study is perceived as a number of collections of elements. In this study, an individual who is a female indicate as the target population.

### **3.4.2 Sampling Frame and Sampling Location**

A sampling frame refers to a list that records all population elements that represent a list of all those within a population who can be sampled and may include individuals, households or institutions (Zikmund, 2013). In this context, the sampling frame is unavailable. Females are the target population, but a sampling frame that consists of the names of all females in Selangor is highly confidential. The sample for this study was selected to represent the target population's gender is female and from the Selangor area as the representativeness criteria, ensuring a balanced and accurate representation of the larger group.

The sampling location is the location where the data related to this study was collected. However, this study had no specific location and the Google form as an online survey instrument to distribute the questionnaire. But it consists a question for data screening.

### **3.4.3 Sampling Elements**

Sampling elements refer to the unit of analysis in a population that is being analysed. Hence, the sampling element is someone representing a female individual located in Selangor, Malaysia. In this context, any individuals

who are females are the target respondents selected to fill in the questionnaire via Google Form.

### 3.4.4 Sampling Technique

Non-probability sampling technique is used in this current study. “In non-probability sampling, the probability of any particular member of the population being chosen is unknown.” (Zikmund, 2013). The convenience sampling method is used to collect individuals or units that are easily accessible (Zikmund, 2013). The questionnaire aims to be distributed around the Selangor area to ensure the units collected are present in the Selangor area that suits the sampling frame. Thus, convenience sampling is used for this present study by distributing with a QR code and link about Google Forms because of the large sample size needed and limited time and cost.

### 3.4.5 Sample Size

Figure 3.1: Formula for Sample Size Calculation

$$\underline{n}_o = \frac{(\underline{t})^2 * (\underline{p})(\underline{q})}{(\underline{d})^2}$$

$$\underline{n}_1 = \frac{\underline{n}_o}{(1 + \underline{n}_o / \text{Population})}$$

Adapted from: Bartlett et al. (2001). *Organizational research: Determining appropriate sample size in survey research.*



Sample size needed to be determined to ensure the efficiency prior the data collection (Hair, 2015). The target population is 3,283,668 females in Selangor, Malaysia, and only data from 15 years old to 85 years old and above for this current study, which refers to 2,276,189 as data retrieved from Census 2020 (Department of Statistics Malaysia, 2020).

Figure 3.1 shows that the sample size formula taken from a study by Cochran (1977, as cited in Bartlett et al., 2001), and the desired amount of sample size to construct numbers should be 384.

### Sample size calculation:

#### Step 1:

$$\begin{aligned} n_0 &= \frac{(t)^2 * (p)(q)}{(d)^2} \\ &= \frac{(1.96)^2 * (0.5)(0.5)}{(0.05)^2} \\ &= 384.16 \\ &\approx 384 \end{aligned}$$

#### Step 2:

$$\begin{aligned} n_1 &= \frac{n_0}{\left(1 + \frac{n_0}{Population}\right)} \\ &= \frac{384}{\left(1 + \frac{384}{2276189}\right)} \\ &= 383.9352 \\ &\approx 384 \end{aligned}$$

## **3.5 Research Instrument and Measurement**

### **3.5.1 Questionnaire Design**

Surveys refer to the respondent's obligation to read and respond to the questionnaire (Zikmund, 2013, p. 217). For the purposes of this study, an online self-administered questionnaire with unbiased and straightforward wording was designed so that respondents could easily comprehend the question and provide answers online based on their own perceptions (see Appendix 3.1).

This questionnaire also collected the demographic characteristics, which included gender, residence/business/ working location, age group, ethnicity, highest academic qualification, digital platform and gadget that frequently used in last 3 months, digital platform preferred to launch a start-up and interest to use it for own online entrepreneurial project or starting a new venture.

## **3.6 Construct Measurement**

### **3.6.1 Origin and Measure of the Construct**

As shown in Figure 3.2 and Figure 3.3 shows that in the research questionnaire, all the respondents were require to answer on a 5-point Likert-type scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree) for all sub-topics about variables. The questions were adopted from earlier studies conducted by Rouibah (2009) and Linan and Chen (2009), with minor modifications where necessary.

Figure 3.2: Research Instrument and Measurement Scale of Section A & B

Question	Options	Construct Measurement
Gender	Male Female	Nominal Scale
Location (Residence/Business/ Working location)	Gombak (Gombak town, Rawang, Selayang, Setapak, Kepong, Ulu Klang) Hulu Langat (Ampang, Cheras, Semenyih, Kajang, Bangi) Hulu Selangor (Kuala Kubu Bharu, Serendah, Bukit Beruntung, Batang Kali, Ulu Yam) Klang (Klang city, Port Klang, Pandamaran, Meru, Kapar) Kuala Langat (Banting, Jugra, Teluk Datok, Morib, Teluk Panglima Garang, Pulau Carey) Kuala Selangor (Kuala Selangor town, Ijok, Jeram, Tanjung Karang, Bestari Jaya) Petaling (Shah Alam, Petaling Jaya, Subang Jaya, Damansara, Puchong) Sabak Bernam (Sabak, Sekinchan, Sungai Besar) Sepang (Salak Tinggi, Dengkil, Cyberjaya) Outside of Selangor	Nominal Scale
Monthly Income (in RM)	Less than RM2500 RM2500 - RM 3169 RM3170 - RM 3969 RM3970 - RM 4849 More than RM4849	Ordinal Scale
Employment status	Self-employed Part-time employed Full-time employed Unemployed Student	Nominal Scale
Age group (in Years)	17 and below 18 - 22 23 - 38 39 - 54 55 and 65 66 and above	Ordinal Scale
Ethnicity	Malay Chinese Indian	Nominal Scale
Highest academic qualification (currently)	SPM and below STPM/ A-level/ Foundation Diploma Bachelor's degree Master's degree Doctorate degree Other:	Nominal Scale
Digital platform (frequently used in last 3 months)	Lazada Shopee Instagram Facebook Tiktok YouTube Other:	Nominal Scale
Gadget (frequently used in last 3 months)	Smartphone Laptop/computer Tablet Other:	Nominal Scale
Digital platforms prefer to launch a startup in Malaysia as an entrepreneur	Media sharing platforms (e.g., YouTube) Social media sites (e.g., Facebook, Instagram) Marketplace platform (e.g., Lazada, Shopee) Other:	Nominal Scale
Interested in using digital platforms for own online entrepreneurial project or starting a new venture	Yes No	Nominal Scale

Source: Developed for the research.

**Figure 3.3: Research Instrument and Measurement Scale of Section C**

Sources	Construct	Item	Operation Definition	Construct Measurement
Rouibah (2009)	Perceived Usefulness	PU1	Using a digital platform would enable me to accomplish business related task more quickly.	Interval Scale
		PU2	Using a digital platform would improve the quality of performing the entrepreneurial project activities.	
		PU3	Using a digital platform would make it easier to execute business related activities.	
		PU4	Using a digital platform for my entrepreneurial project would increase my time availability.	
		PU5	I find digital platform useful for my business.	
Rouibah (2009)	Perceived Ease of Use	PEOU1	It would be easy to get digital platform to do what I want it to do.	Interval Scale
		PEOU2	Learning to operate digital platform is easy for me.	
		PEOU3	I would find digital platform flexible to interact with.	
		PEOU4	It would be easy for me to become skilful at using digital platform.	
		PEOU5	I would find digital platform easy to use.	
Linan and Chen (2009)	Attitude	A1	Being a digital entrepreneur implies more advantages than disadvantages to me.	Interval Scale
		A2	A career as digital entrepreneur is attractive to me.	
		A3	If I had the opportunity and resources, I would like to be a digital entrepreneur.	
		A4	Being a digital entrepreneur would provide me with a lot of satisfactions.	
		A5	Among various options, I would rather be a digital entrepreneur.	
Linan and Chen (2009)	Subjective Norm	SN1	If I venture into digital entrepreneurship, my parents would be supportive.	Interval Scale
		SN2	If I venture into digital entrepreneurship, my closest friends would be supportive.	
		SN3	If I venture into digital entrepreneurship, my colleagues or classmates would be supportive.	
Linan and Chen (2009)	Perceived Behavioural Control	PBC1	Starting a business and keeping it functional would be easy for me.	Interval Scale
		PBC2	I can control the creation process of a new business.	
		PBC3	I know the necessary practical details to start an entrepreneurial project.	
		PBC4	I know how to develop an entrepreneurial project online.	
		PBC5	If I tried to start an entrepreneurial project, I would have a high probability of success.	
Linan and Chen (2009)	Digital Entrepreneurial Intention	DEI1	I am ready to do anything to be a digital entrepreneur.	Interval Scale
		DEI2	My professional goal is to become a digital entrepreneur.	
		DEI3	I am determined to create an online entrepreneurial project in the future.	
		DEI4	I have very serious thought of starting an online entrepreneurial project.	
		DEI5	I have a strong intention to become a digital entrepreneur someday.	

Source: Developed for the research.

### 3.6.2 Pilot Test

Pilot study constitutes a minor research endeavour in which statistics from respondents identical to those adopted in the overall study is collected (Zikmund, 2013). It allows quantitative research with sufficient numbers of samples to investigate the reliability and validity of questions, and it is frequently used to establish or modify a scale (Hair, 2015). The questionnaire prepared used SPSS software to run the pilot test and develop the results of the testing (see Figure 3.4). Cronbach's Alpha is the most common method to test reliability. An alpha value of 0.70 is considered to be the minimum required from the rule of thumb for Cronbach's Alpha (Hair et al., 2015). After the pilot testing, the questionnaires are modified and prepared to be sent out for actual collection from the sample size that was settled.

Figure 3.4: Cronbach's Alpha Result for Pilot Test

<b>Variables</b>	<b>Cronbach's Alpha</b>	<b>N of Items</b>
PU	0.916	5
PEOU	0.894	5
A	0.896	5
SN	0.881	3
PBC	0.930	5
DEI	0.953	5

Source: Developed for the research.

## 3.7 Data Processing

Data Processing is a standard editing and coding procedure related to the data collected (Zikmund, 2013). Quantitative research consists of a combination of data management techniques, critical thinking competence, and knowledge of statistics to assist data interpretation (Kotronoulas et al.,

2023). Before distributing the questionnaire, the questionnaire has been checked for grammar errors, sentence structures and sequences to ensure the research project is quality and comprehensive. For this study, data processing consisted of data editing, data cleaning, and data coding during data processing.

### **3.7.1 Data Editing**

Data editing is the procedure of inspection and adjusting the data for omissions, legibility, and consistency (Zikmund, 2013). In this step, data will be checked and corrected for errors or omissions on data entry or questionnaire to minimize the bias and ensure the consistency of the data.

### **3.7.2 Data Coding**

Data coding is the codes that are attached to research variables to aid the interpretation of research results and data analysis (Kotronoulas et al., 2023). Section A consisted of open-ended questions (i.e., Others: \_\_\_\_\_) with please specify if have another opinion; hence, it refers to the open-ended survey responses. Using the integration of close-ended and open-ended question allow the responses to be confirmed, enhanced, or refined by the story told via the quantitative data (Rouder et al., 2021). The classify answers to open-ended questions into categories for analysis is needed (Elliott et al., 2006). Thus, the open-ended answers will be coded as specific numbers as a new option for this current study in the descriptive analysis part. Microsoft Excel will be used for data coding. Before the data analysis for related variables, data collected results in Section A, B, and C will be coded as numerical by following the sequence as shown in Figure 3.5.

Figure 3.5: Data Coding for Data Collected

Question	Operation Definition	Coding
Gender	Male	1
	Female	2
Location (Residence/Business/ Working location)	Gombak (Gombak town, Rawang, Selayang, Setapak, Kepong, Ulu Klang)	1
	Hulu Langat (Ampang, Cheras, Semenyih, Kajang, Bangi)	2
	Hulu Selangor (Kuala Kubu Bharu, Serendah, Bukit Beruntung, Batang Kali, Ulu Yam)	3
	Klang (Klang city, Port Klang, Pandamaran, Meru, Kapar)	4
	Kuala Langat (Banting, Jugra, Teluk Datok, Morib, Teluk Panglima Garang, Pulau Carey)	5
	Kuala Selangor (Kuala Selangor town, Ijok, Jeram, Tanjung Karang, Bestari Jaya)	6
	Petaling (Shah Alam, Petaling Jaya, Subang Jaya, Damansara, Puchong)	7
	Sabak Bernam (Sabak, Sekinchan, Sungai Besar)	8
	Sepang (Salak Tinggi, Dengkil, Cyberjaya)	9
	Outside of Selangor	10
Monthly Income (in RM)	Less than RM2500	1
	RM2500 - RM 3169	2
	RM3170 - RM 3969	3
	RM3970 - RM 4849	4
	More than RM4849	5
Employment status	Self-employed	1
	Part-time employed	2
	Full-time employed	3
	Unemployed	4
	Student	5
Age group (in Years)	17 and below	1
	18 - 22	2
	23 - 38	3
	39 - 54	4
	55 and 65	5
	66 and above	6
Ethnicity	Malay	1
	Chinese	2
	Indian	3
Highest academic qualification (currently)	SPM and below	1
	STPM/ A-level/ Foundation	2
	Diploma	3
	Bachelor's degree	4
	Master's degree	5
	Doctorate degree	6
	Other:	7
Digital platform (frequently used in last 3 months)	Lazada	1
	Shopee	2
	Instagram	3
	Facebook	4
	Tiktok	5
	YouTube	6
	Other:	7
Gadget (frequently used in last 3 months)	Smartphone	1
	Laptop/computer	2
	Tablet	3
	Other:	4
Digital platforms prefer to launch a startup in Malaysia as an entrepreneur	Media sharing platforms (e.g., YouTube)	1
	Social media sites (e.g., Facebook, Instagram)	2
	Marketplace platform (e.g., Lazada, Shopee)	3
	Other:	4
Interested in using digital platforms for own online entrepreneurial project or starting a new venture	Yes	1
	No	2
All questions in Section C (Total 28 questions)	Strongly Disagree	1
	Disagree	2
	Neutral	3
	Agree	4
	Strongly Agree	5

Source: Developed for the research.

### **3.7.3 Data Cleaning**

Data cleaning refers to the process of detection, analysing, and revising faulty data (Van Den Broeck et al., 2005). It enables to identification and correction the errors or minimizes its impact on research study results (Van Den Broeck et al., 2005). By conducting screening data is accessible to classify the fundamental types of abnormalities such as absence or excess of data, inconsistencies, outliers, strange patterns in distributions, unpredicted analysis results and other sorts of inferences and concepts; hence, data cleaning will be conducted in this study as data errors are noticed incidentally during study activities other than data cleaning (Van Den Broeck et al., 2005). Before analysis, the gathered data was prepared, and the dataset was verified for missing data, and outliers. All values beyond the calculated range were considered outliers (Hoaglin & Iglewicz, 1987). Univariate and multivariate methods are suggested used for outlier determination (Sarstedt et al., 2022). A univariate outlier refers to a situation with an excessive value on one variable, whereas a multivariate outlier is a situation with an uncommon combination of values in several variables that generates a statistical or data anomaly (Awang et al., 2018).

## **3.8 Proposed Data Analysis Tools**

### **3.8.1 Descriptive Analysis**

The descriptive analysis represents the basic transformation of data collected in illustrative and simple ways to describe characteristics such as distribution, central tendency, and variability (Zikmund, 2013). It can provide summaries of the related variables in a data set to draw a conclusion based on the sample (Kotronoulas et al., 2023). In this context of research, descriptive analysis will be utilised to analyse the results from the questionnaire survey for section A and section B are the demographic information of the target respondents by using SPSS and Microsoft Excel.



Thus, it can investigate the result in knowing and identifying the respondents' characteristics by using pie charts and tables.

### 3.8.2 Inferential Analysis

Inferential analysis is used for exploring the relationship between the relevant variables and making interpretations (Kotronoulas et al., 2023). Structural Equation Modelling (SEM) applies to inferential analysis as it enables the measurement of complex relationships between latent and observed variables (Sarstedt and Cheah, 2019). Partial least squares structural equation modelling (PLS-SEM) is a subset of SEM and a popular data analysis tool for analysing the relationship between latent variables and measured by sets of observed variables (Sarstedt and Cheah, 2019). It has become frequently used in the study of information systems and other fields such as multivariate statistical methods (Kock and Hadaya, 2018). Based on the research objective is focusing on the variables related to social science behaviour, SmartPLS was selected as the software that can conduct the data analysis of PLS-SEM due to the appropriate in-built graphical user interface. Two analytical procedures of PLS-SEM are measurement model assessment and structural model assessment.

#### 3.8.2.1 Measurement Model Assessment

Measurement model assessment includes internal consistency reliability by using Cronbach Alpha (see Figure 3.6).

Figure 3.6: Rule of Thumb for Measurement Model Assessment

Measurement Model Assessment	Criterion	Rule of Thumb
Internal Consistency Reliability (Reliability Analysis)	Cronbach's alpha	$\geq 0.70$

Sources: Hair et al. (2011); Hair et al. (2019)

### 3.8.2.2 Structural Model Assessment

Structural model assessment includes collinearity, the significance of the relationship, and model explanatory power (see Figure 3.7). Collinearity is measured by Variance Inflation Factor (VIF) to determine the critical collinearity issues; the significance of the relationship is measured by  $p$ -value to measure the relationship between exogenous variables and endogenous variables; model explanatory power is measured by coefficients of determination ( $R^2$ ) to determine the variance as described in each of the endogenous constructs (Hair et al., 2019).

Figure 3.7: Rule of Thumb for Structural Model Assessment

Structural Model Assessment	Criterion	Rule of Thumb
Collinearity	VIF	< 3
Significance of Relationship	Significance of Path Coefficients	Significant when $p$ -value < 0.05
Model Explanatory Power	Coefficients of Determination ( $R^2$ )	≥ 0.90 – Overfit 0.75 – Substantial 0.50 – Moderate 0.25 – Weak

Source: Hair et al. (2019).

## 3.9 Conclusion

In conclusion, the data was prepared for data analysis. In the following chapter, interpretation and analysis of data will take place.

## CHAPTER 4: DATA ANALYSIS

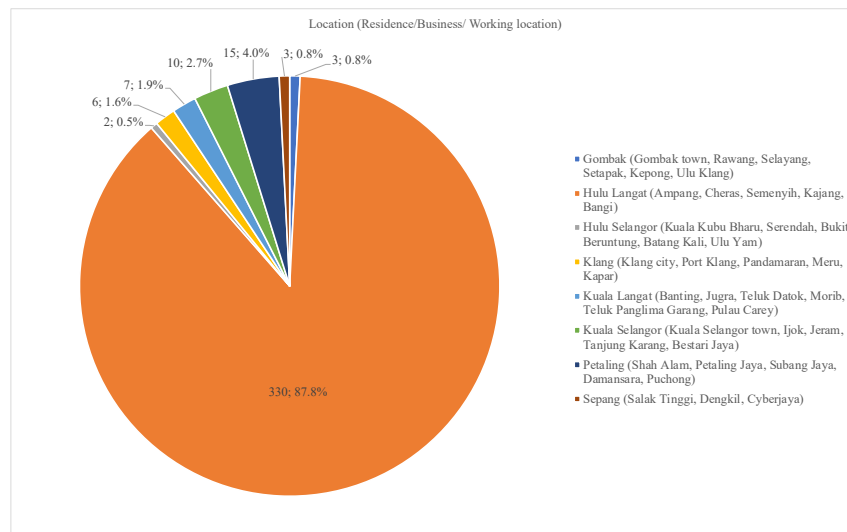
### 4.0 Introduction

This chapter is to present the patterns of the data analysis and results which relevant to the research questions and hypotheses proposed. There is a 406-sample size has been collected. However, only 376 sample size suitable to be analysis after the data cleaning process.

### 4.1 Descriptive Analysis

#### 4.1.1 Demographic Characteristics of Respondents

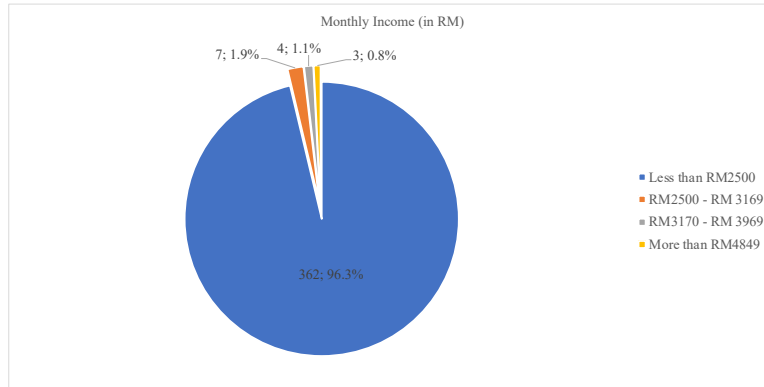
Figure 4.1: Location (Residence/Business/Working Location)



Source: Developed for the research.

From Figure 4.1, it is appeared that 330 out of 376 respondents are in Hulu Langat with 88% among the other Selangor areas.

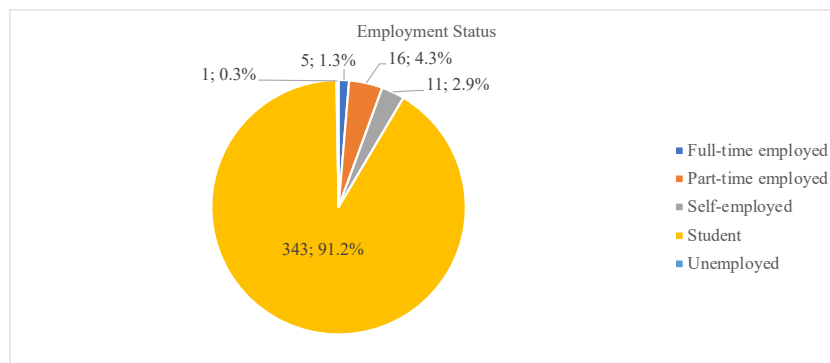
**Figure 4.2: Monthly Income (in RM)**



Source: Developed for the research.

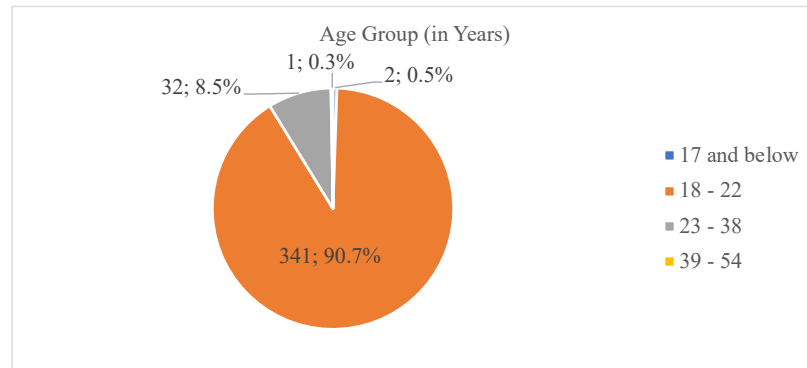
Based on Figure 4.2, among the respondents, 7 individuals fell within the range of RM2500 – RM3169, while 4 individuals under the range of monthly income within RM3170 – RM 3969. Only 3 respondents have more than RM 4849 for their monthly income. Remarkably, there are 362 individuals reported monthly income less than RM2500. It represented the majority of the respondents are under the B40 income group and low-income strata.

**Figure 4.3: Employment Status**



Source: Developed for the research.

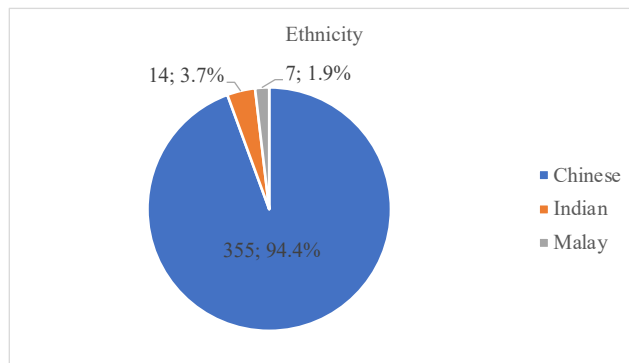
**Figure 4.4: Age Group (in Years)**



Source: Developed for the research.

From Figure 4.3, the majority of the sample employment status only student by 343 out of 376 with 91.2%. For those who are full-time employed, part-time employed, self-employed, and unemployed seems to have a total of 8.8% cumulative percentage with 1.3% (5), 4.3% (16), 2.9% (11), 0.3% (1) respectively. Based on Figure 4.4, it can be linked to age group about most of the respondents are in the age group of 18 – 22 years old. Less than 35 of the respondents in the age group of 17 and below, 23 – 38, and 39 – 54 years old. It can be explained by the majority of sample size considers under generation Z and it is a digital age in the digital entrepreneur’s ecosystem.

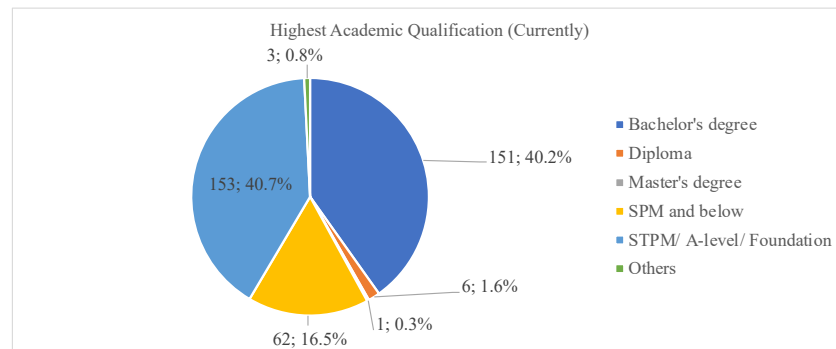
**Figure 4.5: Ethnicity**



Source: Developed for the research.

From Figure 4.5, it is appeared that 355 out of 376 respondents are Chinese with 94.4% compared to only 14 out of 376 respondents are India with 3.7% and 7 out of 376 respondents are Malay with 1.9%.

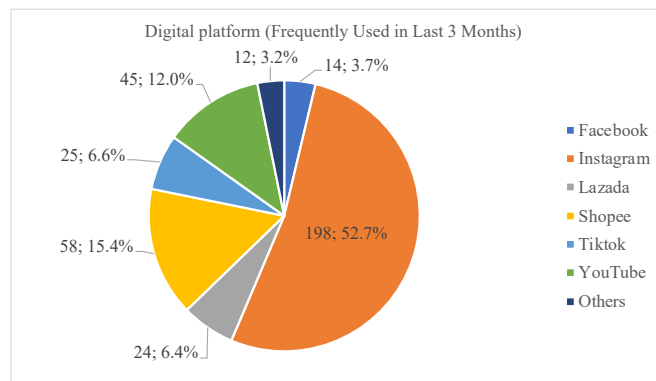
**Figure 4.6: Highest Academic Qualification (Currently)**



Source: Developed for the research.

According to Figure 4.6, a majority of 153 respondents possess qualifications such as STPM/ A-level/ Foundation, followed closely by 151 respondents are holding a bachelor’s degree. Notably, 62 respondents reported current highest academic qualification as SPM and below. A small subset for 6 respondents informed as diploma, while only 1 respondent indicated currently pursuing a master’s degree. Additionally, 3 respondents are falling under the “others”, which indicated as UEC.

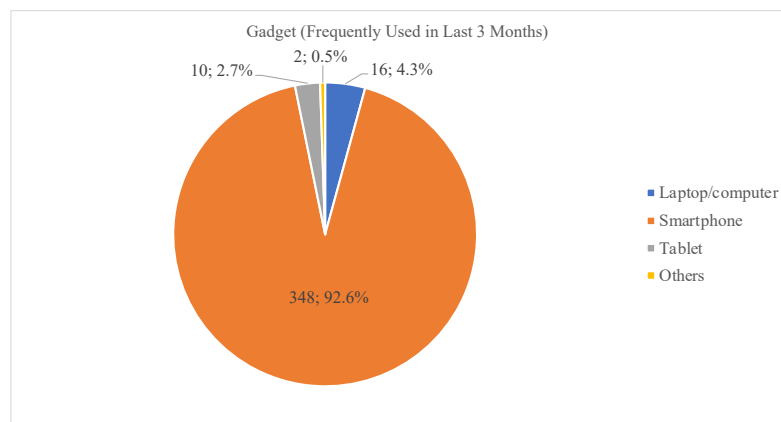
**Figure 4.7: Digital platform (Frequently Used in Last 3 Months)**



Source: Developed for the research.

From Figure 4.7 shown that the majority of the respondents/ sample frequently used in last 3 months the digital platform only Instagram by 198 out of 376 with 52.7%. For those who are using Facebook, Lazada, Shopee, TikTok, YouTube, and others (i.e., Red, Taobao) seems to have a total of 47.3% cumulative percentage with 3.7% (14), 6.4% (24), 15.4% (58), 6.6% (25), 12.0% (45), 3.2% (12) respectively.

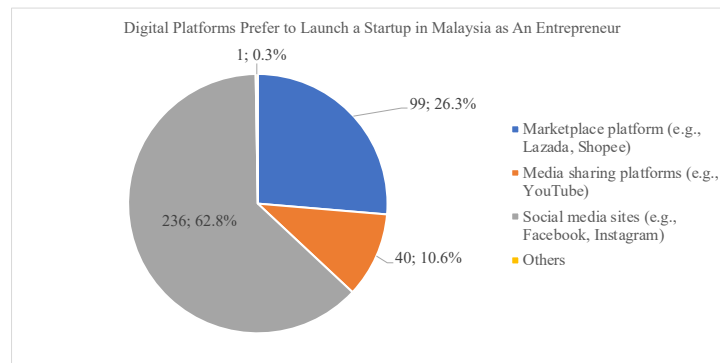
**Figure 4.8: Gadget (Frequently Used in Last 3 Months)**



Source: Developed for the research.

Based on Figure 4.8, the majority of the sample frequently used in last 3 months gadget only smartphone by 348 out of 376 with 92.6%. For those who are using laptop/computer, tablet, and others (i.e., all, none of the above) seems to have a total of 7.4% cumulative percentage with 4.3% (16), 2.7% (10), 0.5% (2) respectively.

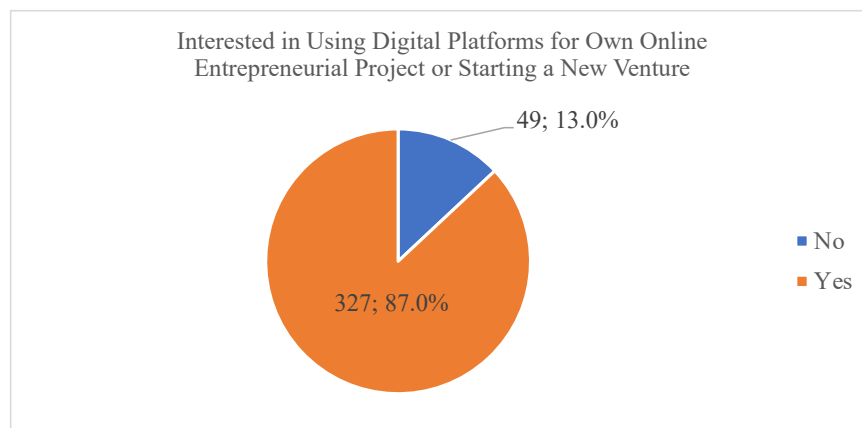
**Figure 4.9: Digital Platforms Prefer to Launch a Startup in Malaysia as An Entrepreneur**



Source: Developed for the research.

From Figure 4.9, the majority of the sample prefer to use digital platforms launch a start-up in Malaysia as an entrepreneur only social media site such as Facebook and Instagram by 236 out of 376 with 62.8%. For those who are preferring to use marketplace platform such as Lazada and Shopee, media sharing platform such as YouTube and others (i.e., RED) seems to have a total of 37.2% cumulative percentage with 26.3% (99), 10.6% (40), 0.3% (1) respectively.

**Figure 4.10: Interested in Using Digital Platforms for Own Online Entrepreneurial Project or Starting a New Venture**



Source: Developed for the research.



From Figure 4.10, it is appeared that 327 out of 376 respondents are interested in using digital platform for own online entrepreneurial project or starting a new venture with 87% compared to not interested with total of 49 associated to 13%.

## 4.2 Inferential Analyses

### 4.2.1 Measurement Model Assessment

#### 4.2.1.1 Internal Consistency Reliability (Reliability Analysis)

To measure the internal consistency of the dataset, a pilot test has been conducted with 34 sample size. The reliability analysis by using Cronbach's alpha has been deployed. For the value of which more than 0.7 indicates that the constructs are consistent within the variables.

Of all the variables, subjective norm is 0.855, attitude and perceived ease of use have a value of 0.901, perceived behavioral control is 0.907, and perceived usefulness is 0.918. Table 4.1 portrayed the output generated from the SMARTPLS.

Table 4.1 Cronbach's Alpha for 376 Sample Size

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Perceived usefulness	0.918	0.921	0.918	0.691
Perceived ease of use	0.901	0.905	0.901	0.647
Attitude	0.901	0.902	0.901	0.647
Subjective norm	0.855	0.859	0.852	0.659
Perceived behavioral control	0.907	0.911	0.907	0.663
Digital entrepreneurial intention	0.938	0.939	0.938	0.752

Sources: Developed for the research.

**4.2.1.2 Correlation Analysis**

Table 4.2 Correlation Analysis

	Attitude	Digital entrepreneurial intention	Perceived behavioral control	Perceived ease of use	Perceived usefulness	Subjective norm
Attitude	1					
Digital entrepreneurial intention	0.614	1				
Perceived behavioral control	0.685	0.808	1			
Perceived ease of use	0.701	0.416	0.54	1		
Perceived usefulness	0.689	0.348	0.443	0.726	1	
Subjective norm	0.723	0.501	0.62	0.647	0.646	1

Sources: Developed for the research.

In order to examine the strength of relationship between two variables, correlation analysis has been executed.

The coefficients of correlation below than 0.5 considered as weak correlation whereas the coefficient more than 0.5 considered as strong correlation (Kyaw et al., 2022).

The correlation between perceived usefulness and digital entrepreneurial intention, digital entrepreneurial intention and perceived ease of use, digital entrepreneurial intention and perceived behavioral control, perceived behavioral control and perceived usefulness are weak.

## 4.2.2 Structural Model Assessment – Model 1

### 4.2.2.1 Structural Equation Modeling

Table 4.3 Path Coefficients (Model 1)

<b>Model 1</b>	Path coefficients
Perceived usefulness -> Attitude	0.38
Perceived ease of use -> Attitude	0.426

Sources: Developed for the research.

By the path coefficients value, a model of digital entrepreneurial intention model has been developed as follow:

#### **Model 1**

$$\text{Attitude} = 0.426 \text{ Perceived ease of use} + 0.38 \text{ Perceived usefulness}$$

The perceived ease of use will give us 0.426 increment in the attitude if one unit increase. 0.38 coefficient provide us information of the which one unit increase in the perceived usefulness it will increase the attitude by 0.38.

### 4.2.2.2 Significance of Relationship

Table 4.4 Model 1 Estimate

<b>Model 1</b>	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
Perceived ease of use -> Attitude	0.388	0.386	0.076	5.091	0
Perceived usefulness -> Attitude	0.37	0.373	0.071	5.223	0

Sources: Developed for the research

From the above table, it is found that perceived usefulness and perceived ease of use only significant at 0.05 where both p-value = 0.000.

Thus, the final model 1 of the attitude is:

$$\text{Attitude} = 0.426 \text{ Perceived ease of use} + 0.38 \text{ Perceived usefulness}$$

Table 4.5 Hypothesis Testing Results (Model 1)

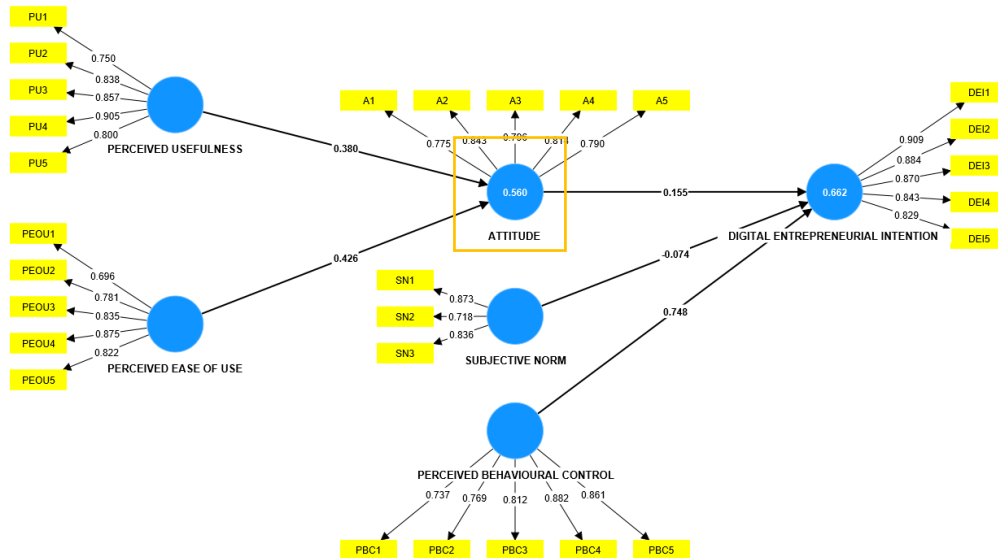
	Hypothesis	Decision
H1	There is a significant relationship between perceived usefulness and attitude.	Hypothesis supported
H2	There is a significant relationship between perceived ease of use and attitude.	Hypothesis supported

Sources: Developed for the research

More than 0.05 H-null is rejected, less than 0.05 H-null is not rejected. Table 4.5 above summaries the findings of the significance variables and the decision of the hypothesis.

### 4.2.2.3 Model Explanatory Power

Figure 4.11 Result Output Generated by SMARTPLS 4 (Model 1)



Sources: Developed for the research.

### Model 1

R square = 0.560 indicate that 56% of the variation in the attitude is explained by the perceived ease of use and perceived usefulness. 44% is explained by the external factor which not within the study.

### 4.2.2.4 Collinearity (VIF)

Table 4.6 VIF (Model 1)

Model 1	VIF
Perceived usefulness -> Attitude	2.117
Perceived ease of use -> Attitude	2.117

Sources: Developed for the research.

The VIF explain the collinearity on the dataset. From the above table, it found that, all the values are less than 5, indicates that, the variables are normal.

### 4.2.3 Structural Model Assessment – Model 2

#### 4.2.3.1 Structural Equation Modeling

Table 4.7 Path Coefficients (Model 2)

<b>Model 2</b>	Path coefficients
Attitude -> Digital entrepreneurial intention	0.155
Subjective norm -> Digital entrepreneurial intention	-0.074
Perceived behavioral control -> Digital entrepreneurial intention	0.748

Sources: Developed for the research.

By the path coefficients value, a model of digital entrepreneurial intention model has been developed as follow:

#### Model 2

**Digital entrepreneurial intention = 0.155 Attitude + 0.748 Perceived behavioral control – 0.074 Subjective norm**

0.155 tells us that for every one unit increase in the attitude will increase the digital entrepreneurial intention by 0.155 where the other variables remain unchanged. 0.748 of the digital entrepreneurial intention will increase if perceived behavioral control is increase by one unit. Lastly, -0.074 tells us that for every one unit increase in subjective norm, the digital entrepreneurial intention will increase by -0.074.

### 4.2.3.2 Significance of Relationship

Table 4.8 Model 2 Estimate

<b>Model 2</b>	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
Attitude -> Digital entrepreneurial intention	0.171	0.17	0.071	2.4	0.016
Perceived behavioral control -> Digital entrepreneurial intention	0.649	0.651	0.051	12.76	0
Subjective norm -> Digital entrepreneurial intention	-0.014	-0.013	0.068	0.208	0.835

Sources: Developed for the research

From the above table, it is found that attitude and perceived behavioral control only significant at 0.05 where the p-value = 0.016 and 0.000 respectively. The remaining variable is not significant which p-value is more than 0.05. Subjective norm is non-significant variable.

Thus, the final model 2 of the digital entrepreneurial intention is:

**Digital entrepreneurial intention** = 0.155 Attitude + 0.748 Perceived behavioral control

Table 4.9 Hypothesis Testing Results (Model 2)

	Hypothesis	Decision
H3	There is a significant relationship between attitude and digital entrepreneurial intention.	Hypothesis supported
H4	There is a significant relationship between perceived behavioral control and digital entrepreneurial intention.	Hypothesis supported
H5	There is a significant relationship between subjective norm and digital entrepreneurial intention.	Hypothesis is not supported

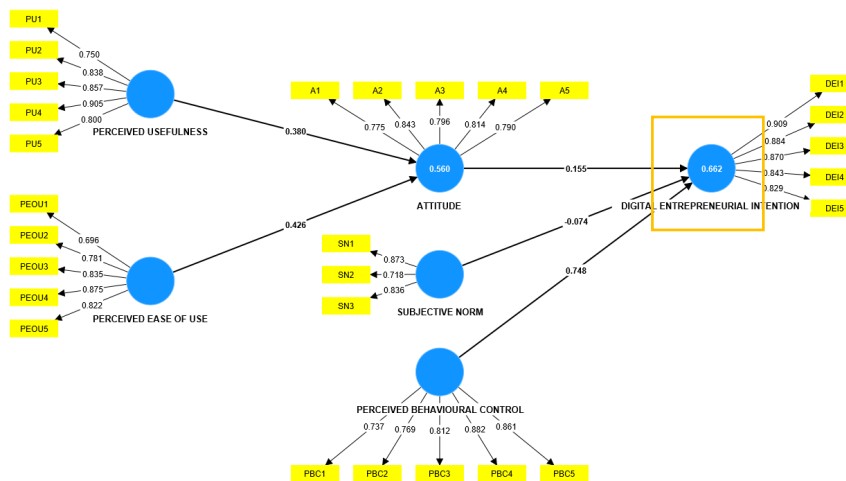
Sources: Developed for the research



More than 0.05 H-null is rejected, less than 0.05 H-null is not rejected. Table 4.9 above summaries the findings of the significance variables and the decision of the hypothesis for model 2. All hypotheses are supported, except for H5, there is not a significant relationship between subjective norm and digital entrepreneurial intention. This possible due to the sample collected have culture differences and different family background. Also, the environment is keep changing, it will affect the social relationship.

#### 4.2.3.3 Model Explanatory Power

Figure 4.12 Result Output Generated by SMARTPLS 4 (Model 2)



Sources: Developed for the research.

#### Model 2

R square = 0.662 indicate that 66.2% of the variation in the digital entrepreneurial intention is explained by the attitude, subjective norm, and perceived behavioral control. 33.8% is explained by the external factor which not within the study.

#### 4.2.3.4 Collinearity (VIF)

Table 4.10 VIF (Model 2)

<b>Model 2</b>	<b>VIF</b>
Attitude -> Digital entrepreneurial intention	2.592
Subjective norm -> Digital entrepreneurial intention	2.233
Perceived behavioral control -> Digital entrepreneurial intention	2.010

Sources: Developed for the research.

The VIF explain the collinearity on the dataset. From the above table, it found that, all the values are less than 5, indicates that, the variables are normal.

## **CHAPTER 5: DISCUSSION, CONCLUSION, AND IMPLICATIONS**

### **5.0 Introduction**

This chapter summarise the discussion and results for this research project. Also, this chapter included the implications, limitations of this study, and recommendations for the future researchers.

### **5.1 Summary of Major Findings**

More than 0.05 H-null is rejected, and less than 0.05 H-null is not rejected. The following is Table 5.1 summaries the findings of the significance variables and the decision of the hypothesis. The results show that perceived usefulness and perceived ease of use have a significant relationship with attitude. Attitude and perceived behavioral control also have s significant relationship with digital entrepreneurial intention among females. Since the subjective norm has a p-value that is larger than 0.5, there is no significant relationship between subjective norm and digital entrepreneurial intention among females.

Hence, only four hypotheses are supported, and one hypothesis is not supported. The possible reason for the subjective norm is not supported might be due to cultural variation in the sample collected, variance in family background, and dynamic environment that would influence the social relationship gradually.

Table 5.1 Hypothesis Testing Results

No.	Hypothesis	Decision
H1	There is a significant relationship between perceived usefulness and attitude.	Hypothesis supported
H2	There is a significant relationship between perceived ease of use and attitude.	Hypothesis supported
H3	There is a significant relationship between attitude and digital entrepreneurial intention among females.	Hypothesis supported
H4	There is a significant relationship between perceived behavioral control and digital entrepreneurial intention among females.	Hypothesis supported
H5	There is a significant relationship between subjective norm and digital entrepreneurial intention among females.	Hypothesis is not supported

Sources: Developed for the research

## **5.2 Implications of the Study**

### **5.2.1 Policy markers or government**

The findings and results can help the private or public policy markers or government to better formulate strategies and systematic approaches to digital entrepreneurial. For example, the government can provide subsidies or support for digital gadgets or digital technologies access and related programmes. Thus, individuals can minimise resistance and impediments to increase engagement in digital entrepreneurship. It also will increase the possibility or number of tech firms to start up. Thereby, it will increase the domestic economies by using digital technologies to have an online business. It also will assist the government to achieve the SDGs such as no poverty and no gender gap.

### **5.2.2 Academic or researcher**

This research has a theoretical contribution to digital entrepreneurial studies. This research can be a foundation for other researchers to gain more insight and justification. This is because there was a lack of acknowledge or academic studies in Malaysia about digital entrepreneurship in this current digital age. Hence, the obtained result contributes to new knowledge of the conditions of females' digital entrepreneurship in different methods and perspectives by using an integrated model. It also promotes and provides a direction for the future researcher.

### **5.2.3 Females or Women**

These findings of the study will be valuable and increase the usage of digital platforms or devices to start a new venture online. Individuals who a female will have a greater understanding and interest in digital entrepreneurship and

lead them to start an online entrepreneurial project. Using digital platform or technologies enable females to achieve their career development and goal and close the gender gap in the working environment. Thus, the application of the TPB and TAM model can contribute to the development of the digital entrepreneurial intention of the females as well as enhance the domestic economic situation.

## **5.3 Limitations of the Study**

### **5.3.1 The absence of additional variables**

There is a lack of another factor that can gain more insight into the research topic. This study mainly focuses on variables from the TAM and TPB models. There more relevant variables can be used as the factors that influence the DEI. The proposed research framework should include other variables to discover other factors that could explain the DEI among females.

### **5.3.2 Limited of previous research studies on the topic**

A lack of prior studies on the research topic for referencing and citation for the literature review purpose. Since the research area about digital entrepreneurship has few journal articles in the academic database. It is difficult to find the most relevant journal article or valid information for the research topic. This study has resource constraints and protentional will impact the comprehensiveness of the findings.

### **5.3.3 Restriction on scope and generalization**

Limitation of scope and lack of generalization due to concentrated focus on a specific area or segment. The data collection only concentrated on a specific area, which is Selangor. The study might have limited scope and lack of generalization as only concentrates deeply on a specific area or segment. It is unable to provide in-depth findings and a detailed understanding of the specific research area.

## **5.4 Recommendations for Future Research**

### **5.4.1 Modify or using different model or adding variables**

For future studies, the researcher can modify or use different models or add variables to the existing research framework. For example, the Entrepreneurial Event Model (EEM), the Unified Theory of Acceptance and Use of Technology (UTAUT) model, and other relevant variables. This is because the EEM model is linked with the entrepreneurial perspective while the UTAUT model is linked with the digital platform that is used for his or her online entrepreneurial project or business.

### **5.4.2 Enhanced the research design**

For future studies, it is recommended to enhance the research design by implementing qualitative research or conducting both qualitative and quantitative research. For instance, the researcher can conduct an interview to gain deep insight into the area of study. Also, it also can use both research designs, qualitative and quantitative research designs to have more comprehensive findings and results.

### **5.4.3 Broadening the geographical scope of research**

The researcher is recommended to increase the sample size by collecting data on a state basis or country basis instead of only the Selangor area. Hence, future studies can increase the sample size by collecting data on a state basis or country basis instead of only the Selangor area to expand the target population to other locations or geographic areas.



## **5.5 Conclusion**

Based on these findings, the outcome of this research has shown that the digital entrepreneurial intention among females can be influenced by the perceived usefulness and perceived ease of use of the digital platform, attitude, and perceived behavioural control. As mentioned earlier, it has been shown in the inferential analysis, that there is no significant relationship between the subjective norm and digital entrepreneurial intention that is possible due to the cultural difference or family background. In conclusion, the government, or associated policymakers to make a significant decision or plan that promotes female empowerment in the digital entrepreneurial sector by focusing more on the usefulness and ease of integration system embedded in their online entrepreneurial project. Individuals must have a positive mindset towards digital entrepreneurship and believe that they can attain entrepreneurial success.

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APPENDICES

**Questionnaires**

**Factors Affecting Digital Entrepreneurial Intention Among  
Women**

(A survey of residents in Selangor, Malaysia)



Department of International Business

University Tunku Abdul Rahman

2023

You are one of the few randomly selected residents from the Selangor districts in Malaysia to participate in this survey. Your help is critical for understanding how residents value and perceive the factors affecting digital entrepreneurial intention among women in this region. Your responses will be fully confidential.



**UKMZ3016 RESEARCH PROJECT**

**FINAL YEAR PROJECT (FYP)**

**BACHELOR OF INTERNATIONAL BUSINESS (HONS)**

<b>Research project title:</b>	<b>Factors Affecting Digital Entrepreneurial Intention Among Women</b>
<b>FYP No:</b>	<b>202306-12</b>
<b>Student's name:</b>	<b>PAN HUI XIN</b>
<b>Student's ID:</b>	<b>2005810</b>
<b>Supervisor's name:</b>	<b>Ezatul Emilia binti Muhammad Arif</b>

**Section A: Screening Question**

Gender

- Male
- Female

**Section B: Demographic Profile**

*The following questions refer to the demographic profile of the respondents. Please provide*

*the appropriate information by select (√) in the bracket provided to represent your answer.*

Location (Residence/Business/ Working location)

- Gombak (Gombak town, Rawang, Selayang, Setapak, Kepong, Ulu Klang)
- Hulu Langat (Ampang, Cheras, Semenyih, Kajang, Bangi)
- Hulu Selangor (Kuala Kubu Bharu, Serendah, Bukit Beruntung, Batang Kali, Ulu Yam)
- Klang (Klang city, Port Klang, Pandamaran, Meru, Kapar)
- Kuala Langat (Banting, Jugra, Teluk Datok, Morib, Teluk Panglima Garang, Pulau Carey)
- Kuala Selangor (Kuala Selangor town, Ijok, Jeram, Tanjung Karang, Bestari Jaya)
- Petaling (Shah Alam, Petaling Jaya, Subang Jaya, Damansara, Puchong)
- Sabak Bernam (Sabak, Sekinchan, Sungai Besar)
- Sepang (Salak Tinggi, Dengkil, Cyberjaya)
- Outside of Selangor

Monthly Income (in RM)

- Less than RM2500
- RM2500 - RM 3169
- RM3170 - RM 3969
- RM3970 - RM 4849
- More than RM4849

Employment status

- Self-employed
- Part-time employed
- Full-time employed
- Unemployed
- Student

Age group (in Years)

- 17 and below
- 18 - 22
- 23 - 38
- 39 - 54
- 55 and 65
- 66 and above

Ethnicity

- Malay

- Chinese
- Indian

Highest academic qualification (currently)

*(If you have other opinion, please write down at the "Other")*

- SPM and below
- STPM/ A-level/ Foundation
- Diploma
- Bachelor's degree
- Master's degree
- Doctorate degree
- Other: \_\_\_\_\_

Digital platform (frequently used in last 3 months)

*(If you have other opinion, please write down at the "Other")*

- Lazada
- Shopee
- Instagram
- Facebook
- Tiktok
- YouTube
- Other: \_\_\_\_\_

Gadget (frequently used in last 3 months)

*(If you have other opinion, please write down at the "Other")*

- Smartphone
- Laptop/computer
- Tablet
- Other: \_\_\_\_\_

Which digital platform do you prefer to launch a startup in Malaysia as an entrepreneur?

*(If you have other opinion, please write down at the "Other")*

- Media sharing platforms (e.g., YouTube)
- Social media sites (e.g., Facebook, Instagram)
- Marketplace platform (e.g., Lazada, Shopee)
- Other: \_\_\_\_\_

Are you interested in using digital platforms for your own online entrepreneurial project or starting a new venture?

- Yes
- No

**Section C: Factors affecting the digital entrepreneurial intention among females.**

Please indicate your level of agreement or disagreement for each statement below.  
*Note: Scale 1 indicates that you strongly disagree with the statement and 5 indicates you strongly agree with the statement*

[Strongly disagree = 1, Disagree = 2, Neutral = 3, Agree = 4, Strongly agree = 5]

**Digital entrepreneur meaning**

A **digital entrepreneur** is a person who uses digital technologies, the internet, and digital platforms to create, operate, and develop a venture or business.

**Sub-section 1: Perceived Usefulness**

**Perceived usefulness** means an individual's perception on the usefulness for digital platform and intend to use it.

Perceived usefulness	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Using a digital platform would enable me to accomplish business related task more quickly.	1	2	3	4	5
Using a digital platform would improve the quality of performing the entrepreneurial project activities.	1	2	3	4	5
Using a digital platform would make it easier to execute business related activities.	1	2	3	4	5
Using a digital platform for my entrepreneurial project would increase my time availability.	1	2	3	4	5

I find digital platform useful for my business.	1	2	3	4	5
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**Sub-section 2: Perceived Ease of Use**

**Perceived ease of use** means an individual's perception on the ease of use for digital platform and intend to use it.

Perceived ease of use	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
It would be easy to get digital platform to do what I want it to do.	1	2	3	4	5
Learning to operate digital platform is easy for me.	1	2	3	4	5
I would find digital platform flexible to interact with.	1	2	3	4	5
It would be easy for me to become skilful at using digital platform.	1	2	3	4	5
I would find digital platform easy to use.	1	2	3	4	5

**Sub-section 3: Attitude**

**Attitude** towards the behaviour, which relates to an individual's positive or negative viewpoint or judgement of the behaviour in concern.

Attitude	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Being a digital entrepreneur implies more advantages than disadvantages to me.	1	2	3	4	5
A career as digital entrepreneur is attractive to me.	1	2	3	4	5
If I had the opportunity and resources, I would like to be a digital entrepreneur.	1	2	3	4	5
Being a digital entrepreneur would provide me with a lot of satisfactions.	1	2	3	4	5
Among various options, I would rather be a digital entrepreneur.	1	2	3	4	5



**Sub-section 4: Subjective Norm**

**Subjective norm** means social factor that indicates as the perceived social pressure to act or not to act the behaviour.

<b>Subjective Norm</b>	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
If I venture into digital entrepreneurship, my parents would be supportive.	1	2	3	4	5
If I venture into digital entrepreneurship, my closest friends would be supportive.	1	2	3	4	5
If I venture into digital entrepreneurship, my colleagues or classmates would be supportive.	1	2	3	4	5

**Sub-section 5: Perceived Behavioural Control**

**Perceived behavioural control** as the individual’s perception of the level of ease or difficulty toward acting the behaviour of interest.

Perceived behavioural control	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Starting a business and keeping it functional would be easy for me.	1	2	3	4	5
I can control the creation process of a new business.	1	2	3	4	5
I know the necessary practical details to start an entrepreneurial project.	1	2	3	4	5
I know how to develop an entrepreneurial project online.	1	2	3	4	5
If I tried to start an entrepreneurial project, I would have a high probability of success.	1	2	3	4	5

**Sub-section 6: Digital entrepreneurial intention**

**Digital entrepreneurial intention** is the intention of a person who uses digital technologies, the internet, and digital platforms to create, operate, and develop a venture or business.

Digital entrepreneurial intention	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I am ready to do anything to be a digital entrepreneur.	1	2	3	4	5
My professional goal is to become a digital entrepreneur.	1	2	3	4	5
I am determined to create an online entrepreneurial project in the future.	1	2	3	4	5
I have very serious thought of starting an online entrepreneurial project.	1	2	3	4	5
I have a strong intention to become a digital entrepreneur someday.	1	2	3	4	5



Re: U/SERC/224/2023

13 September 2023

Dr Fitriya Binti Abdul Rahim  
Head, Department of International Business  
Faculty of Accountancy and Management  
Universiti Tunku Abdul Rahman  
Jalan Sungai Long  
Bandar Sungai Long  
43000 Kajang, Selangor

Dear Dr Fitriya,

**Ethical Approval For Research Project/Protocol**

We refer to your application for ethical approval for your student’s research project from Bachelor of International Business (Honours) programme enrolled in course UKMZ3016. We are pleased to inform you that the application has been approved under Expedited Review.

The details of the research projects are as follows:

No.	Research Title	Student’s Name	Supervisor’s Name	Approval Validity
1.	Factors that Influence Organizations to Engage with AI-based Tools	Amrejtit Singh Khalae	Dr Komathi a/p Munusamy	13 September 2023 – 12 September 2024
2.	Determinants of Female Final Year Students Pursing as an Entrepreneur	Chan Hong Yee	Mr Mahendra Kumar a/l Chelliah	
3.	The Impulsiveness of Gen Z Buyers. A Study of Personality and Buy-now-pay-later Services	Chan Khai Yee	Ms Zufara Arneeda Binti Zulfakar	
4.	Consumers' Willingness to Pay for Vegan Food in Fast Food Restaurants in Malaysia	Chan Lih Wen	Ms Malathi Nair a/p G Narayana Nair	
5.	The Usage of Live Streaming in Affecting Customer Purchase Intention	Chen Bo Nian	Dr Yeong Wai Mun	
6.	Revolutionizing Fashion Retail: Exploring the Impact of Social Commerce on Consumer Purchase Intention Toward Zalora	Chin Min Jun	Ms Tai Lit Cheng	
7.	Factors Influencing Consumer Intention to Adopt Social Media for Planning Food Tour in Klang Valley	Chong Chun Hong	Ms Tai Lit Cheng	
8.	Factors Influencing Purchase Intention Towards Green Cosmetics in Malaysia	Choong Cai Wen	Ms Annie Yong Ing Ing	
9.	The Factors Affecting Employee Retention Among Young Graduates	Chua Wan Ying	Dr Komathi a/p Munusamy	
10.	Factors Contributing to Consumers’ Adoption of Buy Online, Pick-up in Store (BOPIS) for Purchasing Clothes	Chung Zheng Hang	Dr Komathi a/p Munusamy	
11.	Antecedents of Measuring Brand Loyalty in Digital Platforms	Dickson Te Chuan Hui	Dr Yeong Wai Mun	
12.	Youth Awareness on Financial Fraud in Malaysia	Edmund Yong Jung Lin	Dr Choo Siew Ming	

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**Website:** www.utar.edu.my



## Factors Affecting Digital Entrepreneurial Intention among Females

No.	Research Title	Student's Name	Supervisor's Name	Approval Validity
13.	The Factors that Influence Coffee Purchase Intention Among Generation Z	Emily Chan Kai An	Dr Fitriya Binti Abdul Rahim	13 September 2023 – 12 September 2024
14.	The Impact of Electronic Word-of-Mouth via Short-Form Video on Consumer Visit Intention: A Comparison Between Tiktok and Instagram	Eng Shi Yee	Pn Ezatul Emilia Binti Muhammad Arif	
15.	Factors Influencing Green Purchase Intention Among Consumers in Selangor	Eva Lai May Wah	Pn Nuraishah Binti Raimee	
16.	The Factor Influence Brand Loyalty in Malaysia Retail Industry	Goh Qian Feng	Pn Raja Nurul Aini Binti Raja Aziz	
17.	Empirical Links Between Social Media Marketing Activities, Corporate Social Responsibility, Brand Equity and Brand Preference	Grace Lim Wei Qi	Dr Tang Kin Leong	
18.	Comparison in Terms of the Legal Framework of Gender Equality in Education between Malaysian and United States	Han Haw Ze	Dr Angelina Anne Fernandez	
19.	Comparatively Child Labor Legislation in Malaysia and Australia Affecting Education Policy	Hee Yuan Ni	Ms Lee Sim Kuen	
20.	Adoption of AI Technology in Education Among UTAR Students	Heng Wei Ni	Dr Farah Waheeda Binti Jalaludin	
21.	The Influence of Knowledge, Attitude and Trust on Environmental and Eco-label of Pro-environmental Consumers' Behaviour Among Young Adults	Hoo Yian Yian	Mr Mahendra Kumar a/l Chelliah	
22.	The Impulsiveness of Buyers in TikTok Live. A Study of Competitive Arousal Model	Isabel Chu Xin Lyn	Ms Zufara Arneeda Binti Zulfakar	
23.	Relationship Between Work-Life-Balance and Job Performance Among University Student	Kelvin Lai Zhan Peng	Ms Puvaneswari a/p Veloo	
24.	Uncovering the Drivers of Employee Retention in Hospitality Industry	Kok Chien Liang	Ms Cheah Lee Fong	
25.	The Role of Natural Language Processing in Improving Customer Service and Support in E-commerce	Kuek Shu Hui	Dr Farah Waheeda Binti Jalaludin	
26.	Factors Influence University Student to Take Multi-Level Marketing (MLM) as Career Choice	Lai Wei Shen	Dr Komathi a/p Munusamy	
27.	The Impact of Social Media on Interpersonal Relationships of Malaysians	Lee Li Ling	Ms Ung Leng Yean	
28.	Factors Influencing Gen Z Travelling Behavior	Lee Uen Chian	Dr Fitriya Binti Abdul Rahim	
29.	The Influence of Persuasive Design Features on Customer Loyalty	Lew Pei Yi	En Khairul Anuar Bin Rusli	
30.	Critical Factors for Generation Z to Pursuing Their Higher Education	Liew Ying Ying	En Khairul Anuar Bin Rusli	
31.	Factors Affecting Green Purchase Intention Between Malaysian and International Students	Lim Rui Wen	Ms Annie Yong Ing Ing	
32.	Factors Influencing the Intention to Use Buy Now Pay Later (BNPL) in Malaysia	Loh Pui Yee	Ms Hooi Pik Hua @ Rae Hooi	
33.	Exploring the Role of Artificial Intelligence (AI) in Tertiary Education: Students' Perception on Non-Human Lectures	Loh Yi Wen	Dr Low Mei Peng	
34.	Investigating the Influence of Social Media Marketing on CBBE, eWoM Intention and Brand Choice Intention Through the S-O-R Model	Loo Wai Hong	Dr Tang Kin Leong	
35.	The Impact of Live Streaming Commerce for MSMEs: A Comparison Between TikTok and Facebook	Low Pei Yu	Pn Ezatul Emilia Binti Muhammad Arif	
36.	Factors that Affect Employees Motivation Among Young Graduates	Ng Suat Yin	Dr Komathi a/p Munusamy	
37.	Factor Affect Employee Productivity in Malaysia Manufacturing Industry	Nyeow Pei Ni	Ms Low Suet Cheng	

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## Factors Affecting Digital Entrepreneurial Intention among Females

No.	Research Title	Student's Name	Supervisor's Name	Approval Validity
38.	Factors Affecting Digital Entrepreneurial Intention Among Women	Pan Hui Xin	Pn Ezatul Emilia Binti Muhammad Arif	13 September 2023 – 12 September 2024
39.	The Relationship Between Environmental Social Governance (ESG) and Consumer Buying Behavior	Pang Tang Hui	Ms Salizatul Aizah Binti Ibrahim	
40.	Determinants of University Students' Intention to Become an Entrepreneur	Phoebe Giam Xin Rou	Ms Kalaivani a/p Jayaraman	
41.	The Impact of Gamification on the Continuance Intention of Service Delivery Platform Contractors	Piong Li Jing	Dr Corrinne Lee Mei Jyin	
42.	Influential Factors of Online Scam Awareness Among Generation X in Malaysia	Quek Hui Ling	Dr Choo Siew Ming	
43.	Perspective of Working Employee: An Empirical Study of Training Effectiveness	Shirley Teh Ling Jie	Ms Goh Poh Jin	
44.	Factors of Social Media Influencers and User-Generated Content Influencing the Impact Online Purchase Intention	Soong Vai Ven	Dr Sia Bee Chuan	
45.	Factors Influencing Consumers' Attitude and Intention Towards Eating Green	Tham Shu Wen	Dr Corrinne Lee Mei Jyin	
46.	The Influence of Perceived of Usefulness, Perceived Ease of Use and Perceived Security on Repurchase Intention	Veshallini Ravindran	Puan Raja Nurul Aini Binti Raja Aziz	
47.	Factors Influencing Career Planning Among Generation Z in Malaysia	Wendy Chen Siaw Wen	Dr Fitriya Binti Abdul Rahim	
48.	Influence of Consumer's Knowledge in Skincare Product on Purchase Intention	Wong Chui Yi	Puan Raja Nurul Aini Binti Raja Aziz	
49.	Investigating Impact of A.I. on Consumer Purchase Intention Among Young Consumers	Wong Shen Hung	Ms Tan Suk Shiang	
50.	Artificial Intelligence in Business and Economics Research: Trends and Future	Yap Jee Yan	Ms Lee Sim Kuen	
51.	Do You Want to Buy an Electric Vehicle? Examining the Consumers' Purchase Motivation of Electric Vehicles	Yew Jun Sen	Dr Low Mei Peng	
52.	Factors and Barriers Influencing the Use of Robo-advisor in Stocks and Unit Trusts Investments	Yong Sheng Yew	Dr Low Mei Peng	
53.	Understanding Tourists' Motivation on Wellness Center in Malaysia	Yong Zi Yee	Ms Hooi Pik Hua @ Rae Hooi	

The conduct of this research is subject to the following:

- (1) The participants' informed consent be obtained prior to the commencement of the research;
- (2) Confidentiality of participants' personal data must be maintained; and
- (3) Compliance with procedures set out in related policies of UTAR such as the UTAR Research Ethics and Code of Conduct, Code of Practice for Research Involving Humans and other related policies/guidelines.
- (4) Written consent be obtained from the institution(s)/company(ies) in which the physical or/and online survey will be carried out, prior to the commencement of the research.

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Should the students collect personal data of participants in their studies, please have the participants sign the attached Personal Data Protection Statement for records.

Thank you.

Yours sincerely,



**Professor Ts Dr Faidz bin Abd Rahman**  
Chairman  
UTAR Scientific and Ethical Review Committee

c.c    Dean, Faculty of Accountancy and Management  
        Director, Institute of Postgraduate Studies and Research

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