FACTORS AFFECTING CONSUMERS BEHAVIORAL INTENTION TO SHARE DIGITAL FOOTPRINTS ON SOCIAL MEDIA

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BY

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MAY 2024

DECLARATION

I hereby declare that:

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

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

(3) Sole contribution has been made by me in completing the FYP.

(4) The word count of this research report is 10,437 .

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Date: 1 May 2024

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Finally, I want to thank my dear family and friends for their encouragement and support during this study trip. Their unwavering patience and support have been very helpful to me as I've navigated the difficulties of carrying out this research.

DEDICATION

Universiti Tunku Abdul Rahman (UTAR)

Thank you for the opportunity to undertake this research project.

Ms Farida Bhanu binti Mohamed Yousoof

My loving supervisor spent her patience and time to helping me. I may be unable to accomplish my research project satisfactorily without her direction and aid.

Respondents

I am grateful to the young adults who volunteered their time to assist me in completing the research project questionnaire.

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LIST OF ABBREVIATION

CBI	Consumers Behavioral Intention
BI	Behavioral Intention
DF	Digital Footprints
SM	Social Media
PSI	Perceived Social Influence
PH	Perceived Habit
PE	Perceived Enjoyment
PT	Perceived Trust
SE	Self-Enhancement
SPSS	Statistical Package for Social Science
UTAUT 2	Unified Theory of Acceptance and Use of Technology 2

PREFACE

The digital footprint is everything that people share on social media platform. No matter whether people intentionally or unintentionally leave digital footprints when browsing various online channels, it is transparent to media companies. This indicates the media company can use the digital footprint without obtain permission from each of us. This often led to the improper use of their personal data for the misconduct such as fraud. They are directly involving in the target of the scandals in the proliferation of internet usage. The security risk is occurred and consumers are growing apprehension and worry about their personal information. Therefore, this research explores the influence of perceived social influence, habits, enjoyment, trust and self-enhancement on young adults' behavioral intention to share digital footprint on social media.

ABSTRACT

The emergence of social media has streamlined the transmission of information through various avenues, prompting individuals to supplant traditional methods with the integration of social platforms. In this era of state-of-the-art technology and the prevalence of big data in media channels, numerous touchpoints that consumers encounter on their technological devices at any time and place result in the creation of digital footprints, which companies can analyze to tailor advertisements and ultimately enhance sales.

Hence, the objective of this research is to pinpoint the factors influencing consumers' behavioral intention to share their digital footprints on social media platforms. This entails an examination of independent variables such as perceived social influence, perceived habits, perceived enjoyment, perceived trust, and self-enhancement, and their respective relationships with consumers' behavioral intention to share digital footprints on social media. A descriptive approach is employed, involving the distribution of surveys to 150 respondents. Subsequently, utilizing SPSS software, the collected data is subjected to statistical analysis to ascertain the significance of the relationships between the independent variables and the dependent variable.

CHAPTER 1: RESEARCH OVERVIEW

1.0 Introduction

An overview of the study title is given in this chapter, which is “Factors affecting Consumers Behavioral Intention to Share Digital Footprint on Social Media”. The research background discusses the growth of SM and the usefulness of DF by consumers. It also explains that DF is vital for business. The study objectives together with questions propose to address the problem mentioned, in the meantime, research significance detailed the motive of this research.

1.1 Research Background

Social media (SM) has developed and started in the last decade yet growing significantly as a driver to obtain together with dispersed information in distinct domains, for instance, business, entertainment, science, crisis management, and politics. SM are platforms that permit individuals to generate and upload content. It includes two universal prominent SM websites, Facebook, and Twitter, displaying its explosive flourishing and insightful effect. Facebook is the available platform that conquered the SM market share in Malaysia. Facebook is also known as the platform where Malaysian netizen normally obtain their latest news regardless of the dispersed of fake information as well as news. The prominent SM platforms are not only Facebook, but also Instagram, LinkedIn, and YouTube are renowned in Malaysia. The newest accumulating to the industry involved TikTok, achieving fame, particularly among adolescent consumers. Globally, there were more than 4.59 billion SM users in 2022; by 2027, that figure is expected to rise to over six billion (Dixon, 2023). A vital element of citizens' footprints is their online DF in this virtual age. Consequently, this means that media owners' advertising-income is rising further by +9% in Malaysia to MYR 8.3 billion, along with +6% in 2024 to MYR 8.8 billion (Devarajan, 2023).

The "footprints" those individuals leave online, whether intentionally or inadvertently, following browsing different media channels, Internet portals, and websites are known as digital footprints (Muhammad et al., 2018). In the case of applying a search engine, applying the Incognito alternative in Google Chrome or the In-private alternative in Firefox/Internet Explorer is unable to avoid leaving the DF. This is because these alternatives only conceal the search derived from others who apply the identical machine. Researchers and marketers are becoming increasingly engaged in studying consumers' DF because of the rapidly growing usage of Internet services (Tuton & Solomon, 2015). Thus, it consists of various distinct touch points making it accessible for users to adopt and adapt technology together with being capable of connecting to technology devices anytime and anywhere. In that event, users confabulate virtually from the technological platforms by applying multiple devices, for instance, tablets and smartphones (consisting of smart devices such as Alexa, Siri, and Google Home), which have shared DF. These digital traces are accumulated to become big data, because of which the digital universe is advancing, together with it is assessed that 180 Zettabytes of data are predicted to be generated in 2025.

SM has illustrated interactive technologies to generate and share information, ideas, and interests in virtual communities. Additionally, SM permits users to have guidance together with expressing opinions, sharing facts or events users' observations, discovering products as well as services, and obtaining products through payment. Young adults use SM extensively; overall, 88% of 18 to 29-year-olds report using it, as opposed to 78% to 37% of older age groups. Correspondingly, young individuals use SM more often than older individuals, averaging over three hours each day (Maresova, 2020). Customer behavior together with customer profiling is completed by the company that has followed critical footprints (Arya et al., 2019). Firms use unique and imaginative sophisticated analytics because of competitiveness. As a result, this study is designed to examine the factors affecting CBI to share DF on SM for Malaysian young adults.

1.2 Research Problem

In this generation of mobile businesses, users are frequently questioned regarding sharing their posts, images, location, and payment with associated personal information on SM. There is a greater chance of personal information being compromised or misused when highly detailed personal information is disclosed. According to Keith, Thompson, Hale, Lowry, and Greer (2013), consumers are worried about the improper gathering, storing, profiling, and application of their personal information for unforeseen objectives without their agreement. Marakhimov and Joo (2017) contend that because the Internet of Things (IoT) is radically changing customers' lives, consumers are becoming more concerned about privacy threats. As more and more data shows, worries about the security and privacy of SM users' DF are growing.

Currently, Facebook scandals emerging to exploit the users' DF in a bid to accelerate political campaigns have displayed the difficulty and caveats for SM users' involvement (Muhammad, 2019). The enormous amount of data that SM companies gather and their purported algorithmic misuse has raised serious issues with security and privacy. Users of SM have serious worries about the security and privacy of their DF, as Kobie (2015) argues that consumers are increasingly worried about these issues than ever before. Moreover, SM usage leaves digital fingerprints, invades people's privacy, and might pose security risks, all of which are interwoven with the lives of people on the one hand (Warkentin et al., 2017).

A plentiful study (Arya et al., 2019) has been completed regarding the consumers' interaction with SM, however, still involves scarcity of research on the components affecting customers' BI to leave DF. Furthermore, the attitudinal components of trust regarding customers' SM DF have received little discussion up until this point in the discourse. This research intends to provide customers and netizens an overview of the relationship between Perceived Social Influence, Habit, Enjoyment, Trust and Self-Enhancement with BI to share a DF.

1.3 Research Objectives

This research aims to use the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) to have the constructs, PSI, and PH employed in this research that derived from the UTAUT 2 model. With the purpose of introducing a direct contrast between the 2 expansive advantages and based on apposite literature introduce PE (Ameen et al. 2018), and PT (Hansen et al., 2018) as auxiliary constructs to build the conceptual model. The continuous construct in terms of SE has been extended because the consumers have brought into SM to satisfy their emotions together with self-status (Lu & Yuan, 2021). The main objective of this research is to describe the factors affecting CBI to share DF on SM. The precise research objectives of this research are as below:

1. To investigate the influence of perceived social influence on behavioral intention to share digital footprints on social media.
2. To investigate the influence of perceived habit on behavioral intention to share digital footprints on social media.
3. To investigate the influence of perceived enjoyment on behavioral intention to share digital footprints on social media.
4. To investigate the influence of perceived trust on behavioral intention to share digital footprints on social media.
5. To investigate the influence of self-enhancement on behavioral intention to share digital footprints on social media.

1.4 Research Questions

To achieve the research objectives, this research will explore the following research questions:

1. How is perceived social influence affecting the behavioral intention to share digital footprints on social media?
2. How is perceived habit affecting the behavioral intention to share digital footprints on social media?
3. How is perceived enjoyment affecting the behavioral intention to share digital footprints on social media?
4. How is perceived trust affecting the behavioral intention to share digital footprints on social media?
5. How is self-enhancement affecting the behavioral intention to share digital footprints on social media?

1.5 Research Significance

The increasing popularity of DF has eroded users' trust in SM networks. Individual consumers are especially intrigued by this field because they possibly feel vulnerable to being taken advantage of by SM platforms and digital technologies (Shahzad et al., 2019). Personal DF are being collected by everyday items that have access to the Internet. SM and linked devices have generated various touch points to gather, record, send, together with share digital traces, posing privacy together with security hazards. These technologies present privacy and security obstacles, including commonplace data gathering (e.g., preferences, aversions, routines, private information, and location), unforeseen utilization of customer data gathered by mobile devices, along with security (personal data being utilize, abuse, and breaches, unauthorized use of personal information, and so on), which could undermine consumers' trust (Marakhimov and Joo, 2017). Considering Facebook's apologies, a survey of sentiments from key markets such as the United States and Germany reveals that people have poor trust in SM,

particularly Facebook. According to the survey, some users are hesitant to renew their membership or are inclined to lessen their engagement (Ayaburi and Treku, 2020). Since an upsurge in skepticism for online content sharing, as well as the importance of SM in the success of many businesses, analyzing CBI to share personal information on SM is critical.

1.6 Conclusion

Through an in-depth exploration, the chapter lays out the backdrop against which the study unfolds, elucidates the specific issues under investigation, articulates the aims guiding the research endeavor, and poses pertinent questions to direct the inquiry. Additionally, it underscores the significance of the research in addressing gaps in existing literature, contributing to theoretical frameworks, and offering practical insights for academic and industry alike.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

This chapter provides an overview of the study's underlying concept, behavioral intention to share digital footprints. It will also detail a theoretical framework, using the Unified Theory of Acceptance 2 (UTAUT 2) model to establish a new conceptual framework in this study. Following that, the chapter examines the independent variables (perceived social influence, habit, enjoyment, trust, and self-enhancement) and the dependent variable (BI). The hypotheses concerning the relationship between the variables are developed in the subsequent section.

2.1 Underlying Theories

The underlying theory applied in this research was UTAUT 2. The following will discuss the theory of the UTAUT 2 model.

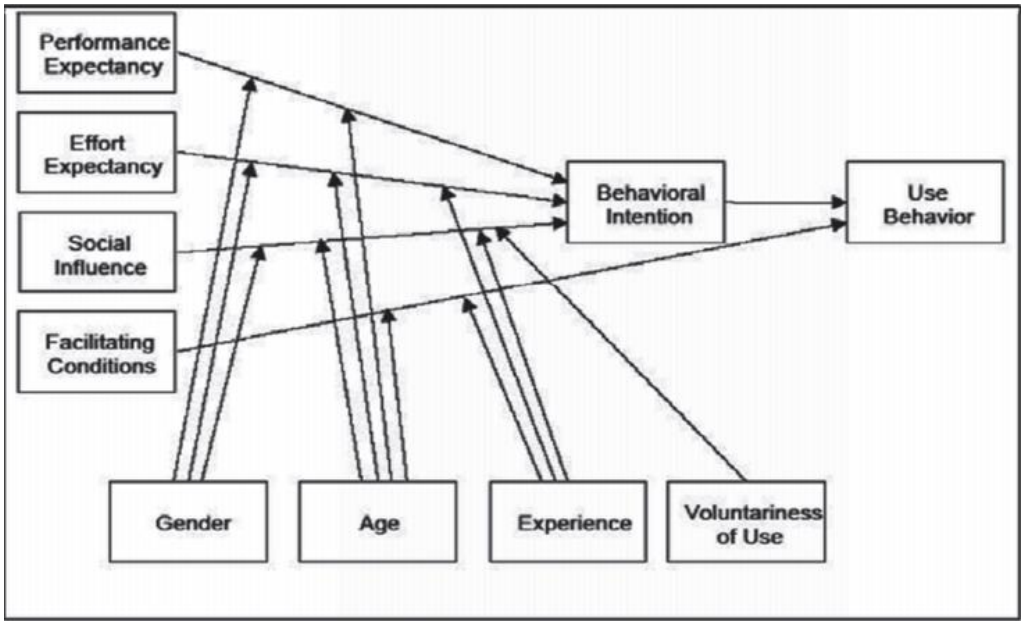
2.1.1 Unified Theory of Acceptance 2 model

Unified Theory of Acceptance and Use of Technology, or UTAUT, was developed by Venkatesh et al. to forecast technology adoption in organizational contexts. The model has been developed to forecast the adoption and application of technology. The adaptation of the UTAUT model to the consumer environment, which underlines the hedonic value (intrinsic motivation) of technology users, was made necessary by the emergence of consumer technologies. Therefore, the original UTAUT was expanded to include three new constructs: hedonic motivation, price value, and habit. This revised version is known as UTAUT 2. Nevertheless, as

customers lack an organizational mandate and usually choose their conduct, the voluntariness of consumption was eliminated as a moderator in UTAUT 2 (Venkatesh et al., 2012). Various research that employs fundamental technology in both organizational and non-organizational contexts have used the UTAUT (Tamilmani et al., 2021) as a basic paradigm.

In order to ensure that UTAUT has predictive validity in a consumer setting, UTAUT2 widens the scope of use of UTAUT by constructing additional connections and structures. Precisely an outcome, UTAUT2 could serve as a helpful model to comprehend how people generally use technology. The moderating effect of technology experience on BI and use relationship is a salient distinction between UTAUT and UTAUT2. Furthermore, the influence of habit on BI is mitigated by variations in individuals. According to another category of research (Lu et al., 2010), these frameworks take into account the variables that influence consumers' SM usage and openness. This real-time digital data transmission monitors the browsing habits of customers on e-commerce buying platforms. Customers eventually became emotionally invested in the brand because of the wealth of data about their personalities, purchasing habits, and online activities, along with the incredible computer power at their command to shape their brand experiences. As a result, there is a greater opportunity to develop the UTAUT and its expansion of the model with the inclusion of the moderating variable UTAUT2 to study the intents of users and their subsequent usage patterns. There is more scope for integrated study because many academics from different nations have examined TAM and UTAUT together to examine the trust element in technology adoption and usage.

Figure 2.1: UTAUT 2 Model



Adapted from: (Elsafty et al., 2020). *Factors Affecting the Behavioral Intention to Use Standalone Electronic Personal Health Record Applications by Adults in Egypt.* Business and Management Studies, 6(4), 14

2.2 Review of variables

2.2.1 Behavioral Intention

Behavioral intention is the intent to act (passive conduct), not the action itself. Behavior is a response to a stimulus similarly (Dameria et al., 2023). The BI is described as the way that leads the individual's behavior and perceptions to perform or not to perform the upcoming items (Tedja et al., 2021). It demonstrates the strength of the intention to attempt and the motivation to carry out the real conduct. The feasibility of carrying out such an act has been attributed to the presence of a strong positive purpose (Atasoy & Eren, 2023). As such, it has been characterized as the degree to which someone intends to use technological services in the future.

By 2023, the Internet penetration rate in Malaysia accounted for 96.8% of the total population (Kemp, 2023). According to the Gitnux Market data report (2023), it also implied that consists of only 56% of users are aware of what a ‘digital footprint’ is. Customers' broad usage of SM platforms, it is involving uncertainty about sharing DF with others. Therefore**,** DF is capable of being influenced to become positive or negative, active or passive, formalized or unformalized, open or concealed, rather conditionally (Mukhametzyanov, 2021).

2.2.2 Perceived Social Influence

When making decisions, people are frequently affected by the behaviour and viewpoints of others (Gao et al., 2023). Perceived Social influence is the degree to which individuals within a reference group have an impact on one another's actions (Min et al., 2021). Panda (2019) notes that reference groups alter self-concept and aid in the shaping of behaviour, the adoption of specific lifestyles, and the establishment of values and attitudes. Perceiving information as enriching previous understanding obtained from reference groups initiates an internalization process known as an informational influence. Normative influence provides a means of identification; it happens when a person adopts an SM perspective because they are struggling with how they define themselves in connection to the group. Compliance occurs when a user follows others' expectations from SM conversation to get the reward or avoid conflict. Psychological objectives such as fostering social relationships and satisfying socialization requirements influence users' behaviour when using SM.

Some customers utilize SM platforms to discuss their own experiences, and product users have a greater impact than other SM users (Naeem, 2019a, 2019b). The user's social influence is determined by how popular and impassioned they are about the topic at hand. The impact on users is determined by their engagement, outreach, sentiment, and growth factors.

Sentiment influences perception, credibility, and the way individuals react to such stimuli (Naeem & Ozuem, 2020). Besides that, SI has significantly affected the desire of a user to use SM to make transactions. It includes social norms and social identity, which are considered auxiliary beliefs for SI. Therefore, customers who have this mentality may ultimately share their DF on SM.

2.2.3 Perceived Habit

A habit is developed by intention and other elements and expressed as associations between goals and behaviors; once formed, habitual responses are more automatic than intentional (Venkatesh et al., 2023). Perceived Habits are psychological inclinations to recur previous actions. The frequency with which users are exposed to SM creates a multitude of trigger stimuli for them and gets greater accessible opportunities for recurrent behaviour, making their habits of using SM stronger. Wood (2017) notes that automated responses to technological signals inside platform interfaces allow SM habits to persist, hence decreasing self-surveillance over one's behaviour.

Research has demonstrated a connection between the intensity of a habit and the incapacity to regulate SM use (Du et al., 2019). According to research, college students who often viewed Facebook were more inclined to put off doing key tasks. Ultimately, and consistent with media habits on a wider scale (Tokunaga, 2020), SM use frequently reflects a type of habitual behaviour, whether it is stressing or assisting users' desires at a particular time, or both. Other than that, A multidimensional approach to SM habits provides new opportunities to shed light on how automatic mechanisms influence user behaviour (and wellbeing). Sub-habits' cross-platform generalization and procedural script packaging are topics for further research. A user may effectively "batch" all their group catch-ups by, for illustration, stacking a particular WhatsApp group habit on top of

other messaging habits (Bayer et al., 2022). Thus, SM usage is influenced by habit which drives them to share DF (Mylonopoulos & Theoharakis, 2021).

2.2.4 Perceived Enjoyment

SM is entertaining, helps people decompress from a stressful existence, and sparks imaginations. The universal phrase for enjoyment is a pleasurable emotional reaction to a stimulus. In the context of information technology experience, enjoyment is defined as the level of satisfaction with which the use of information technology is perceived as enjoyable (Zhu et al., 2023). SM users can derive satisfaction from social connection and news collecting on platforms like Facebook and Twitter. A person's action leaves a digital trail for a variety of reasons, including boredom and environmental influences (Kamis & Ramlee, 2021).

Kasinphila (2023) stated that enjoyment has a substantial influence on user adoption of technology to share DF, with severe repercussions, especially for hedonic systems. Customer satisfaction or pleasure with online transactions will influence they have the tendency to make future purchases, which indicates that they will leave the DF over time (Kurniawan & Tankoma, 2023). Furthermore, it assists individuals feel calmer and divert their attention from negative emotions throughout a hectic day. Other than that, SM platforms provide consumers with enjoyment and have been used by them, thus it drives a major influence on their behaviour (Petit et al., 2019). This study supports previous discussions by suggesting that consumers' hedonic demands for enjoyment are satisfied when they engage in enjoyable social activities, which in turn affects their BI to share DF on SM platforms.

2.2.5 Perceived Trust

Perceived Trust is defined as self-assurance or authenticity, with integrity being the degree to which organizations actors could convince customers to trust the product or services they offer (Shafiq et al., 2023). In relation to online value and information privacy concerns, trust is already a well-established study phenomenon (Warner-Søderholm et al., 2018) but trust in the context of CBI to share DF on SM platforms has not been investigated (Ayaburi and Treku, 2020). As noted by Williams et al. (2017) there is a positive association between an individual's trust in the content of information and their chances of getting it from official sources. Users exhibit a higher degree of trust in the online world if they have the open personality to believe any new information he or she come across.

Companies build trust and foster friendships with customers through honesty and transparency in the SM to increase acceptance of SM usage. SM works more effectively if used as a tool for fostering relationships than for promoting. On SM, being truthful, transparent, and honest are highly regarded. Web 2.0 platforms like blogs and Twitter have these features. People are allowed to express their thoughts, ideas, and views on those sites without restriction. Transparency is vital for narrative since every detail contributes to creating a larger reputation, and leaving out any information increases the chance that it will lead to difficulties and information travels swiftly, therefore if any secret information gets out, it will spread rapidly. Based on research on consumer behaviour that suggests trust is a crucial precondition for BI on SM (Shao et al., 2019).

2.2.6 Self-enhancement

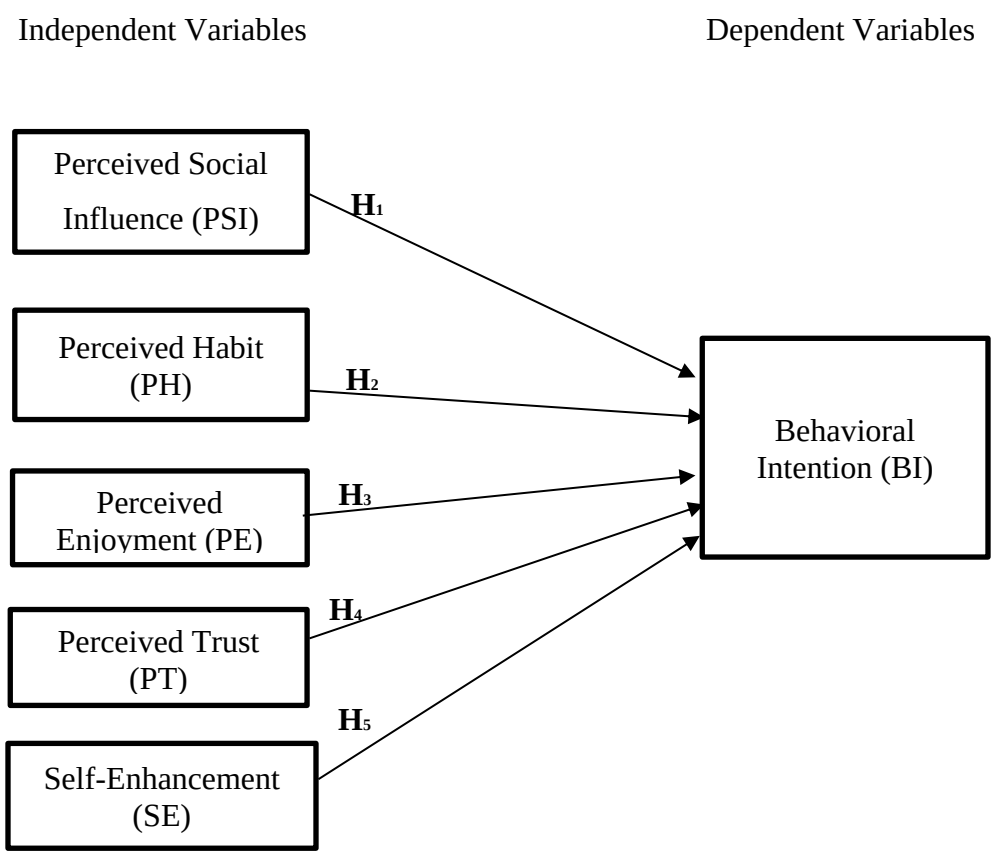
Self-enhancement (SE) expresses a drive to feel great about oneself and to become the social superior (Cannon & Rucker, 2022). SE is derived from social identity theory, which emphasizes group membership along with partiality as an effect of one's desire for improved status and a favorable self-concept (Wolter & Cronin, 2015). SM platforms provide numerous possibilities for SE through obtaining praise from users. They generally share wonderful photos of themselves, attractive hobbies, delectable meals, or statements about personal accomplishments. Users can also access specifically chosen information shared by others in their social network, which promotes social comparisons.

Previous research has also suggested that there is a strong association between sharing personal content and SE (Nikolinakou & Phua, 2023), perhaps given that these sorts of activities, as opposed to passive activities including browsing, give more opportunities for displaying an attractive self-identity on SM. Besides that, high narcissistic people frequently utilize interpersonal relationships for the purposes of SE and self-promotion. Not only that, but users would also heavily interact with SM sites due to their self-fulfilling emotions strengthening their self-status and image to garner attention. This accounts for the likelihood that customers will share their DF on SM as part of their emotive objective of SE (Muhammad et al. 2021).

2.3 Conceptual Framework

The following theoretical model (Diagram 2.2) is developed in this study, along with the hypothesis that BI is positively influenced by the antecedents Perceived Social Influence, Habit, Enjoyment, Trust, and Self-Enhancement.

Figure 2.2: Conceptual Framework



2.4 Hypotheses Development

2.4.1 Perceived Social Influence and Behavioral Intention

Research consistently shows a strong correlation between PSI and the intention to share DF on SM. Cosme (2021) and Muhammad (2022) both highlight the importance of self and social relevance, as well as affective trust, in driving this intention. Ruangkanjanases (2020) further emphasizes the role of SI and social identity in shaping perceived usefulness and satisfaction, which in turn influence usage continuance intention. Wamba (2016) adds that perceived connectivity also plays a significant role in the intention to use SM.

H_{01}: The relationship between perceived social influence and behavioral intention to share digital footprint on social media is insignificant.
H_{a1}: The relationship between perceived social influence and behavioral intention to share digital footprint on social media is significant.

2.4.2 Perceived Habit and Behavioral Intention

The relationship between PH and the intention to share DF on SM is indeed highly correlated, as evidenced by several studies. Harnadi (2022) and Akar (2014) both found that habit plays a significant role in influencing BI to use SM, with Harnadi (2022) also highlighting the importance of hedonic motivation. Habit is a significant predictor of affective commitment and the effect of affective community commitment on future usage intention was greater than the influence of present usage. Mouakket (2015) also underscores the impact of habit, as well as satisfaction, perceived usefulness, and subjective norms, on the intention to continue using SM.

H_{02}: The relationship between perceived habit and behavioral intention to share digital footprint on social media is insignificant.

H_{a2}: The relationship between perceived habit and behavioral intention to share digital footprint on social media is significant.

2.4.3 Perceived Enjoyment and Behavioral Intention

A range of studies have explored the relationship between PE and the intention to share DF on SM. Wang (2014) and Sultan (2019) both identified the role of enjoyment in sharing travel experiences and its impact on destination choice. Ma (2018) further supported this, showing that enjoyment, along with utilitarian and hedonic value, satisfaction, and information source credibility, affects the intention to share on SM. The frequency of SM usage, together with feelings of satisfaction, were discovered to be key factors in Chinese users' continued desire to use SM.

H_{03}: The relationship between perceived enjoyment and behavioral intention to share digital footprint on social media is insignificant.

H_{a3}: The relationship between perceived enjoyment and behavioral intention to share digital footprint on social media is significant.

2.4.4 Perceived Trust and Behavioral Intention

The relationship between PT and the intention to share DF on SM is consistently found to be positive in the literature. Kumar (2018) and Barreda (2015) both highlight the positive influence of trust on BI with Kumar specifically noting the mediating role of intention to disclose information. Vohra & Bhardwaj (2019) further support this, peers are more inclined to trust material published in SM groups without verifying it. Paramarta (2018) also underscores the positive impact of trust on the BI to

transmit private message on SM.

H_{04}: The relationship between perceived trust and behavioral intention to share digital footprint on social media is insignificant.
H_{a4}: The relationship between perceived trust and behavioral intention to share digital footprint on social media is significant.

2.4.5 Self-Enhancement and Behavioral Intention

The relationship between SE and the intention to share DF on SM is a complex one, influenced by various factors. Cosme (2021) found that self and social relevance significantly increase sharing intentions, while Harnadi (2022) identified perceived usefulness, perceived ease of use, SI, facilitating conditions, and hedonic motivation as key variables in user acceptance of SM technology. Lastly, Anggraeni (2017) emphasized the impact of product category involvement on self-expressiveness, which could potentially influence the intention to share DF. These studies collectively suggest that SE, as a motivation for sharing, is influenced by a combination of personal, social, and contextual factors.

H_{05}: The relationship between self-enhancement and behavioral intention to share digital footprint on social media is insignificant.
H_{a5}: The relationship between self-enhancement and behavioral intention to share digital footprint on social media is significant.

2.5 Conclusion

Chapter 2 examined past research that has connections to the variables that make up the proposed framework. The next Chapter 3 dives into the research methodology for this study.

CHAPTER 3: METHODOLOGY

3.0 Introduction

This chapter outlines the systematic procedures for collecting data for analysis. It delineates the research methodology to be conducted across five sections, covering research design, sampling design, research instruments, construct measurement, data collection methods, and proposed data analysis tool.

3.1 Research Design

A research design is a blueprint that outlines the approach in which a study will progress from the research purpose or questions to the outcomes (Abutabenjeh & Jaradat, 2018). It is a complete planning process that collects and analyzes data in addition to improving comprehension of a certain issue.

3.1.1 Quantitative research

Quantitative research collects data in numerical form that may be classified, ranked, or quantified in units of measurement, this form of data has the function of constructing raw data graphs and tables (Danique Brown, 2017). A questionnaire was utilized to obtain quantitative data as part of the research's design. This method was chosen because it generates clear findings that can be summarized and generalized. Descriptive research also is used in this research. This is because the research focuses on what has occurred as opposed to how or why. In this setting, observation and survey tools are frequently employed to collect data (Nassaji, 2015). The purpose of descriptive research is to describe an occurrence and its attributes.

3.2 Sampling Design

3.2.1 Target Population

The target population refers to an assortment of individuals or participants who possess specific characteristics and significance (Asiamah et al., 2017). Hence, the target population of this research is the young adults who using social media extensively, aged 18 to 29 years old in Malaysia.

3.2.2 Sampling Frame and Sampling Location

The sampling frame design is the ordering of components that make up the target population (such as names, addresses, or phone numbers) on a list that is used when the sample is selected (Kölln et al., 2018). The distinction between a population and a sampling frame is that the first is generic, while the latter is specialized (Stephanie, 2017). Still, obtaining the sampling frame for Malaysian young adults who use SM is impossible due to the enormous target population. As a result, no sampling frame exists for this research.

Sampling Location is the place where a sample from the surroundings was collected. There will be no sampling location in this study since the researcher will disseminate the questionnaire using Google Forms. The objective of this research is to determine the factors affecting consumer behavioral intention to share digital footprint on SM, therefore, the online questionnaire is the best option for obtaining details of the netizen. Additionally, to attract young adults, the Google Form will be distributed to responders in West Malaysia.

3.2.3 Sampling Technique

The two most prevalent sampling techniques used in research are probability sampling and non-probability sampling. Due to the target population sampling frame of this research is not available thus, the probability sampling technique is unsuitable for this research. As a result, the non-probability sampling technique is chosen.

In keeping with the non-probability sampling technique, judgmental sampling will be utilized to select young persons aged 18 to 29 for this study and to reject those who do not meet the criteria. On top of that, convenience sampling is also applied in this research as it involves selecting individuals from the community who are readily available to the researcher. Snowball sampling serves as a convenience sampling method. This method is used when it becomes hard to find participants with the desired features. As such, it depends on the action or 'trait' under research being interpersonal, and participants share the feature under consideration with others (Browne, 2005).

3.2.4 Sample Size

The sample size is characterized as the number of observations utilized to make estimates for a specific population (Admin, 2022). This research involves consistent, reliable differences that can be simpler to detect, thereby statistical tests have higher power if population variation is low. Hair, Black and Babin (2010) state that a sample size of at least 100 is sufficient if the model has less than six components and an item commonality of greater than 0.6. Considering validation study sample size ranged between 100 and 200, I therefore choose 150 for this research.

3.3 Research Instrument

A cost-effective method of gathering data from a huge population is through questionnaires. It creates a practical data-gathering instrument where the requirements are satisfied, such as the target audience may be precisely defined and recognized, even if it is dispersed geographically. The questionnaire I created in Google Forms and sent online via email and instant messaging applications such as WhatsApp, Facebook, Little Red Book (Xiaohongshu), Microsoft Teams, and Instagram.

3.3.1 Questionnaire Design

To capture accurate information, questionnaires should include clear and easy-to-understand item flows (Song et al., 2015). In studies, researchers can utilize either open-ended or closed-ended questions. Closed-ended questions were employed for this study because of their ease of tabulation and analysis (Charbonneau, 2007). Respondents were required to choose among the presented choices.

This study questionnaire includes a cover page with the researcher's details and a guarantee of confidentiality. There are a total of three sections to the questionnaire. Section A begins with nine questions that inquire about the respondents' demographic profile as well as basic inquiries regarding their use of SM. This is to collect basic information from respondents, such as gender, age, education, employment status, income level, and marital status. Section A uses nominal scales. Furthermore, section B contains 27 survey questions that ask respondents about the independent variables, which are perceived social influence, perceived habits, perceived enjoyment, perceived trust, and self-enhancement, while section C contains 5 questions about the dependent variable, BI. Sections B and C are assessed using an interval scale and 5-point Likert scales.

3.3.2 Pilot Test

A pilot study is typically described as a small-scale investigation conducted to evaluate research protocols, assess the effectiveness of data collection tools, test sample recruitment methods, and refine other research techniques in anticipation of a larger-scale study (Hassan, Schattner & Mazza, 2006). Out of the 30 questionnaires disseminated to the public, each one was considered to be valid. The internal consistency of the questionnaire items was assessed using a Cronbach's alpha (α) test. Consistent with the recommendation by Taherdoost (2018), a reliability threshold of 0.60 or above is regarded as satisfactory for pilot tests. As a result, Table 3.1 are showcased the reliability test's results.

Table 3.1: Reliability Test Result

Variables	Cronbach's Alpha	No. of Items
Behavioral Intention	0.893	5
Perceived Social Influence	0.899	5
Perceived Habit	0.898	5
Perceived Enjoyment	0.919	5
Perceived Trust	0.886	6
Self-Enhancement	0.828	6

Source: Developed for the research.

3.4 Constructs Measurement

The measurement framework utilized in this study pertains to the type of scale employed, which categorizes scale measurement based on the relationship established between constructs with varying scale values.

3.4.1 Nominal Scale

A nominal scale assigns labels to variables without quantitative values and lacks ranking purposes (Hair, Page & Brunsveld, 2007). Section A of this research employed the nominal scale, structuring questions accordingly to capture respondents' gender, employment status, marital status, *"Have you heard of digital footprint?"* and "*Which of the social media do you use often?".*

3.4.2 Ordinal Scale

An ordinal scale categorizes data based on a specific sequence or ranking (Krishnamurthy & Hoiles, 2018). Therefore, within an ordinal scale, each element possesses a magnitude relative to others in the sequence. Therefore, Section A consist of various question with an ordinal scale, specifically to gauge respondents' age, educational level, and *"How long have you been using social media?".*

3.4.3 Interval Scale

Interval scale variables are quantitative variables that have a zero value arbitrarily defined (Thompson, 2009). In other words, a measurement of 0 does not signify the absence of the attribute being assessed. In this study, a

five-point Likert Scale ranging from 1 to 5 was employed as the interval scale. For example, a question may be phrased as follows: "Indicate your agreement on a scale of 1 to 5, with 1 representing strongly disagree and 5 representing strongly agree (Dawes, 2008). This Likert scale was utilized in both Section B and Section C to measure items derived from PSI, PH, PE, PT, SE (Section B), and BI (Section C).

3.4.4 Origin of construct

Table 3.2: Question Sources

Variables	Items	Sources	(α)
Perceived Social Influence	5	(Cheung et al., 2015)	0.95
		(Hsu & Lin, 2016)	0.88
Perceived Habit	5	(Dat, 2015)	0.91
		(Venkatesh et al. 2012)	0.82
Perceived Enjoyment	5	(Cheung et al., 2015)	0.89
		(Kang, & Schuett, 2013)	0.90
Perceived Trust	5	(Hsu & Lin, 2016)	0.79
		(Dowell et al., 2015)	0.86
Self-enhancement	6	(Lin & Lu,2021)	0.95
		(Qiu, 2018)	0.89
Behavioral Intention	6	(Venkatesh et al., 2012)	0.93
		(Alghazali et al., 2021)	0.50

3.5 Data Collection Method

3.5.1 Primary Data Collection

Primary data pertains to data produced by the scholar, which includes activities such as surveys, interviews, or experiments, with the explicit purpose of comprehending and addressing the focal subject of the study (Wagh, 2024). This study will use a questionnaire to gather data from young individuals in West Malaysia. The questionnaire will be delivered using Google Forms.

3.5.2 Secondary Data Collection

Secondary data refers to facts gathered by someone other than the scholar (Sindin, 2018). Put simply, secondary data comprises data acquired previously for different objectives yet remains highly beneficial for research endeavors. Literature reviews include a wide range of secondary data categorization techniques, including those that make distinctions between raw and complied data. Google and online journals and article databases such as UTAR Library OPAC, Google Scholar, Sage, ScienceDirect, and others are among the main sources of secondary data for this study.

3.6 Proposed Data Analysis Tool

Data analysis involves evaluating recorded data, such as numbers, characters, or photographs, to make decisions on a certain activity (Dibekulu, 2020). It typically involves coding, categorizing, and extracting themes using techniques like pattern matching, which connect observations to theory, and the analysis proceeds until saturation (Corti, 2022). So, in this study, I used descriptive, inferential, and reliability analyses to analyze questionnaire data.

3.6.1 Statistical Package for the Social Sciences (SPSS)

Statistical Package for the Social Sciences (SPSS) was selected to utilize in data analysis owing to its popularity in both academic along business circles, resulting in it being the most often used program of its kind. The software provides statistics ranging from simple descriptive numbers to complicated multivariate matrix studies. It contributes to an improved comprehension of research data, it allows researchers to test hypotheses that were previously impossible to contemplate, and how it can conserve enormous amounts of time while also reducing the probability of making mistakes during data analysis (Alili et al., 2019).

3.6.2 Descriptive Analysis

Descriptive analysis refers to both numerical and graphical tools employed to organize, display, and analyze data (Fisher & Marshall, 2009), and it is illustrated by numbers that summarize the data to explain the events that occurred in the sample (Thompson & Panacek, 2008). The data in this study obtained from section A is provided in the form of pie charts regarding the percentage of respondents.

3.6.3 Reliability Analysis

Reliability statistics pinpoint specific sources of inconsistency, such as measurement errors. According to Nunally's (1978) guideline, the rating scale is considered reliable if its α value showed 0.70 or greater. Table 3.1 offers a guideline for the range of alpha coefficients. Various reports indicate acceptable alpha values ranging from 0.70 to 0.95 (Tavakol et al., 2011). If the alpha value is excessively high, it may indicate redundancy among certain items as they essentially test the same question in different ways. It is advisable to cap the alpha value at a maximum of 0.90.

Table 3.3 The rules of thumb of Cronbach's Alpha

Alpha Coefficient Range	Strength of Association
< 0.60	Poor
0.60 – 0.70	Moderate
0.70 – 0.80	Good
0.80 – 0.90	Very Good
0.90	Excellent

Source: Hair, J. F., Page, M., & Brunsveld, N. (2019). Essentials of business research methods. Routledge

3.6.4 Inferential Analysis

Inferential analysis serves as a means to ascertain the support for a hypothesis (Saunders, Lewis & Thornhill, 2009). Consequently, it aids in drawing solid conclusions regarding a population using sample data (Burns & Bush, 2006). This study thus used multiple regression analysis and Pearson's correlation coefficient.

3.6.4.1 Validity Analysis - Pearson Correlation Analysis

The direction and intensity of a linear relationship between two variables are measured by the Pearson Correlation Coefficient (Wilson, 2018). It ranges from -1 to +1, with 0 indicating no linear relationship, and the closer the coefficient is to +1 or -1, the stronger the relationship (Schober, 2018). The more evident the association between variables, the higher the correlation between them, as shown by the Pearson correlation coefficient's absolute value.

The Pearson Correlation Coefficient evaluates the strength of the linear relationship between two variables (Zikmund, 2003; Xu & Deng, 2017). Table 3.4 illustrates the ranges of the coefficient value, which spans from -1.0 to +1.0 (Schober, Boer & Schwarte, 2018). In this research, the Pearson Correlation Coefficient was utilized to ascertain the strength of the relationship among all variables. A higher coefficient value indicates a stronger association between the variables examined (Hair, Page & Brunsveld, 2019).

Table 3.4: Rule of Thumb for interpreting the size of Pearson Correlation Coefficient Value

Size of Correlation	Interpretation
±0.91 to ±1.00	Very High Positive (Negative) Correlation
±0.71 to ±0.90	High Positive (Negative) Correlation
±0.41 to ±0.70	Moderate Positive (Negative) Correlation
±0.21 to ±0.40	Low Positive (Negative) Correlation
± 0.00 to ± 0.20	Negligible Correlation

Source: Hair, J. F., Money, A. H., Samouel, P., & Page, M. (2007). Research methods for business

3.6.4.2 Multiple Linear Regression Analysis

Multiple linear regression is a statistical method used to model the relationship between a dependent variable and multiple independent variables (Krzywinski, 2015). It is an extension of simple linear regression, allowing for the inclusion of more than one explanatory variable (Everitt, 2001). Below is the multiple regression analysis formula:

$Y = a + b1X1 + b2X2 + b3X3 + \ldots + bnXn$

Where

"Y" is the dependent variable

"a" is the regression constant term

"X" is the independent variable

"b" is the beta coefficient

A significance level of 0.05 is set. Consequently, H1 is accepted, and H0 is rejected if the p-value is less than 0.05 ($p > 0.05$). Conversely, H1 is rejected, and H0 is accepted if the p-value exceeds 0.05.

In this investigation, multiple linear regression employs five independent variables (PSI, PH, PE, PT, and SE) to analyze their association with the dependent variable (BI) and ascertain whether these variables can explain the variance in confidence level.

3.7 Conclusion

In summary, this chapter covers the research methodology, involving the results of the pilot test. The subsequent chapter will focus on data analysis and interpretation.

CHAPTER 4: DATA ANALYSIS

4.0 Introduction

This chapter will include extensively examining the data gathered by the questionnaire. This chapter presents a descriptive analysis of the major respondents' demographic profiles and general information. The next part will go over the outcome of the hypothesis testing.

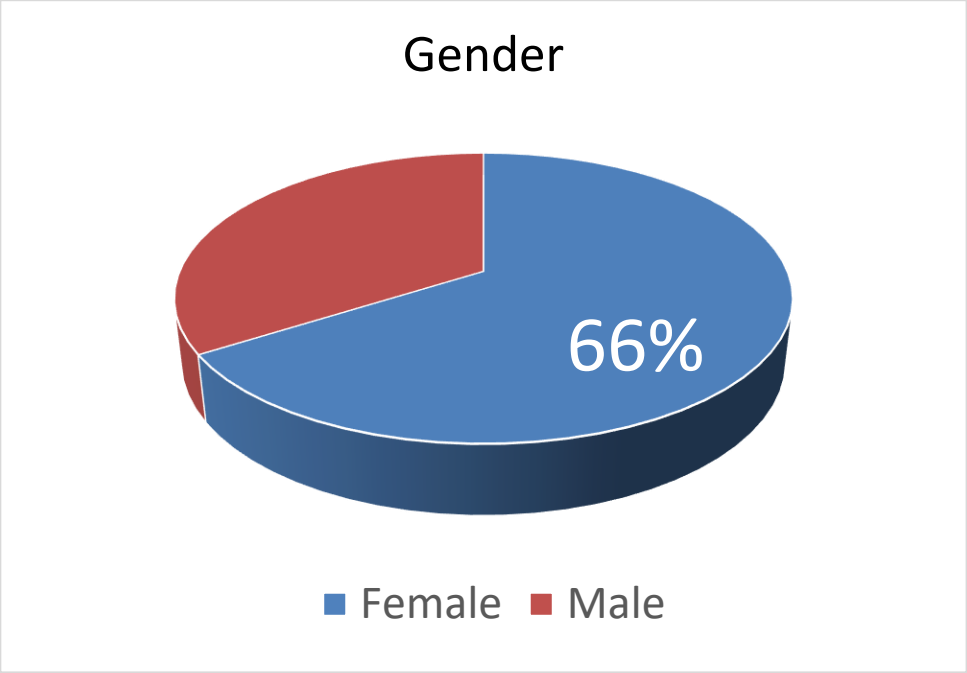
4.1 Descriptive Analysis

Descriptive analysis was employed to characterize the responses of 150 participants gathered from Section A of the questionnaire. West Malaysia is the distribution region for the online questionnaire Google form. There are nine items in all on the questionnaire that will be utilized for the descriptive analysis.

4.1.1 Respondent Demographic Profile and General Information

4.1.1.1 Gender

Figure 4.1 Gender of Respondents



A total of 150 participants completed the questionnaire. As indicated in Figure 4.1, most respondents were female, comprising 66% (N=99) of the total. Conversely, male respondents constituted 34% (N=51).

4.1.1.2 Age

Figure 4.2 Age of Respondents

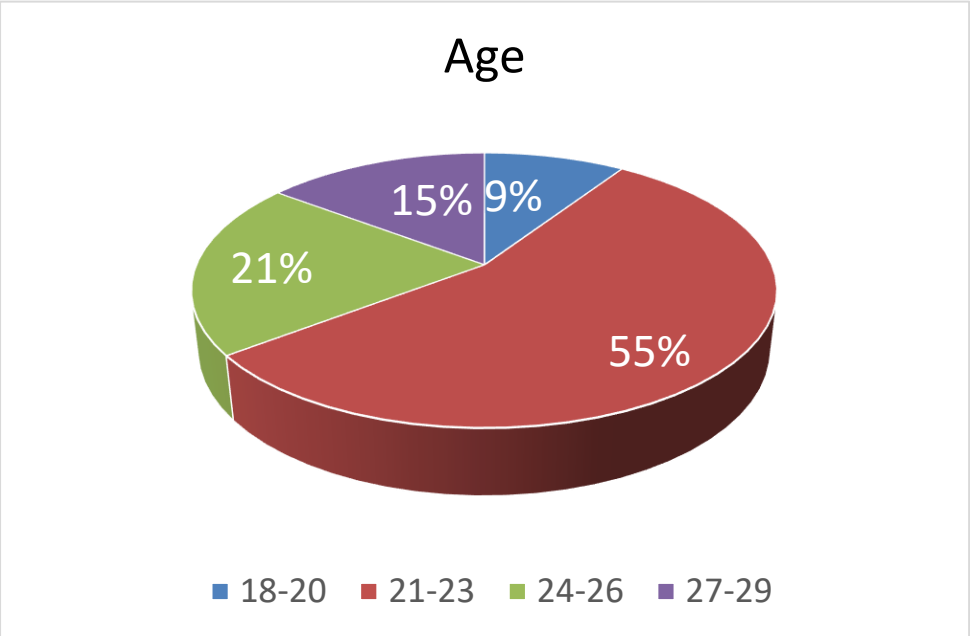
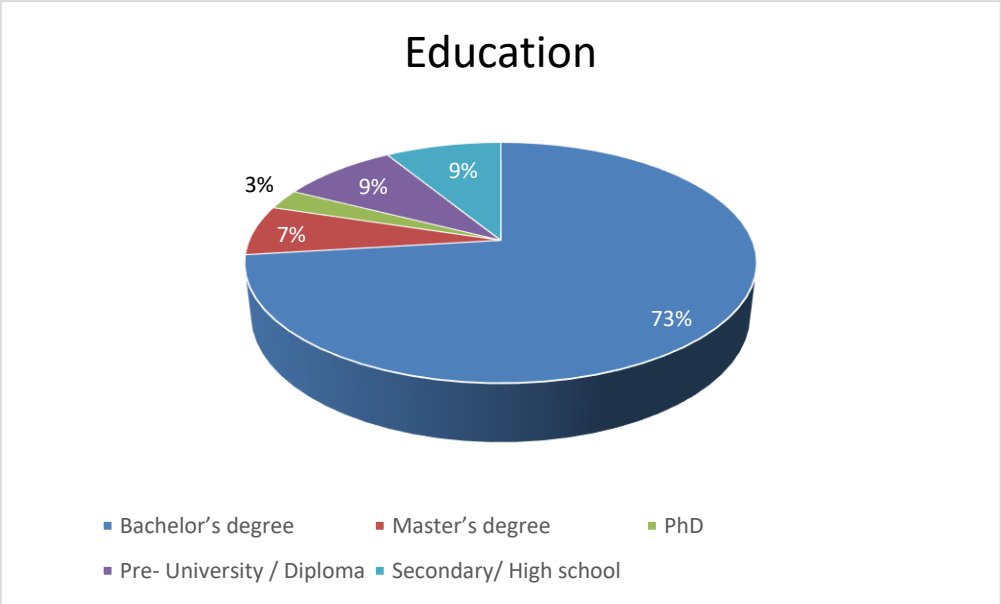


Figure 4.2 delineates four distinct age cohorts. Most of the respondent's age group are 21 to 23 years, constituting 55% (N=83). Subsequently, the age bracket spans from 24 to 26 years, encompassing 21% (N=31). Additionally, the cohort aged 27 to 29 years comprises 15% (N=22). Lastly, the age range of 18 to 20 years encompasses the smallest portion, with accounted for 9% (N=14).

4.1.1.3 Education

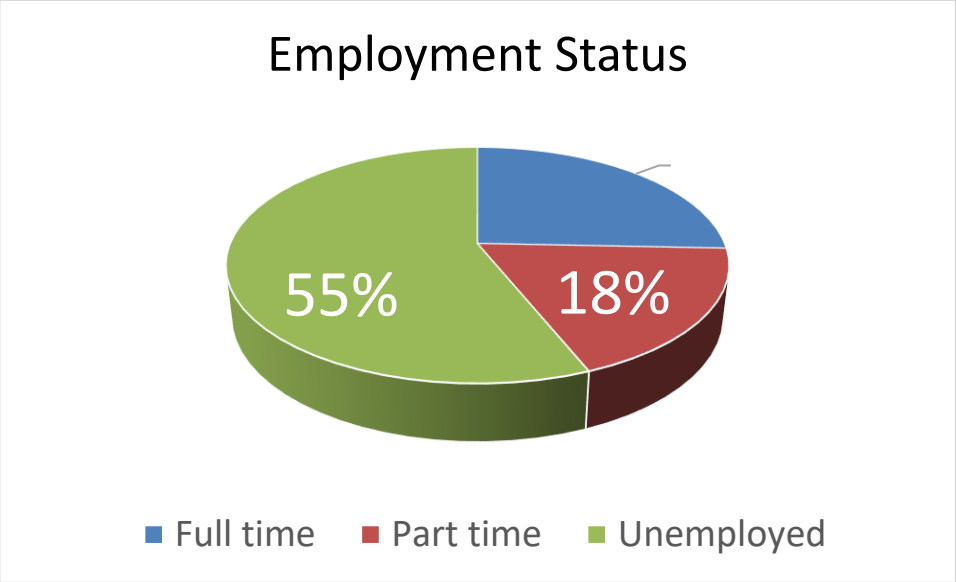
Figure 4.3 Education of Respondents



According to Figure 4.3 provided, the majority of respondents possess a bachelor's degree, comprising 73% (N=109). Besides that, there are constituting 9% (N=14) have completed Secondary /High School education, while totaling 9% (N=13) respondents with Pre-University/Diploma qualifications. This is followed by respondents with a master's degree, accounting for 7% (N=10). Lastly, the smallest proportion of respondents holds a PhD, comprising 3% (N=4).

4.1.1.4 Employment Status

Figure 4.4 Employment Status of Respondents



According to Figure 4.4 provided, it is evident that a large group of 55% (N=83) are unemployed. Concurrently, it is comprising 25% (N=38) hold full-time positions, while only accounted for 18% (N=27) are engaged in part-time employment.

4.1.1.5 Income Level

Figure 4.5 Income Level of Respondents

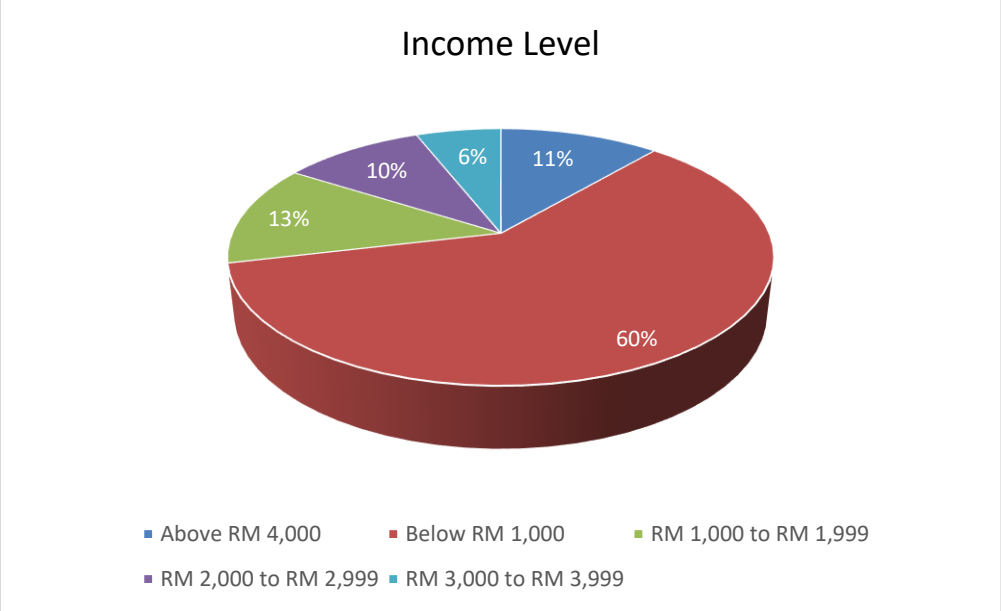


Figure 4.5 depicted below indicates that the majority of respondents reported a monthly income below RM 1,000, constituting 60% (N=90). Additionally, totaling 13% (N=19) fell within the income bracket of RM 1,000 to RM 1,999, while comprising 11% (N=17) had an income above RM 4,000. Furthermore, accounted for 10% (N=15) had an income between RM 2,000 to RM 2,999, while there is a tiny group of respondents 6 % (N=9) fell within the RM 3,000 to RM 3,999 income range, based on collected data.

4.1.1.6 Marital Status

Figure 4.6 Marital Status of Respondent

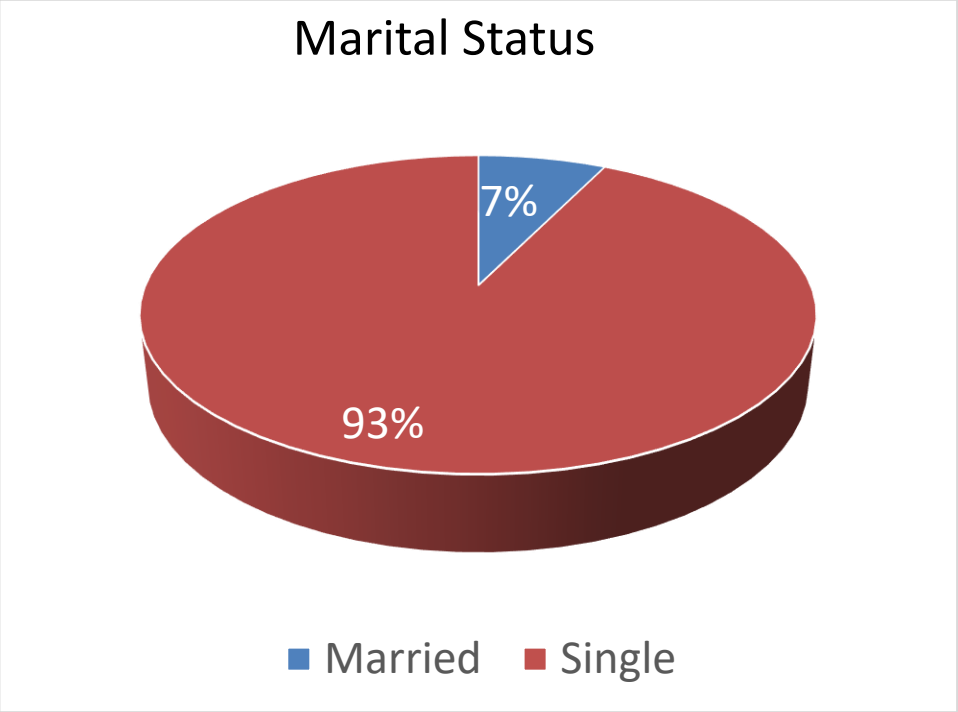


Figure 4.6 below indicates that the vast majority of respondents are single, comprising 93% (N=139). Additionally, the data reveals that accounted for 7% (N=11) are married.

4.1.1.7 The Awareness of Digital Footprint

Figure 4.7 The Awareness of Digital Footprints

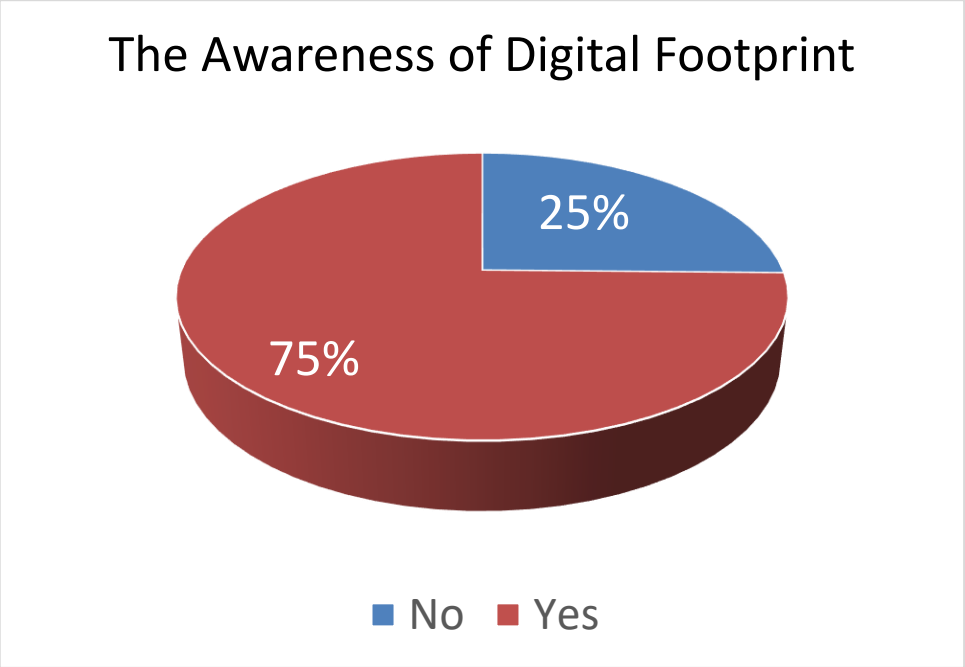


Figure 4.7 illustrates the findings regarding respondents' familiarity with the concept of "digital footprint." As per Figure 4.7, there is a large group of 75% (N=112) who have prior awareness of DF. Conversely, totaling 25% (N=38) indicated no prior knowledge of DF while browsing the internet.

4.1.1.8 The Usage Period of social media

Figure 4.8 The Usage Period of social media

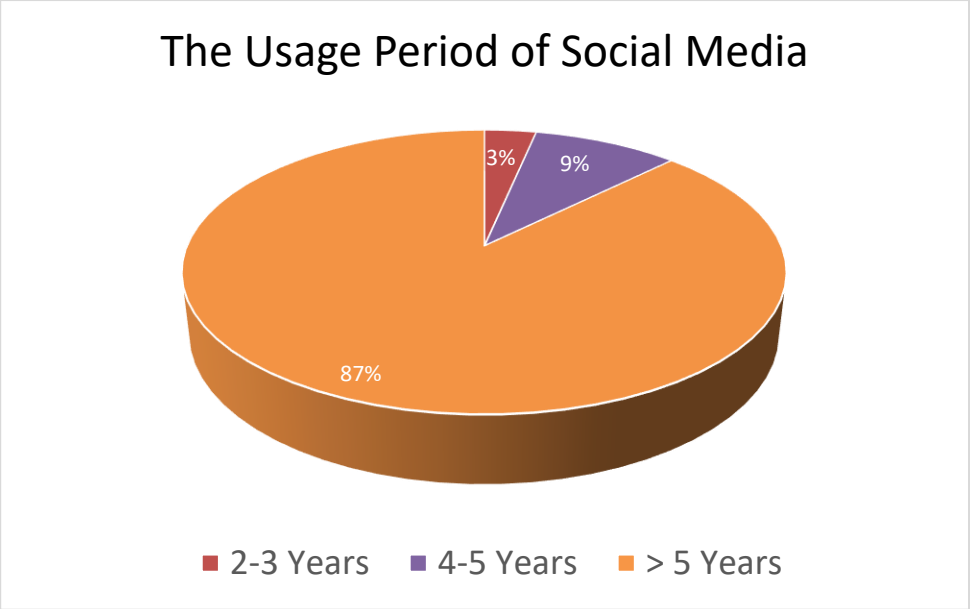


Figure 4.8 depicts that the majority of respondents have been using social media for over five years, constituting 87% (N=131) of the total respondents. In contrast, only consisting of 9% (N=14) used SM for a duration of 4 to 5 years, while the smaller group of 3% (N=5) used SM for a duration of 2 to 3 years.

4.1.1.9 The Usage Frequency of Social Media

Figure 4.9 The Usage Frequency of Social Media

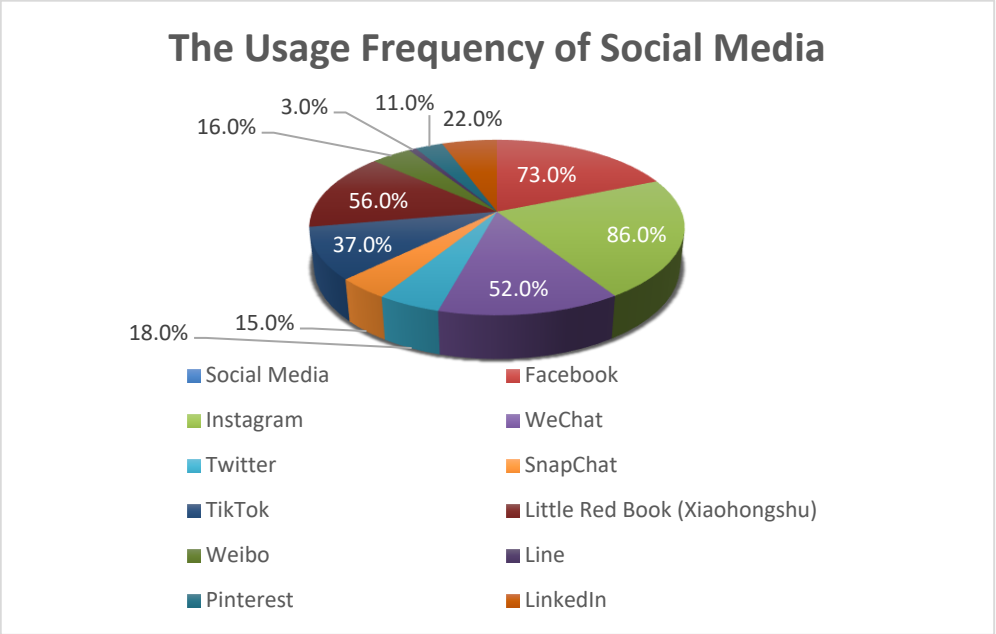


Figure 4.9 delineates that the three highest usage frequencies of SM by the respondents are Instagram (86%), Facebook (73%), and Little Red Book (53%). Additionally, the nearest are WeChat and TikTok, constituting 52% and 37% preference, separately. LinkedIn (22%), Twitter (18%), Weibo (16%), SnapChat (15%), Pinterest (11%), and Line (3%) received substantially reduced proportions of usage frequency.

4.2 Reliability Analysis

Table 4.1 Cronbach's Alpha and Descriptive Statistic for Dependent Variables and Independent Variables

Construct	Cronbach's Alpha	N	Mean	Standard Deviation
Perceived Social Influence (PSI)	0.881	150	3.816	0.856
Perceived Habit (PH)	0.905	150	3.656	0.931
Perceived Enjoyment (PE)	0.895	150	3.888	0.821
Perceived Trust (PT)	0.941	150	3.132	1.009
Self-Enhancement (SE)	0.920	150	3.14	1.090
Behavioral Intention (BI)	0.912	150	3.39	0.972

Sources: Developed for the research.

Based on Table 4.1, the reliability of all investigated variables exceeds the threshold value of 0.7, indicating that respondents consistently assessed all items for a given variable, and values more than 0.8 imply high reliability (Nunnally & Bernstein, 1994). Perceived Trust having the greatest which is 0.941 for the Cronbach's Alpha coefficient. Besides that, high reliable value of Cronbach includes Self-Enhancement with 0.920, Behavioural Intention with 0.912, Perceived Habit with 0.905. Apart from that, another two independent variables will be labelled as good reliability level, which is Perceived Enjoyment with 0.895, and Perceived Social Influence with 0.88

Furthermore, table 4.1 demonstrates that large propositions of respondents agreed with the assertions about perceived enjoyment, resulting in the greatest mean value of 3.888. However, Perceived Trust (PT) has the lowest mean value of

3.132. The mean values of Perceived Social Influence (PSI), Perceived Habit (PH), Behavioural Intention (BI), and Self-Enhancement (SE) are 3.816, 3.656, 3.390, and 3.140, respectively. Self-Enhancement (SE) has the highest standard deviation at 1.090, whereas Perceived Enjoyment (PE) has the lowest at 0.821.

4.3 Pearson Correlations Analysis

Table 4.2 The Pearson's Correlation Coefficient Scores

	PSI	PH	PE	PT	SE	BI
PSI	1	.65**	.75**	.56**	.56**	.61**
PH	-	1	.63**	.48**	.48**	.53**
PE	-	-	1	.55**	.55**	.57**
PT	-	-	-	1	.66**	.60**
SE	-	-	-	-	1	.74**
BI	-	-	-	-	-	1

Note. **p < .001

Sources: Developed for the research.

Table 4.2 illustrates the variables' connection with one another in the present research. At the significance level of 0.01, determined through a two-tailed test, both the independent and dependent variables exhibited statistical significance. Moreover, the positive correlation between these variables further emphasized their relationship, indicating that changes in one variable corresponded with consistent changes in the other, bolstering the strength of their association. SE had the highest correlation ($0.70 < r < 0.90$) alongside BI, as represented by $r = 0.74$. PH had the least significant correlation with BI, as stated in $r=0.53$.

4.4 Multiple Linear Regressions

Table 4.3 Model Summary

Models	R-squared	Adjusted R-squared
Model	0.619	0.606

Sources: Developed for the research.

Table 4.3 shows an overview of the regression output. The R-squared value was 0.619. Therefore, the study's five independent variables account for 61.9 % of the variance in consumers' BI to share DF. The remaining of the variance in CBI to share DF, not accounted for by PSI, PH, PE, PT, and SE, could be influenced by a range of other factors. These may include environmental awareness and responsibility (Elgaaied-Gambier, 2020), cognitive and affective attitudes, and the role of trust (Muhammad, 2022). Additionally, the digital divide, influenced by factors such as performance expectancy, habit, agreeableness, and neuroticism (Chipeva, 2018), and demographic variables like gender, age, education, and income (Akhter, 2003), could also play a role. These factors may interact with the five independent variables to further explain the variance in CBI.

Table 4.4 ANOVA Table

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	87.174	5	17.435	46.793	<.001
	Residual	53.653	144	0.373		
	Total	140.827	149			

Sources: Developed for the research

The F-value and p-value in Table 4.4 are 46.793 and less than 0.001, accordingly, pointing to a significant connection between the independent variable and dependent variable. This suggests that the proposed research model accurately captures the relationship between the independent and dependent variables.

	Coefficient	Standard Error	P-Value
Intercept	0.318	0.255	0.214
Perceived Social Influence (PSI)	0.209	0.098	0.034
Perceived Habit (PH)	0.095	0.075	0.204
Perceived Enjoyment (PE)	0.060	0.099	0.547
Perceived Trust (PT)	0.091	0.070	0.195
Self-Enhancement (SE)	0.448	0.065	<0.001

Table 4.5 Coefficient

Sources: Developed for the research.

The statistical analysis presented in Table 4.5 indicates that there is a substantial positive relationship between the BI to share one's DF on SM and the significant figures for PSI and SE, both falling below 0.05. However, there is no substantial connection between the dependent variables and the other three variables—PH, PE, and PT.

Along with that, even according to the statistics in table 4.5, each unit of SE has the highest number, which is 0.448 BI. It also demonstrates that increasing each unit of PSI results in a 0.209 rise in BI. Furthermore, BI rise by 0.095 and 0.060 per unit of PH and PE, respectively. Finally, a one-unit increase in BI increased PT by 0.091 units.

4.5 Significant Test

Hypothesis 1

A significant positive relationship has been observed in Table 4.5 between PSI and the BI to share DF on SM. There is a substantial positive correlation, as indicated by the P-value of 0.034, which is less than 0.05. Therefore, H1 is acceptable.

Hypothesis 2

The PH and the BI to share DF on SM do not significantly positively correlate, as shown in Table 4.5. As a value over 0.05, the P-value of 0.204 indicates that there is no significant positive correlation. Therefore, H2 is rejected.

Hypothesis 3

The PE and the BI to share DF on SM do not significantly positively correlate, as shown in Table 4.5. As a value over 0.05, the P-value of 0.547 indicates that there is no significant positive correlation. Therefore, H3 is rejected.

Hypothesis 4

The PT and the BI to share DF on SM do not significantly positively correlate, as shown in Table 4.5. As a value over 0.05, the P-value of 0.195 indicates that there is no significant positive correlation. Therefore, H4 is rejected.

Hypothesis 5

SE and the BI to share DF on SM have a strong positive correlation, as shown in Table 4.5. There is a substantial positive correlation when the P-value is less than 0.001, or a value below 0.05. Therefore, H5 is acceptable.

4.6 Conclusion

This chapter analyses data gathered from an online questionnaire. A substantial and non-significant relationship between the hypotheses was found, which was confirmed by earlier research. The study's findings and implications are covered in the upcoming chapter.

CHAPTER 5: DISCUSSION, CONCLUSION, AND IMPLICATION

5.0 Introduction

This chapter will describe the conclusions from Chapter 4's analytical results. This chapter covers the important study findings and implications. The remainder of this section provides limits and recommendations for further research.

5.1 Summary of Statistical Analysis

5.1.1 Descriptive Analysis

This study has a total of 150 valid responses. Female respondents account for 66% of all responses, with male respondents accounting for 34%. The majority of respondents (55%) are between the ages of 21 and 23, and the largest group (73%) has a bachelor's degree.

More than half of respondents (55%) are unemployed, with 60% earning less than RM1000 per month. The single status accounts for 93%, with a large proportion of 75% having a prior understanding of DF. Aside from that, 87% of respondents used SM for more than five years. Finally, the three most popular SM platforms among respondents are Instagram (86%), Facebook (73%), and Little Red Book (53%) among 11 SM platforms.

5.1.2 Scale Measurement

5.1.2.1 Reliability Test

PSI has the lowest value of every variable that is independent in this study, with a Cronbach's alpha of 0.881. In contrast, the Cronbach's alpha value for PT is higher at 0.941. The reliability of the dependent variable in this study, BI, is shown by its Cronbach's alpha coefficient of 0.912.

5.1.3 Inferential Analysis

5.1.3.1 Pearson Correlation Coefficient

The Pearson Correlation Coefficient was significant at the 0.01, two-tailed level, indicating a positive correlation for the present review. SE and BI had the greatest connection, with a correlation coefficient of 0.74. Thus, an increase in respondents' SE resulted in an enormous rise in their BI to share DF on SM in West Malaysia.

5.1.3.2 Multiple Regression Study

The multiple regression analysis in the current study has an R square of 0.619. Therefore, just 61.9% of the variation in CBI to share their DF on SM can be explained by their PSI, PH, PE, PT, and SE. SE was the biggest predictor for CBI to share DF on SM (β =0.448).

5.2 Discussion of Major Findings

Table 5.1: Summary of the Result of Hypothesis Testing

Hypothesis	Significant Level	Findings
H_{a1}: There is a relationship between perceived social influence and behavioral intention to share digital footprint on social media.	Sig= 0.034 P < 0.05	Supported
H_{a2}: There is a relationship between perceived habit and behavioral intention to share digital footprint on social media.	Sig= 0.204 P > 0.05	Not Supported
H_{a3}: There is a relationship between perceived enjoyment and behavioral intention to share digital footprint on social media.	Sig= 0.547 P > 0.05	Not Supported
H_{a4}: There is a relationship between perceived trust and behavioral intention to share digital footprint on social media.	Sig= 0.195 P > 0.05	Not Supported
H_{a5}: There is a relationship between self-enhancement and behavioral intention to share digital footprint on social media.	Sig= < 0.001 P < 0.05	Supported

Sources: Developed for the research.

5.2.1 Perceived Social Influence

There is a relationship between PSI and BI to share DF on SM. This study investigated the hypothesis using a p-value of 0.05. The p-value for PSI is 0.034. Tanakinjal (2012) found a significant relationship between PSI and self-disclosure intention in Web 2.0, suggesting that PSI can impact online behavior. This is supported by Sánchez-Fernández (2021), who identified emotional attachment and perceived information value as determinants of PSI, which in turn affects BI. Similarly, Akar (2014) highlighted the positive impacts of PSI, on users' BI to use SM. Ha1 of this research was therefore supported.

5.2.2 Perceived Habit

There is no relationship between PH and the BI to share DF on SM. A p-value of 0.05 was used to test the hypothesis. The p-value was 0.204 based on the findings. It is as opposed to prior analyses that have shown a strong correlation between habit and intention (El-Khatib, 2012; Kim, 1993). This result challenges the traditional understanding of the responsibility of habit in shaping BI. This finding is supported by Tanakinjal (2012), who found that users may not see the relevance of exposing private information online. This is further corroborated by Yuan (2021), who identified factors such as SM literacy, perceived ease of use, and perceived risk as significant influencers of users' attitudes towards SM use. Kumar (2018) also found that trust in a website and prior positive experiences significantly impact users' intention to disclose information on social networks. These studies collectively suggest that PH may not be a significant factor in determining the intention to leave DF on SM. From this point on, this study's Ha2 was unsupported.

5.2.3 Perceived Enjoyment

According to the results, there is no relationship between PE and the BI to share DF on SM. A p-value of 0.05 was used to test the hypothesis and the p-value was 0.547. It is different from prior analyses by Abed (2016) and Li (2018), who both found a positive relationship between PE and BI to use SM, with Abed also identifying trust, perceived usefulness, and perceived ease of use as significant factors. However, Muhammad (2022) and Thao (2020) focused on the willingness to share DF and the acceptance of SM marketing, respectively, with Muhammad highlighting the responsibility of trust and Thao emphasizing the influence of attitude towards advertisement and electronic word of mouth. These studies provide a more nuanced understanding of the factors influencing SM use and digital footprint sharing, suggesting that PE may not be the sole determinant. Thus, this study's Ha3 was not supported.

5.2.4 Perceived Trust

There is no relationship between PT and the BI to share DF on SM. A p-value of 0.05 was used to test the hypothesis. According to the findings, the p-value was 0.195. It is as opposed to prior analyses by Kumar (2018), through which trust in a website positively influences the intention to disclose information on SM. Similarly, Muhammad (2022) and Ismail (2018) both identified trust as a key predictor of the intention to share DF and knowledge on SM, respectively. These studies highlight the significant role of trust in shaping online behavior, a finding that is at odds with the current study's results. Therefore, this study's Ha4 was not supported.

5.2.5 Self-enhancement

There is a relationship between SE and BI to share DF on SM. This study investigated the hypothesis using a p-value of 0.05. The p-value for SE is less than 0.001. The result above was drawn from a study carried out by Bao (2021), through which a positive correlation between self-efficacy and continuance intention on Web 2.0 platforms, could be linked to SE. Chu (2022) also found a positive association between the valence and honesty of self-disclosure on SM and psychological well-being, which could be a form of SE. Bunker (2023) further highlighted the link between SM use and characteristics associated with SE, such as independence. Azucar (2018) demonstrated the predictive power of DF on SM for personality traits, which could include SE. These studies collectively suggest that SE is related to the intention to share DF on SM. Henceforth, this study's Ha5 was supported.

5.3 Implication of Study

Several implications can be inferred from the findings of this study. It is imperative to implement robust data protection regulations, such as the General Data Protection Regulation (GDPR), to ensure the privacy and security of personal data on social media platforms. These regulations, highlighting individual control and organizational accountability, necessitate companies to establish a dedicated data management capability (Labadie, 2019). To ensure adherence to these regulations, organizations, including social media platforms, should follow a ten-step process involving data protection impact assessments and the appointment of a data protection officer (Lambrinoudakis, 2018). These regulations are in line with the principles of information privacy and furnish a legal framework for safeguarding individuals' digital footprints from misuse. Furthermore, perceived social influence, and self-enhancement exhibit a significant relationship with the behavioral intention to share digital footprints on social media. Consequently, governments could utilize these findings to invest in

public education and awareness campaigns aimed at informing citizens about the repercussions of sharing personal information online and methods to safeguard their privacy. These campaigns facilitate the cultivation of a more digitally literate society, enabling individuals to exert greater control over their digital footprints and mitigate potential risks.

Business practitioners can leverage the insights from this study to implement end-to-end encryption, particularly utilizing the Signal Protocol, to bolster security and privacy on social media platforms (Bhuse, 2023). Employing encryption safeguards information, heightening the cost of potential privacy breaches, and affording legal privacy protection (Lucas, 2008, 2009). Self-enhancement emerges as the strongest predictor from this study, indicating consumers' intent to construct an appealing self-identity. Hence, business practitioners can utilize these findings to develop decentralized social networking sites that enable interaction with like-minded individuals and facilitate content sharing, thereby addressing privacy and security concerns (Verma, 2013).

5.4 Limitation of Study

Limitations are present during the execution of this study. Initially, communication limitations arise as the research gathers data online via Google Forms, thus impeding face-to-face interaction with respondents. Consequently, some respondents may misinterpret the questions or not fully engage in survey responses. Although physical surveys are more time-consuming and burdensome, they yield more distinct data due to the effective results generated through direct interaction. Additionally, the distribution of survey forms spans across Malaysia, accommodating respondents mainly within West Malaysia. This makes it challenging to target specific, identifiable characteristics, predominantly encountering older adults online initially, prompting the removal of responses from the incorrect target demographic.

Moreover, the targeted sample encompasses individuals aged 18 to 29 years old, thereby primarily capturing respondents within this age group. However, the narrow age range may result in respondents sharing similar mindsets and displaying immaturity while responding to the questionnaire. Lastly, the variables of perceived social influence and self-enhancement are two contemporary factors influencing the behavioral intention to share digital footprints on social media. However, insufficient research exists to explore the theoretical aspects of this research facet. Nonetheless, considering the research's focus on investigating and comprehending these two modern factors, the limitations are relatively minor.

5.5 Recommendation for future study

Following the conclusion of this study, it is hereby suggested and advocated for future researchers to utilize both online and offline surveys in their investigations to transcend geographical constraints. Widening the distribution of questionnaires to targeted areas and conducting face-to-face interviews with respondents can enhance result accuracy by facilitating clearer communication. For instance, researchers can provide context explanations to respondents encountering unfamiliar survey elements, thus minimizing response ambiguity. Furthermore, endorsing online surveys enables researchers to access a broader respondent base, regardless of geographical barriers, leveraging the convenience of internet accessibility. Additionally, online surveys offer respondents the comfort of participating at their convenience, eliminating the need for in-person interaction. Moreover, it is advised for researchers to delve deeper into the impact of digital footprints within a business context. Given the significant implications of digital footprints on Malaysia's security and privacy, leading to various fraudulent activities, further research and theoretical development are warranted to enhance understanding and preparedness for potential future ramifications. While the issue of digital footprints may appear to be evolving in Malaysia, comprehensive research aims to foster greater comprehension of these issues and establish robust strategies to address them. Increased research efforts will contribute to building a stronger evidential base regarding people's behavior towards digital footprints on

social media platforms.

5.6 Conclusion

In conclusion, this study titled "Factors influencing Consumer Behavioral Intention to Share Digital Footprint on Social Media" was conducted in Malaysia. Data were gathered from 150 respondents and subsequently analyzed using SPSS V28.0. The findings confirm the acceptance of two hypotheses. Following thorough analysis, results were elaborated upon and discussed in detail. Recommendations are offered to future researchers to advance the field of social science by addressing the errors and limitations encountered in this study. Drawing from past experiences, it is suggested to undertake well-defined studies that serve as guiding indicators for future research endeavors.

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APPENDICES

Appendix A: Survey Questionnaire

UNIVERSITI TUNKU ABDUL RAHMAN FACULTY OF ACCOUNTANCY AND MANAGEMENT
BACHELOR OF INTERNATIONAL BUSINESS (HONOURS) FINAL YEAR PROJECT

Factors Affecting Consumers Behavioral Intention to Share Digital Footprints on Social Media

Dear Respondents/Participants,

Greetings! I am Jenny Leong Siew Yee, a student of Bachelor of International Business (Hons) at Universiti Tunku Abdul Rahman (UTAR) Sungai Long Campus. I am researching " Factors Affecting Consumers Behavioral Intention to Share Digital Footprints on Social Media". I am pleased to invite you to participate in this survey.

Please note that all information you provide in this survey will be held confidential. Your participation is much valued! I appreciate and thank you for your valuable time in answering this survey. If you have any questions regarding this survey, you are welcome to contact me via jenny0209@1utar.my.

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

Upon submitting or sending your details to UTAR, you have accepted and agreed for your details to be applied for academic purposes; the responses will thus treated as PRIVATE and CONFIDENTIAL.

- I hereby comprehend, accepted and agreed per notice above.
- I disagree, my personal details will not be analyzed.

Section A: Demographic Information

Please choose one answer for each of the following questions:

1.Gender

- Male
- Female

2. Age

- 18-20 years
- 21-23 years
- 24-26 years
- 27-29 years
- 30 years and above

3. Education

- Secondary / High school
- Pre- University / Diploma
- Bachelor's degree
- Master's degree
- PhD

4. Employment Status:

- Unemployed
- Part time
- Full time

5.Income Level

a. Below RM 1,000
b. RM 1,000 – RM 1,999
c. RM 2,000 – RM 2,999
d. RM 3,000 – RM 3,999
e. Above RM 4,000

6.Marital Status

- Single
- Married

7.Have you heard of digital footprint?

- Yes
- No

8.How long have you been using social media?

- 1 year
- 2-3 years
- 4 -5 years
- Above 5 years

9.Which of the social media do you use often?

- Facebook
- Instagram
- WeChat
- Twitter
- SnapChat
- Tiktok
- Little Red Book (Xiaohongshu)
- Weibo
- Line

- Pinterest
- LinkedIn

Section B: Independent Variables

Please rate the subsequent statements on a scale of 1 to 5:

[Strongly Disagree (SD) = 1, Disagree (D) = 2, Neutral (N) = 3, Agree (A) = 4, Strongly Agree (SA) = 5]

Perceived Social Influence

Statements	1	2	3	4	5
1. I think I interact well with others on social media for sharing my memories, likes, dislikes, interests and information etc.	○	○	○	○	○
2. I believe I fit well with others on social media that share the same interests as me.	○	○	○	○	○
3. I believe social media help me establish relationship with others to share information and interests.	○	○	○	○	○
4. I think I maintain close relationships with others on social media for sharing information and interests etc.	○	○	○	○	○
5. People who influence my behavior encourage me to participate in social media.	○	○	○	○	○

Perceived Habits

Statements	1	2	3	4	5
1. I am addicted to using social media.	○	○	○	○	○
2. The use of social media has become a habit for me.	○	○	○	○	○
3. Using social media is something I do without having to consciously remember.	○	○	○	○	○
4. Using social media is something that would require effort not to do it.	○	○	○	○	○
5. Using social media is something that belongs to my (daily, weekly, monthly) routine.	○	○	○	○	○

Perceived Enjoyment

Statements	1	2	3	4	5
1.Social media gives me a lot of excitement in sharing my memories, likes, dislikes, interests, and information with others.	○	○	○	○	○
2. I find social media quite entertaining in sharing my memories, likes, dislikes, interests, and information with others.	○	○	○	○	○
3. I spend enjoyable and relaxing time on social media by sharing my memories, likes, dislikes, interests, and information with others.	○	○	○	○	○
4. The use of social media stimulates my curiosity.	○	○	○	○	○
5. The use of social media stimulates my imagination.	○	○	○	○	○

Perceived Trust

Statements	1	2	3	4	5
1. I trust social media information to be true.	o	o	o	o	o
2. I identify the perceived essence of the contents of social media as upstanding and good-will.	o	o	o	o	o
3. I feel social media providers are honest and caring about my digital footprints which I share on their platforms.	o	o	o	o	o
4. I feel social media platforms are reliable as they do not share my digital footprints with others.	o	o	o	o	o
5. I feel social media providers are interested in my well-being and they do not share my digital footprints with third parties.	o	o	o	o	o
6. I think that social media have sufficient technical capacity to ensure that the data I send will not be intercepted by hackers.	o	o	o	o	o

Self-Enhancement

Statements	1	2	3	4	5
1. I post selfies that are embellished by applications or photo software to show the better image of myself on social media.	○	○	○	○	○
2. I feel I can influence others on social media by sharing my memories, likes, dislikes, interests, and information, etc.	○	○	○	○	○
3. I present the romantic/intimate relationship between me and my partner on social media.	○	○	○	○	○
4. I present my personal items which are expensive or can reflect my social status on social media.	○	○	○	○	○
5. I prefer sharing self-enhancing topics with strangers and emotionally connecting topics with friends.	○	○	○	○	○
6. I share my recent/past achievements on social media.	○	○	○	○	○

Section B: Dependent Variables

Behavioral Intention

Statements	1	2	3	4	5
1. I intend to leave information for others on social media platforms.	o	o	o	o	o
2. I plan to share information, interests, likes, and dislikes with others on social media.	o	o	o	o	o
3. I will try to share information on social media platforms.	o	o	o	o	o
4. I am very likely to share information, my interests, likes, and dislikes with others on social media.	o	o	o	o	o
5. I intend to use social media in my life as often as needed.	o	o	o	o	o

Appendix B: SPSS Output

1. Output of Respondents' Demographic Profile

1.Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	99	66.0	66.0	66.0
	Male	51	34.0	34.0	100.0
	Total	150	100.0	100.0	

2.Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-20 years	14	9.3	9.3	9.3
	21-23 years	83	55.3	55.3	64.7
	24-26 years	31	20.7	20.7	85.3
	27-29 years	22	14.7	14.7	100.0
	Total	150	100.0	100.0	

3.Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bachelor's degree	109	72.7	72.7	72.7
	Master's degree	10	6.7	6.7	79.3
	PhD	4	2.7	2.7	82.0
	Pre- University / Diploma	13	8.7	8.7	90.7
	Secondary / High school	14	9.3	9.3	100.0
	Total	150	100.0	100.0	

4.Employment Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Full time	38	25.3	25.3	25.3
	Part time	27	18.0	18.0	43.3
	student	1	.7	.7	44.0
	Student	1	.7	.7	44.7
	Unemployed	83	55.3	55.3	100.0
	Total	150	100.0	100.0	

5.Income Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Above RM 4,000	17	11.3	11.3	11.3
	Below RM 1,000	90	60.0	60.0	71.3
	RM 1,000 – RM 1,999	19	12.7	12.7	84.0
	RM 2,000 – RM 2,999	15	10.0	10.0	94.0
	RM 3,000 – RM 3,999	9	6.0	6.0	100.0
	Total	150	100.0	100.0	

6. Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	11	7.3	7.3	7.3
	Single	139	92.7	92.7	100.0
	Total	150	100.0	100.0	

7. Have you heard of digital footprint?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	38	25.3	25.3	25.3
	Yes	112	74.7	74.7	100.0
	Total	150	100.0	100.0	

8. How long have you been using social media?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2-3 years	5	3.3	3.3	3.3
	4 -5 years	14	9.3	9.3	12.7
	Above 5 years	131	87.3	87.3	100.0
	Total	150	100.0	100.0	

9. Which of the social media do you use often? [Row 1

		Frequency	Percent
Missing	System	151	100.0

Facebook

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	40	26.5	26.7	26.7
	1	110	72.8	73.3	100.0
	Total	150	99.3	100.0	
Missing	System	1	.7		
Total		151	100.0		

Instagram

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	21	13.9	14.0	14.0
	1	129	85.4	86.0	100.0
	Total	150	99.3	100.0	
Missing	System	1	.7		
Total		151	100.0		

WeChat

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	72	47.7	48.0	48.0
	1	78	51.7	52.0	100.0
	Total	150	99.3	100.0	
Missing	System	1	.7		
Total		151	100.0		

Twitter

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	123	81.5	82.0	82.0
	1	27	17.9	18.0	100.0
	Total	150	99.3	100.0	
Missing	System	1	.7		
Total		151	100.0		

Snapchat

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	127	84.1	84.7	84.7
	1	23	15.2	15.3	100.0
	Total	150	99.3	100.0	
Missing	System	1	.7		
Total		151	100.0		

TikTok

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	94	62.3	62.7	62.7
	1	56	37.1	37.3	100.0
	Total	150	99.3	100.0	
Missing	System	1	.7		
Total		151	100.0		

Little Red Book

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	66	43.7	44.0	44.0
	1	84	55.6	56.0	100.0
	Total	150	99.3	100.0	
Missing	System	1	.7		
Total		151	100.0		

Weibo

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	126	83.4	84.0	84.0
	1	24	15.9	16.0	100.0
	Total	150	99.3	100.0	
Missing	System	1	.7		
Total		151	100.0		

Line

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	145	96.0	96.7	96.7
	1	5	3.3	3.3	100.0
	Total	150	99.3	100.0	
Missing	System	1	.7		
Total		151	100.0		

Pinterest

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	134	88.7	89.3	89.3
	1	16	10.6	10.7	100.0
	Total	150	99.3	100.0	
Missing	System	1	.7		
Total		151	100.0		

LinkedIn

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	117	77.5	78.0	78.0
	1	33	21.9	22.0	100.0
	Total	150	99.3	100.0	
Missing	System	1	.7		
Total		151	100.0		

2. Output of Descriptive Statistics

Statistics

		PSI	PH	PE	PT	SE	BI
N	Valid	150	150	150	150	150	150
	Missing	1	1	1	1	1	1
Mean		3.8160	3.6560	3.8880	3.1322	3.1400	3.3907
Median		4.0000	3.8000	4.0000	3.0000	3.1667	3.4000
Std. Deviation		.85625	.93122	.82070	1.00933	1.08993	.97219
Minimum		1.00	1.00	1.80	1.00	1.00	1.00
Maximum		5.00	5.00	5.00	5.00	5.00	5.00

3. Output of Cronbach's Alpha Reliability Test

Behavioral Intention

Case Processing Summary

		N	%
Cases	Valid	150	100.0
	Excluded[a]	0	.0
	Total	150	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.914	.914	5

Perceived Social Influence

Case Processing Summary

		N	%
Cases	Valid	150	100.0
	Excluded[a]	0	.0
	Total	150	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.881	.881	5

Perceived Habit

Case Processing Summary

		N	%
Cases	Valid	150	100.0
	Excluded[a]	0	.0
	Total	150	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.905	.906	5

Perceived Enjoyment

Case Processing Summary

		N	%
Cases	Valid	150	100.0
	Excluded[a]	0	.0
	Total	150	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.895	.896	5

Perceived Trust

Case Processing Summary

		N	%
Cases	Valid	150	100.0
	Excluded[a]	0	.0
	Total	150	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.941	.941	6

Self-enhancement

Case Processing Summary

		N	%
Cases	Valid	150	100.0
	Excluded[a]	0	.0
	Total	150	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.920	.920	6

4. Output of Pearson's Correlation Analysis

Correlations

		PSI	PH	PE	PT	SE	BI
PSI	Pearson Correlation	1	.651**	.754**	.560**	.555**	.614**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	<.001
	N	150	150	150	150	150	150
PH	Pearson Correlation	.651**	1	.632**	.481**	.484**	.532**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	<.001
	N	150	150	150	150	150	150
PE	Pearson Correlation	.754**	.632**	1	.546**	.548**	.574**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001	<.001
	N	150	150	150	150	150	150
PT	Pearson Correlation	.560**	.481**	.546**	1	.659**	.600**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001
	N	150	150	150	150	150	150
SE	Pearson Correlation	.555**	.484**	.548**	.659**	1	.739**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		<.001
	N	150	150	150	150	150	150
BI	Pearson Correlation	.614**	.532**	.574**	.600**	.739**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	
	N	150	150	150	150	150	150

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

5. Output of Multiple Linear Regression

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.787[a]	.619	.606	.61040	2.217

a. Predictors: (Constant), SE, PH, PT, PE, PSI

b. Dependent Variable: BI

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	
1	Regression	87.174	5	17.435	46.793	
	Residual	53.653	144	.373		
	Total	140.827	149			

a. Dependent Variable: BI

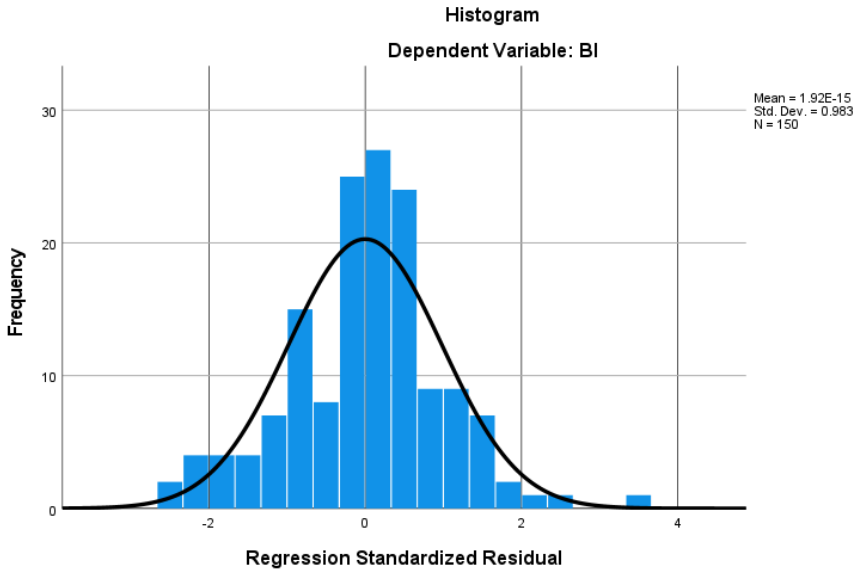
b. Predictors: (Constant), SE, PH, PT, PE, PSI

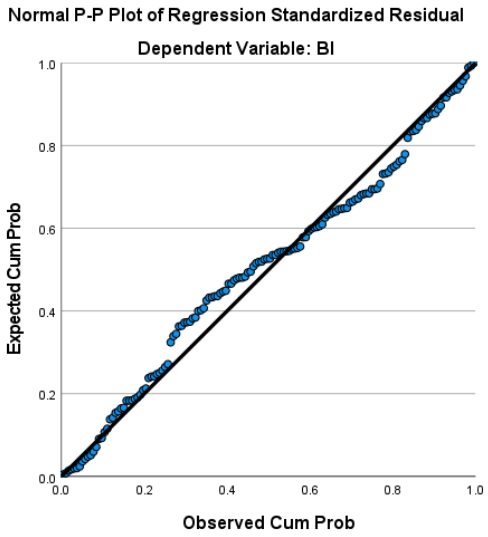
Coefficients[a]

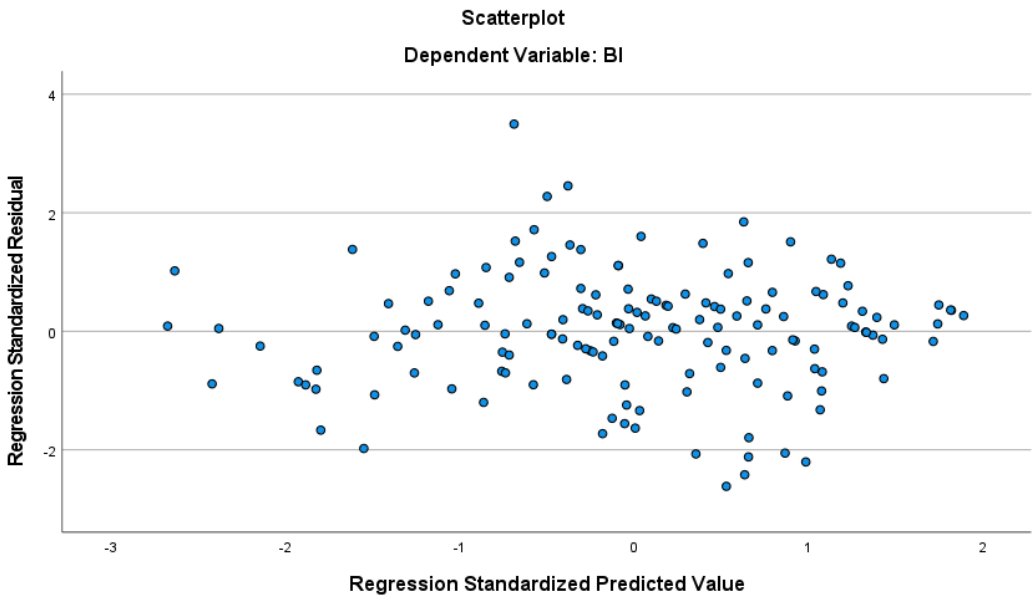
Model		Unstandardized Coefficients		Standardized Coefficients			Collin
		B	Std. Error	Beta	t	Sig.	Toler
1	(Constant)	.318	.255		1.249	.214	
	PSI	.209	.098	.184	2.143	.034	
	PH	.095	.075	.091	1.276	.204	
	PE	.060	.099	.050	.603	.547	
	PT	.091	.070	.095	1.302	.195	
	SE	.448	.065	.503	6.921	<.001	

a. Dependent Variable: BI

Charts


Histogram
Dependent Variable: BI
Mean = 1.92E-15
Std. Dev. = 0.983
N = 150
Frequency
30
20
10
0
-2
0
2
4
Regression Standardized Residual


Normal P-P Plot of Regression Standardized Residual
Dependent Variable: BI
Expected Cum Prob
1.0
0.8
0.6
0.4
0.2
0.0
0.0
0.2
0.4
0.6
0.8
1.0
Observed Cum Prob


Scatterplot
Dependent Variable: BI
Regression Standardized Residual
Regression Standardized Predicted Value
4
2
0
-2
-3
-2
-1
0
1
2