

**FACTORS AFFECTING ENTREPRENEURIAL INTENTION ON ONLINE  
SHOPPING PLATFORMS OF GENERATION Z IN MALAYSIA**



**UNIVERSITI TEKNIKAL MALAYSIA MELAKA**

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**FACTORS AFFECTING ENTREPRENEURIAL INTENTION ON ONLINE  
SHOPPING PLATFORMS OF GENERATION Z IN MALAYSIA**

**TAN MEI TING**



**THE THESIS IS SUBMITTED IN PARTIAL FULFILMENT OF THE  
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اونيورسيتي تيكنيكل مليسيا ملاك

**FACULTY OF TECHNOLOGY MANAGEMENT AND  
TECHNOPRENEURSHIP**

**UNIVERSITI TEKNIKAL MALAYSIA MELAKA**

**2022**

## SUPERVISOR & PANEL DECLARATION/APPROVAL

'I/We hereby declared that I/We had read through this thesis and in my opinion that this thesis is adequate in terms of scope and quality which fulfil the requirements for the award of Bachelor of Technopreneurship.

SIGNATURE

NAME OF SUPERVISOR : MRS. HARTINI BINTI AZMAN

DATE


  
UNIVERSITI TEKNIKAL MALAYSIA MELAKA  
11/2/23  
اونيورسيتي تيكنيكل مليسيا ملاك

UNIVERSITI TEKNIKAL MALAYSIA MELAKA

SIGNATURE

NAME OF PANEL

DATE

:   
: Dr. Nurul Zarirah Binti Nizam  
: 1/2/23

## DECLARATION OF ORIGINAL WORK

**“I declare that this thesis entitled “FACTORS AFFECTING ENTREPRENEURIAL INTENTION ON ONLINE SHOPPING PLATFORMS OF GENERATION Z IN MALAYSIA” is the result of my own research except as cited in the references. The thesis has not been accepted for any degree and is not concurrently submitted in the candidature of any other degree.”**

**Signature :**

**Name : TAN MEI TING**

**Date : DECEMBER 2022**

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## DEDICATION

**To dearest parents, siblings, family, lecturers, and friends**



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## ABSTRACT

Generation Z is a unique generation that was born with technology and the best conditions for development, making them a vital component of Malaysia's economic future. The goal of this study is to find out the factors affecting entrepreneurial intention on online shopping platforms of Generation Z in Malaysia. The results of this study will likely demonstrate the factors affecting entrepreneurial intention on online shopping platforms of Generation Z in Malaysia. Rather than going into the nitty-gritty of entrepreneurship, this research focuses on explaining the direct relationship between personal factors, entrepreneurial education, market trends, and perceived support and family entrepreneurs on Gen Z's entrepreneurial intentions. The proposed study framework is the outcome of assessing the material from the literature review, which was conducted using secondary data. The primary data was acquired online via a Google survey link using a quantitative method of 384 samples. The Statistical Package for Social Sciences (SPSS), descriptive analysis, inference analysis, regression analysis, and Pearson's correlation coefficient were used to explore the relationships between factors affecting entrepreneurial intention on online shopping platforms of Generation Z in Malaysia. The findings of this study can help inform entrepreneurial development for government policymakers and educators, as well as for the entrepreneurial-ready Gen Z.

*Keywords - Entrepreneurial Intention, Factors Affecting Entrepreneurship, Generation Z*

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## CHAPTER 1

### INTRODUCTION

#### 1.1 Introduction

This chapter contains a summary of all chapters of the study on Factors Affecting Entrepreneurial Intention on online shopping platforms of Z Generation in Malaysia along with the research background. This chapter consist of the problem statement, research background, research question, research objectives, research significance, and research scope.



#### 1.2 Background of Study

Self-employment has become a trend in countries around the world since the end of the 20th century. It is undeniable that entrepreneurship has been actively promoting national economic development and helping to improve the national economy (Stoica, Roman, & Rusu, 2020). Entrepreneurship is becoming an important alternative to passive employment for many Generation Z (Gen Z) due to the increasing competition in society and the increasingly severe employment situation. Entrepreneurial intention belongs to a state of mind that guides individuals to focus on achieving their goals (Bird, 1988). The entrepreneurial intention of Gen Z is becoming more and more obvious, which illustrates the development of the market economy and the shift in the employment concept of Gen Z. Entrepreneurial

intention not only affects the ability of enterprises to compete with each other to break monopoly but also plays an important role in solving the problem of national unemployment (NGUYEN, LE, HUYNH, VO, & HA, 2021). Start-ups have always been seen as a source of economic drivers for countries in both developed and developing countries. Entrepreneurship is a key step in promoting economic growth in human societies (Constantinidis, Lebègue, El Abboubi, & Salman, 2018).

"Psychological principles" are those that guide human beings to help develop personal careers based on the need for autonomy, creativity, ambiguity, points of control, risk-taking, and tolerance for various aspects of one's own achievement (Daspit, & Findley, 2021). The intention is the inner stability of the individual tendency can also be defined as a willingness to participate in an event when an individual is attracted to it (Dirhamsyah, & Kesuma, 2019). Motivation is a key factor in becoming an entrepreneur looking for business opportunities (Sutter, Bruton, & Chen, 2019). Cognitive elements can be categorized as personal background and experience (Muthuveeran, Tahir, Ibrahim, & Abd-Karim, 2020). Many scholars believe that the creation of new businesses should not rely solely on psychological factors. Computer skills and communication skills are also things an entrepreneur should have (Muthuveeran, 2020). Entrepreneurs' computer and communication skills are very important skills for entrepreneurs in e-commerce startups in Malaysia.

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Digital technology has become pervasive in the 21st century and is still growing rapidly. The essential concept of e-commerce as the latest world economic phenomenon has become the focus of the world's attention (NGUYEN et al., 2021). E-commerce is also known as selling goods through internet channels. The purchase and sale of services or goods through the use of electronic means of transport, both digital and physical, from two different places is e-commerce (Simakov, 2020). Entrepreneurs are able to quickly try new approaches in the e-commerce environment and quickly accumulate failures and successes (PHAN TAN, 2021). E-commerce entrepreneurship effectively makes it easier for managers to synthesize and collect their business information. Entrepreneurs who dare to try new products and services are in the most intense and effective competition (Lapoint, 2018). In recent years, Internet-based e-commerce entrepreneurship has grown rapidly around the world including in Malaysia.



The e-commerce industry has accelerated in 2021 due to the Covid-19 pandemic, helping many businesses stay afloat. According to a report by the Department of Statistics Malaysia (DOSM), Malaysia's e-commerce revenue will grow by 23.1% to RM801.2 billion in 2021 (Rajaendram, 2021). Mahathir also said that the Malaysian government is very supportive of the country's digital creative industry and has formulated some policies such as "DIKN" and Malaysia's Digital Economy Blueprint "MyDigital" (Rajaendram, 2021). From this, it can be seen that the importance of new business brought by e-commerce to Malaysian business is no trivial matter. Therefore, the development of new e-commerce businesses occupies an important part of Malaysia's future economic market.

### 1.3 Problem Statement

In the 21st century, e-commerce has become a trend around the world at an alarming rate. With the development of generations, entrepreneurial activities provide an important source of power in developing economies and increase employment opportunities in countries around the world. Entrepreneurs bring new businesses, and new businesses bring jobs, and due to increased competition, entrepreneurs even increase the competitiveness of their own businesses by increasing their productivity through technological change (Doran, McCarthy, & O'Connor, 2018). The first generation of entrepreneurs in the country are not Gen Z, but some bold people living in poverty and eager to change their lives at the bottom of society. The entrepreneurial spirit of that generation is still worth learning in modern times.

Today, due to the emergence of e-commerce, Entrepreneurship is no longer difficult for Gen Z. The more consumer attention e-commerce gets, the more sales transactions it generates (Hu, Min, Han, & Liu, 2020). Therefore, online entrepreneurship that relies on consumer attention is more likely than offline Entrepreneurship is much easier, and the cost is not higher than offline entrepreneurship. In an environment where job competition is extremely fierce, it is

the new generation that should do business with entrepreneurship to drive employment.

Economics, psychology, sociology, and strategic management literature have all had to express effect entrepreneurship research, providing methodological tools and theoretical frameworks for entrepreneurship research (De Winnaar, & Scholtz, 2019). The stronger the attitude towards subjective norms and self-employment, the stronger the willingness to start self-employment (Melugbo, Ogbuakanne, & Jemisenia, 2020). The entrepreneurial intention of Gen Z brings different influences. Gen Z lacks a thorough awareness of market experience and market needs, as well as a thorough understanding of the dynamic development and business information of diverse industries. As a result, they cannot find a suitable self-employment direction, which may lead to the blind following of some popular industries by Gen Z entrepreneurs. Second, wealth plays a key role in financing choices (Herdjiono, Maulany, & Aldy, 2018). The funding predicament of Gen Z is also a big bottleneck. Although e-commerce has greatly reduced the cost of starting a business, there are still some Gen Z who may have good business plans, but suffer from a lack of start-up capital; The lack of funds in the market leads to the weakening of risk ability and the lack of competitiveness, which leads to the failure of entrepreneurship. Therefore, it is very important to analyze the entrepreneurial willingness and factors of the Gen Z itself, which can help the Gen Z to strengthen the theoretical study of all aspects of entrepreneurship, entrepreneurial knowledge, management knowledge, and market knowledge. It is the top priority of Gen Z to exercise their abilities in all aspects when they really like and accumulate enough experience for the future.

In 2019, the whole world was affected by a pandemic called Covid-19. Of course, Malaysia is no exception. Due to the outbreak of the epidemic, the Malaysian government issued the Malaysian Movement Control Order (MCO) order to control the epidemic. The MCO has had a huge impact on Small and Medium Enterprises (SMEs) and the economy nationwide during this period. As a result, many companies were forced to close, causing severe economic losses to various industries. Brands and retailers face commercial difficulties, including those related to supply chain, health and safety, cash flow, labor, sales, marketing, and consumer demand (Donthu, & Gustafsson, 2020). Therefore many merchants are looking for new

business opportunities, which makes e-commerce entrepreneurship grow rapidly in Malaysia.

During Covid-19, Gen Z was untouched by market movements (NGUYEN et al., 2021). Gen Z is also stuck at home during MCO, not being able to go to school or work brings them a lot of free time. Thus, Gen Z who are influenced by risk-taking and confidence factors are more likely to trigger entrepreneurial intentions. Starting a business during the current Covid-19, the trade-off Risk, careful analysis, financial preparation, and precise information are all required (NGUYEN et al., 2021). Although online entrepreneurship is easier than traditional entrepreneurship, even if an online shopping platform entrepreneurship starts a business without preparations, the risk is still high, and it is more likely to cause losses. As a result, researching the elements that influence entrepreneurial willingness is important. The relevance of entrepreneurship for Malaysia's Gen Z when it comes to using online shopping platforms is critical. This move is mainly to study the sources of entrepreneurial intentions of Gen Z and whether they are fully prepared to start a business.

#### 1.4 Research Questions

The research questions proposed in this study are as below:

1. What are the factors that affect Malaysian Generation Z's entrepreneurial intention to use online shopping platforms?
2. What is the relationship between the factors affecting entrepreneurial intention and the entrepreneurial intention of Malaysia's generation Z to use online shopping platforms?
3. Which factor have the greatest impact on the intention of Malaysian Gen Z to use online shopping platforms entrepreneurial?

## 1.5 Research Objectives

The research objectives developed in this study are as follow:

1. To identify the factors that affect Malaysian Generation Z's entrepreneurial intention to use online shopping platforms.
2. To determine the relationship between factors affecting entrepreneurial intention and entrepreneurial intention of Malaysian Gen Z to use online shopping platforms.
3. To investigate the factor that have the greatest impact on the intention of Malaysian Gen Z to use online shopping platforms entrepreneurial.

## 1.6 Scope of Research

This study will focus on the factors that determine the entrepreneurial intentions of Gen Z on online shopping platforms in Malaysia, the relationship between the factors and Gen Z entrepreneurial intentions, and the degree of their influence. When Generation Z is born, it is already immersed in the Internet information age, and it is influenced by digital information technology, instant communication devices, and smartphone products. As Generation Z has risen to the top of the market, the era of Internet business has become more widespread. Therefore, Generation Z has become the research object of this study. This research is mainly aimed at Gen Z in Malaysia, so the scope of respondents will be limited to Gen Z in Malaysia. Using the survey methodology was distributed to the Gen Z people in Malaysia through Google Forms to collect data. Although the objectives of this study have been identified, there are some unavoidable limitations. The number of Gen Z willing to take the survey is very small in the country, so it may not be representative of the majority of Gen Z in Malaysia, which will affect the accuracy of the data.

### 1.7 Significant of Study

This study can provide some insights for research on entrepreneurial intention. Generation Z is the generation with the most growth potential and the highest entrepreneurial ability in the country. Therefore, it will become an important part of the future development of the country's economy. The results of this research will help to cultivate the entrepreneurial tendency of the generation Z, and entrepreneurship to drive employment has become an important development direction. In addition, the results can also help the generation Z to understand their own entrepreneurial ability defects in all aspects so that the generation Z can continue to cultivate And accumulated experience, and improve entrepreneurial ability so as to reduce its entrepreneurial risk. The national government can also benefit from this research by learning about Generation Z's entrepreneurial goals and developing a series of programs to assist Generation Z in supporting national economic development. The rise of Generation Z's entrepreneurial influence will have a significant impact on the development of countries, communities, and industries.

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## CHAPTER 2

### LITERATURE REVIEW

#### 2.1 Introduction

In Chapter 2, the study will discuss past research data on the factor of Malaysian Gen Z's entrepreneurial intentions on online shopping platforms. The discussion will begin with the introduction of entrepreneurship and entrepreneurial intention, as this is an important term throughout the study. The researchers will then present secondary data on factors that affect Gen Z in Malaysia's entrepreneurial intention. Finally, the researcher will discuss the research framework.

#### 2.2 Entrepreneurship

What exactly is entrepreneurship? The answer requires a deeper look at the nature and quality of definitions. However, all studies examining the nature of entrepreneurship have failed, so only one can be sure that entrepreneurship is a human behavioral activity or process (Zaheer, Breyer, & Dumay, 2019). Evaluation and exploitation, and identification of opportunities, are defined as highly impactful Entrepreneurship (Stam, & Van de Ven, 2021). Entrepreneurship is the creation, discovery, and utilization of suitable entrepreneurial opportunities, the combination of production factors with the help of effective business models or solutions, and the creation and creation of new businesses to obtain new business A successful activity

or process. The literature on strategic management, psychology, economics, and sociology is key to influencing entrepreneurship research, providing methodological tools and theoretical frameworks at various levels (De Winnaar et al., 2019).

Although much of the literature is controversial over past definitions, the field of entrepreneurship is being recognized, and most agree that there are three most basic approaches in the entrepreneurial literature (Braunerhjelm, Andersson, & Eklund, 2022): (1) Market function entrepreneurship, which focuses on it depends on the economic ability of the entrepreneurial enterprise rather than the personal personality type of the entrepreneur (Landström, 2020). Entrepreneurs mainly collect information and allocate resources from market demand, and look for entrepreneurial opportunities from within. (2) Entrepreneurship refers to a process that has been defined by a number of academics. This process can be classified into two types, both involving the identification of entrepreneurial opportunities and assessing the opportunity process and the sequence of events associated with the entrepreneur's creation of a new business. (3) Entrepreneur's personal personality, this method can be divided into 3 types. (I) A fundamental ability to be an entrepreneur is the capacity to recognize, exploit, and capture entrepreneurial ideas that others have not yet discovered. This behavior has also aroused the interest of many researchers in the creation of understanding firms (Parker, 2018). (II) Cognitive Processes, the cognitive processes of entrepreneurs are the result of many studies to understand how entrepreneurs think (McMullen, Brownell, & Adams, 2021). (III) Trait orientation, many studies have been pursuing a trait approach to entrepreneurship in order to be able to distinguish entrepreneurs from non-entrepreneurs (Iwu, Opute, Nchu, Eresia-Eke, Tengeh, Jaiyeoba, & Aliyu, 2021).

### **2.3 Entrepreneurial Intention**

Entrepreneurial intent is a mental state that can lead an individual to focus on something or achieve a goal (Bird 1988). Entrepreneurial willingness is a competent attitude and ability of entrepreneurs or entrepreneurs to engage in entrepreneurial activities. In modern times, entrepreneurship has become a popular career choice for

people. Individuals with entrepreneurial intention have a high probability of undertaking entrepreneurship (Ajzen, 2020), so the study of entrepreneurial intention is considered to be an effective method to study actual entrepreneurial behavior. The importance of entrepreneurial intention can be seen in recent academic research in the field of entrepreneurship (Hsu, Burmeister-Lamp, Simmons, Foo, Hong, & Pipes, 2019; Hueso, Jaén, & Liñán, 2020; Douglas, Shepherd, & Venugopal, 2021; Barba-Sánchez, Mitre-Aranda, & del Brío-González, 2022). Research on entrepreneurial intent has been shown to be effective in improving our understanding of entrepreneurial behavior.

There are several ways to study entrepreneurial intentions. Among them, the theory of planned behavior is the most widely used theory to study entrepreneurial intention (Ajzen, 2020). This theory claims that controlled behaviors, attitudes, and social norms can predict behavioral intent. In terms of controlled behavior, for example, academics have looked at self-efficacy as a measure of perceived entrepreneurial skills and their impact on entrepreneurial intent (Newman, Obschonka, Schwarz, Cohen, & Nielsen, 2019). In terms of attitudes, researchers looked into how personal views affect IT workers' entrepreneurial intentions (Şahin, Karadağ, & Tuncer, 2019). The researchers' research builds on the impact of cultural values and gender variations on entrepreneurial inclinations from the perspective of social norms (Meoli, Fini, Sobrero, & Wiklund, 2020). The model a researcher constructs in a specific setting is determined by the determinants of his choice, according to behavioral theory research (Meoli et al., 2020).

## **2.4 Generation Z**

The emergence of millennials is at the forefront of marketing and advertising. So millennials have high purchasing power and are also tech-savvy. Generations change, however, and Gen Z has arrived as a new generation. Generation Z, also known as the post-millennial generation, is somewhat different from millennials. Generation Z is the generation born after 1995. It can be said that Gen Z was born and raised in the era of social networks, so Gen Z is usually digital-centric, and technology represents



their identity (Gaidhani, Arora, & Sharma, 2019). Now, this new group is entering adulthood.

Gen Z is more entrepreneurial than the previous generation, 62% of Gen Z want to start their own business or are already starting one (Tejani, 2021). Gen Z is a generation that is drawn to entrepreneurship, they prefer to pursue employment in the social and business sectors, where they can exert their own influence. Gen Z prefers to have its own private space or workspace. Since Gen Z is a digital native, Gen Z prefers to use an offline workplace for communication and a flat organizational structure. Those Gen Z who have embarked on the entrepreneurial path not only have a strong entrepreneurial spirit, but Gen Z also transforms their unique skills, design and operation, and brand building into their entrepreneurial spirit (Tejani, 2021). The eldest Gen Z member will be 25 years old in 2022, and many Gen Z members are already well-known and successful in their entrepreneurial endeavours; for example, they use YouTube channels and applications to begin development in a variety of industries.

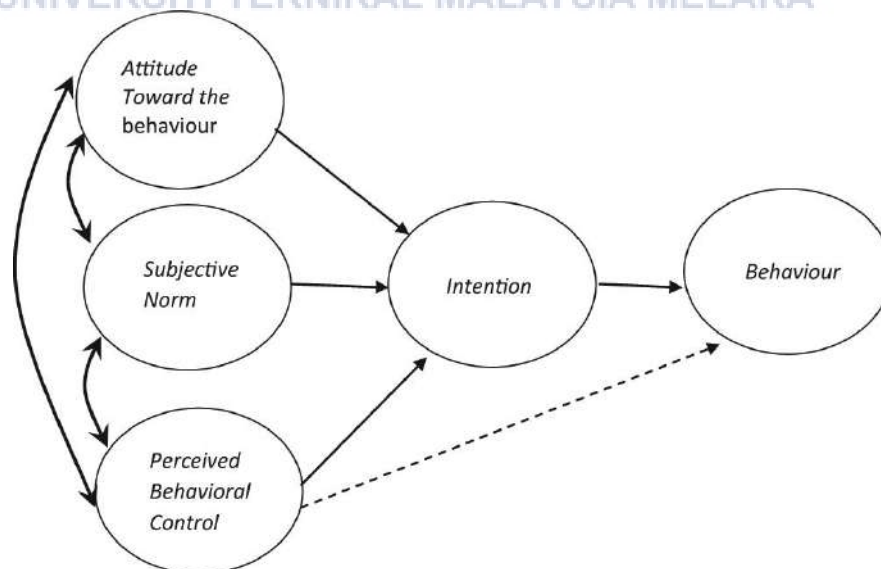
## 2.5 Online Shopping Platform

A shopping platform is a place built to facilitate transactions between buyers and sellers. Due to today's advanced web development, people's confidence in the online payment industry and technology is far greater than ever, resulting in a dramatic change in consumer behavior and a gradual shift away from traditional shopping methods (Omian, 2020). Online shopping has become an extremely common daily activity. Therefore, shopping platforms are divided into two categories, namely general shopping platforms and online shopping platforms. In 2020, an estimated 2 billion people worldwide purchased goods online and global electronic sales exceeded \$4.2 trillion (Coppola, 2022). In comparison to 2000, the number of worldwide Internet users has increased to 4.66 billion individuals, or 59.5 percent of the global population, as of January 2021 (Statista, 2021). This trend shows the huge potential of online shopping and brings different benefits to society and businesses globally.

The online shopping platform is a platform for buying and selling activities in the virtual world, which uses digital transmission of information to achieve the purpose of physical transactions. Because the online shopping platform is in the virtual world, it is far easier to start a business on the online shopping platform than on the real one, and its cost and risk are lower. This is why today's online business is more popular. Modern young people are welcome. Online shopping platform and ordinary shopping platform The three main stages of completing sales are divided into pre-sale, mid-sale, and after-sale. All online shopping platforms are set up around these three basic points, introduction, display, shopping guide, promotion, transaction, and after-sale. Including the company's advertising alliance, its own website, logistics system, after-sales system, handling disputes, etc. Shopping platforms such as Shopee, Lazada, Zalora, etc. are all online shopping platforms in Malaysia that are very popular among Malaysian netizens (Tiwari, 2021).

## 2.6 Theoretical Framework

### 2.6.1 Theory of Planned Behaviour (TPB)



**Figure 2.1: Theoretical Model – Theory of Planned Behaviour (TPB)**

Source: Ajzen (1991)

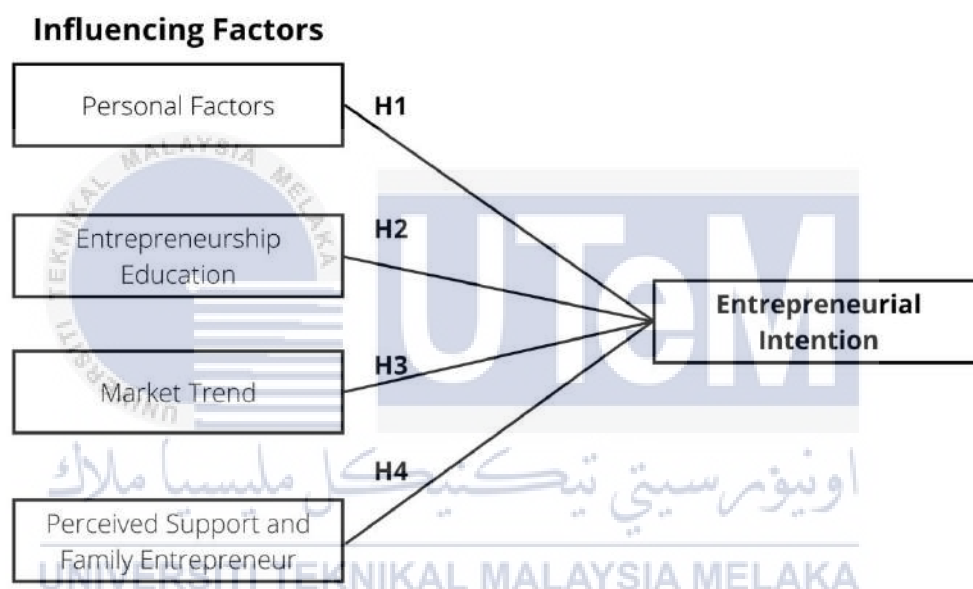
Ajzen (1991) proposed TBP, which assumes that intention is a description of motivational variables that influence behavior. It is a theory of the belief-behavior relationship. This shows the extent to which a person is trying to define his or her behavior. According to the above theory, it is influenced by factors such as behavioral attitude, subjective norms, and perceived behavioral control. The degree to which an individual perceives good and bad things is called attitude toward behavior. The social pressures of behavior or experienced behavior are called subjective norms. Perceived ease or problems based on assumptions and anticipated obstacles and obstacles based on prior experience is known as perceived behavioral control.

TBP can be used as a foundation for analyzing entrepreneurial intent. TBP can be used to investigate entrepreneurial intent and how it influences historical behaviour (Ajzen, 2020). If entrepreneurial intents are thought to be the product of attitudes, perceived behavioral control, and subjective norms, TPB is required to explore them in-depth (Alam, Kousar, & Rehman, 2019). This variable's attitude toward behaviour has a significant impact on the intent of agricultural university students in Taiwan (Yu, & Wang, 2019). Developing entrepreneurial intention among Muslim youth in Indonesia. (Baharuddin, & Ab Rahman, 2021). Students' attitude towards agricultural entrepreneurship in selected vocational colleges in Indonesia (Yunandar, Hariadi, & Raya, 2019).

Attitude refers to an individual's positive or negative feelings about behavior, that is, the attitude formed by an individual's conceptualized evaluation of this particular behavior, so the attitude component is often viewed as a function of key beliefs about how an individual's behavior will result. Therefore, the behaviors generated by personal factors such as personal self-confidence and entrepreneurial attitude are the basis for the analysis of entrepreneurial intentions in this study. Subjective norms are the source of perceived support and family entrepreneur factors. The social pressure an individual feels about whether or not to engage in a particular behavior is called a subjective norm. The influence of a prominent individual or group on whether an individual engages in a particular behavior is determined by the individual's behavior. Perceived behavioral control is the source of market trends and

entrepreneurial education factors. Disorders that reflect an individual's past experiences and expectations are called perceived behavioral control. The greater the perceived behavioral control over the behavior, the fewer barriers. It affects in two ways: 1. it has motivating significance for behavioral intention; 2. it can also directly predict behavior.

### 2.6.2 Conceptual/Research Framework



**Figure 2.2: Proposal Conceptual/Research Framework**

#### **IV Factors Affecting Entrepreneurial Intention on online shopping platforms of Generation Z in Malaysia**

Based on the conceptual/research framework, this study will look at the elements that influence Malaysian Generation Z's entrepreneurial intentions when it comes to online shopping platforms. The researchers collected five main factors that influence Malaysian Gen Z's entrepreneurial intention on online shopping platforms and examined how this factor affects their entrepreneurial intention. Personal factors, entrepreneurship education, market trend, and perceived support and family entrepreneur are among these elements. Expertise is in analyzing how factors influence Gen Z's entrepreneurial intentions in Malaysia, emphasizing the relevance

of research in influencing Gen Z's entrepreneurial intentions. All relevant research will be conducted in the context of Gen Z in Malaysia because examining Gen Z's potential to start a business in the future has favorable implications for Malaysia's future development.

According to the TBP model, people's assessments or attitudes toward the behaviour, are determined by their own comprehensible beliefs about the activity, where belief is defined as the subjective probability that the behaviour will create a specific result. As a result, the independent variable personal factors are listed as one of the primary factors affecting entrepreneurial intention on online shopping platforms of Generation Z in Malaysia. Perceived behavioral control relates to a person's sense of how simple it is to carry out the desired activity. Perceived behavioral control fluctuates depending on the situation and action, hence a person's sense of behavioral control differs from one situation to the next. This is why the independent variables entrepreneurship education are identified as the primary factors affecting entrepreneurial intention on online shopping platforms of Generation Z in Malaysia. One of the primary factors affecting entrepreneurial intention on online shopping platforms of Generation Z in Malaysia is the independent variables market trends factor and perceived support and family entrepreneur factor. An individual's elaboration of subjective norm is their assessment of whether or not their friends, family, and society expect them to act in a certain way. Assessments of diverse social groups are used to determine subjective norm.

## **2.7 Factors Affecting Gen Z in Malaysia's Entrepreneurial Intention**

### **2.7.1 Personal Factors**

Research shows that demographic characteristics such as education, gender, and age have a significant impact on company performance (Rungani, & Potgieter, 2018). There are many studies on the relationship between personality and business intentions (Zhou, Yang, Li, & Zhang, 2018). Using a moderation model drawn from

the theory of planned behaviour, this study investigated the impact of personality variables on entrepreneurial goal creation. One of the markers of intention, according to principles from the theory of planned action, is attitude (Ajzen, 2020). Entrepreneurial leanings is another term for an entrepreneurial mindset. If a person thinks starting a business is good for them, they will want to start a new business. There is a positive correlation between entrepreneurial intention and personal attitude characteristics (PHAN TAN, 2021).

Confidence determines the effectiveness of business and is a prerequisite for realizing business intent (Shahneaz, Amin, & Eni, 2020). Self-confidence is a must-have trait for anyone who wants to start a business. An individual's confidence in developing individual entrepreneurial capabilities depends not only on the education received but also on the individual's abilities (Ratten, & Jones, 2021). Confidence in innovative things is an important part of inspiring an entrepreneurial mindset. Both internal and external factors enhance the possibility of an individual's entrepreneurship (Henao-García, Arias-Pérez, & Lozada-Barahona, 2020). Among them, for Gen Z, self-confidence is definitely an intrinsic factor that has a significant impact on personal entrepreneurial willingness. Conversely, a lack of confidence will make it difficult for individuals to accept or take risks when starting a business. However, failure is inevitable when starting a business, learn to accept and overcome and accumulate experience for the future when starting a business again.

A person's willingness to accept unknown situations is called risk-taking (Jena, 2020). Risk-taking is related to a person's personality and has a good impact on their business goals (Vodă, & Florea, 2019). Risk-taking is two-sided, it can bring great returns to entrepreneurs as well as significant losses for entrepreneurs. Entrepreneurs who can handle risk will have a higher chance of successfully starting a business (Miano, 2020). Entrepreneurs must accept the trade-offs of money, time, and connections to start a new company, so taking risks is a necessary part of the process (PHAN TAN, 2021). A different characteristic of entrepreneurs and managers is that the entrepreneur must accept the risk of profit or loss (Kerr, Kerr, & Xu, 2018). Entrepreneurs need to take risks in unpredictable and uncertain business environments in order to obtain opportunities for success (Bird, 1988). Many educational institutions offer to teach management skills and offer models of

teaching entrepreneurial projects (NGUYEN et al., 2021). Problem-solving skills and critical thinking, as well as the ability to foresee dangers that may arise in hypothetical situations, can be enhanced through teaching (NGUYEN et al., 2021). The recent outbreak of the Covid-19 pandemic has led many entrepreneurs to question whether they accept risk. Therefore, the following hypothesis are made:

**H0:** Personal factors do not have significant relationship with entrepreneurial intention on Gen Z Malaysia to use online shopping platforms.

**H1:** Personal factors have significant relationship with entrepreneurial intention on Gen Z Malaysia to use online shopping platforms.

### 2.7.2 Entrepreneurship Education

Any educational process or educational program that focuses on the knowledge, business skills, and attitudes needed to build a company is called entrepreneurship education (Jena, 2020). Entrepreneurship education refers to high-value education aimed at developing enterprises with entrepreneurial traits and skills (Ndofirepi, 2020). According to solid learning theory, entrepreneurship education can cultivate entrepreneurial tendencies by expanding entrepreneurial traits and business knowledge (PHAN TAN, 2021). To encourage a new generation of entrepreneurship and aspirations, some educational institutions have offered to teach entrepreneurial project models and management skills (NGUYEN et al., 2021). In addition, human capital theory (Boldureanu, Ionescu, Bercu, Bedrule-Grigoruță, & Boldureanu, 2020) and entrepreneurial self-efficacy (PHAN TAN, 2021) are used to explain entrepreneurial education. Entrepreneurship education covers a wide range of topics, including creative and critical thinking, negotiation, leadership, and decision-making (Ernst, 2018). According to empirical research, entrepreneurs are generally more educated than others, thus confirming the importance of entrepreneurship education in terms of entrepreneurial intention (PHAN TAN, 2021). Entrepreneurial behavior can be encouraged or supported through entrepreneurship education in schools, university seminars, and part-time training (Hongdiyanto, Christian, & Dewanti, 2020). Therefore, the following hypothesis are made:



**H0:** Entrepreneurship education factors do not have significant relationship with entrepreneurial intention on Gen Z Malaysia to use online shopping platforms.

**H2:** Entrepreneurship education factors have significant relationship with entrepreneurial intention on Gen Z Malaysia to use online shopping platforms.

### 2.7.3 Market Trend

Market trends are one of the most important factors for entrepreneurs to decide whether to start a business (NGUYEN et al., 2021). Today's Gen Z is constantly inventing new businesses and activities and capturing and following global trends. Economic liberalization has been found to promote opportunistic entrepreneurship in the global economy (Bennett, 2021). Entrepreneurship requires not only talent, risk-taking, or creativity, but also the entrepreneur's ability to seize current opportunities. Entrepreneurship is manifested in the never-ending pursuit of new markets and opportunities, which has a significant and positive impact on economic growth (Ali & Jabeen, 2022). Capturing market trends requires extensive knowledge and experience, as well as the ability to take calculated risks when entering new markets, understand market needs and develop effective corporate strategies (NGUYEN et al., 2021). In today's entrepreneurial environment, entrepreneurs who jump on the bandwagon and seize the opportunity will find it easier to be successful entrepreneurs. Therefore, the following hypothesis are made:

**H0:** Market trend factors do not have significant relationship with entrepreneurial intention on Gen Z Malaysia to use online shopping platforms.

**H3:** Market trend factors have significant relationship with entrepreneurial intention on Gen Z Malaysia to use online shopping platforms.



### 2.7.4 Perceived Support and Family Entrepreneur

The degree of support and encouragement an individual feels he has received from relatives and friends in his attempts to become an entrepreneur is referred to as family and friend support (PHAN TAN, 2021). Interpersonal relationships can have a significant impact on an individual's psychology when starting a business (Al-Jubari, Hassan, & Liñán, 2019). The first socially difficult moment in everyone's life is with family. The values that parents want their children to have shaped their personalities. In terms of emotional support, family is a motivating factor, and emotional comfort has a beneficial effect on business aspirations (PHAN TAN, 2021).

Most entrepreneurship research acknowledges the influence of family and others on entrepreneurship. Common in the early stages of the entrepreneurial process, when entrepreneurs experience entrepreneurial setbacks or missteps, families can help (Al-Jubari et al., 2019). A person's entrepreneurial family instills in him or her the ideas, management skills, expertise, and foresight needed to run a family business, which will influence individual entrepreneurial intentions (PHAN TAN, 2021). Some studies have shown that members of entrepreneurial families have an advantage over others in entrepreneurship (Alrawadieh, Karayilan, & Cetin, 2019). Entrepreneurs whose parents or relatives are founders of the company are more confident in their ability to start, run, and grow the business (Constantinidis et al., 2018). Therefore, the following hypothesis are made:

**H0:** Perceived support and family entrepreneur factors do not have significant relationship with entrepreneurial intention on Gen Z Malaysia to use online shopping platforms.

**H4:** Perceived support and family entrepreneur factors have significant relationship with entrepreneurial intention on Gen Z Malaysia to use online shopping platforms.

## 2.8 Research Hypotheses

The hypotheses that are established for this research are:

### Hypothesis 1

**H0:** Personal factors do not have significant relationship with entrepreneurial intention on Gen Z Malaysia to use online shopping platforms.

**H1:** Personal factors have significant relationship with entrepreneurial intention on Gen Z Malaysia to use online shopping platforms.

### Hypothesis 2

**H0:** Entrepreneurship education factors do not have significant relationship with entrepreneurial intention on Gen Z Malaysia to use online shopping platforms.

**H2:** Entrepreneurship education factors have significant relationship with entrepreneurial intention on Gen Z Malaysia to use online shopping platforms.

### Hypothesis 3

**H0:** Market trend factors do not have significant relationship with entrepreneurial intention on Gen Z Malaysia to use online shopping platforms.

**H3:** Market trend factors have significant relationship with entrepreneurial intention on Gen Z Malaysia to use online shopping platforms.

### Hypothesis 4

**H0:** Perceived support and family entrepreneur factors do not have significant relationship with entrepreneurial intention on Gen Z Malaysia to use online shopping platforms.

**H4:** Perceived support and family entrepreneur factors have significant relationship with entrepreneurial intention on Gen Z Malaysia to use online shopping platforms.

## CHAPTER 3

### RESEARCH METHODOLOGY

#### 3.1 Introduction

This chapter will focus on the research methodology used in this study and how the research was conducted to achieve the research objectives. A systematic strategy for solving a research problem is defined as a research methodology. The methods used to obtain the data and the research process will be discussed using research methodology. Therefore, research designs, and selection of methodological choice were first reviewed. Data collections, research strategy, development of questionnaires, sampling design, pilot test, and time horizons are all things to consider. Finally, the chapter concludes with a description of data analysis, covering data validity and reliability.

#### 3.2 Research Design

The coherent and logical integration of the various components of a study, as well as the selection of an overall strategy to ensure an effective solution to the research question, is referred to as research design. It can be viewed as a framework or blueprint for data collection, measurement, and analysis (Blaikie, & Priest, 2019). In conducting research, the researcher will select a framework of study methods and

techniques. Possibly the most important overall method for researchers to effectively tackle their difficulties. This study mainly explores the relationship between factors affecting entrepreneurial intention and entrepreneurial intention of Malaysian Gen Z on online shopping platforms.

### **3.3 Methodological Choices**

Researchers are urged to learn about the various research methodologies accessible to them so that they can select the one that best fits the research issue (Ragab & Arisa, 2018). Method selections are divided into three categories: quantitative, qualitative, and mixed methods, which narrow down data collecting, analysis, and interpretation procedures (Ishtiaq, 2019). Because the consequences of statistical hypothesis testing lead to general implications of overall personality, quantitative procedures are frequently defined as logical (Chae, & Park, 2018). Quantitative approaches investigate events by gathering numerically measurable data and interpreting it with the use of mathematical models and statistical methods. Quantitative research approaches include experiments, surveys, systematic observations, and structured interviews (Ragab et al., 2018). Larger sample sizes and statistical evaluations of connections between numerous variables distinguish quantitative studies (Lock & Seele, 2015). Based on the above research methods, the researchers finally decided to choose quantitative research methods for further research in this study. Quantitative research is frequently associated with positivism, according to (Ishtiaq, 2019), especially when employed with predetermined and highly structured data collection methodologies.

### **3.4 Data Collection**

Data collection is the process of gathering, measuring, and assessing the right insights for study using tried-and-true procedures. Probabilistic sampling, often known as random selection or chance, is the process of picking a sample from a

population using the idea of randomization. The purpose of a probabilistic sample design is to reduce sampling error in the estimates of the most important survey variables while shortening the survey's duration and cost. This selection may also be influenced by operational constraints, such as survey frame characteristics. The research and data collection for this study were conducted using a survey-based technique. Primary data and secondary data are the two types of data collected. Researchers will collect primary and secondary data in this study to provide more valid and reliable data for a better knowledge of the research issue. This study used a survey-based questionnaire as primary data since it was deemed relevant and applicable to the information and data needed for this investigation, which required gathering a large sample of data.

#### **3.4.1 Primary Data**

Primary data provides both raw data and firsthand proof. Data gathered by direct observation, interviews, and survey or questionnaire dissemination. Questions and Google Forms questionnaires were used to obtain primary data. A questionnaire is a systematic data collection technique that consists of a series of written and oral questions that respondents must answer. Respondents from Generation Z in Malaysia will fill out the questionnaire. The primary data collected through surveys or questionnaires aids in identifying the factors that affect Malaysian Generation Z's entrepreneurial intention to use online shopping platforms, as well as which influences have the greatest impact on the intention of Malaysian Gen Z to use online shopping platforms entrepreneurial.

#### **3.4.2 Secondary Data**

Researchers also look to secondary data to help them develop ideas and understand the basics of the study. Secondary data is data that has already been acquired by other researchers and is useful for establishing a preliminary knowledge

and foundation for a research topic. Secondary data can be accessed and collected from a variety of sources, including websites, news, journals, publications, conferences, records, books, periodicals, and even government reports and statistics are all sources of information. Secondary data will be obtained as the base data for the base information in this study.

### 3.5 Research Strategy

Research strategies are intended to provide guidance on how to respond to research questions and achieve research objectives. A survey or questionnaire was utilized as a data collection tool in this study to thoroughly investigate the factors that affect Malaysian Generation Z's entrepreneurial intention to use online shopping platforms.

Personal factors, entrepreneurship education, market trends, and perceived support and family entrepreneur is the independent variable in this study's theoretical models and research frameworks, whereas entrepreneur intention Gen Z to use online shopping platforms are dependent variables. The questionnaire is broken into three sections. Part A asks respondents to answer questions regarding demographic information such as age and gender. The independent variable (personal factors, entrepreneurship education, market trends, perceived support and family entrepreneur) is discussed in Part B, and the dependent variable (entrepreneur intention Gen Z to use online shopping platforms) is discussed in Part C.

A five-point Likert scale was employed in the research survey to explore the dependent and independent variables. Elements were created to answer basic data collection questions. For design questions, the Likert scale contains five degrees, ranging from 1: Totally disagree to 5: Totally agree. Likert scales are a common instrument in social science research and teaching since they are one of the most fundamental psychometric methods for surveying participants (Kriksciuniene, Sakalauskas, & Lewandowski, 2019). This study used an online questionnaire generated on the Google Forms platform to perform its investigation. Questionnaires

are one of the most extensively used data collection instruments in social science research, with the primary goal of collecting information related to the topic in the most reliable and valid way possible so that it may be used as analytical data (Kriksciuniene et al., 2019).

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

**Figure 3.1: Five-point Likert Scale**

### 3.6 Questionnaire Design

The information provided by the respondents is the topic of the first portion, part A. Include age, gender, and whether respondents have entrepreneurial intentions. The focus of the second part, part B, focuses on independent variable research. The personal factors, entrepreneurship education, market trends, and perceived support and family entrepreneurs on the entrepreneurial intention of Gen Z to use online shopping platforms in Malaysia are among the variables studied. There are 4-5 questions in each question. The dependent variable entrepreneurial intentions Gen Z are the topic of Part III, Part C. Gen Z's confidence in entrepreneurial ambitions and entrepreneurial intentions are both tested. Investigate whether there is any relationship between the structures of each measurement using the results from all of these sections. Agree or disagree with each item in Sections B and C on a five-point Likert scale, with 1 indicating "strongly disagree," 2 indicating "disagree," 3 indicating "neutral," and 4 indicating "agree," and 5 indicating "strongly agree." The Google Forms tool was used to build the survey, which was then disseminated entirely digitally to the intended respondents. The online questionnaire dissemination approach is less expensive, more flexible, and time-saving than the traditional

method. In fact, distributed surveys can provide fast and accurate data and result in a short amount of time.

### 3.7 Sampling Design

The sampling technique used in this study was simple random sampling. A sample as a target set of respondents representing individuals in a population, whereas sampling is the act of selecting a sample using a specific process or technique (Bell, & Waters, 2018). Simply put, sampling is the collection of a smaller amount of data that is representative of the entire population. This study's target population is Malaysia's Generation Z, and the sample population includes all Malaysian born between 1995 and 2012.

Malaysia has a population of 32.3 million people, according to the Department of Statistics Malaysia (2022). The study chose 384 Malaysian respondents as the sample size for this survey study. The sample size for populations greater than one million would be 384 (Bell et al., 2018). As a result, the questionnaire was distributed to 384 respondents to ensure that the results obtained were sufficiently valid. The typical confidence level used in management studies is 95%. (0.05: Z-score equals 1.96). Determine the sample size involved in the population percentage or proportion estimation problem based on the sample size with a 95 percent confidence level expected accuracy, as shown in the figure below.



Population Size	Variance of the population P=50%		
	Confidence level=95%		
	Margin of error		
	5	3	1
50	44	48	50
75	63	70	74
100	79	91	99
150	108	132	148
200	132	168	196
250	151	203	244
300	168	234	291
400	196	291	384
500	217	340	475
600	234	384	565
700	248	423	652
800	260	457	738
1000	278	516	906
1500	306	624	1297
2000	322	696	1655
3000	341	787	2286
5000	357	879	3288
10000	370	964	4899
25000	378	1023	6939
50000	381	1045	8057
100000	383	1056	8762
250000	384	1063	9249
500000	384	1065	9423
1000000	384	1066	9513

**Figure 3.2: Sample size for different sizes of population**

Source: (Gill, Biger, & Mathur, 2010)

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### 3.8 Pilot Test

The pilot test was designed to improve the questionnaire so that respondents had no difficulty answering questions and collecting data. A pilot test is essentially a practise distribution of the questionnaire before collecting data. A pilot test was conducted to reflect on and modify the questionnaire in order to improve its feasibility (Chatterjee, & Kar, 2020). The pilot test sample was 10% of the actual sample size from a large population (Agbadje, Rahimi, Côté, Tremblay, Diallo, Elidor, & Légaré, 2022). As a result, based on the actual sample size of 384, the study will distribute 38 questionnaires to Malaysian respondents. This is consistent with the rule of thumb described by (Chatterjee et al., 2020), which states that the sample size should not exceed 50 respondents, and that if the number is exceeded,

more problems may be discovered. To reduce the possibility of biased responses, those taking part in the pilot test will not be involved in the actual data collection process.

Cronbach's Alpha calculates the average correlation between each item and the other items in the variable. Acceptable if the Cronbach's alpha reliability coefficient is between 0.6 and 0.7. (Long, & Khoi, 2020) It is considered to be reliable if it is greater than 0.7.

Cronbach's Alpha Coefficient Range	Strength of Association
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

**Table 3.1: Cronbach's Alpha Coefficient Range**

Source: (Saunders, Lewis, & Thornhill, 2016)

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### 3.9 Data Analysis Tools

The data gathered will be analysed with the Statistical Package for Social Sciences (SPSS). Determine descriptive statistics for a set of data using the Statistical Package for Social Sciences (SPSS), such as mean, median, mode, standard deviation, and variance score. Descriptive statistics simply gather large amounts of data in an orderly manner and summarise or describe a set of quantitative data. During the data analysis process, the collected data is summarised into tables, graphs, or charts and supplemented with secondary data to supplement the original data collected via survey distribution. To assess the data's reliability and validity, this study will use descriptive and inferential analyses.

### 3.9.1 Descriptive Analysis

Descriptive analysis is used to describe large amounts of data that have been converted into numerical values. A method of transforming collected data into a more manageable form that is easier to understand and interpret by describing what the data shows. Descriptive analysis is closely related to the measured variables, focusing on the two aspects of central tendency and dispersion. There are three methods for measuring central tendency: mean, mode, and median, and dispersion refers to how data values spread out around that central tendency. The most common types of dispersion are standard deviation and variance. In this study, respondents' demographics will be expressed in frequency and percentage, while variables, whether independent or dependent, will be expressed using mean, mode, median, and range. Respondent demographics will be expressed in frequency and percentage in this study, while variables, whether independent or dependent, will be expressed using mean, mode, median, and standard deviation.

### 3.9.2 Inferential Analysis

Inferential Analysis is the extension of data collection beyond the data collected; it can be judgments or conclusions based on the data obtained.

### 3.9.3 Regression Analysis

Multiple regression analysis is a step beyond simple linear regression. ANOVA is used to predict the value of a variable based on the values of two or more other variables. A simple regression defined the relationship between the dependent and independent variables, whereas multiple regression defined the dependence of the independent variables (personal factors, entrepreneurial education, market trends,

and perceived support and family entrepreneurs) on the dependence variable for analysis (entrepreneurial intent Gen Z). To summarise, regression analysis is used to determine the impact of one variable (the independent variable) on another variable (dependent variable). This study's multiple regression equation is as follows:

$$\text{Equation: } Y = a + bX_1 + cX_2 + dX_3 + eX_4$$

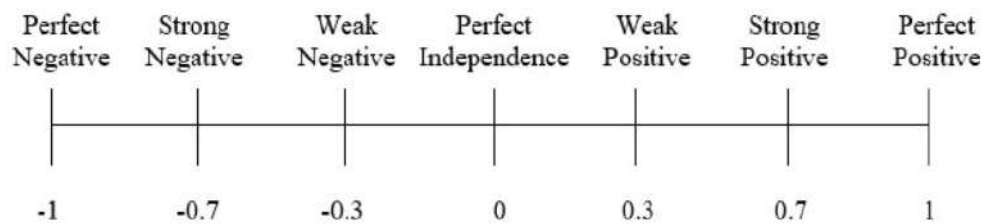
a	Constant/Other influences
b	Influence of X1 (Cause Important)
c	Influence of X2 (Congruence between product and cause)
d	Influence of X3 (Cause Proximity)
e	Influence of X4 (Length/Frequency of Support)
Y	Dependent Variable (Customer Purchase Intention)
X1, X2, X3,, X4, X5	Independent Variables

**Table 3.2: Equation of Multiple Regression Analysis**

Source: (Saunders, Lewis & Thornhill, 2016)

#### 3.9.4 Pearson's Correlation Coefficient

The Pearson correlation coefficient measures the strength of a linear relationship between two numerical variables. The sample correlation coefficient  $r$  can range between -1 and 1. Regression coefficients, denoted  $r$ , range from -1 to +1, with -1 representing a perfect negative correlation and +1 representing a perfect positive correlation. Also, if the value of  $r$  is -1, it means that one of the variables will increase by one unit while the other variable will decrease by an equivalent unit, whereas if the value of  $r$  is +1, it means the opposite will occur. When  $r$  equals 0, this indicates that there is no relationship between the variables. Finally, if the significance value is less than 0.05 ( $p < 0.05$ ), the relationship is significant, and the null hypothesis  $H_0$  is rejected.



**Figure 3.3: Pearson's Correlations Coefficient**

Source: (Saunders, Lewis, & Thornhill, 2016)

### 3.10 Validity and Reliability


Thematic analysis data demonstrates the effectiveness of the identified results in the factors that affect Malaysian Generation Z's entrepreneurial intention to use online shopping platforms. The ability to measure what is being measured is referred to as validity. It refers to the extent to which the research field is covered by the data collected, among other things. As a result, the survey's questions and statements are clearly worded to guide respondents in interpreting them in the same way that the research does.

A study must be able to achieve the same results or findings over time in order to be considered reliable. As a result, measurement is said to be reliable if it produces consistent results or findings. Regardless of the circumstances, participant and observer errors can have a negative impact on the study's reliability. The respondents to the survey must be carefully chosen to increase the reliability of the research. Furthermore, Cronbach's Alpha reliability statistics are used to assess the dependability of a variety of scales. When making decisions, reliability must be considered alongside validity.

## CHAPTER 4

### DATA ANALYSIS

#### 4.1 Introduction



In this chapter, the results of research conducted using quantitative methods are discussed. The purpose of this study is to identify the factors that affect Malaysian Generation Z's entrepreneurial intention to use online shopping platforms, determine the relationship between factors affecting entrepreneurial intention and entrepreneurial intention of Malaysian Gen Z to use online shopping platforms, and investigate the factor that has the greatest impact on the intention of Malaysian Gen Z to use online shopping platforms entrepreneurial. The data collected by the questionnaire involved Gen Z in Malaysia as respondents. The questionnaire will explore the factors that affect entrepreneurial intention, and finally explore the respondents' entrepreneurial intention.

After that, data analysis was followed by Hypothesis Testing, Pearson Correlation, and Multiple Regression Testing. The data analysis was tested based on 384 Gen Z respondents in Malaysia, and the questionnaire was divided into 3 parts, Part A for demographics, Part B for factors affecting entrepreneurial intention on

online shopping platforms, and Part C for entrepreneur intention to use online shopping platforms.

To make sure the questionnaire was error-free, the validity of the survey was checked using a pilot test with 38 respondents. Understanding the questionnaire's potential flaws and shortcomings is crucial before sending the real survey. Made modifications to ensure proper spelling and punctuation. Cronbach's Alpha was also noted during the pilot and reliability testing.

#### 4.2 Pilot Test

The pilot test, commonly referred to as the pre-test, used a 38-questionnaire setting with a sample size of  $S = 384$ . 10% of the population of the total sample size should constitute the test sample. The purpose of the pilot test was to determine whether the questionnaire was accurate in obtaining the expected data. Therefore, the validity of the pilot test and the reliability of the questionnaire can be assessed. During pilot testing, internal consistency was assessed using Cronbach's Alpha.

Variable	Cronbach's Alpha	N of items	Strength of Association
<b>Independent Variables</b>			
Personal Factors	0.838	4	Good
Entrepreneurship Education	0.622	4	Acceptable
Market Trend	0.712	4	Acceptable
Perceived Support and Family Entrepreneur	0.857	4	Good
<b>Dependent Variables</b>			

Entrepreneur Intention to use Online Shopping Platforms	0.790	5	Acceptable
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**Table 4.1: Reliability Statistic of Variables**

Source: SPSS Output

Cronbach's Alpha	N of Items
0.905	21

**Table 4.2: Reliability Statistic of Overall Pilot Test**

Source: SPSS Output

An alpha of 0.6 – 0.7 is regarded as an acceptable degree of reliability, while an alpha of 0.8 or more is considered to be a very good level, according to the commonly recognized rule. All variables lead to items results with a quite high level of internal consistency, as seen in Table 4.1 above, where Cronbach's alphas are all larger than 0.6. For Cronbach's Alpha of the Perceived Support and Family Entrepreneur is 0.857, and Personal Factors Cronbach Alpha is 0.838 have a good correlation. While the Cronbach Alpha of the Entrepreneur Intention to use Online Shopping Platforms is 0.790, and Market Trend is 0.712, and Entrepreneurship Education is 0.622 have an acceptable correlation. All in all, there are good correlations and acceptable correlation across the items for each variable.

According to Table 4.2, the overall variable's Cronbach's Alpha coefficient is 0.905, which is excellent, and the number of items is 21. Therefore, it can be concluded that these items have relative internal consistency.



### 4.3 Reliability Test

The internal consistency or average correlation of items for each of the independent variables is assessed using Cronbach's alpha. The generally accepted norm states that an alpha of 0.6 – 0.7 is considered to be an acceptable level of reliability, while an alpha of 0.8 or more is regarded as a very good level.

Variable	Cronbach's Alpha	N of Items	Strength of Association
<b>Independent Variables</b>			
Personal Factors	0.861	4	Good
Entrepreneurship Education	0.824	4	Good
Market Trend	0.762	4	Acceptable
Perceived Support and Family Entrepreneur	0.854	4	Good
<b>Dependent Variables</b>			
Entrepreneur Intention to use Online Shopping Platforms	0.846	5	Good

**Table 4.3: Reliability Statistic of All Variables**

Source: SPSS Output

Cronbach's Alpha	N of Items
0.915	21

**Table 4.4: Reliability Statistic of Overall Variables**

Source: SPSS Output

Since all Cronbach's Alpha values are higher than 0.7, it can be inferred from Table 4.3 that the items exhibit relative internal consistency for all variables. For Cronbach's Alpha of the Personal Factors is 0.861, and Perceived Support and Family Entrepreneur Cronbach Alpha is 0.854 have a good correlation. While the Cronbach Alpha of the Entrepreneur Intention to use Online Shopping Platforms is 0.846. Entrepreneurship Education is 0.824, and Market Trend is 0.762 have an

acceptable correlation. All in all, there are good correlations and acceptable correlation across the items for each variable.

The total variable for Cronbach's Alpha, as determined by 21 items and shown in Table 4.4, is 0.915, which is significantly higher than 0.7. This leads to the conclusion that these things have a reasonable level of internal consistency.

#### 4.4 Respondents Rate

	Total	Percent (%)
<b>Number of Questionnaires Distributed</b>	384	100
<b>Fully Response</b>	384	100
<b>Not Qualified</b>	0	0

**Table 4.5: Respondent Rate**

Source: Develop From the Research

384 questionnaires were delivered in total to Gen Z respondents in Malaysia. Google Forms is used to disseminate forms online across Malaysia. 384 (100%) questionnaires were distributed and all of them were deemed valid because the respondents successfully completed all the questions.

## 4.5 Descriptive Data Analysis

### 4.5.1 Socio-Demographic

Data gathered through the use of questionnaires, such as basic characteristics, are described using descriptive statistics. It gives a concise overview of the samples and measurement results. Data analysis displaying the results of the questionnaire survey and the sociodemographic information gathered from 384 respondents, as well as independent variables (personal factors, entrepreneurial education, market trends, and perceived support and family entrepreneur) and dependent variables (entrepreneur intention to use online shopping platforms).

Demographic	Demographic Details	Frequency	Percentage (%)
Gender	Male	212	55.2
	Female	172	44.8
Age Group	22 - 25	199	51.8
	18 - 21	132	34.4
	14 - 17	41	10.7
	10 - 13	12	3.1
Ethnic	Malay	145	37.8
	Chinese	174	45.3
	Indian	65	16.9
Location	Northern Region (E.g. Perak, Perlis and Kedah)	45	11.7
	East Coast Region (E.g. Kelantan, Terengganu and Pahang)	43	11.2
	Central Region (E.g. Selangor, KL and Putrajaya)	116	30.2

	Southern Region (E.g. Negeri Sembilan, Melaka, Johor)	159	41.4
	East Malaysia (E.g. Sarawak and Sabah)	21	5.5
Highest Education Level	Master	15	3.9
	Degree	170	44.3
	STPM / A Level / Diploma	109	28.4
	SPM	72	18.8
	PMR & Below	18	4.6

**Table 4.6: Summary of Socio-demographic of respondent**

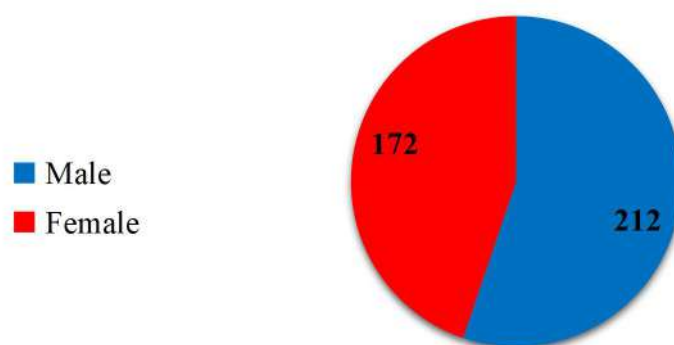
Source: SPSS Output

#### 4.5.1.1 Gender

	Frequency	Percent	Valid Percent
Male	212	55.2	55.2
Female	172	44.8	44.8
Total	384	100.0	100.0

**Table 4.7: Gender**

Source: SPSS Output



**Figure 4.1: Gender**

There were 212 (55.2%) male respondents and 172 (44.8%) female respondents in the sample of 384 respondents depicted in Table 4.7 above and Figure 4.1. According to this statistic, there are noticeably 40 respondents (10.42%) more males than females among those who responded.

#### 4.5.1.2 Age Group

	Frequency	Per cent	Valid Percent
22 - 25	199	51.8	51.8
18 - 21	132	34.4	34.4
14 - 17	41	10.7	10.7
10 - 13	12	3.1	3.1
Total	384	100.0	100.0

Table 4.8: Age Group

Source: SPSS Output

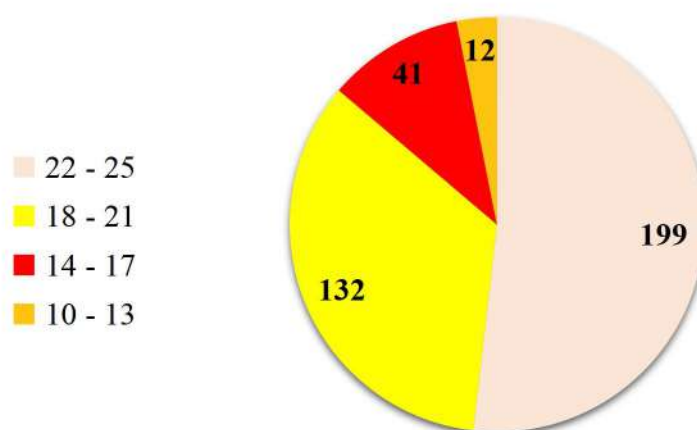


Figure 4.2: Age Group

The age groups that responded to the survey are listed in Table 4.8. The age groups with the highest proportion of respondents in this study were the 22 - 25 age group (199 respondents or 51.8%) and follow by the 18 - 21 age group (132 respondents or 34.4%). The 14 - 17 age group had 41 respondents or 10.7%. The lowest respondents between 10 - 13 age group had 12 respondents or 3.1% of the respondents. Respondents aged 22 - 25 had the strongest responses to the study, whereas respondents aged 10 - 13 were the least responsive group.

#### 4.5.1.3 Ethnic

	Frequency	Percent	Valid Percent
Malay	145	37.8	37.8
Chinese	174	45.3	45.3
Indian	65	16.9	16.9
Total	384	100.0	100.0

Table 4.9: Ethnic

Source: SPSS Output

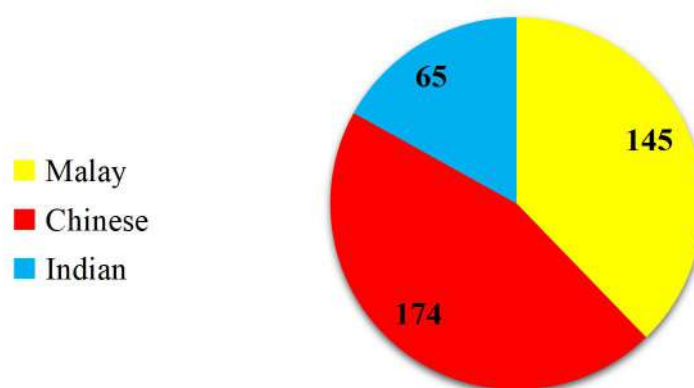


Figure 4.3: Ethnic

Figure 4.3 shows that the majority of respondents were Chinese at 174 (45.3%), followed by Malay at 145 (37.8%) and Indian at 65 (16.9%) respectively.

#### 4.5.1.4 Location

	Frequency	Percent	Valid Percent
Northern Region (E.g. Perak, Perlis and Kedah)	45	11.7	11.7
East Coast Region (E.g. Kelantan, Terengganu and Pahang)	43	11.2	11.2
Central Region (E.g. Selangor, KL and Putrajaya)	116	30.2	30.2
Southern Region (E.g. Negeri Sembilan, Melaka, Johor)	159	41.4	41.4
East Malaysia (E.g. Sarawak and Sabah)	21	5.5	5.5
<b>Total</b>	<b>384</b>	<b>100.0</b>	<b>100.0</b>

Table 4.10: Location

Source: SPSS Output

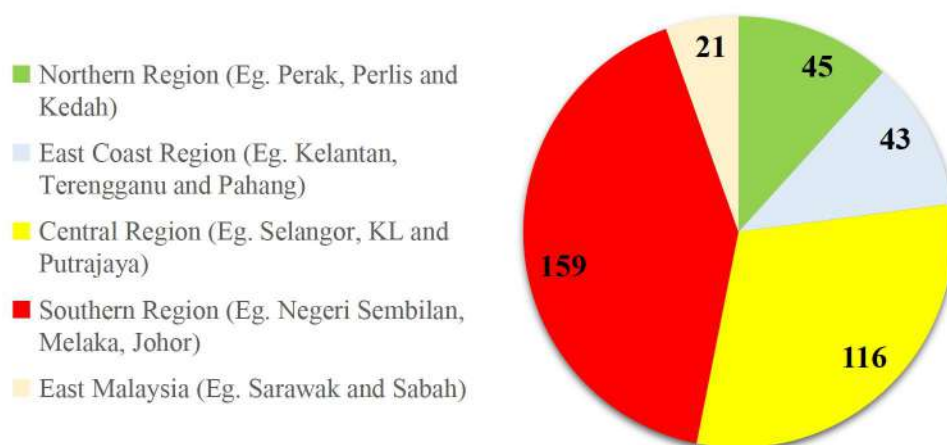


Figure 4.4: Location

Table 4.10 and Figure 4.4 show the location of respondents who participated in completing the questionnaire. The highest was from southern regions (eg Negeri Sembilan, Melaka, and Johor) with 159 (41.4%) respondents. The second highest came from the central regions (eg Selangor, Kuala Lumpur, and Putrajaya) with 116 (30.2%) respondents. The northern regions (eg Perak, Perlis, and Kedah) had 45 (11.7%) respondents. East Coast regions (eg Kelantan, Terengganu, and Pahang) had 43 (11.2%) respondents. Only 21 (5.5%) respondents were from East Malaysia (eg Sarawak and Sabah).

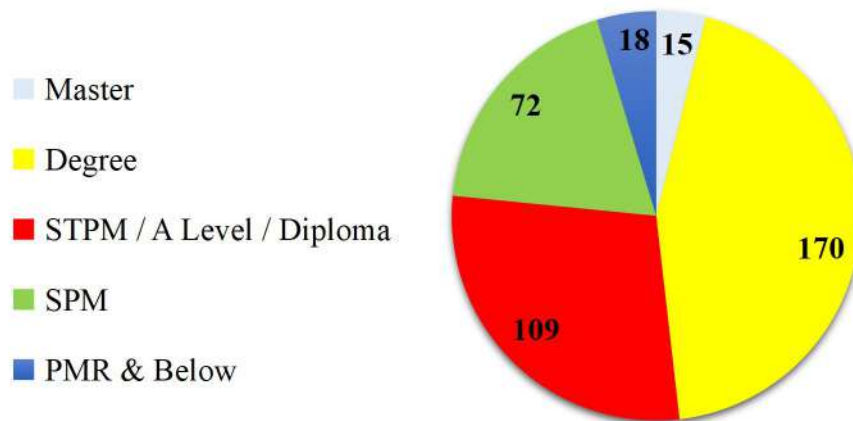
#### 4.5.1.5 Highest Education Level

	Frequency	Percent	Valid Percent
<b>Master</b>	15	3.9	3.9
<b>Degree</b>	170	44.3	44.3
<b>STPM / A Level / Diploma</b>	109	28.4	28.4
<b>SPM</b>	72	18.8	18.8
<b>PMR &amp; Below</b>	18	4.6	4.6
<b>Total</b>	384	100.0	100.0

**Table 4.11: Highest Education Level**

Source: SPSS Output





**Figure 4.5: Highest Education Level**

For educational level, most of the respondents have the highest educational level in Degree, which is 170 (44.3%) respondents. This was followed by STPM / A Level / Diploma with 109 (28.4%) respondents. In third place was SPM with 72 (18.8%) respondents. Only 18 (4.6%) respondents had their highest education in PMR & Below. There were simply 15 respondents (3.9%) with a master's level.

#### 4.5.2 Factors Affecting Entrepreneurial Intention on online shopping platforms (IV)

		N	Minimum	Maximum	Mean	Std. Deviation
IV1	Personal Factors	384	1.00	5.00	3.5208	0.91668
IV2	Entrepreneurship Education	384	1.00	5.00	3.8359	0.82971
IV3	Market Trend	384	1.00	5.00	3.6764	0.77259

IV4	Perceived Support and Family Entrepreneur	384	1.00	5.00	3.5807	0.97337
Valid N (listwise)		384				

**Table 4.12: Descriptive Statistics of Factors Affecting Entrepreneurial Intention on online shopping platforms**

Source: SPSS Output

Descriptive statistics were performed on the independent variables of the 384 respondents shown in Table 4.12 above. The highest is item IV2, the mean entrepreneurship education was 3.8359 with a standard deviation of 0.82971. The second highest statement respondents agreed with Item IV3, market trends, with a mean of 3.6764 and a standard deviation of 0.77259. This was followed by item IV4, perceived support and family entrepreneur, with a mean of 3.5807 and a standard deviation of 0.97337. Finally, personal factors, with a mean of 3.5208 and a standard deviation of 0.91668.

IV1 Personal Factors		N	Min.	Max.	Mean	Std. Deviation
PA1	I am confident to involve digital entrepreneurship and becoming a well-known entrepreneur.	384	1	5	3.5234	1.08369
PA2	I am confident in my ability to start a digital entrepreneurship and keep it running smoothly.	384	1	5	3.5052	1.08152
PA3	Even though I know	384	1	5	3.5469	1.01317

	the daunting task of digital entrepreneurship, I still believe in my risk-taking ability in digital entrepreneurship.					
PA4	I am knowledgeable and risk-taking enough to face the risks of digital entrepreneurship.	384	1	5	3.5078	1.17855
Overall		384	1	5	3.5208	0.91668
Valid N (listwise)		384				

**Table 4.13: Descriptive Statistics of Factors Affecting Entrepreneurial Intention on online shopping platforms**

Source: SPSS Output

Descriptive statistics were performed on the independent variables of personal factors was 384 respondents shown in Table 4.13 above. The overall mean value of personal factors is 3.5208 and the standard deviation was 0.91668. For an item of PA3, “Even though I know the daunting task of digital entrepreneurship, I still believe in my risk-taking ability in digital entrepreneurship” are the major concern of respondents as a mean of 3.5469 and a standard deviation of 1.01317 agreed with the statement. The second highest statement agreed by respondents is item PA1, “I am confident to involve digital entrepreneurship and becoming a well-known entrepreneur”. Whereas with a mean of 3.5234 and a standard deviation of 1.08369. Followed by the statement agreed most is item PA4, “I am knowledgeable and risk-taking enough to face the risks of digital entrepreneurship” with a mean of 3.5078 and a standard deviation of 1.17855. Finally, item of PA2, “I am confident in my ability to start a digital entrepreneurship and keep it running smoothly” with a mean of 3.5052 and a standard deviation of 1.08152.

<b>IV2 Entrepreneurship Education</b>		<b>N</b>	<b>Min.</b>	<b>Max.</b>	<b>Mean</b>	<b>Std. Deviation</b>
PB1	Entrepreneurship education inspired me to have intention about digital entrepreneurship.	384	1	5	3.7969	1.02979
PB2	Entrepreneurship education activities helped me in the process to involve in digital entrepreneurship.	384	1	5	3.8984	0.99744
PB3	The knowledge of entrepreneurship education made me understand how I should be effective in digital entrepreneurship.	384	1	5	3.7734	0.96314
PB4	Entrepreneurship education knowledge helps me find new opportunities, market trends and reduce my risk in digital entrepreneurship.	384	1	5	3.8750	1.10541
Overall		384	1	5	3.8359	0.82971
Valid N (listwise)		384				

**Table 4.14: Descriptive Statistics of Factors Affecting Entrepreneurial Intention  
on online shopping platforms**

Source: SPSS Output

Descriptive statistics were performed on the independent variables of entrepreneurship education was 384 respondents shown in Table 4.14 above. The overall mean value of entrepreneurship education is 3.8359 and the standard deviation was 0.82971. For an item of PB2, “Entrepreneurship education activities helped me in the process to involve in digital entrepreneurship” are the major concern of respondents as a mean of 3.8984 and a standard deviation of 0.99744 agreed with the statement. The second highest statement agreed by respondents is item PB4, “Entrepreneurship education knowledge helps me find new opportunities, market trends and reduce my risk in digital entrepreneurship”. Whereas with a mean of 3.8750 and a standard deviation of 1.10541. Followed by the statement agreed most is item PB1, “Entrepreneurship education inspired me to have intention about digital entrepreneurship” with a mean of 3.7969 and a standard deviation of 1.02979. Finally, item of PB3, “The knowledge of entrepreneurship education made me understand how I should be effective in digital entrepreneurship” with a mean of 3.7734 and a standard deviation of 0.96314.

<b>IV3 Market Trend</b>		<b>N</b>	<b>Min.</b>	<b>Max.</b>	<b>Mean</b>	<b>Std. Deviation</b>
PC1	The future market of digital entrepreneurship is far beyond traditional business.	384	1	5	3.9896	1.01163
PC2	I found new business opportunities in digital entrepreneurship with market trends.	384	1	5	3.6406	0.97274
PC3	I have good commodity resources to face future market trends.	384	1	5	3.4557	1.03622
PC4	I can easily understand	384	1	5	3.6198	1.02258

	the future trends of the digital market and good commodity resources.					
Overall		384	1	5	3.6764	0.77259
Valid N (listwise)		384				

**Table 4.15: Descriptive Statistics of Factors Affecting Entrepreneurial Intention on online shopping platforms**

Source: SPSS Output

Descriptive statistics were performed on the independent variables of the market trend was 384 respondents shown in Table 4.15 above. The overall mean value of the market trend is 3.6764 and the standard deviation was 0.77259. For an item of PC1, “The future market of digital entrepreneurship is far beyond traditional business” are the major concern of respondents as a mean of 3.9896 and a standard deviation of 1.01163 agreed with the statement. The second highest statement agreed by respondents is item PC2, “I found new business opportunities in digital entrepreneurship with market trends”. Whereas with a mean of 3.6406 and a standard deviation of 0.97274. Followed by the statement agreed most is item PC4, “I can easily understand the future trends of the digital market and good commodity resources” with a mean of 3.6198 and a standard deviation of 1.02258. Finally, item of PC3, “I have good commodity resources to face future market trends” with a mean of 3.4557 and a standard deviation of 1.03622.

IV4 Perceived Support and Family Entrepreneur		N	Min.	Max.	Mean	Std. Deviation
PD1	My closest family and friends think I should be in the digital entrepreneurship and believe I can succeed	384	1	5	3.5781	1.13531

	in that area.					
PD2	I have entrepreneurial intentions through successful online entrepreneurial stories by my family and friends.	384	1	5	3.7318	1.11174
PD3	I was eager to do digital entrepreneurship because my family and friends can provide resources and share their experiences.	384	1	5	3.4948	1.18519
PD4	My family and friends provided me with start-up capital and support me to start a digital entrepreneurship.	384	1	5	3.5182	1.23258
Overall		384	1	5	3.5807	0.97337
Valid N (listwise)		384				

**Table 4.16: Descriptive Statistics of Factors Affecting Entrepreneurial Intention on online shopping platforms**

Source: SPSS Output

Descriptive statistics were performed on the independent variables of perceived support and family entrepreneur was 384 respondents shown in Table 4.16 above. The overall mean value of perceived support and family entrepreneur is 3.5807 and the standard deviation was 0.97337. For an item of PD2, “I have entrepreneurial intentions through successful online entrepreneurial stories by my family and friends” are the major concern of respondents as a mean of 3.7318 and a standard deviation of 1.11174 agreed with the statement. The second highest statement agreed by

respondents is item PD1, “My closest family and friends think I should be in the digital entrepreneurship and believe I can succeed in that area”. Whereas with a mean of 3.5781 and a standard deviation of 1.13531. Followed by the statement agreed most is item PD4, “My family and friends provided me with start-up capital and support me to start a digital entrepreneurship” with a mean of 3.5182 and a standard deviation of 1.23258. Finally, item of PD3, “I was eager to do digital entrepreneurship because my family and friends can provide resources and share their experiences” with a mean of 3.4948 and a standard deviation of 1.18519.

#### 4.5.3 Entrepreneur Intention to use Online Shopping Platforms (DV)

		N	Min.	Max.	Mean	Std. Deviation
DV1	I would choose a career as a digital entrepreneur.	384	1	5	3.7109	1.11589
DV2	I prefer to be the owner of the business rather than have a steady job.	384	1	5	3.6693	1.09949
DV3	I will start a personal digital entrepreneurship in the future.	384	1	5	3.8021	1.02318
DV4	I enjoy the challenge of creating a new business, especially for digital entrepreneurship.	384	1	5	3.6380	1.00739
DV5	I want freedom and more options in my	384	1	5	3.8802	1.00455



	career to incorporate my interests into my digital entrepreneurship.					
Overall		384	1	5	3.7401	0.82737
Valid N (listwise)		384				

**Table 4.17: Descriptive Statistics of Entrepreneur Intention to use Online**

**Shopping Platforms**

Source: SPSS Output

Based on Table 4.17 above indicated descriptive statistics of Entrepreneur Intention to use Online Shopping Platforms among 384 respondents. The overall mean value of entrepreneur intention is 3.7401 and the standard deviation of 0.82737. For an item of DV5, “I want freedom and more options in my career to incorporate my interests into my digital entrepreneurship” are the major concern of respondents as a mean of 3.8802 and a standard deviation of 1.00455 agreed with the statement. The second highest statement agreed by respondents is item DV3, “I will start a personal digital entrepreneurship in the future”. Whereas with a mean of 3.8021 and a standard deviation of 1.02318. Followed by the statement agreed most is item DV1, “I would choose a career as a digital entrepreneur” with a mean of 3.7109 and a standard deviation of 1.11589. For an item of DV2, “I prefer to be the owner of the business rather than have a steady job” with a mean of 3.6693 and a standard deviation of 1.09949. Finally, item of DV4, “I enjoy the challenge of creating a new business, especially for digital entrepreneurship” with a mean of 3.6380 and a standard deviation of 1.00739.

## 4.6 Inferential Statistics

In addition to using direct data, this study uses inferential statistics to draw inferences. The concept of population is inferred from sample data through inferential statistics. The probability that the between-group differences observed in this study are reliable or merely coincidental can also be calculated using this method. Therefore, the data in this study were interpreted using only inferential statistics.

### 4.6.1 Pearson Correlation Coefficient Analysis

		IV1 PF	IV2 EE	IV3 MT	IV4 S&F	DV EI
IV1 PF	Pearson Correlation	1	.340**	.604**	.352**	.595**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	384	384	384	384	384
IV2 EE	Pearson Correlation	.340**	1	.455**	.489**	.381**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	384	384	384	384	384
IV3 MT	Pearson Correlation	.604**	.455**	1	.406**	.639**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	384	384	384	384	384
IV4 S&F	Pearson Correlation	.352**	.489**	.406**	1	.389**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	384	384	384	384	384
DV EI	Pearson Correlation	.595**	.381**	.639**	.389**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	384	384	384	384	384

**Table 4.18: Pearson Correlation Coefficient Analysis**

Source: SPSS Output

**Remarks:**

**IV1: Personal Factors (PF), IV2: Entrepreneurship Education (EE), IV3: Market Trend (MT), IV4: Perceived Support and Family Entrepreneur (S&F), DV: Entrepreneur Intention to use Online Shopping Platforms (EI)**

Table 4.18 shows the correlation values between all independent variables (Personal Factors, Entrepreneurship Education, Market Trend, Perceived Support and Family Entrepreneur) and the dependent variable (Entrepreneur Intention to use Online Shopping Platforms). Significant correlation coefficients between 0.5 and 0.7 suggest that the relationship between the variables is evident and significant and that they can be regarded as moderately connected. Low correlation between the variables is indicated by correlation coefficients with significant value sizes between 0.3 and 0.5.

The correlation value between entrepreneurship education and entrepreneur intention to use online shopping platforms is  $r = 0.381$ , Sig. value (2-tailed) = 0.000, indicating a weak positive correlation with the dependent variable. In addition, the correlation coefficient between perceived support and family entrepreneur and entrepreneurs' intention to use online shopping platforms was  $r = 0.389$ , Sig. value (2-tailed) = 0.000, indicating that there is also a weak positive correlation between the independent variable and the dependent variable. Meanwhile, for the correlation between personal factors and entrepreneurs' intention to use online shopping platforms, contributing  $r = 0.595$ , Sig. value (2-tailed) = 0.000, there is a moderately positive correlation between independent and dependent variables. Market trends and intentions of entrepreneurs to use online shopping platforms have the highest correlation value,  $r = 0.639$ , Sig. value (2-tailed) = 0.000, which means that there is a moderately positive and most significant relationship between the independent variable and the dependent variable.

<b>Independent Variables</b>	<b>Pearson's Correlation</b>	<b>Association Strength</b>
Personal Factors	0.595	<b>Moderate Positive</b>
Entrepreneurship Education	0.381	<b>Weak Positive</b>
Market Trend	0.639	<b>Moderate Positive</b>
Perceived Support and Family Entrepreneur	0.389	<b>Weak Positive</b>

**Table 4.19: Strength of Pearson's Correlation Coefficient**

Source: Developed from research

#### 4.6.2 Multiple Regression Analysis

A multiple regression analysis was carried out to test the researcher's hypotheses. By extending linear regression to examine the relationship between two or more independent variables, multiple regression analysis (Saunders, Lewis & Thornhill, 2016). There are four independent variables which are personal factors, entrepreneurship education, market trend, perceived support and family entrepreneur. At the same time, the dependent variable is the entrepreneur's intention to use online shopping platforms. Therefore, the analysis results will show in the below tables.

<b>Model</b>	<b>R</b>	<b>R Square</b>	<b>Adjusted R Square</b>	<b>Std. Error of the Estimate</b>
1	.700 <sup>a</sup>	.490	.485	.59393

**Table 4.20: Model Summary**

Source: SPSS Output

a. Predictors: (Constant), Personal Factors, Entrepreneurship Education, Market Trend, Perceived Support and Family Entrepreneur

The findings of multiple regression using SPSS software are displayed as a model summary in Table 4.20. R-squared represents the percentage of variance that can be discovered in the dependent variable and R is a measure of the dependent variable's

quality. The R-value is 0.700, and the R squared is 0.490, or 49%, as shown in Table 4.20. This circumstance shows that variations in personal factors, entrepreneurial education, market trend, perceived support and family entrepreneur can account for the variance of 49% affecting an entrepreneur's intention to use online shopping platforms. It is comprehensible that additional factors that affect an entrepreneur's intention to use online shopping platforms contribute to the result of 51%. The adjusted R-squared value, which equals 48.5% of the dependent variable's variance, is 0.485. Four distinct variables, such as personal factors, entrepreneurship education, market trend, perceived support and family entrepreneur can reflect the distance that independently influences the entrepreneur's intention to use online shopping platforms.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.734	.174		4.219	.000
	Personal Factors	.277	.042	.307	6.593	.000
	Entrepreneurship Education	.050	.044	.050	1.131	.259
	Market Trend	.419	.053	.392	7.945	.000
	Perceived Support and Family Entrepreneur	.083	.037	.097	2.228	.026

**Table 4.21: Coefficients<sup>a</sup>**

Source: SPSS Output

a. Dependent Variable: Entrepreneur Intention to use Online Shopping Platforms

According to Table 4.22, four independent variables include personal factors, entrepreneurship education, market trend, perceived support and family entrepreneur. To ascertain the causal factor of the entrepreneur's intention to use the online shopping platform, each independent variable makes a contribution. First, the

**Market Trend is the strongest predictor**  $\beta = 0.419$ ,  $t(384) = 7.945$ ,  $p < 0.05$  (0.000). This is because there is a greatest positive link between the entrepreneur's intention to use the online shopping platform and the non-normalized beta  $\beta$  of the market trend and the cause attribute. Therefore, this study empirically proves that the relationship between market trends and the entrepreneurial intention of Malaysian Gen Z to use online shopping platforms is extremely important.

**Personal Factors were then the second-strongest predictor**, with  $\beta = 0.277$ ,  $t(384) = 6.593$ , and  $p < 0.05$  (0.000). This is due to the fact that the personal factor's unnormalized beta  $\beta$ , is the second greatest positive value among the independent variables and that its cause attribute has the second largest positive correlation effect on the entrepreneur's intention to use the online shopping platform. So, the relationship between personal factors and the entrepreneurial intention of Malaysian Gen Z to use online shopping platforms is extremely important.

**Perceived Support and Family Entrepreneur were the third strongest predictors**  $\beta = 0.083$ ,  $t(384) = 2.228$ ,  $p < 0.05$  (0.026). This is because, when compared to the other independent variables, the unnormalized beta of perceived support and family entrepreneur has the third greatest positive value. As a result, the second-lowest positive correlations between an entrepreneur's intention to use the online shopping platform and perceived support and family entrepreneur also existed. Therefore, the relationship between perceived support and family entrepreneurs and the entrepreneurial intention of Malaysian Gen Z to use online shopping platforms is extremely important.

Last but not least, **Entrepreneurship Education had the lowest predictive value**  $\beta = 0.050$ ,  $t(384) = 0.050$ ,  $p > 0.05$  (0.259). This is due to the fact that, when compared to the other independent variables, entrepreneurship education unnormalized beta  $\beta$  has the lowest positive value. As a result, the link between an entrepreneur's intention to use the online shopping platform and entrepreneurship education and cause attributes to have the least positive relationship. This study

empirically proves that the relationship between entrepreneurship education and the entrepreneurial intention of Malaysian Gen Z to use online shopping platforms is insignificant.

According to the findings, each independent variable makes a different contribution and offers significant predictions for an entrepreneur's intention to use the online shopping platform, despite having a varied influence value and influence level on the dependent variable. The relationship between the dependent variable and the four independent variables can be established using the multiple regression equation shown below. This study's multiple regression is as follows:

$$Y = a + bX_1 + cX_2 + dX_3 + eX_4$$

$$Y = 0.734 + 0.277X_1 + 0.050X_2 + 0.419X_3 + 0.083X_4$$

a	Constant/Other influences
b	Influence of $X_1$ (Personal Factors)
c	Influence of $X_2$ (Entrepreneurship Education)
d	Influence of $X_3$ (Market Trend)
e	Influence of $X_4$ (Perceived Support and Family Entrepreneur )
Y	Dependent Variable (Entrepreneur Intention to use Online Shopping Platforms)
$X_1, X_2, X_3, X_4, X_5$	Independent Variables

**Table 4.22: Equation of Multiple Regression Analysis**

Source: (Saunders, Lewis & Thornhill, 2016)

In conclusion, Entrepreneur Intention to use Online Shopping Platforms = 0.734 + 0.277 (Personal Factors) + 0.050 (Entrepreneurship Education) + 0.419 (Market Trend) + 0.083 (Perceived Support and Family Entrepreneur) is the regression equation developed to predict the cause attributes towards entrepreneur intention to use online shopping platforms. In order to demonstrate how the variables are related to one another, the regression equation is established.

### ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	128.491	4	32.123	91.064	.000 <sup>b</sup>
	Residual	133.691	379	.353		
	Total	262.182	383			

**Table 4.23: ANOVA<sup>a</sup>**

Source: SPSS Output

a. Dependent Variable: Entrepreneur Intention to use Online Shopping Platforms

b. Predictors: (Constant), Personal Factors, Entrepreneurship Education, Market Trend, Perceived Support and Family Entrepreneur

The overall results are shown in Table 4.21 ANOVA results using SPSS software with an F-test value of 91.064 and a significance level of 0.000. A substantial association between personal factors, entrepreneurship education, market trend, perceived support and family entrepreneur is shown by a p-value of less than 0.05 ( $p < 0.05$ ).

#### 4.6.3 Hypothesis Testing

**Hypothesis 1** is testing the Personal Factors and Entrepreneur Intention to use Online Shopping Platforms.

**H0:** Personal factors do not have significant relationship with entrepreneurial intention on Gen Z Malaysia to use online shopping platforms.

**H1:** Personal factors have significant relationship with entrepreneurial intention on Gen Z Malaysia to use online shopping platforms.

According to table 4.22, personal factors have significant relationship with entrepreneurial intention on Gen Z Malaysia to use online shopping platforms. This



is due to the fact that the personal factors' significant value is 0.000, which is below the significant level of 0.05. Therefore, the **(H1)** hypothesis is **accepted**.

**Hypothesis 2** is testing the Entrepreneurship Education and Entrepreneur Intention to use Online Shopping Platforms.

**H0:** Entrepreneurship education factors do not have significant relationship with entrepreneurial intention on Gen Z Malaysia to use online shopping platforms.

**H2:** Entrepreneurship education factors have significant relationship with entrepreneurial intention on Gen Z Malaysia to use online shopping platforms.

According to Table 4.22, entrepreneurship education factors do not have significant relationship with entrepreneurial intention on Gen Z Malaysia to use online shopping platforms. This is because the significance value of entrepreneurship education is 0.259, which is higher than the significance level of 0.05. The test hypothesis should be rejected if the test result is statistically significant ( $P \leq 0.05$ ). The absence of an effect is shown by a P value larger than 0.05. Therefore, the **(H0)** hypothesis is **accepted**, and the **(H2)** hypothesis is **rejected**.

**Hypothesis 3** is testing the Market Trend and Entrepreneur Intention to use Online Shopping Platforms.

**H0:** Market trend factors do not have significant relationship with entrepreneurial intention on Gen Z Malaysia to use online shopping platforms.

**H3:** Market trend factors have significant relationship with entrepreneurial intention on Gen Z Malaysia to use online shopping platforms.

According to table 4.22, market trend factors have significant relationship with entrepreneurial intention on Gen Z Malaysia to use online shopping platforms. This is due to the fact that the market trend' significant value is 0.000, which is below the significant level of 0.05. Therefore, the **(H3)** hypothesis is **accepted**.

**Hypothesis 4** is testing the Perceived Support and Family Entrepreneur and Entrepreneur Intention to use Online Shopping Platforms.

**H0:** Perceived support and family entrepreneur factors do not have significant relationship with entrepreneurial intention on Gen Z Malaysia to use online shopping platforms.

**H4:** Perceived support and family entrepreneur factors have significant relationship with entrepreneurial intention on Gen Z Malaysia to use online shopping platforms.

According to table 4.22, perceived support and family entrepreneur factors have significant relationship with entrepreneurial intention on Gen Z Malaysia to use online shopping platforms. This is due to the fact that the perceived support and family entrepreneur's significant value is 0.026, which is below the significant level of 0.05. Therefore, the **(H4)** hypothesis is **accepted**.

Hypotheses	P-Value	Result
<b>H1:</b> Personal factors have significant relationship with entrepreneurial intention on Gen Z Malaysia to use online shopping platforms.	0.000	Accepted
<b>H2:</b> Entrepreneurship education factors have significant relationship with entrepreneurial intention on Gen Z Malaysia to use online shopping platforms.	0.259	Rejected
<b>H3:</b> Market trend factors have significant relationship with entrepreneurial intention on Gen Z Malaysia to use online shopping platforms.	0.000	Accepted
<b>H4:</b> Perceived support and family entrepreneur factors have significant	0.026	Accepted

relationship with entrepreneurial intention on Gen Z Malaysia to use online shopping platforms.		
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**Table 4.24: Hypothesis Testing**

Source: Developed form research

In conclusion, Table 4.24 above demonstrates that while **H2 is rejected, H1, H3, and H4 are accepted**. This study demonstrates a substantial association between dependent variables (entrepreneur intention to use online shopping platforms) and independent variables (personal factors, market trend, perceived support and family entrepreneur). This is due to the fact that all three of these independent variables' significance values fall below the 0.05 level of significance. However, there was no correlation between the dependent variable (entrepreneur intention to use online shopping platforms) and the independent variable (entrepreneurship education). This is due to the fact that the significance values for this variable are higher than the 0.05 level.

#### 4.6.4 Summary

In summary, the correlation values between all independent variables (personal factors, entrepreneurship education, market trend, perceived support and family entrepreneur) and dependent variables (entrepreneur intention to use online shopping platforms) were analyzed according to the Pearson correlation coefficient analysis. Personal factors and market trends were moderately positive, while entrepreneurship education and perceived support and family entrepreneur were weakly positive.

According to multiple regression analysis, four independent variables (personal factors, entrepreneurship education, market trend, perceived support and family entrepreneur) contributed to the causal factors that determined entrepreneur intention

to use online shopping platforms. The lowest positive value for the predicted value of entrepreneurship education compared to other independent variables. Therefore, there is the smallest positive correlation between entrepreneur intention to use online shopping platforms.

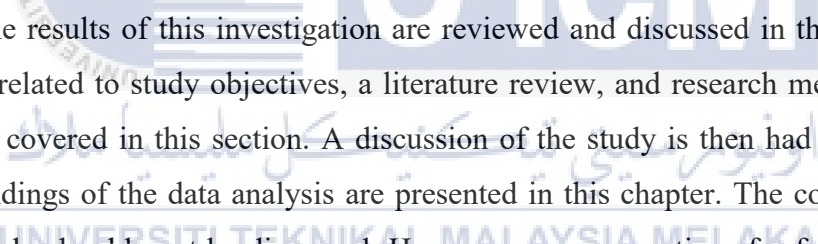
According to the hypothesis testing analysis, H2 was rejected but H1, H3, and H4 were accepted. This study shows a substantial association between dependent variables (entrepreneur intention to use online shopping platforms) and independent variables (personal factors, market trend, perceived support and family entrepreneur). However, there was no correlation between the dependent variable (entrepreneur intention to use online shopping platforms) and the independent variable (entrepreneurship education).



## CHAPTER 5

### DISCUSSION, IMPLICATION AND CONCLUSION

#### 5.1 Introduction

The logo of Universiti Teknikal Malaysia Melaka (UTeM) is visible in the background. It consists of a circular emblem on the left with a stylized 'U' and 'M' inside, and the text 'UNIVERSITI TEKNIKAL MALAYSIA MELAKA' around it. To the right of the emblem is a large, stylized 'UTeM' in a blue and white color scheme.

The results of this investigation are reviewed and discussed in this chapter. All topics related to study objectives, a literature review, and research methodology are briefly covered in this section. A discussion of the study is then had after this. The test findings of the data analysis are presented in this chapter. The consequences of this study should next be discussed. Here are some suggestions for further research. The paper's conclusion is the last.

#### 5.2 Discussion

The discussion is based on the **research objectives of the study**.

### 5.2.1 To identify the factors that affect Malaysian Generation Z's entrepreneurial intention to use online shopping platforms.

The first research objective was to identify the factors that influence the entrepreneurial intention of Malaysian Gen Z to use online shopping platforms. The descriptive study of entrepreneurial intention was conducted using SPSS software. The descriptive analysis of variables and means is the discussion focuses. Initially, research showed that Malaysia's Gen Z had a higher entrepreneurial intention to use online shopping platforms, with an overall average of 3.7401. According to the findings of this study on Gen Z's entrepreneurial intentions, personal factors, market trends, perceived support and family entrepreneurial factors all influence Gen Z's entrepreneurial intentions in Malaysia, except for entrepreneurship education which has no effect.

A significant correlation coefficient between 0.5 and 0.7 in the Pearson Correlation test indicates that the relationship between the variables is clear and significant, and they can be considered moderately related. Low correlations between variables are represented by correlation coefficients with significant value sizes between 0.3 and 0.5. Data detected **market trends** (0.639) and **personal factors** (0.595) showed **moderately related**. **Perceived support and family entrepreneur** (0.389) and **entrepreneurship education** (0.381) showed a **low correlation**.

In this study, some hypotheses about the factors that influence the entrepreneurial intention of Malaysian Gen Z to use online shopping platforms are proposed and empirically analyzed using statistical techniques. First, for the validation of the Pearson correlation coefficient analysis, the **market trend** has a moderately correlated effect on entrepreneurial intention, assuming that the market trend factor has a significant relationship with the entrepreneurial intention of Malaysian Gen Z to use online shopping platforms H3 is accepted. Such results are in complete contrast to those of Nguyen's (2021) study, concluded that market trends

have no significant impact on entrepreneurial intentions. This may be because his survey is aimed at Gen Z during the COVID-19 pandemic rather than post-COVID-19. The difference is that this study is aimed at Gen Z' s perception of market trends as the market gradually recovers after the COVID-19 pandemic. According to Hamid's (2021) study, market factors can have an impact on Muslim entrepreneurs' inclination to launch a venture. The market is the center of the business, and even if entrepreneurs can pool their resources to create added value, this value will be useless in the absence of a future market. People are more likely to establish a business as a result of market elements including business opportunities and profitable business prospects. From the test results, we can see that a sizable portion of Malaysia's Gen Z population thinks that the future market of digital entrepreneurship is far beyond traditional business. Gen Z in Malaysia will be more likely to start their own businesses when there are fresh business prospects and a reliable supplier of goods. When Malaysia's Gen Z is aware of future trends in the digital market and has access to good commodity resources, they will have an entrepreneurial intention. Therefore, this study empirically proves that market trends have an influence on the entrepreneurial intention of Malaysian Gen Z to use online shopping platforms, at least for Malaysian Gen Z.

In terms of **personal factors**, respondents were surveyed on their confidence and ability to take risks. The results showed a moderate correlation between personal factors and entrepreneurial intentions. H1, personal factors have significant relationship with entrepreneurial intention on Gen Z Malaysia to use online shopping platforms, was accepted. This is consistent with earlier studies, such as Shahneaz et al., (2020); NGUYEN, (2021); PHAN TAN, (2021). Shahneaz (2020) pointed out that a person's decision-making in difficult situations is influenced by confidence, and the factors of risk-taking and confidence have an impact on Gen Z's entrepreneurship. PHAN TAN, (2021) results show that a person's confidence affects their ability to make decisions under challenging circumstances. Gen Z, on the other hand, is a generation that is brimming with enthusiasm and youthful vitality. In particular, Gen Z has more self-confidence and is more inclined to stick to their principles than earlier generations. This makes them very nimble and able to pick up new knowledge and technology rapidly. Thus, Gen Z will benefit from confidence by

being able to remain upbeat in the face of challenges and work hard to advance. It is impossible to dispute that being an entrepreneur presents both opportunities and difficulties. Entrepreneurs believe that profit always entails risk and that the risk is inversely correlated with the return. For the modern Gen Z, a generation of young people who are displaying their entrepreneurial potential through their capacity to take chances, risk-taking is also considered a measure of success. The findings of the study are comparable to those of Nguyen's (2021), which found that entrepreneurs are generally more willing to take risks than the average person, which has had a major impact on the Malaysian economy. Therefore, this study empirically proves that the majority of Gen Z with entrepreneurial intentions are willing to take the risk of entrepreneurs.

Although the Pearson correlation coefficient analysis showed that the correlation between **perceived support and family entrepreneurs** and entrepreneurial intentions was low, the index of the multiple regression analysis showed  $p < 0.05$  (0.026). Therefore, H4 perceived support and family entrepreneur factors have significant relationship with entrepreneurial intention on Gen Z Malaysia to use online shopping platforms still accepted. This result is consistent with most other studies that have reached the same conclusion (PHAN TAN, 2021; Eysel, et al. 2019; Lin, et al. 2017). Perceived support and family entrepreneurship can be considered factors influencing entrepreneurial intentions. PHAN TAN (2021) study points out that in the context of Asian countries, family, relatives, and friends play an important role in students' job choices. Parents and the physical and emotional support of friends are one of the most important variables in determining whether a person is ready to start a company because starting a business is extremely challenging. Research by Eysel (2019) indicated that students majoring in natural sciences are particularly concerned about what others think about their own entrepreneurship, so perceived support is very important for students. The results of Lin (2017) showed that the intention to start a new business in entrepreneurial intention among Salvadoran there are relevant factors have to do with their perceived opportunities and perceived abilities. It can be said that the opportunity perceived by the Salvadoran and the capabilities he possesses and perceives, will definitely be related to their intentions in order to open the business. Research by Irawanto's (2021)



observed how Gen Z's drive to successfully achieve goals and start a business is nurtured with the support of family and friends. Our goal is to provide Gen Z with more investment options, including the opportunity to try out a small business if their family can afford it and need help with starting a business. Therefore, this study empirically proves that perceived support and family entrepreneurs have an influence on the entrepreneurial intention of Malaysian Gen Z to use online shopping platforms.

According to the results of Pearson correlation coefficient analysis, the correlation between **entrepreneurship education** and entrepreneurial intention is low, and the index of multiple regression analysis shows  $p > 0.05$  (0.259). Therefore, entrepreneurial education is determined to have no effect on entrepreneurial intention and thus H2 entrepreneurship education factors have significant relationship with entrepreneurial intention on Gen Z Malaysia to use online shopping platforms was not supported. Such results are in stark contrast to the findings of PHAN TAN's (2021), who concluded that entrepreneurship education can lead to entrepreneurial intention outcomes for potential entrepreneurs' self-ability beliefs. His survey was limited to university students, which included only a portion of Gen Z rather than the entire Gen Z population. The difference is that university students have more access to entrepreneurship education than most Gen Zers. Although some of Generation Z are also students, proportionally speaking, except for Generation Z aged 18-25 who have more opportunities to receive entrepreneurship education, other Generation Z have fewer opportunities. Research by Nguyen's (2021) states that most young adults are between the ages of 18 and 22 and have a university education and have a strong interest in entrepreneurship. However, Gen Z is between the ages of 10 and 25 and not every respondent has a university education. Furthermore, Zhang's (2017) study pointed out that the inability of educational knowledge to accurately assess market risk is the reason for this resulting behavior, and other factors can also affect entrepreneurial intention. Market risks cannot be dealt with educational knowledge alone, but more by practical experience. Therefore, relying solely on entrepreneurship education may lead to an incomplete analysis of entrepreneurship by Generation Z. Generation Z's awareness of entrepreneurship education needs efforts in many aspects to achieving a more comprehensive improvement.

Entrepreneurship education in Malaysia can provide more practical activities for Generation Z. According to the hypothesis that is inconsistent with the original hypothesis of the study of Wei's (2019) researchers believe that entrepreneurship is not just about selling products but also covers all business skills, including personal hard and soft skills. The goal of entrepreneurship education is to increase students' self-confidence in their own skills and help them succeed in entrepreneurial activities. Therefore, government policymakers and educators should be more successful in promoting entrepreneurship education programs. This study empirically proves that entrepreneurship education has no influence on the entrepreneurial intention of Malaysian Gen Z to use online shopping platforms, at least for Malaysian Gen Z.

### 5.2.2 To determine the relationship between factors affecting entrepreneurial intention and entrepreneurial intention of Malaysian Gen Z to use online shopping platforms.

The second research objective was to determine the relationship between factors influencing entrepreneurial intention and the entrepreneurial intention of Malaysian Gen Z to use online shopping platforms. SPSS software was used to analyze it. This discussion focuses on significance levels based on multiple regression analysis.

The findings suggest that **personal factors, market trends, perceived support and family entrepreneurs have an impact** on the entrepreneurial intention on Gen Z Malaysia to use online shopping platforms. **Entrepreneurship education has no effect** on the entrepreneurial intention on Gen Z Malaysia to use online shopping platforms.

This is because, in the multiple regression analysis, the significance value of entrepreneurship education in the analysis is greater than 0.05 is 0.259, indicating

that it has no effect on the entrepreneurial intention on Gen Z Malaysia to use online shopping platforms. However, the personal factor significance value is 0.000, The significance value of market trend is 0.000, and the significance value of perceived support and family entrepreneur is 0.026, indicating that these factors have an impact on the entrepreneurial intention on Gen Z Malaysia to use online shopping platforms.

*H1: Personal factors have significant relationship with entrepreneurial intention on Gen Z Malaysia to use online shopping platforms.*

In terms of **personal factors**, the significance value of multiple regression analysis is 0.000, ( $P < 0.05$ ). This indicates that personal factors are important in affecting entrepreneurial intention and entrepreneurial intention of Malaysian Gen Z to use online shopping platforms. The likelihood of a person beginning a business is increased by both internal and external influences, (Henao-Garca's 2020). Particularly among today's Gen Z, self-confidence is one of intrinsically influences people's aspirations to start their own businesses. According to Shahneaz et al. (2020) research, confidence is known to determine a company's performance and is a requirement for realizing business intent. Confidence is also crucial in determining whether a person will continue to pursue his or her intent and a career in business. For those who desire to launch their own business, self-confidence is a necessary quality that is linked to other psychological traits. Self-efficacy, or confidence in doing tasks, has an effect on the creation of entrepreneurial ambitions (Garaika's 2019). Young entrepreneurs with high intelligence levels and tremendous excitement have better self-efficacy. Additionally, an entrepreneur with high self-confidence will be more likely to decide to start his own business because he is confident in his ability to adapt to the environment, take advantage of technological innovation, and foresee any risks that may arise. Therefore, this study empirically proves that the relationship between personal factors and the entrepreneurial intention of Malaysian Gen Z to use online shopping platforms is extremely important.

*H2: Entrepreneurship education factors have significant relationship with entrepreneurial intention on Gen Z Malaysia to use online shopping platforms.*

In terms of **entrepreneurship education**, the significance value of multiple regression analysis is 0.259, ( $P > 0.05$ ). This indicates that entrepreneurship education is insignificant in the relationship between the affecting entrepreneurial intention and entrepreneurial intention of Malaysian Gen Z to use online shopping platforms. In Liu's (2019) study, it was suggested that one reason for this might be that university students require a psychological transformation mechanism to internalize the entrepreneurial knowledge, skills, and experience they have gained through entrepreneurial education into entrepreneurial attitudes in order to encourage entrepreneurial intention. Entrepreneurial self-efficacy may be connected to this. This is due to the fact that an individual's liking for and opinion of entrepreneurship varies greatly on how much they understand and value the field. Arranz's (2019) findings show, the major obstacles preventing students from considering starting their own business, are financial constraints, a lack of expertise, and inadequate training. Said's (2020) study revealed, the problem of youth unemployment in Malaysia, which was brought on by the fast rise in the number of graduates from higher education institutions, was not resolved by entrepreneurial education. Therefore, the source of Malaysia's generation Z's willingness to start a business is more inclined to business opportunities rather than entrepreneurial education. This study empirically proves that the relationship between entrepreneurship education and the entrepreneurial intention of Malaysian Gen Z to use online shopping platforms is insignificant.

*H3: Market trend factors have significant relationship with entrepreneurial intention on Gen Z Malaysia to use online shopping platforms.*

In terms of **market trends**, the significance value of multiple regression analysis is 0.000, ( $P < 0.05$ ). This indicates that market trends are important in affecting entrepreneurial intention and entrepreneurial intention of Malaysian Gen Z to use online shopping platforms. According to Obschonka's (2017) research, experts feel that being sensitive to chances is vital not just for innovative behaviors but also for effective entrepreneurial behaviors, given the importance of spotting entrepreneurial opportunities in the field of entrepreneurship. Schmitt's (2018) research reveals that, especially during the period of greatest environmental uncertainty shifts, business possibilities come first from the establishment of new businesses, followed by

business performance, and finally business development. When they see a promising and profitable business opportunity, many people think of starting their own firm. Research by Mahmood's (2019) states that finding the correct information is essential for spotting business prospects before starting any entrepreneurial endeavors. Referring to Hassan's (2020) research, one of the most crucial steps in starting a business is identifying business opportunities, because it encourages more entrepreneurial intentions and actions when picking the best concept, customizing it, and putting all of one's newly gained competencies and skills to use before starting a business. To put it another way, when market trends offer a fantastic business opportunity, persons who have a high awareness of future opportunities are more inclined to run their own enterprises and have greater confidence in engaging in entrepreneurial activities. Therefore, this study empirically proves that the relationship between market trends and the entrepreneurial intention of Malaysian Gen Z to use online shopping platforms is extremely important.

*H4: Perceived support and family entrepreneur factors have significant relationship with entrepreneurial intention on Gen Z Malaysia to use online shopping platforms.*

In terms of **perceived support and family entrepreneurs**, the multiple regression analysis has a significance value of 0.026, ( $P < 0.05$ ). This indicates the relationship between perceived support and family entrepreneurs are important in affecting entrepreneurial intention of Malaysian Gen Z to use online shopping platforms. Research by Chaudhary's (2017), a self-employed family background is favorably connected with entrepreneurial intention. Children of business owners pick up on business management principles and see starting a new company as a logical career path. Referring to Molino's (2018) research, there is a connection between general self-efficacy and entrepreneurial inclinations that is both direct and mediated by support from family and friends. Perceived emotional support serve a motivating purpose for women's entrepreneurial careers. Family members can help business owners form solid networks and establish connections with the neighbourhood. Additionally, prior studies have demonstrated a high and favourable correlation between students' inclination to launch a business and their perception of social support (Hockerts, 2017). A considerable amount of favourable link between perceived support and family support and entrepreneurial intention was shown to

exist. Therefore, this study empirically proves that the relationship between perceived support and family entrepreneurs and the entrepreneurial intention of Malaysian Gen Z to use online shopping platforms is extremely important.

### **5.2.3 To investigate the factor that have the greatest impact on the intention of Malaysian Gen Z to use online shopping platforms entrepreneurial.**

The third research objective is to identify the factors that affect Malaysian Generation Z's entrepreneurial intention to use online shopping platforms. Unstandardized coefficients are the unprocessed coefficients that regression analysis produces. Compared to standardized peers, they may be simpler to interpret. In this study, the unstandardized coefficient of **market trends is the highest**, with a beta version of 0.419. Personal factors beta version is 0.277, ranking second. Perceived support and family entrepreneur beta version is 0.083, ranking third. Finally, entrepreneurship education has a beta version with a minimum of 0.050, ranking fourth.

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Hassan's (2020) research indicates, recognizing, discovering, and seizing trends and novel company concepts are all part of identifying business opportunities. Wach's (2021) findings show, one of the cognitive states involved in a person's entrepreneurial decision-making process is the ability to recognize business possibilities. Opportunity recognition was found to be substantially correlated with perceived behavioral control and entrepreneurial intention in a prior study by Mahmood (2019). Ali's (2019) researchers believe, access to markets, resources, and business possibilities increases people's desire to launch a business and has a significant effect on entrepreneurial intention. Previous research has shown that when market trends provide economic opportunity, people are more inclined to take risks in pursuit of wealth, independence, or entrepreneurial willingness with the goal of providing some value to society by leveraging the resources at hand. It was

concluded that **market trends have the greatest impact** on the intention of Malaysian Gen Z to use online shopping platforms entrepreneurial.

### 5.3 Implication of research

This study presents new insights into the entrepreneurial intention of Gen Z in Malaysia using online shopping platforms, such as how these variables affect Gen Z's entrepreneurial intention and finds out the relationship between these variable factors and Malaysian Gen Z's entrepreneurial intention to use online shopping platforms. It also investigates the factors that have the greatest impact on Malaysia's Gen Z's entrepreneurial intention to use online shopping platforms. Therefore, this study can provide some insights into entrepreneurial development for government policymakers and educators, as well as for the entrepreneurial-ready Gen Z.

First, this study shows the factors that influence Gen Z's entrepreneurial intention to use online shopping platforms in Malaysia. The relationship between factors influencing entrepreneurial intention and the entrepreneurial intention of Malaysian Gen Z to use online shopping platforms is also clearly identified. This purpose can help government policymakers and educators as well as entrepreneur-ready Gen Z to understand why Gen Z want to start a business and to determine how they should lead and develop entrepreneurial activities in Malaysia. The study also identified the most influential factors in the intention of Malaysian Gen Z to use online shopping platforms entrepreneurial. Therefore, government policymakers and educators should provide a well-fitted campaign to help Gen Z feel more positive about activities such as entrepreneurship, in order to increase the entrepreneurial intention of Gen Z to use online shopping platforms in Malaysia. In addition, the study illustrates that personal factors, market trends, perceived support and family entrepreneurs may have varying degrees of influence on Gen Z's entrepreneurial intention to use online shopping platforms. The study also noted that



market trends are the biggest factor influencing Gen Z's entrepreneurial intentions to use online shopping platforms. Therefore, government policymakers and educators, as well as entrepreneurial-ready Gen Z, can develop different aspects of hard and soft skills through a more in-depth study of these three attributes. Finally, government policymakers and educators as well as the entrepreneurial-ready Gen Z can conduct activities targeting these factors that are well-coordinated to increase the entrepreneurial awareness of the Malaysian Gen Z and be justified according to the above three attributes chosen activities and careers.

Furthermore, entrepreneurship education can be seen as an extremely effective entrepreneurial strategy. Even if it is not directly related to Gen Z's entrepreneurial intention to use online shopping platforms. As a result, reputation and entrepreneurial intents can be built or improved through entrepreneurship education. Through this research, government policymakers and educators can give more Malaysian Gen Z motivation and intentions to grow their entrepreneurial intention. Focus on industry development, market structure, enterprise dynamics, and information asymmetry in the context of entrepreneurship to better clarify what is meant by entrepreneurial-related marketing. Government authorities can make more efficient judgments to support Malaysia's economic development by better understanding Gen Z's entrepreneurial goals in the current market through this research.

#### **5.4 Limitation of Study**

This study has some limitations that make it difficult for researchers to get comprehensive and significant data. First, there are certain restrictions because the data were only obtained at a specific time. Furthermore, the 384 sample size could not be sufficient enough to be representative of Malaysia's complete Generation Z. This study did not use a larger sample size due to time restrictions, future research may take into account temporal dummy variables or sub-samples based on specific



periods. The reliability of the findings seems to be another limitation of this investigation. This is because this study is limited to factors that have a direct impact on entrepreneurial propensity, and does not deny that some factors that do not have a direct impact on entrepreneurial propensity also affect Gen Z in Malaysia. These respondents in the study were thought to have given truthful and precise responses.

### **5.5 Recommendation for Future Research**

Data from the survey are from the Gen Z age group, but the sample size is still tiny, so it is possible that it does not correctly reflect the circumstances and problems with sample collecting. This study will benefit the economy of Malaysia, particularly the present generation Z, despite some limits. The results can be used by government policymakers and educators to create new activities and conduct additional research on the developmental potential of Gen Z. The sample may be difficult to extrapolate to a larger number of respondents due to time constraints. Therefore, large samples should be added to more people across the country. For the purpose of conducting more valid and trustworthy research, respondents should concentrate on particular jobs, such as college students, and must also reach out to all levels of education. Future research should also examine other facets of the responsiveness of respondents and assess their influence in entrepreneurial environments. Second, this research is limited to factors that have a direct impact on entrepreneurial inclination. The research that comes after may investigate the role of mediator factors in influencing intention further. Finally, it is urged that future research look at the temporal dynamics of how entrepreneurial intent results in real conduct. Future studies that compare the intentions and determinants of entrepreneurs would be beneficial. The fundamental mechanisms underpinning entrepreneurial intent are more likely to be examined using longitudinal data. Despite the aforementioned shortcomings, the study produced several intriguing findings, such as the lack of a significant impact on entrepreneurship education.

## 5.6 Conclusion

This study examines the factors that influence the entrepreneurial intentions of Gen Z online shopping platforms in Malaysia. Through the use of a questionnaire study, it was discovered that the entrepreneurial intention of the Malaysian generation Z online shopping platform is influenced to varying degrees by personal variables, market trends, perceived support and family entrepreneurs. However, the impact of entrepreneurial intentions of Gen Z online shopping platforms in Malaysia are not significantly impacted by entrepreneurship education. This underlines the necessity of research and the execution of this investigation. According to entrepreneurial education, Malaysian Generation Z's awareness of their entrepreneurial intentions is also low. As a result, it is important to promote entrepreneurial marketing to as many Gen Zs as possible in order to help them increase their entrepreneurial knowledge and awareness and enable them to make a positive contribution to society. The relationship between the factors affecting Malaysian Gen Z's intention to use online shopping platforms and their entrepreneurial intention was also one of the study's goals. This relationship is important for enhancing the intention's effectiveness and determining how Gen Z reacts to entrepreneurial activities. In this regard, investigate the factors that have the greatest influence on the entrepreneurial intentions of Malaysian Gen Z to use online shopping platforms. Overall, the results point to market trends as the element having the biggest influence on Malaysian Gen Z's propensity to use online shopping platforms for business. Personal factors, perceived support and family entrepreneurs come next. Entrepreneurship education is the final and least important component. The findings of this study strongly imply that Malaysian Gen Z's entrepreneurial intention to use online shopping platforms is related to current data on the causal aspects of market movements.

These findings offer valuable information for educators and government policymakers about how to boost marketing related to entrepreneurship. The results indicate that in order to effectively perform and efficiently communicate with Gen Z in Malaysia, it is necessary to carefully consider the attributes of the factors (such as personal factors, entrepreneurial education, market trends, perceived support and family entrepreneurs) that influence Gen Z entrepreneurial intention to use online shopping platforms for marketing. Government officials and educators must support entrepreneurship since it boosts Malaysia's economic performance and has the positive effect of successfully promoting the Malaysian economy. Government policymakers and educators should be aware that causal factors may have an impact on Generation Z's plans to use internet marketplaces for their entrepreneurial endeavors. Then, to enhance entrepreneurial exposure and success, make sure a clear analysis and proper grasp of the Gen Z background are in place.



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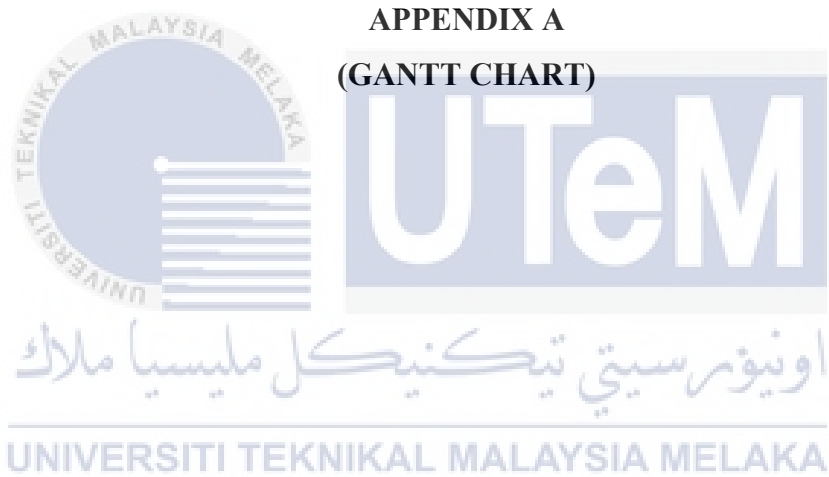


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**APPENDIX B**  
**(QUESTIONNAIRE)**



## 1. Questionnaire

Dear Valued Respondents,

I am Tan Mei Ting, an undergraduate student currently pursuing my Bachelor of Technopreneurship (Hons) majoring in Universiti Teknikal Malaysia Melaka. This research project aims to fulfill the requirement of the course Bachelor's Degree in the Fakulti Pengurusan Teknologi dan Teknousahawan, Universiti Teknikal Malaysia Melaka. The purpose of this research is to investigate the **factors affecting entrepreneurial intention on online shopping platforms of Generation Z in Malaysia.**

This questionnaire contains three sections, and it may take approximately 5-10 minutes of your time to complete. Your replies are based on your own experience.

Your response will be kept private and confidential. The information gathered will be utilized solely for academic purposes.

Thank you very much.

Sincerely,

Tan Mei Ting

Bachelor of Technopreneurship (Hons),

Fakulti Pengurusan Teknologi dan Teknousahawan,

Universiti Teknikal Malaysia Melaka.

Email: b061910367@student.utm.edu.my

### Section A: Demographic Information of Respondent Generation Z (1997-2012)

The questions in this section list some related information about your profiling.

Please **tick (✓)** the **appropriate answer** in the box provided.

1. Gender:

Male (   )

Female (   )

2. Age group:

22 - 25 (   )

18 - 21 (   )

14 - 17 (   )

10 - 13 (   )

3. Ethnic:

Malay (   )

Chinese (   )

Indian (   )

Others (   )

4. Location:

Northern Region (*Eg. Perak, Perlis and Kedah*) (   )

East Coast Region (*Eg. Kelantan, Terengganu and Pahang*) (   )

Central Region (*Eg. Selangor, KL and Putrajaya*) (   )

Southern Region (*Eg. Negeri Sembilan, Melaka, Johor*) (   )

East Malaysia (*Eg. Sarawak and Sabah*) (   )

5. Highest education level:

Master (   )

Degree (   )

STPM / A Level / Diploma (   )

SPM (   )

PMR & Below (   )



## Section B: Factors Affecting Entrepreneurial Intention on online shopping platforms

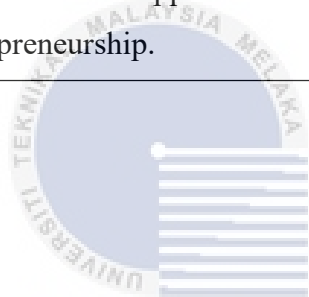
This section reflects your views on entrepreneurial intentions on online shopping platforms. Please tick (✓) your answer in the appropriate blank to demonstrate your agreement with each statement using the following 5-point interval scale:

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

	Item	1	2	3	4	5
	<b>Part A - Personal Factors</b> (Personal factors refer to personal characteristics that influence the choices of individuals themselves, such as age and life cycle stage, occupational and financial situation, personality and self-concept, lifestyle, and values.)					
1	I am confident to involve digital entrepreneurship and becoming a well-known entrepreneur.					
2	I am confident in my ability to start a digital entrepreneurship and keep it running smoothly.					
3	Even though I know the daunting task of digital entrepreneurship, I still believe in my risk-taking ability in digital entrepreneurship.					
4	I am knowledgeable and risk-taking enough to face the risks of digital entrepreneurship.					
	<b>Part B - Entrepreneurship Education</b> (Entrepreneurship education refers to providing learners with the knowledge, skills and motivation					

	needed to support entrepreneurial success in a variety of settings.)					
1	Entrepreneurship education inspired me to have intention about digital entrepreneurship.					
2	Entrepreneurship education activities helped me in the process to involve in digital entrepreneurship.					
3	The knowledge of entrepreneurship education made me understand how I should be effective in digital entrepreneurship.					
4	Entrepreneurship education knowledge helps me find new opportunities, market trends and reduce my risk in digital entrepreneurship.					
	<b>Part C - Market Trend</b> (Market trends are perceived trends in financial markets moving in a particular direction over time. These trends are divided into three categories: primary trends on the medium-term horizon, long-term trends on the long-term horizon, and secondary trends on the short-term horizon.)					
1	The future market of digital entrepreneurship is far beyond traditional business.					
2	I found new business opportunities in digital entrepreneurship with market trends.					
3	I have good commodity resources to face future market trends.					
4	I can easily understand the future trends of the digital market and good commodity resources.					
	<b>Part D - Perceived Support and Family Entrepreneur</b> (Perceived support and family entrepreneurs refer to individuals receiving effective help from family					

	entrepreneurs or friends such as support, advice, and resources.)					
1	My closest family and friends think I should be in the digital entrepreneurship and believe I can succeed in that area.					
2	I have entrepreneurial intentions through successful online entrepreneurial stories by my family and friends.					
3	I was eager to do digital entrepreneurship because my family and friends can provide resources and share their experiences.					
4	My family and friends provided me with start-up capital and support me to start a digital entrepreneurship.					



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### Section C: Entrepreneur Intention to use Online Shopping Platforms

This section reflects your views on entrepreneurial intentions on online shopping platforms. Please tick (✓) your answer in the appropriate blank to demonstrate your agreement with each statement using the following 5-point interval scale:

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

	Item	1	2	3	4	5
1	I would choose a career as a digital entrepreneur.					
2	I prefer to be the owner of the business rather than have a steady job.					
3	I will start a personal digital entrepreneurship in the future.					
4	I enjoy the challenge of creating a new business, especially for digital entrepreneurship.					
5	I want freedom and more options in my career to incorporate my interests into my digital entrepreneurship.					