

**The traits or behavior on social entrepreneurial intention in socio-economic in
Malaysia**



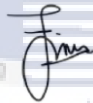
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SUPERVISOR & PANEL DECLARATION/APPROVAL

'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 : 1/2/2023

UNIVERSITI TEKNIKAL MALAYSIA MELAKA

SIGNATURE :



NAME OF PANEL : Dr. Nurul Zarirah Binti Nizam

DATE 1/2/2023

DECLARATION OF ORIGINAL WORK

“I declare that this thesis entitled “THE TRAITS OR BEHAVIOR ON SOCIAL ENTREPRENEURIAL INTENTION IN SOCIO-ECONOMIC 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.”

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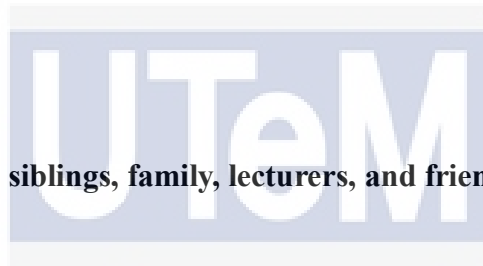
Name : KHER MING KAI

Date : DECEMBER 2022

DEDICATION



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



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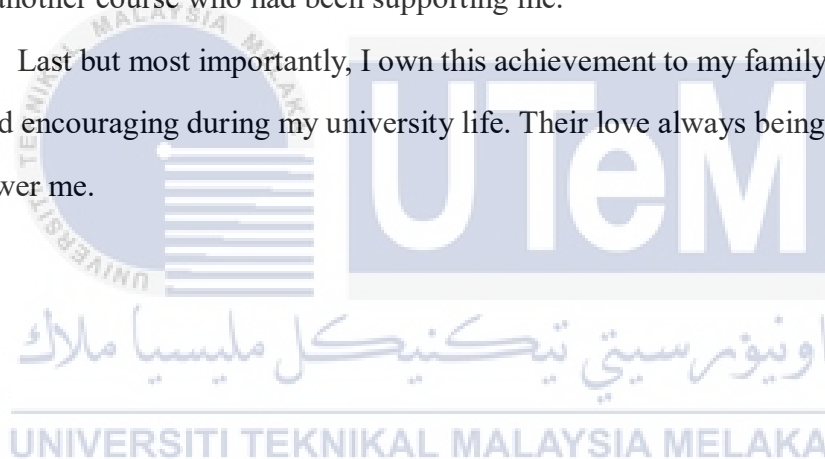
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ABSTRACT

The COVID-19 epidemic has developed into a health, socioeconomic, and humanitarian disaster of incredible magnitude and scope. The world is more vulnerable to difficulties today than it has ever been, and societal inefficiencies have largely taken over. In these difficult circumstances, societies seek innovative, cost-effective, and long-term solutions. In the developing country like Malaysia, they really need the social entrepreneur. Thus, this study is to explain the traits or behavior that influence on social entrepreneurial intention among Malaysian, and the relationship between traits and the social entrepreneurial intention. Quantitative methods will be use in carrying out this research. Data will be collected on the five-point Likert scale through questionnaire from the Malaysian. The data will be gathered from 391 respondents located in Malaysia. Statistical Packages for Social Sciences (S.P.S.S) version 21 was used to analyze the data. Pearson Correlation and multiple regression tests were applied to measure the nature and size of the association between variables and test hypotheses. The findings of this study can help inform social entrepreneurial development for government policymakers and educators, as well as for the social entrepreneurial-ready.

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CHAPTER 1

INTRODUCTION

1.1 Introduction

The research begins with chapter one which discussed on the background of study related to the traits or behavior influence on the social entrepreneurial intention in socio-economic in Malaysia. This chapter also consist of the development of problem statement, research questions, and research objectives, scope of study, significant of study and an overview of the study.

1.2 Background of study

The COVID-19 epidemic has developed into a health, socioeconomic, and humanitarian disaster of incredible magnitude and scope. The world is more vulnerable to difficulties today than it has ever been, and societal inefficiencies have largely taken over. In these difficult circumstances, societies seek innovative, cost-effective, and long-term solutions. Interest in starting a social entrepreneur is skyrocketing all over the world (Defourny and Nyssens, 2010), especially in developing countries struggled by socioeconomic problems.

Mission leader and social value provider are two characteristics of this social entrepreneur. Individuals or institutions that run or manage social entrepreneurship initiatives are known as social entrepreneurs (Suriaty, Shuharimi, Yasmin, 2018). The rise in activities such as employment, innovation, and corporate social activities over the last decade may indicate that new modes of organizing for company innovation, such as social entrepreneurship, have emerged. Entrepreneurs that align their activities

with the purpose of providing social value are referred to as social entrepreneurs. Furthermore, they frequently behave with little or no personal advantage in mind. A social entrepreneur "combines the passion of a social mission with a business-like image of discipline, invention, and determination usually associated with, for example, Silicon Valley's high-tech pioneers" (Dees,1998). Nowadays, the term "social entrepreneurship" is increasingly widely used. However, there is a lot of misunderstanding and ambiguity regarding what a social entrepreneur is and accomplishes. Aside from that, it is unclear how social entrepreneurs bring about large-scale change. What is intended by the term "social entrepreneur" should be clearly defined. There are contrasts and similarities between social and commercial entrepreneurship. Academic research into social entrepreneurship is still in its early stages.

Individuals who perceive the world through the lens of innovation and seize opportunities to produce social good are referred to as social entrepreneurs. They take advantage of possibilities that may otherwise go unnoticed by others. They will take chances in a different way than the rest of us. Social enterprises in Malaysia should be seen and included by the government as part of the government's strategy to combat the country's rising unemployment, even if only on a short- to medium-term basis, because they have the potential to become an emerging employment provider with long-term government and societal support (Loh, 2020).

The growth of social entrepreneur is important for a country especially for developing country. Social entrepreneur should be supported by government for grow up the country environment form education, financing, medical care and the other else. It is because social entrepreneurship tackles long-term social challenges such as unemployment, poverty, pollution, and other environmental concerns. When governments are unable to act owing to a lack of funds and businesses are unwilling to perform due to low profitability, social entrepreneurship comes into play (Kostetska & Berezyak, 2014).

1.3 Problem Statement

Social entrepreneurship as innovative, social value creating activity that can occur among the nonprofit, business, or government sectors (Suriaty et al., 2018). Social entrepreneurship tackles long-term social issues such as unemployment, poverty, pollution, and other environmental concerns. As a field that combines economic and social value creation, social entrepreneurship has a long history and a global presence (Suriaty et al., 2018). Many social enterprises in both developing and developed countries are only getting started, but some of them already have millions of dollars in revenue and thousands of employees, indicating the industry's potential (Villis et al., 2013). Tiwari et al. (2018b) argued that, although SE is beneficial for the welfare and development of the economies, still, the present rate of social entrepreneurial growth is rather slow.

The term "social entrepreneurship" was used by Dees and Anderson (2007) to describe a phenomenon that began in the United States and has since evolved under numerous titles (Wolk, 2007). Edward Skloot coined the term "nonprofit entrepreneurship" in a 1983 article in which he explained how business enterprises can help nonprofit organisations diversify their funding sources, and which was based on his pioneering consulting work with nonprofit organisations interested in starting businesses in 1980. (Wolk, 2007; Skloot, 1983). To motivate and support social entrepreneurs, it is crucial to understand the fundamental factors that shape an individual's thinking process (Tiwari et al. 2017a).

Many people are unaware that the human population has reached an unsustainable level, silently plunging the ecosystem into an unfathomable state of perhaps permanent decline — an unsettling and worrying situation in which consumption has outpaced the Earth's regenerative rate (Inger Andersen, 2020).

Many countries, particularly those in developing or emerging economies, continue to face enormous societal challenges and needs. For example, many Malaysians, particularly vulnerable, low-income families, have suffered serious consequences because of the Covid-19 issue and the subsequent movement control order (MCO). The COVID-19 epidemic has evolved into a health, socioeconomic, and humanitarian disaster of historic magnitude and scope. The situation in Malaysia is made worse by the fact that the government came into power in early March 2020 and is already grappling with a massive debt crisis, financial limits, falling oil prices, and the global shutdown's knock-on effects on commerce and tourism. Apart from the headline news – a three-year peak in the unemployment rate and a contraction of quarterly GDP of over 17% – detailed evidence of the extent of these ramifications has been largely absent, until now (Darshan Joshi, 2020).

The social stability of society is one of the most important indicators of a country's success, regardless of its social or economic progress (Kostetska & Berezyak, 2014). As a result, social entrepreneurship has become a hot topic. Government and social entrepreneurs have a common goal to solve social problems in an effective and efficient way. However, researchers have done very little research on this connection.

Despite its vital importance, data on Social Entrepreneur Intentions (SEI) is scarce (Chinchilla and Garcia, 2017), and research on the antecedents of Social Entrepreneur Intentions (SEI) is scarce (Chinchilla and Garcia, 2017). (Corner and Ho, 2010). To better recognise and appreciate social entrepreneurial goals, it is necessary to explore their antecedents (Omoredede, 2014). As a result, this study aims to fill a vacuum in the literature on pro-social motives in entrepreneurship (Bolino and Grant, 2016) by identifying specific antecedents of social entrepreneurial intentions in Malaysia. As a result, this study emphasises the research question: Do Malaysians' perceptions of social effect, social value, and social network influence their social entrepreneurship goals?

1.4 Research Question

The fundamental aspect of the research is the research question as it would concentrate on the area of interest, determine the correct methodology and constantly direct this research through the research phases, which consisted primarily of inquiry, analysis and reporting. This study attempts to address the following research questions

1. What are the traits that social entrepreneurial should have?
2. What is the relationship between the traits and social entrepreneurial intention?
3. What is the most important key determinant and a distinguishing trait to become a social entrepreneur?

1.5 Research Objectives

The research objectives developed in this study are as follow:

1. To determine the traits that social entrepreneurial should have
2. To investigate relationship between the traits and social entrepreneurial intention
3. To examine the most important key determinant and a distinguishing trait to become a social entrepreneur

1.6 Scope of Research

This research focusses mainly on identifying the impact of social moral value on the social entrepreneurial intention in socio-economic in Malaysia. Questionnaire is distributed through Google Form to those who are lives in Malaysia. The age range 18-60 years old.

1.7 Significant of study

The study is expected to come out with the theory to give the Malaysian intention on social entrepreneurial with the characteristic. Social entrepreneurship is one of key factor that the developing country have success in economy and stabilize the social. It must be implemented that to inspire the young individuals about the social

entrepreneurship.

Improving the intention on social entrepreneurship can increase the social level and self-cultivation. Young individuals who owned the social entrepreneurship can help the government and country to growth the economy and social life level. Young individuals also can handle the difficult tasks in their life with using social moral value and with positive thinking.

Social entrepreneurship can reduce the burden of government in succoring the low-income family. Social entrepreneurs help the government by providing the job opportunities, reduce pollution and social issues. Predicting the impact of social entrepreneurship is crucial as it can help social entrepreneurs to determine the achievement of their social mission and performance (Azreen, Christie, Suraya, Aniza, 2021). However, there is a lack of existing social entrepreneurship models to predict social enterprises' social impacts (Azreen et al 2021). This makes us more belief that we need to figure the traits or behavior that influence the social entrepreneurial intention. Providing further details. This research is an important key in inspired improve the whole social life level and country's economy. Through this research, the researcher will identify and understanding how the social moral value bring effect on intention social entrepreneurship.

Chapter 2

Literature Review

2.1 Social Entrepreneurship

In the face of global sustainability issues, social entrepreneurship (SE) is an emergent social phenomenon that is gaining support for its potential to address complex social and environmental concerns (Megan, Brinoy, 2022). Social entrepreneurship has arisen as an innovative business model that successfully combines social and commercial objectives (Kostetska & Berezyak, 2014). In emerging economies, the concept of social entrepreneurship (SE) is gaining traction as a means of maximising public wellbeing (Akhter, Hossain, Asheq, 2020). Social entrepreneurs can be powerful change agents for alleviating the suffering of the disadvantages (Florian Koehe, Richard Woodward, Benson Honig, 2022). Societal entrepreneurship addresses long-term social challenges such as unemployment, poverty, pollution, and other environmental concerns. When governments are unable to act owing to a lack of funds and businesses are unwilling to perform due to low profitability, social entrepreneurship comes into play (Kostetska & Berezyak, 2014). "The process of responding to market failures with revolutionary, commercially sustainable inventions targeted at tackling social problems," (Wolk, 2007). Thus, social entrepreneurship provides an alternative to market failures, as well as a business opportunity (Wolk 2007; Phills & Denend, 2005) that social entrepreneurs pursue. The term "social entrepreneur" refers to an innovative way of delivering social benefit while also generating a significant financial return (Akhter et al 2020). Engaging in business and innovation to solve social problems is known as social entrepreneurship (Bacq and Janssen, 2011; Saebi et al., 2019). In particular, research on social entrepreneurship has examined social entrepreneurship intent— "the intent to pursue a social mission by starting a business or launching a social venture" (Bacq and Alt, 2018). However, recent scholarship has noted that the prosocial, altruistic motivations of social entrepreneurs should not be taken-for-granted (Kimmitt and Munoz, 2018), as it carries the risk of depicting social entrepreneurs as ethical heroes with good intentions, driven

by decency and morality (Bacq et al., 2016; Seelos and Mair, 2005).

2.1.1 Social Entrepreneur Intention

To date, many scholars have investigated the dimension of entrepreneurial intention (Lu & Wang, 2018). The entrepreneurial ambition is a person's desire to establish a new business and become an entrepreneur in the future (Akhter et al, 2020), it is same in social entrepreneurial intention also. A "self-acknowledged conviction of a person that they desire to become a social entrepreneur and consciously plan to do so at some time in the future," (Ernst, 2011) or simply Social entrepreneurial intention, is defined as when an Individuals seek to bring about social change in society through innovation. The research on Social Entrepreneurial Intention is still in its early stages, with just a small amount of empirical data accessible, most of which comes from the Western world. Despite its relevance and urgency, there is a scarcity of information. In relation to Social Entrepreneurial Intention in Asian or Middle Eastern countries (Tiwari et al., 2017a). Predicting the impact of social entrepreneurship is crucial as it can help social entrepreneurs to determine the achievement of their social mission and performance (Azreen, Christie, Suraya, Aniza, 2021). However, there is a lack of existing social entrepreneurship models to predict social enterprises' social impacts (Azreen et al 2021). This makes us more belief that we need to figure the traits or behavior that influence the social entrepreneurial intention. Providing further details. A literature review was done to investigate the traits or behavior on social entrepreneurial intention. Social Entrepreneurial Intention variables in pupils or workers in various locations. Furthermore, this study used the tabulation approach to visualize the data and examine patterns among trials.

Social entrepreneurial intention is described as an individual's intention to create an innovative business venture that yields sustained solutions to social problems (Zhang, Juanita, Tatiana, Louise Kelly, Kwok, Stephen, 2021). The realities are alarming and shameful: lack of education, climate change, limited medical care,

starvation, and poverty (Iza, Nino,2020). Even though charitable and international groups have been dealing with the issues for decades, help programmers can be regarded weak, ineffective, or even cynical (Fueglistaller et al., 2016). All social concerns cannot be addressed by social entrepreneurs alone. All social and economic players, including traditional entrepreneurs, nonprofit/ nongovernmental organizations (NGO), governments, and international organizations, must work together to achieve this (Fueglistaller et al., 2016).

2.1.2 Different between Social entrepreneur and commercial entrepreneur

The term of „entrepreneur” comes from the French word, is dating from the seventeenth century, and it refers to a man in charge of arranging and conducting exploratory and military expeditions (Hirsch, 1990). Basically the word has been used to describe a person who assumes some risks when they launch a business, or to describe a person who undertakes an important project or activity (Catalina et al, 2016). The term entrepreneurship is often associated with launching a business, but nowadays it has a more complex meaning. More specifically, the word is used to identify people who stimulate economic progress in an innovative way (Catalinja et al, 2016) Commercial entrepreneurship is important in the growth of the business sector as well as a driving force behind the brisk expansion of the social sector (Suriaty,2021). Furthermore, most academics and economists agree that commercial entrepreneurship is becoming an increasingly significant role in the development and well-being of countries. In terms of education, even some high schools have compulsory entrepreneurship courses in their curriculum. The nature and structure of entrepreneurial activities varies across countries as reflected by, for example Geographical location, cultures and others. Entrepreneurial activities are also seen as a key vehicle for creating jobs, innovation, and corporate social responsibility. Due to limited demand, which means limited profits, the private sector of the economy was constrained to refrain from developing entrepreneurial action during the depression.

The definition and typology of social entrepreneurship and its aspects separating from commercial entrepreneurship were focused on (Metin, 2012). Social entrepreneur is acting as a change agent and using entrepreneurial methods to create and sustain social value without being limited to resources currently in hand (Metin, 2012). There are some relationships between commercial and social entrepreneurship characteristics, but the main difference between them is related to the profit-based view (Metin, 2012). Social entrepreneurship is still emerging as an area for academic inquiry leaving its theoretical underpinnings insufficient explored (Catalina,2016). Outside of a few well-known examples we were having trouble identifying any products, groups, or people that we could place in the bucket (Catalina, Anca, Razvan and Alexandra, 2016). Social Entrepreneurs are individuals or private organizations that take the initiative to identify and solve social problems in the community, showing preference to vision, energy and ability to develop new ways to combat social problems (Korosec & Berman, 2006). Social entrepreneur is also a normal entrepreneur, but they own the characteristics which is individuals that think about social vision is social entrepreneurs. Mission leader and social value provider are two characteristics of this sale entrepreneur. Individuals or institutions that run or manage social entrepreneurship initiatives are known as social entrepreneurs. Economic entities that are activated within the context of social economy cover social needs and or are tied to weak social groups. Social entrepreneurship entails innovative approaches to solving challenges in areas such as education, the environment, fair trade, health, and social equality, and is regarded as a critical foundation for nations' long-term development. (anh,2021). In the development process of countries, there are always gaps in solving social problems, while the efforts of governments, commercial enterprises, and nonprofits have failed to meet the expectations of many stakeholders. Therefore, business activities aimed at creating sustainable and fair values for society are seen as an agent of social wealth, and promoting social entrepreneurship becomes a phenomenon was noticed in both practice and academia worldwide (Tiwari, Bhat, & Tikoria, 2017). As a result, social entrepreneurship is viewed as a multi-

dimensional and dynamic term that moves between multiple locations where the public, private, and social sectors intersect.

2.1.3 Role of social entrepreneurship in socio economic

The fact that Malaysia scenario is required to be improved with the help of the company. Which means that social entrepreneurship is important to the country. According to Bansal et al. (2019) social entrepreneurship is important for sustainable development of the economic and social conditions in the developing countries. It is stated that social entrepreneurship works as a key driver for effective social change in different developing countries. According to Gupta et al. (2020), it is important for social entrepreneurs to identify potential social issues that are negatively impacting socio-economic conditions. Thereafter, creative thinking and critical thinking skills are essential for implementing appropriate strategy. The major focus of social entrepreneurship organizations is to produce specific types of products and services that are capable of reducing social issues.

2.2 Social entrepreneur in Malaysia

Despite growing rapidly and attracting increased attentions in many developed countries, social entrepreneurship still can be considered new and in fact the activities are still at ground level within the Malaysian context (Raudah, Fauziah and Norliza, 2018). Nonetheless, as noted in the General Entrepreneurship Monitor's (GEM) Social Entrepreneurial report from 2009, the development of social entrepreneurship in Malaysia is still at a grassroots level (GEM, 2009). One critical issue of social entrepreneurship in Malaysia's is lack of legal recognition and policy structure to support this sector (Raudah 2018). This has consequently led them losing many opportunities and lack of sustainability. Given these scenarios, there is an urgent need to uncover the social entrepreneurship roles in Malaysia to ensure how social entrepreneurship structure can support sustainability of social economic development

of the country. Since 1986, through Amanah Ikhtiar Malaysia, social entrepreneurship has been established in Malaysia (AIM). As Malaysia progresses toward a more strong and resilient economy, the Malaysian Social Enterprise Blueprint 2015-2018 was created with the goal of creating a mass of successful social companies that will assure the sector's long-term viability (Social and Blueprint, 2018). As a result, social entrepreneurs now have commercial potential based on innovation.

The term 'social entrepreneurship' is still new in Malaysia (Raudah, 2018). However, its implementation can be detected through the establishment of cooperation, non-profit organizations and government. The government, NGOs, and the general public are still unable to eliminate difficulties connected to unfair practises in the social entrepreneurship sector. As a result, social entrepreneurship activities have been undertaken by clubs, institutions, private corporations, and small and large groups to address social issues. According to (GEM, 2009) there are five categories of social entrepreneurship; traditional NGOs (high levels of social/environment goals; not-for-profit status); not-for-profit SE (high levels of social/ environmental goals; not-forprofit status; innovation); hybrid SE (high levels of social/environmental goals; earned income strategy “integrated” or “complementary” to the mission); for Profit SE (high but not exclusively social/ environmental goals; earned income strategy) and social activity for profit motives. According to the GEM report, Malaysia's social entrepreneurship activities are known for hybrid social entrepreneurship, traditional NGO, and hence not for profit social entrepreneurship. Nonetheless, the Malaysian government has established a Social Entrepreneurship Unit under the Malaysian Global Innovation and Creativity Centre, recognising the sector's potential to address a variety of social issues (MaGIC).

2.3 Theoretical framework and hypotheses development

Entrepreneurial ambitions are one of the most essential elements impacting not only the entrepreneurship process (Shane and Venkataraman, 2000; Lee et al., 2011), but also entrepreneurial behaviour (Fishbein and Ajzen, 1975; Ajzen et al., 2009). Because

conduct needs planning, the theory of planned behaviour entrepreneurial model (Ajzen, 1991) argued that intentions are made up of the subject's attitudes toward the activity, subjective norms, and perceptions of behavioural control. In the establishment of a social enterprise, perceived desirability (individuals' intents to behave in a specific way) and perceived feasibility (tendency to act) are used to determine social entrepreneurial ambitions (Naveed,2021). Many researchers have looked into the aspect of entrepreneurial intent thus far (Lu & Wang, 2018). When personal perceived economic profit rises, commercial entrepreneurial intention rises as well (Naveed, 2021). According to the theory of planned behaviour, a person's purpose is a good predictor of their future path of action (Ajzen, 1991). Social impact (perceived desirability) is an antecedent to social entrepreneurial aspirations, according to the most prevalent model of social entrepreneurial intention (Mair and Noboa, 2006). As a result, this research embraces Mair and Noboa's Social Entrepreneurship Intention Theory, which is based on TPB (Ajzen, 1991). This theory is used to investigate social entrepreneurial intention in terms of Self-Efficacy (Tiwari et al., 2017c), Social Network (perceived feasibility) (Farooq et al., 2010), and Social Impact (perceived desirability) (Austin et al., 2006).

اوتنور سیتی تکنیکل ملیسیا ملاک

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