

The copyright © of this thesis belongs to its rightful author and/or other copyright owner. Copies can be accessed and downloaded for non-commercial or learning purposes without any charge and permission. The thesis cannot be reproduced or quoted as a whole without the permission from its rightful owner. No alteration or changes in format is allowed without permission from its rightful owner.



**EXAMINING DETERMINANTS OF DIGITAL ENTREPRENEURIAL INTENTION
AMONG BOUTIQUE SELLERS**

By

NUR SYAHIDAH BINTI HAMZAH



**Thesis Submitted to
College of Business
Universiti Utara Malaysia,
in Partial Fulfilment of the Requirement for the Master of Sciences (Management)**



**Pusat Pengajian Pengurusan
Perniagaan**

SCHOOL OF BUSINESS MANAGEMENT

Universiti Utara Malaysia

PERAKUAN KERJA KERTAS PENYELIDIKAN
(Certification of Research Paper)

Saya, mengaku bertandatangan, memperakukan bahawa
(I, the undersigned, certified that)

NUR SYAHIDAH HAMZAH (830017)

Calon untuk Ijazah Sarjana
(Candidate for the degree of)

MASTER OF SCIENCE (MANAGEMENT)

telah mengemukakan kertas penyelidikan yang bertajuk
(has presented his/her research paper of the following title)

**EXAMINING DETERMINANTS OF DIGITAL ENTREPRENEURIAL INTENTION
AMONG BOUTIQUE SELLERS**

Seperti yang tercatat di muka surat tajuk dan kulit kertas penyelidikan
(as it appears on the title page and front cover of the research paper)

Bahawa kertas penyelidikan tersebut boleh diterima dari segi bentuk serta kandungan dan meliputi bidang ilmu
dengan memuaskan.

(that the research paper acceptable in the form and content and that a satisfactory knowledge of the field is covered
by the research paper).

Nama Penyelia
(Name of Supervisor)

DR. AZRAIN NASYRAH BT. MUSTAPA

Tandatangan
(Signature)

Tarikh
(Date)

6 DISEMBER 2023

Permission to Use

In presenting this dissertation/project paper in partial fulfilment of the requirements for a Post Graduate degree from the Universiti Utara Malaysia (UUM), I agree that the library of this university may make it freely available for inspection. I further agree that permission for copying this dissertation/project paper in any manner, in whole or in part, for scholarly purposes may be granted by my supervisor(s) or in their absence, by the Director of Postgraduate Studies Unit, College of Business where I did my dissertation/project paper. It is understood that any copying or publication or use of this dissertation/project paper parts of it for financial gain shall not be allowed without my written permission. It is also understood that due recognition shall be given to me and to the UUM in any scholarly use which may be made of any material in my dissertation/project paper. Request for permission to copy or to make other use of materials in this dissertation/project paper in whole or in part should be addressed to:

Director of Postgraduate Studies Unit,

College of Business (COB),

Universiti Utara Malaysia,

06010 UUM Sintok,

Kedah Darul Aman.

Abstract

The primary objective of this study is to ascertain the many elements that influence the inclination of small and medium-sized enterprises (SMEs) to engage in digital entrepreneurial intention. This study investigates the associations between education support, digital marketing literacy, and personal attitude towards digital entrepreneurial intention. The sample consisted of 200 participants, specifically small and medium-sized firms (SMEs) that functioned as boutique sellers in the fashion industry. The data was subsequently analyzed using the Statistical Package for the Social Sciences (SPSS) version 27.0. The analyzed data employing descriptive, correlation, and multiple regression methodologies. The study systematically investigated the correlation between education support, digital marketing literacy, personal attitude, and digital entrepreneurship intention among boutique sellers. The findings revealed a substantial association between these variables. The variable above emerged as the most significant predictor variable in forecasting digital entrepreneurial intention, whereas the educational background variable was shown to be insignificant. This study also includes recommendations and implications for future research and practical applications.

Keyword: Boutique seller, education support, digital marketing literacy, personal attitude, digital entrepreneurial intention

Abstrak

Objektif utama kajian ini adalah untuk memastikan beberapa elemen yang mempengaruhi hasrat Perusahaan Kecil dan Sederhana (PKS) untuk melibatkan diri dalam hasrat keusahawanan digital. Kajian ini mengkaji hubungan antara sokongan pendidikan, celik pemasaran digital, dan sikap peribadi terhadap hasrat keusahawanan digital. Seramai 200 peserta, khususnya Perusahaan Kecil dan Sederhana (PKS) yang beroperasi sebagai penjual butik dalam industri fesyen, telah dimasukkan dalam sampel. Data tersebut kemudiannya dianalisis menggunakan perisian Statistical Package for the Social Sciences (SPSS) versi 27.0. Data dianalisis menggunakan kaedah deskriptif, korelasi, dan regresi berganda. Kajian itu menggunakan strategi langkah demi langkah untuk mengkaji hubungan antara sokongan pendidikan, celik pemasaran digital, sikap peribadi, dan hasrat keusahawanan digital dalam kalangan penjual butik. Penemuan menunjukkan perkaitan yang ketara antara pembolehubah. Pembolehubah muncul sebagai pembolehubah peramal yang paling signifikan dalam meramalkan hasrat keusahawanan digital, manakala pembolehubah latar belakang pendidikan ditunjukkan tidak signifikan. Kajian ini juga termasuk cadangan dan implikasi untuk penyelidikan masa depan dan aplikasi praktikal.

Kata kunci: *Penjual butik, sokongan pendidikan, celik pemasaran digital, sikap peribadi, niat keusahawanan digital*

Acknowledgement

In the name of Allah, the Most Merciful and Most Compassionate.

I am grateful for providing the necessary fortitude, well-being, and drive to initiate and successfully finalise this scholarly document. I want to express my gratitude to the individuals who have provided assistance and support throughout this study, without whom its completion would not have been possible.

Firstly, I would like to express my sincere gratitude and utmost appreciation to my supervisor, Dr Azrain Nasyrah Binti Mustapa, for her unwavering guidance, support, and patience, which have been instrumental in enabling me to reach this stage. I appreciate the support and motivation provided by my immediate and extended family members, including my spouse, Ahmad Ahza Bin Saidon, as well as my parents and parents-in-law. Their excellent tolerance and genuine love in supporting my trip and understanding my situation have been extraordinary. I would like to express my gratitude to the teachers from my primary school Sekolah Kebangsaan Hutan Percha and secondary school Sekolah Menengah (A) Tun Perak who do not know meaning of tiredness to educate me.

I want to express my sincere appreciation to the lecturers at Universiti Utara Malaysia (UUM), the UUM personnel, my colleagues who have accompanied me during this extensive endeavour, and all the participants who contributed as responses. Finally, I would like to thank the University Utara Malaysia (UUM), specifically the Postgraduate Unit for providing me with this valuable opportunity.

TABLE OF CONTENT

CONTENTS	PAGE
Certification of Research Paper	
Permission to Use	i.
Abstract	ii.
Abstrak	iii.
Acknowledgement	iv.
Table of Contents	v.
List of Tables	ix.
List of Figures	x.
Chapter One- Introduction	1
1.0 Chapter Overview	1
1.1. Background of The Study	1
1.2. Problem Statement	3
1.3. Research Question	7
1.4. Research Objectives	7
1.5. Scope of Research	7
1.6. Significance of Research	8
1.7. Definition of Key Terms	9
1.7.1. Small Medium Enterprise	9
1.7.2. Digital Entrepreneurship	9
1.7.3. Digital Entrepreneurial Intention	9
1.7.4. Education Support	10
1.7.5. Digital Marketing Literacy	10
1.7.6. Personal Attitude	10

1.8. Organization of the Thesis	10
1.9. Conclusion	11
Chapter 2- Literature Review	12
2.0 Chapter Overview	12
2.1. Dependent Variable	12
2.1.1. Digital Entrepreneurial Intention	12
2.2. Independent Variables	14
2.2.1. Education Support	14
2.2.2. Digital Marketing Literacy	16
2.2.3. Personal Attitude	17
2.3. Hypothesis Development	19
2.3.1. Interrelation of Education Support and Digital Entrepreneurial Intention	19
2.3.2. Interrelation of Digital Marketing Literacy and digital Entrepreneurial Intention	20
2.3.3. Interrelation of Personal Attitudes and Digital Entrepreneurial Intention	21
2.4. Underpinning Theory	22
2.4.1. Theory of Planned Behavior (TPB)	22
2.4.2. Technology Acceptance Model (TAM)	23
2.5. Framework	24
2.6. Research Framework	25
2.7. Conclusion	25
Chapter Three- Research Methodology	26
3.0 Chapter Overview	26

3.1. Research Design	26
3.1.1. Unit of Sampling	27
3.2. Population and Sample	27
3.2.1. Sampling Technique	28
3.3. Sampling Size	29
3.4. Instruments	30
3.4.1. Demographic Profile	30
3.4.2. Variables	31
3.5. Data Collection Method and Procedure	33
3.6. Data Analysis	34
3.6.1. Reliability Analysis	34
3.6.2. Pearson's Correlation Analysis	35
3.7. Conclusion	35
Chapter Four- Data Analysis and Research Findings	36
4.0 Chapter Overview	36
4.1. Demographic Analysis	36
4.2. Reliability Analysis	40
4.3. Pearson Correlation Analysis	41
4.4. Multiple Regression Analysis	43
4.5. Conclusion	44
Chapter Five- Discussion, Recommendation and Conclusion	45
5.0 Chapter Overview	45
5.1. Overview of the Study	45
5.2. Discussion	46
5.3. Implications of the Study	48

5.4. Limitations of the Study	49
5.5. Recommendations for Future Research	51
5.6. Conclusion	51
References	53
Appendix A- Questionnaire	63



LIST OF TABLES

TITLE	PAGE
Table 3.2 List of Cities in Gombak District, Selangor	28
Table 3.3.1 Sampling Size	30
Table 3.4.1 Section A (Items)	31
Table 3.4.2 Section B (Items)	31
Table 3.6.1 Cronbach's Alpha Scale	34
Table 3.6.2 Pearson's Correlation Analysis	35
Table 4.1.1 Response rate	37
Table 4.1.2 Gender	37
Table 4.1.3 Age	38
Table 4.1.4 Races	38
Table 4.1.5 Higher Education	39
Table 4.1.6 Monthly Income	39
Table 4.1.7 Type of Business	40
Table 4.2 Reliability Analysis	40
Table 4.3 Correlation Coefficient among Variables	41
Table 4.4 Regression Analysis	43

TITLE	LIST OF FIGURES	PAGE
Figure 2.5.1	Theory Planned Behavior (TPB Model)	24
Figure 2.6	Research Framework	25



CHAPTER ONE

INTRODUCTION

1.0 Chapter Overview

The first chapter's goal was to introduce this study's subject area as comprehensively as possible. This chapter starts by explaining the details of SMEs' intentions towards Digital Entrepreneurship. This chapter also is to give these readers an idea of what assessing factors SMEs' intentions towards Digital Entrepreneurship. In subsequent sections of this chapter, the following aspects will be discussed: the study encompasses the contextual framework, problem statement, research objectives, research inquiries, constraints and extent of the research, importance of the research, explanation of critical terms, structure of the research, and a concluding outline to summarize the section.

1.1. Background of the Study

Generally, Small and Medium Enterprises (SMEs) perform essential commercial functions, such as selling food, furniture, clothes, and household items. By providing essential goods and services, SMEs improve the quality of life. They also improve living conditions by providing the employment opportunities needed to raise living standards, as the industry is labor-intensive. The SME sector supports productivity improvement that increases the nation's future wealth and prosperity. Two factors that measure the significance of SMEs to the economy are the amount of capital and the number of employees (Mahmudova & Kovacs, 2018). All governments have made the development of SMEs a priority. SMEs or known as Small and Medium-sized Enterprises are vital contributors to the economic expansion of Malaysia. Consequently, the nation's economy will be indirectly impacted by the COVID-19 pandemic. Despite their small scale, SMEs make a substantial contribution to development of the nation's economy (Sana, Poddar & Paul, 2020). Department of Statistics Malaysia mentioned that

SMEs play a vital role in Malaysia's economy, contributing 97.2% and 38.2% to the country's GDP in 2020. Hence, the significance of small and medium-sized enterprises (SMEs) in the Malaysian economy is widely recognized (Palanimally, Ramasamy & Mohamad, 2020). Consequently, these enterprises must uphold a commendable level of performance to safeguard the whole economy from potential detrimental consequences.

This has emerged as a significant determinant in numerous countries' economic expansion, employment generation, and modernization. In an era of growing dependence on domestic and global technology, it is imperative to incorporate technology into all tasks accurately and efficiently. Digital entrepreneurial is crucial for an entrepreneur's investment. The utilization of digital technology is assisting entrepreneurs in establishing both conventional and technologically sophisticated enterprises, hence augmenting the market worth of a product (Mohamad, 2022). In digital organizations, it is critical to comprehend the function of information and communication technology (ICT) in order to enhance business processes.

Several factors, such as the perception of risks associated with corporate digitalization, point to the difficulty Small and Medium Enterprises (SMEs) face in implementing digital business transformation (Astiti, Prayoga & Imbayani, 2023). Moreover, other issues hindering small and medium-sized businesses from implementing digital transformation include concerns about product imitation and a sense of helplessness when implementing technology. Everyone's daily life is now digitally transformed since it enables individuals to share knowledge and make purchases whenever and wherever they choose. For businesses to convey significant values, social media needs to be included in their marketing strategy. Dwivedi, Tamilmani, Rana & Wamba (2021) mentioned that the most recent International Telecommunication Union poll underscores the importance of having an internet connection, which shows that one in five people worldwide use the internet. Despite the importance of information technology and internet connections, most researchers looked into and tried to develop intention-based theories

and models to examine individual cognitive processes. Technology is a novel and unfamiliar concept for small and medium-sized enterprises, as they have yet to utilize or encounter it. Disregarding this challenge by persisting with conventional business practices is ill-advised, as demonstrated by numerous Small and Medium-sized Enterprises (SMEs) that have succumbed toward technological advancements also the COVID-19 pandemic. These events have necessitated a shift towards a less-contact economy (Astiti, Prayoga, & Imbayani, 2023).

A boutique is a small retail store that sells fabrics, clothing, accessories and other items to a specific segment of people. During the COVID-19 pandemic, boutique sellers are not considered essential services and physical businesses are not allowed to operate. Digital entrepreneurship is converting an established business into a technologically driven enterprise by leveraging new technologies (Elia, Margherita & Passiante, 2020). This type of SME has been chosen for this research towards digital entrepreneurship because boutique sellers can explain products in the virtual world without requiring buyers to come to a physical store. In the contemporary business landscape, where digital transformation is reshaping traditional models, boutique sellers are at a critical juncture. The transition to digital entrepreneurship has become imperative for their survival and growth. This research aims to address the key determinants influencing boutique sellers' digital entrepreneurial intention by examining the roles of education support, digital marketing literacy, and personal attitude. This study seeks to uncover the intricate dynamics that shape the willingness of boutique sellers to embark on and thrive in the digital realm. The concept is based on the Theory of Planned Behavior (TPB) and Technology Acceptance Model (TAM).

1.2. Problem Statement

Digital entrepreneurship (DE) has become increasingly significant in the context of economic development (Beliaeva, Ferasso, Kraus, & Danke, 2019). According to Jafari, Perez, Candelo, & Couturier (2021), digital entrepreneurship is now in its early stages. Digital entrepreneurship

encompasses the application of digital technologies in entrepreneurial pursuits and offers a structure for the digital transformation of entrepreneurial activities (Khattak, Tabash, Radulescu, Nassani & Haffar, 2021). Conventional boutique stores commonly encounter challenges related to clothing product sales, including issues with unsold inventory, the difficulty of obtaining timely product information, delays in the service process exacerbated by the Covid-19 pandemic, and subdued promotional efforts leading to decreased sales (Sufiyanto & Shalehodin, 2022). The events and scenarios since 2019, specifically COVID-19 in Malaysia, force boutique sellers to seek alternative means of maintaining and growing their businesses. In order to implement some ideas, entrepreneurs must adopt a digital entrepreneurial attitude. The COVID-19 pandemic has compelled boutique sellers to be more adaptable and to embrace digital entrepreneurship. The simultaneous shutdown of their commercial operations, a growing crisis, and an economic slump in all countries (United Nations Development Programme, 2020).

However, more research must be done on digital entrepreneurs' attitudes towards digital entrepreneurship. 70% of SMEs reported a 50% decline in business in seven days (Gunaseelan, Subramaniam, Jabor & Rathakrishnan, 2022). According to Zaidi & Shukri (2020), the quickest spread of the virus COVID-19 in Malaysia significantly harmed SME firms, affecting around 87% of business owners, with 76% having to close their businesses, reporting that they were affected. According to prior research findings, the vast majority of businesses in Malaysia, specifically Small and Medium Enterprises (SMEs), which make up 98.5% of all enterprises in the country, have been affected (SME Corporation Malaysia, 2020).

Deputy Minister of Entrepreneurship and Cooperative Development (Medac), Datuk Wira Mas Ermieyati Samsudin (2020), stated that in addition to financial assistance, 40.45% of entrepreneurs need advice and guidance for start-up businesses, and another 31.46 % need basic entrepreneurship training. There are 907,065 registered small and medium enterprise (SME)

entrepreneurs in Malaysia. Out of these, 186,855 or 20.6% are female SME owners. Of that number, 8.85% of businesses went out, and 91.15 % could continue doing business. In comparison, 58.55 % were willing to venture into new fields and 41.45% the other way around. A survey by SME Corp Malaysia found that 81% of respondents responded that they have cash in hand that is only enough to continue operations if the situation lasts less than three months and less than 1.0 % of SMEs can survive for more than a year. This shows that if the Movement Control Order (MCO) continues, most entrepreneurs, especially micro-entrepreneurs, cannot continue to operate, causing an increase in the unemployment rate.

Deputy Minister of Entrepreneurship and Cooperative Development (Medac) is sensitive to the plight of entrepreneurs, and through collaboration with other government agencies, various financing assistance is offered, including capacity-building programs and market access. In addition to financing constraints in business survival, one of the weaknesses of local entrepreneurs is training (Bernama News, 2020).

Most entrepreneurs fail to sustain their businesses for an extended period, mainly owing to insufficient training or skills. This is attributed to the transformation in the business environment brought about by the new normal, which necessitates entrepreneurs to embrace a more extensive digital infrastructure. Among the programs run during the MCO is INSKEN BizLive, a workshop on the Benefits of Sharing Economy for SMEs held through webinars, training programs, online guidance sessions by industry and assistance in preparing documents for financial aid applications.

Choukir, Wassim, Aloulou, Ayadi, & Mseddi (2019) have explored innovative approaches to technology, the environment, and institutions. Additionally, an analysis has been conducted to explore the influence of gender and role models on students' ambitions to find their enterprises. However, a broad evaluation of such research reveals that it is exploratory, with little emphasis

on determining start-up goals. In their research titled "Evaluating the Role of Digital Capabilities on International Entrepreneurial Intention," Lai & To (2020) investigated how the personality of a founder primarily impacts entrepreneurial organizations. They discovered that these firms are increasingly shaped by human behavior and vision.

Abdullah, Mamun, Olowolayemo, Wani & Sofiadin (2023) mentioned that education support is provided to ensure business growth. Conversely, it emphasizes workplace learning, professional development, and product enhancement. Moreover, education significantly contributes to cultivating attitudes, self-confidence, and awareness of intention (Mohammed, Bmahros, Grada & Alaswadi, 2023).

Digital marketing literacy is a new technology that has simplified market behavior, engagement, and experience while digitalizing traditional marketing (Lamberton & Stephen, 2016). Digital marketing literacy includes using digital technologies like mobile phones, display advertising, and platforms like Google and Facebook adverts to promote a company's products or services (Panda & Mishra, 2021). Personal attitude means the personal attitudes of entrepreneurs are the initial drivers for entrepreneurial aspirations and subsequent decision-making processes encompassing risk assessment, formulation of applicable business strategies, objective selection, and identification of business opportunities (Satalkina & Steiner, 2020). Furthermore, another study found a mediation impact for personal attitude in the relationship between personal attributes and digital entrepreneurial intention among senior students in KSA higher education (Sobaih, Hasanien & Elshaer, 2022).

The absence of comprehension and knowledge concerning financing and technologies substantially impacts firms' decision-making process regarding digital transformation (SME Corp Official Website, 2021). A survey conducted by SME Corp and Huawei found that 60% of business owners need to be knowledgeable about various financing options. In comparison,

34% perceive cloud computing to be expensive. It is imperative to rectify deficiencies in digital infrastructure. According to a survey done by Siemens Malaysia in 2020, it was discovered that around 50% of small and medium-sized organizations (SMEs) must prepare to implement developing remote working practices. This is mainly attributed to infrastructural and system-related obstacles, such as limited Internet connectivity. The delay in addressing these obstacles will result in a more significant number of Malaysian small and medium enterprises (SMEs) being deprived of the advantages offered by digital technologies. Many of our corporations will persistently require access to market intelligence, resources, and integration into regional and global markets. Another often disregarded advantage would be the enhancement in production. Based on empirical evidence, it has been observed that small and medium-sized enterprises (SMEs) who actively engage in social media platforms see a notable enhancement of 26% in their productivity levels. Similarly, SMEs that venture into electronic commerce witness a significant boost of 27% in their productivity metrics. Establishing a comprehensive ecosystem is vital to facilitate the process of firm digitalization, both in the immediate future and in the long term.

1.3. Research Questions

The following questions question as an overview of the focus of this investigation.

- i. Is there a relationship between education support among SMEs towards Digital Entrepreneurial Intention?
- ii. Does digital marketing literacy have a significant relationship among SMEs towards Digital Entrepreneurial Intention?
- iii. Does the personal attitude have a significant relationship among SMEs towards Digital Entrepreneurial Intention?

1.4. Research Objectives

The researcher proposed the following objectives.

- i. To identify the relationship between education support among SMEs towards Digital Entrepreneurial Intention.
- ii. To examine digital marketing literacy has a significant relationship among SMEs towards Digital Entrepreneurial Intention.
- iii. To examine personal attitude has a significant relationship among SMEs towards Digital Entrepreneurial Intention.

1.5. Scope of Research

The scope of the study focused on the relationship between digital entrepreneurial and several factors of intention among SMEs. Therefore, this study intends to identify the amalgamation of digital entrepreneurship against intention. The research is focused on SME entrepreneur owners who are boutique sellers in the fashion industry in Gombak District, Malaysia. The owner of SME entrepreneurs possesses a click-and-mortar establishment and conducts their company within the fashion sector through kiosks in shopping malls or physical stores. This study employs a quantitative research approach, utilising a survey methodology. Data will be gathered through a questionnaire administered to Small and Medium-sized Enterprise (SME) entrepreneurs with the assistance of their respective owners.

1.6. Significance of Research

In the era of COVID-19, digital entrepreneurship is such a powerful economic force. It was understanding the roles and interactions of the digital entrepreneurship ecosystem's different entities. According to a study titled "The Impact of COVID-19 Crisis on Micro-Enterprises: Entrepreneur's Perspective on Business Continuity and Recovery Strategy" by Fabei, Pazim, & Langgat (2021), there is a scarcity of research on the impact of a pandemic outbreak on microenterprises in developing countries. The conclusions of this study will help owners of

small and medium-sized firms (SMEs) deal with the challenges of digital entrepreneurship. Using digital entrepreneurship techniques and approaches, business owners can identify the elements that lead to management instability and adopt relevant remedies. Those seeking to learn more about digital concepts frequently want assistance with various issues. Critical information will be provided to policymakers at the Ministry of Entrepreneur and Cooperative Development (MECD) and the entrepreneur himself because it may lead to adjustments or revisions to Malaysia's current strategy for improving digital entrepreneurship. The current crisis is a one-of-a-kind case study for almost every economy, with far-reaching operational and regulatory repercussions for enterprises, particularly the smallest and most vulnerable, that the unprecedented pandemic tragedy has heavily struck. As a result of this study, professionals working in digital entrepreneurship and the long-term viability of small and medium-sized firms (SMEs) will better understand the interaction between education, digital marketing, and personal attitude. Training and development are also essential research components because the former will benefit the user, and the latter will introduce them to digital entrepreneurship before it is employed in their sectors. As a result, it is critical to highlight and incorporate these influencing elements into the application and explain how they will affect the SME's adjustment and performance.

1.7. Definition of Key Term

The below items are defined that used in this study.

- 1.7.1.** Small and medium-sized companies (SMEs): Business entities that have an annual sales turnover of less than RM20 million or employ fewer than 75 full-time workers (SME Corporation, 2022).
- 1.7.2.** Digital entrepreneurship: As a result of technological assets such as the internet and communication technologies, the phenomena of digital entrepreneurship have emerged (Purbasari, Muttaqin, & Sari, 2021).

1.7.3.Digital Entrepreneurial Intention: Entrepreneurial intention is described as a person's willingness to engage in entrepreneurial activities in the digital domain (Cuong Nguyen, 2017).

1.7.4.Education support: The content focuses on instructing students on initiating a new business, identifying entrepreneurial prospects, and establishing a digital company (Wibowo, Bagus, Ari, Sofwan, Saprudin, & Hakimi, 2023).

1.7.5.Digital marketing literacy: The utilisation of diverse digital methods and platforms to engage with clients in their primary online environment (Moorthy & Sahid, 2021).

1.7.6.Personal attitude: An individual's emotional disposition, whether favourable or unfavourable, towards embracing a particular technology. This disposition influences the individual's intention to utilise the technology and plays a crucial role in the process of technology adoption (Mukhamad Najiba & Farah Fahmab, 2020).

1.8. Organization of the Thesis

This study comprises five chapters. The first chapter presents a comprehensive summary of the research's contextual basis. Next, the following chapter thoroughly explores the relevant literature. The third chapter presents a comprehensive outline of the methods utilized in the investigation. Chapter four thoroughly examines the obtained findings, while chapter five provides a complete summary of the study's conclusion.

Chapter two of this study comprises a comprehensive literature review encompassing prior research on the subject matter. This review will involve an analysis of various definitions, concepts, and theories relevant to the research being conducted. The dependent variable of this study is digital entrepreneurial intention, whereas three independent variables, namely education support, digital marketing literacy, and personal attitudes, will be thoroughly examined.

A comprehensive explanation of the procedures utilized in this study will be provided in Chapter three. This chapter aims to offer a thorough elucidation of the research study's methodologies and the techniques employed aimed at the collection and analysis of statistics. This chapter aims to comprehensively elucidate the research design, theoretical framework, operational definition, research hypothesis, research sample and population, instrumentation technique, measurement of the variables, data collection method, descriptive analysis conducted, reliability test, and regression analysis.

Chapter four will provide an exposition of the outcomes derived from the analysis of the collected data, along with a detailed elucidation of those results. The data were collected exclusively by distributing questionnaires to the selected sample. The acquired data been analysed with the software SPSS version 27.0 and given to the reader in textual form and through tables and figures.

Chapter five presents a comprehensive overview of the primary discoveries derived from the research investigation and evaluates the extent to which the research objectives have been effectively accomplished. This chapter additionally examines the ramifications and offers recommendations for future scholars regarding strategies for enhancing their research endeavours.

1.9. Conclusion

This chapter comprehensively elucidates the underlying objectives and rationale of the present research investigation. Additionally, it imparts expertise regarding digital entrepreneurship within the context of boutique sellers. The digital entrepreneurial goal of the boutique sellers in the Gombak District of Selangor is also examined. The benefits and potential constraints of the methodology are also examined. This article examines the key aspects that will be extensively investigated to substantiate the digital entrepreneurial aspirations inside the

boutique selling industry. This chapter also presents the research objectives and issue statement that served as the impetus for this research investigation.



CHAPTER TWO

LITERATURE REVIEW

2.0 Chapter Overview

In the second chapter, the literature review is discussed. It is precisely the literature review that comprises an examination of prior studies authored by various individuals. It consists of a literature review, synthesis, and critical evaluation of the extant knowledge on the subject to provide the proposed research with context and background information. In this chapter, the evaluation of the intentions of SMEs about digital entrepreneurship will be exposed. Intention to engage in digital entrepreneurship is the dependent variable; personal attitude, digital marketing literacy, and educational background are the independent variables. In addition, the chapter contains a theoretical foundation and a discussion of the study's variables.

2.1. Dependent Variable

2.1.1. Digital Entrepreneurial Intention

"Digital entrepreneurship" is encapsulated in the phrase "creating and developing business prospects using technical operating systems and potentially other specialised information communication equipment" (Antonizzi & Smuts, 2020). Dy, Marlow, & Martin (2017) provided evidence that Digital Entrepreneurship enables businesses to access new markets and strengthen their position due to digital technologies' broader reach and lower costs because infrastructure is no longer necessary for item storage, and stakeholder engagement is generated. Furthermore, in this age of digital disruption and internet access, developing economies must leverage emerging technologies to boost digital entrepreneurship through innovative solutions to social demands and issues (Wang, 2021).

Tomy & Pardede (2020) Entrepreneurial intention pertains to an individual's purposeful and self-recognized determination to develop a new business venture, accompanied by a conscious desire to execute this strategy. In their study, Sahraha, Guritnoa, Rengganisa, Dewia, Saufib,

& Permarupan (2023) discovered that enhancing the quality of education services can enhance students' intention to engage in digital entrepreneurship and their ability to adapt and recover from challenges. An individual's inclination towards exploring new experiences and their ability to adapt and recover from challenges impacts their motivation to engage in digital entrepreneurship.

Dutot & Horne (2015) assert that utilising digital platforms and social media to establish and sustain relationships with clients, suppliers, and rivals in the United Arab Emirates and France exhibit notable parallels. Conversely, for one primarily digital entrepreneurial team from the UAE, in-person exposure at trade shows and conventions was a valuable opportunity to enhance their market knowledge and establish connections with new customers. Significant factors to contemplate include the correlation between risk propensity and environmental support regarding intentions towards digital entrepreneurship, the effect of entrepreneurship education on self-efficacy levels, the relationship between risk propensity and intentions towards digital entrepreneurship, and the impact of entrepreneurial self-efficacy on intentions towards digital entrepreneurship, as identified by Darmantoa, Darmawana, Ekopriyonoa, & Dhani (2022). While environmental support does not significantly influence self-efficacy, it does affect digital entrepreneurship intentions. Additionally, Sahrah et al., (2023) stated that an individual's openness to experience and resilience affect their intention to pursue digital entrepreneurship. The findings of this study can help persons who want to become digital entrepreneurs, particularly those who are open to new experiences. (Willbold 2023) on his new publish in London Business News stated that Fernando's Evolution from Blogger and Freelance SEO Consultant to Digital Entrepreneur demonstrates how passion, determination, and adaptability can pave the way to success in the digital economy. In entrepreneurship, digital technology has three elements: digital artefacts, digital platforms, and digital infrastructure (Nambisan, 2017).

2.2. Independent Variables

2.2.1. Education Support

Successful business professionals typically have a combination of experience and training in business principles and concepts (Saah, 2022). Entrepreneurship education support encompasses a range of academic courses that impart knowledge about entrepreneurial traits and behaviors and foster a supportive environment that positively impacts student conduct, norms, and attitudes towards entrepreneurial intent (Prajapati, 2019).

Ngoasong (2018) asserts that lone founders undertaking digital entrepreneurship possessed ICT skills acquired through self-study or formal education in ICT-related subjects. According to Anjum, Ramzani, Farukh, Raju, Nazar & Shahzad (2018), there is no direct connection between entrepreneurial intention and entrepreneurship education support; entrepreneurship education support will be better understood if it significantly impacts other intention-related characteristics. Cera, Mlouk, & Shumeli (2020) demonstrate that education considerably impacts university students' intentions to engage in entrepreneurial activities by increasing capacities and entrepreneurial drive. According to Jalil, Rahim, Mohamad, Nordin & Koe (2021), entrepreneurial education support has a beneficial impact on digital entrepreneurial intention. In order to improve students' attitudes and self-efficacy towards entrepreneurial intentions, education should be more focused and address their entrepreneurial knowledge and interests.

According to Saah (2022) research, instructing and preparing small and medium-sized enterprises (SMEs) employees to acquire essential business skills encounters several obstacles, such as indolence and financial limitations.

Hence, there is an ongoing scholarly discussion regarding the potential of education support to augment individual aspirations for business ventures (Ahmed, Chandran, Klobas, Linan &

Kokkalis, 2020). The complexity is increased when the economic and business environment in which a person has previously engaged in entrepreneurship is incorporated. Rauch & Hulsink (2015) advocate for the integration of entrepreneurship education, which is a relatively recent concept, into public institutions as opposed to reserving entrepreneurship programmed for vocational or university levels. Thus, analyzing the discernible disparities and investigating the impact of personal experiences and behaviors in entrepreneurship is imperative. According to recent research, entrepreneurship education may impart knowledge and attitudes that affect an organization's risk-taking and innovative behaviors (Karyaningsih, 2020). In order to assess any changes in students' behaviors, it would be beneficial to observe the impact of business learning on affective, skills-based consequences and cognitive (Ratten & Usmanij, 2021).

In light of the advancements in digital technologies, education support must incorporate technological components into conventional teaching materials. Ratten & Usmanij (2021) state that the shift from conventional entrepreneurship education to digital entrepreneurship intention necessitates content modifications that equip students with the abilities and knowledge to launch a new venture, recognize entrepreneurial prospects, and establish a digital enterprise. An education in digital entrepreneurship provides insight into establishing a digital-based business and a novel perspective on the digital entrepreneur's way of life. This statement underscores the correlation between the way above life and an individual's present circumstances while stressing the need to recognize the multifaceted nature of digital entrepreneurship education (Clinkard, 2018).

Furthermore, the study by Ratten & Usmanij (2021) investigated the utilization of technology to acquire knowledge in the field of digital entrepreneurship. This involves incorporating robots, artificial intelligence (AI), and automated technology into educational methods, promoting enhanced student involvement and creativity. Digital entrepreneurship education provides students with the necessary skills and knowledge to effectively access and utilize large

volumes of data, a concept that has yet to be traditionally emphasized in conventional educational approaches (Kickul, Gundry, Mitra, & Bercat, 2018). The emergence of mobile technology and the Internet of Things (IoT) has enabled individuals to access information and acquire knowledge regardless of their geographical constraints.

2.2.2. Digital Marketing Literacy

Digital marketing literacy empowers organizations to harness the potential of technology in order to devise more efficient, groundbreaking, and expeditious processes. It can also release creative potential, allowing for the creation of high-quality content. Technology is constantly changing, necessitating a commitment to lifelong learning. Moorthy & Sahid (2021) define digital literacy as the cognitive process through which students engage with the Education Development Center (EDC) and multimodal digital material, involving activities such as reading, analyzing, comprehending, and providing responses. There is no easy way to achieve digital empowerment. Digital marketing literacy has emphasized the significance of surpassing fundamental skills to access information and technological resources (Santoso, Abdinagoro & Arief, 2019). Furthermore, digital marketing refers to any marketing initiative that uses an electronic device or the internet (Moorthy & Sahid, 2021). It combines technical and cognitive abilities in creating, evaluating, and sharing information utilizing information and communication technology.

Mugiono, Prajanti, & Wahyono (2020) demonstrated that an inclination towards online entrepreneurship is significantly and directly correlated with online business education, digital literacy, and online business education. As a result, among other things, the enhancement of digital literacy and the improvement of online business education will foster greater aspirations for online entrepreneurship. According to a study by Moorthy & Sahid (2021), subjective norms, attitudes towards behavior and perceived behavioral control regarding entrepreneurial intentions among students positively correlate with digital marketing literacy. The principles

of Social Learning Theory and Planned Behavior Theory (TPB) underpin this correlation. Si, Mudasih, Subroto, & Susanti (2021) postulate that increased digital literacy positively correlates with forming entrepreneurial virtues. Hence, it is possible to deduce that digital literacy may influence the entrepreneurial aspirations of small and medium-sized businesses (SMEs). In addition to promoting their products via internet platforms such as mobile applications, small and medium-sized business owners can engage in various other endeavors. Subsequent research by Inanna, Rahmatullah, Dinar, Supatminingsih, Hasan & Nurtrida (2023) revealed a significant and meaningful correlation between self-efficacy and entrepreneurial aspirations among the millennial demographic residing in Gowa Regency. Increased self-assurance in entrepreneurship and a proficient understanding of digital technology among millennials could inspire them to pursue entrepreneurial ventures. However, scholarly investigations were scarce regarding the correlation between the extent of digital marketing literacy exhibited by small and medium-sized enterprises (SMEs) and their inclination to partake in digital entrepreneurship.

2.2.3. Personal Attitudes

Every individual holds a unique perspective on past events, present-day issues, and future possibilities. The aforementioned attitude pertains to a fundamental and inherent cognitive process that impacts an individual's perception and comprehension of life occurrences (Bredun, Krasnoryadtseva, & Shcheglova, 2018). Entrepreneurship, as defined by Frazier & Niehm (2006), encompasses the presence of a favorable predisposition to independent business and an intense belief in one's capacity to initiate and manage a novel commercial endeavor.

According to the research conducted by Dinc & Budic (2016), it was discovered that women's entrepreneurial ambition was considerably and positively impacted by their personal attitudes. Consequently, women with positive attitudes towards entrepreneurship tend to express aspirations for future company ownership, primarily by creating their own companies. The

study by Mahmood, Mamun & Ibrahim (2020) revealed a strong and statistically significant correlation between various characteristics of Asnaf Millennials. The aforementioned attributes encompass their disposition towards entrepreneurship, degree of innovativeness, internal locus of control, demand for achievement, and proactive personality. The findings indicate that the entrepreneurial propensity of Asnaf Millennials has a favorable impact on their desire to initiate a new business venture. The proposition that their attitude towards e-entrepreneurship does not significantly impact an individual's intention was put forth in a study conducted by Lai & To (2020). The applicability of the causative relationship between attitude and intention to e-business ventures may be limited, especially within the pragmatic Chinese culture. An individual's sentiments or attitude will not impede the commencement of a business. A study by Alferaih (2022) found that an individual's attitude significantly impacts entrepreneurial inclinations. Students' perspectives and ambitions regarding entrepreneurship are transformed through exposure to entrepreneurship education instead of a narrow focus on imparting technical business knowledge. In their recent study, Sobaih, Hassanein & Elshaer (2022) investigated the explicit association between individuals' inclination to participate in digital entrepreneurship and the five fundamental personality qualities, namely extraversion, agreeableness, conscientiousness, openness to experience, and neuroticism. An analysis was also conducted on the indirect impact of these characteristics via individual attitudes. The research results suggest that the five most prominent personal attributes have a substantial and positive impact on individuals' perspectives regarding the application of technology in entrepreneurial endeavors.

It is anticipated that the provision of such aid will improve the attitudes of individuals towards digital entrepreneurship. Amouri, Festa, Shams, Sakka & Rossi (2021) observed that young entrepreneurs are more likely to adopt a favorable perspective towards entrepreneurial endeavors when they perceive adequate backing from local institutions. Their constructive

mindset stems not solely from the sense of being supported but also from developing a reciprocal sense of obligation towards these establishments.

2.3. Hypothesis Development

2.3.1. Interrelation of Education Support and Digital Entrepreneurial Intention

Suparno, Wibowo, & Narmaditya (2020) conducted a study to discern the factors influencing the intention to develop a digital business. The study's findings indicate a significant relationship between education support and the ambition to initiate a digital firm. In a study conducted by Alkhalaileh (2021), it was shown that there exists a notable and positive correlation between entrepreneurship education, company incubation, self-efficacy, and the digital entrepreneurial aspirations of students enrolled in institutions in Jordan. Studying the elements that impact students' intention to engage in digital entrepreneurship is crucial for enhancing their digital business endeavours and building upon earlier entrepreneurial development. Wibowo (2023) proposed an expanded form of digital entrepreneurship education that employs a range of methods, including the utilization of different technological tools, artificial intelligence, highway data, and various forms of support for digital-based business activities. Several research have examined the correlation between education support and the inclination to engage in digital entrepreneurship. The correlation between educational background and the intention to engage in digital entrepreneurship was further substantiated by the research conducted by Amal Dabbous & Nada Mallah Boustani (2023). Their paper, "Digital Explosion and Entrepreneurship Education: Impact on Promoting Entrepreneurial Intention for Business," provided additional evidence supporting this link. Students demonstrated that including entrepreneurship education had a beneficial effect on their inclination towards entrepreneurship. Multiple studies have demonstrated that one's education support significantly influences their intention to engage in digital entrepreneurship.

According to Darmantoa, Darmawana, Ekopriyonoa, & Dhani (2022), the influence of entrepreneur education on entrepreneurial intention can be understood via the lens of background factors. Ndofirepi (2020) did a study that revealed that entrepreneurship education support noteworthy and favorable effects on several aspects of persons' characteristics, including their inclination towards achievement, willingness to take risks, internal locus of control, and ambitions to pursue entrepreneurial objectives. The results above provide complete validation for the proposed theoretical framework. Thus, considering this, the initial hypothesis has been formulated.

H1: There is a significant relationship between education support and digital entrepreneurial intention.

2.3.2. Interrelation of Digital Marketing Literacy and Digital Entrepreneurial Intention

Within the marketing field, digital literacy pertains to an individual's ability to effectively navigate, evaluate, and disseminate information through typing or digital media platforms. Numerous studies have been conducted to elucidate the correlation between digital marketing literacy and digital entrepreneurial intention, revealing that digital marketing literacy significantly influences online entrepreneurial intentions. In a recent study by Nichifor, Lixandroi, Maican, Sumedrea Chit, Tecau, & Bratucu (2022), a noteworthy correlation was discovered between digital marketing literacy and the intention to engage in digital entrepreneurship. The study "Unlocking the Entrepreneurial State of Mind for the Digital Decade: SMEs and Digital Marketing" sheds light on this relationship. The research conducted by Maula, Saraswati, Wibowo & Harwida (2021) seeks to conduct a thorough investigation into the utilization of business education and digital marketing literacy as means to enhance technopreneurship competencies in influencing methods to sustain small and medium enterprises (SMEs) throughout the Pandemic Era. According to the study, among the sources from which Entrepreneurs achieve digital marketing literacy include deliberately learning from

e-books and attending digital marketing seminars or webinars. This means that entrepreneurs are always informed of improvements in digital and adaptive technology in terms of Digital Marketing Literacy. Moorthy & Sahid (2021) discovered a noteworthy and positive association between digital marketing literacy and entrepreneurial behaviour among students enrolled in Public Universities. Thus, following hypothesis was provided: -

H2: There is a significant relationship between digital marketing literacy and digital entrepreneurial intention.

2.3.3. Interrelation Of Personal Attitude and Digital Entrepreneurial Intention

A person's intention to launch a business is significantly accelerated by the positive emotions associated with it (Mohammed, Bamahros, Grada & Alaswadi, 2023). The study aimed to identify a significant relationship between attitude and electronic entrepreneurship, and it was concluded that an individual's attitude significantly influences his or her intention. According to Natrah (2022) the attitude towards digital entrepreneurship encompasses the inclination towards utilizing information and communication technology (ICT) in entrepreneurship. Furthermore, this attitude towards entrepreneurship is critical in attracting students to digital entrepreneurship.

An additional investigation conducted in Kusumawardhany & Dwiarta (2020) revealed a positive correlation between entrepreneurial intention and personal attitude. The researchers asserted that there are discernible signs within the personal attitude demonstrating the millennial generation's aspiration to pursue youth entrepreneurship. According to a study Vejayaratnam, Navaratnam, Paramasivam & Mustakim (2019), attitude toward entrepreneurship is the most significant variable compared to perceived behaviour control and subjective norms.

H3: There is a significant relationship between personal attitude and digital entrepreneurial intention.

2.4. Underpinning theory

2.4.1. Theory of Planned Behaviour (TPB)

Ajzen (1985) proposed the Theory of Planned Behaviour (TPB), expanding the conceptual framework for understanding the factors that influence human conduct. The Theory of Planned Behaviour posits that individual behaviour is influenced by one's behavioural intention (Moorthy & Sahid, 2021). The determination of individual behaviour is influenced by three key factors: attitude towards behaviour, subjective norms, and behavioural control. The term "attitude towards conduct" pertains to an individual's assessment of a particular behaviour. In society, subjective norms denote the pressure to accept or refuse a particular behaviour. Behavioural control, constituting the third element, concerns the capacity of the individual to exert authority over the behaviour that must be carried out. TPB posits that the intention to engage in a particular behaviour is directly influenced by the intensity of one's attitude, subjective norms, and behaviour control. The TPB has been utilised in numerous research domains to clarify and predict intentions and behaviours.

Behavioural Attitudes is factor pertains to the thoughts and evaluations an individual holds on acts or behaviours, encompassing those who perceive a specific action as advantageous to themselves or the opposite. It is commonly characterized as an individual's emotional response, either negative or positive, to the outcomes of a specific activity. Social influences are defined subjective norms as the societal influences that individuals accept, which influence their decision to either engage or refrain from engaging in certain behaviours. Social pressure arises from the viewpoints of parents, partners, friends, spouses, or others who hold significant positions. Meanwhile, perceived behavioural control was an individual's subjective assessment of their ability to successfully engage in a particular behaviour. It encompasses the perception

of one's skills and resources; perceived behavioural control refers to an individual's perception of their ability to manage and exercise control over their behaviour. Self-efficacy pertains to an individual's belief in their capacity to effectively do a specific action over which they possess substantial control (Ajzen, 1985). According to Krueger (2000), the Theory of Planned Behaviour (TPB) presents an opportunity to enhance understanding and improve the accuracy of predicting entrepreneurial behaviours. Empirical evidence has demonstrated the usefulness of TPB as the entire model was found to be statistically significant. The comprehensive examination of personal and social factors can significantly contribute to researchers' comprehension and prognostication of entrepreneurial intention. According to Lin & Lee (2004), the Theory of Planned Behaviour (TPB) has been widely utilized in numerous fields, such as social psychology, marketing, and the adoption of information systems to predict and explain behavioural intentions and actual behaviours. This study has employed the Theory of Planned Behaviour (TPB) because of its extensive empirical backing.

2.4.1. Technology Acceptance Model (TAM)

According to the Technology Acceptance Model (Davis, 1989), or TAM, two criteria affect whether a computer system is adopted by its potential users: (1) perceived usefulness and (2) perceived ease of use. In this study, the TAM Model also being use together with TPB model to understand entrepreneurial intention in various cultural settings. The Technology Acceptance Model (TAM) is a highly accurate theory for determining online entrepreneurs' goals. When a person intends to use technology to engage in entrepreneurial behaviour, TAM indicates that individual's desire to be entrepreneurial online (Mugiono, Prajandi & Wahyono, 2021).

TAM can be used in the context of digital marketing to understand and anticipate the adoption of new digital marketing technology or techniques inside a company or among marketers. Decision-makers can use the TAM Model to make educated decisions about adopting new digital marketing technologies or strategies based on perceived utility and simplicity of use.

When implementing new digital marketing tools or methods, organizations can emphasize perceived utility and ease of use to encourage employee acceptance. Furthermore, training programs highlighting the benefits and ease of use of digital marketing technologies can have a favourable impact on their acceptability and utilization. Designing user-friendly interfaces for digital marketing products and emphasizing their practical benefits can improve the perceived ease of use and usefulness.

2.5. Research Framework

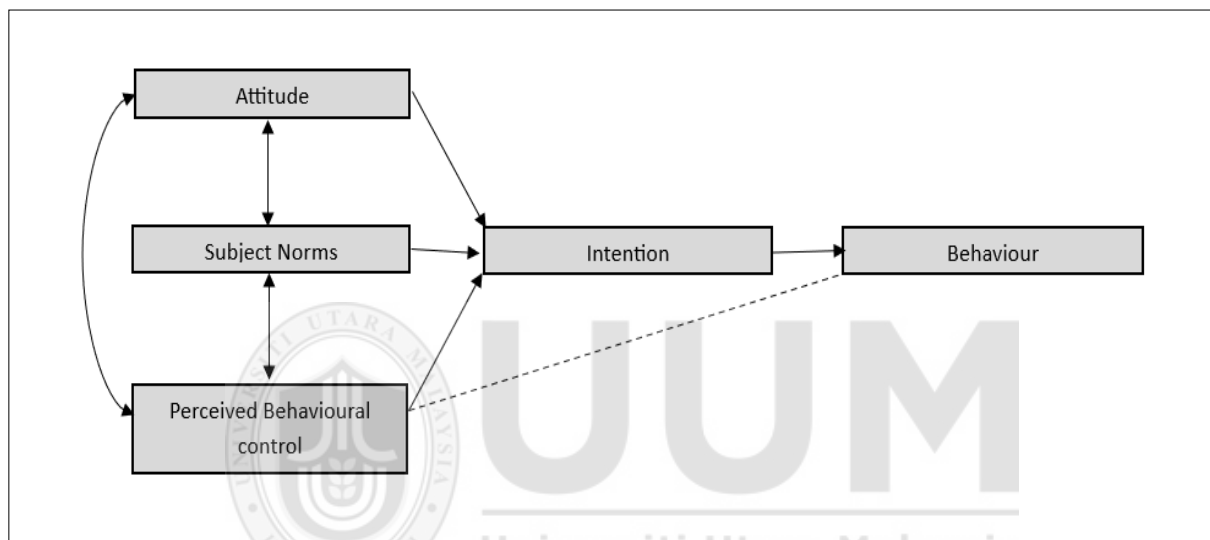


Figure 2.5.1 Theory Planned Behaviour (TPB) Model

The research study is grounded in the theoretical framework of the Theory of Planned Behaviour (TPB) Model. The theoretical foundation supporting the research issue addressed by Al-Mamary & Alraja (2022) is illustrated in Figure 2.5.1.

2.6. Research Framework

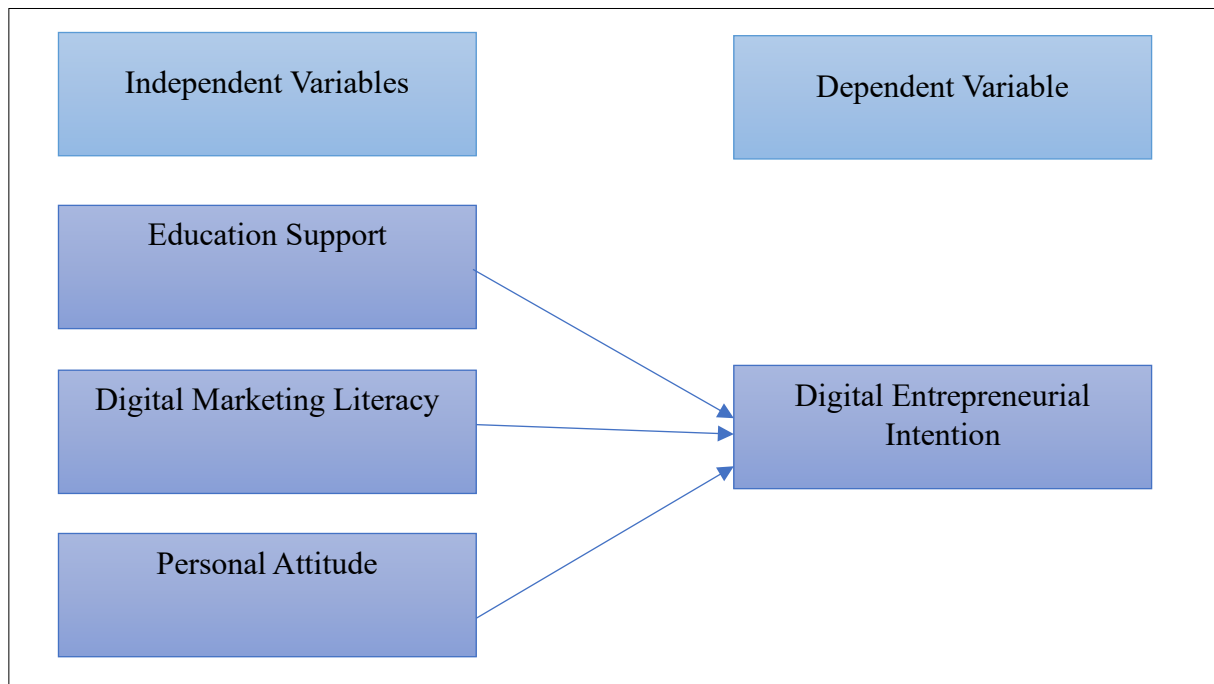


Figure 2.6 Research Framework

2.7. Conclusion

Conclusively, SMEs can derive advantages from integrating the concept of digital entrepreneurship in their company operations, as it enables them to remain viable even in the face of unforeseen events like the COVID-19 pandemic. This chapter examines the existing research on the Digital Entrepreneurial Intention among SMEs, education support, digital marketing literacy, and personal attitude. In addition, this study illustrates the relationship between independent and dependent variables. In addition, hypotheses were formulated to facilitate researchers in uncovering a relationship between variables and making predictions based on theoretical principles and empirical data. The investigation was supported by the explanation of the Theory of Planned Behaviour (TPB) and Technology Acceptance Model (TAM).

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Chapter Overview

This chapter consists of seven sections. The initial section of this chapter provides an overview of the methodologies employed in this investigation. The objective of this methodology chapter is to establish a comprehensive framework for addressing the research concerns that form the foundation of the study. The initial section of this chapter provides an overview of the methodologies employed in this investigation. The primary purpose of this methodology chapter is to establish a robust framework for answering the research questions that form the foundation of the study. The ensuing section delves into the study strategy selected by the researcher, while the subsequent portion addresses the methodology employed for demographic and sample selection. The instrumentation employed in this experiment will be delineated in the next section. Subsequently, the pilot test of the study outlined in this chapter was conducted alongside a comprehensive evaluation of the survey instrument's reliability and validity. The subsequent section offers a more comprehensive elucidation of the methodology employed for data collecting. Subsequently, the current chapter endeavours to offer a thorough elucidation of the methodology utilized for data analysis, with a subsequent overview of the preceding chapter.

3.1. Research Design

The present study utilized a quantitative research technique, with data being gathered through the handling of an online questionnaire. The strategy serves as the comprehensive framework for the research. The document encompasses a comprehensive account of the researcher's activities, commencing with formulating the hypothesis and culminating with the ultimate data analysis. The design is popular because it addresses inquiries regarding the identity of the

individuals involved, how it is executed, the nature of the subject matter, the timing of its implementation, and the methods employed. Inferential statistics uses statistical methods to make inferences or draw conclusions about the population based on sample data when investigating the determinants of digital entrepreneurial intentions among boutique sellers. In other words, it entails extrapolating findings from a subset of the population, namely the boutique SMEs sample, to make broader claims about the entire population of boutique sellers. This research examines the influence of SMEs in using digital entrepreneurial intention by investigating only a limited number of outcome components through inferential statistics.

3.1.1. Unit of Sampling

The main focus of the investigation in this research study is related to the organization. This research study includes 20 SME entrepreneurs managing boutiques in a city in Gombak District, Selangor. This study focused on 10 cities located in Gombak District. Following that, the selected sample size includes 200 Small and Medium Enterprise (SME) owners who operate boutique establishments in this location.

3.2. Population and Sampling

A population refers to all persons, encompassing a nation or a group, sharing a common trait. This study's population consists of all SMEs in Selangor. The SMEs in Selangor had the highest concentration numbers, with a recorded figure of 19.8% (40,546) (Human Resources Development Fund, 2019, p.2). The population for this study comprises 40,546 SMEs located in Selangor, Malaysia. The aggregate number of SMEs in Selangor amounted to 40,546. The research study focuses on Small and Medium-sized Enterprise (SME) entrepreneurs who was boutique seller in Gombak District, Selangor. The table provided presents information regarding the city that selected boutiques from each Gombak District, Selangor, Malaysia.

Cities in Gombak District	SME's
Country Home	This research study population was taken on Boutique Seller in 10 cities of Gombak District, Selangor.
Bandar Rawang	
Bandar Tasik Puteri	
Selayang	
Jalan Gombak Lama	
Batu Cave	
Ulu Klang	
Bukit Rahman Putra	
Kuang	
Sungai Buloh	

Table 3.2 List of Cities in Gombak District, Selangor

3.2.1. Sampling Technique

The researchers utilized purposive sampling, a commonly deployed non-probability sampling technique, to pick individuals for the sample. Non-probability sampling is a research methodology employed to select a cohort of persons without relying on random selection. Non-probability sampling differs from probability sampling in that it does not prioritize the attainment of a precise representation of all individuals in a sizable population within a smaller sample of participants. Consequently, there exists a disparity in the availability of educational opportunities for all individuals within the population to partake in scholarly pursuits. The utilization of non-probability sampling in targeted studies has the potential to yield findings that are more accurate and dependable.

The study employed a purposive sample strategy within the framework of non-probability sampling methods. The present investigation employed a purposive sampling strategy and a non-probability sampling technique. This methodology involves purposefully selecting sample units based on predetermined criteria to construct a sample with the desired characteristics. Purposive sampling, also known as selective, subjective sampling or judgmental, is a non-

probability sampling method in which researchers exercise their discretion to select individuals from the entire population to be included in their surveys. The selection and approach of participants for online surveys conducted using survey platforms require researchers to possess prior knowledge about the objectives of their investigations. This knowledge is essential for efficiently identifying and engaging relevant participants using appropriate survey sampling strategies. Purposive sampling is a method researchers use to pick a particular subset of persons for study deliberately. This approach carefully selects survey participants based on their alignment with a given profile. Using purposive sampling enables researchers to extract significant information from the collected data effectively. This facilitates researchers in effectively communicating the substantial impact of their findings on the general community. In addition, the wide range of methodological possibilities previously stated makes purposive sampling a flexible research approach that may be customized to improve the efficiency of a survey. Purposive sampling is the only suitable strategy in certain cases where there is a need for primary data sources that can improve the survey.

3.3. Sampling Size

The sample size in a research study refers to the total number of individuals or observations utilized in the investigation. The sampling size for this research includes SME boutique sellers operating within the city of Gombak District. Therefore, boutique sellers of SME companies are the target of the study. The sampling size of this study is 200 participants.

Table 3.3.1 presented below provides the specific details.

No.	City in Gombak District	Industry	No. of Respondents
1	Country Home		20
2	Bandar Rawang		20
3	Bandar Tasik Puteri		20
4	Selayang		20
5	Jalan Gombak Lama	Boutique Seller	20
6	Batu Cave	in Fashion	20
7	Ulu Klang	Industry	20
8	Bukit Rahman Putra		20
9	Kuang		20
10	Sungai Buloh		20
Total of Respondents			200

3.4. Instruments

The research instrument included three independent variables: education support, digital marketing literacy, and personal attitude. Meanwhile, the dependent variable is digital entrepreneurial intention. This study employed a comprehensive array of measurement methodologies by implementing a quantitative research survey. The widespread use of questionnaires as a research tool can be attributed to their attractive combination of speed, efficiency, and cost-effectiveness in gathering data. The questionnaire contains two components, which are Section A and Section B.

3.4.1. Demographic Design

The questionnaire opened by encouraging respondents to submit details about their background as small and medium-sized enterprise (SME) owners. The variables included in this study encompassed gender, age, race, higher education, monthly income, and types of business, as outlined in Table 3.4.1 provided. The questions in Section A of the questionnaire were designed

utilising the ordinal scale. The ordinal scale is utilised to represent nominal attributes, enabling the organisation of items inside each category according to the degree of conceptual possession.

Table 3.4.1

Section A (items)

Number	Items
1	Gender
2	Age
3	Race
4	Higher Education
5	Monthly Income
6	Types of Business

3.4.2. Variables

Table 3.4.2

Section B (items)

Variables	Code	Item	References
Education Support	ES1	Business organizations in Malaysia have created enough digital entrepreneurship courses and programmes.	Lai & To (2020)
	ES2	Business organizations in Malaysia often invite entrepreneurs to talk about digital entrepreneurship.	Lai & To (2020)
	ES3	Business organization in Malaysia has comprehensive facilities and centres for digital entrepreneurship training.	Lai & To (2020)
	DML1	I know how to use Facebook advertisement to market product.	(Moorthy & Sahid, 2021)

Digital Marketing Literacy	DML2	I know how to use Instagram advertisement to market product.	(Moorthy & Sahid, 2021)
	DML3	I know how to use TikTok advertisement to market product.	(Moorthy & Sahid, 2021)
	DML4	I have skills in communicating with customers using WhatsApp application.	(Moorthy & Sahid, 2021)
	DML5	I have skills in communicating with customers using Telegram application.	(Moorthy & Sahid, 2021)
	DML6	I have skills in communicating with customers using Email application.	(Moorthy & Sahid, 2021)
	DML7	I know the technique of uploading documents and videos using technology application.	(Moorthy & Sahid, 2021)
	DML8	I know the technique of downloading documents and videos using technology application.	(Moorthy & Sahid, 2021)
Personal Attitudes	PA1	Being a digital entrepreneur would entail great satisfactions for me.	Dinc & Budic (2016)
	PA2	Being a digital entrepreneur implies to me more advantages than disadvantages.	Dinc & Budic (2016)
	PA3	A career of entrepreneur is very attractive for me.	Dinc & Budic (2016)
Digital Entrepreneurial Intention	DEI1	I have an aspiration to be a successful in digital entrepreneur.	Wibowo, Narmaditya, Saptono, Effendi, Mukhtar & Shafiai (2023)
	DEI2	I regularly updated information on how to be successful digital entrepreneur.	Wibowo, Narmaditya, Saptono, Effendi, Mukhtar & Shafiai (2023)

DEI3	I prefer to be an entrepreneur rather than to be an employee in company and organization.	Indarti & Krinstiansen (2003)
------	---	-------------------------------

3.5. Data Collection Method and Procedure

The researcher employed two methods to get data from the participants. The initial approach involves conducting an online survey, whereas the alternative approach physically provides respondents with a questionnaire booklet. The researcher employed an online survey to gather data from small and medium-sized enterprise (SME) entrepreneurs to evaluate the proposed approach. The researcher utilised Google Forms, a cost-free online survey tool, to produce the online survey. Upon completing the questionnaire, the online survey platform generated a URL address. Subsequently, an introductory message and a request to partake in the survey and the URL link were emailed to the small and medium-sized enterprise (SME) entrepreneurs. This online survey offers flexibility by allowing respondents to access the "URL link" to access the questions directly. Upon completing the survey, participants click the "Finish" button, and the researcher will receive the results in the survey database. Subsequently, to obtain more responses, the researcher employed an additional approach by distributing the questionnaire booklet to small and medium-sized enterprise (SME) entrepreneurs lacking technological expertise. The study was conducted using a specific protocol, which involved sending an introduction letter, permission letter, consent letter from UUM, and survey questionnaires to SME entrepreneurs in Gombak, Selangor. The introductory letter elucidates the participants regarding the study's goal and explicitly states that their responses will be maintained as anonymous and treated with utmost confidentiality. The survey questionnaires and the introduction letter were collaboratively integrated into a booklet format. The method required one months to reach completion, and the intended respondents returned all 200 surveys.

3.6. Data Analysis

The researchers utilized convenience sampling, a commonly deployed non-probability sampling technique, to pick individuals for the sample. Non-probability sampling, or nonprobability sampling, is a research methodology employed to select a cohort of persons without relying on random selection.

3.6.1. Reliability Analysis

After finishing the data entry procedure, the researcher continued to perform data analysis using the Statistical Package for the Social Sciences (SPSS). The primary aim of the examination is to assess the dependability of the questions. The evaluation of reliability coefficients was performed using Cronbach's Alpha. The data regarding the internal reliability of the Cronbach's alpha scale is presented in Table 3.6.1.

Table 3.6.1

Cronbach's Alpha Value

Cronbach's Alpha Value	Internal Consistency
$\alpha > 0.90$	Excellent
$0.80 \geq \alpha \geq 0.90$	Very Good
$0.70 \geq \alpha \geq 0.80$	Good
$0.60 \geq \alpha \geq 0.70$	Fair
$\alpha < 0.6$	Poor

3.6.2. Pearson's Correlation Analysis

The Pearson's Correlation Analysis is a quantifying the significance of the relationship between variables within a study (Sadiku, Dana, & Ramadani, 2019). The researcher employed two distinct methods of analysis to examine the concept. The study commenced with a Pearson Correlation analysis to investigate the correlation between the independent variables (education

support, digital marketing literacy, personal attitude) and dependent variable (digital entrepreneurial intention). Table 3.6.2 thoroughly represents the methodology used in Pearson's Correlation analysis.

Table 3.6.2

Pearson's Correlation Analysis

Pearson Correlation Coefficients (r)	Description
-1	Perfect negative correlation
0	No relationship between two variables
1	Perfect positive correlation

3.7. Conclusion

This chapter elucidates the methodology employed by the researcher in carrying out the investigation. The methodology section of the study encompasses the research design, population and sampling, instruments, data collection methods and data analysis. This section also includes details regarding the pilot test conducted to assess the reliability and validity of the study instruments, as well as the Cronbach Alpha value obtained for the questionnaires. Lastly, the data analysis procedure is outlined. This chapter also covers the discussion of data analysis techniques.

CHAPTER FOUR

DATA ANALYSIS AND RESEARCH FINDINGS

4.0 Chapter Overview

The primary objective of this research is to evaluate the proposed hypothesis. This chapter delineates the methodology employed by the researcher to carry out the investigation. Additionally, it provides an account of the chapter and presents the comprehensive data gathered from the issued surveys to the respondents. The gathered data will be analysed with the statistical program SPSS version 27.0. The results will be thoroughly examined and discussed in light of the data analysis. The acquired data will be examined by reliability analysis included correlation coefficient, multiple regression, and Pearson correlation analysis. The analysis will be presented in tabular and graphical formats. Data analysis involves comprehending, collecting, aggregating, and manipulating a substantial volume of data.

4.1. Demographic Analysis

Demography is the scientific study of human populations and their dynamics, including migration, births, and deaths. Demography, derived from the Greek language, refers to studying and analysing human populations. Demographics are utilised by corporations, governments, and non-government organisations to gain insights into the characteristics of a population for various objectives, such as policy formulation and economic market analysis. The researcher issued 200 questionnaires to the respondents, and all of them were completed, returned, and utilised in this research. The researcher has given a questionnaire to 200 randomly selected boutique sellers. The 200 boutique sellers are located in various cities in the Gombak district.

Table 4.1.1**Response Rate**

	Number
Number of Questionnaires Distributed	200
Number of Questionnaires Returned Rate of Response	200
Response Rate	100%
Number of Usable Questionnaire	200
Rate of Effective Response	100%

Table 4.1.2**Gender**

		Frequency	Percent (%)
Valid	Male	78	39.0
	Female	122	61.0
	Total	200	100.0

The frequency table above indicates that the proportion of male respondents is 39.0% (n = 78), while the proportion of female respondents is 61.0% (n = 122), suggesting that female respondents hold greater than male respondents. The data indicates that the number of female respondents exceeds that of male respondents. This provided the researcher with the opportunity to assess the answers and reactions of both males and females.

Table 4.1.3**Age**

		Frequency	Percent (%)
Valid	20 – 30	34	17.0
	31 – 40	85	42.5
	41 – 50	66	33.0
	51 – 60	15	7.5
	Total	200	100.0

The provided frequency table displays the count of respondents' ages. The majority of respondents, including around 42.5% (n = 85), fall between the age range of 31 to 40 years old. Subsequently, respondents in the age range of 41 to 50 years old accounted for around 33.0% (n = 66). Subsequently, around 17.0% (n = 34) of the participants fall within the age bracket of 20 - 30 years old. The proportion of responders aged 51-60 years old is approximately 7.5% (n = 15).

Table 4.1.4**Race**

		Frequency	Percent (%)
Valid	Malay	97	48.5
	Chinese	69	34.5
	Indian	32	16.0
	Other	2	1.0
	Total	200	100.0

The frequency table displayed above illustrates the ethnic composition of the respondents. The ethnic group consists of Malay, Chinese, Indian, and other participants. The majority of respondents are Malay, accounting for around 48.5% (n = 97), followed by Chinese

respondents at around 34.5% (n = 69), and Indian respondents at approximately 16.0% (n = 32). The respondents were selected through a completely random process, and the majority of them occurred to be of Malay ethnicity.

Table 4.1.5

Higher Education

		Frequency	Percent (%)
Valid	Diploma	50	25.5
	Bachelor's Degree	99	49.5
	Master's Degree	39	19.5
	Other	12	6.0
	Total	200	100.0

The frequency of education level on responses was recorded per the above table. The highest is Bachelor's Degree 49.5% (n =99), followed by the Diploma level, which stated respondents with 25.5% (n =50). Entrepreneurs with a Master's Degree level recorded 19.5% (n =39). The lowest data on education level are Other, which is SPM and Other high school levels with 6.0% (n =12).

Table 4.1.6

Monthly Income

		Frequency	Percent (%)
Valid	RM2500 and below	15	7.5
	RM2501 – RM5000	65	32.5
	RM5001 – RM7000	83	41.5
	RM7000 and above	37	18.5
	Total	200	100.0

The frequency table indicates that a majority of the boutique sellers earned an income within the lowest range of RM 2500 and lower, accounting for 7.5% of the total sample size (n = 15). The income range of RM 2501 followed this to RM5000 at 32.5% (n =65). The wage range is from RM5001 to RM7000, with a 41.5% representation (n = 83). A total of 37 participants, accounting for 18.5% of the sample, reported earning RM 7000 or more.

Table 4.1.7

Type of Business

		Frequency	Percent (%)
Valid	Multi Brand	64	32.0
	Clothing Boutique		
	Scarf Boutique	86	43.0
	Wedding Dresses	39	19.5
	Other	11	5.5
Total		200	100.0

The frequency table displayed above illustrates the respondents' respective company types. The survey revealed that 32.0% (n = 64) of the respondents were entrepreneurs of multi-brand apparel boutiques, followed by 19.5% (n = 39) who were entrepreneurs of wedding dress businesses. The other respondents, accounting for around 5.5% (n = 11), fell into other categories. The Scarf Boutiques have achieved the highest percentage of entrepreneurs, with a reported figure of 43.0% (n = 89). The respondents were selected using a completely random process, and most of them are engaged in entrepreneurial activities within the Gombak District.

Reliability Analysis

Table 4.2

Variable	Cronbach's Alpha Value
Education support (ED)	0.936
Digital Marketing Literacy (DML)	0.919
Personal Attitudes (PA)	0.876
Digital Entrepreneurial Intention (DEI)	0.878

The reliability coefficients for each variable tested using Cronbach Alpha are presented in Table 4.2. A reliability analysis has been performed for this investigation. A reliability analysis was performed to ascertain the reliability, consistency, and stability of the questionnaire used in this study. Cronbach Alpha is used to measure the reliability coefficients of all the items in Education support (ED), Digital Marketing Literacy (DML), Personal Attitude (PA), and Digital Entrepreneurial Intention (DEI). The reliability coefficients for the questionnaires exceed 0.60. The Cronbach Alpha values for Education support (ED), Digital Marketing Literacy (DML), Personal Attitudes (PA), and Digital Entrepreneurial Intention (DEI) were 0.936, 0.919, 0.876, and 0.878, respectively.

Table 4.3

Correlation Coefficient among Variables

		ES	DML	PA	DEI
Education Support (ES)	Pearson	1	.357**	.248**	.283**
	Correlation				
	Sig. (2-tailed)		<.001	<.001	<.001
	N	200	200	200	200
Digital Marketing	Pearson	.357**	1	.761**	.692**
	Correlation				
	Sig. (2-tailed)	<0.001		<0.001	<0.001

Literacy (DML)	N	200	200	200	200
Personal Attitude (PA)	Pearson Correlation	.248	.761**	1	.818**
	Sig. (2-tailed)	<.001	<.001		<.001
	N	200	200	200	200
Digital Entrepreneurial Intention (DEI)	Pearson Correlation	.283**	.692**	.818**	1
	Sig. (2-tailed)	<.001	<.001	<.001	
	N	200	200	200	200

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

The Pearson correlation coefficient (r) is the predominant method for quantifying a linear correlation. The correlation coefficient, ranging from -1 to 1, quantifies both the magnitude and track of the association among dual variables. When there is a change in one variable, the other variable also changes in the same way. The correlation between the independent variables and dependent variable is displayed in Table 4.3. The results indicate a substantial association ($p < 0.001$) between the independent variable, Education Support (ES), also the dependent variable, Digital Entrepreneurial Intention (DEI). Furthermore, a noteworthy association exists between the independent variable, Digital Marketing Literacy (DML), and the dependent variable, Digital Entrepreneurial Intention (DEI), as indicated by the recorded p-value ($p < 0.001$). Furthermore, the link between Personal Attitude is highly significant, with a significance value of $p < .001$.

The correlation between the dependent variable, Digital Entrepreneurial Intention and the independent variable, Personal Attitude (PA), demonstrate the highest correlation among independent variables since the value is ($r = .818$). Subsequently, the correlation between the dependent variable, Digital Entrepreneurial Intention (DEI) and the independent variable, Digital Marketing Literacy (DML), demonstrates that there is a positive correlation as well as

value ($r = .692$). Lastly, it is significant, as the significance value is shown ($p < .001$). The correlation between the dependent variable, Digital Entrepreneurial Intention and the independent variable, Education Support (ES), demonstrates positive correlation due to the value ($r = .283$). Based on this data result of correlations, all independent variables have a positive correlation or connection with the dependent variable.

Table 4.4

Multiple Regression Analysis

Hypothesis / Regression Weight	B	Std. Error	Beta	t	Sig.	Hypothesis Supported
Education Support	.034	.024	.060	1.397	<0.164	No
Digital Marketing Literacy	.129	.059	.141	2.190	<0.030	Yes
Personal Attitude	.666	.059	.696	11.225	<0.01	Yes
R	.683					
R ²	.827					
F	141.004					

Regression analysis, using the SPSS technique, assesses the extent of correlation among a single dependent variable and several independent variables. It assists in predicting the value of a variable that depends on one or more factors that are not influenced by it. Regression analysis is a set of numerical techniques used to establish the relationships between a dependent variable and one or more independent variables. It can be utilised to assess the resilience of the correlation between variables and to forecast the future correlation between them.

Table 4.4 displays the outcome of Multiple Linear Regression, a regression test employed to examine the direct relationship between a dependent variable that must be continuous and one or more independent variable(s) that can be measured at any level, be it nominal, ordinal, interval, or ratio.

Hypothesis 1: There is a no significant relationship between Education support and Digital Entrepreneurial Intention at District, Gombak in Malaysia.

Hypothesis 2: There is a significant relationship between Digital Marketing Literacy and Digital Entrepreneurial Intention at District, Gombak in Malaysia.

Hypothesis 3: There is a significant relationship between Personal Attitude and Digital Entrepreneurial Intention at District, Gombak in Malaysia.

The findings of the regression analysis for the proposed hypotheses are presented in Table 4.4. Multiple regression analysis was used to evaluate the effects of independent variables (Education Support, Digital Marketing Literacy and Personal Attitude) on the dependent variable (Digital Entrepreneurial Intention). As depicted in Table, the regression results revealed an R square value of .827. This indicates that 82.7% of the variance that explained the DV (Digital Entrepreneurial Intention) was accounted for by the IVs variables (Education support, Digital Marketing Literacy and Personal Attitude) where the F value = 141.004 at $p < 0.01$. Furthermore, of the three IVs, Education support ($\beta = .060$, $p < .164$), Digital Marketing Literacy ($\beta = .141$, $p < 0.03$) and Personal Attitude ($\beta = .696$, $p < 0.01$). Thus, the above findings support hypotheses H2 and H3 and do not support hypothesis H1.

4.5. Conclusion

This chapter presents the data analysis conducted on the hypotheses provided in the introductory chapter of this research inquiry. The examination findings revealed a statistically significant positive association between the variables, with the validation of two hypotheses and the rejection of one. The study results suggest that Digital Marketing Literacy and Personal Attitude are significant factors in shaping Digital Entrepreneurial Intention. There is a significant correlation between a personal attitude and a tendency to pursue a career as a digital entrepreneur. Boutique sellers with a higher level of digital marketing literacy are more likely to be adept at using online platforms, social media and other digital marketing strategies. These competencies can positively influence their ability to engage in digital entrepreneurship.

Research findings suggest there is no statistically significant association between individuals' education support and their propensity to pursue a career as a digital entrepreneur.



CHAPTER 5

DISCUSSIONS, CONCLUSIONS AND RECOMMENDATIONS

5.0 Chapter Overview

The final section of this study summarises the findings and offers a conclusion. This chapter consists of four sections. The initial segment analyses the outcomes, subsequently outlining the investigation's discoveries for the research purpose. The subsequent section examines the essential contributions required to augment the existing corpus of knowledge. The next part will address the limitations of the study, followed by a suggestion for prospective investigations. The conclusion of this chapter is briefly summarised in section 5.6.

5.1. Overview of the Study

The introductory section of this study expounds upon the research study's aims and hypotheses, as well as the main rationale for its implementation. The second chapter aims to enhance the readers' comprehension of the theoretical and empirical knowledge of the various facets intricately linked to the research investigation. This will be accomplished by using prior research findings to substantiate the argument. The third chapter of this study offers a comprehensive overview of the methodologies and tools employed to conduct the research, achieve the research objectives and address the research inquiries. The findings of the research investigation are documented in the fourth chapter. The data was collected using survey questionnaires administered to boutique sellers in 10 cities within the Gombak district of Selangor. 200 participants who identified as boutique sellers were chosen to participate in the survey. The researcher demonstrated an understanding of the potential challenges posed by language limitations and literacy impairments and then guided the boutique sellers throughout the procedure. The study also emphasised the need to promote candid responses from boutique sellers while ensuring they do not experience shame or guilt. Based on the analysis of the survey questionnaires, it is evident that most boutique sellers provided identical responses to

the posed inquiries. The results underwent a comprehensive examination, which uncovered two strong positive correlations and one inverse correlation between the independent and dependent variables.

5.2. Discussions

The study's results are presented in this section. The Statistical Package for Social Science Version 27.0 (SPSS) software generated the results. This research aims to investigate the relationship between education support, digital marketing literacy, personal attitudes, and digital entrepreneurial intention among boutique sellers. The regression analysis reveals a positive and significant relationship between digital marketing literacy, personal attitude and digital entrepreneurial intention. These independent variables, namely education support, digital marketing literacy, and personal attitude, significantly impact the dependent variable, digital entrepreneurial intention.

Firstly, this study examined “is there a relationship between education support among SMEs towards Digital Entrepreneurial Intention” and tested hypothesis H1: There is no significant relationship between education support and digital entrepreneurial intention at Gombak District. The multiple regression analysis result showed a no significant relationship between education support and digital entrepreneurial intention ($\beta = 0.60$, $n = 200$, $p = 0.164$).

Previous research has shown that one's educational background has little impact on their inclination to engage in digital entrepreneurship. Anjum, Ramzani, Farukh, Raju, Nazar & Shahzad (2018) stated that there is no clear link between entrepreneurial intention and entrepreneurship education. Examining its impact on other variables connected to intention is necessary to understand entrepreneurship education more deeply. As a result, the findings of this study addressed the first research question and narrowed the literature gap.

Secondly, this study examined “does digital marketing literacy have a significant relationship among SMEs towards Digital Entrepreneurial Intention” and tested hypothesis H2: There is significant relationship between digital marketing literacy have a significant relationship among SMEs towards Digital Entrepreneurial Intention. The multiple regression analysis result showed a have significant relationship between digital marketing literacy and digital entrepreneurial intention ($\beta = 0.141$, $n = 200$, $p = 0.030$).

The results of this study have completed some of the findings of previous studies. Mugiono, Prajanti, & Wahyono (2020) found that an interest in online entrepreneurship is significantly and directly related to online business education, digital literacy, and online business education. As a result, among other things, improving digital literacy and online business education will foster greater aspirations for online entrepreneurship. According to Si, Mudasih, Subroto, & Susanti (2021), increased digital marketing literacy correlates with developing entrepreneurial virtues. As a result, digital marketing literacy may influence the entrepreneurial aspirations of small and medium-sized businesses (SMEs). Consequently, enhancing one's proficiency in digital skills and acquiring more comprehensive knowledge in online business will result in a greater inclination towards engaging in digital entrepreneurial intention. Prior studies have established a strong and significant relationship between digital marketing literacy and the extent of digital entrepreneurial intention. Thus, the findings of this research have answered the second research question and narrowed the literature gap.

Finally, this study assessed “does the personal attitude have a significant relationship among SMEs towards Digital Entrepreneurial Intention” and tested hypothesis H3: There is a significant relationship between personal attitude among SMEs towards Digital Entrepreneurial Intention. The multiple regression analysis result showed a have significant relationship between personal attitude and digital entrepreneurial intention ($\beta = 0.696$, $n = 200$, $p = 0.01$). The regression analysis conducted in this study confirms the existing literature.

The researcher discovered a substantial relationship between the proposed personal attitude and the digital entrepreneurial ambition among boutique sellers based on the results of multiple regressions. According to Dinc & Budic (2016) research, women's entrepreneurial ambition was significantly and positively influenced by their personal attitudes. As a result, women with positive attitudes toward entrepreneurship are more likely to express aspirations for future company ownership, primarily by forming their businesses. Mahmood, Mamun, & Ibrahim (2020) study discovered a strong and statistically significant correlation between various Asnaf Millennial characteristics. According to the findings, Asnaf Millennials' entrepreneurial proclivity positively impacts their desire to start a new business. According to Alferaih (2022), an individual's attitude significantly impacts entrepreneurial inclinations. Exposure to education support, rather than a narrow focus on imparting technical business knowledge, transforms students' perspectives and ambitions regarding entrepreneurship. Thus, the findings of this research have answered the third research question and narrowed the literature gap.

5.3. Implications of the Study

The study's findings have made significant contributions to theoretical and practical areas. This study adds significantly to the existing body of knowledge. The fundamental theoretical contribution of this study is to promote awareness of the notion of Digital Entrepreneurial Intention in the context of conducting business among entrepreneurs and boutique sellers. This platform maintains the company's performance while developing a presence in Gombak District, Selangor. The study will aid boutique sellers in Gombak District and business people in other districts across Malaysia in strategizing their future performance or business plan. Boutique sellers also upgrade themselves as entrepreneurs by keeping up with technology and current trends. The findings of this investigation additionally demonstrate that the purpose of digital entrepreneurs grows with time as they absorb and incorporate new trends and technology.

The study provides a theoretical contribution by enhancing our understanding of digital entrepreneurial intention among boutique sellers. This study demonstrated that three components affect digital entrepreneurial intention: education support, digital marketing literacy and personal attitude. The article elucidates that proficiency in digital marketing and individual disposition significantly impact the inclination towards digital entrepreneurship in boutique selling.

This study will establish several noteworthy practical advances. To enhance comprehension of the formation of entrepreneurial intention and the impact of individuals' beliefs and perceptions on their inclination to start new companies, it is crucial to consider all parties responsible for fostering entrepreneurship. The study demonstrates the impact of entrepreneurship education and entrepreneurial enthusiasm on individual personality traits, leading to an increase in practical entrepreneurial intention. Entrepreneurship practitioners can develop evaluation methodologies or assessment instruments for assessing students' level of entrepreneurial zeal. In order to improve entrepreneurial education, it is advisable to incorporate practical applications within the teaching and learning modules of entrepreneurship courses.

The findings significantly impact education in fostering entrepreneurship by enhancing quality and quantity. This lays the groundwork for individuals to thrive in their entrepreneurial endeavours. The researcher anticipates that this paper will contribute to the global study of entrepreneurship and provide recommendations to assist policymakers in supporting entrepreneurial studies and the establishment of new business founders.

5.4. Limitations of the Study

During the study, certain restrictions need to be analysed. The first constraint of the study is the restricted size of the sample. When doing the study, it is necessary to assess numerous restrictions. The sample size is contingent upon the nature of the research problem. Small

sample sizes can prevent statistical tests from detecting essential associations within the dataset. Researchers can assert that conducting studies with a bigger sample size can yield more precise and reliable outcomes. The significance of sample size is more pronounced in quantitative research than in qualitative research. The study's sample comprises only boutique sellers from 10 cities in Gombak Districts, Selangor. Hence, this study solely delineates the occurrence within that specific demographic.

Furthermore, this study exclusively pertains to boutique sellers in the Gombak District of Selangor. The study sites encompass 10 cities in Gombak District, including Country Home, Bandar Rawang, Bandar Tasik Puteri, Selayang, Jalan Gombak Lama, Batu Cave, Ulu Klang, Bukit Rahman Putra, Kuang, and Sungai Buloh. The researcher selected these 10 areas due to their high concentration of sellers and the significant growth of multiple massive retail centres in the city. Nevertheless, this study is restricted to exclusive retailers within the urban area. Hence, the acquired results may only be generalizable to some of the population of boutique sellers in Gombak District, Malaysia, as each locality exhibits distinct business management practises and cultural norms.

Another constraint of this study pertains to time span. The use of digital entrepreneurship is increasingly prevalent, with not only small and medium-sized enterprises (SMEs) but also students utilizing it. Given the increasing interest and the expanding number of contributions, it is necessary to update the conclusions of this study continuously. This paves the way for future research in the upcoming years, employing similar approaches to ensure the comparability of the data.

Using a questionnaire as a data collection instrument is the one of the limitations. There may be a social desirability issue here, as with other studies that use questionnaires as their data

collection instrument. Some responders may be likelier to lie or give answers that others think are desirable than to give honest answers.

5.5. Recommendations for Future Research

Several recommendations for further research are proposed in light of the constraints inherent in this work. Researchers must ensure that the replies obtained from their selected sample of participants are sufficient. In order to carry out this inquiry, it will be necessary for the researcher to get a substantial sample size of respondents. Consequently, researchers must monitor and scrutinize the comments provided by participants consistently. Further endeavours should be undertaken to engage with the participants, including implementing in-person visits to educational institutions to distribute the survey personally. This will enable researchers to receive input promptly.

In the future, it is recommended to undertake the study on a more extensive population, encompassing all boutique sellers throughout Malaysia, in order to get data from a broader range of sources. By implementing this approach, the survey will contact a more significant number of respondents, resulting in more robust findings that may be used to summarise the intentions of digital entrepreneurs in Malaysia. Furthermore, it is recommended that the researcher broaden the scope of the study to encompass boutique sellers nationwide. Additionally, employing a longitudinal design to gather data at a minimum of two time periods is advised, as the level of adjustment among boutique sellers is likely to fluctuate and significantly influence the findings.

5.6. Conclusion

Finally, this study has discussed the relationship between individual factors (Education Support, Digital Marketing literacy, Personal Attitude and Digital Entrepreneurial Intention). It explains that Digital Marketing Literacy and Personal Attitude are significant contributing

factors for SMEs in terms of Digital Entrepreneurial Intention, except for Education Support, which does not relate to Digital Entrepreneurial Intention. The goal of successfully implementing Digital Entrepreneurial Intention among SMEs in Malaysia is to have a good understanding of Digital Marketing Literacy and a positive Personal Attitude, such as attending comprehensive academic training in the country. It is essential to know the determinants that can help SMEs adapt well in shaping the intention of digital entrepreneurs to ensure that they can carry out their business tasks successfully. Therefore, this research study has provided fair and acceptable data for future use and improvements.



REFERENCES

- Abd Halim Mohamad, S. A. (2022). Implicating Digital Entrepreneurship to Augment Micro, Small and Medium Enterprises Performance.
- Ahmed, T., Chandran, V. G. R., Klobas, J. E., Liñán, F., & Kokkalis, P. (2020). Entrepreneurship education programmes: How learning, inspiration and resources affect intentions for new venture creation in a developing economy. *The International Journal of Management Education*, 18(1), 100327.
- Aleidi, A. I., & Chandran, D. (2017, July). Does Institutional Environment Promote Women's IT Entrepreneurial Intention in Saudi Arabia? Technological and Institutional Perspectives. In *The Pacific Asia Conference on Information Systems*.
- Alferaih, A. (2022). Starting a new business? Assessing university students' intentions towards digital entrepreneurship in Saudi Arabia. *International Journal of Information Management Data Insights*, 2(2), 100087.
- Alkhalaileh, M. Y. (2021). Systematic Review: Digital Entrepreneurship Intention. *Network Intelligence Studies*, 9(17), 25-34.
- Al-Mamary, Y. H. S., & Alraja, M. M. (2022). Understanding entrepreneurship intention and behavior in the light of TPB model from the digital entrepreneurship perspective. *International Journal of Information Management Data Insights*, 2(2), 100106.
- Anjum, T., Ramzani, S. R., Farrukh, M., Raju, V., Nazar, N., & Shahzad, I. A. (2018). Entrepreneurial intentions of Pakistani students: The role of entrepreneurial education, creativity disposition, invention passion & passion for founding. *Journal of Management Research*, 10(3), 76-100.

- Anjum, T., Ramzani, S. R., Farrukh, M., Raju, V., Nazar, N., & Shahzad, I. A. (2018). Entrepreneurial intentions of Pakistani students: The role of entrepreneurial education, creativity disposition, invention passion & passion for founding. *Journal of Management Research*, 10(3), 76-100.
- Antonizzi, J., & Smuts, H. (2020). The characteristics of digital entrepreneurship and digital transformation: A systematic literature review. In *Responsible Design, Implementation and Use of Information and Communication Technology: 19th IFIP WG 6.11 Conference on e-Business, e-Services, and e-Society, I3E 2020, Skukuza, South Africa, April 6–8, 2020, Proceedings, Part I 19* (pp. 239-251). Springer International Publishing.
- Ariyanti, A. (2020). EFL students' challenges towards home learning policy during Covid-19 outbreak. *IJELTAL (Indonesian Journal of English Language Teaching and Applied Linguistics)*, 5(1), 167-175.
- Astiti, N. P. Y., Prayoga, I. M. S., & Imbayani, I. G. A. (2023). Digital Transformation Through Technology Acceptance Model Adoption for Sme Recovery Econo-My During the Covid-19 Pandemic. *Jurnal Aplikasi Manajemen*, 21(1), 153-166.
- Beliaeva, T., Ferasso, M., Kraus, S., & Damke, E. J. (2019). Dynamics of digital entrepreneurship and the innovation ecosystem: A multilevel perspective. *International Journal of Entrepreneurial Behavior & Research*, 26(2), 266-284.
- Bernama News. (2020). Mediacorp will continue to give attention to SMEs post -COVID-19. https://bernama.com/en/general/news_covid-19.php?id=1870988
- Bredun, E. V., Krasnoryadtseva, O. M., & Shcheglova, E. A. (2018). Typological features of subjective time perception in the context of chronotopical human life. *Sibirskiy psikhologicheskii zhurnal-siberian journal of psychology*, 68, 32-45.

- Cera, G., Mlouk, A., Cera, E., & Shumeli, A. (2020). The impact of entrepreneurship education on entrepreneurial intention. A quasi-experimental research design. *Journal of Competitiveness*.
- Chandra, W., & Wirapraja, A. (2020). The Effect of Application Usability, Service Quality, and E-Satisfaction on Purchase Intention of GoFood Customers. *Indonesian Journal of Information Systems*, 3(1), 38-49.
- Choukir, J., Aloulou, W. J., Ayadi, F., & Mseddi, S. (2019). Influences of role models and gender on Saudi Arabian freshman students' entrepreneurial intention. *International Journal of Gender and Entrepreneurship*, 11(2), 186-206.
- Clinkard, K. (2018). Are employability and entrepreneurial measures for higher education relevant? Introducing AGILE reflection. *Industry and Higher Education*, 32(6), 375-390. <https://doi.org/10.1177/0950422218808625>
- Darmanto, S., Darmawan, D., Ekopriyono, A., & Dhani, A. (2022). Development of digital entrepreneurial intention model in Uncertain Era. *Uncertain Supply Chain Management*, 10(3), 1091-1102.
- Darmanto, S., Darmawan, D., Ekopriyono, A., & Dhani, A. (2022). Development of digital entrepreneurial intention model in Uncertain Era. *Uncertain Supply Chain Management*, 10(3), 1091-1102.
- Department of Statistics Malaysia Official Report (2023). Retrieved from <https://www.dosm.gov.my/portal-main/home> .
- Dinc, M. S., & Budic, S. (2016). The impact of personal attitude, subjective norm, and perceived behavioural control on entrepreneurial intentions of women. *Eurasian Journal of Business and Economics*, 9(17), 23-35.

- Dutot, V., & Van Horne, C. (2015). Digital entrepreneurship intention in a developed vs. emerging country: An exploratory study in France and the UAE. *Transnational Corporations Review*, 7(1), 79-96.
- Dwivedi, R., Tamilmani, K., Rana, & N. P., Wamba, S. F. (2021). The extended Unified Theory of Acceptance and Use of Technology (UTAUT2): A systematic literature review and theory evaluation. *International Journal of Information Management*, 57, 102269.
- Dy, A. M., Marlow, S., & Martin, L. (2017). A Web of opportunity or the same old story? Women digital entrepreneurs and intersectionality theory. *Human Relations*, 70(3), 286-311.
- El-Sisi, S. A. W. M. (2022). The Intention of Applying Digital Entrepreneurship (DE) Among Undergraduate Tourism Students in Egypt. *International Journal of Tourism and Hospitality Management*, 5(2), 95-119.
- Fabeil, N. F., Pazim, K. H., Langgat, J., & Daut, N. (2021). Frezhub: From Farm to Fork. *Science Proceedings Series*, 4(1), 24-28.
- Frazier, B. J., & Niehm, L. S. (2006, January). Predicting the entrepreneurial intentions of non-business majors: A preliminary investigation. In *Proceedings of the USASBE/SBI Conference, Tucson, AZ* (pp. 14-17).
- Giotopoulos, I., Kontolaimou, A., & Tsakanikas, A. (2022). Digital responses of SMEs to the COVID-19 crisis. *International Journal of Entrepreneurial Behavior & Research*, 28(7), 1751-1772.
- Gujrati, R., Gulati, U., & Uygun, H. (2023). Digital Transformation has changed consumer behaviour from Traditional market to Digital market. *Academy of Marketing Studies Journal*, 27(S2).

- Gunaseelan, K., Subramaniam, T. S., Sern, L. C., Jabor, M. K., & Rathakrishnan, G. (2022). Digital Entrepreneurship among Higher Education Students. *International Journal of Academic Research in Business and Social Sciences*, 1-10.
- Human Resources Development Fund. (2019). *Hrd Trainer's Development Framework*.
- Jafari-Sadeghi, V., Garcia-Perez, A., Candelo, E., & Couturier, J. (2021). Exploring the impact of digital transformation on technology entrepreneurship and technological market expansion: The role of technology readiness, exploration and exploitation. *Journal of Business Research*, 124, 100-111.
- Jalil, Z., Rahim, N. A., Mohamad, N. A., Nordin, N. M., & Koe, W. L. (2021). Determinants of Entrepreneurial Intention among University Students. *International Journal of Academic Research in Business and Social Sciences*, 11(11), 735-754.
- Karyaningsih, R. P. D. (2020). Does entrepreneurial knowledge influence vocational students' intention? Lessons from Indonesia. *Entrepreneurial Business and Economics Review*, 8(4), 138-155.
- Khattak, A., Tabash, M. I., Radulescu, M., Nassani, A. A., & Haffar, M. Towards innovation performance of SMEs.
- Kickul, J., Gundry, L., Mitra, P., & Berçot, L. (2018). Designing with purpose: Advocating innovation, impact, sustainability, and scale in social entrepreneurship education. *Entrepreneurship Education and Pedagogy*, 1(2), 205–22
- Kusumawardhany, P. A., & Dwiarta, I. M. B. (2020, January). Entrepreneurial intention among millennial generation: Personal attitude, educational support, and social media. In *17th International Symposium on Management (INSYMA 2020)* (pp. 63-68). Atlantis Press.

- Lai, L. S., & To, W. M. (2020). E-Entrepreneurial intention among young Chinese adults. *Asian Journal of Technology Innovation*, 28(1), 119-137.
- Lamberton, C., & Stephen, A. T. (2016). A thematic exploration of digital, social media, and mobile marketing: Research evolution from 2000 to 2015 and an agenda for future inquiry. *Journal of marketing*, 80(6), 146-172.
- London Business News. (2023) From SEO Consultant to Top International Digital Entrepreneur: The Inspiring Journey of Fernando Raymond Encouraging Everyone in believe in their Dream. <https://www.londonbusinessnews.com/digital-entrepreneur-fernando-raymond-story/>
- Mahmood, T. M. A. T., Mamun, A. A., & Ibrahim, M. D. (2020). Attitude towards entrepreneurship: A study among Asnaf Millennials in Malaysia. *Asia Pacific Journal of Innovation and Entrepreneurship*, 14(1), 2-14.
- Minister of Entrepreneurship and Cooperative Development (Medac). (2020). Entrepreneurs are Struggling. <https://www.hmetro.com.my/pks/2020/05/582540/921-usahawan-susah>
- Mohammed, S. A. S. A., Bamahros, H. M. A., Grada, M. S., & Alaswadi, W. (2023). EC-education, gender disparity, and digital entrepreneurship intention: The moderating role of attitude components; a competitive advantage of the Ha'il region. *International Journal of Information Management Data Insights*, 3(2), 100179.
- Moorthy, T., & Sahid, S. (2021). The Influence of Digital Marketing Literacy on Entrepreneurship Behaviour among Public University Students in Malaysia. *Int. J. Acad. Res. Bus. Soc. Sci*, 12, 548-568.
- Mugiono, M., Prajanti, S. D. W., & Wahyono, W. (2021). The effect of digital literacy and entrepreneurship education towards online entrepreneurship intention through online

- business learning and creativity at marketing department in Batang regency. *Journal of Economic Education*, 10(1), 21-27.
- Nambisan, S. (2017). Digital entrepreneurship: Toward a digital technology perspective of entrepreneurship. *Entrepreneurship theory and practice*, 41(6), 1029-1055.
- Nanna, Rahmatullah, Muhammad Dinar, Tuti Supatminingsih, Muhammad Hasan, Nining Nurtrida. (2023). Influence Digital Literacy and Efficacy Self to Intention Entrepreneurship Generation Millenials. *Journal of Research in Business and Management*, 11 (5), 38-48.
- Natrah, L. (2022). Attitudes and Motivations Graduates in Digital Entrepreneurship. *Online Journal for TVET Practitioners*, 7(2), 76-85.
- Ndofirepi, T. M. (2020). Relationship between entrepreneurship education and entrepreneurial goal intentions: psychological traits as mediators. *Journal of Innovation and Entrepreneurship*, 9(1), 1-20.
- Ngoasong, M. Z. (2018). Digital entrepreneurship in a resource-scarce context: A focus on entrepreneurial digital competencies. *Journal of small business and Enterprise Development*, 25(3), 483-500.
- Nguyen, C. (2017). Entrepreneurial intention of international business students in Viet Nam: a survey of the country joining the Trans-Pacific Partnership. *Journal of Innovation and Entrepreneurship*, 6(1), 7.
- Nichifor, E., Lixăndroiu, R. C., Maican, C. I., Sumedrea, S., Chițu, I. B., Tecău, A. S., & Brătucu, G. (2022). Unlocking the entrepreneurial state of mind for digital decade: SMEs and digital marketing. *Electronics*, 11(15), 2358.
- Panda, M., & Mishra, A. (2022). Digital marketing. *See discussions, stats, and author profiles for this publication at: <https://www.researchgate.net/publication/358646409>*.

- Piro, F. (2021). Digital transformation is the way out! Covid-19 challenges and Fit prime case study.
- Prajapati, B. (2019). Entrepreneurial Intention Among Business Students: The Effect of Entrepreneurship Education. *Westcliff International Journal of Applied Research*, 3(1), 54-67
- Purbasari, R., Muttaqin, Z., & Sari, D. S. (2021). Digital entrepreneurship in pandemic Covid 19 era: The digital entrepreneurial ecosystem framework. *Review of integrative business and economics research*, 10, 114-135.
- Rahmafitria, F., Suryadi, K., Oktadiana, H., Putro, H. P. H., & Rosyidie, A. (2021). Applying knowledge, social concern and perceived risk in planned behaviour theory for tourism in the Covid-19 pandemic. *Tourism Review*, 76(4), 809-828.
- Ratten, V., & Usmanij, P. (2021). Entrepreneurship education: Time for a change in research direction. *The International Journal of Management Education*, 19(1), 100367.
- Rauch, A., & Hulsink, W. (2015). Putting entrepreneurship education where the intention to act lies: An investigation into the impact of entrepreneurship education on entrepreneurial behaviour. *Academy of management learning & education*, 14(2), 187-204.
- Saah, P. (2022). Critical Factors for the Successful Implementation of a Strategic Business Plan among Small and Medium Size Enterprises. *International Review of Management and Marketing*, 12(4), 19.
- Sadiku-Dushi, N., Dana, L. P., & Ramadani, V. (2019). Entrepreneurial marketing dimensions and SMEs performance. *Journal of Business Research*, 100, 86-99.
- Sahrah, A., Guritno, P., Rengganis, R., Dewi, R., Saufi, R., & Permarupan, Y. (2023). Personality traits, individual resilience, openness to experience and young digital

- entrepreneurship intention. *International Journal of Data and Network Science*, 7(3), 1193-1204.
- Sataalkina, L., & Steiner, G. (2020). Digital entrepreneurship and its role in innovation systems: A systematic literature review as a basis for future research avenues for sustainable transitions. *Sustainability*, 12(7), 2764.
- SME Corporation Malaysia. (2023). SME Corporation Malaysia. <https://www.smecorp.gov.my/index.php/en/> .
- Sobaih, A. E. E., Hasanein, A., & Elshaer, I. A. (2022). Higher education in and after COVID-19: The impact of using social network applications for e-learning on students' academic performance. *Sustainability*, 14(9), 5195.
- Sobaih, A. E. E., Hasanein, A., & Elshaer, I. A. (2022). Higher education in and after COVID-19: The impact of using social network applications for e-learning on students' academic performance. *Sustainability*, 14(9), 5195.
- Suparno, S., Saptono, A., Wibowo, A., & Narmaditya, B. S. (2020). Factors influencing students' intention to establish a digital business (Start-up). *International Journal of Innovation, Creativity and Change*, 12(8), 73-91.
- Sufiyanto, M. I. (2022). Use of E-Commerce in Increasing Sales of Small and Medium-Sized Micro Enterprises (MSMEs) Boutiques is Amid Pandemic Covid-19. *International Journal of Human Capital Management*, 6(1), 76-86.
- Tomy, S., & Pardede, E. (2020). An Entrepreneurial Intention Model Focusing on Higher Education. *International Journal of Entrepreneurial Behaviour & Research*, 26(7), 1423-1447.
- Uddin, M., Chowdhury, R. A., Hoque, N., Ahmad, A., Mamun, A., & Uddin, M. N. (2022). Developing entrepreneurial intentions among business graduates of higher educational

institutions through entrepreneurship education and entrepreneurial passion: A moderated mediation model. *The International Journal of Management Education*, 20(2), 100647.

Vejayaratnam, N., Paramasivam, T., & Mustakim, S. S. (2019). Digital Entrepreneurial Intention among Private Technical and Vocational Education (TVET) Students. *International Journal of Academic Research in Business and Social Sciences*, 9(12), 110-120.

Von Arnim, L., & Mrozewski, M. (2020). Entrepreneurship in an increasingly digital and global world. Evaluating the role of digital capabilities on international entrepreneurial intention. *Sustainability*, 12(19), 7984.

Wibowo, Agus, Bagus Shandy Narmaditya, Ari Saptono, Mohammad Sofwan Effendi, Saparuddin Mukhtar, and Muhammad Hakimi Mohd Shafiai. "Does Digital Entrepreneurship Education Matter for Students' Digital Entrepreneurial Intentions? The Mediating Role of Entrepreneurial Alertness." *Cogent Education* 10, no. 1 (2023): 2221164.

Zaidi, Z., & Shukri, S. (2022). The effects of digital marketing implementation on online consumer in Selangor during COVID-19 pandemic. *Management Science Letters*, 12(1), 43-50.

Appendix A – Questionnaire



QUESTIONNAIRE

“ EXAMINING DETERMINANTS OF DIGITAL ENTREPRENEURIAL INTENTION AMONG BOUTIQUE SELLERS”

I am a Master of Science Management student at University Utara Malaysia. As a part of this master programme, I am conducting this research to identify intention of SMEs toward using Digital entrepreneurship in business. The purpose of this study is to investigate education support, digital marketing literacy and personal attitude effect among boutique sellers towards Digital Entrepreneurial Intention. Your participation in answering and completing this questionnaire are important in the completion of the study. There is no right or wrong answer, therefore please complete the questionnaire as according to your own opinion or perspective. The questionnaires will take about 5 to 10 minutes. Your Participation will be highly appreciated, and all the information provided by you will be treated with strict confidential.

Thank you for your participation.

Name: Nur Syahidah Binti Hamzah

Programme: Master of Science (Management)

Contact number: +60143386179

Email: nur_syahidah_h@cob.uum.edu.my

Questionnaire

Part A: Personal Details

Please tick (✓) in the appropriate answer.

1. Gender:

☐

Male

☐

Female

2. Age:

☐

20-30

☐

31-40

☐

41-50

☐

51-60

☐

60 and above

3. Race:

☐

Malay

☐

Chinese

☐

Indian

☐

Others: _____ (Please state)

4. Higher education:

☐

Diploma

☐

Bachelor's Degree

☐

Master's Degree

☐

Others: _____ (Please state)

5. Monthly income:

☐

RM2500 and below

☐

RM2501- RM5000

☐

RM5001-RM7000

☐

RM7001 and above

6. Types of business:

☐

Multi brand clothing boutique

☐

Scarf boutique

☐

Wedding dresses boutique

☐

Others: _____ (Please state)

Part B:

Education Support	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Business organizations in Malaysia have created enough digital entrepreneurship courses and programmes.	1	2	3	4	5
Business organizations in Malaysia often invite entrepreneurs to talk about digital entrepreneurship.	1	2	3	4	5
Business organization in Malaysia has comprehensive facilities and centres for digital entrepreneurship training.	1	2	3	4	5

Digital Marketing Literacy	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I know how to use Facebook advertisement to market product.	1	2	3	4	5
I know how to use Instagram advertisement to market product.	1	2	3	4	5
I know how to use TikTok advertisement to market product.	1	2	3	4	5
I have skills in communicating with customers using WhatsApp application.	1	2	3	4	5
I have skills in communicating with customers using Telegram application.	1	2	3	4	5
I have skills in communicating with customers using Email application.	1	2	3	4	5

I know the technique of uploading documents and videos using technology application.	1	2	3	4	5
I know the technique of downloading documents and videos using technology application.	1	2	3	4	5

Personal Attitudes	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Being a digital entrepreneur would entail great satisfactions for me.	1	2	3	4	5
Being a digital entrepreneur implies to me more advantages than disadvantages.	1	2	3	4	5
A career of entrepreneur is very attractive for me.	1	2	3	4	5

Digital Entrepreneurial Intention	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I have an aspiration to be a successful in digital entrepreneur.	1	2	3	4	5
I regularly updated information on how to be successful digital entrepreneur.	1	2	3	4	5
I prefer to be an entrepreneur rather than to be an employee in company and organization.	1	2	3	4	5

**THANK YOU FOR YOUR TIME IN COMPLETING THIS
QUESTIONNAIRE.**