A Conceptual Model On Factors Affecting Private University Students' Intention To Buy Eco-Friendly Items Online

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Abstract

In this global pandemic known as COVID-19, new terms were created such as Work from Home (WFH) and Study from Home (SFH) that requires people to stay at home and minimize outdoor activities including shopping. Large supermarkets were also opening e-commerce system to sustain their profit during this pandemic. People started using online shopping website to purchase necessary items which was very convenient in this current situation. Consumer behavior has changed drastically over the years and one of its core aspects, intention to purchase has always motivated consumers behind the action of purchasing power. This study is done to further analyze the factors contributing to purchase intention from Private University students. The study is done via online survey questions on Google Forms and a sum of 361 students are expected to participate. The gathered data from the online survey will be further studied using Statistical Package for Social Science (SPSS).

Keywords: COVID-19, Work from Home, Study from Home (SFH), Consumer behavior, intention to purchase, purchasing power.

1.0 Introduction

The occurrence of Covid-19 is an unprecedented pandemic this world has ever witnessed in recent times. This global disaster has influenced so many aspects around the world and one of the visible aspects would be consumer behavior, especially in terms of the online purchases' activities being performed by the consumers globally (Pena-Garcia et al., 2020). Due to the implementation of work from home concept and the imposition of lockdown in countries, online purchases have increased significantly during this pandemic of Covid-19 (Billah, Rahman and Hossain, 2020). According to Coppola (2021), a total of over 2 billion online buyers have done their procurements globally in 2020 at the beginning stage of Covid-19 whereas a total of over 2.14 billion online buyers have done their procurements globally in 2021 towards the ending stage of Covid-19. It is to be expected that the tally will further increase in coming years, owing to the trend of online purchase.

As for Malaysia, the total number of online buyers in 2020 would be 21.9 million, whereas the total number of online buyers in 2021 up to October is expected to be more than 22 million (Tieman, M). Out of 21.9 million online Malaysian buyers in 2020, 57% of them are serious eco-friendly buyers whereas out of 22 million online Malaysian buyers in 2021, it is to be expected that the percentage would have increased from the previous 57% (Department of Statistics Malaysia, 2021). According to Yogananda and Nair (2019), eco-friendly or environmentally friendly products are

alternative products that have the ability to reduce negative environmental impacts. Sometimes these products are referred to as green products by the laymen. In simpler words, eco-friendly products are biodegradable items that are part of the global green consumerism trend, such as eco-friendly ballpoint pens, shirts from recycled plastics and environmental-friendly toilet tissues (Pena-Garcia et al., 2020).

This trendy online purchases of eco-friendly products in Malaysia are slowly gaining momentum overtime, especially after most of the consumers, who primarily comprise of employees and students are into this online environment with the intention to play their respective parts in saving this world (Chen, Hsu and Lu, 2018). For Malaysia, every environmentally friendly product has to be identified, picked and gathered under one scheme called "MyHijau Mark" (Muda, Mohd and Hassan, 2016). Only then, the products will be recognized and certified for their integrity of being eco-friendly, especially the capacity of products in reducing the amount of gas being emitted through greenhouse effect (Qi and Ploger, 2019). Otherwise, the products will be disqualified instantly or kept in view for future screening process.

As for the online purchase market, Malaysians usually prefer eco-friendly products such as energy-saving televisions, light-emitting diode (LED) lights, and water heaters that use solar as the main driving energy (Ghazali et al., 2021). In 2020, energy-saving televisions were the numerous choices made by the Malaysians whereas in 2021, light-emitting diode (LED) lights were the preferred choice by most of the Malaysians (Ibrahim et al., 2021). However, this was not the same situation when compared to 10 years ago, the purchase of Eco-Friendly Items Online was really mediocre as Malaysians back then did not have the confidence or required knowledge to purchase any Eco-Friendly Items Online (Ishak, Khalid and Sulaiman, 2018). Their intention to

purchase is almost zero as eco-friendly concept was relatively new 10 years back. Thus, this research is conducted to identify the factors that lead to the intent to purchase Eco-Friendly Items Online among private university students. By doing so, this study narrows down to the online purchase of eco-friendly products, a topic which is not that popular among Malaysian researchers.

Malaysia is slowly becoming a busy online business hub, just like its counterpart China. However, in order to further enhance the online business environment, Malaysia still has to put in necessary efforts to study the consumer behavior of online procurements, especially sales involving eco-friendly products (Chen, Hsu and Lu, 2018). These types of energy saving products have so much potential and Malaysia can utilize them for a better business prospect (Billah, Rahman and Hossain, 2020). Sadly, not enough studies were conducted for eco-friendly products in Malaysia, though there is a high number of studies done involving online shopping for other items in Malaysia, such as cosmetics, construction and food and beverages (Rajendran, Wahab, Ling and Yun, 2018).

Additionally, based on the study conducted by Ishak, Khalid and Sulaiman (2018), it has been deduced that university students in Malaysia made up a total of 45% of overall online eco-friendly sales, yet fewer studies were performed on these students who have the intention to purchase energy saving products. Similarly, Malaysian university students purchased Eco-Friendly Items Online mainly due to perceived reputation, but fewer studies were also conducted on this particular aspect of consumer behavior. However, there are many studies conducted on the topic of environmental attitude in Malaysia (Agarwal and Ganesh, 2016).

Furthermore, 35% of Malaysians, especially senior citizens still prefer to purchase their eco-friendly products through traditional method of paying a visit to a particular shop as they are

doubtful of cyber security, particularly the leakage of their private information such as usernames and passwords (Muda, Mohd and Hassan, 2016). Thus, the Malaysian Communications and Multimedia Commission (MCMC) should look into this matter the soonest and step up their game, if necessary, in order to pave ways for the older generations to embrace online purchases of eco-friendly products.

1.1 Research Objectives

I.   To examine the impact of environmental attitude on intention to purchase Eco-Friendly Items Online.

II. To examine the impact of subjective norms on intention to purchase Eco-Friendly Items Online.

III. To examine the impact of perceived behavioral control on intention to purchase Eco-Friendly Items Online.

1.2 Significance of Study

This study is believed to be remarkable to both the academia of researchers and field of university students. The end result of this study has the ability to enlighten the academia of researchers on the topic of intention to purchase Eco-Friendly Items Online among private university students, as there is not much studies done to investigate the factors contributing to Eco-Friendly Items Online purchases performed by Malaysian university students (Agarwal and Ganesh, 2016). In terms of the field of university students, they may utilize this exposure from this research to get to know more about their consumer behavior, thus creating an opportunity for them to have a minimum guarantee over their damage control done, by avoiding excessive online shopping, just because the students find it extremely easy, comfortable and convenient to purchase literally any items, especially eco-friendly products via online medium.

This study applies quantitative design that relates the relationship between the factors contributing to intentions to purchase Eco-

Friendly Items Online among private university students in Malaysia. The factors involved are environmental attitude (EA), subjective norms (SN) and perceived behavioral control (PBC). Questionnaires will be distributed fairly to the university students. Method of simple random sampling will be applied for this purpose of study.

Regarding the limitations of this study, it is to be understood that this study is conducted at one of the private universities, thus making it quite unfair to represent the overall results collected for the entire Malaysian university students. Since questionnaires are being given out to students, it is highly likely most of them will not take this study seriously and chances are high for them to answer the given questions randomly. This sort of random or haste answering technique could affect the validity of the end results collected, which could defeat the very purpose of this study itself.

2.0 Literature Review

2.1 Intention to Purchase (ITP)

Intention to purchase is a consumer's motivation of buying a particular item or items. According to Lee (2017), it is also the robustness of a consumer when it comes to purchasing items. In a way, it basically deals with the consumer's enthusiasm to spend his or her money for the items. Besides that, intention to purchase can also be viewed as the attitude of a consumer in the decision of procurements (Maichum, Parichatnon and Peng, 2017). Many ecommerce websites apply this technique of utilizing the intention to purchase of consumers, by taking full advantage of the likes and dislikes of consumers, so that customer retention could be sustained and the online businesses involved could increase their return of investment (Agarwal and Ganesh, 2016). The best example for this would be IKEA, whereby the company allows their customers to design their desired furniture via online option and they can also order any ready-made furniture from IKEA online too. Such

flexibility would motivate consumers to visit IKEA quite often, even for window shopping.

2.2 Environmental Attitude (EA)

According to Sekaran and Bougie (2016), environmental attitude refers to the basis of environmental psychology. This is when the person involved gets the opportunity to evaluate or monitor his or her surroundings, by connecting the dots of one's personal beliefs (Mohamad, Mirosa, Bremer and Oey, 2019). In terms of consumer behavior, environmental attitude is widely regarded as one of the most influential factors contributing to purchase intention of customers as environmental attitude has the ability to influence a consumer's decision-making regarding purchases (Yadav and Pathak, 2016). Such a power over a consumer's decision making would definitely affect his or her readiness to spend money for a particular purchase (Paul, Modi and Patel, 2016). On the whole, environmental attitude is a highly crucial determinant in intention to purchase of the consumers as it has the rights to either enlarge or decline the condition of an environment that the consumer is in (Malik and Singhal, 2017).

2.3 Subjective Norms

According to Alagarsamy, Mehrolia and Matthew (2021), subjective norms are one's personal belief of waiting for a particular person's or a group's approval for a task that has to be committed by oneself. Whenever he or she decides to do something, they would consider seeking green light from their peers and in most of the cases, these peers would be loved ones for that particular person who is waiting for approval (LaMorte, 2016). This was also the exact definition given by Kassim et al. (2017), however they considered this act of seeking approval from peers is one verifications of the person being heavily influenced by his or her peers in decision-making process, especially when it comes to online purchases. This influence, however, can be deemed from a negative angle if it turns into social pressure

that goes out of control, which has the ability to prevent oneself from developing independent thinking (Yadav and Pathak, 2016). This sort of unpredictable, uncertain or random behavior could affect customer retention for any brands in an indirect way (Alagarsamy, Mehrolia and Matthew, 2021).

2.4 Perceived Behavioral Control (PBC)

Perceived behavioral control is one's perception on oneself regarding one's ability of performing a specific task (Abel and McQueen, 2020). It could sound quite similar to doubting one's capacity, however, perceived behavioral control is more towards one's understanding of the difficulty level of their own action (Alzubaidi, Slade and Dwivedi, 2020). For example, a person who is thinking of purchasing an eco-friendly product, perhaps an energy-saving television do stand a chance for opting to enact such an activity in real life as well (Holdsworth et al., 2019). Chances are he could end up purchasing the television as his purchase intention has been highly influenced by his high level of perceived behavioral control prior to the purchase process (Botsaris and Vamvaka, 2016). In simple words, he has already formed a preconceived notion about eco-friendly products and this thought-process will linger in his subconscious mind, creating opportunities for him to conduct extensive research on the topic of environmental friendliness that could lead him to finally buy an energy-saving television as envisioned earlier (Shirokova, Osiyevskyy and Bogatyreva, 2016).

2.5 Factors Influencing Intention to Purchase Eco-Friendly Items Online

The relationship of factors such as environmental attitude, subjective norms and perceived behavioral control with intention to purchase Eco-Friendly Items Online will be further discussed here

2.5.1 Environmental Attitude and Intention to Purchase Eco-Friendly Items Online

According to Herman, Udayana and Farida (2017), environmental attitude is one of the main determinants of intention to purchase Eco-Friendly Items Online as the attitude derived from a particular scope of environment is an inner voice that helps guide a consumer whenever it comes to purchase decision-making. This claim was supported by Alameeri et al. (2018) mainly due to the fact that environmental attitude is an end-product of both environmental knowledge and eco-friendly marketing. In terms of environmental knowledge, when a consumer has the basic information about a particular concept of buying, in this case it would be the eco-friendly concept, the consumer is highly likely to consider changing his or her mind of not purchasing an environmentally friendly item. However, this situation can work against the very concept of eco-friendly when the consumer decided not to purchase any eco-friendly products at any cost, thus affecting one's environmental attitude to a greater extent and one's decision to purchase eco-friendly items indirectly. Regarding the eco-friendly marketing which is also known as green advertising, this is the space where the marketing department of a specific eco-friendly team would try their level best to influence potential buyers into purchasing their eco-friendly brand of items, through creative and innovative forms of marketing (Chang, Thach and Olsen, 2016). For example, the TCL Class 5-Series which is a numero uno choice for energy-saving purpose and it has always been advertised in such a way that the buyers who consider purchasing the television is actually thinking for the future of the Earth and its dwellers (Hsu and Zomer, 2016). Reverse psychology at its best is being practiced here. Thus, environmental attitude does have impacts on a consumer's intention to purchase eco-friendly items, mainly due to the presence of environmental knowledge and eco-friendly marketing in the environmental attitude variable which will affect purchase intention.

2.5.2 Subjective Norms and Intention to Purchase Eco-Friendly Items Online

As for subjective norms which are basically one's personal belief of waiting for a particular person's or a group's approval for a task that has to be committed by oneself (Alagarsamy, Mehrolia and Matthew, 2021), it can be deduced that subjective norms do have a strong influence on one's intention to purchase products, especially online eco-friendly items. According to Jaiswal and Kant (2018), the presence of descriptive and social norms in subjective norms are more than enough to trigger a consumer's intention to purchase in an organic manner. Both these attributions and unwritten opinions play a significant role in shaping the consumer's purchase intention, by influencing a consumer to consider the conjectures of purchasing a product beforehand, and in return, these expectations would help brainwash the consumer into following or not following the latest trend, which in this research would be the trend of purchasing eco-friendly products (Kelley et al., 2019). Kumar, Manrai and Manrai (2017) had also revealed that in most cases of consumer deciding to purchase a product, the cause would most probably fall on to the side of the norms created by society or one's very expectations of purchasing a product. For example, since eco-friendly purchases are getting viral these days, there are some consumers who feel the pressure of shopping Eco-Friendly Items Online just to satisfy their circle of friends, otherwise, they may feel left out (Nguyen, Lobo and Greenland, 2017). Peer pressure is what we call it. Hence, it clearly shows that subjective norms do have a wide influence on a consumer's intention to purchase Eco-Friendly Items Online.

2.5.3 Perceived Behavioral Control and Intention to Purchase Eco-Friendly Items Online

Perceived behavioral control is another factor which is highly influencing when it comes to determining the consumer's purchase intent (Raharjo, 2018). According to Sogari et al.

(2017), the ability of having purchasing power is actually a space for one's motivation to take place and that is how purchasing is usually done. If the consumer is not motivated enough to buy a product, he or she will not put in enough effort to do so in the first place. This situation is in fact a classic case study of perceived behavioral control, whereby the consumer's intention to purchase grows stronger when the person has a bigger sense of perceived behavioral control, mainly due to the consumer's capacity of handling mental and verbal obstacles regarding his or her purchasing decision (Wang, Weng Wong and Elangkovan, 2020). Recent studies have supported this claim as this sort of positively-charged mindset would usually result in a positive approach to one's intention to purchase, not just eco-friendly products, but literally any type of products available in the market (Hsu, Chang and Lin, 2019). Therefore, there is a correlation between perceived behavioral control and intention to purchase Eco-Friendly Items Online.

2.6 Underpinning Theory

The theory applied for this research would be the Theory of Planned Behavior (TPB). According to Ammar et al. (2020), Theory of Reasoned Action (TRA) has extended its branches and ideologies to another theory called Theory of Planned Behavior (TPB). It combines both personal thought processes and practices of a person in a psychological manner to help create an environment that strongly holds on to three variables, which are environmental attitude, subjective norms and perceived behavioral control (Canova and Manganelli, 2020). Caputo (2020) mentioned that Theory of Planned Behavior has brought so many advantages to consumer behavior, especially when the names of big brands are being involved in the process of identifying their potential customers list for future procurements purposes. Even Willis et al. (2020) agreed to this statement by stating that the companies are being given an opportunity to analyze their set of target market, based on the study of consumer behavior enacted through the Theory of Planned Behavior. Such a clear framework is vital even for the consumers themselves as they do not have to crack their heads further for future online purchases, since they already have a "prewritten" concept of purchase intention in their minds that act as a mental blueprint as well (La Barbera and Ajzen, 2020a). However, this theory does come with its own disadvantage as well, that is fewer determinants are considered for the study of this Theory of Planner Behavior to take place (La Barbera and Ajzen, 2020b). The primary focus of this theory is on three variables only, which are environmental attitude, subjective norms and perceived behavioral control.

2.7 Conceptual Framework

Figure 1 below displays the theoretical bodywork of the independent and dependent variables regarding this research. The three independent variables are environmental attitude, subjective norms and perceived behavioral control, whereas the one dependent variable is intention to purchase Eco-Friendly Items Online.
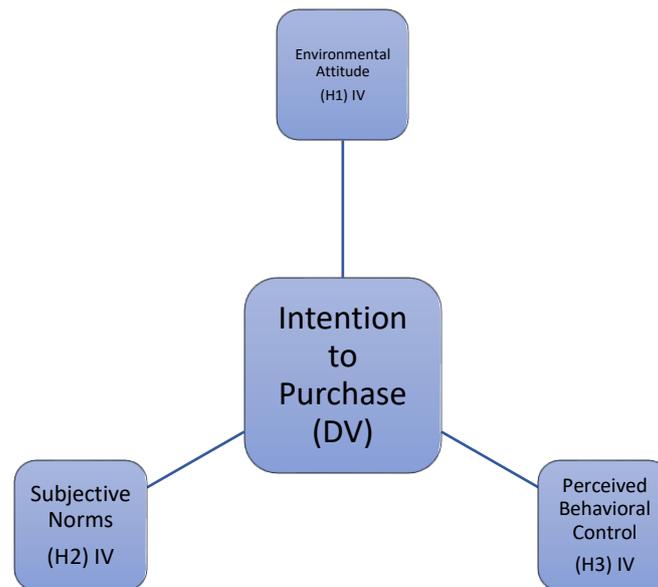
Figure 1 Conceptual Framework

2.8 Hypothesis

The hypothesis below is developed with regards to the research:

H1: There is a significant relationship between environmental attitude and intention to purchase Eco-Friendly Items Online.

H2: There is a significant relationship between subjective norms and intention to purchase Eco-Friendly Items Online.

H3: There is a significant relationship between perceived behavioral control and intention to purchase Eco-Friendly Items Online.

3.0 Research Methodology

Research design is essential for any research and research without a proper design is considered a null and void report, according to Goh, Ritchie and Wang (2017). Even Ammar et al. (2020) agreed to this claim, citing reason that a research design adds a value to an otherwise plain report by serving as a step-by-step guidance for the researcher to begin, perform and complete his or her intended research on time, with the given amount of money and manpower, without compromising the quality of the research. Shirokova,

Osiyevskyy and Bogatyreva (2016) stressed that a research design is basically a blueprint of how particular research has to be conducted and anything opposite to it would only cause barriers unnecessarily to one's research. Thus, a research design is highly influential in ensuring one's research and research paper are on track, with regards to data accuracy collected from results, practicality of research in terms of tangible and intangible resources, interference of internal and external factors, and degree of validity of research paper (Alagarsamy, Mehrolia, and Matthew, 2021).

For a valid and relevant sample size, the random sample has to be picked based on the population of INTI University students. Only then the results will be practical. Besides, the sample size has the power to determine the data accuracy collected via the estimated results of the study (Ritella, Rajala, & Renshaw, 2020). Having considering this, the sample size is estimated to be 361 mainly due to the population of the private university students, which is roughly 6000 students. For an estimated sample size of 361 students, 400 questionnaires will be suitable and practical to be handed out to the students.

Table 1 below displays the table for sample size identification purposes.

N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	346
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	354
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	191	1200	291	6000	361
45	40	170	118	400	196	1300	297	7000	364
50	44	180	123	420	201	1400	302	8000	367
55	48	190	127	440	205	1500	306	9000	368
60	52	200	132	460	210	1600	310	10000	370
65	56	210	136	480	214	1700	313	15000	375
70	59	220	140	500	217	1800	317	20000	377
75	63	230	144	550	226	1900	320	30000	379
80	66	240	148	600	234	2000	322	40000	380
85	70	250	152	650	242	2200	327	50000	381
90	73	260	155	700	248	2400	331	75000	382
95	76	270	159	750	254	2600	335	1000000	384

N=Population Size, S=Sample Size.
Source: Krejcie and Morgan (1970)

3.1 Factor Analysis

Factor analysis is a statistical information reduction and evaluation method that strives to provide an explanation for correlations among more than one effects (Caputo, 2020). This is mainly because the result of one or greater underlying explanations, or elements. The method includes information reduction, because it tries to symbolize a hard and fast of variables by a smaller number (La Barbera and Ajzen, 2020b). By decreasing a massive number of variables right into a handful of comprehensible underlying elements, a neat and clean statistics will be the outcome (Canova and Manganelli, 2020). In simpler terms, factor analysis is an evaluation to take a mass of records and shrinking it to smaller records set that is greater viable and extra comprehensible (Maichum, Parichatnon and Peng, 2017). Factor analysis is useful to research as it creates simplicity as a final product after decreasing long and complicated variables. For long research with large blocks of Matrix Likert scale questions, the quantity of variables can turn out to be unwieldy, therefore, by easing the information the usage of component analysis allows analysts focus and clarify the effects of both the researcher and research (Jaiswal and Kant, 2018).

As for this study, Exploratory Factor Analysis (EFA) is the best option to be used as it has the right key factor to set up a structure of latent dimensions a number of the found variables reflected inside the gadgets of a device (La Barbera and Ajzen, 2020a). In short, EFA can be used to discover the element structure of a degree and to have a look at its internal reliability. For KMO, the index levels from 0 to at least one, with equal to or greater than 0.6 to be considered as appropriate for aspect analysis otherwise facts collection might be needed, and Bartlett's Test of Sphericity need to be considerable with $p <$ zero.05 to be appropriate for factor evaluation (Ritella, Rajala, & Renshaw, 2020).

3.2 Pilot Test: Reliability Test

A reliability test is an instrument used by researchers to detect how good their study or experiment is, with lesser number of mistakes done (Canova and Manganelli, 2020). It has the power to identify the volume to which size the test takes place without errors (Raharjo, 2018). In the field of statistics, reliability test is often used to measure the general consistency of a particular study (Queiros, Faria and Almedia, 2017). For example, if the testing procedure had been repeated with a set of test takers, basically the same consequences should be received to prove its reliability level (Hsu and Zomer, 2016).

With regards to this study, Cronbach's alpha will be deployed for the sole purpose of measuring reliability from a deeper and wider perspective. 0.65 is the value for Cronbach's alpha. However, Cronbach's alpha for different variables that have been captured with 5-factor Likert scale are above 0. 70 (Ritella, Rajala, & Renshaw, 2020). There are cases where below the value of 0.70, the reliability is considered quite low for a test, whereas where the value is above 0.90, it is deduced that the value has elements of redundancy (Taber, 2018).

3.3 Data Collection

Since this study is a quantitative research whereby numerical values will be gathered at the end of the study, a relevant procedure has to be implemented in order to decipher the collected results of numerical data. Anything opposite to the numerical values will not be able to read, recognize or relate to the end results. Therefore, Google Forms shall be used for this purpose as it is a well-known online medium for its ability to gather and store the received numerical data safe and sound, at the same time, converting the results into easy and understandable data. In case of lack of time, Google Forms will be the best solution out there to present the data in a very neat and clean manner, without containing too much of unnecessary features or questions. This sort of clean and sharp readings is required when we analyze them towards the completion of the study and especially when we are using a software like Statistical Package for Social Science (SPSS). The present features of Google Forms are very user-friendly too, thus, this medium would be the best option in the market.

3.4 Data Analysis

The purpose of data analysis being done is to study the relationship between the independent and dependent variables, which in this case would be environmental attitude (IV), subjective norms (IV), perceived behavioral control (IV) and intention to purchase Eco-Friendly Items Online (DV).

Table 3 below displays the objectives derived from the research and the analysis used to study the relationship between the variables.

Objectives	Type of Analysis
To identity the relationship between environmental attitude and intention to purchase.	Correlation and Linear Regression.
To identify the relationship between subjective norms and intention to purchase.	Correlation and Linear Regression.
To identify the relationship between perceived behavioral control and intention to purchase.	Correlation and Linear Regression.

3.4.1 Descriptive Information

Descriptive information is a type of analysis that is used to describe the data gathered in the form of statistics usually (Akhtar, 2016). Descriptive information is the kind of evaluation of records that facilitates describe,

show or summarize statistics points in an optimistic way such that patterns may emerge that fulfill each condition of the statistics (Taber, 2018). It is one of the maximum crucial steps for conducting statistical information analysis. As for this research, Statistical Package for Social Science (SPSS) will be used to analyze the data gathered. Privacy and confidentiality could be maintained throughout the study via the usage of SPSS.

3.4.2 Hypotheses Testing

The hypotheses will be tested using correlation and multiple regression analysis. As for correlation analysis, it is the best method to display the relationship between independent and dependent variables (Akhtar, 2016). It is also used to reinforce the frequency of the relationship among impartial variable and structured variable (Goh, Ritchie and Wang, 2017). A correlation coefficient of +1 method that the 2 variables are perfectly related in a fine linear way, a correlation coefficient of -1 shows that the 2 variables are flawlessly related in a poor linear form, whereas a correlation coefficient of zero suggests that the two variables do no longer have a linear dating (Gogtay & Thatte, 2017).

Multiple regression analysis is a well-known statistical technique applied for reading associations among two or extra impartial variables (Indu and Vidhukumar, 2019) and that is also being applied here as one of the hypothesis testings for this research. Multiple regression is most normally used to expect values of a criterion variable based totally on linear associations with predictor variables.

y= B0 + B1X1 + B2X2 + B3X3 + ………………. +BkXk

The equation above is used for multiple regression analysis. If the value of p is below 0.05, the independent variable and dependent variables can be considered as having a solid relationship (Gogtay, Deshpande and Thatte, 2017). The value must be more than 0.5,

otherwise the model is unable to produce the deserving data.

4.0 Conclusion

Dhakal (2018) mentioned that ethical consideration should be prioritized as no one likes to be forced or coerced into attending particular research without his or her consent. Besides that, we do not have any rights to produce a final result featuring someone's contribution without consulting his or her permission as well. Ethical issues in studies are a fixed set of ideas that guide your research designs and practices (Goh, Ritchie and Wang, 2017). These ideas include voluntary participation, informed consent, and confidentiality (Raharjo, 2018). As a researcher, ethical consideration should be given utmost priority and should not be taken as an advantage.

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