

THE FUTURE OF SOCIAL ENTERPRISE CAFÉ IN MALAYSIA: A STUDY ON MILLENNIALS' PERCEPTION AND INTENTION

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ABSTRACT

Over the past decade, there have been a growing number of social enterprises in Malaysia, especially in the food and beverage industry. However, social enterprise cafes face various challenges in liquidity and lack of public awareness that hindered their progress. In view of this, millennials are the potential target market for social enterprises due to their rapid growth in population and increasing purchasing power. Millennials have high awareness of social issues and support for socially responsible organisations. Based on a survey collected from 424 millennials in Malaysia, data were analysed using the structural equation modelling. Results indicate that millennials are influenced by perceived price and attitude, followed by social norms, while social enterprise knowledge had a significant but weak influence on their intention. In moving forward, the findings suggest that social enterprise cafes could emphasize more on creating value through their pricing strategy and encourage knowledge sharing and attitude towards social enterprises to strengthen purchase intention towards social enterprise cafes. This study not only sheds light on millennials but also assist social enterprises to sustain their business and have a long-term impact on society and environmental causes.

Keywords: Attitude, knowledge, millennials, purchase intention, social enterprise café

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1. INTRODUCTION

Due to the capacity of social enterprises (SE) to generate innovation, employment opportunities, and the empowerment of underprivileged communities, the Malaysian Social Enterprise Blueprint 2015-2018 was developed (Punadi & Rizal, 2017). In addition, the Malaysian government anticipates that the SE business model would become the norm for addressing imminent societal issues such as poverty. By engaging in social entrepreneurship, the socioeconomic gap can be closed. Recognizing the great benefits of social entrepreneurship, the National Entrepreneurship Policy 2030 (Ministry of Entrepreneur Development and Cooperatives, 2019) created the Social Entrepreneurship Accreditation (Ministry of Entrepreneur Development, 2019) to enable access to financial support and expansion opportunities. According to Abdul Kadir et al. (2019), the certification requirements would assist SE in operating inside an appropriate legal structure. In addition, the Ministry produced the Social Entrepreneurship Blueprint 2021-2025 to better the strategic direction for SEs to flourish and contribute to the economic progress of the nation. It is anticipated that the Malaysian government will strongly promote SEs that are completely self-sufficient and have a sustainable social and environmental impact.

One of the main priorities is the expansion of SE cafés, particularly among younger generations. This sustainability initiative has given cafés a competitive advantage. Project B, a café that allows underprivileged groups to help in the kitchen; Pit Stop Community Café, which provides intensive training for underprivileged youth as well as serving food to the homeless (Devan, 2017); and Masala Wheels, a café and food truck serving food to the urban poor, are among the most popular cafes in Malaysia. The majority of these were founded by millennial-aged individuals. According to previous study, those born between 1980 and 2000 are more apt to become social entrepreneurs (Zhang et al., 2021). Not only are millennials more inclined to participate in SE activities, but they are also more willing to support SEs (Aure et al., 2020). Emerging country evidence demonstrates that millennials are change agents, particularly in social welfare (Shetty et al., 2021). This necessitates a deeper comprehension of the attitude of the millennial generation toward SE cafés.

In comparison to other industrialised nations, such as the United Kingdom (UK) and China, Malaysia's SE sector is still relatively new (Malaysian Social Enterprise Blueprint, 2015). Compared to China and the United Kingdom, 64% of social companies in Malaysia were founded after 2010 according to Social Enterprise UK (2016). Malaysia has fewer than 100 SEs in 2015 compared to the United Kingdom, which had more than 70,000 SEs (Social Enterprise UK, 2016). According to the Malaysian Global Innovation and Creativity Centre (2015a), the majority of SEs are located in Klang Valley, with 27% of active SEs in Selangor and 39% in Kuala Lumpur in 2018 (British Council, 2019).

According to a state-wide survey performed by British Council (2019), even though all SEs intended to expand their businesses, their greatest challenges were cash flow and educating Malaysians about SEs (British Council, 2019). Non-governmental organisations (NGOs) have worked to resolve some of these societal problems, although they have limited resources and frequently rely on public donations. Significant market potential exists for SE café in Malaysia, but consumers' awareness and support are essential for SE in Malaysia to continue this difficult path (Low, 2016). Contemporary research on SEs, particularly among millennials, is scarce despite their increasing potential (Annalah & Moorthy, 2014). Consequently, the purpose of this study

is to get an understanding of the underlying elements that influence millennials' perspective and intention to support SEs in Malaysia.

2. LITERATURE REVIEW

2.1. *Defining Social Enterprise*

Social enterprise (SE) is an organisation that employs business earnings to further social goals (Dees et al., 2002; Nyssens, 2006). Recent South Korean research defines SE as a social organisation whose economic contribution is aimed at the public good for social reasons and which conducts business for the benefit of society (Kang & Kim, 2017). According to Nicholls and Cho (2006), SEs arose due to supply and demand on the commercial market that prioritised financial gain. Social entrepreneurs promote social causes by launching for-profit or non-profit enterprises. SE has been defined in several ways. Dees et al. (2002) and Kanter and Purrington (1998) describe SE as organisations that promote social welfare, both for profit and non-profit. Paton (2003) stated that SEs consist of non-profit organisations. In 2007, SE firms were established by residents to address community concerns and deliver public services (Williams, 2007).

Defourny and Nyssens (2008) identified some discrepancies in SE definition. According to their analysis, American social firms were guided by both social and economic principles. However, Battle-Anderson and Dees (2006) recommended that SEs should be either for business or philanthropy and should only be combined if a balance can be achieved. SE is often a private, non-profit social cause organisation in Europe (Nyssens, 2006). SE is a self-sustaining for-profit social enterprise, according to Malaysian Social Enterprise Blueprint (2015). Thus, a "social enterprise business" is a self-sufficient corporation whose earnings fund the extension of social welfare (Ferdousi, 2017). Despite the numerous definitions of social enterprises, social causes and profit-making are two primary characteristics for SE (Peattie & Morley, 2008).

2.2. *Millennials Perception towards Social Enterprise*

Social science research has attempted to predict generational behaviour by analysing their characteristics. Sometimes, the years that separate generations are contested. Generation X consists of individuals born between 1965 and 1980, Generation Y or Millennials consists of those born between 1981 and 2000, and Generation Z consists of those born after 2000 (Bejtkovský, 2016). According to marketing studies, millennials are individuals born between 1978 and 1994. (Kotler & Armstrong, 2010; Solomon et. al., 2007). According to Howe and Strauss (2000), Millennials have been utilised in numerous studies. Howe and Strauss (2000) defined the millennial generation as individuals born between 1982 and 2002. They should be between the ages of 18 and 38 in 2020. Researchers utilise birth years from the early 1980s through the mid-1990s to 2000 because there is no consensus regarding the beginning or end of the millennial generation (Rudolph et al., 2018).

Millennials in Malaysia were born during the golden age of the nation with higher quality of life than their parents because they grew up in the 1990s economic boom (Paul, 2017). The Millennial generation was raised with computers and the Internet (Vogels, 2019). Due to the advent of e-commerce, previous research focused on online shopping habits of millennials (Lim et al., 2015; Muda et. al., 2016; Zendehdel et al., 2015). Millennials also feel more entitled (Anderson et al.,

2017; Buonocore et al., 2015; Yi et al., 2010) and they desired constant social interaction and immediate gratification (Gilbert, 2011).

Millennials prefer CSR-focused businesses (Muda et. al., 2016). Lim (2018) asserted that Malaysian millennials were pragmatic environmentalists who supported global economic expansion. Digital exposure enabled Millennials to comprehend society's most pressing challenges (Seager, 2014). Most SE cafés in Malaysia were founded by millennials, such as The Picha Project, by a 24-year-old, and Foodabox, by a 26-year-old (Sani, 2017). One-third of millennials are interested in socially responsible businesses (Deloitte, 2019). By 2025, millennials will account for 75 percent of the global workforce (Bernama, 2019) and they are going to be the market segment with the greatest purchasing power growth. Thus, SE gain the support of millennials. Despite the expanding millennial demographic, there is limited SE research especially on millennials (Ferdousi, 2017).

2.3. *Purchase Intention towards Social Enterprise*

Purchase intention implies a possible near-term decision (Rahim et. al., 2016). The Theory of Reasoned Action (TRA) model was developed by Fishbein and Ajzen (1975) to predict behaviour by measuring intention to execute. Attitude and subjective norm are used as purchasing intention predictors (Ajzen & Fishbein, 2005).

Purchasing decisions are influenced by consumers' attitudes. According to Ajzen (1991), interest, engagement, and evaluation influence consumers' purchasing intentions. Among the factors influencing food product purchase intent are attitude, extrinsic and intrinsic factors, perceived value, quality, price, and store image (Jaafar et al., 2012).

Behavioral studies have employed the tripartite model of cognitive-affective-conative paradigm to ascertain intention (Kolbe, 1990). According to Da Silva and Alwi (2006), cognitive elements such as logical thinking and judgement have a greater impact on intentions than affective components such as thoughts and emotions. Cognitive dimensions are focused on customers' understanding of concrete items, company characteristics, and personal experiences, whereas affective dimensions are based on emotional stimulation (Morris et al., 2002). Marketing cues may affect the cognitive, emotional, and conative responses of customers (Jiang et al., 2010). In their online interaction study, cognitive and affective participation increased purchase intent.

Individuals with higher levels of moral judgment seem to have higher tolerance towards minority or disadvantaged groups, altruistic orientations, and pro-social activities (Mair & Noboa, 2006). Subjective norms and intentions studies yielded contradictory results. Others did not (Autio et al, 2001; Krueger et al., 2000; Liñán & Chen, 2009). People with good intentions are typically very motivated to tackle society problems, making them less susceptible to the influence of others. Thus, increased purchasing intent motivates overcoming purchase obstacles (Wahyuni, 2012; Zendejdel et al., 2015).

Study conducted on 313 millennials in an emerging economy discovered that social-cause participation boosts attitude and intention (Shetty et al., 2021). In a Malaysian study on buying intention of SE products manufactured by inmates, majority of millennial respondents between the ages of 18 and 35 showed a favourable purchasing intention attributed by subjective norm, attitude,

and perceived behavioural control (Lee et al., 2020). Past researchers also corroborate that purchase intention among Malaysian millennials is due to their concern on general well-being (Chuah & Lu, 2019).

Idris et al. (2020) discovered significant relationships between advertising attractiveness, endorser credibility, online advertisement exposure rate, and purchase intention among young individuals in Malaysia as a result of the development of internet advertising. To increase purchase intention, SE must be heavily advertised, as most Malaysians are indifferent to new marketing (Noor et al., 2013). Hashim et al. (2018) also discovered that young Malaysians' awareness of SE's social impact affected their propensity to purchase. The functional and emotional value of SE items may motivate ethical purchase if it benefits society (Ramayah et al., 2018).

In a study assessing Malaysians' ethical purchase intention, corporate social responsibility assessment on the enterprise (awareness, knowledge, cause relevance, pricing conscience, image, efforts, and peer influence) increases young Malaysians' purchase intent toward social enterprises (Isa et al., 2020). Corporate social responsibility is fundamental to the growth and sustainability of SEs in Malaysia (Amir et al., 2020). When attempting to attract young Malaysian consumers, SEs must take corporate social responsibility, legal, ethical, and philanthropic concerns into account.

2.3.1. Social Enterprise Knowledge

In today's informative world, knowledge is rapidly disseminated through numerous sources. It was discovered that the availability of product or service-specific information increases consumers' propensity to make a purchase (Tuu & Ohlsen, 2012). This has caused companies to recognise the significance of information and the role of marketing in educating consumers about new products. When consumers are more knowledgeable, they are more likely to make confident decisions (Tuu & Ohlsen, 2012). On the other hand, when it comes to the marketing of green products or services, lack of knowledge is a strong barrier to the consumers' acceptance (Darko & Chan, 2016). Ferdousi (2017) discovered that customer awareness will grow if they are well-informed and understand SEs. Many consumer behavior studies try to associate consumer's product knowledge with their cognitive ability, commitment, and actual behaviour (Maloney et al., 1975). This discovery prompted a number of academics to conclude that an individual's behaviour is highly related with his or her knowledge levels (Chan & Yam, 1995).

2.3.2. Perceived Price

The perception of pricing is heavily dependent on the perceived value of a product or service by the customer. From the standpoint of customers and corporate organisations, the optimal price strategy would depend on four factors: production costs, consumers' level of product acceptability, competitors' pricing strategy, and other externalities (Wang et al., 2015). It is believed that the price of a product influences customers' purchasing decisions, particularly among price-sensitive customers (Hawkins & Mothersbaugh, 2013). It is argued that increased pricing and a lack of economic resources would reduce a consumer's likelihood of making a purchase (Jaeger et al., 2011; Rahman & Joshi, 2015). When a person has sufficient resources and opportunity with fewer barriers, he will acquire the strongest intention to engage in specific behaviours (Hardin-Fanning & Ricks, 2017). Consequently, pricing is a salient cognitive aspect in any consumer's purchasing decision (Lynn & McCall, 2008).

2.3.3. Attitude towards Social Enterprise

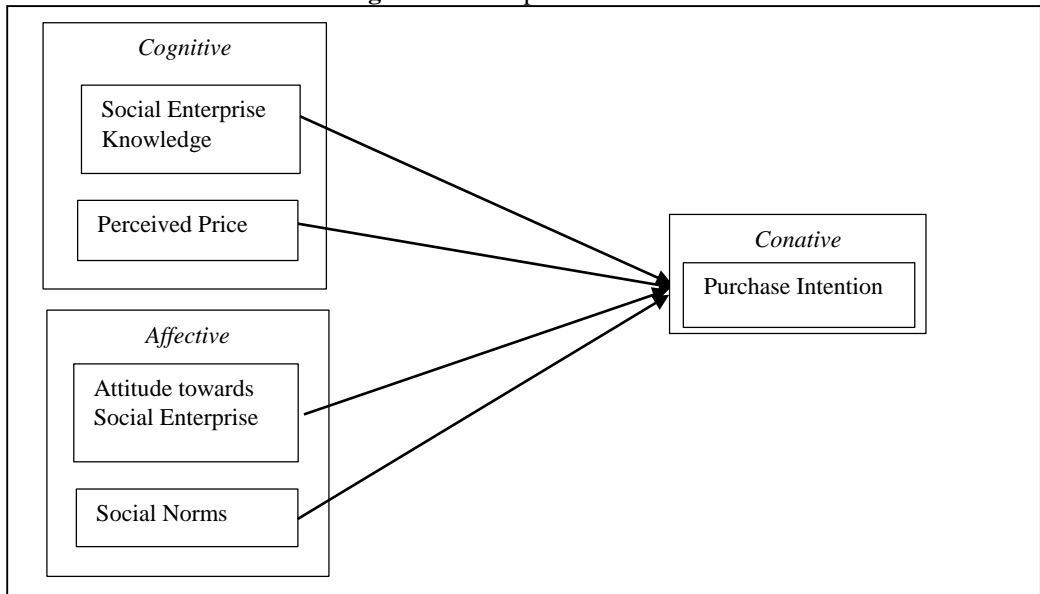
Learning can foster either a positive or negative attitude in consumers (Assael, 1992). According to Fishbein and Ajzen (1975), a person's attitude is recovered from his memory and transforms into an emotional or behavioural response based on what he has learnt. It is referred to as an affective reaction because attitude and emotions are similar (Clore & Schnall, 2005). This shows that a person's optimistic outlook will increase if he believes his efforts will result in a favourable outcome, and vice versa (Alqudsi, 2014). According to Thøgersen et al. (2015), buying intentions are greatly influenced by attitude. Some past studies exposed that SE consumers in Korea show different attitudes between SE product and non-social enterprise product (Choi & Kim, 2013). Mair and Noboa (2006) stated that a positive attitude toward social enterprises may stem from empathy and a desire to aid the poor or less fortunate. Furthermore, attitude is the most accurate indicator of purchase intention (Maichum et al., 2016). Thus, positive feelings about a product enhance intention to purchase (Erdil, 2015).

2.3.4. Social Norms

Social enterprise consumers may earnestly participate in social welfare through their purchases (Choi & Choi, 2012; Choi et al., 2012). Studies indicate that South Korean SE consumers appreciate social value and addressing societal issues (Choi & Kim, 2013; Kang & Kim, 2017). According to Ajzen (1991), SE consumers require subjective criteria or social forces. To satisfy social expectations, consumers behave in a particular manner (Alam & Sayuti, 2011). In addition, social norms are the perceived social pressure from the customer's family, friends, co-workers, or anybody else who is significant (Ham et al., 2015). Moreover, the affective experience caused by social influences on individuals impacts whether they choose to engage in such behaviour. Intention to purchase organic foods (Dean et al., 2012; Ha & Janda, 2012) and pro-environmental consumption were favourably impacted by social norms (Moser, 2015; Tsarenko et al., 2013). Several studies have discovered positive associations between social norms and the propensity to purchase green products (Eze & Ndubisi, 2013; Welsch & Kühling, 2009). Another study on Malaysian millennials by Dhanapal et al. (2015) indicated that social influence is the only significant predictor of purchase intent.

Figure 1 depicts the conceptual framework that was developed based on the review of relevant literature.

Figure 1: Conceptual Framework



Source: Modified from Fishbein and Ajzen (1975) and Jaafar et al. (2012).

3. METHODOLOGY

3.1. Sampling Design

According to Department of Statistics Malaysia (2018), millennials have reached 11 million (36.4%) at the year-end of 2017. Thus, the recommended sample size based on the confidence level of 95% and 5% margin of error is 384 respondents (Krejcie & Morgan, 1970). However, based on the expectation of 80% response rate for social science studies, a total of 480 online questionnaires were distributed (Fincham, 2008). A purposive sampling technique is used as this study's target population are millennials aged between 18 to 38 years old. Data were collected between January to April 2019 and a total of 424 valid questionnaires were returned.

3.2. Instrument Design

As this study uses a deductive approach and quantitative method, a self-administered online questionnaire was used to collect data (Sekaran & Bougie, 2010). The introduction included the study's main objective, anonymity statement and background and photographs of SE cafes. The questionnaire consisted of three sections. The demographics question included gender, race, age, marital status, education level and income were in Section A, while Section B focus on independent variables of SE knowledge (7 questions), perceived price (6 questions), attitude towards SE (8 questions) and social norms (6 questions), whereas Section C, consists of 6 questions on their purchase intention. The questions in section B and section C were adapted from Wang et al. (2013) and Maichum et al. (2016). All the items here used the five-point Likert scale (strongly disagree =1 to strongly agree =5).

A pilot study was conducted on 30 respondents and analysed using SPSS ver.23 to ensure that the questions were appropriate. Zikmund et al. (2013) proposed that a value range between 0.70 and 0.95 is acceptable for assessment on Cronbach's Alpha. For the pilot study, the Cronbach's Alpha for all the five constructs ranged between 0.888 and 0.912 and was above the acceptable threshold. The preliminary results from the pilot study indicated that all the items had satisfactory and internal consistencies (Nunnally & Bernstein, 1994).

3.3. Data Analysis Method

To test the strength of the causal relationships between the key influencing factors and purchase intention, the structural equation modelling (SEM) is conducted using a two-step approach that includes a measurement model followed by a structural model (Anderson & Gerbing 1988). SEM was chosen as it is a more advanced statistical technique that can reduce measurement errors and provide more reliable results in a single model (Hair et al., 2019). In recent years, this method has gained massive acceptance, especially in social science studies (Ringle et al., 2018). Hence, this study applies PLS-SEM using Smart PLS Ver. 3.3.2.

4. RESULTS AND DISCUSSION

4.1. Demographic Profile

Table 1 illustrates demographics profile of the respondents. This study included 269 women (63.4% of participants) and 155 men (36.6% of participants). There are 255 Chinese, 137 Malay, 30 people of other races, and 2 Indians. 223 (52.6%) were unmarried, compared to 201 (47.4%). 239 (56.4%) had a bachelor's degree, 115 (27.1%) a graduate degree, 44 (10.4%) a certificate, and 26 (6.1%) a high school diploma. The majority of residents (30%) came from Kuala Lumpur, followed by Selangor (21%), Johor (8.2%), and Putrajaya (8%). This is because the majority of social business cafés are located in Kuala Lumpur (39%) and Selangor (27%), as opposed to Penang, Johor, Sabah, and Sarawak (8%–7%). (Malaysian Global Innovation and Creativity Centre, 2015b). 130 (30.7%) have a monthly income between RM 3,001 and RM 5,000, 107 (25.2%) earn less than RM 3,000, and 41 (9.7%) earn more than RM 9,001.

Table 1: Demographic Profile (n=424)

Demographic Characteristics	Frequency	Percentage (%)
Gender		
Male	155	36.60
Female	269	63.40
Race		
Malay	137	32.30
Chinese	255	60.10
Indian	2	0.50
Others	30	7.10
Marital Status		
Single	223	52.60
Married	201	47.40

Table 1: continued

Education Level		
Secondary School	26	6.10
Diploma	44	10.40
Bachelor Degree	239	56.40
Master and above	115	27.10
Current Residential State		
Kuala Lumpur	127	30.00
Selangor	89	21.00
Johor	35	8.20
Putrajaya	35	8.20
Pulau Pinang	28	6.60
Kelantan	25	5.90
Melaka	22	5.20
Negeri Sembilan	15	3.50
Pahang	10	2.30
Kedah	7	1.70
Perak	7	1.70
Perlis	7	1.70
Sabah	6	1.40
Sarawak	6	1.40
Terengganu	5	1.20
Labuan	0	0
Income Level		
Less than RM 3,000 per month	107	25.20
RM 3,001 - RM 5,000 per month	130	30.70
RM 5,001 - RM 7,000 per month	71	16.70
RM 7,001 - RM 9,000 per month	75	17.70
RM 9,001 and above	41	9.70

4.2. Measurement Model Results

To assess the measurement model, the convergent validity is evaluated based on the results of the outer loadings, the average variance extracted (AVE), composite reliability (CR), while the internal consistencies refer to the Cronbach's Alpha (CA) value (Hair et al., 2019). The outer loadings value should be above 0.708; AVE above 0.5, to indicate that the reflective items are able to represent the construct (Hair et al., 2019). Meanwhile, CR and CA should both be above 0.7 to indicate internal consistencies and overall reliability of the measurement items (Nunnally & Bernstein, 1994). The results are presented in Table 2 below. It shows that the outer loading (before deletion) for INT4 was 0.396, SN5 was 0.687 and PP4 was 0.696, PP6 was 0.693, which were all below the acceptable threshold of 0.708, hence these items were deleted due to low loadings as they could not represent the variance in the construct sufficiently. Then, the measurement model was re-estimated and subsequent results show the results of the outer loadings (after deletion), whereby all the outer loadings have met the threshold of above 0.708; and AVE values of above 0.5 for each of the construct. As for the CR values, results show it ranged between 0.880 and 0.949, which are all above the threshold of 0.7 and the CA values were also above 0.7. Thus, results indicate that the items had achieved a satisfactory level of internal consistencies (Hair et al., 2019).

Table 2: Convergent Validity Results

Construct	Item	Outer Loadings (Before deletion)	Outer Loadings (After deletion)	AVE	CR	CA
Social Enterprise Knowledge (SEK)	SEK1: I have heard of SE before	0.837	0.840	0.689	0.939	0.925
	SEK2: I have seen SE related information	0.731	0.733			
	SEK3: I have read some information from the internet on SE	0.879	0.881			
	SEK4: I know some of the products sold by SE	0.829	0.830			
	SEK5: I know the purpose of SE cafes	0.876	0.877			
	SEK6: I know that SE knowledge is important	0.820	0.816			
	SEK7: I know that I have sufficient knowledge on SE to make purchase decisions	0.826	0.822			
Perceived Price (PP)	PP1: I am confident that I can afford to purchase in a SE caf� anytime I want.	0.815	0.858	0.650	0.880	0.819
	PP2: I have sufficient financial resources to purchase in a SE caf�	0.851	0.896			
	PP3: For me, the prices of products sold in a SE caf� is affordable.	0.705	0.747			
	PP4: Price of products sold in SE cafes does influence my purchase decisions.	0.696	<i>*Deleted</i>			
	PBC5: Lower prices will attract me to purchase from SE caf�	0.780	0.708			
	PBC6: For me, prices in the SE caf� is cheaper than normal cafes.	0.693	<i>*Deleted</i>			
Attitude towards SE (Att)	Att1: Purchasing from SE cafe is favourable.	0.869	0.869	0.700	0.949	0.938
	Att2: Purchasing from SE cafe is pleasant.	0.900	0.899			
	Att3: Purchasing from SE caf� is a good idea.	0.834	0.834			
	Att4: Purchasing from SE caf� is safe.	0.848	0.849			
	Att5: Purchasing from SE caf� would be my way of contributing to the society	0.852	0.852			
	Att6: Purchasing from SE would give me sense of personal satisfaction	0.870	0.870			
	Att7: Purchasing from SE caf� makes me feel positive	0.769	0.769			
	Att8: Purchasing from SE makes me feel good about myself	0.738	0.738			

Table 2: continued

Social Norms (SN)	SN1: Most people who are important to me think I should purchase from SE café	0.816	0.822	0.691	0.918	0.888
	SN2: Most people who are important to me would want me to purchase from SE café	0.819	0.839			
	SN3: Most people whose opinions I value would approve of my purchase from a SE cafe.	0.804	0.807			
	SN4: My family thinks that I should purchase from SE café	0.903	0.898			
	SN5: My close friends think that I should purchase from SE café	0.687	<i>*Deleted</i>			
	SN6: People around me generally believe that SE cafe is good to solve social problems.	0.793	0.784			
Purchase Intention (INT)	INT1: I am willing to purchase from SE cafe on regular basis.	0.874	0.877	0.753	0.938	0.918
	INT2: I am intended to purchase from SE cafe in near future.	0.874	0.873			
	INT3: I plan to visit a SE café soon.	0.832	0.838			
	INT4: I do not mind spending more in a SE café.	0.396	<i>*Deleted</i>			
	INT5: I would recommend SE café to my family and friends.	0.871	0.875			
	INT6: I would recommend SE café in my social media	0.872	0.876			

Notes: *Deleted due to low loadings < 0.708; Average Variance Extracted (AVE); Composite Reliability (CR); Cronbach's Alpha (CA).

Discriminant validity is determined by referring to the results of the Fornell-Larcker criterion to confirm if the items are highly correlated. Based on Table 3 below, the square root of the AVE for each construct shown diagonally in bold is higher compared with its correlation with other latent variables, hence concluding that the items used are distinct and no multi-collinearity exists (Hair et al., 2019).

Table 3: Discriminant Validity Results

Construct	Attitude towards SE	Perceived Price	Purchase Intention	SE Knowledge	Social Norms
Attitude towards SE	0.837				
Perceived Price	0.701	0.806			
Purchase Intention	0.749	0.806	0.868		
SE Knowledge	0.521	0.470	0.512	0.830	
Social Norms	0.448	0.562	0.570	0.397	0.831

Notes: The square root of AVE is shown diagonally in bold.

4.3. Structural Model Results

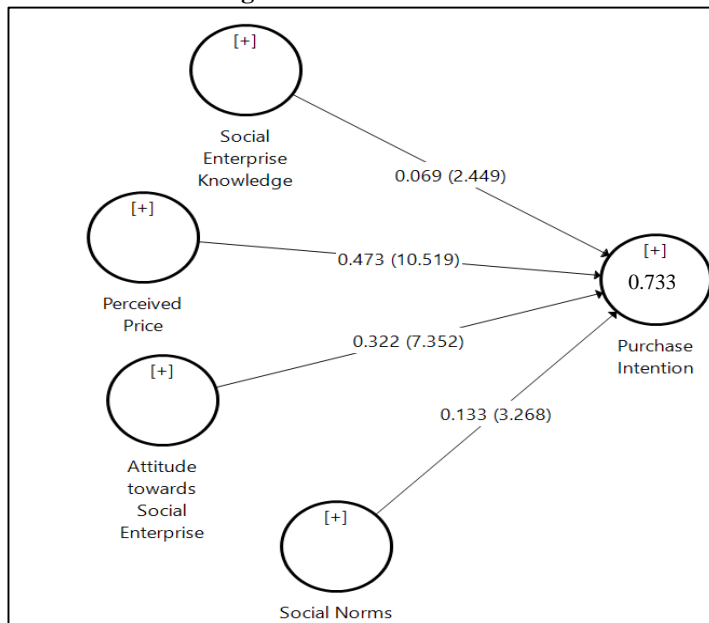
To assess the structural model, it is essential to evaluate the value of R² and the significance of the path coefficients. A bootstrapping procedure of 5000 resamples was performed and the results for the coefficient of determination, standardized beta, t-value, p-value and the confidence interval bias corrected were examined accordingly (Hair et al., 2019). The final structural model is illustrated in Figure 2 and the detailed results are presented in Table 4.

Table 4: Structural Modelling Results

Hypothesized Relationships	Path Coefficient	Std Error	t-value	p-value	CI (LL,UL)	Decision
H1: Social Enterprise Knowledge → Purchase Intention	0.069	0.028	2.451	0.007	(0.023,0.116)	Supported
H2: Perceived Price → Purchase Intention	0.473	0.046	10.402	0.000	(0.397, 0.547)	Supported
H3: Attitude towards Social Enterprise → Purchase Intention	0.322	0.043	7.485	0.000	(0.256, 0.396)	Supported
H4: Social Norms → Purchase Intention	0.133	0.040	3.275	0.001	(0.067, 0.201)	Supported

Notes: p-value <0.05; t-value > 1.645 (one-tailed); Confidence Interval (CI) bias corrected (Lower Limit, Upper Limit).

Figure 2: Structural Model



Referring to the path coefficient value, critical t-value and p-value, results in Table 4 indicates that there is a significant positive relationship between the four predictors towards purchase intention.

The coefficient of determination of the model is 0.733, which means 73.3% of the total variation in millennial's purchase intention towards SE café in Malaysia can be explained by the four predictors of social norms, attitude, perceived price, and SE knowledge. Among the significant factors, perceived price had the strongest influence on purchase intention toward SE café. This is followed by attitude, social norms and SE knowledge.

4.4. Discussion on Findings

Price was the most influential element in determining consumer intention to purchase. Numerous marketing studies indicate that price is a significant consideration for many (Hall et al., 2017). Price has also been identified as a significant barrier, especially for sustainable products due to their premium pricing (An & Kang, 2006). According to Özer et al. (2016), shops give discounts in response to price-sensitive customers. Value-based pricing may also encourage intent to purchase. Thus, surveying marginalised populations and local communities can be valuable for SEs before setting their prices.

Attitude towards SE café was confirmed to have a significant influence on purchase intention of millennials. The meta-analytic examination by Armitage and Conner (2001) validated the role of attitude. Choi and Kim (2016) found that when SE enterprises mentioned that they employ socially vulnerable individuals, consumers responded positively. Thus, SEs should improve consumer participation through transparent communication. Altering attitude through public engagement is important to ascertain a conative response (Smith & Gallicano, 2015).

Contrary to Armitage and Conner (2001), who claimed in their review that social norms are generally found to be a weak predictor of intention, the result of this study indicates that the influence of friends and family members can be a significant reason for millennials. Social norms predicted the likelihood of purchasing SE products after joining a socially conscientious peer group. SEs can therefore use social media and online communities to influence millennials (Bedat & Darabi, 2014). Millennials seek family and peer validation regularly (Hall et al., 2017). By encouraging online reviews and social sharing, SE may leverage on social media.

The result was contradictory with the studies of Ferdousi (2017) and Maichum et al., (2016) who all convened that consumer's SE knowledge had no significant effect on their purchase intention for green products. This study confirmed that knowledge positively influence purchase behaviour similar to studies of Hassan and Mustapha (2010) and Li et. al., (2017). Perhaps essential to note is the distinction between environmental and social cause which may lead to different outcomes. As SE start-ups are relatively new, marketers and SE café owners should initiate public awareness programs to enhance millennial's knowledge.

5. CONCLUSION

The findings of this study contributed to the insights towards purchase intention of SE café among Malaysian millennials. By promoting SE's mission, they can differentiate their business model and appeal to millennials. The findings in this study demonstrated empirically that both cognitive and affective dimensions are important towards a conative response, whereby perceived price and attitude are key factors in influencing intention. This study may assist marketers and social

entrepreneurs in comprehending the needs of millennial consumers. this study provided valuable information for marketers and social entrepreneurs in understanding the needs and wants of millennial consumers. The future of SEs is uncertain; thus the government agencies should review the Malaysian Social Enterprise Blueprint to provide clearer guidelines. Particularly for the Malaysian Social Enterprise Blueprint 2021-2025, public should be allowed to access information on existing SEs operating in Malaysia. These SE cafes could continue to bring a positive impact to the nation and allocate relevant profits to continuously contribute to social or environmental causes. Through the accreditation by Social Entrepreneurship Accreditation (SE.A), the NEP 2030 also plays an important role in providing financial assistance, subsidies and other opportunities to grow their business sustainably. The social entrepreneurs should be given opportunities to be involved in the development of the new blueprint. As can be seen, in 2020 alone, the growth within the digital economy has been accelerated due to the COVID-19 pandemic. Hence, it is important that SE cafes to consider unleashing their prospect using digital business models. For future studies, researchers may consider including Gen-Z, as this generation may be the next big segment. Lastly, the influence of individual values and culture that may pose some challenges to the social enterprises can also be studied.

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