

CHALLENGES IN DESIGNING AN INTERETHNIC-CONTENT SURVEY AMONG B40 URBAN MULTI-ETHNIC WOMEN IN KUALA LUMPUR

Rohaiza Rokis, Faten Nadhirah Muhamad Fauzi & Wan Rohaida Wan Husain

ABSTRACT

The article elaborates researchers' challenges in designing a structured survey on B40 urban women across three major ethnic groups in a multi-ethnic city of Kuala Lumpur, Malaysia. It is an outcome of a sociological, quantitative research. A major focus of this article is to enrich the knowledge associated with designing a survey questionnaire involving interethnic study – a field that has a direct impact on any diverse-cultural societies. It provides an overview of methodological matters in conducting research on the interethnic theme. Its main objective is to raise understanding about methodological issues and procedures in designing the interethnic content survey. It is found that in designing the research questions and items in interethnic studies, researchers need to comprehend the socio-cultural-historical-political experiences of each ethnic group in Malaysia. This article hopes to provide helpful guidance to future researchers to engage in interethnic study. Understanding the influences of ethnic diversities regarding social relations is pertinent within the Malaysian context.

Keywords: B40 women, interethnic, Malaysia, questionnaire design, multiethnic

INTRODUCTION

Malaysia is a multicultural society. It has several ethnic groups such as the Malay, Chinese, Indian, and other sub-groups. They intermingle and interact with each other to constitute a Malaysian cultural group. Though, the ethnic sub-groups adapt to the dominant cultural values and norms of behaviour, specifically they still adhere to each specific religious and cultural tradition. Each of them continues to practice individual cultural traditions and customs. Due to the possibilities of inter-racial differences, it requires rigorous research on interethnic interactions. To do so, scholars apply interethnic studies. It investigates the perspectives of an ethnic group that has a multiethnic demographic composition (Sleeter, 2011). It also understands different groups' interests for focus-based interethnic discussions (Maximova et al., 2016). The existence of various ethnic sub-groups is significant in Malaysia (Kauthar, 2018; Ramlee et al., 2009).

This article offers the challenges faced by the researchers in conducting an interethnic study in Kuala Lumpur, specifically among B40 urban women across three ethnicities, namely Malay, Chinese, and Indian. It seeks to enrich the knowledge of methodological challenges in conducting a research project involving interethnic studies.

Objective

This study aimed to gain an understanding of the levels of awareness and intention on social entrepreneurship among B40 urban women across three different ethnicities namely Malay, Chinese and Indian, at the selected *Projek Perumahan Rakyat Termiskin* (PPRT) residential

areas in Kuala Lumpur. PPRT is the residential projects set up by the Malaysian Government for the poor category i.e. the B40 group. Specifically, its objectives are:

- i. to raise understanding about challenging issues in the research design.
- ii. to enrich the knowledge of research methodological procedures involving interethnic studies – a field that would provide a significant impact for a diverse-cultural country such as Malaysia.

LITERATURE REVIEW

Multiculturalism is a common feature of most countries today. Malaysia is one good example of such a country. As a multicultural country, the Malaysians that comprise of the Malay Chinese and Indian ethnic groups adopt their unique cultural diversities. This means that each ethnic group differs in specific characteristics that are associated with indigenous origin, status, and socioeconomic factors (Kervin, 2010). Having different unique cultures practised by diverse ethnic groups create social imbalances. It is therefore pertinent for social researchers, particularly sociologists to give special attention to interethnic studies. However, having a common feature does not mean that interethnic study is uncomplicated. Works of literature in interethnic studies across a wide spectrum indicated that this research theme is not challenge-free (Antonsich and Mavroudi, 2015; Brems, 2013; Maximova, *et al*, 2016; Shorter-Gooden, 2010; Vago, 1999).

Interethnic studies concentrate on research deriving from the perspective of an ethnic group (Sleeter, 2011). According to Draper and Selway (2019), interethnic studies identify the most suitable strategy in managing and developing a nation-state that has a multiethnic demographic composition, that eventually able to provide an understanding of the different ethnic interests, so the solutions are focus-based and effective.

Previous literature recognised various frameworks applied in interethnic studies in various contexts. Maximova *et al*. (2016) presented five effective methodological approaches to study and evaluate the interethnic relation and ethnosocial process. This includes the system-integrative approach, cultural-centric paradigm, structural functionalism view, symbolic interactionism approach, and ethnic sociology. The fundamental concentration of this study is to identify the current state of interethnic relations of the locality, and have a suitable approach to assess the interethnic issues, which would benefit in preventing conflict between ethnics.

Another study was conducted by Pestushko (2016), emphasising on the methods of scientific analysis of the Canadian multicultural paradigm and the underlying determinants of choosing a particular method. This includes dialectical methods, modelling method, structural-functional method, cultural analysis and syntheses method, genetic method, immersion method, field research method, the system method, and hermeneutic method. This study pointed out that the analysis of multicultural paradigm makes it possible to analyse the time sequence of the processes of cross-cultural interactions, compare the stages of interpenetration of different cultural systems over time, as well as to trace essential change of factors that make up a single multicultural complex (*ibid*. 2016).

In Malaysia, Ramlee *et al*. (2009) conducted an interethnic study focusing on the framework of racial integration involving the campus social climate specifically among undergraduates at selected Malaysian University. The survey involving 1,043 respondents revealed the presence of four main constructs of racial integration which includes accommodation, acculturation, assimilation and amalgamation. These constructs are portrayed

not necessarily in traditional terms such as clubs and organisations, but also through in-class activities and research projects.

Interethnic studies are not free from challenges or critiques. Craig-Henderson and Lewis (2015) presented this matter by discussing methodological issues and challenges associated with studies involving interethnic relationships and marriage. They also narrowed this topic further in terms of research design, sampling constraints, self-classification labels versus other labels, comfort in discussing or disclosing what may be perceived to be a sensitive issue, as well as the in-group or out-group status of the researcher. Kauthar (2018), on the other hand, discussed it from the perspective the epistemological and ontological challenges faced by researchers in Malaysian ethnicity studies using the Extended Case Method (ECM). However, this study only focuses on two ethnic groups, which are the Malay and Chinese, excluding another primary ethnic group in Malaysia which is Indian.

METHODOLOGICAL ISSUES AND CHALLENGES IN DESIGNING AN INTERETHNIC-CONTENT SURVEY

The discussions of this article were the methodological issues deriving from the completed research project, earlier conducted by the researchers. It was a sociological research that utilised a structured survey on B40 urban women across three major ethnic groups in a multiethnic city of Kuala Lumpur, Malaysia.

It presents the complexities in designing a research tool in the form of a questionnaire survey for an interethnic study in Kuala Lumpur. The questionnaire was designed to be a structured survey specifically onto the B40 urban women across three ethnics namely Malay, Chinese and Indian.

The researchers designed a structured survey focusing on ethnic profiling on social entrepreneurship among B40 urban women. The B40 or the "bottom 40 per cent" is the socio-economic category that identifies an accumulated monthly household income of the population. Based on Khazanah Research Institute (2018), the B40 group is represented by those people with the monthly household income of RM3,855 and below (USD921¹ and below).

It refers to a housing program that was established under the authority of the Kuala Lumpur Municipal Council or *Dewan Bandaraya Kuala Lumpur* (DBKL) for the most financially challenged population in Malaysia. There are approximately 70 PPRT housing in Kuala Lumpur. PPRT was chosen in this study as the target group because it comprises mostly by the B40 members of the community. This is indicated by the low rental charge of RM124.00 (USD30.00) per month (Ministry of Housing and Local Government, 2017).

Research Design

The research design refers to an approach used in the "process of collecting, analysing, and interpreting data to understand a phenomenon" (Leedy and Ormrod as cited in William, 2007). The quantitative approach was the fundamental technique employed as it explained the phenomena in descriptive and quantifiable terms (Daniel, 2016), which was appropriate for measuring the level of social entrepreneurial awareness and social entrepreneurial intention among the targeted population. It has also assisted the researchers to perform group comparison (Daniel, 2016), which aligned intending to develop the ethnic profiles of the B40 urban women based on their social entrepreneurial awareness and social entrepreneurial intention.

¹ Based on currency exchange on October 4, 2019

In particular, a cross-sectional population-based study is best performed using a survey. The cross-sectional study refers to a study which assumes the data have been collected at one point in time with the purpose to obtain a snapshot of a particular group or phenomena (Lewis-Beck, Bryman and Liao, 2004). In the case of the current study, it aimed to focus on the B40 urban women community at selected PPRTs in the year 2019.

Population and Targeted Respondents

This study involved B40 urban women at selected PPRTs in Kuala Lumpur, one of the most populated areas in Peninsular Malaysia. The respondents were B40 urban Malay, Chinese and Indian women, who were categorized under and lived in *Projek Perumahan Rakyat Termiskin* (PPRT) residential areas in Kuala Lumpur. To be specific, the respondents were to fulfil all criteria which include: (a) women, (b) Malaysian, (c) income level of less than RM3860, and (d) lives in PPRT either in Bandar Tun Razak (for Malays), Seri Pantai (for Indians) or Salak Selatan (for Chinese).

As the study aimed to develop ethnic profiling, it is crucial to identify the PPRT residential areas based on their ethnic concentration. Based on the data obtained from DBKL, three PPRTs were identified and chosen as each has a high ethnic concentration of Malay, Chinese and Indian respectively. The three chosen PPRTs were PPR Bandar Tun Razak, Seri Pantai and Salak Selatan. The ethnic-based number of population (i.e. including male and female) for PPR Bandar Tun Razak, Seri Pantai and Salak Selatan were 6406 Malays (1249 Malay households), 1680 Indians (280 Indian households) and 1974 Chinese (474 Chinese households) respectively.

Sampling Procedures

The initial plan of this study was to employ simple random sampling in which ten per cent of each ethnic-based population were to be chosen. Due to the unavailability of specific data sample frame from the three PPRTs, a statistical formulation was initiated. The formula was modified according to current official Malaysia's 2017/2018 sex ratio of 107 males per 100 females (Department of Statistics Malaysia, 2018). Thus, the women population in the three PPRTs was identified by using a ratio of 1:1 (one female is approximately equivalent to one male).

To determine the sample size, Solvin's formula was used to obtain the targeted population. The formula is shown as follows:

$$n = N / (1 + Ne^2)$$

The n refers to the number of samples, N refers to the total population and e refers to error margin. Based on this formula, the sample size was obtained, resulting in a sample of 90 women.

The samples were ensured to fulfil all criteria set in this study including (a) women, (b) Malaysian, (c) income level of less than RM3860, and (d) lives in PPRT either in Bandar Tun Razak (for Malays), Seri Pantai (for Indians) or Salak Selatan (for Chinese). These targeted women were approached through the resident's organisation/association. For this procedure, the researchers approached the gatekeepers, firstly the authorised officers of DBKL whom provided the internal piece of information on the names of the leaders of the resident's organisation/association at each PPRT. Before embarking into the data collection process, several preparations were made inclusive of obtaining ethical procedures, gaining official permission from the gatekeeper, preparing the survey materials and conducting a pilot study.

Ethical clearance for this study was obtained from the International Islamic University Malaysia. For the data collection, official permission was given by DBKL, an authorised agency that keeps the residential data of Kuala Lumpur. The permissions were obtained by

sending emails and letters of request to DBKL and executed weekly follow-up calls and/or visits there. It took two months for this phase due to bureaucracy in the agency.

Meanwhile, the survey items were constructed and a pilot test was conducted. The materials included the consent form, debriefing sheet and survey. Consent form and debriefing sheet are “described in ethical codes and regulations for human subject's research” with a purpose to give information using understandable layman terms to potential respondents for them to make the voluntary decision in participating or not participating in the study, and ensure they are clear of the research. The consent form was given to the respondents before the commencement of the survey while the debriefing sheet was given after the study was conducted.

To ensure the items in the survey were clear and comprehensible for the targeted group, a pilot test was conducted involving ten respondents who shared the same criteria set for the actual study. This included (a) women, (b) Malaysian, (c) income level of less than RM3860, and (d) lives in Kuala Lumpur. The pilot study was conducted through a one-day event targeting thirty-five B40 women. Among the 35 women, only ten women agreed to participate with a distribution of four Malay women, three Indian women and three Chinese women.

Necessary changes were made based on the feedback from the respondents of the pilot study. Among the responses were (a) presence of confusing terms (such as the term “social entrepreneurship” itself), (b) items are vague, such as “necessary practical details”, (c) the survey was too long, as the printed initial version was three pages, and (d) presence of language barrier, as the initial version was provided during the pilot study was in English and Malay only. Based on these responses, changes were made. This included (a) stating the meaning of social entrepreneurship in layman terms and providing verbal explanations via examples, if necessary, (b) specifying further the items, such as types of support, (c) restructuring the survey to one page only, and (d) providing not only the English version survey but also translating them into Malay, Mandarin and Tamil. All four versions of the survey were verified by an expert of particular languages.

For the actual study, survey was distributed by the researchers and five enumerators either through organisations, events, phone and house-to-house survey, depending on the (a) level of access obtained from the authority and the organisation and (b) suitability of distributing method according to the ethnic culture as advised by the organisation's representatives.

The data collection took seven months starting from August 2018 to February 2019, with mostly performed on Fridays and weekends, depending on the schedule discussed and compromised with the organisation's representatives. During the data collection, several challenges faced such as (a) unavailability of accurate data on the women population from the representative of the community organisation at all selected PPRTs, (b) respondents were absent from the scheduled appointment at PPRT Bandar Tun Razak and Seri Pantai, (c) preserved culture/mores at PPRT Salak Selatan which resulted in limited access to women of targeted group and (d) presence of illiterate respondents. Several solutions were performed in facing these challenges inclusive of rescheduling several appointments with the respondents, recruiting enumerators of the particular ethnic and providing interpreters. Issues regarding the “preserved mores” at PPRT Salak Selatan was not simply due to language matter, but more of ethnic matter. Ethnic compatibility between researcher-researched was significantly important, as shown by this research project. Future researchers in this ethnic-content must take into account the local context. This aspect was both essential and crucial for this kind of research,

especially considering the multi-ethnic composition of the population and the history of interethnic conflicts in the region.

In the end, the research received a total of 91 completed and usable surveys from ten Chinese, 40 Malays and 41 Indians. Participation was voluntary, and responses were kept anonymous.

Researchers' Profiles

The researchers comprised of two main field researchers, two research assistants and two ad-hoc enumerators. The main field researchers were female, Malay, aged the mid-20s and 40s with Bahasa and English fluency. The mid-20s researcher has a flair in Mandarin too. The two research assistants were Malay and Indian who speak Chinese and Tamil, respectively.

Research Tool

A self-administered survey was used in this study. The survey consisted of three (3) components namely: demographic data, employment details and social entrepreneurship. Most items were closed-ended. However, additional information related to the focus of the study that was mentioned by the respondents was recorded as notes. These qualitative notes proved to be useful to ensure data checking during the analysis.

Demographic Data

The respondents were required to fill in their demographic information. There were 11 items, inclusive of position in the household, number of households (excluding domestic helper), number of children, types of accommodation, age, marital status, ethnic group, highest academic achievement, religion, household average total gross monthly income and household current total wealth. See Table 1 for an excerpt of the Demographic Data (in an English version for presentation varieties).

Table 1: An excerpt of the English version of the Post-Pilot Study of the Survey's Demographic Data (Section

| SECTION A: DEMOGRAPHIC DATA | |
|------------------------------------|--|
| A1 | Position in the household <input type="checkbox"/> ¹ Head of the household <input type="checkbox"/> ² Spouse/ Partner (not married) <input type="checkbox"/> ³ Parent or parent-in-law <input type="checkbox"/> ⁴ Child living at home/ Housemate <input type="checkbox"/> ⁵ Other (specify): |
| A2 | Number of household members (excluding domestic helper). |
| A3 | Number of children (age below 18 years) in the household. |
| A4 | Type of accommodation <input type="checkbox"/> ¹ Owned (no mortgage) <input type="checkbox"/> ² Owned (still on mortgage) <input type="checkbox"/> ³ Rented <input type="checkbox"/> ⁴ Subrented <input type="checkbox"/> ⁵ Other (specify): |
| | A) |

The items were constructed based on several studies that explored demographic factors contributing to social entrepreneurial intention and social entrepreneurial awareness. This includes Joyce and Gomathi's (2010) who explored age group, race and education level and Chakrabarty's (as cited in Gherardi and Perrotta, 2014) who explored gender, ethnicity,

religion, and geographic context. This information was required to provide a glimpse of the respondents' living condition

Employment Details

Respondents were also required to report their employment details. Four items were included in this component namely the main occupation of the respondent, the main wage earner in the household, second paid job involvement and the main occupation of the spouse or other family members. This was to identify the current state of employment of the group. See Table 2 for an excerpt of the Employment Details (in a Malay version for presentation varieties).

Table 2: An excerpt of the Malay version of the Post-Pilot Study of the Survey's Employment Details (Section B)

| SEKSYEN B: DATA PEKERJAAN | |
|----------------------------------|--|
| B1 | Pekerjaan utama responden (<i>Pilih semua berkenaan</i>) <input type="checkbox"/> ¹ Kerja (sepenuh masa) <input type="checkbox"/> ² Kerja (separuh masa) <input type="checkbox"/> ³ Kerja sendiri <input type="checkbox"/> ⁴ Tidak bekerja <input type="checkbox"/> ⁵ Pencen <input type="checkbox"/> ⁶ Lain-lain |
| B2 | Adakah anda pencari nafkah utama isi rumah? (<i>berpendapatan tertinggi</i>) <input type="checkbox"/> ¹ Ya <input type="checkbox"/> ² Tidak (terangkan): |
| B3 | Adakah anda mempunyai kerja sampingan atau pendapatan tambahan? <input type="checkbox"/> ¹ Ya, saya mempunyai kerja sampingan sebagai sumber pendapatan lain <input type="checkbox"/> ² Tidak, saya tidak mempunyai kerja sampingan tetapi mempunyai sumber pendapatan tambahan daripada sumber ekonomi lain <input type="checkbox"/> ³ Tidak, saya tiada kerja sampingan dan tiada sumber pendapatan lain |
| B4 | Pekerjaan pasangan/ ahli rumah lain (<i>pilih mana yang berkenaan</i>) <input type="checkbox"/> ¹ Kerja (sepenuh masa) <input type="checkbox"/> ² Part time employed <input type="checkbox"/> ³ Kerja sendiri <input type="checkbox"/> ⁴ Tidak bekerja (sebab): <input type="checkbox"/> ⁵ Pencen (terang): <input type="checkbox"/> ⁶ Lain-lain (terang): |

Social Entrepreneurship

This component consisted of two subcomponents which were social entrepreneurial awareness and social entrepreneurial intention. Respondent's level of social entrepreneurial awareness was measured using a 10-item scale which was self-constructed but deriving from various discussions from various pieces of literature about entrepreneurship and social entrepreneurship (Miranda, Chamorro-Mera and Rubio, 2017; Chakradhar et al., 2016; Liñán and Chen, 2009). All ten items were a direct measure of social entrepreneurial awareness (e.g., "I am familiar with the term 'social entrepreneurship'"). This is shown in Table 3.

Table 3: Construction of Items for Social Entrepreneurial Awareness

| Actual Item | Adapted Items | Source |
|---|---|---|
| I would like very much like to be an entrepreneur. | I think I am a social entrepreneur. | Miranda, Chamorro-Mera and Rubio (2017) |
| Differences between organ donation and organ transplantation. | I think the goal of social entrepreneurship differs from business entrepreneurship. | Chakradhar <i>et al.</i> (2016). |
| The familiarity of term organ donation. | I am familiar with the term 'social entrepreneurship'. | Chakradhar <i>et al.</i> (2016). |

| | | |
|--|--|---|
| There are enough grants and subsidies to create a business. | I am aware of the financial support provided for social entrepreneurs. | Miranda, Chamorro-Mera and Rubio (2017) |
| I know all the necessary practical details to start a business. | I am aware of the training provided for social entrepreneurs. | Liñán and Chen (2009) |
| There are sufficient consulting firms that can help start up a business. | I am aware of training derived from social entrepreneurship. | Miranda, Chamorro-Mera and Rubio (2017) |
| There are sufficient consulting firms that can help start up a business. | I am aware of the consultation service provided for social entrepreneurs. | Miranda, Chamorro-Mera and Rubio (2017) |
| It is easy to find investors for a new business. | I know at least an association that is associated with social entrepreneurship. | Liñán and Chen (2009) |
| I know all the necessary practical details to start a business. | I know where to gain material/financial resources regarding social entrepreneurship. | Liñán and Chen (2009) |

The end product after the post-pilot study was constructed as shown in Table 4 (in a Mandarin version for presentation varieties).

Table 4: An excerpt of the Mandarin version of the Post-Pilot Study of the Survey’s Social Entrepreneurship Awareness (Section C)

| 第三部分: 社会企业家精神(填写打勾) | | | | | | |
|----------------------------|-------------------------|----------|----------|----------|----------|----------|
| 社会企业家创业的意识 | | | | | | |
| | | 1 | 2 | 3 | 4 | 5 |
| C1 | 我觉得我是一名社会企业家。 | | | | | |
| C2 | 我认为社会企业家的目标不同于商业企业家的目标。 | | | | | |
| C3 | 我对‘社会企业家’该名词术语很熟悉。 | | | | | |
| C4 | 我知道为社会企业家提供的财政支持。 | | | | | |

For social entrepreneurial intention, the respondent’s level of social entrepreneurial intention was measured using a 10-item scale. Nine items were a direct measure of social entrepreneurial intention (e.g., "I believe I have the gut and ability to tackle a social issue") while another one item was reverse scored (e.g., "I think I am incompetent to become a social entrepreneur"). Similar to social entrepreneurial awareness, the items for this dimension was self-constructed but deriving from various discussions from various works of literature about entrepreneurship and social entrepreneurship (Miranda, Chamorro-Mera and Rubio, 2017; Carraher, Welsh and Svilkos, 2016; Liñán and Chen, 2009; Krueger, Reilly, and Carsrud, 2000). This is shown in Table 5.

Table 5: Construction of Items for Social Entrepreneurial Intention

| Actual Items | Adapted Items | Source |
|--|---|---|
| I would like very much to be an entrepreneur. | I have thought of becoming a social entrepreneur. | Miranda, Chamorro-Mera and Rubio (2017) |
| A career as an entrepreneur is totally attractive to me. | I believe there are chances of me becoming a social entrepreneur. | Liñán and Chen (2009) |

| | | |
|--|--|-------------------------------------|
| I am determined to create a business venture in the future. | I have thought of opening a social entrepreneurial-based business. | Liñán and Chen (2009) |
| I am ready to do anything to be an entrepreneur. | I am ready to do anything to be a social entrepreneur. | Liñán and Chen (2009) |
| I am exhibiting a heightened sense of accountability to the constituencies served by my mission. | I think I can create social value and sustainable change through innovative goods or services. | Carraher, Welsh and Svilokos (2016) |
| I could see myself as an entrepreneur within five years. | I could see myself as a social entrepreneur in the nearest future. | Krueger, Reilly, and Carsrud (2000) |
| I am adopting a mission to create social value. | I am sure of the social issue that I wish to tackle. | Carraher, Welsh and Svilokos (2016) |
| I am exhibiting a heightened sense of accountability to the constituencies served by my mission. | I believe I have the gut and ability to tackle a social issue. | Carraher, Welsh and Svilokos (2016) |
| I am exhibiting a heightened sense of accountability to the constituencies served by my mission. | I think I am incompetent to become a social entrepreneur. | Carraher, Welsh and Svilokos (2016) |
| I seek to be a ‘world changer’ through the accomplishment of my mission. | I am determined that I can be an agent of social change by being a social entrepreneur. | Carraher, Welsh and Svilokos (2016) |

The end product after the post-pilot study was constructed as shown in Table 6 (in a Tamil version for presentation varieties).

Table 6: An excerpt of the Tamil version of the Post-Pilot Study of the Social Entrepreneurship Intention (Section C)

| சமூக தொழில்முனைவின் நோக்கம் | | 1 | 2 | 3 | 4 | 5 |
|------------------------------------|--|----------|----------|----------|----------|----------|
| C11 | சமூக தொழில் முனைவோர் ஆவதற்கு ஒரு எண்ணம் உண்டு. | | | | | |
| C12 | ஒரு சமூக தொழில் முனைவோர் ஆவதற்கு எனக்கு வாய்ப்புகள் உள்ளது என்று நான் நம்புகிறேன். | | | | | |
| C13 | சமூக தொழில் சார்ந்த வணிகம் திறக்க சிந்தனை உள்ளது. | | | | | |
| C14 | சமூக தொழில் முனைவோர் ஆவதற்கு எதையும் செய்யத் தயாராக இருக்கிறேன். | | | | | |

These sentence amendments were made to ensure the items suit the understanding, cognitive level and culture of the targeted respondents. These amendments were crucial as they determined the intelligibility and comprehensibility of each item, affected the respondents’ responses and later influenced the result of the study (Sheppard, Elliot and Baese-Berk, 2017). The survey was also submitted to experts for verification and validation purposes. Responses for each item were scored based on a 5-point Likert- scale with “1” as strongly disagree to “5” as strongly agree. The average score was calculated. A higher score indicated a greater degree of social entrepreneurial awareness and social entrepreneurial intention. Both social

entrepreneurial awareness scales and social entrepreneurial intention have good internal reliability ($\alpha = .86$) and ($\alpha = .87$) respectively.

Data Analysis

After the survey was developed and amended, it was distributed to the respondents. The data obtained was collected and analysed using descriptive statistics, one-way analysis of variance (ANOVA) and regression analysis via Statistical Package for the Social Sciences (SPSS) Version 22. Before analysing, the data was transferred into SPSS. Data cleansing was performed by removing the incomplete responses. This led to 91 usable data. The data for demographic information was analysed using descriptive and frequency analysis.

To analyse the level of social entrepreneurial awareness and social entrepreneurial intention across the three ethnic groups, one-way ANOVA was used. One-way ANOVA is a parametric test used to analyse and compare the mean of three or more groups on a single variable (Green and Salkind, 2008). This analysis was used to test if there were differences on the levels of social entrepreneurial awareness and social entrepreneurial intention of B40 urban women across three ethnic groups (i.e. Malay, Chinese and Indian) at the selected PPRT residential areas in Kuala Lumpur. Levene's test for homogeneity of variances was performed to ensure the items fulfilled the assumption of ANOVA. If Levene's test was insignificant, this showed that the variance was roughly equal across groups (Field, 2009), indicating that the assumption underlying the application of ANOVA was met.

Regression analysis refers to a statistical test used to describe and evaluate the association of two or more variables, estimate the values on dependent variables based on the independent variables and identify factors for prognostication (Schneider, Hommel and Blettner, 2010). Several regression models include linear regression, logistic regression, Cox regression and Poisson regression. As the variables tested were continuous, linear regression was chosen. This test determined if there were any relationships between levels of social entrepreneurial awareness and social entrepreneurial intention in the context of B40 urban women in selected PPRT residential areas in Kuala Lumpur. Linear regression refers to a test used to study the linear relationship between an independent variable (which may be continuous or categorical) and a continuous dependent variable (Schneider, Hommel and Blettner, 2010).

The obtained data of the three ethnic groups namely Malay, Chinese and Indian were analysed, tabulated and compared. Additional information obtained from the qualitative notes were also included in assisting the process of developing an ethnic profile on social entrepreneurship among B40 urban women in PPRT residential areas in Kuala Lumpur.

DISCUSSIONS

The article's objective is to raise understanding about challenging issues in the research design and to enrich the knowledge of research methodological procedures involving interethnic studies. Considering all of the aspects that was written, it is hoped that this article could deliver noteworthy impressions for the interested researchers.

One important observation in designing the research questions and items in interethnic studies is to consider seriously the aspects of ethnicity and culture. The researchers must well-verse about the experiences of each ethnic group involved in the research. The experiences might include socio-cultural-historical-political aspects that constituent "what-to-be-Malaysians".

In addition, if the subject-matter involved women as samples, the researchers must ensure that patriarchal analyses were also considered. For example, conducting a research with a women sample might insinuate bringing her small children into the research courses. Ad-hoc preparations needed.

Social entrepreneurship may be a possible solution to eradicate urban poverty and assist those who are affected, such as B40 urban women. However, this may be hindered by the social entrepreneurial awareness and social entrepreneurial intention among this targeted group. Regardless, the relationship that exists between social entrepreneurial awareness and social entrepreneurial intention indicated that there is still hope to apply this solution. One of them is taking into account the aspects of ethnic and culture.

CONCLUSION AND RECOMMENDATIONS

The research findings have their worthy values if the research methodology that was used to gather and analyse the data was valid and reliable. Building upon the findings above, this article concludes that it is not easy to design questionnaire items involving women and interethnic survey. Linguistic comprehension, gender sensitivity, cultural norms consideration, among other aspects which are important to be considered.

In this case, the research procedures include examining the differences on the levels of social entrepreneurial awareness and social entrepreneurial intention among the respondents; investigating the relationship between social entrepreneurial awareness and social entrepreneurial intention; and developing the ethnic profiles of the B40 Malay, Indian and Chinese women in selected PPRT residential areas in Kuala Lumpur based on their social entrepreneurial awareness and social entrepreneurial intention.

Several recommendations in terms of research and practical were deduced. This inclusive of but not limited to extending the study to other dimensions of poverty, variables and populations; employing suitable approach for each ethnic group; and taking into account various ways in promoting social entrepreneurship among these targeted groups as well as the public either locally or globally. With that being mentioned, it is clear that social entrepreneurship may be a possible tool to eradicate urban poverty that requires collective efforts regardless of their background. With the diverse culture blessed upon Malaysia, it is vital to keep in mind that each ethnic group are unique in their terms and may share similarities with other ethnic groups at certain extend. However, urban poverty does not notice this and neither it chooses its victim; resulting it to affect the lives of others regardless of who they are.

ACKNOWLEDGEMENT

Researchers are indebted to the Ministry of Education, Malaysia for the research grant FRGS/1/2017/SS06/UIAM/02/3 (FRGS17-013-0579) that make this research project possible.

REFERENCES

Adisa, R.M., Rosli bin M., & Khairie, M.A. (2015). News Framing and Ethnic Conflicts Vulnerability in Multiethnic Societies. *Mediterranean Journal of Social Sciences*, 6(6), 496-505.

- Al-Amer, R., Ramjan, P., Glew, M.D., and Salamonson, Y. (2016). Language Translation Challenges with Arabic Speakers Participating in Qualitative Research Studies. *International Journal of Nursing Studies*. Vol.54.
- Adom, D., Hussein, E.K. & Joe, A.A. (2018). Theoretical and Conceptual Framework: Mandatory Ingredients of a Quality Research. *International Journal of Scientific Research*. Vol.7. No.1.
- Antonsich, M., & Mavroudi, E. (2015). Editorial: Ethno-cultural Diversity and Contemporary National Societies. *International Journal of Geography*, 2(8), 96-105.
- Brems, E. (2013). *Diversity and European Human Rights*. Cambridge: Cambridge University Press.
- Bryman, A. (2004). *Social Research Methods*. Second Edition. Oxford: Oxford University Press.
- Carraher, S.M., Welsh, D.H.B., & Svilokos, A. (2016). Validation of a measure of social entrepreneurship. *European Journal of International Management*, 10(4), 386-402.
- Chakradhar, K., Doshi, D., Srikanth Reddy, B., Kulkarni, S., Padma Reddy, M., & Sruthi Reddy, S. (2016). Knowledge, attitude and practice regarding organ donation among Indian dental students. *International Journal of Organ Transplantation Medicine*, 7(1), 28–35. Retrieved from <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4756262/>
- Craig-henderson, K., & Lewis, R. (2015). Methodological Considerations and Challenges to Researching Interethnic Relationships: Using the Right Toolkit! *Journal of Social Issues*, 71(4), 675-692.
- Daniel, E. (2016). The usefulness of qualitative and quantitative approaches and methods in researching problem-solving ability in science education curriculum. *Journal of Education and Practice*, 7 (15). ISSN: 2222-288X.
- Draper, J., & Selway, J. (2019). A New Dataset on Horizontal Structural Ethnic Inequalities in Thailand to Address Sustainable Development Goal 10. *Social Indicators Research*, 141 (1), 275-297.
- Gherardi S. & Perrotta, M. (2014). Becoming a practitioner: Professional learning as a social practice. In *International Handbook of Research in Professional Practice-based Learning*. (pp. 139-162). Netherlands: Springer International.
- GSTI. (2016). *Global Social Tolerance Index*. OECD: Geneva.
- Joyce, K.H.N. & Gomathi, S. (2010). The influence of personality traits and demographic factors on social entrepreneurship start up intentions. *Journal of Business Ethics*, 95(2), 259-282. doi: 10.1007/s10551-009-0358-8.
- Kauthar, I. (2018). Challenges and Opportunities Faced by an Insider Researcher in Malaysian Ethnicity Studies: A Literature Review. *Journal of Social Sciences and Humanities*, 15 (4), 117-125. ISSN: 1823-884x.
- Kerwin, L. (2010). *Cultural Diversity*. New York: Nova Science Publishers.
- Khazanah Research Institute. (2018). *The State of Households*. Kuala Lumpur: Khazanah Malaysia.
- Krueger, N., Reilly, M., & Carsrud, A. (2000). Competing models of entrepreneurial intentions. *Journal Of Business Venturing*, 15(5-6), 411-432. doi: 10.1016/s0883-9026(98)00033-0.
- Leedy, D. & Ormrod, C. (2007). Research methods. *Journal of Business and Economic Research*, 5(3), 65-72.

- Liñán, F. & Chen, Y. W. (2009). Development and cross-cultural application of a specific instrument to measure entrepreneurial intentions. *Entrepreneurship Theory and Practice*, 33(3), 593-617.
- Maximova, S., Noyanzina, O., Omelchenko, D., Maximova, B., & Avdeeva, G. (2016). The Methodology of Diagnostics of Interethnic Relations and Ethnosocial Processes. *International Journal of Environmental & Science Education*, 11 (11). 4885-4893.
- Ministry of Housing and Local Government. (2017). *People's Housing Projects*. Kuala Lumpur: The National Printing.
- Miranda, F., Chamorro-Mera, A., & Rubio, S. (2017). Academic entrepreneurship in Spanish universities: An analysis of the determinants of entrepreneurial intention. *European Research on Management and Business Economics*, 23(2), 113-122. doi: 10.1016/j.iedeen.2017.01.001
- Mohd. Azmir M.N., Ku Hasnita, K.S., Muhammad Shamsinor. A.A. and Afy Roshezry A.B. (2015). Ethnic Tolerance in Urban Malaysia. *Advanced Science Letters*, Vol.23, No.4.
- Nor, R.M., & Khelghat-Doost, H. (2019). 1AZAM Programme: The Challenges and Prospects of Poverty Eradication in Malaysia. *International Journal of Academic Research in Business and Social Sciences*, 9(1), 345–356. doi: 10.6007/IJARBSS/v9-i1/5420.
- Nur Farahana Z. & Wan Nur Hasniah W.H. (2018). Ethnic Tolerance among Students in Malaysian Public Universities. *Advances in Social Sciences, Education and Humanity Research*. Vol.221.
- Pestushko, N. (2016). Canadian Multicultural Paradigm: Research Methodology. *Journal of Siberian Federal University Humanities and Social Sciences*, 9(6), 1490-1498.
- Ramlee, M., Norzaini, A., Faridah, K., Abdul Razak, A., & Maimun, A. L. (2009) Social Integration among Multi-ethnic Students at Selected Malaysian Universities in Peninsular Malaysia: A Survey of Campus Social Climate. *AJTLHE: ASEAN Journal of Teaching and Learning in Higher Education*, 1 (1), 35-44. ISSN 1985-5826.
- Råheim, M., Magnussen, L.H., Tveit Sekse, R.J.T., Lune, A., Jacobsen, T. and Astrid Blystad, A. (2016). Researcher-researched Relationship in Qualitative Research: Shifts in Positions and Researcher Vulnerability. *International Journal of Qualitative Studies in Health and Well-being*. Vol.11.
- Salway, S., Barley, R., Allmark, P., Gerrish, K., Higginbottom, G. and Ellison, G. (2011). *Ethnic Diversity and Inequality: Ethical and Scientific Rigour in Social Research*. Joseph Rowntree Foundation.
- Singh, M.M. and Devi, R. (2014). Cross-sectional Studies: Advantages and Disadvantages. *BMJ* 2014.
- Sheppard, B., Elliott, N., & Baese-Berk, M. (2017). Comprehensibility and intelligibility of international student speech: Comparing perceptions of university EAP instructors and content faculty. *Journal of English for Academic Purposes*, 26, 42-51. doi: 10.1016/j.jeap.2017.01.006.
- Shorter-Gooden, K. (2010). Review of Studying Ethnic Minority and Economically Disadvantaged Populations: Methodological Challenges and Best Practices. *Cultural Diversity and Ethnic Minority Psychology*, 16(3), 449-451.
- Sleeter, C. (2011). *The Academic and Social Value of Ethnic Studies: A Research Review*. Washington: National Education Association.
- Vago, S. (1999). *Social Change*. 4th Ed. New Jersey: Prentice Hall.

Zanakis, S.H., Newburry, W. and Taras, V. (2016). Global Social Tolerance Index and Multi-Method Country Rankings Sensitivity. *Journal of International Business Studies*. Vol.47.

ABOUT THE AUTHORS

ROHAIZA ROKIS

International Islamic University Malaysia
rohaiza@iium.edu.my

FATEN NADHIRAH MUHAMAD FAUZI

International Islamic University Malaysia
nadhirah191@gmail.com

WAN ROHAIDA WAN HUSAIN

International Islamic University Malaysia
wrohaida@iium.edu.my