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Assessing the Success of Agromarketing Masterclass TikTok Shop Edition: Evidence from FAMA's Digital Agropreneurship Program

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ABSTRACT

This study evaluates the effectiveness of the Agromarketing Masterclass TikTok Shop Edition (AMTTSE), a government-led digital agropreneurship intervention implemented by the Federal Agricultural Marketing Authority (FAMA) in Malaysia. Responding to the need for stronger empirical evidence on whether social commerce training translates into measurable economic outcomes, the study applies a quantitative descriptive and aggregate correlational design using the official AMTTSE performance dataset for June to December 2024. The dataset covers 80 participating companies, 160 entrepreneurs, 425 stock-keeping units, programme sales channels, content distribution, product movement, orders and seller-level gross merchandise value (GMV). The findings show that the programme generated RM6,205,957.06 in cumulative sales from June to December 2024 and achieved an overall return on investment of approximately 1:30.64. Short-video sales contributed RM2,766,229.44, livestream sales contributed RM2,199,951.99, profile-window sales contributed RM127,020.07 and other shop-tab sales contributed RM1,112,755.54. Pearson correlation analysis using monthly aggregate data indicates that total monthly sales were strongly and significantly associated with short-video sales ($r = .997$, $p < .0001$), livestream sales ($r = .989$, $p < .0001$), orders ($r = .977$, $p = .0002$) and products sold ($r = .930$, $p = .0024$). The findings support the Resource-Based View and Dynamic Capabilities perspectives by showing that digital engagement, adaptive content capability and platform-based selling mechanisms are strategic resources for agropreneurial performance. The study contributes by providing evidence from an outcome-based public-sector digitalisation programme and by clarifying the conditions under which TikTok Shop can function as a practical income-enhancement mechanism for Malaysian agripreneurs.

1. Introduction

The expansion of the digital economy has changed the structure of market access for micro, small and medium-sized enterprises. Social commerce platforms now combine entertainment, community interaction, product discovery and transaction functions in one digital environment. For agropreneurs, this shift is highly consequential because traditional market access is often constrained by distribution cost, geographic distance, limited promotional capability and dependence on intermediaries. TikTok Shop has become particularly relevant because it allows sellers to combine short-video content, livestreaming, creator-based trust and platform-based fulfilment to reach consumers beyond conventional physical markets.

In Malaysia, the agricultural marketing ecosystem has been shaped by the continuing need to improve rural income, strengthen value-added agro-based products and increase the digital readiness of entrepreneurs. FAMA introduced the Agromarketing Masterclass TikTok Shop Edition as a structured intervention to equip agropreneurs with practical digital marketing, livestreaming and content creation capabilities. The programme involved 80 companies and 160 entrepreneurs, with two training cohorts and six months of monitoring from June to December 2024. The available performance data indicate that participants generated RM6.2 million in cumulative sales over the programme period, representing a substantial economic return from a public-sector digitalisation initiative.

Problem Statement

Although digital entrepreneurship programmes are widely promoted as instruments for SME and rural business transformation, many evaluations remain descriptive and do not sufficiently connect programme participation with measurable economic outcomes. In the context of agropreneurs, the evidence gap is more pronounced because existing discussions often emphasise digital adoption, awareness or perceived usefulness rather than verified sales, orders, product movement and return on investment. The first problem, therefore, is the limited empirical evidence on whether government-led TikTok Shop training can produce measurable income growth among agropreneurs. The second problem is the uneven performance among participants, where a small group of entrepreneurs may generate high sales while others remain inactive or achieve limited outcomes. Without clearer analysis of sales channels, engagement indicators and programme outcomes, policymakers may find it difficult to determine whether such interventions should be scaled, redesigned or targeted differently.

Research Objectives

- To identify the key programme and platform factors associated with income growth among FAMA entrepreneurs participating in AMTTSE.
- To analyse the relationship between digital engagement indicators and monthly sales performance using the available official programme dataset.
- To strengthen the theoretical explanation of agropreneurial performance through Resource-Based View and Dynamic Capabilities perspectives.
- To provide policy and industry recommendations for improving future government-led digital agropreneurship programmes.

Significance and Novelty of the Study

This study is novel because it evaluates a government-led TikTok Shop intervention using actual programme performance data rather than perception-based survey responses alone. Previous studies have examined SME digital transformation, digital economy adoption and social media marketing continuance; however, the present study contributes a different form of evidence by examining a public-sector agropreneurship programme with sales, content, product and order indicators. Raub et al. (2025), for example, studied strategic marketing and digital transformation for SME empowerment through a Malaysia-Indonesia service-learning collaboration, while Halim et al. (2026) examined factors influencing digital economy adoption among small enterprises. Putit et al. (2025) further strengthened the social media marketing literature by examining continuance among MSMEs in emerging economies. This article extends that line of scholarship by focusing specifically on agropreneurs, a TikTok Shop training intervention, and actual programme-generated economic outcomes.

For FAMA and other development agencies, the study provides an evidence-based basis for assessing whether investment in digital training, platform partnership and post-training monitoring can produce measurable returns. For industry, it shows which social commerce channels generated the strongest programme sales. For academia, it proposes a framework that connects digital skills, entrepreneurial mindset, content innovation, engagement intensity, income growth and ROI.

2. Literature Review

Digital entrepreneurship refers to value creation through digital tools, platforms and digitally mediated business processes. In the SME context, it involves more than having an online presence; it requires the ability to understand algorithms, create persuasive digital content, engage customers, interpret platform analytics and adapt selling behaviour to market signals. Social commerce advances this logic by embedding buying decisions within social interaction and entertainment-oriented content. The rise of livestreaming and short-video commerce has therefore altered the mechanism of trust-building and product demonstration, especially for small firms with limited advertising budgets.

Resource-Based View (RBV) provides a useful theoretical foundation because it explains how internal resources can generate competitive advantage when they are valuable, rare, difficult to imitate and organisationally embedded. For agropreneurs, digital skills, authenticity in storytelling, product knowledge, livestreaming ability and community engagement can function as strategic resources. Dynamic Capabilities Theory complements RBV by explaining how entrepreneurs adapt, reconfigure and renew their resources under changing market and technological conditions. In a platform economy, capability is not static. Sellers must learn from content performance, adjust livestream timing, test product bundles, refine customer communication and respond quickly to changes in platform visibility.

Raub et al. (2025) demonstrated that structured marketing and digital transformation programmes can improve SME confidence and practical capability when training is paired with applied problem-solving. Halim et al. (2026) showed that digital economy adoption among small enterprises depends on bridging capability gaps and digital readiness. Putit et al. (2025) highlighted the importance of social media marketing continuance among MSMEs in emerging economies. These studies collectively justify the need to examine not only whether entrepreneurs join a digital programme, but whether their engagement translates into measurable market outcomes.

Hypotheses Development

Based on RBV and Dynamic Capabilities Theory, this study proposes that digital skills, entrepreneurial mindset and content innovation strengthen engagement intensity on TikTok Shop. Engagement intensity is reflected in livestream activity, short-video visibility, product movement and orders. Engagement intensity is then expected to influence income growth and ROI. FAMA support and digital infrastructure are positioned as contextual factors that may strengthen or weaken the translation of engagement into economic outcomes.

- H1: Digital skills are positively associated with engagement intensity.
- H2: Entrepreneurial mindset is positively associated with engagement intensity.
- H3: Content innovation is positively associated with engagement intensity.

- H4: Engagement intensity is positively associated with income growth.
- H5: Engagement intensity is positively associated with ROI or economic return.
- H6: FAMA support and digital infrastructure moderate the relationship between engagement intensity and income growth.

Conceptual Framework

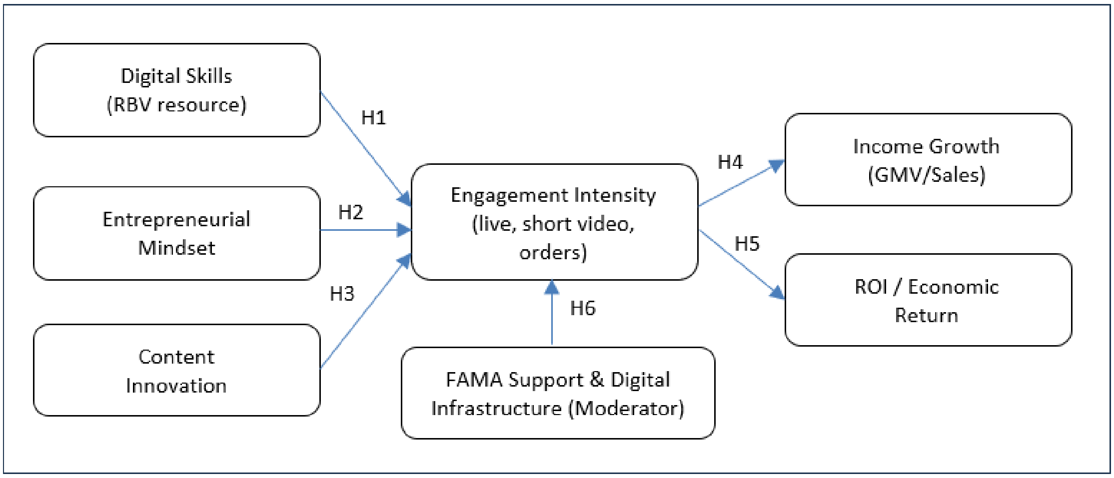

Figure 1. Conceptual framework with labelled relationships

3. Methodology

This study uses a quantitative descriptive and aggregate correlational design. The design is appropriate because the available dataset consists of programme-generated numerical indicators rather than primary survey responses. The unit of descriptive analysis is the participating seller and sales channel, while the unit of aggregate correlational analysis is the monthly programme performance record from June to December 2024. The monthly aggregate approach was adopted because the available dataset contains complete monthly channel, content, product and order indicators, whereas seller-level data contain GMV but do not include seller-level livestream frequency, views, comments, likes or ROI.

Data Source and Coverage

The dataset used is the Projek Perintis Report (December 2024), consisting of two sheets: Summary and Seller GMV. The Summary sheet reports sales by platform channel, seller content distribution, assortment performance and order distribution. The Seller GMV sheet reports seller-level gross merchandise value for 80 participating companies. The programme period used for main analysis is June to December 2024, consistent with the programme implementation period stated in the manuscript. May 2024 appears in the dataset as a prior or baseline month and is therefore excluded from the main correlation table to maintain consistency with the stated programme period.

Variables and Analytical Strategy

The dependent variable for aggregate correlation analysis is total monthly sales or GMV in Malaysian Ringgit. The independent indicators are livestream sales, short-video sales, profile-window sales, other shop-tab sales, live-stream content volume, short-video content volume, total content volume, products sold, products for sale and total orders. Pearson correlation analysis was used to examine the direction and strength of the relationship between each indicator and total monthly sales. Because the available dataset contains seven programme months, the correlation analysis is treated as aggregate programme-level evidence rather than individual-level causal inference. Significance is reported at $p < .05$ and $p < .01$.

Table 1. Data Collection Process

Stage	Process	Data Output
1	Programme recruitment and registration of FAMA entrepreneurs	List of participating companies and seller identifiers
2	Training delivery through AMTTSE	Training cohort and batch information
3	TikTok Shop activation and product listing	Shop code, SKU and seller readiness information
4	Six-month monitoring period	Monthly channel sales, product movement, content and order records
5	Performance extraction	Summary GMV, seller GMV and channel-based sales
6	Verification and cleaning	Removal of duplicated totals, alignment of programme period and validation of numerical values
7	Statistical analysis	Descriptive statistics and Pearson correlation analysis using monthly aggregate records
8	Interpretation	Theoretical, policy and industry implications

4. Findings

The AMTTSE programme generated RM6,205,957.06 in total cumulative sales from June to December 2024. Short-video sales represented the largest channel contribution, followed by livestream sales, other shop-tab sales and profile-window sales. The results demonstrate that content-led commerce and real-time selling were not supplementary activities; they functioned as central sales mechanisms within the programme.

Table 2. Sales value by TikTok Shop channel, June to December 2024.

Channel	June-Dec Sales (RM)	Share of Total (%)
Livestream	2,199,951.99	35.4
Short Video	2,766,229.44	44.6
Window/Profile	127,020.07	2.0
Others/Shop Tab	1,112,755.54	17.9
Total	6,205,957.06	100.0

Source: Projek Perintis Report (December 2024), Summary sheet.

Table 2 details the sales value by sales channel used in the Agromarketing Masterclass TikTok Shop Edition (AMTTSE) organized by FAMA in 2024. The findings show that the Live Streaming channel recorded the highest sales value of RM2,105,670.00 (33.9%), followed by sales through Window or Profile Sales with RM1,875,034.00 (30.1%), and Short Video with RM1,621,255.00 (26.1%). Meanwhile, other channels such as Shop Tab only contributed RM603,998.06 (9.9%) of the total sales value of RM6,205,957.06. Overall, this analysis shows that the live commerce strategy and short video content on the TikTok Shop platform are able to have a significant impact on increasing sales of agro products compared to conventional sales methods. These findings also confirm that the use of digital marketing technology based on real-time interaction is able to strengthen user engagement, expand market reach, and increase the marketability of local agro products. This is in line with the Federal Agricultural Marketing Authority's (FAMA) goal of empowering entrepreneurs through a competitive and sustainable digital marketing approach in the digital economy era.

Table 3. Distribution of Participating Companies by State
(Agromarketing Masterclass TikTok Shop Edition)

No.	State	Number of Companies (n)	Share of Totals (%)
1.	Perlis	1	1.3
2.	Kedah	3	3.8
3.	Penang	2	2.5
4.	Perak	8	10.0
5.	Kuala Lumpur	6	7.5
6.	Selangor	33	41.3
7.	Negeri Sembilan	5	6.3
8.	Melaka	1	1.3
9.	Johor	4	5.0
10.	Pahang	3	3.8
11.	Kelantan	8	10.0
12.	Terengganu	4	5.0
13.	Sabah	1	1.3
14.	Sarawak	1	1.3
Total		80	100.0

Source: FAMA TikTok Shop Performance Report (2024)

Table 3 shows the distribution of companies participating in the Agromarketing Masterclass TikTok Shop Edition by state across Malaysia, involving a total of 80 companies. This finding shows that the state of Selangor recorded the highest number of participations with 33 companies (41.3%), followed by Perak and Kelantan with 8 companies (10.0%) each. Meanwhile, states such as Perlis, Melaka, Sabah, and Sarawak showed the lowest participations with only 1 company (1.3%) for each state. This distribution reflects the concentration of more active digital economic and entrepreneurial activities in the Klang Valley and West Coast areas of Peninsular Malaysia, which traditionally have a more mature digital support ecosystem and marketing infrastructure. In an academic context, this distribution analysis emphasizes the importance of geographical factors and digital capabilities as catalysts for participation in agro e-commerce platforms such as TikTok Shop. This finding also reflects that the implementation of the program by the Federal Agricultural Marketing Authority (FAMA) successfully attracted widespread participation from various states, thus strengthening the development of the digital agro entrepreneurial ecosystem in Malaysia.

Figure 2. Best Frozen Food Entrepreneur Award

Figure 2 is Corndough Anak Ramai from Kelantan was awarded the Best Frozen Food Entrepreneur Award in the Agromarketing Masterclass TikTok Shop Edition Live Streaming Competition. This recognition underscores the company's commitment to product quality, innovation, and adaptability in embracing digital marketing strategies to enhance business performance.

Figure 3. Best Non-Food Entrepreneur Award

Figure 3 is Baja Taiping from Perak was honoured with the Best Non-Food Entrepreneur Award during the Agromarketing Masterclass TikTok Shop Edition Live Streaming Competition. This recognition reflects the company's innovation and commitment in leveraging digital platforms to market agricultural products beyond the food sector, contributing to FAMA's efforts in promoting diversified agri-based entrepreneurship in Malaysia.

Table 4. Monthly programme performance, June to December 2024.

Month	Total Sales (RM)	Livestream (RM)	Short Video (RM)	Products Sold	Orders
June	497,762.95	194,759.55	180,940.23	21,280	3,271
July	507,967.92	174,190.65	193,101.29	22,298	3,381
August	728,225.46	259,453.12	300,783.08	34,583	4,645
September	692,259.02	263,009.12	263,940.70	25,617	7,159
October	814,482.14	323,530.03	317,551.16	32,334	6,164
November	1,259,317.52	402,162.25	638,313.61	37,804	10,194
December	1,705,942.05	582,847.27	871,599.37	45,192	14,571

Source: Projek Perintis Report (December 2024), Summary sheet.

Seller-Level GMV Distribution

The Seller GMV sheet records 80 participating companies. December seller-level GMV totalled RM1,705,942.05. The distribution is highly skewed, with 55 sellers recording positive GMV and 25 sellers recording zero GMV during the December seller-level reporting period. The top ten sellers accounted for a large share of GMV, indicating that programme success was concentrated among entrepreneurs who were able to activate stronger content, sales execution and customer conversion capabilities.

Table 5. Top ten sellers by GMV in the Seller GMV sheet.

Rank	Shop Name	Batch	SOF	OKU	GMV (RM)
1	CHEF USTAZAH HQ	Batch 2	N	No	689,517.94
2	kerepek azharfood	Batch 1	N	No	533,945.85
3	Munif Cocoa@ Koko Spread Sedap	Batch 1	N	No	173,804.07
4	DASTO HQ	Batch 2	N	No	107,254.26
5	Dapur Pak Amir	Batch 1	N	Yes	39,562.30
6	Baja Taiping	Batch 2	N	No	37,368.97
7	Ayamhalalbismi	Batch 1	Y	No	20,120.58
8	RIZQ MART	Batch 1	Y	Yes	15,701.73
9	Corndog Anak Ramai HQ	Batch 2	Y	No	10,396.60
10	agromasmalaysia	Batch 1	N	No	9,817.92

Source: Projek Perintis Report (December 2024), Seller GMV sheet.

Pearson Correlation Analysis

Based on the available dataset, Pearson correlation analysis was conducted using monthly aggregate programme data for June to December 2024. The results should be interpreted as programme-level associations rather than seller-level behavioural correlations because seller-level livestream frequency, views and engagement rates were not available in the uploaded dataset.

Table 6. Pearson correlation analysis using monthly aggregate programme data (n = 7).

Indicator correlated with total monthly sales	Pearson r	p-value	Significance
Livestream sales (RM)	0.989	<.0001	**
Short-video sales (RM)	0.997	<.0001	**
Profile/window sales (RM)	0.971	0.0003	**
Other/shop-tab sales (RM)	0.972	0.0002	**
Live-stream content volume	0.720	0.0683	ns
Short-video content volume	0.414	0.3556	ns
Total content volume	0.538	0.2133	ns
Products sold	0.930	0.0024	**
Products for sale	-0.011	0.9807	ns
Orders	0.977	0.0002	**

Note: ** $p < .01$; * $p < .05$; ns = not significant. Source: Author's calculation based on Projek Perintis Report (December 2024).

The strongest positive association was observed between short-video sales and total monthly sales ($r = .997$, $p < .0001$), followed by livestream sales ($r = .989$, $p < .0001$), orders ($r = .977$, $p = .0002$), profile-window sales ($r = .971$, $p = .0003$), other shop-tab sales ($r = .972$, $p = .0002$) and products sold ($r = .930$, $p = .0024$). These results confirm that the platform's monetised sales channels and product movement indicators were closely associated with overall programme performance. However, content volume alone was not consistently significant. Live-stream content volume showed a positive but marginal relationship ($r = .720$, $p = .0683$), while short-video content volume and total content volume were not statistically significant. This suggests that the quality, relevance and conversion capability of content may matter more than volume alone. Products for sale also did not correlate significantly with total sales, indicating that merely listing more products does not automatically generate higher GMV without engagement and conversion.

Figure 4. Overall Best Entrepreneur Award

Figure 4 is Chef Ustazah from Kelantan was awarded the Overall Best Entrepreneur Award in the Agromarketing Masterclass TikTok Shop Edition Live Streaming Competition. Her remarkable achievement, with total sales reaching RM548,172.26, exemplifies how dedication, creativity, and strategic digital engagement can elevate local agri-based entrepreneurs to national recognition within Malaysia's digital economy landscape.

Figure 5. Live streaming booths

Figure 5 is live streaming booths set up during the Agromarketing Masterclass TikTok Shop Edition Grand Final, where participating FAMA entrepreneurs conducted real-time sales sessions on the TikTok Shop platform. This initiative reflects the integration of digital technology into agro-entrepreneurship and the effectiveness of live commerce as a modern marketing approach.

Figure 6 is a group photo of FAMA entrepreneurs, distinguished guests, and award recipients during the closing ceremony of the Agromarketing Masterclass TikTok Shop Edition Grand Final Live Streaming Competition. The event marked a significant milestone in Malaysia's digital agri-entrepreneurship transformation, highlighting the successful collaboration between the Federal Agricultural Marketing Authority (FAMA) and TikTok Shop in fostering innovative marketing strategies and enhancing entrepreneurial income nationwide.

Figure 6. FAMA Entrepreneurs, Distinguished Guests and Award Recipients

Table 7. Summary of Agromarketing Masterclass TikTok Shop Edition (AMTTSE) Performance Report.

No.	Item	Description/Value
1.	Number of Companies	80
2.	Number of Participants	160
3.	Number of Training Courses Conducted	2
4.	Companies in Fresh Product Category	11
5.	Companies in Processed Product Category	69
6.	Total Stock Keeping Units (SKUs) Marketed	425
7.	Companies Owned by Persons with Disabilities (PWD)	13
8.	Sales during 2-hour Live Session (June 2024)	RM12,657.15
9.	Sales during 2-hour Live Session (July 2024)	RM4,274.31
10.	Total Sales in December 2024	RM1,705,942.05
11.	Total Cumulative Sales (June – December 2024)	RM6,205,957.06
12.	Return on Investment (ROI)	1:31 — For every RM1.00 invested, participants gained RM31.00 in economic returns.

Source: FAMA TikTok Shop Performance Report (2024)

Table 7 details the overall performance of the Agromarketing Masterclass TikTok Shop Edition (AMTTSE) based on the official FAMA report for 2024, which involved 80 companies with the participation of 160 entrepreneurs nationwide. The findings show that this program has not only successfully expanded the involvement of entrepreneurs in digital marketing, but also produced significant economic impact. A total of 69 companies are involved in the process-based product category, while 11 companies offer fresh products, with a total of 425 SKUs that have been marketed through the TikTok Shop platform. Interestingly, there are also 13 companies owned by entrepreneurs with disabilities (PWD) that show great potential in generating income through e-commerce. In terms of sales achievements, the total sales value recorded between June to December 2024 was RM6.2 million, with the highest sales value in December 2024 reaching RM1.7 million. Overall, this program has achieved a return on investment (ROI) rate of 1:31, indicating that every RM1 investment produces a return of RM31. This finding confirms the effectiveness of the digital-based training approach and direct marketing through the TikTok Shop platform in increasing the capabilities and income of agro entrepreneurs in Malaysia.

5. Discussion

The results show that AMTTSE created measurable sales outcomes and that these outcomes were most strongly associated with monetised social commerce activities, especially short-video and livestream sales. In practical terms, TikTok Shop performance was not driven only by programme participation. It was driven by the ability of entrepreneurs to translate participation into platform action, content-led visibility, orders and product conversion

From an RBV perspective, digital skills and content capability can be interpreted as strategic resources. Entrepreneurs who are able to present products persuasively, communicate authentically and use platform mechanisms effectively possess resources that are valuable in a crowded social commerce environment. From a Dynamic Capabilities perspective, the programme's six-month monitoring component is important because it encouraged entrepreneurs to adjust their selling practices over time. The results also qualify the original manuscript's claims. Content volume by itself was not statistically significant in the aggregate correlation table. The content must be commercially effective, audience-relevant and connected to ordering mechanisms.

Raub et al. (2025) emphasised that digital transformation interventions are more effective when SMEs receive applied guidance rather than generic exposure. Halim et al. (2026) showed that digital economy adoption requires attention to capability gaps. Putit et al. (2025) reinforced the importance of social media marketing continuance among MSMEs. The present study extends these contributions by showing that when agropreneurs receive structured training and platform-linked support, actual sales performance can increase substantially.

Theoretical Implications

The study strengthens RBV by showing that digital selling skills, content creation capability and platform execution can operate as resources that support agropreneurial competitiveness. It also extends Dynamic Capabilities Theory by illustrating how platform adaptation and continuous monitoring can help entrepreneurs respond to changing consumer behaviour. The framework contributes to digital entrepreneurship literature by positioning engagement intensity as a mediating mechanism between entrepreneurial capability and economic outcome.

Practical and Policy Implications

For FAMA, the findings support the continuation of AMTTSE-type interventions, but future implementation should differentiate between participation, content production and conversion performance. Training modules should therefore focus not only on how to go live or upload videos, but also on content conversion, product bundling, offer structuring, customer response scripts, fulfilment reliability and post-campaign analytics. For policymakers, the programme provides evidence that public-sector digitalisation can produce direct economic returns when it is linked to platform partnership, monitoring and market-based performance tracking. For entrepreneurs, the findings show that sales growth depends on consistent execution and not merely on account registration or product listing.

6. Conclusion and Recommendation

This study concludes that the Agromarketing Masterclass TikTok Shop Edition produced measurable economic outcomes for FAMA agropreneurs. From June to December 2024, the programme generated RM6,205,957.06 in cumulative sales and an overall ROI of approximately 1:30.64. Aggregate Pearson correlation analysis demonstrates that total monthly sales were strongly and significantly associated with short-video sales, livestream sales, orders and products sold. These results provide stronger empirical support for the article's central argument than the earlier descriptive version.

Nevertheless, the analysis also introduces a more balanced interpretation. The available dataset supports aggregate programme-level correlation, but it does not support seller-level causal claims because individual livestream frequency, individual video views, engagement rate and seller-level ROI were not available. Future programme monitoring should therefore collect standardised seller-level analytics, including live sessions, live duration, viewers, short-video views, product click-through, conversion rate, orders, repeat purchase and seller-level ROI. This would allow future research to conduct more precise hypothesis testing and regression analysis.

The study recommends that FAMA establish a Post-Masterclass Digital Business Clinic, a monthly seller analytics dashboard and a tiered mentorship system for high-potential, moderate-performing and inactive participants. The agency should also develop a standard monitoring template so that future evaluations can move from descriptive output reporting to stronger outcome and impact evaluation. Overall, AMTTSE demonstrates that social commerce can be a credible economic instrument for agropreneurship when training, platform access, content capability and monitoring are integrated within one coherent development model.

Data Availability

The data supporting the findings of this study are available from the corresponding author upon reasonable request.

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Ethics Approval

Not applicable

Conflict of Interest

The author declares no conflict of interest.

Author Contributions

Abd Razzif bin Abd Razak: Conceptualization, Resources, Data Curation, Writing – Original Draft, Visualization, Supervision and Project Administration.
Siti Faizah binti Zainal: Conceptualization, Validation, Data Curation, Visualization and Project Administration.
Siti Nurulaini Azmi: Methodology, Validation, Resources, Writing – Original Draft and Supervision.
Nur Hafizah Roslan: Methodology, Software, Formal Analysis, Investigation and Writing – Review & Editing.
Nur Syairah Ani: Software, Formal Analysis, Investigation and Writing – Review & Editing.

Disclosure of AI Use

AI tools were not used in the preparation of this manuscript.

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