






# Impact Donor to Fund in Crowdfunding Donation for Social Welfare and Development: A Systematic Literature Review

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**Abstract.** In reaction to the coronavirus pandemic, several fundraising campaigns have emerged to reduce the financial strains imposed on social exclusionary behaviours. Crowdfunding is another method of raising money that is not reliant on banks. Donation-based crowdfunding is growing in acceptance as a viable method for company owners to raise funds on online platforms for a variety of uses. This paper examines the development of crowdfunding donation through the SLR within the three stages: (1) the planning stage; (2) the classification stage; and (3) the result and discussion stage. This paper conducted an SLR analysis of 802 scholarly publications of crowdfunding donation that were registered in Scopus, Web of Science, Springer, and IEEE Xplore academic databases from 2018 to 2022. Microsoft Excel was used for analysis resulting in 30 papers eligible for analysis. Then, using theme analysis, the components were categorised thematically. Three broad categories were used to group the discovered variables. The subjects include user-generated content, social influence, team dynamics, and donor motivation. By methodically identifying factors that affect donors' behaviour toward crowdfunding contributions, this research contributes to the theory. The study also has an empirical benefit, particularly for those who are looking for funding since it helps them understand the factors that could affect donors' behaviour and increase the likelihood that their campaign will be successful.

**Keywords:** Crowdfunding · Donation · Social Welfare · Systematic Literature Review

## 1 Introduction

Numerous fundraising initiatives have surfaced in response to the coronavirus outbreak to ease the financial pressures brought on by social exclusionary practices. Another way to raise money that is not dependent on banks is through crowdfunding. In exchange for goods or equity holdings, a large number of investors may provide funds for new initiatives or ongoing projects through the use of online crowdfunding platforms [1, 2].

Crowdfunding is one of the alternative financing strategies that gives emerging businesses additional avenues to obtain funds in a less controlled manner than through traditional fundraising tools [3]. A financing strategy called crowdfunding allows businesses to raise money from a large number of people through an open call [4]. Crowdfunding is a resource that business owners use when they need money to complete a project. Crowdfunding is one of the means to reach hundreds of potential sponsors and generate money for a company, project, or charity using social media or other online channels. Crowdfunding has become a different method of generating capital for businesses since it makes it possible to solicit modest amounts of money from a huge number of individuals while utilising the internet's potential [5]. Typically, project creators would outline their financial objectives and establish timelines for their crowdfunding campaigns. They will not be able to raise any money for their project if the predetermined financial goal is not reached. Donation-based crowdfunding is becoming more popular throughout the world as a practical way for business owners to generate money for various purposes via digital platforms [6]. Donation crowdfunding, the second largest type of crowdfunding, has recently kept increasing. This is so that non-profit organisations may use donation crowdfunding to raise funds to carry out their mandate to improve society. Donation crowdfunding is an idea that combines outside finance with charity giving. It may benefit a wide range of initiatives, including starting new businesses, resolving societal problems, managing medical emergencies, and developing new goods [7].

In response to a country's rapid development, crowdfunding has become one of the cornerstones for raising funds. This is also directly tied to social development and welfare. Development is any effort made to make present and future work better by exchanging knowledge, changing attitudes, or developing abilities. In other words, the development encompasses all actions taken to alter knowledge, skills, and attitudes in a person. Development in general may be understood as a process of constant improvement based on predetermined criteria [8]. The increasing number of studies in the field of crowdfunding especially related to crowdfunding donations motivated the researcher to explore crowdfunding as a research subject. As a result, the goal of this study is to comprehend the impact of donors' contributions to crowdfunding donations for social welfare and development. In this study, a Systematic Literature Review (SLR) approach [9] is utilised to examine how scholars conducted their studies to better anticipate future research paths. As a result, the following research issue is addressed in this study:

RQ: What motivates the donors to adopt donation crowdfunding in making their donations?

Hence, this study discusses the crowdfunding donation literature as well as relevant studies related to identifying factors influencing the use of crowdfunding platforms. To answer the points raised above, this study begins with a knowledge of crowdfunding donations in the literature review section. SLR's research technique is detailed in the methodology section, followed by the results and discussion. A conclusion for the complete study is offered at the end of this article.

## 2 Literature Review

Crowdfunding is a way to collect money from many people online [10]. Certain characteristics of crowdfunding may be useful; for instance, the concept is borderless (not constrained by region) and provides more access to information [10]. Therefore, crowdfunding can increase the quantity of money raised as well as the pool of possible funders. By resolving concerns like agency problems, the costs of failed investments, and project-payoff probability updates, more information accessibility can lead to decreased costs of capital [11]. Due to its advantages, crowdfunding may one day replace traditional means of financing [10].

One of the four main types of crowdfunding, classified by the incentives provided to funders in exchange for their contributions, is donation crowdfunding [12]. Reference [13] stated that unlike the other three other types of crowdfunding, namely reward-based, equity-based, and lending-based, supporters of donation-based crowdfunding are not guaranteed anything in exchange for their financial assistance.

Donation crowdfunding is a sort of crowdfunding where donations are made for a social cause, but the contributors receive no financial compensation. Unlike other forms of crowdfunding, contributors who crowdfund a project typically gain intangible benefits (such as happiness, a sense of success, etc.) from doing so [14]. The factors that affect a donor's incentive to give to a crowdfunding campaign have been broken down in various crowdfunding literature. However, it appears that the donations made through crowdfunding are not being used to their full potential because it is still unclear how these donations affect their funders. On crowdfunding platforms, several entities, including individuals and non-profit organisations (NPOs), are actively looking for funds at any given time for a range of initiatives. The existence of several organisations across multiple campaigns complicates understanding donor behaviour and the variables that inspire them [15].

According to [16] hierarchy of human needs, human well-being is limited by the fulfilment of a certain set of escalating requirements. Each level requires human effort to attain. The fundamental requirements that must be met are those of survival, such as food, shelter, and water. It is not feasible to explore greater wants unless basic needs are met. However, once these requirements are met, attention shifts to the second layer of demands: feeling safe. The invention of a social welfare function that addresses topics such as efficient welfare, poverty or inequality measurements, justice, liberty, and equality theory is a significant addition to aggregate welfare theory [17].

[18] had carried out trust as a core element of the contribution made through charitable crowdfunding by using the documents published in Scopus and Web of Science (WoS). The author selects a journal paper that is exclusively in the form of quantitative research, whereas book chapters, seminar articles, and proceedings, as well as literature review articles, are excluded. Only English-language articles, as well as those relating to economics, social science, business and management, and psychology, were chosen by the author. The findings revealed the factors that contributed to the public contributing through charitable crowdfunding for the goal of welfare are: philanthropy and motivation, campaign, website, crowdfunder legitimacy, and convenience of transaction.

Thus, this study used the SLR technique to examine the impacts of donors to fund a crowdfunding donation. This effect is common due to its expanding relevance as alternative finance for crowdfunding contribution platforms, which may provide a glimmer of hope for social welfare and development.

### 3 Methodology

A methodical, transparent, and repeatable process of synthesising research is known as a systematic literature review (SLR) [9]. It is possible for the following study to duplicate the SLR to enhance or modify it by keeping track of the reviewer's procedures and conclusions [19]. SLRs combine a qualitative theme analysis with a quantitative descriptive analysis [9]. In contrast to other nonsystematic review styles (such as narrative reviews), an SLR consists of a clear, predetermined, transparent, organised, and repeatable step-by-step procedure to guarantee that the largest number of pertinent articles are methodologically evaluated. The SLR process consists of three main steps: (1) planning and outlining the research topic; (2) doing the review (which includes using search strings and data sets; choosing articles; conducting quality analysis; and retrieving data); and (3) reporting the results. As a result, the study was conducted using [20] proposed SLR principles. The next sections explain further the SLR phases. The SLR stages are demonstrated in the following Table 1 and Fig. 1 shows the overview of the SLR method.

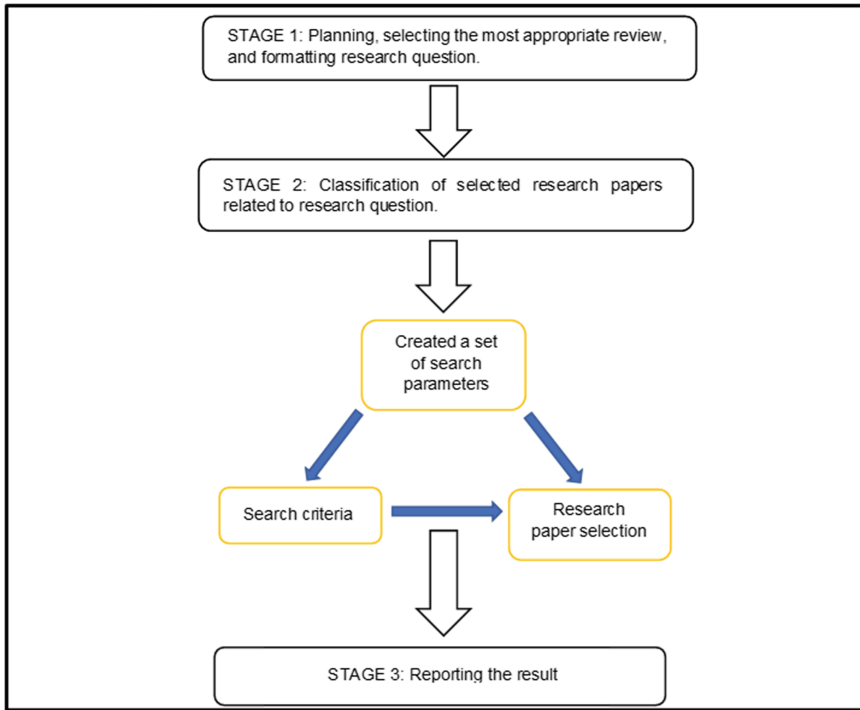
#### 3.1 Stage 1: Planning Stage

The first stage is to plan, which includes picking the best review and developing research questions. An SLR cannot be completed without proper planning. The research question for the study is stated in Table 1. The researcher's choice of databases to search for relevant material in conducting SLR is a tricky problem. According to [21] understanding where to acquire and how to seek essential journal papers related to research topics is vital at the beginning of the review. Thus, this study used four diverse search engines instead of just one inside multidisciplinary internet-based archives to make the research more extensive and the review as thorough as possible [22, 23].

As shown in Table 1, a keyword string including search criteria was used to look for literature in the databases Scopus, Web of Science, Springer, and IEEE. The established set of search criteria covers the years 2018 through 2022. These academic databases' titles, abstracts, and keywords were searched using the created search strings. Early searches in Scopus, Web of Science, Springer, and IEEE found 379 research document publications, 301 in Web of Science, and 14 in IEEE (which only looked at donation crowdfunding). As a result, 802 studies in total were gathered.

#### 3.2 Stage 2: Classification Stage

Following the acquisition of possible primary studies, it is essential to assess their real significance. The authors first verified the results for duplication, then applied the inclusion and exclusion criteria, and finally the quality evaluation criteria. The first and second screening processes are used to eliminate duplicate literature. The first and second screenings yielded findings of 802 and 224 papers, respectively, excluding them



**Fig. 1.** The Systematic Literature Review Stages

from non-English and year eligibility. The next screening focuses on studying and comprehending the abstracts of the literature to determine which articles are suitable and which do not meet the inclusion criteria. Based on a thorough evaluation of the title and abstract, 60 publications fit the requirements related to the topic discussion. The screening assessment of each literature for complete inclusion and exclusion criteria explores the literature in further depth. The process of inclusion and exclusion criteria resulted in 30 publications being available for this investigation as shown in Fig. 2.

### 3.3 Inclusion and Exclusion Criteria

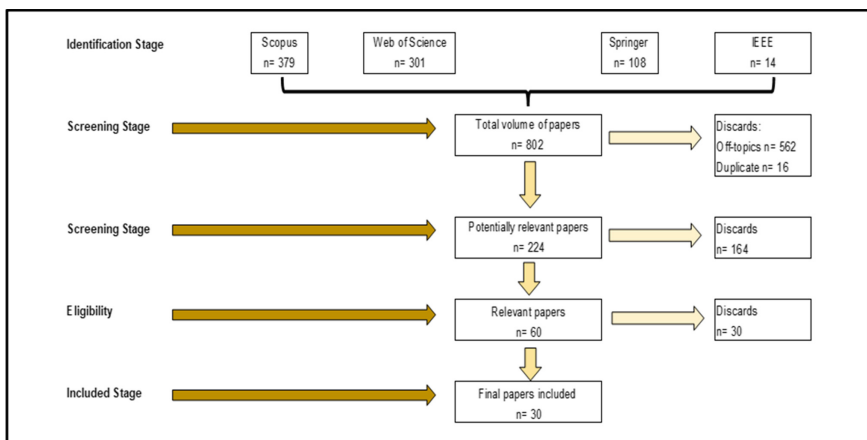
Inclusion and exclusion criteria are used to determine if the data gathered is suitable to be used in the research. After the collection of possible primary studies, it is vital to examine their real significance. The authors first verified the findings for duplication, then applied the inclusion and exclusion criteria, and finally the quality evaluation criteria. The factors listed in Table 2 were used to decide which research should be included and excluded.

### 3.4 Stage 3: Reporting the Result

The article data covers the impact of donors to fund in crowdfunding donation for social welfare and development. Reading and analysing the selected papers resulted in an analysis that can answer the research question. This detailed procedure will be discussed in

**Table 1.** Overview of the Systematic Literature Method.

Item	Description
Research question	RQ: What motivates the donors to adopt donation crowdfunding in making their donations
Created set of search parameters	Database used: Scopus, Web of Science, Springer, IEEE Time range: 2018–2022
Search Criteria	Topic choice: donation crowdfunding The initial search in Scopus, was followed by Web of Science, Springer, and IEEE Search words: Crowdfunding Donation Search loop: “Donation crowdfunding”, “Donation based crowdfunding” “peer-to-peer online donation” “charity crowdfunding” “Donor crowdfunding” “Charitable Crowdfunding” “donation-based crowdfunding”
Journal paper selection	Criteria for inclusion Language: English Subject Area: Business, management, and accounting, social science, Economics, econometrics, and finance Document type: Article,
Conducting and reporting the review	Searching for relevant papers, including or excluding them based on the title and abstract, including or excluding them based on the entire paper introduction and conclusion, final selection of important connected research, and reporting the review

**Fig. 2.** The Flow of Literature Search Process

**Table 2.** The Inclusion and Exclusion Criteria.

Inclusion Criteria	Exclusion Criteria
Paper publications from 2018 to 2022	Paper publications before 2018 with the same authors and dataset
English papers only	Any non-English papers
Relevant to the research question	Irrelevant to the research question

the results section and the following discussion. The study provides the year of publication, the nation, and the titles of the journals. A methodical review was employed to properly analyse each selected manuscript. This strategy facilitates researchers' identification of space to answer the study's established research question. The result of the study is given in the next section.

## 4 Result and Discussion

The SLR is used to address the research question "What motivates donors to use crowdfunding in making their donations?" The results show that after filtration, the amount of research articles connected to donation crowdfunding is limited to only 30 publications exploring variables impacting donors to fund in donation crowdfunding. Table 3 contains information on works related to crowdfunding under the crowdfunding donation classification, including the article title, publication year, and reference.

### 4.1 Overview of the Systematic Literature Review

According to the distribution of the 30 articles chosen for analysis, crowdfunding for charitable reasons is a fairly new area of study, with the bulk of the literature published from the year 2018 to 2022 (See Fig. 3). Empirical publications employing the qualitative technique correspond to the most common research approach and methodology (see Fig. 4). The theory of interpersonal conduct, which has nine articles and is the most often used theory by researchers, is depicted in Fig. 5. For the source title, the International Review on Public and Nonprofit Marketing has the most articles, 3, as shown in Fig. 6.

### 4.2 Publication Year

Figure 2 depicts the evolution of the number of articles published on impact donors to fund donation crowdfunding from 2018 to 2022. The articles have gradually increased over the last five years, with an upward trend during the prior years. The number of articles increased dramatically between 2018 and 2022. This tendency implies that the influence of donors to funds in the crowdfunding contribution is becoming a more prominent research issue among academics.

**Table 3.** Included Papers of Crowdfunding Donation.

No	Paper Title	Year	Source title	Cited by
1	Empathy or perceived credibility? An empirical study on individual donation behavior in charitable crowdfunding	2018	Internet Research	74
2	Exploring individuals' behavioral intentions toward donation crowdfunding: Evidence from China	2019	Industrial Management and Data Systems	20
3	Crowdfunding motivations: A focus on donors' perspectives	2019	Technological Forecasting and Social Change	71
4	Current students as university donors? Determinants in college students' intentions to donate and share information about university crowdfunding efforts	2019	International Review on Public and Nonprofit Marketing	12
5	Determinants of success of donation based crowdfunding through digital platforms: The influence of offline factors	2019	Ciriec-Espana Revista De Economia Publica Social Y Cooperativa	8
6	Majority size and conformity behavior in charitable giving: Field evidence from a donation based crowdfunding platform in Japan	2019	Journal of Economic Psychology	23
7	Engaging donors on crowdfunding platform in Disaster Relief Operations (DRO) using gamification: A Civic Voluntary Model (CVM) approach	2020	International Journal of Information Management	37
8	The completion effect in charitable crowdfunding	2020	Journal of Economic Behavior and Organization	9
9	Voice of Charity: Prospecting the Donation Recurrence & Donor Retention in Crowdfunding	2020	IEEE Transactions on Knowledge and Data Engineering	62
10	Religiosity and intention to participate in donation based crowdfunding	2021	Journal of Management, Spirituality and Religion	1
11	Effect of appeal content on fundraising success and donor behavior	2021	Journal of Business Research	6

*(continued)*



**Table 3.** (continued)

No	Paper Title	Year	Source title	Cited by
12	How a doer persuade a donor? Investigating the moderating effects of behavioral biases in donor acceptance of donation crowdfunding	2021	Journal of Research in Interactive Marketing	6
13	Exploring donor's intention in charitable crowdfunding: Intrinsic and extrinsic motivations	2021	Industrial Management and Data Systems	6
14	Meaning and gender differences	2021	Journal of Behavioral and Experimental Economics	1
15	When the winner takes it all: Online campaign factors influencing the success of donation based crowdfunding for charitable causes	2021	International Review on Public and Nonprofit Marketing	2
16	CrowdFunding Application For Waqf Donation	2021	4th International Conference of Computer and Informatics Engineering (IC2IE)	18
17	Predictive Analytics of Donors in crowdfunding platforms: A case study on Donorschoose.org	2021	IEEE 11th Annual Computing and Communication Workshop and Conference (CCWC)	12
18	Why we hide good deeds? The selfless and anonymous donation behavior in crowdfunding	2022	Technology in Society	0
19	Empathy or perceived credibility? An empirical study of Muslim donating behaviour through online charitable crowdfunding in Indonesia	2022	International Journal of Islamic and Middle Eastern Finance and Management	2
20	What convinces donors? An analysis of donation based crowdfunding projects from nonprofit charities: The case of South Korea	2022	Nonprofit Management and Leadership	3
21	Self-determination theory and individuals' intention to participate in donation crowdfunding	2022	International Journal of Islamic and Middle Eastern Finance and Management	3

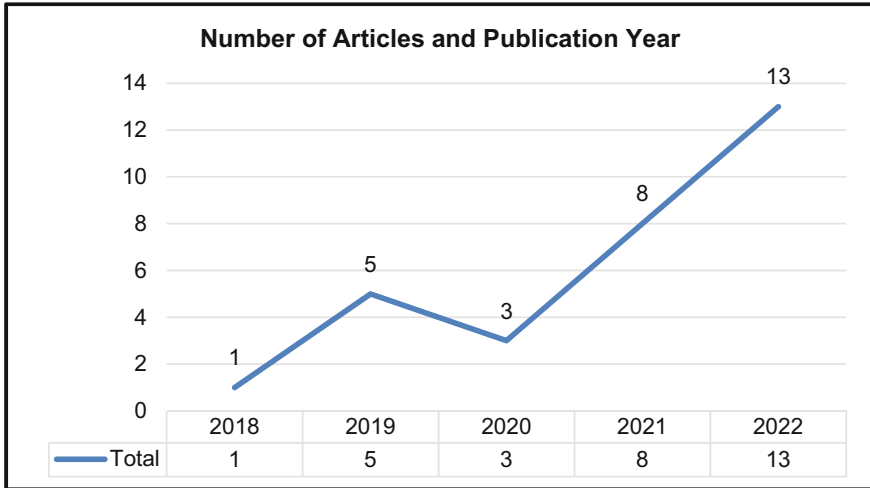
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**Table 3.** (continued)

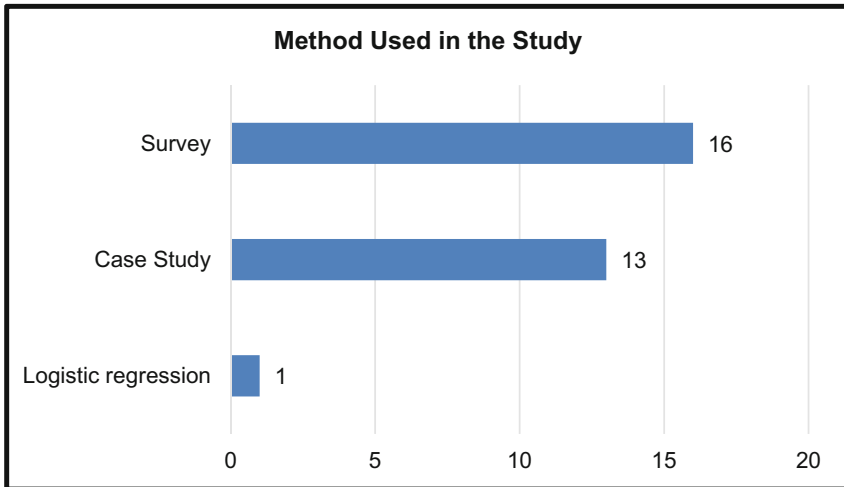
No	Paper Title	Year	Source title	Cited by
22	Influence mechanism of charitable crowdfunding context on individual donation intention: BASED on the SOR framework	2022	Journal of Decision Systems	0
23	Researching the crowd: Implications on philanthropic crowdfunding and donor characteristics during a pandemic	2022	Journal of Philanthropy and Marketing	1
24	Factors governing domination and motivation behind donation based crowdfunding in India	2022	International Journal of Indian Culture and Business Management	0
25	Factors Influencing Donation Intention to Personal Medical Crowdfunding Projects Appearing on MSNS	2022	Journal Of Organizational and End User Computing	4
26	The effect of message features on donations in donation based crowdfunding	2022	Journal Of Consumer Behavior	0
27	The determinants of supporting crowdfunding sites: Understanding internal and external factors from public relations' perspectives	2022	International Review on Public and Nonprofit Marketing	0
28	Matching Returning Donors to Projects on Philanthropic Crowdfunding Platforms	2022	Management Science	6
29	Understanding social influence in Facebook fundraising: Relationship strength, immediacy of needs, and number of donations	2022	Journal Of Philanthropy and Marketing	0
30	Voluntary 'donations' versus reward-oriented 'contributions': two experiments on framing in funding mechanisms	2022	Experimental Economics	0

### 4.3 Method Used in the Study

Only databases that published crowdfunding donations and donors' behaviour articles were chosen to be reviewed. A variety of methods had been used to categorise the data as stated in Fig. 4. As can be observed, 16 of the publications used surveys, 13 used case studies, and only 1 used logistic regression. Overall, the writers of the chosen



**Fig. 3.** Number of Articles and Publication Year

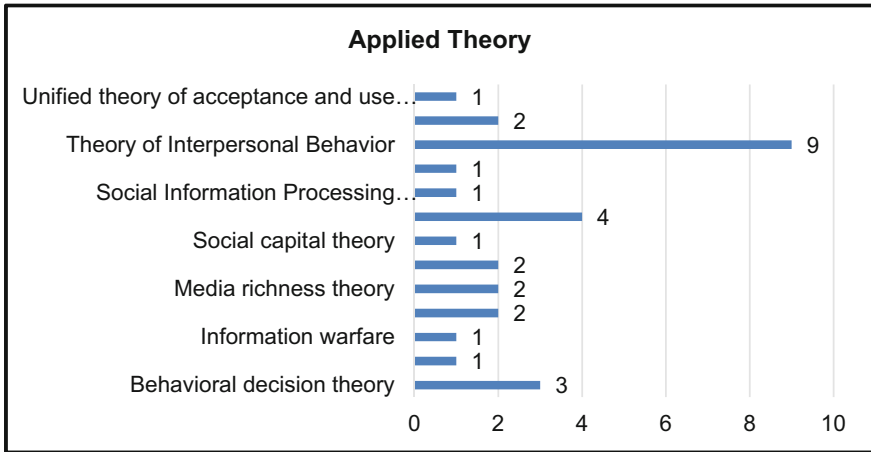


**Fig. 4.** Method used in the Article.

publications preferred qualitative methods to quantitative methods in obtaining their results.

#### 4.4 Applied Theory

The theory used for the article under review is depicted in Fig. 5. With 9 publications, the theory of interpersonal conduct is the one that researchers most frequently apply. The social cognitive theory comes in second place with 4 articles, while behavioural choice theory comes in third with 3. A unified theory of technology acceptance and use, social



**Fig. 5.** Applied Theory

media engagement theory, social information processing theory, social capital theory, information warfare theory, and existence growth theory with each article follows the theories of planned behaviour, self-determination theory, media richness theory, and Keller's motivational model.

#### 4.5 Source Title

The source title is shown in Fig. 6. The source title with the most articles published in the International Review on Public and Nonprofit Marketing, which has 3, followed by Industrial Management and Data Systems, International Journal of Islamic and Middle Eastern Finance and Management, and Journal of Philanthropy and Marketing, each of which has 2 articles. The remaining source titles each have 1 article published.

#### 4.6 Factors Impacting Donors

Table 3 shows the factors that could impact donors to fund the donation crowdfunding while Fig. 7 depicts these factors and their relationships in general. There are 3 factors which are donors' motivation, social influence, and user-generated content (Table 4).

##### Donors Motivation

Donor motivation is a critical aspect of the success of crowdfunding donations. People contribute mostly because they have altruistic preferences for their alma mater. This might be driven by a societal sense of obligation to provide common goods and services. A strong sense of obligation is also influenced by intense dedication and empathy. According to [24] and [31], two important characteristics that influence people's intentions to donate to charitable crowdfunding are their empathy and the perceived validity of a project. According to [25], donor funding decisions were driven by a combination of intrinsic and extrinsic motivations. This finding is corroborated by [28, 29, 35] and

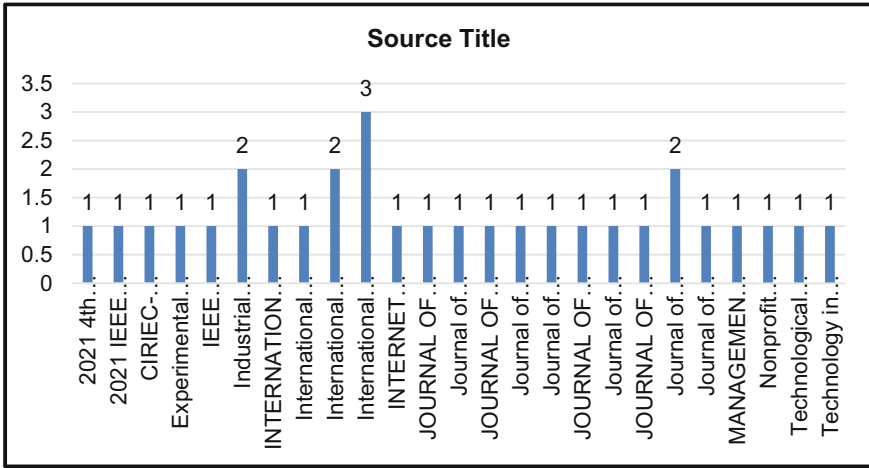
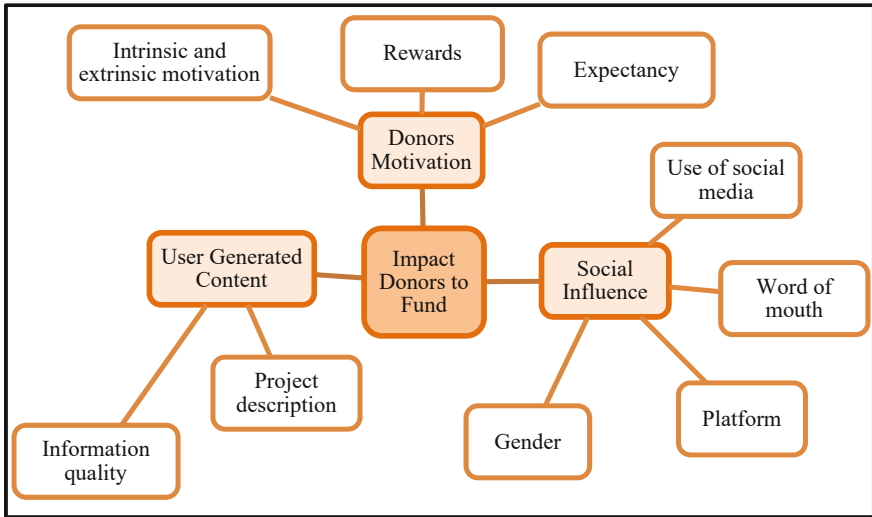


Fig. 6. The Source Title

Table 4. Factors impacting donors to fund in donation crowdfunding.

Factors Category	Sub-Factors that Motivate Donors	Studies
Donors Motivation	Intrinsic and Extrinsic Motivation	[24–36]
	Rewards	[37]
	Expectancy	[38]
Social Influence	Use of social media	[39–41]
	Word of Mouth	[42]
	Platform	[43–45]
	Gender	[46]
User-generated content	Information quality	[15, 47–50]
	Project description	[51, 52]

[36] found that donors are more likely to participate in a project that has more people joining, [7] found that self-identity and social identity collectively or separately mediate the effect of self-worth, face concern, moral obligation, perceived donor effectiveness, social interaction, and referent network size on donation intentions. Additionally, egoistic impulses may drive donors [33, 34]. According to [32], individuals’ intentions to give to crowdfunding in Oman are favourably impacted by subjective standards and perceived behavioral control. Individuals’ internal feelings of wanting a specific project to be achieved or if they favour certain initiatives might be tied to the donors’ intentions



**Fig. 7.** The Factors Impact Donors to Fund

[37, 38]. Thus, knowing these motivators and reflecting on them while creating project descriptions is critical.

### Social Influence

The most prevalent element motivating contributors to finance crowdfunding donations is social influence [39–45]. According to [46], the crowdfunding method generates a unique reciprocal relationship in which motivation can be investigated and contrasted, with women attributing more when the gift incentive is absent than males. Furthermore, [43–45] assert that the quantity of projects uploaded on the platform attracts a large number of users and encourages them to join in the project. Furthermore, the usage of social media [41] such as Facebook [39] is an essential component that motivates donors to finance the project since social media plays a significant role in contributing through crowdfunding [40]. Word-of-mouth intention [42] also plays a role in motivating donors to participate in a crowdfunding contribution effort. As a consequence, this demonstrates that what other people say and do have an influence on the donors' willingness to finance a crowdfunding donation initiative.

### User-Generated Content

There are two sub-factors in user-generated which are (i) information quality and (ii) project description. The high explanatory ability for offline fundraising campaigns impacts contribution crowdfunding success [15, 47], whereas donor information quality and voluntary behaviour lead to larger involvement in crowdfunding channels [48]. Providing information has also had a favourable influence on following contributors' donations [49, 50]. The emotional impression of a campaign title [51, 52] is highly connected to the amount of a crowdfunding project's success.

## 5 Conclusion

The welfare-focused crowdfunding mechanism is an online platform that provides space and opportunity for people to contribute and generate cash for a cause by operating various charity initiatives. As a result, it is critical to understand the elements that influence public trust in contributing cash through this channel. The study's findings revealed three elements influencing donors to fund in crowdsourcing donations, with the aspect of trust being the most essential, including donor motivation, social influence, and user-contributed content. This study is useful to crowdfunders, whether individuals or organisations suffering a funding shortage, as guidance in improving their campaigns so that campaigns that are implemented attract more trusting people to give cash. In addition, this study is expected to be a model for future research and to add a new dimension to relevant public financing for welfare reasons.

This study looked at 30 studies conducted from 2018 to 2022. Based on themes taken from the SLR, this study has successfully identified characteristics encouraging donors to provide crowdfunding contributions. This method of categorising aspects offers a fantastic opportunity to thoroughly examine the factors that influence contributors to provide crowdfunding donations. Moreover, the study contributes to platform learning about donor adoption by supporting platform owners in understanding how to build effective campaigns. As a consequence, this study contributes both theoretically and empirically to donation crowdfunding. Furthermore, this study also contributes to entrepreneurial literature by illustrating how to use crowdfunding to collect cash for a campaign.

This study fills a theoretical gap in the literature by providing a coherent description of donors' behavior intentions in crowdfunding donating. The criteria given are novel in their approach to addressing the study question and provide a foundation for future research opportunities. Using the findings of this study, future work will develop a model that can be used to assess donors' acceptability of crowdfunding contribution platforms. The model may include designing measurements for each element and determining the relationship between aspects based on unique research conditions. More individuals will view crowdfunding donations as an alternative source of funding if campaigns are successful. The benefits will attract more contributors and fund-seekers to a platform, allowing the platform owner to develop the platform firm. A trustworthy platform will also attract backers such as venture capitalists or angel investors. More importantly, our research assists platform owners in better understanding the needs of their clients (fund-seekers and donors), resulting in alternative funding.

The primary limitation of this study is the usage of themes derived from SLR data. This study was able to identify the themes based on a thorough analysis of existing research. These themes, however, must be combined with existing ideas to build a conceptual model. Behavioral theories such as the two-factor theory and the status quo bias theory might be broadened to account for not only the motives of the contributors but also the other patterns observed in this study. Future research will concentrate on developing and validating the conceptual model, as well as exploring the significance of the discovered parts in other contexts, such as various types of crowdfunding platforms, and, if possible, incorporating the waqf Islamic element.

**Acknowledgement.** The authors would like to express their heartfelt gratitude and special thanks to the Research Management Centre, Universiti Teknologi MARA (UiTM) Perlis Branch, colleagues, and everyone who assisted in finishing this study, providing stimulating suggestions and encouragement, and coordinating this research, particularly in writing this paper. This research is made possible by the GERAN INSENTIF PENYELIAAN 2022/1 grant from Universiti Teknologi MARA (UiTM) Perlis Branch (Ref No. PY/2022/00145).

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