

**A Quantitative Study on Factors That Influence the Choice of Being an Entrepreneur  
in Malaysia**

Research dissertation presented in partial fulfilment of the requirements  
for the degree of  
**MSc in International Business Management**

Griffith College Dublin

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**26 August 2020**

## Candidate Declaration

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I certify that the dissertation entitled:

*A Quantitative Study on Factors That Influence the Choice of Being an Entrepreneur in Malaysia*

submitted for the degree of: **MSc in International Business Management** is the result of the my own work and that where reference is made to the work of others, due acknowledgment is given.

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## **Abstract**

The objectives of this dissertation was to gain exposure to the entrepreneurial intentions in Malaysia and to identify the common personality traits of individuals, referring Big Five personality traits, with entrepreneurial intentions as well as the contextual factors that impacted their choices of becoming an entrepreneur. In order to achieve the research objectives, a conceptual framework and hypotheses were developed and being tested for data analysis using quantitative method. Multiple regression analysis was conducted with extraversion, conscientiousness, openness to experience, family background, and government policy as independent variables, which revealed the relationship between the dependent variable, entrepreneurial intentions. Over 200 questionnaires were circulated to Malaysians aged between 20 years old and 30 years old. It was grateful that 152 responses were useable, completed and satisfied with the requirement for analysed. The findings showed that most of the Malaysians do have entrepreneurial intentions. The personalities of extraversion and openness to experience were significantly and positively related to the entrepreneurial intentions, while conscientiousness was not contributed uniquely itself but still positively related. Family with entrepreneurial background has an impact and would influenced the individuals career decisions as entrepreneurs, and it was much favourable if family supports was given to them. It was found that Malaysians would be more preferred and considered to be entrepreneurs if there was a loose government policy such as ease to get loans, uncomplicated business procedures and even protection for new ventures. Further detailed and specialised research study is still needed in order to strengthen and achieve actualisation of the study.

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# **1 Introduction**

## **1.1 Overview**

Individuals have the choices to decide on their future career whether under paid employment in firms or to start up own business as an entrepreneur. Why individuals choose career paths in paid employment, while some choose to be an entrepreneur? A lot of researches regarding entrepreneurs have been done which most of them are concentrate on the traits and behaviours of individual entrepreneurs. However, choosing a career is a complicated process that involves both conscious and unconscious choices. The component of unconscious selection is relating to the understanding of career choices, the prediction of success and self-satisfaction (Malach-Pines, 2003).

The establishment of the Malaysia Ministry of Entrepreneur Development (MED) in 1996 and had been renamed as Entrepreneur Development and Cooperative Ministry in the year 2020, has put in efforts to empower small medium enterprises (SMEs) and has the target to increase the contribution of SMEs to 41 per cent of gross domestic product by 2020, said Datuk Seri Mohd Redzuan Yusof, the MED minister to the reporter (theSundaily, 2019). It is therefore a sign indicating that there is significant entrepreneur activities carrying out in Malaysia

## **1.1 Research Purpose**

There are many entrepreneurial activities carrying out in Malaysia especially the SMEs which are actively contributing to the country's gross domestic product every years. What are the contextual factors and what is the reasons that leads to such increasing trend of entrepreneurial intentions and the entrepreneurial activities afterwards? The personal goals and aims such as earning money, hoping for a better life, and others individual ambitions are excluded in this study due it is very subjective and personal goals are varies between every individuals. The purpose of this study is to explore the factors which influencing individuals who make their career decisions to become entrepreneurs including the common personalities between them.

## 1.2 Research Objective

This research study is conducted to achieve the following objectives:

- To explore Malaysian' entrepreneurial intentions.
- To identify the common personality traits of Malaysian with entrepreneurial intentions.
- To assess on the contextual factors that affect Malaysian entrepreneurial intentions.

Entrepreneurs are individuals who generate ideas and thoughts and carry out their activities in social and professional environments (Bhansing *et al.*, 2018). There are many literatures studying on entrepreneurship. Traditionally, many studies are to investigate and examine the traits of entrepreneurs and their behaviours to be a successful entrepreneur. Besides that, motivation and determination to overcome the challenges in order to be successful is also one of the important criteria as an entrepreneur. Motivation, which usually implies forward movement of a person's attempt to obtain some valued outcome that is linked to his physiological or psychological needs of lower and higher order, it is an internal hypothetical construct (Mathews, 2008). This is important for the policy makers and scholars to reflect on why some people choose an entrepreneurial path and others do not (Denanyoh *et al.*, 2015).

Besides, the situational factors such as individuals' education background, family background, and current business environmental situation, will also have an impact on the entrepreneurial intention. It is equally important to map out the future context of entrepreneurship. The findings of Turker have shown that educational and institutional support factors have an impact on the entrepreneurial intention of students (Turker and Sonmez Selcuk, 2009). Entrepreneurship theories are normally explain in different ways by relating to the behavioural and non-behavioural issues. There are evidences showed that the attitudes and perceived behavioural control effectively predicts entrepreneurial intent whereas social norms have no impact (Thomas *et al.*, 2014). There is also study found that social and cultural challenges are the major obstacle to entrepreneurship, and entrepreneurs need a higher level of risk tolerance to address the challenges (Kar and Ahmed, 2019).

There are many Malaysians have the passion and intention to become an entrepreneur and unwilling to work for others. However, most of them stepped back because of worrying of the barriers and failures afterwards. SME and Entrepreneurship Magazine reported a survey conducted by Herbalife Nutrition, a premier global nutrition company, of its findings of Asia Pacific Entrepreneurship Survey 2019. 9,000 respondents in nine Asia Pacific market were involved in the survey and it revealed that among 1,000 Malaysian, 86% of them aspire to own a business and 69% of the Malaysian believe that working on their own business would be more fulfilling as compared to working for someone else.

The entrepreneurship development is growing gradually according to the study. "Many Malaysians aspire to start their own business and be their own boss but often feel overwhelmed by the process," said Steven Chin, General Manager and Director, Herbalife Nutrition Malaysia. Initial cost of starting business is the biggest barriers for entrepreneurship in Asia Pacific, followed by worrying of the business not being successful or profitable, and lack of knowledge and support. There are five factors about barriers including lack of support structure and fiscal or administrative costs, lack of knowledge and experience, economic climate and lack of entrepreneurial competencies, lack of self-confidence and risk aversion, and these do not vary significantly in the degree of significance. However, the most significant barriers is still relates to economic conditions and knowledge (Şeşen and Pruet, 2014).

## **2 Literature Review**

### **2.1 Entrepreneurship**

Enterprise, entrepreneurship and entrepreneurs are terms that are hard to be explain due to different interpretations from people and definitions are not necessarily reflect their actual nature (Atherton, 2004). Entrepreneurship is an elusive concept just like other unit ideas such as leadership. Entrepreneurship has been described as an 'intellectual onion': when you start to peel it apart, you are left with nothing and come away in tears (Anderson and Starnawska, 2008). In another words, entrepreneurship is a very broad concept or subjective due to its unclear boundaries natures and its different disciplinary approaches.

Therefore, different individuals might have different definitions or perceptions on entrepreneurship, which is one of the objective in this research to explore the perception and intentions of Malaysian towards entrepreneurship.

Career decisions are made fundamentally based on the understanding of oneself to the wider environment. By self-knowing and gain information on the environment is the way individuals made their career decisions and future development. (Callanan and Zimmerman, 2016) mentioned that self-exploration is important for an aspiring entrepreneur in his career management. Self-exploration allows individual to profile whether a person fits the characteristics which linked with success in entrepreneurial venture. The self-exploration should consider the traits including personality, abilities, interest as well as values. Personality traits which will be take into account in this study.

## **2.2 Opportunity-driven and Necessity-driven Entrepreneurs**

There are two types of entrepreneurs on the basis of the individuals' motivation which are opportunity driven entrepreneurs (ODEs) and necessity driven entrepreneurs (NDEs). Opportunity entrepreneurs are people who are taking advantage of a business opportunity (i.e. they make their career decision to be an entrepreneur out of several possible career options), while necessity entrepreneurs are people who have no better options for work (i.e. they have to start up their own company because all other job opportunities are either non-existent or unsatisfactory) (Breat, 2009).

(Nasiri and Hamelin, 2019), stated that pre-entry knowledge and skills have an impact on whether individuals will pursue in opportunity-driven entrepreneurship. Individuals who possessed more knowledge seems to exploit more opportunities than individuals with less knowledge. The reason is that they have acquired or have a better ability to solve problems, identify and exploit business opportunities. On the other hand, individuals who are unhireable and unemployed due to lack of knowledge and skills and resulted being "pushed" to become necessity entrepreneurs.

Drawing upon the behavioural theory of entrepreneurship, Syed Awais Ahmad Tipu has conducted a case study approach in order to gain insights into necessity and opportunity driven entrepreneurs' cognition and actions related to success factors. Regardless of the pull or push motives, ODEs and NDEs both

had similar behavioural trends in terms of arrangement, willingness, and ability cognitions during the start-up process of the ventures (Tipu, 2015). He also further argue that necessity entrepreneurship is largely focused on the conception stage of the entrepreneurial process.

In other words, it can also called the “pull” (opportunity driven) and “push” (necessity driven) theories of entrepreneurial motivation. Entrepreneurs categorised under “pull” theory primarily because they want to be independent, and wish to earn more income as compared to, for instance, being an employee (Bosma *et al.*, 2008). On the other hand, people who grouped under “push” theory is with primarily intention to maintain their income. Dissatisfaction with existing employment and loss of employment are the example of negative situational factors that “push” people to involve in entrepreneurship. The adverse events appear to stimulate entrepreneurial potential and drive individual into business activities (Gilad and Levine, 1986).

There are many entrepreneurship literature argue that recessions and local labour market conditions are the major determinant of business creation. The higher the local unemployment rate during recessions, the higher the probability of individuals starting up businesses in order to survive and maintain their income. Using the regression projections for the local unemployment rate effects, the researchers found that the predicted upwards entrepreneurship rates matches the actual results during the Great Recession (Fairlie, 2013). Although there are many studies on the conceptual distinction between the two factors driving entrepreneurship, there are still challenges to come out with definition that is both objective and empirically feasible (Robert and Frank, 2018).

### **2.3 Behaviour, Personality and Entrepreneurial Intention**

Entrepreneurial activity in other word can be said is an intentionally planned behaviour. Entrepreneurial intention is known to be the best predictor or factor of this behaviour compared with demographic, traits, and other factors (Sabah, 2016). This is because entrepreneurship is considered to be an intentionally planned behaviour the same as when making other strategic decisions (Liñán *et al.*, 2011). The study of Francisco Liñán and his team is to clarify which factors is the most influential element in making individual decision to start a firm,

personality traits or demographic characteristics. From their study, personal attitude and perceived behavioural control appear to be the most relevant factors affecting the entrepreneurial intentions. Intentions are the single best predictor of wide variety of planned behaviour, both conceptually and empirically. Intentions is depends on the attitudes toward the target behaviour which will reflect the beliefs and perceptions of individuals at the same time (Krueger and Carsrud, 1993).

According to Ajzen's Theory of Planned Behaviour, entrepreneurial intention is made up by three components: attitude towards entrepreneurial behaviour, subjective norms and perceived behaviour control in other words, self-efficacy. Intentions are to be indicated as the motivational factors that influence a behaviour. It can be categorised into choice intention, indicating the preference of individual as an entrepreneur, and behavioural intention which reflects the intentions to become self-employed. It showed how determined people are willing to try and effort they willing to put in order to perform the behaviour (Ajzen, 1991). As a result, the stronger the intention, the more likely the person will behave and perform in that way.

Attitudes towards the behaviour is the expectations and beliefs about the impact of outcome resulting from how favourable in appraising the person's behaviour (behavioural beliefs). Subjective norms refer to perceived social pressure to perform the behaviour (Gird and Bagraim, 2008). These pressures derives from what important people think about a specific actions and behaviour in a person's life. The third antecedent of intention is the degree of perceived behavioural control, normally will reflect the past experience as well as expected impediments and obstacles which resulting perceived ease or difficulty of performing the behaviour (Ajzen, 1991).

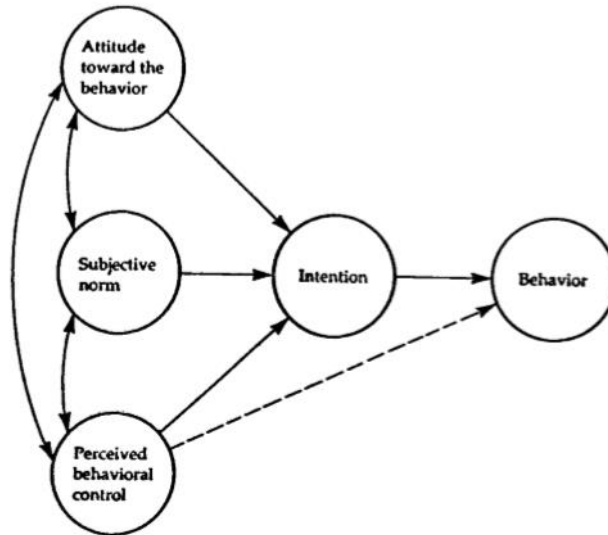


Figure 1: The Theory of Planned Behaviour (Ajzen, 1991)

Reference to this model even though it is widely used in entrepreneurial papers and tested empirically, because the results showed that it is a useful tools to understand the entrepreneurial intention. A study of entrepreneurial intentions of South African, the results indicate that entrepreneurial intention can be predicted from the attitude towards entrepreneurship, perceived behavioural control and subjective norms (Malebana, 2014). Moreover, a test of the ability of Ajzen's Theory of Planned Behaviour to predict entrepreneurial intention in 12 countries was carried out. Questionnaires were distributed to and collected from university business students in 12 countries. The results suggested that even the significant elements are differ by countries, the model does successfully predict entrepreneurial intent in each of the study countries. Moreover, social norms appears to be a major factor or contributor that affects the of entrepreneurial intent in each of the study country (Engle *et al.*, 2010).

## 2.4 The Big Five Personality Traits

One of the common approach to determine entrepreneurial potential is by interpreting and assessing their personality. In many entrepreneurship literatures, personality traits are widely been used to predict or determine the intention to start up business and assess the successfulness of running a business. Individuals who acquired certain personality traits may be more attracted towards entrepreneurship and self-employed as compared to others. Those individuals with certain personality traits may find satisfying and motivated to choose the path in entrepreneurship and therefore will persist much more longer time and

putting more efforts to establish a new company and become an entrepreneur (Ismail *et al.*, 2009). A high level of entrepreneurial intention can be recognised through various combinations of the big five personality traits (Şahin *et al.*, 2019, p.5).

Golberg has developed the Big Five model in 1982. This five factor model defines the individual's characteristics, patterns of thinking, behaviour, and how they react to environmental changes in terms of: Extraversion, Agreeableness, Conscientiousness, Neuroticism, and Openness.

**Extraversion** illustrates the people with the characteristic such as assertive, dominant, ambitious, active, responsive, optimistic and enthusiastic (Costa and McCrae, 1992). High score on extraversion is more likely a sociable and talkative person who like to work with people in groups. They are more likely will become prominent in their behaviour, performance and expression out of others (W M I Udayanganie *et al.*, 2019). On the other hand, people who prefer spending time alone and more independent are classified as low in extraversion. Extraverted individuals would tend to develop a positive views and more likely to get involved in entrepreneurship (Ismail *et al.*, 2009). The reason is that entrepreneurs need to deal with different kind of business partners in their daily routine such as venture capitalist, as well as employees and customers. Therefore, individuals who are low in extraversion might not prefer such career that required to interact with people and be sociable.

**Agreeableness** meaning person who are tolerant, supportive and cooperative rather than suspicious towards others. Building business networking is crucial and essential for a company especially for a new venture. Thus, entrepreneur with an agreeable personality may tend to facilitate in building a strong business network (Ismail *et al.*, 2009). Agreeableness is highly compatible with the motivational goal of benevolence values—concern for the welfare of people with whom one has personal contact. Agreeableness is also consistent with the conformity values whereby the person are not violating norms or upsetting others as well as accepting and complying the tradition values (cultural and religious norms) (Roccas *et al.*, 2002). Individuals who are more gentle, cooperative and flexible tends to score higher in agreeableness. Females seems to have higher agreeableness as compared to males (Bui, 2017).

**Conscientiousness** indicates an individual's degree of organization, determination, diligence and motivation in pursuing and achieving the goals. An entrepreneur with conscientious personality may be more capable in planning and managing the details associated with operating a company and good at interacting with internal and external stakeholders (Ismail *et al.*, 2009). This trait is one of the common traits which most of the existing entrepreneurs possessed whereby they clearly know what they want to achieve and have proper planning beforehand. Individuals score high in conscientiousness are more likely to be productive, behaves ethically, high aspiration level, trustworthy and responsible (Costa and McCrae, 1992). The person appears to be think before acting, has the responsibility to do the right things to be dependable.

**Neuroticism** refer to the degree of an individuals' emotional control and stability. Individuals high on neuroticism appear to be anxious, impatient, depressed, frustrated, and insecure. On the other hand, low on neuroticism refer to individuals who are calm, poised, and emotionally intelligent. Neuroticism is not likely to be and hard to get motivated in order to attain goals and objectives (Roccas *et al.*, 2002). Thus, people with high depression (high neuroticism) are more likely will failed to attain they goals and objectives. Emotionally stable individuals are able to control their emotions under stressful situations, calm, and self-controlled, and this appears to be important for entrepreneurs as well.

**Openness** to experience refer to people who are aesthetically reactive, values intellectual matters, have wide range of interests, and non-conforming (Costa and McCrae, 1992). The personality traits of intellectual, creative, sensitive, and open-minded are the characteristic of people who are openness to experience. The motivational goals of self-direction (have own ideas and actions, welcome and accept to new ideas and experiences) and universalism (understanding, appreciate, and being tolerance to people and ideas), both are also compatible to the element of openness to experience (Roccas *et al.*, 2002).

A finding based on different motivational models in order to predict entrepreneurial intentions was conducted among Malaysian and Indonesian

business undergraduates. The results showed that the participants have the entrepreneurial intentions due to openness to change in order to maximise different type of utility such as independence of thought, readiness to change and choosing for better opportunities (Looi, 2020).

Other than the personality traits, there are still some variables that will enhance our understanding and will have an impact on the entrepreneurial intention such as gender, working experience, and parental role models. (Marco *et al.*, 2010). Zhao (2010), conducted a set of meta-analyses in order to gain understanding on the relationship between personality and entrepreneurial intentions as well as its performance. The personality scales were categorised by using the Five Factor model. Therefore, the research suggest that students and educators should put more focus on conscientiousness, emotional stability, and openness to experience because these are the personality traits that will affect the successfulness of entrepreneurship the most. Individuals may find entrepreneurial career path less satisfying and motivated as what they expected initially if they scored low in these traits.

## **2.5 Contextual Factors and Entrepreneurial Intention**

After reviewing the literatures that relevant to the factors that influencing the entrepreneurial intention, I categorised three of the contextual factors which I seems to be the most important factors that affecting the individuals' entrepreneurial intention which including education, family background, and economic situation.

### **2.5.1 Education**

The first factor is the education of the individuals. Professional education in universities and colleges is the place where people obtaining the knowledge about entrepreneurship and relevant subjects such as finance, marketing, human resources and others. Thus, the academic institutions play an important roles in encouraging the young people and students to choose an entrepreneurial career (Parvaneh Gelard, 2011). University and professional education might affect the entrepreneurial intentions in two different ways. Firstly, education refers to whether there are any entrepreneurship courses is taken or being offered during years of study in university. Second, it also refers to whether there are any supports and encouragement on venture creation

implemented in the general educational environment in the university. The entrepreneurship course might give some support or the formation and realisation of entrepreneurial intentions for individuals in the coming future even though it would not directly create and affect the intention by the course itself (Şeşen and Pruett, 2014). A study from Singaravelu, Lyle, and Tammy found that Asian international students think that the role of their school counsellors are important in their choice of an academic major and career, meaning there is an influence from the formal education system.

By going through formal education, individuals will acquired the skills such as analytical, marketing, financial and accounting knowledge that helps to overcome those entrepreneurial barriers. Hence, higher education will strengthen the entrepreneurial intention and competences of an individual (Nasiri and Hamelin, 2019).

Moreover, individuals' knowledge possession and exposure will have an impact on the career decision. There is a high possibility for the individuals to get involved in business start-up activity once the individual acquired the necessary skills for starting up a new business. This can be further empirically supported by the study from Clercq and Arenius (2006), asserting that individuals are more likely to pursue entrepreneurial activities if they believe themselves to possess the necessary skills to successfully undertake the entrepreneurial activities (Clercq and Arenius, 2006). Thus, individuals will be more confident and more likely to become entrepreneurs if they acquired the necessary skills for setting up a company, irrespective of where the skills come from, as compared to the overall educational background.

### **2.5.2 Family Background**

Next, individuals' family background is also one of the key contextual factors in this study. Manimala did a study of entrepreneurial ventures between British and Indian enterprise, he mentioned that the specific combination of the backgrounds including childhood experiences, education, and family and community background may lead to the development of specific personality traits and motives in the individuals. In other words, it showed that the support and preparation are important factors that will affect the successfulness of Indian entrepreneurs. The supports are provided by the family members and

supplemented by the institutions and previous employers especially for the non-business oriented entrepreneurs. The culture of entrepreneurship is more widely spread in the Western countries, therefore, the need for support is relatively lower (Manimala, 2002).

The support from family and friends mainly indicates the moral and monetary supports (Denanyoh *et al.*, 2015). Individuals who know that there will be such support behind, then it will be a high chance of being encouraged to start up their own business. Therefore, such supports from family and friends are particularly important in affecting or determining a possible future business venture as well as providing the financial assistance for the business (Ismail *et al.*, 2009).

From social learning theory point of view, observation or learning through imitating the behaviours of others through practices and social actions is called vicarious learning (Bloemen-Bekx *et al.*, 2019). By observing their parents, the children will learn and follow the behaviour of their parents. By observing the characteristics and behaviours of the career models, which are the parents, it will give motivation and helps the youngster to create their own identity. As a result, such self-identification or self-concept will then lead to inspiration and form the career intentions.

Among family members, the father play the most significant and important role in influencing the individuals' career decisions (Singaravelu *et al.*, 2005). Most of the Asian parents will implicitly or explicitly deliver their career expectations to their children and expect the children to follow. Hence, this appears to generate different kind of pressures for the children. There are various amount of family pressures that out on individuals depending on the races and family (Yuki *et al.*, 2007).

### **2.5.3 Environmental Situation**

Environment situation mentioned here is more towards the business environment such as the country's economy, and government support and regulations is also an important factors that will affect the individuals' intention of whether to start up a business or being employed in a company. Especially the economic situation of the country will affect or motivate individuals'

entrepreneurial intention, for example when the country is facing a high unemployment rate, it seems individuals will choose to start up their own business (necessity driven entrepreneurship) as they are being “push” to become an entrepreneur due to the negative event. According to Bloomberg analysis, Malaysia remain at the top of the emerging market list with a relatively stable economic growth outlook and valuations (TheStar, 2018). There may be chances to access to resources needed for entrepreneurship under certain economy environments and circumstances (Garry *et al.*, 2008). In the study of Garry and team on entrepreneurship in emerging economies, they argue that entrepreneurs will be able to work out some substitutes for the weak legal structures and insubstantial capital markets in an undeveloped legal systems if extra efforts were putting on it from the entrepreneurs.

There is also a study on Iranian entrepreneurial intention and in the study, according to Global Entrepreneurship Monitor (GEM) 2009, Iranian entrepreneur intention is higher than the average of 21.39% but the fear of failure rate is also relatively high at the same time. The researches indicates that there is no suitable environment in the country for entrepreneurial activities due to the high inflation that caused the economy and political issues, even business boycott due to the negative events (Parvaneh Gelard, 2011).

Political environment is relatively important in such situation whereby the government practices and legal issues will reflects the politic stability of the country and will have an impact on entrepreneurial activities (Kallas, 2019). For example, the necessary for registration, application of licensing, tax structures, employment legislation and other government policies, laws and regulations are relatively important and should be take into consideration during the formation of entrepreneurial decisions. A reduction in corporate income taxes, easier to get loans, and provide information and advices about start-ups will be good moves for the governments to foster a better environment for entrepreneurs in the county.

## **2.6 Conceptual Framework**

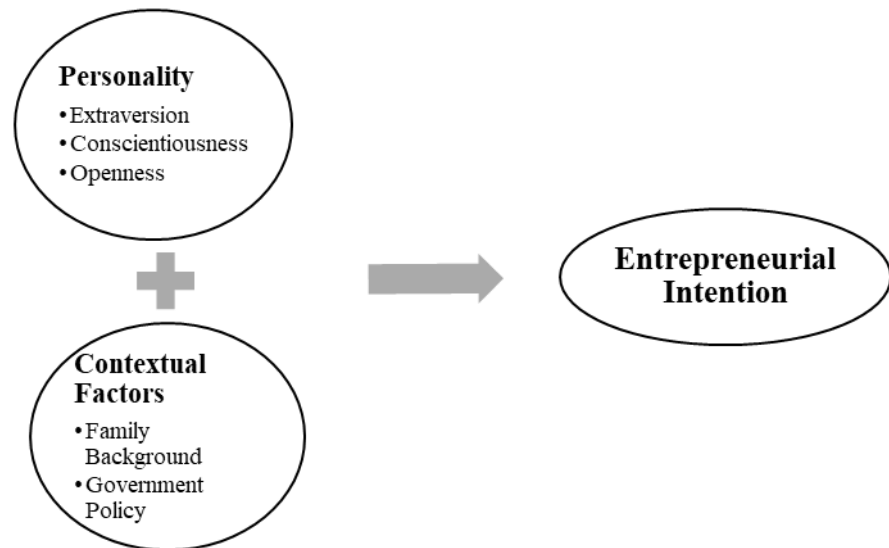
After assessing the theories, based on the findings from the literature review, a conceptual framework has been developed that will use as reference throughout the study (Figure 2). This conceptual framework categorised the

factors that will influence the choice of being an entrepreneur into two context: internal and external factors. Internal factors are make use of the Big Five Personality Traits, referring to the personality of individuals. Entrepreneurial activities appear to be more challenging and exciting than other careers and occupations which more attracted by the extraverts. Amongst the five personality traits, openness to experience and conscientiousness resulted to be the personality traits that most strongly and consistently associated with the entrepreneurial intentions and performance and compared to the others (Zhao *et al.*, 2010).

On the other hand, elements of the external factors that included in the frameworks are the contextual factors such as family background as well as the government policy. Family members who are self-employed or involved in entrepreneurial activities will not only provide supports but also treated as a role model for the individuals who want to become an entrepreneur. Public policy makers which develop an entrepreneur-friendly legislation, promoting and try to influence the social attitudes and aspirations towards entrepreneurship will have a positive impact in encouraging or supporting entrepreneurial intentions in developing countries (Urban, 2013).

Gender is not taken into account in the conceptual framework for this research on entrepreneurial intention. This is due to there are many recent studies which taken gender into account and surprisingly found that gender shows an insignificant relationship. Also, the growth of entrepreneurship among women, it found that the female owned businesses were more concentrate in low-income informal sectors in the developing country, Indonesia (Singh *et al.*, 2001). Even though women, especially married women will have a barrier of managing home and work commitments at later stage of entrepreneurship compared to men, but at the initial thinking stage, there are equal chances for both men and women to involve or have the entrepreneurial intention (Saraf, 2015).

The conceptual framework will also provide a basis or checklist to achieve the objectives in the study:



*Figure 2: Conceptual Framework*

By referring to the conceptual framework, a set of hypotheses that relating to each of the factors that will influence the entrepreneurial intention are presented:

H1: Extraversion will be positively related to the choice of being an entrepreneur in Malaysia.

H2: Conscientiousness will be positively related to the choice of being an entrepreneur in Malaysia.

H3: Openness to experience will be positively related to the choice of being an entrepreneur in Malaysia.

H4: Individuals who have the family support and entrepreneurial background will choose to become an entrepreneur in Malaysia.

H5: Loose government policies will be positively related to the choice of being an entrepreneur in Malaysia.

### **3 Methodology and Research Design**

#### **3.1 Overview**

Research methodology is comprise of the research design including the research strategy, data collection, research ethics and techniques of interpreting data, will also be discussed in this chapter. There will also an insight on the philosophical influence on the research approach that will have implication on the research design will be discussed as below.

#### **3.2 Research Philosophy and Approach**

The philosophical influences on the approach to this research study will be outlined and discussed in this section.

Research philosophy is the belief or assumption of the researchers on their research method on how it should be conducted and analysed in order to achieve the research objectives. This will provide a guidance for researchers on the methodology used in the researches to be consistent with the research paradigm. The research paradigm is important because it enable the researchers to determine and explain the methodological approaches and techniques used to evaluate the research question (Ragab and Arisha, 2018). This research study is taken and based on the positivism research philosophy.

Positivism is a systematic observation to understand the casual explanation for a phenomena or event. The assumption of objective reality and facts can be observed and analysed objectively without bias through the methods. The analyses can be tested against cases with the aims to generalised the results through structured observations of reality. It is also hypothesis driven method to produce quantitative findings and evaluate the validity of the analysis (ROTH and MEHTA, 2002).

On the other hand, the interpretivist argue that reality is subjective and there is no absolute knowledge and reality because it involves human interest and interpretation in the study, which is bias in nature. The findings of an interpretive research gives an understanding of the social constructions through observations and interpretation of the researchers. Hence, it cannot be generalised and there is no absolute truth (Ragab and Arisha, 2018). Therefore,

it emphasised on certainty (qualitative analysis) instead of generalisability (quantitative analysis).

There are several of studies on five personality traits and other situational factors in relations to the entrepreneurial intentions conducted on students, young people in different countries (W M I Udayanganie *et al.*, 2019), (Zampetakis *et al.*, 2011), (Murugesan and Jayavelu, 2017), (Denanyoh *et al.*, 2015). The analyses will be tested and taken as a basis of observation in this study. Therefore, after this research study is done, it can also be referenced by the future researchers and scholars who wish to get more certainty and in depth understanding on the Malaysians' entrepreneurs or their intentions.

Deduction research approach is taken as it fit to the research and is consistent with positivism philosophy. Hence, hypotheses are designed to test on the existing theory. A deduction approach is beginning with a set of hypotheses based on the existing theory, and come out with research strategy in order to test the hypotheses (Ragab and Arisha, 2018). Thus, a quantitative method will be used for data collection to achieve generalisation of the results.

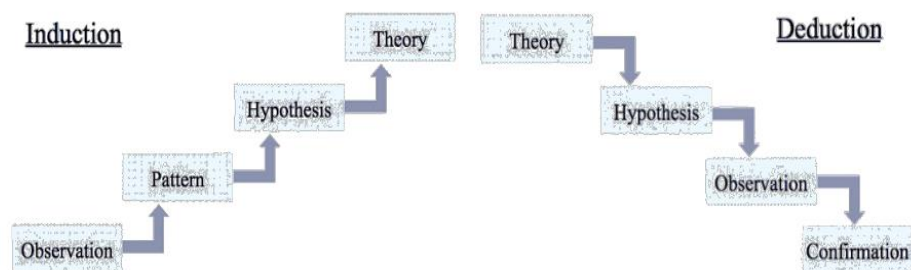


Figure 3: Induction and Deduction (Ragab and Arisha, 2018)

This dissertation is more likely to be a descriptive with some analytical research. This dissertation will describe the factors that will influence the choice of becoming entrepreneurs, analyse on the elements constructed in the conceptual framework and test on the hypotheses.

### 3.3 Research Strategy

When it come to the research strategy, it refer to the methods of the author intended to adopt and how the author will collect the data for the research. This will depends on a numbers of factors such as the purpose of the research,

the research questions and objectives, as well as the availability of the data and resources.

A quantitative survey strategy will be used which is associated with the positivistic philosophy of this dissertation. A survey is whereby a set of predetermined questions will be distributed to the targeted respondents or participants. It is a quick method for researchers with the aims of gaining some general details from a population for the benefits of future in-depths and time-intensive studies (Saylor Academy, 2012). In short, survey strategy is used with the purpose of obtaining information to describe characteristics of a group of individuals with the aims of achieving generalisation in a short periods of time which is aligned with this dissertation.

### **3.4 Collection Primary Data**

This research carried out both primary and secondary research in order to collect data. For primary research, survey questionnaire were circulated to the targeted respondents and to be analysed after completed the data collection. On the other hand, secondary research involved an extensive study on the journals, articles, and reliable online published reports information to obtain the secondary data which is useful for this research study.

The nature of the objectives of this research is to assess on the factors that influence the choice of being an entrepreneurs, primary data collection is therefore the a more suitable method as compared to the secondary data, so that the data and information obtained are the latest but not the past history data being collected to analyse. In order to test on the hypotheses and investigate on the relationship between the variables in the conceptual framework, survey is the method will be used in this research. An online survey will be conducted instead of the traditional paper based surveys. The reasons of using online survey or questionnaire are to save time and costs, as well as the benefit of the elimination of the geographical boundaries.

SoGoSurvey, an online survey tools will be used to create the questionnaire before circulate it to the respondents. After created the questionnaire, these online questionnaires were sent to 200 targeted respondents who are aged between 20 years old to 30 years old, and staying in Malaysia. The

questionnaires were sent out through email and social media such as Facebook and WhatsApp. The aged group between 20 years old and 30 years old was targeted for this survey because it appears that individuals within this age group are more energetic and have a stronger entrepreneurial intention, as people get older will have a lower entrepreneurial intention and more emphasis on their current job identification instead (Hatak *et al.*, 2015). Moreover, by narrowing down the target respondents, it makes the survey or research study more achievable due to the limited time constraints to complete this dissertation.

Pilot survey were conducted first before the commencement of the actual survey. The reason of doing pilot survey is to test the designed questionnaire that created using a smaller sample size. Thus, any improvement and amendment can be done before the actual questionnaire being circulated to the respondents. Therefore, 10 pilot surveys or questionnaires was carried out for pilot testing on the results.

#### **3.4.1 Sources**

With regards to the questionnaire, there are various types of questions can be asked in order to achieve the research objective and test on the hypotheses. The questions were made up of both closed-ended and open-ended questions. For closed-ended questions, the researchers will provide options for the respondents to respond with. It is important to make sure that the response options are mutually exclusive (no overlapping), and every possible response should be included in the response options provided. An open-ended question on the other hand, which no response options will be provided and respondents will be asked to reply the questions based on their past experiences or personal feelings (Saylor Academy, 2012).

For independent variables, the personality traits of extraversion, conscientiousness, and openness to experience will be measured using the Big Five Inventory (John and Srivastava, 1999). The study from Murugesan and Jayavelu (2017), they using Saucier's Mini Markers Inventory to test on the entrepreneurial intention, which includes eight different adjectives for every personality traits, and respondents required to evaluate the adjectives with respect to themselves on the 5-point Likert-type scale. The adjectives appeared

to be difficult and confusing for the respondents to determine and answer. Therefore, Big Five Inventory (Appendix C) will be extracted whichever relevant and used in this research due to a more plain language is being used, which is more straightforward and easy to understand. 5-point Likert scale will also be utilised in Big Five Inventory, indicating the range from strongly disagree to strongly agree.

For the other independent variables such as family background and government policy, few questions will be asked in the questionnaire for each variables to ensure the validity of the measurement questions. Validity is the ability and the extent of the questions in the questionnaire, provides an adequate coverage on what you intend to measure (Mark Saunders, n.d., 2009, p.372-373). Questions such as, 'Are there any family members of yours currently involved in any entrepreneurial activities or owning their own business and company?', and 'Will your family members provide you any supports, either financially or non-financial, if you intend to start up your own business?', which will be asked to gain insight on the factor in relations to the family background.

On the other hand, questions will be asked for government policy, for example, 'You will be more interested to start up your own business if the government announced to lower down the tax and interest rates?', and 'If you decided to start-up a business, you will prefer a more loose businesses or companies rules and regulations environment?'

For the dependent variable, entrepreneurial intentions will be asked with questions such as 'What is your main employment goal?', and 'Are you planning or on the path preparing yourself to be an entrepreneur in the future?'. Some closed-ended questions answers will only be giving simple options of 'Yes' or 'No'. However, most of the questions in the questionnaire will be using 5-point Likert scale indicating the answers from the range of strongly disagree to strongly agree.

### **3.4.2 Access and Ethical Issues**

There is always some ethical issues attached in every single research study. The common ethical issues including the confidentiality of data, consent from

participants to involve in the research and being observed (if it is observational research), right to withdraw from the research, and others. This research is conducted under the supervision from the Griffith College Ethics Committee. It is carried out in accordance with the Griffith College Ethics Committee Guiding Principles whereby researches relating to humans can only be carried out after seeking approval from Griffith College Ethics Committee. Therefore, the author is committed to comply with the highest ethical standards under the guidelines. This including but not limited to, informing participants on the purpose of this research and it's voluntary participation, ensuring the confidentiality of data collected for this research, and the data collected will solely for the purpose of this research under my possession and it will be destroyed after the dissertation being marked.

### **3.5 Approach to Data Analysis**

After the data being collected, first, there is a need to perform some basic data checks on the raw data to ensure there is no errors and incomplete fields. Then only the data will be grouped and assigned accordingly.

The 5-point Likert scale will be used for this questionnaire, hence, there is a need to code them with numerical codes accordingly to facilitate the process of analysing it using system. It will be coded from 1 = strongly disagree, until 5 = strongly agree. On the other hand, for simple option "Yes" and "No" will then we coded 1 and 2 respectively.

For dependent variable, the answer on entrepreneurial intentions will be coded as 1 (yes, have entrepreneurial intention) and 2 (no, don't have entrepreneurial intention).

Besides, there was also a question designed in the questionnaire to survey on the level of desirability towards salaried work, freelance or contracted work, as well as to be an entrepreneur. These work preferences will be coded as WORKPRE-S, WORKPRE-F/C, and WORKPRE-B respectively. At the same time, for level of desirability, 1 = not desirable at all, until 5 = very desirable.

Before commencement of the analysis, the raw data collected in Excel must be first be compiled, grouped and well coded for the favourability and easier when analysis using SPSS. All the variables are short-coded for the ease of

analysis accordingly, entrepreneurial intention (EI), extraversion (EXTRAV), conscientiousness (CONSCI), openness to experience (OPEN), family background (FAMILY), and the government policy (GOV).

Furthermore, there are several questions designed and allocated for each variables in the questionnaire. This is due to the nature of the variables such as personalities, and to ensure the validity and consistency of the valuable information and data collected. Therefore, several steps need to be taken before transferring the data for analysis. The data will be grouped under different variables, then relevant data will be combined together, representing the particular variable. The most important part in this preparation for analysis steps is the reverse coding. For example the statement "I'm shy and inhibited sometimes" is one of the reverse questions under EXTRAV, hence, the data collected for this statement will need to do a reverse coding for its 5-point Likert Scale before combining with others.

Then only the data is ready for analysis. There are two quantitative data analysis methods which are commonly used, the descriptive analysis and the inferential analysis. Descriptive analysis is the first level of analysis, summarising the data and identify the patterns from it. Inferential analysis on the other hand is a more complex analysis that able to determine the relationship between variables (Bhatia, 2018). Inferential analysis will be adopted for this research and correlation and regression analysis will be carry out to identify and predicts the relationship between the study variables. Statistical Package for the Social Science (SPSS), a statistical analysis software will be used in order to perform all these analysis.

### **3.5.1 Sampling**

Sampling plays an important role in this primary research. Sampling helps the researchers to identify and select the observations out of the populations, which will be used to analyse for the purpose of the research. Due to the limited budget and time constraints, it is impossible and not reasonable to survey for the whole targeted population (Mark Saunders, n.d., 2009, p.212). Thus, sampling will then be used in surveys and conducted in most of the studies and researches. By obtaining a certain confidence level out of the total population, the sample will have a certain percentage contains the mean of the

population. The sample will be reasonable even though it's still not representing the whole population.

200 questionnaires were sent out for the targeted individuals aged between 20 years old to 30 years old. The reason why 200 questionnaires were sent out is that, according to world population review 2020, Malaysia have roughly 6.4 million people who are aged between 20 years old to 30 years old (World Population Review, 2020). Hence, a sample size of 200 was calculated using the sample size calculator with the confidence level of 95% and 7% margin of error. Therefore, this 200 sample is reasonable due to there are 95% certain contains the mean of 6.4 million people who aged from 20 years old to 30 years old.

### **3.6 Potential Outcome**

The potential outcomes of this study is the identification of the factors that will affect the choice of being an entrepreneur in Malaysia. Besides, there will be a relationship between these factors with the development of entrepreneurship in Malaysia whereby a foreseeable future entrepreneurship in Malaysia may be predicted. If most of the youngster prefer or want to become entrepreneurs in the future due to the current favourable environment and factors, the business environment and markets can be predicted to be very competitive and saturated in the foreseeable future.

For individuals who have the entrepreneurial intentions in Malaysia, they will be more determined and committed to try and get involved in entrepreneurial activities. The reason is that they are clear and certain on their final career decision as an entrepreneur due to their traits, passion or any other relating factors. They will be certain on what they want to achieve and get themselves be prepared, in other words, avoid choosing a wrong paths, get regret, and start all over again. The challenges of being an entrepreneurs might be considered at this stage such as the relevant government policy that will affect the entrepreneurial activities, which is taken into account in this study.

Moreover, Malaysia government may get the benefits from this study to control the entrepreneurial activities indirectly. For example, Malaysia as a developing country, the government might want to encourage entrepreneurs by taking

some necessary steps or introduce new policies in order to facilitate the economy.

## **4 Presentation and Discussion of the Findings**

### **4.1 Overview**

The main focus of this study is to establish the factors that influence the choice of being an entrepreneur. Descriptive, correlation and regression analysis done based on the data set collected from the survey will be presented in this section. The first part will presenting some simple demographical characteristics and their work preferences. Then only move towards testing the hypotheses and some other relevant findings accordingly.

### **4.2 Findings**

The questionnaire was created and considered to be acceptable and relevant to the research objectives after sent out for pilot testing. Over 200 questionnaires were sent out through email, Facebook, WhatsApp, and other social media. 157 out of 200 of the questionnaires were successfully being collected back which achieved 78.5% of the collectability. However, only 152 responses can be used for data analysis after compiled and filtered due to reasons such as respondents' age out of the range of 20 years old to 30 years old, and incomplete questionnaires answered. In short, the collection of this survey is considered to be satisfied as a whole.

#### **4.2.1 Demographical Information**

Based on the 152 useable responses, the participants are made out of 36.2% male and 63.8% female. All of them are youngsters aged between 20 years old to 30 years old as respondents who are out of the range were excluded before the analysis. Figure 4 shows that there are almost 70% of the participants have the intentions, either they wish to start their own business in the future or currently on the paths of being an entrepreneur. In short, whether the participants are currently studying or working, most of them have the intention to become an entrepreneur in the future maybe due to several reasons such as money, better life, or even personal goal. However, this is just purely intention. There are many factors that would still influence their choice of becoming an

entrepreneur as time goes either directly or indirectly, which will be presented and discussed in later part of this dissertation.

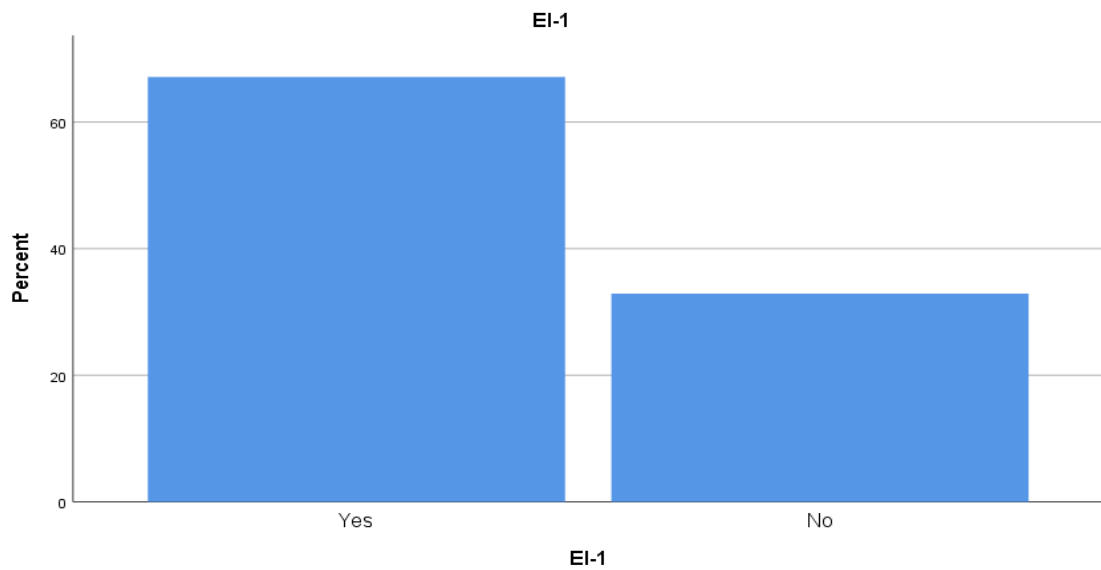


Figure 4: Entrepreneurial Intention (Frequency)

In order to be more details and narrow down the scope, participants were required to indicate their level of desirability towards salaried work, freelance or contracted work, and start-up own business after considering all the relevant factors. By comparing the mean of each career choices (Figure 5), it indicates that salaried work (WORKPRE-S) 3.41, and start-up own business (WORKPRE-B) 3.46, both are more desirable as compared to freelance or contracted work ((WORKPRE-F/C) 3.01. In term of level of desirability, WORKPRE-B having a slightly higher level of desirability as 16.4% very desire to start-up own business as compared to WORKPRE-S only 4.6% opted very desirable for a salaried work.

#### Statistics

		WORKPRE-S	WORKPRE-F/C	WORKPRE-B
N	Valid	152	152	152
	Missing	0	0	0
Mean		3.41	3.01	3.46
Mode		4	3	4
Std. Deviation		.833	.921	1.048
Variance		.693	.848	1.098
Range		4	4	4
Minimum		1	1	1
Maximum		5	5	5

Sum	518	458	526
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Figure 5: Work Preference

#### 4.2.2 Reliability Test

Before moving forward to any inferential analysis, there is a need to perform a reliability test. Reliability is the overall consistency which indicating whether it is consistent with the measures. In this case, whether the questions in the questionnaires are consistently measure the particular topics or variables (Perry, R. H. *et al.*, 2004). Therefore it is important to perform reliability test to exclude those inconsistency and ensure there is certain reliability before any analysis were made.

Reliability test appears to be important in this study especially in the part of measuring the personalities. Big Five Inventory was used and referenced when creating the questionnaire. Due to the nature of the variables or data, there were few questions being asked in order to better measuring each of the personality of EXTRAV, CONSCI, and OPEN. Reliability test hence able to help to measure the consistency of the questions when measuring the personalities.

The results showed that the Cronbach's Alpha for EXTRAV, CONSCI, and OPEN are 0.698, 0.569, and 0.771 respectively. A general guideline is if the alpha figure higher than 0.7, indicating the scale is having a high reliability. EXTRAV and CONSCI, both alpha figures are between the ranges of 0.5 to 0.7. This range of Cronbach's Alpha figure shows a moderate reliability of the scale, therefore appeared to be reasonably acceptable (Perry, R. H. *et al.*, 2004).

	<b>Cronbach's Alpha</b>
EXTRAV	0.698
CONSCI	0.569
OPEN	0.771

Figure 6: Cronbach's Alpha

Moreover, the inter-item correlation for EXTRAV, CONSCI, and OPEN are within the range of 0.2 to 0.6, which appeared to be consistent with the rule of thumb for correlations. It shows that the items are correlated with each other and not repetitive which might require to exclude from the analysis.

### Inter-Item Correlation Matrix

	Talkative	Enthusiasm	Outgoing
Talkative	1.000	.348	.574
Enthusiasm	.348	1.000	.374
Outgoing	.574	.374	1.000

Figure 7: Inter-Item Correlation (EXTRAV)

### Inter-Item Correlation Matrix

	ReliableWorker	Perserves	Plan
ReliableWorker	1.000	.382	.254
Perserves	.382	1.000	.289
Plan	.254	.289	1.000

Figure 8: Inter-Item Correlation (CONSCI)

### Inter-Item Correlation Matrix

	Curious	Imagination	Artistic	Ideas
Curious	1.000	.473	.258	.471
Imagination	.473	1.000	.539	.554
Artistic	.258	.539	1.000	.437
Ideas	.471	.554	.437	1.000

Figure 9: Inter-Item Correlation (OPEN)

#### 4.2.3 Assumption

Regression analysis will be used to analyse the data of this research study. There are some assumptions that need to be apply when conducting a regression analysis:

- Assume that there is a linear relationship between the independent and dependent variables. In other words, linearity is the degree whereby the change in independent variable is related to the change in the dependent variable (Mark Saunders, n.d., p.462). Hence, elements that will affect the linearity will need to be excluded from the regression analysis, such as the outliers (extreme values).
- Assume the residuals are normally distributed. This can be check by looking at a histogram or frequency polygon. If it is normally distributed, a bell-shaped curve should be presented.

- Assume that there is no multicollinearity in the data to enhance the effects of individual variables (Mark Saunders, n.d., p.463). Thus, the independent variables should not be too correlated with each other. This can be check from the correlation matrix and Variance Inflation Factor (VIF).
- Assume the variance of independent and dependent variables are similar, which called homoscedasticity.

#### 4.2.4 Results Interpretation

Multiple regression analysis was conducted to test on the hypotheses in order to figure out the relationship between the variables:

As shown in Figure 10, the p-value is less than 0.05, and F-value of 14.161 with a degree of freedom of 5 and 146 for regression and residual, respectively. Thus, the overall regression model is statistically significant. In other words, the independent variables (EXTRAV, CONSCI, OPEN, FAMILY, GOV) together, predict the EI significantly.

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	377.503	5	75.501	14.161	.000 <sup>b</sup>
	Residual	778.438	146	5.332		
	Total	1155.941	151			

a. Dependent Variable: EI-2

b. Predictors: (Constant), GOV, FAMILY-2, EXTRAV, OPEN, CONSCI

Figure 10: ANOVA Table

Besides, the  $R^2$  of 0.327 and the adjusted  $R^2$  of 0.304 (Figure 11), indicates that there is 30.4% of variance of the EI is explained by the independent variables. The higher the percentage, the better the model fit the data. Moreover, the Durbin Watson statistic of 2 indicating there is independence of the observation.

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					
					R Square Change	F Change	df1	df2	Sig. Change	F
1	.571 <sup>a</sup>	.327	.304	2.309	.327	14.161	5	146	.000	2.000

a. Predictors: (Constant), GOV, FAMILY-2, EXTRAV, OPEN, CONSCI

b. Dependent Variable: EI-2

Figure 11: Model Summary

Figure 12 shown below is the coefficients table. The primary focus here is the unstandardized (B) and standardized (Beta) coefficients, and their significant level. All the independent variables are statistically significant with significant level of less than 0.05, except for CONSCI with 0.135, which is not statistically significant. In other words, the predictors (EXTRAV, OPEN, FAMILY, GOV) accounts for a significant amount of unique variance in the dependent variable (EI). CONSCI on the other hand does not uniquely impact or explain EI itself.

In terms of interpreting the unstandardized coefficients (B), for example EXTRAV of 0.228. It means that if EXTRAV increases by the value of 1, the dependent variable, EI will increase as well for 0.228, a positive relationship. At the same time, the unstandardized coefficients (B) for other variables are, CONSCI 0.218, OPEN 0.184, FAMILY 0.322, and GOV 0.202. These are the partial regression coefficients as they also take into account the other variables in the model instead of individually (Field, 2013). Hence we can see that CONSCI which is not uniquely significant, its correlations drops significantly from zero-order 0.415 to part 0.102.

Furthermore, there is a 95% of confidence that the actual value of the unstandardized coefficient value for EXTRAV (between 0.041 to 0.416), CONSCI (between -0.068 to 0.503), OPEN (between 0.017 to 0.351), FAMILY (between 0.048 to 0.597), and GOV (between 0.031 to 0.372). The tolerance and variance inflation factor (VIF) indicates the multicollinearity of the variables (Field, 2013). If the variables are highly correlated and having a similar variance, it will then be difficult to identify the one with higher impact, in other words, it's redundant

and might be bias. The collinearity statistics are satisfied since all tolerance are above 0.1 and VIF below 10.

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2.264	1.563		-1.449	.150
	EXTRAV	.228	.095	.179	2.403	.018
	CONSCI	.218	.145	.132	1.504	.135
	OPEN	.184	.084	.179	2.182	.031
	FAMILY-2	.322	.139	.169	2.320	.022
	GOV	.202	.086	.199	2.340	.021

Model		95.0% Confidence Interval for B		Correlations		
		Lower Bound	Upper Bound	Zero-order	Partial	Part
1	(Constant)	-5.352	.824			
	EXTRAV	.041	.416	.367	.195	.163
	CONSCI	-.068	.503	.415	.124	.102
	OPEN	.017	.351	.386	.178	.148
	FAMILY-2	.048	.597	.295	.189	.158
	GOV	.031	.372	.437	.190	.159

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	EXTRAV	.829	1.206
	CONSCI	.602	1.662
	OPEN	.682	1.467
	FAMILY-2	.866	1.154
	GOV	.636	1.572

a. Dependent Variable: EI-2  
Figure 12: Coefficients Table

The following is the probability P-P plot of the regression:

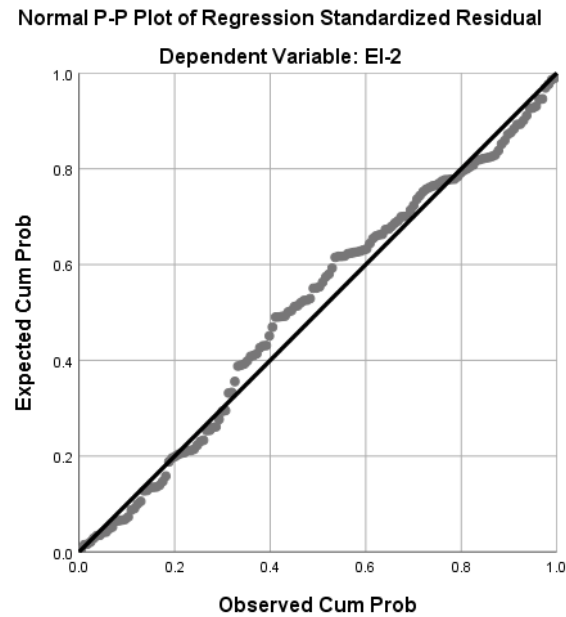


Figure 13: Normal P-P Plot of Regression Standardized Residual

### 4.3 Discussion

This study is intended to figure out the relationship between the personality (extraversion, conscientiousness, and openness to experience) and the contextual factors (family background, and government policy) that will influence individuals' choice to be an entrepreneur in Malaysia. These will be discussed in this section, based on the findings from the analysis and compare with previous scholars' research findings.

#### 4.3.1 Personality

In previous literatures, there are evidences showed that the personalities of extraversion, conscientiousness and openness to experience are related to entrepreneurial intentions. Personality traits do determine the entrepreneurial intention of individuals across gender (Murugesan and Jayavelu, 2017). As per (Zhao *et al.*, 2010), openness to experience and conscientiousness are the two personalities out of the Big Five personality dimensions, that have the most impact on the entrepreneurial intentions and performance. Openness to experience revealed to contributes significantly in the study of (W M I Udayanganie *et al.*, 2019) on entrepreneurial intention of engineering undergraduates in Sri Lanka.

The results of this study is consistent with most of the scholars' whereby personalities do influence the entrepreneurial intentions. Extraversion and openness to experience are significantly predicted the entrepreneurial intention. This finding is consistent to the results of (Ismail *et al.*, 2009), who did the study on Malaysian undergraduates. Both extraversion and openness appeared to be the invaluable personalities among Malaysians who want to become entrepreneurs.

Extraversion is significantly and positively related to the choice of being an entrepreneur. Individuals who are more active, enthusiastic, and sociable tends to be more interested and feel challenged to be an entrepreneur. The reason might due to the nature of an entrepreneur, an individual with an active and sociable characteristics is more likely will go out and grab on the opportunities. Hence, H1: Extraversion will be positively related to the choice of being an entrepreneur in Malaysia is accepted.

Conscientiousness on the other hand appeared to be positively related but not significantly predict the entrepreneurial intention of Malaysian. The result indicates that individuals who are organised, determined and responsible do have a relationship with entrepreneurial intention but does not contribute uniquely by itself. A way to explain might be conscientiousness characteristic is also important regardless as an entrepreneur or a salaried employee. The person who are determined and responsible will be successful no matter what jobs and which industry he/she is in. Hence, H2: Conscientiousness will be positively related to the choice of being an entrepreneur in Malaysia is partially accepted.

Openness to experience is significantly and positively related to the choice of being an entrepreneur. It described the individuals who are creative, curious in many things, and open-minded and are willing to exploit the business opportunities. In consistent with the previous researches from other scholars, individuals who are open-minded and willing to try, tends to be willing to take the risks and face the challenges to be an entrepreneur. Hence, H3: Openness to experience will be positively related to the choice of being an entrepreneur in Malaysia is accepted.

## **4.3.2 Contextual Factors**

### **4.3.2.1 Family Background**

Individuals who have the entrepreneurial background such as their parents are self-employed, they are more likely will have the entrepreneurial intention. According to (Ranwala, 2016), family background will influence the entrepreneurial knowledge in creating ventures. By having an entrepreneurial background, there are opportunities to easy get approach to entrepreneurial related knowledge and activities if their family members are engaging in self-employment. The family members can become their role models and teach them some practical entrepreneurial knowledge that will benefit them in creating ventures.

Several researchers have found that parents and family have a relatively strong relationship associated with the career decisions of an individual. Those who have an entrepreneurial background are more likely to follow the entrepreneurial paths due to the exposure he/she gets as compared to those without entrepreneurial background (Kothari, 2013). Not only that, the study also found that family income also significantly impact the individuals to opt for entrepreneurial career. Individuals with weak financial background are reluctant for entrepreneurial career due to lack of initial funds to start-up a business and hence in other words, they are lower risk tolerance.

Family background appeared to be statistically significant and positively impact the choice of being an entrepreneur from the regression analysis. It can be say to be the factors that affect the most out of the other variables. Based on Figure 12 above, if the value of family background increases by 1, entrepreneurial intention will increase by 0.322, which is the highest. This result shows that family background is an important factor that will influence whether that individual will choose entrepreneurial career. The possible reasons to explain such trend is that parental roles will influence the individuals' decisions in terms of entrepreneurial exposures, parents as their role models, and even the supports provided to encourage them to take risks and start-up a new business. Hence, H4: Individuals who have the family support and entrepreneurial background will choose to become an entrepreneur in Malaysia is accepted.

#### **4.3.2.2 Government Policy**

Government play an important role in every entrepreneurial activities. Thus, every relevant government decisions will shape the potential individual's intention to start-up businesses. In (Kallas, 2019) research study on the external environment such as political, economic and social cultures, that will have an effect on the potential entrepreneurial intentions. The result suggested that external environment is one of the main influencers of the entrepreneurial intention. External environment and entrepreneurial readiness are significantly and positively related to the entrepreneurial intention of the Estonians and Russian-speaking minority in Estonia.

Government's roles should be guiding the entrepreneurs rather than controlling them. (Kouriloff, 2000) noted that government should more focus on the cultural and political factors as well as give more attention to the policies after the ventures creation to ensure the sustainability of entrepreneurs. This is consistent with the suggestion given by (Nabi *et al.*, 2009) stated that the start-up supports given by the policy makers should be more towards to the ongoing dedicated support the technological complex ideas that the new entrepreneurs are facing. In other words, government should also take notes on guiding the new entrepreneurs after they have started-up businesses rather than at the end-point of ventures creation.

However there are a research study on Turkish university students, the result indicate that the structural support system including private, public and non-governmental organizations has no significant relationship with the entrepreneurial intention (Serra E. Yurtkoru *et al.*, 2014). This is inconsistent with the results from the previous literatures. According to the authors, the incentives and programs encouraging entrepreneurial activities which developed and provided by the government ended up with only small businesses which is without innovation aspect.

The research on the factors in terms of government in this study is slightly difference with other literatures that were found. In this study, the focus is on the government policies, for example, tax benefits and entrepreneurial-friendly legislation that will protect and encourage entrepreneurial activities, instead of the structural supports given by the government as in the other literatures.

Overall, they are still considered as the government's roles in terms of encouraging potential entrepreneurial intentions and activities, it's just the ways or methods are difference.

The results from this study is consistent with most of the scholars' researches, which government policy is statistically significantly and positively related to the choice of being an entrepreneurial. Individuals do will get attracted if there is a loose government policy environment and it is more competitive with the existing corporations in the industry. This result indicates that the youngsters do pay attention and take government policy which will benefits new ventures into consideration when they are making their career decisions. This is relatively significant especially in a developing country such as Malaysia whereby the government policies change frequently from year to year. Hence, H5: Loose government policies will be positively related to the choice of being an entrepreneur in Malaysia is accepted.

#### **4.4 Conclusion**

Entrepreneurship is a very complex idea which yet to have a proper and affirmative definition for it. Some scholars belief that entrepreneurs possess some special personality traits while the others belief that innovation and sustainability is essential in entrepreneurship. Entrepreneurship can have different kinds of meaning and the purpose of existence such as profit, innovation, or even creating values. (Gartner, 1990) believed that if many different meanings for entrepreneurship exist, it seems like all the differences are reflecting the same phenomena and we can believe that those different parts are make up a whole and helps us to understand what entrepreneurship is.

Based the findings, most of the Malaysians do have the entrepreneurial intentions. They desired to start-up their own business and choose entrepreneur as their final career path. However, after considering all the relevant factors such as political, environmental and self-interest, the result showed that salaried work and start-up business is almost equally desired with freelance and contracted work of lesser desirability. Salaried work is relatively a more stable and safe option as compared to creating new ventures. Thus, it indicates that most of the Malaysian have the entrepreneurial intentions but the risks and uncertainties might be the reasons of holding them back.

The three personality traits that were being identified in the conceptual framework were found have a positive relationship with Malaysians' entrepreneurial intentions. The findings showed that extraversion and openness to experience are significant, especially openness to experience were found impact and influence the entrepreneurial intention the most out of the three personality traits. Open individuals tends to be more willing to try and change, and recognised that changes will lead them to a successful entrepreneurial paths. Moreover, they are more likely will accept and not escaping or avoiding from taking reasonable risks, similar to entrepreneurs who need to make a lot of decisions making in day to day business which involved risks.

Individuals who are extraverted are talkative, outgoing and full of energy. People like this are easy to make friends, get close to others, and hence creates a trustworthy relationship. This is important for entrepreneurs especially when trying to create business opportunities and deal with clients, suppliers, and business partners. This is the reason why extraverted individuals tends to have entrepreneurial intentions and suitable in choosing entrepreneurial career.

On the other hand, individuals with conscientiousness characteristics were also found positively related to entrepreneurial intentions even though it is not uniquely and significantly impact. A person who are hardworking, organised and responsible will also can be successful in other careers not only as entrepreneur. Large organisations also desired to hired people who are diligent, responsible and can work effectively. Therefore, they might get attracted to managerial positions in those large organisations.

Other than the personality traits, contextual factors are also significantly influence the individuals' career decision to be an entrepreneur. Family background was found to be the factors that impact Malaysians' entrepreneurial intention the most. This indicate that the growing and learning environment that every individuals exposed to is important in shaping their future career paths. Individuals who exposed to entrepreneurial background, and associated with their family, they are more likely will cultivated from the parents and continue following the entrepreneurial path. It is also important to take note that supports from the family will also motivate the individuals especially the funds for creating new ventures.

Government plays an important role in a developing country like Malaysia as every decisions will affect the economy and the industry within the county. Therefore, government policy do have an impact on the individuals when they choosing whether to become an entrepreneur. The findings showed that Malaysian prefer to start-up business in a loose government policy environment. Loose government policy are preferable due to many reasons such as easier to get loans, low interest rates, as well as lower complexity of procedures when trading. It is more favourable if there some protection and supports given from the government to the individuals during the start-up process.

## **5 Concluding Thoughts on the Limitations of the Research and Suggestions for Further Research**

### **5.1 Limitations of the Research**

Multiple regression analysis was used to conduct analysis on the data collected from the survey. There is a fundamental limitation of regression analysis which it only identify or reveal the relationship between variables but do not indicate that there is any causal effect between the variables. Regression analysis would reveal the relationship but does not assure that there is a causal relationship between the independent and dependent variables (Jeon, 2015). Therefore, in this study, it provided evidences showed that the independent variables of extraversion, conscientiousness, openness to experience, family background, and government policy have a positive relationship with Malaysians' entrepreneurial intention, which helps us to draw up the causal implication within them.

Furthermore, there are still some other limitations that need to be recognised and highlighted in this study. This research limited the scope of the study, for example, the other personality traits that not taken into consideration, individuals' passions, education background, and other situational factors were not covered in this research study. Therefore, there are still many others relevant factors that might influence the choice of being an entrepreneurs which is not covered and considered in this study.

Moreover, the data collection is limited in this study due to the time constraints and the geographical limitation. This is a graduate dissertation which only limited periods of time was given in order to prepare and complete before the deadline is due. Hence, sampling method was used and the findings is only based on the targeted and selected respondents in Malaysia. The results might not be representing the total population in Malaysia due to the nature of sampling. Moreover, it is impossible and not reasonable to study on the whole population in Malaysia, but the bigger the sample size, the better in achieving generalisation of the study.

## **5.2 Recommendations for Future Research**

In terms of future research, recommendations and suggestions would be to further study into more details and in depth research. A further analysis rather than descriptive analysis could apply in the study of exploring entrepreneurial intention. A qualitative research method will be recommended in this case in order to achieve specialisation on the results and findings. Interviews may conduct to individuals who have the entrepreneurial intentions and figure out the factors that influence their career decision or is there any special events that lead them into entrepreneurial path.

In addition, this topic might also be further extend after we have identify the common personality traits and some contextual factors. The reasons, objectives, as well as the final goal of each individuals trying to achieve if they choose to become an entrepreneur in the future would be an interesting research that will helps us to understand the increasing trends of entrepreneurship. Some individuals might want to achieve the sense of accomplishment, some maybe under influence from peers, some perhaps want to make contribution to the society, or some simply just to achieve wealthiness. Hence, this could be one of the direction recommended for future research if want to further extend the topic.

## **5.3 Final Conclusion and Reflections**

In summary, most of the Malaysians do have the intention to become an entrepreneurs in their heart but the uncertainties of becoming entrepreneurs and starting up new ventures would hold them back due to several reasons

and considerations. This is the reason why most of them also prefer salaried work at the same time due to the advantage of job and income security compared to entrepreneurial activities. Furthermore, the three personalities out of the Big Five personality traits, which are extraversion, conscientiousness and openness to experience were found to have a positive relationship with the choice of being an entrepreneurs in Malaysia. This is consistent with the other literatures whereby they are the three personality traits which have a relatively significant impact. Besides that, in term of contextual factors, family background were found to be consistent with other scholars' research conducted mostly in Asian countries, which family with entrepreneurial background and parental roles are important in shaping individuals' career decisions. A loose government policy environment is found to be more preferable by individuals if they choose entrepreneurial path and government supports would be favourable if provided.

Last but not least, this is a great opportunity to study and research on a topic that I am interested into for this dissertation. Other than the gains on understanding the Malaysians' entrepreneurial intentions and achieving the research objectives, it is also appreciate for having such chances to learn the process on how to complete a proper dissertation or research study as well as some statistical analysis which required critical analysis skills when interpreting the results findings.

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## **Appendices**

### *Appendix A – Plain Language Statement*



## **GRIFFITH COLLEGE DUBLIN**

### **Griffith College GBS**

#### **Plain Language Statement**

This research study is conducted by Tan Jing Jian (email: [jingjian.tan@student.griffith.ie](mailto:jingjian.tan@student.griffith.ie)), Msc. in International Business Management, for his graduate dissertation in Griffith College Dublin, under Graduate Business School. The research title or topic for this dissertation is An Exploration of Factors That Influence the Choice of Being an Entrepreneur in Malaysia.

There are aims and objectives outlined in order to achieve the research purpose:

1. To assess on the personality factors that affect the career decision as an entrepreneur in Malaysia.
2. To assess the situational factors that affecting the entrepreneurial intention in Malaysia.
3. To gain understanding on the development of entrepreneurs in Malaysia.

The involvement in this research is voluntary. Hence, you do not have to take part in this study if you decided not to. Participants may also choose to withdraw from participating even after taking part. I will not use any information given if you changed your mind and withdraw from the study.

If you decided to participate in the study, you will be require to complete a set of questionnaire. This will take about 10 to 15 minutes for completion of the questionnaire. The data collected and gathered will be protected and keep confidentially only for the purpose of the study. The confidentiality of the information will be subject to legal limitations.

After completion of my dissertation, this will be review and mark by the lecturers in the university. All data and information collected will be destroy after the dissertation being reviewed and marked.

Thank you.

**If participants have concerns about this study and wish to contact an independent person.**

**Please contact:**

Dr Garrett Ryan,  
Griffith College Research Ethics Committee  
South Circular Road, Dublin 8, Ireland  
Mail: [garrett.ryan@griffith.ie](mailto:garrett.ryan@griffith.ie)  
Tel: +353 1 4163324



GRIFFITH COLLEGE DUBLIN  
Griffith College GBS

**Informed Consent Form**

This research study is conducted by Tan Jing Jian (email: jingjian.tan@student.griffith.ie), Msc. in International Business Management, for his graduate dissertation in Griffith College Dublin, under Graduate Business School. The research title or topic for this dissertation is An Exploration of Factors That Influence the Choice of Being an Entrepreneur in Malaysia.

There are aims and objectives outlined in order to achieve the research purpose:

1. To assess on the personality factors that affect the career decision as an entrepreneur in Malaysia.
2. To assess the situational factors that affecting the entrepreneurial intention in Malaysia.
3. To gain understanding on the development of entrepreneurs in Malaysia.

**Participant – please complete the following (Circle Yes or No for each question)**

I have read the Plain Language Statement (or had it read to me)	Yes/No
I understand the information provided	Yes/No
I have had an opportunity to ask questions and discuss this study	Yes/No
I have received satisfactory answers to all my questions	Yes/No
I am aware that my interview will be audiotaped	Yes/No

I understand that the involvement in this research study is voluntary and I may withdraw from the research study at any point. I will be require to complete a set of questionnaire to participate in this study. This will take about 10 to 15 minutes for completion of the questionnaire. The data collected and gathered will be protected and keep confidentially only for the purpose of the study by the researcher. The confidentiality of the information will be subject to legal limitations.

After completion of the dissertation, and being reviewed and marked by the lecturers in the university, all the data and information provided will then be destroy by the researcher. I have read and understood the information in this form. My questions and concerns have been answered by the researchers, and I have a copy of this consent form. Therefore, I consent to take part in this research project

**Participants Signature:** \_\_\_\_\_

**Name in Block Capitals:** \_\_\_\_\_

**Witness:** \_\_\_\_\_

**Date:** \_\_\_\_\_

Appendix C – The Big Five Inventory (BFI)

**The Big Five Inventory (BFI)**

Here are a number of characteristics that may or may not apply to you. For example, do you agree that you are someone who likes to spend time with others? Please write a number next to each statement to indicate the extent to which you agree or disagree with that statement.

Disagree strongly	Disagree a little	Neither agree nor disagree	Agree a little	Agree Strongly
1	2	3	4	5

I see Myself as Someone Who...

- |   |   |
|---|---|
| ___1. Is talkative                            | ___23. Tends to be lazy                           |
| ___2. Tends to find fault with others         | ___24. Is emotionally stable, not easily upset    |
| ___3. Does a thorough job                     | ___25. Is inventive                               |
| ___4. Is depressed, blue                      | ___26. Has an assertive personality               |
| ___5. Is original, comes up with new ideas    | ___27. Can be cold and aloof                      |
| ___6. Is reserved                             | ___28. Perseveres until the task is finished      |
| ___7. Is helpful and unselfish with others    | ___29. Can be moody                               |
| ___8. Can be somewhat careless                | ___30. Values artistic, aesthetic experiences     |
| ___9. Is relaxed, handles stress well         | ___31. Is sometimes shy, inhibited                |
| ___10. Is curious about many different things | ___32. Is considerate and kind to almost everyone |
| ___11. Is full of energy                      | ___33. Does things efficiently                    |
| ___12. Starts quarrels with others            | ___34. Remains calm in tense situations           |
| ___13. Is a reliable worker                   | ___35. Prefers work that is routine               |
| ___14. Can be tense                           | ___36. Is outgoing, sociable                      |
| ___15. Is ingenious, a deep thinker           | ___37. Is sometimes rude to others                |
| ___16. Generates a lot of enthusiasm          | ___38. Makes plans and follows through with them  |
| ___17. Has a forgiving nature                 | ___39. Gets nervous easily                        |
| ___18. Tends to be disorganized               | ___40. Likes to reflect, play with ideas          |

- \_\_\_19. Worries a lot
- \_\_\_20  
. Has an active imagination
- \_\_\_21  
. Tends to be quiet
- \_\_\_22  
. Is generally trusting

- \_\_\_41. Has few artistic interests
- \_\_\_42. Likes to cooperate with others
- \_\_\_43. Is easily distracted
- \_\_\_44. Is sophisticated in art, music, or  
literature

**Scoring:**

BFI scale scoring (“R” denotes reverse-scored items):

- Extraversion: 1, 6R, 11, 16, 21R, 26, 31R, 36
- Agreeableness: 2R, 7, 12R, 17, 22, 27R, 32, 37R, 42
- Conscientiousness: 3, 8R, 13, 18R, 23R, 28, 33, 38, 43R
- Neuroticism: 4, 9R, 14, 19, 24R, 29, 34R, 39
- Openness: 5, 10, 15, 20, 25, 30, 35R, 40, 41R, 44

Appendix D – Survey Questionnaire

**Dear participant,**

**I am a postgraduate student in Griffith College Dublin and this survey and research is for the purpose of my master’s graduate dissertation.**

**The aims and objectives for this research are:**

- **To explore Malaysian’ entrepreneurial intentions.**
- **To identify the common personality traits of Malaysian with entrepreneurial intentions.**
- **To assess on the contextual factors that affect Malaysian entrepreneurial intentions.**

**Please note that the involvement in this research is voluntary. Hence, you do not have to take part in this study if you decided not to. Participants may also choose to withdraw from participating even after taking part. I will not use any information given if you changed your mind and withdraw from the study.**

**If you decided to participate in the study, you will be require to complete a set of questionnaire and this will take only 5 minutes for completion of the questionnaire. The data collected and gathered will be protected and keep confidentially only for the purpose of the study. The confidentiality of the information will be subject to legal limitations.**

**After completion of my dissertation, this will be review and mark by the lecturers in the university. All data and information collected will be destroy after the dissertation being reviewed and marked.**

**Please read the following agreements before commencing which contain the same information as mentioned here:**

- A. Plain Language Statement**
- B. Informed Consent Form**

**By continue and complete the questionnaire, indicating you understand and agree with the terms in the agreements above.**

**Thank you for your participant.  
Tan Jing Jian**

**1. What is your gender? (Select one option)**

- Male
- Female
- Others

**2. What is your age? (Select one option)**

- Less than 20 years old
- Between 20 to 30 years old
- More than 30 years old

**3. Are you planning to or have the intention of becoming an entrepreneur in the future? (Select one option)**

- Yes
- No

**4. In all circumstances, considering all the relevant factors (economical, social, personal interest, and etc), indicate your level of desirability towards the following career options.**

	Not desirable at all	Not so desirable	Somewhat desirable	Desirable	Very desirable
(a) Salaried work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(b) Freelancer or contracted work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(c) Start-up own business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Indicate your level of agreement for the following statements:**

**5. My professional goal is becoming an entrepreneur. (Select one option)**

- |                       |                       |                            |                       |                       |
|-----------------------|-----------------------|----------------------------|-----------------------|-----------------------|
| 1                     | 2                     | 3                          | 4                     | 5                     |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> |
| Strongly disagree     | Disagree              | Neither agree nor disagree | Agree                 | Strongly agree        |

**6. I'm determined to start-up my own business in the future. (Select one option)**

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree

**7. I will put every efforts to start and run my own business. (Select one option)**

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree

**Indicate your level of agreement for the following statements:**

**I see myself as someone who...**

**8. Is talkative. (Select one option)**

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree

**9. Is reserved. (Select one option)**

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree

**10. Generate a lot of enthusiasm. (Select one option)**

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree

**11. Is sometimes shy, inhibited. (Select one option)**

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree

**12. Is outgoing, sociable. (Select one option)**

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree

**13. Is a reliable worker. (Select one option)**

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree

**14. Can be somewhat careless. (Select one option)**

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree

**15. Tends to be disorganised. (Select one option)**

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree

**16. Perseveres until the task is finished. (Select one option)**

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Strongly disagree      Disagree      Neither agree nor disagree      Agree      Strongly agree

**17. Make plans and follows through with them. (Select one option)**

1                      2                      3                      4                      5  
                                                                                          
Strongly disagree      Disagree      Neither agree nor disagree      Agree      Strongly agree

**18. Is curious about many different things. (Select one option)**

1                      2                      3                      4                      5  
                                                                                          
Strongly disagree      Disagree      Neither agree nor disagree      Agree      Strongly agree

**19. Has an active imagination. (Select one option)**

1                      2                      3                      4                      5  
                                                                                          
Strongly disagree      Disagree      Neither agree nor disagree      Agree      Strongly agree

**20. Values artistic, aesthetic experiences. (Select one option)**

1                      2                      3                      4                      5  
                                                                                          
Strongly disagree      Disagree      Neither agree nor disagree      Agree      Strongly agree

**21. Prefer work that is routine. (Select one option)**

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree

**22. Likes to reflects and play with ideas. (Select one option)**

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree

**23. Are there any family members of yours who are current involved in any entrepreneurial activities or managing their own business and company? (Select one option)**

Yes

No

**Indicate the level of agreement for the following statements:**

**24. That family member/ members who involved in entrepreneurial activities are one of the person that motivate, encourage, and support me to be an entrepreneur. (Select one option)**

1

Strongly disagree

2

Disagree

3

Neither agree nor disagree

4

Agree

5

Strongly agree

**25. My family members will be supporting me, either financially or non-financially, if I want to start up my own business. (Select one option)**

1

Strongly disagree

2

Disagree

3

Neither agree nor disagree

4

Agree

5

Strongly agree

**Indicate the level of agreement for the following statements.**

**I will be more interested and intended to start up my own business...**

**26. If the government give protection to new start-up companies such as tax benefits and lower interest rates. (Select one option)**

- |                       |                       |                            |                       |                       |
|-----------------------|-----------------------|----------------------------|-----------------------|-----------------------|
| 1                     | 2                     | 3                          | 4                     | 5                     |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> |
| Strongly disagree     | Disagree              | Neither agree nor disagree | Agree                 | Strongly agree        |

**27. If the government developed an entrepreneurial-friendly legislation. (Select one option)**

- |                       |                       |                            |                       |                       |
|-----------------------|-----------------------|----------------------------|-----------------------|-----------------------|
| 1                     | 2                     | 3                          | 4                     | 5                     |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> |
| Strongly disagree     | Disagree              | Neither agree nor disagree | Agree                 | Strongly agree        |

**28. If it is more easy to get loans. (Select one option)**

- |                       |                       |                            |                       |                       |
|-----------------------|-----------------------|----------------------------|-----------------------|-----------------------|
| 1                     | 2                     | 3                          | 4                     | 5                     |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> |
| Strongly disagree     | Disagree              | Neither agree nor disagree | Agree                 | Strongly agree        |

**29. In a loose businesses or companies rules and regulations environment. (Select one option)**

- |                       |                       |                            |                       |                       |
|-----------------------|-----------------------|----------------------------|-----------------------|-----------------------|
| 1                     | 2                     | 3                          | 4                     | 5                     |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> |
| Strongly disagree     | Disagree              | Neither agree nor disagree | Agree                 | Strongly agree        |

