

**A STUDY OF MOTIVATION FACTORS AMONG INDIAN ENTREPRENEURS  
IN KLANG VALLEY**

**BY**

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## **ABSTRACT**

The purpose of this research is to study the viewpoints of Indian entrepreneurs in the Klang Valley area of Peninsular Malaysia, especially from the perspective of motivation factors, which influence their decision to start up a their own business. This study is undertaken to identify the basic demographic variables, business characteristics and major problems that occur during the start up stage and its present business operation among the Indian entrepreneurs. This study also examines motivation factors that motivate Indian entrepreneurs to start up a new business. The primary data collected through questionnaires were distributed to 250 Indian entrepreneurs. “Statistical Package for the Social Sciences” (SPSS) was used for data analysis: description analysis, descriptive, inferential and t-test were used to explain the background, motivation and to test the hypothesis.

This study shows that the majority of the Indian entrepreneurs involved in retail services and trading business and are sole sole-founders of the business. Major problems in their business lies in management, finance, government regulations, technological expertise are also assumed to be the major problems and personal problems in term of financial is included also. To understand the motivator, a descriptive and inferential analysis has performed that the recognition and personal development is most important to start up a business, others are accommodation, satisfaction, communitarianism and also family tradition plays an important role as a motivator. In general, results of this study would help to gain more understanding on the culture and background of Indian entrepreneurs. Finally, this study also gives a useful tool to entrepreneurs, business associations, researchers and policy makers to improve entrepreneurial activities in Malaysia.

**Keywords:** motivation, entrepreneurs, entrepreneurship

## **ABSTRAK**

Tujuan kajian ini adalah untuk mengkaji tentang usahawan – usahawan India di kawasan Lembah Kelang, dari aspek factor – factor yang motivasi yang mendorong keputusan mereka untuk memulakan perniagaan baru. Di samping itu, mengenalpasti maklumat demografi dan butir – butir perniagaan serta masalah utama yang dihadapi oleh semasa memulakan perniagaan dan semasa perniagaan dijalankan. Kajian ini bertujuan untuk untuk mengkaji faktor motivasi yang melibatkan usahawan India untuk memulakan perniagaan mereka. Kajian ini dijalankan dengan menggunakan data primer yang diperolehi dari sola selidik yang dilakukan terhadap 250 responden yang terdiri daripada usahawan India. Pakej “SPSS” digunakan untuk menganalisis data, analisis deskriptif, analisis inferensi, dan t-test telah digunakan dalam menerangkan latarbelakang, motivasi dan pengujian hipotesis.

Hasil kajian menunjukkan ramai usahawan terlibat dalam bidang perniagaan runcit, dagangan/servis dan kebanyakan daripada mereka juga menubuhkan perniagaan sendiri. Masalah – masalah utama yang dihadapi oleh kaum India ialah masalah dari segi pengurusan, kewangan, terma – terma kerajaan, teknologi dan peribadi. Dalam memahami faktor yang memotivasi usahawan India dalam menceburi bidang perniagaan , analisis menunjukkan pengiktirafan adalah aspek penting dengan diikuti pembangunan diri, kepuasan, tradisi keluarga dan juga perkauman. Secara umum, kajian ini dapat membantu untuk lebih memahami tentang budaya dan latar belakang usahawan India. Akhir sekali, kajian ini dapat memberi panduan kepada usahawan, persatuan usahawan, penyelidik dan pembuat dasar dalam meningkatkan aktiviti keusahawanan dalam Malaysia.

Kata Penting: motivasi, usahawan, keusahawanan

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SIGNATURE

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# **CHAPTER 1**

## **INTRODUCTION**

### **1.0 Introduction**

This chapter emphasize on the explanation of the background of study where the general ideas on the scope of study is clarified. Then, the problem statement on this research is stated followed by the research questions, objectives of the study, significance of this study limitations on conducting this study as well as the organizations of the study.

### **1.1 Background of the Study**

The twenty-first century belongs to entrepreneurs across the globe. It is abundantly clear that entrepreneurship is important for economic growth, productivity, innovation and employment, and many countries have made entrepreneurship as an explicit policy priority. As globalization reshapes the international economic landscape and technological change creates greater uncertainty in the world economy, entrepreneurship is believed to offer ways to help to meet new economic, social and environmental challenges. Entrepreneurship has gained additional attention in the current economic crisis, as it is widely viewed as a key aspect of economic dynamism. The small and medium enterprise (SME) sector can play a significant role in the growth of a country by creating new jobs opportunities and has the potential to respond to changes to the environment in the global context (Shahzad, Ullah, Azam and Marwat, 2008).

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