

FACTORS INFLUENCE WOMEN ENTREPRENEUR BUSINESS SUCCESS

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MASTER OF SCIENCE (MANAGEMENT)

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## **ABSTRACT**

Nowadays, the number of women entrepreneurs involve in the business is kept increasing year by year. Hence this paper sets out to survey the seven factors that influence the women entrepreneur business success. The independent variables are socio- economic and culture; market and network; family support; government support; financial and fund support; social media and self- motivation. A questionnaire was used for data collection, and it was distributed to the women entrepreneurs in the northern region of Malaysia as the sample of this study. Multiple regression analysis was used to analyze the research hypotheses. The results showed that socio- economic and culture; market and network; family support; and self- motivation have significant and positive influence on women entrepreneur business success. The findings also revealed negative and significant link on socio- economic and culture factor with women business success, because result shows refuted hypothesis which led to the new finding of this study. Meanwhile, government support; financial and fund support; and social media did not have significant influence to the women entrepreneur business success. Research recommended for further study in the future, in order to investigate other important factors could influence the women entrepreneur business success and also a deeper investigation on the factors that not significant. It is also hoped that this study could contribute to the entrepreneurial literatures as well as practices.

## **ABSTRAK**

Pada masa kini jumlah usahawan wanita yang terlibat di dalam perniagaan semakin meningkat dari tahun ke tahun. Oleh itu kertas kerja ini menetapkan untuk mengkaji tujuh faktor yang mempengaruhi kejayaan perniagaan usahawan wanita. Pembolehubah bebas adalah sosio ekonomi dan budaya; pasaran dan rangkaian; sokongan keluarga; sokongan kerajaan; sokongan kewangan dan dana; media sosial; dan motivasi diri. Soal selidik telah digunakan untuk proses pengumpulan data dan ia telah diedarkan kepada usahawan wanita di kawasan utara Malaysia sebagai sampel kepada kajian ini. Analisis regresi berganda telah digunakan untuk menganalisis hipotesis penyelidikan. Keputusan menunjukkan bahawa sosio-ekonomi dan budaya; pasaran dan rangkaian; sokongan keluarga; dan motivasi diri mempunyai pengaruh signifikan and positif ke atas kejayaan perniagaan usahawan wanita. Keputusan juga mendapati terdapat hubungan signifikan dan negatif ke atas faktor sosio ekonomi dan budaya dengan kejayaan perniagaan usahawan wanita. Sementara itu, sokongan kerajaan; sokongan kewangan dan dana; dan media sosial tidak mempunyai pengaruh penting kepada kejayaan perniagaan wanita. Penyelidikan kajian untuk masa akan datang dicadangkan, untuk menyiasat faktor- faktor penting lain yang mempengaruhi kejayaan perniagaan usahawan wanita dan siasatan lebih mendalam terhadap faktor-faktor yang tidak signifikan juga diperlukan. Kajian ini diharapkan dapat menyumbang kepada kesusasteraan keusahawanan serta amalan.

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# CHAPTER ONE

## INTRODUCTION

### 1.1 Background of Study

Being an entrepreneur becomes a worldwide choice of people nowadays. This is not surprising because as Larry C. Farrell said in his speech at Universiti Utara Malaysia, last October (2014), that in China, entrepreneurship becomes the hottest subject there.

Nowadays, lots of people, especially women are interested in entrepreneurship and start their own business. Furthermore, according to forbes.com that talked about the world most powerful women entrepreneurs in 2014, many women have conquered in varieties of business such as Melinda Gates, Oprah Winfrey and Wu Yajun whereby they involved in business like technology, entertainment and real estate. It shows that women also can do and achieve whatever men do and become successful.

During the 20th century, women did business as a way in trying to avoid poverty and making up for the loss of a spouse only. However, when the society becomes more accepting on women doing business, many women interested to start a business. In 90's, with the modern technology comes in place or being used, like availability of computers and the facilities of the Internet, it has given women a booster for doing well and compete in business. This is because it helps women to be more widespread in the



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