

DEMOGRAPHIC CHARACTERISTICS, NEED FOR ACHIEVEMENT AND  
ENTREPRENEURIAL ATTITUDE AMONG WOMEN ENTREPRENEURS  
AND WOMEN MANAGERS IN MALAYSIA

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fulfillment of the requirements for the degree  
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by

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## *A B S T R A K*

*Kajian ini bertujuan untuk menyelidik tentang ciri-ciri demografik, keperluan untuk pencapaian dan sikap keusahawanan di kalangan usahawan and pengurus wanita di Malaysia. Secara khususnya, kajian ini bertujuan untuk menyediakan jawapan untuk soalan-soalan berikut:*

- (1) Adakah usahawan wanita berbeza daripada pengurus wanita dari segi ciri-ciri demografik, keperluan untuk pencapaian dan sikap keusahawanan?*
- (2) Adakah ciri-ciri demografik dapat menjelaskan varians dalam keperluan untuk pencapaian dan sikap keusahawanan secara signifikan?*
- (3) Apakah faktor demografik yang terbaik untuk meramalkan keperluan untuk pencapaian dan sikap keusahawanan di kalangan usahawan dan pengurus wanita dalam kajian ini?*

*Untuk menjawab soalan-soalan di atas, satu kajian kuantitatif yang berbentuk deskriptif telah dijalankan. Unit analisis terdiri daripada usahawan dan pengurus wanita di Malaysia. Empat puluh lima (45) orang usahawan wanita dan 45 orang pengurus wanita telah dimasukkan ke dalam sampel kajian ini dengan kaedah "snowballing" atau secara rujukan berantai disebabkan tidak adanya satu senarai nama usahawan wanita and pengurus wanita yang telah diterbitkan secara sistematik. Soal selidik telah diedarkan kepada responden sama ada secara peribadi atau melalui pos. Kadar maklum balas adalah 31.3%.*

*Soal selidik yang digunakan terdiri daripada tiga bahagian: Tinjauan Demografik untuk mendapatkan maklumat peribadi, Skala Rosen dan Skala Sikap Keusahawanan yang dicipta oleh Nieves (1985) bagi mengukur keperluan untuk pencapaian dan sikap keusahawanan di kalangan usahawan dan pengurus wanita. Koefisien kebolehpercayaan bagi Skala Rosen dan Skala Sikap Keusahawanan adalah 0.89 dan 0.85 masing-masing.*

*Data telah dianalisa menggunakan ujian-t untuk menguji perbezaan: Analisis Regresi Berbilang untuk mengenal pasti perhubungan di antara ciri-ciri demografik, keperluan untuk pencapaian dan sikap keusahawanan; dan "Stepwise Regression" ("Best Fit Model") untuk mengenal pasti faktor demografik yang terbaik untuk meramalkan keperluan untuk pencapaian dan sikap keusahawanan. Aras keyakinan 0.05 telah digunakan sebagai paras kritikal untuk keputusan berhubung dengan hipotesis.*

*Keputusan-keputusan penting kajian ini seperti berikut:*

- (1) Usahawan wanita tidak berbeza secara signifikan daripada pengurus wanita dari segi ciri-ciri demografik (kecuali umur, status perkahwinan, tahap pendidikan dan saiz keluarga), keperluan untuk pencapaian dan sikap keusahawanan.*
- (2) Tiga belas faktor demografik tidak menjelaskan varians dalam keperluan untuk pencapaian dan sikap keusahawanan secara berkesan. Ciri-ciri demografik hanya menjelaskan sebanyak 15.00% daripada varians dalam keperluan untuk pencapaian dan sebanyak 13.82% daripada varians dalam sikap keusahawanan.*



- (3) *“Best Fit Model ” yang terdiri daripada (1) umur, (2) agregat pendapatan tahunan keluarga, (3) saiz keluarga, (4) perhubungan dengan bapa, (5) perhubungan dengan ibu dan (6) kekerapan penghargaan yang diterima daripada ibu bapa merupakan ciri-ciri demografik yang baik untuk meramalkan keperluan untuk pencapaian. Sementara itu, (1) saiz keluarga, (2) tahap pendidikan bapa, (3) perhubungan dengan ibu dan (4) tempat tinggal semasa remaja adalah ciri-ciri demografik yang baik untuk meramalkan sikap keusahawanan.*
- (4) *Status sosial ekonomi (agregat pendapatan tahunan keluarga) merupakan faktor yang terbaik untuk meramalkan keperluan untuk pencapaian manakala tahap pendidikan bapa merupakan faktor yang terbaik untuk meramalkan sikap keusahawanan.*

*Berdasarkan keputusan kajian, cadangan-cadangan seperti kajian lanjutan, pembentukan polisi dan program/latihan ke arah pembangunan sikap keusahawanan telah dibincangkan.*

## ABSTRACT

The present study investigated the demographic characteristics, need for achievement and entrepreneurial attitude among women entrepreneurs and women managers in Malaysia. Specifically, it aimed to provide answers to the following research questions:

- (1) Will women entrepreneurs differ from women managers in demographic characteristics, need for achievement and entrepreneurial attitude?
- (2) Will the demographic characteristics significantly explain the variance in need for achievement and entrepreneurial attitude?
- (3) What demographic characteristics will best predict need for achievement and entrepreneurial attitude among women entrepreneurs and women managers under study?

To answer the research questions, a descriptive quantitative study was conducted. The units of analysis are women entrepreneurs and women managers in Malaysia. Forty five (45) women entrepreneurs and 45 women managers were included in the study through snowballing or "referred participants" due to the absence of a systematic listing of women entrepreneurs and women managers. Questionnaires were distributed to target respondents either personally or by mail. The response rate was 31.3%.

*The instrument used consisted of three parts: the Demographic Survey to gather personal information, the Rosen Scale and the Entrepreneurial Attitude Scale developed by Nieves (1985) to measure need for achievement and entrepreneurial attitude among women entrepreneurs and women managers respectively. The last two yielded reliability coefficients of 0.89 and 0.85 respectively.*

*Data were analyzed using the T-test to test differences; Multiple Regression Analysis to determine the relationships between demographic characteristics, on the one hand, and need for achievement and entrepreneurial attitude, on the other hand; and Stepwise Regression Analysis (Best Fit Model) to determine the demographic characteristics that best predict need for achievement and entrepreneurial attitude. The 0.05 level of significance was used as critical level for decision-making regarding the hypotheses.*

*The major findings of the study are as follows:*

- (1) Women entrepreneurs did not differ significantly from women managers in demographic characteristics (except for age, marital status, level of education and family size), need for achievement and entrepreneurial attitude.*
  
- (2) The thirteen demographic characteristics did not significantly explain the variance in need for achievement and entrepreneurial attitude. Demographic characteristics explained only 15.00% in the variance for need for achievement and only 13.82% in the variance for entrepreneurial attitude.*

- (3) *The best fit model showed that the demographic characteristics which are good predictors of need for achievement are: (1) age, (2) aggregate annual family income, (3) family size, (4) relationship with the father, (5) relationship with the mother, and (6) frequency of rewards received from parents. Meanwhile, for **entrepreneurial attitude**, the good predictors are (1) family size, (2) level of education of the father, (3) relationship with the mother, and (4) place of residence during childhood.*
- (4) *The best predictor for need for achievement is socio-economic status measured by aggregate **annual** family income while the best predictor for entrepreneurial attitude is level of **education** of the father.*

*Based on the findings, recommendations for **further** studies, policies formulation and programs/trainings towards entrepreneurship development are **forwarded**.*

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# CHAPTER 1

## INTRODUCTION

### 1.1 Context of the Problem

The emergent role of women in development is highlighted in the Sixth Malaysia Plan (1991). Their dual roles as homemaker and as co-partner for economic productivity are evident in their participation in the workforce and in entrepreneurial endeavours. Their dual role is aligned with the challenge of Vision 2020 which endows on women a challenge for their participation in establishing a competitive and entrepreneurial economy which is self-reliant, outward looking and enterprising (9th challenge, Vision 2020, Ahmad Sarji, 1993). The measure of success of women in responding to this challenge has been the subject of some studies and analysis. How have Malaysian women contributed to the realization of this challenge? In what capacity are women contributing to economic enterprise?

The appointment of Jennifer Chan as managing director of J. Walter Thompson is a phenomenon which has caught the interest of the public. The International Trade and Industry Minister, Datuk Seri Rafidah Aziz,

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