

A STUDY ON MOTIVATION TO START UP A BUSINESS AMONG
CHINESE ENTREPRENEURS

A master project submitted to the Graduate School in partial
fulfillment of the requirements for the degree
Master of Business Administration,
Universiti Utara Malaysia

by

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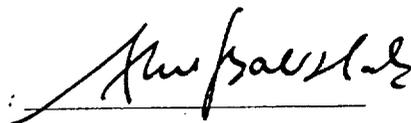
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ABSTRAK

(BAHASA MALAYSIA)

Tujuan kajian ini ialah untuk mengkaji tentang usahawan Cina di kawasan utara Semenanjung Malaysia, terutama dari segi faktor motivasi yang mempengaruhi keputusan mereka untuk memulakan perniagaan baru. Di samping mengenalpasti maklumat peribadi dan perniagaan usahawan serta masalah-masalah utama yang dihadapi semasa memulakan perniagaan dan semasa perniagaan dijalankan. Kajian ini adalah bertujuan untuk mengkaji faktor motivasi yang melibatkan usahawan Cina untuk memulakan perniagaan mereka. Model yang digunakan adalah berdasarkan model Scheinberg dan MacMillan. Kajian ini dijalankan dengan menggunakan data primer yang diperolehi dari soal selidik yang dilakukan terhadap 106 responden yang terdiri dari usahawan Cina. Pakej “Statistical Package for the Social Sciences” (SPSS) digunakan untuk menganalisis data: analisis deskriptif, analisis faktor dan ujian MANOVA digunakan dalam menerangkan latar belakang, motivasi dan pengujian hipotesis.

Hasil kajian menunjukkan kebanyakan usahawan Cina terdiri dari kaum lelaki (65.1%) yang melibatkan diri dalam perniagaan peruncitan (52.2%) dan kebanyakan mereka juga menubuhkan perniagaan sendiri (71%). Masalah-masalah utama yang dihadapi oleh usahawan Cina ialah masalah pemasaran (82.6%), diikuti oleh masalah pengurusan (73.9%), kewangan (63.8%), agensi kerajaan (52.2%), teknologi (37.7%) dan personal (76.8%). Dalam memahami apakah yang memotivasikan usahawan Cina, analisis faktor menunjukkan faktor status prestij merupakan faktor utama yang menggalakan usahawan Cina menceburi diri dalam perniagaan, diikuti oleh faktor pembangunan diri, sumbangan, penyesuaian diri, pengiktirafan sosial, perkaurnan, tradisi keluarga, kekecewaan dengan perkerjaan lama dan ‘melarikan diri’ dari perkerjaan sekarang. Analisis berasingan dijalankan kepada usahawan lelaki dan wanita. Usahawan lelaki lebih menyatakan bahawa faktor status prestij adalah penting bagi mereka, manakala wanita menyatakan bahawa faktor kewangan dan peluang adalah penting. Ini disebabkan oleh perbezaan keperluan dan tanggapan di antara usahawan lelaki dan wanita. Ujian hipotesis ke atas tahap pendidikan, pekerjaan bapa dan penglibatan dalam penubuhan perniagaan dengan faktor motivasi menunjukkan keputusan yang signifikan, manakala status perkahwinan dan pengalaman kerja adalah tidak signifikan. Ini menggambarkan bahawa tahap pendidikan, pekerjaan bapa dan penglibatan dalam penubuhan perniagaan adalah merupakan faktor yang diperlukan dalam mempengaruhi usahawan Cina memulakan perniagaan.

Berdasarkan kajian ini, jelas menunjukkan bahawa usahawan Cina memerlukan faktor motivasi seperti faktor status prestij, faktor pembangunan diri dan faktor sumbangan untuk memulakan perniagaan. Secara amnya, keputusan kajian di atas dapat meningkatkan pemahaman kita tentang budaya dan latar belakang usahawan Cina. Akhir sekali, kajian ini dapat memberi panduan kepada usahawan, persatuan perniagaan, penyelidik dan pembuat dasar dalam meningkatkan aktiviti keusahawanan di Malaysia.

ABSTRACT

(ENGLISH)

The purpose of this research is to study the viewpoints of Chinese entrepreneurs in the northern region of Peninsular Malaysia, especially from the perspective of motivation factors, which influence their decision to start up a new 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 Chinese entrepreneurs. This study also examines motivation factors that motivate Chinese entrepreneurs to start up a new business. Model developed by Scheinberg and MacMillan was used. The primary data collected through questionnaires were distributed to 106 Chinese entrepreneurs. "Statistical Package for the Social Sciences" (SPSS) was used for data analysis: description analysis, factor analysis and MANOVA test were used to explain the background, motivation and to test the hypothesis.

This study shows that the majority of the Chinese entrepreneurs were male (65.1%), involved in retail service business (52.2%) and are sole sole-founders of the business (71%). Major problems in their business lies in marketing (82.6%), management (73.9%), finance (63.8), government agencies (52.2%), technological (37.7%) and personal (76.8%). To understand the motivator, factor analysis shows that the status prestige is most important to start up a business, others are personal development, contribution, accommodation, social recognition, communitarianism, tradition, frustration and escapism. Different analysis was used to analyze the male and female entrepreneurs. The results from male entrepreneurs show that status prestige factor is most important. On the other hand, the females show finance and opportunity as important. These results show that there are differences in the male and female entrepreneurs. Hypothesis test found that education level, father's employment and involvement in founding business are significant with reference to the motivation factors. On the other hand, marital status and working experience show no significance. This shows that education level, father's employment and involvement in founding business are needed to influence Chinese entrepreneurs to start up a business.

From the above mentioned, it is clear that Chinese entrepreneurs need motivation factors such as: status prestige, personal development and contribution factors to start up a business. In general, results of this study would help to gain more understanding on the culture and background of Chinese entrepreneurs. Finally, this study also gives a useful tool to entrepreneurs, business associations, researchers and policy makers to improve entrepreneurial activities in Malaysia.

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CHAPTER 1 – INTRODUCTION

1.0 Introduction

Entrepreneurial activities are a major socio-economic significance. During the Seventh Malaysia Plan period (Seventh Malaysia Plan 1996-2000, 1996), the focuses of development strategies for small medium industries (SMI) have strongly emphasized the development of domestic market-oriented and small-scale industries. Efforts have been taken to support the development of the potential small and medium-scale industries that exhibit strong growth.

Zimmerer and Scarborough (1996) pointed out that without the endless creation of new business, the economy would stagnate. Free and open economic competition has as one of its principal tenets the accessibility of markets. New firms constantly emerge with new or better products and services to challenge existing competition; in so doing, they create a dynamic marketplace that is a reality, not just an economic theory.

During the late 1980s and early 1990s, the importance of entrepreneurial activities have become increasingly recognized. The businesses created by entrepreneurs have been the source of new jobs in the economy (Zimmerer & Scarborough, 1996). Timmons (1994) pointed out that entrepreneurs are critical contributors to our economy, and their contributions include: leadership; management; economic, and social renewal; innovation; research and development effectiveness; job creation; competitiveness and productivity; the formation of new industries, and regional economic development.

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