

STUDYING WOMEN ENTREPRENEURSHIP IN MALAYSIA.

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**BACHELOR OF TECHNOPRENEURSHIP WITH HONOURS
UNIVERSITI TEKNIKAL MALAYSIA MELAKA**

2019

STUDYING WOMEN ENTREPRENEURSHIP IN MALAYSIA.

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**A report submitted
in partial fulfillment of the requirements for the degree of
Bachelor of Technopreneurship with Honours**

Faculty of Technology Management and Technopreneurship

UNIVERSITI TEKNIKAL MALAYSIA MELAKA

2019

DECLARATION

I declare that this thesis entitled “STUDYING WOMEN ENTREPRENEURSHIP IN MALAYSIA. is the result of my own research except as cited in the references. The thesis has not been accepted for any degree and is not concurrently submitted in candidature of any other degree.

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APPROVAL

I hereby declare that I have checked this report entitled “STUDYING WOMEN ENTREPRENEURSHIP IN MALAYSIA.” and in my opinion, this thesis it complies the partial fulfillment for awarding the award of the degree of Bachelor of Mechatronics Engineering with Honours

Signature :

Supervisor Name :

Date :

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DEDICATIONS

To my beloved mother and father

ACKNOWLEDGEMENTS

In preparing this report, I was in contact with many people, lectures, supervisor and friends. They have contributed towards my understanding and thought. I wish to express my sincere appreciation to my lectures, Dr. Fararishah Bin Abdul Khalid, for encouragement and guidance critics. I am also very thankful to my main supervisors Dr. Muhammad Imran Qureshi for his guidance, advices and motivation. Without his continued support and interest, this research would not have been same as presented here.

My fellow housemate and friend should also be recognised for their support. My sincere appreciation also extends to all my housemate and others who have provided assistances at various occasions. Their views and tips are useful indeed. Unfortunately, it is not possible to list all of them in this limited space. I am grateful to all my family members.

ABSTRACT

Nowadays, women entrepreneur is the most power in market than men. There is a lot of women entrepreneurs in Malaysia. But what the factors that influencing them to archives the successful? Here this research will dissolve the factors that influencing growth company. The marketing channel, influencer, business knowledge, competency and personality as a factor that have in these eras among women entrepreneurs. The current study used a quantitative design to collect data from respondent. The flow to know the ending result is by doing a questionnaire among women entrepreneurs. The questionnaire is given to 100 women entrepreneurs in various of industry. They are given three days to complete and finished answered the questionnaires. The data collection is analyses through descriptive analysis. From that, marketing channel is the higher 0.308 and the lowest -0.041 fell to business knowledge. While, influencer is 0.111, personality -0.184 and competency -0.072. From that, there are five factors to hypothesis testing, two were accepted and the other three factors is rejected. In conclusion, the women entrepreneurship shown us that marketing channel as the main factor for the successful women entrepreneurship in Malaysia. While, for implication is using the guerilla marketing and be a innovativeness entrepreneurs. They only focus on successful of the company and the impact of their business on future. This research to know the women entrepreneurs in Malaysia.

ABSTRAK

Pada masa kini, usahawan wanita adalah yang paling kuasa di pasaran daripada lelaki. Terdapat banyak usahawan wanita di Malaysia. Tetapi apa faktor yang mempengaruhi mereka untuk membuat arkib berjaya? Di sini penyelidikan ini akan membubarkan faktor-faktor yang mempengaruhi syarikat pertumbuhan. Saluran pemasaran, influencer, pengetahuan perniagaan, kecekapan dan keperibadian sebagai faktor yang ada dalam era ini di kalangan usahawan wanita. Kajian semasa menggunakan reka bentuk kuantitatif untuk mengumpul data daripada responden. Aliran untuk mengetahui hasil akhir ialah dengan membuat soal selidik di kalangan usahawan wanita. Soal selidik diberikan kepada 100 usahawan wanita dalam pelbagai industri. Mereka diberi tiga hari untuk menyelesaikan dan selesai menjawab soal selidik. Pengumpulan data dianalisis melalui analisis deskriptif. Dari itu, saluran pemasaran adalah lebih tinggi 0.308 dan terendah -0.041 jatuh ke pengetahuan perniagaan. Sementara, influencer adalah 0.111, personaliti -0.184 dan kompetensi -0.072. Daripada itu, terdapat lima faktor pengujian hipotesis, dua diterima dan tiga faktor lain ditolak. Sebagai kesimpulan, keusahawanan wanita menunjukkan kepada kita bahawa saluran pemasaran sebagai faktor utama untuk keusahawanan wanita yang berjaya di Malaysia. Walaupun, implikasinya menggunakan pemasaran gerila dan menjadi usahawan inovatif. Mereka hanya memberi tumpuan kepada kejayaan syarikat dan kesan perniagaan mereka pada masa akan datang. Kajian ini untuk mengetahui usahawan wanita di Malaysia.

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LIST OF SYMBOLS AND ABBREVIATIONS

et al.	-	And others
>	-	Larger than
<	-	Smaller than
R^2	-	R square
f^2	-	Size

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CHAPTER 1

INTRODUCTION

1.1 Background

The increasing prominence of Asian women entrepreneurship has upstretched a lot of debate about their characteristic, which have been revealed to be significantly different from those of their male complements. According to Abdul Rashid (1992) said women entrepreneur related to the men, women are better at cultivating interpersonal relationship but lesser at planning, organizing and monitoring. The author demonstrates that Malaysian women entrepreneurs are less influenced by financial reasons such as money and economic necessity, than the men. Likewise, Turkish women indicate that one of their reasons for starting a business is tediousness from being a housewife (Atkinson, 2000). The most elements of women entrepreneurship the excellent management, marketing and money (Pathway to Entrepreneurial Growth, 2009).

Several researchers are study the various factors that have an influencing on firm execution (Chandler and Hanks, 1994; Covin and Covin, 1990; Qian and Li, 2003; Zahra and George, 1999). Every business needs an indicator to measure their performance and it is help them to sustain their existence and enlarge their business. Performance management for numerous small companies is still not established such as the performance management for big company. The purpose of this paper is to propose a conceptual framework for including fast growth entrepreneurial factors, impact and the types of level them among woman entrepreneurs. The result is expected to the fast growth company in order to sustain and enhance it is performance. In addition, research also expected to contribute to the academic to provide an understanding of the factors that caused the performance of fast growth company.

Other research said business must be effective in each activity, especially in marketing activities that will help and become fundamental to success and being fast growth entrepreneurs and create competitive advantages (Zich, Vesel, 2013). Hence, entrepreneurs must study their market location and challenges to be a fast growth company due to (Kotler, Caslione, 2009) claimed that it is necessary to the new stage of entrepreneurs to be a fast growth company.

Next, large sized and small and medium sized business have use more and different kinds of alternatives ways or factors to be fast growth company. These is because fast growth company is the biggest investment in economic to maintained and sustained their performance in the long term is a big challenge. This research is to study the women entrepreneurship factors for a balanced view of marketing, personality, competency and business knowledge. On this basis, entrepreneurship is important to maintain strong fast growth company. For entrepreneurs, the adoption of advance personality in the main business processes is a key to the successful improvement of their business performance and competitive.

Furthermore, entrepreneurship is important to maintain economic growth. However, how to sustain their performance in the long term is a big challenge. As for today, entrepreneurship it is fundamental to manage their social and environment, responsibilities, sustainability reporting is a common practice to respond to their customer expectation to be a fast growth company. Referring to Boiral (2013), growth must be an increasingly common practice in business' attempt to respond to expectation and criticisms from stakeholders and customers who want to be better informed about the social and environment impacts of business.

1.2 Problem Statement

Fast growth women entrepreneurs are one of the global business and has grown rapidly over the decades. There is range of challenges in growing a business. Some previous researchers investigate gender biases that are implicitly held by people regarding different kinds of entrepreneurial activity (Gupta, Wieland and Turban, 2019). Other than that, several countries are argue that is have a difference leads ability

to manage resources due to women entrepreneurs only have a certain advantage to achieve women entrepreneurship. Devine et al. (2019) suggested women is only leverage top management, venture capital investment and disbarment ownership to achieve fast growth.

Next, marketing channel have different purpose in every business such as Tuten and Solomon, (2017) said marketers have especially interested in understanding what their customer and public shouting about their business. But the issue and negative effect is not all customer might be comfy with such marketing types (Akar and Topcu, 2011; Dubois et al., 2018). Then, if they are not comfortable with what and how business marketing used social media, customers may develop a negative attitude which may in turn impact customer's purchasing purpose and lead to loss trust and may damage relationship between customer and enterprise.

In addition, these is in era Industry 4.0, the complementary of lack of knowledge or it is improper usage can bring various risks to sustainability and growth in business. When an organization has only inadequate knowledge sustainability, the opportunity of benefiting from the growth prospect decrease. According to Yusup et al., (2015), claimed lack of knowledge may also results in a failure to business going a fast growth company.

This research designed to study the most factor to be a women entrepreneurship in Malaysia There are strategic intentions set the foundations which is potential to provides new insight into emergence of strategy, strategic changes and the expansion of fast growth business.

1.3 Reseachr Question

The question is usually based on the aim and objective of this research;

- a) What is the relationship between marketing channel and women entrepreneurship ?
- b) What is the connection between influencer and women entrepreneurship?
- c) What is the correlation between personality and women entrepreneurship factors ?
- d) what is the association between competency and women entrepreneurship ?
- e) what is the link between business knowledge with women entrepreneurship ?

1.4 Research Objectives

There are three objectives of this research. These objectives must be stated to know whether the guidelines have been followed and the objectives have been successfully achieved. The objectives are as follows:

- a) To identify relationship between marketing channel and women entrepreneurship.
- b) To define the connection between influencer and women entrepreneurship.
- c) To determine the correlation between personality and women entrepreneurship.
- d) To analyses the association between competency and women entrepreneurship.
- e) To investigate the link between business knowledge and women entrepreneurship.

1.5 Significant of Study

The contribution of this research is significant in terms theoretical perspective. As such, the present of this research is expected to identify the contribution: from a theoretical viewpoint, the major contribution is developing a research framework for women entrepreneurship in Malaysia A review of literature reveals deficiency of study on the relationship among marketing channel, influencer, personality, competency and business knowledge in women entrepreneurship in Malaysia

1.6 Scope of Study

This research focuses on identifying data and information from women entrepreneurship in Malaysia. It will be given a questionnaire to the selected company in Malaysia. All the information will be kept in the information repository.



Figure 1.1 Map of Malaysia

1.7 Limitation of Study

There are several limitations has been defined in the process of researching. This research is just focused on the women entrepreneurship in Malaysia where collection of data will occur insufficient. Thus, the research still needs more evidence-based to support in future study. The limitation also would be the lack of cost and duration of time to conduct this research.

1.8 Thesis Overview

This research proposal is divided by three chapters:

Chapter 1 – Introduction

This chapter introducing the readers to the general background of the study; the problem statement that leads to this study, the objectives of this research, scope and hypothesis of the research.

Chapter 2 – Literature Review

The second chapter research a review of the literature that generally discuss similar, past, current related researches and some terminologies that are being employed in this research.

Chapter 3 – Methodology

In chapter three, the methodologies being used in the process of conducting the whole research will be elaborated including the process of collecting data and information from previous study, collecting of data and the sampling research methodology, also analyses the data to obtain the final result.

Chapter 4 Results and Discussion

This chapter presents quantitative results and findings based on the collected and analyzed data. This chapter provides a detailed discussion on analysis conducted. This chapter discusses on the descriptive statistic and analysis of structural equation model (SEM) which comprises of measurement and structural model. The descriptive analysis explains on the description of the women entrepreneurship in Malaysia and the analysis is using Smart PLS version 3.0 M3 software. On the other hand, the structural equation model analysis which explains on the multiple latent variables was conducted using the Smart PLS version 3.0 M3.

Chapter 5 Conclusion and Recommendation

This chapter contains a brief summary of the entire work, including methods, results and major conclusions /recommendations arising from the work. This chapter can be written in a single section or in separately numbered sections. Weaknesses, shortcomings and strengths of the project are presented. Recommendations for future work may also be included together with contributions of project. Any potential of commercialization or practical application must also be included.

1.9 Summary

In this chapter, the first section described the background of women entrepreneurship in Malaysia and their factor in influencing them to being fast growth business. The problem statement was dealt with the women entrepreneurship and factor on their business is not been fully explored. There are objectives in the research and fully described in the significance of study, scope of study and limitation of study.

CHAPTER 2

LITERATURE REVIEW

2.1 Overview

The second chapter research a review of the literature that generally discuss similar, past, current related researches and some terminologies that are being employed in this research.

2.2 Introduction

This chapter describes the review of the literature for some keywords and terminologies related to the research including the discussion of similar and past research. All data are collected from existing literature and research comprising published and unpublished materials such as books, journals, research reports, articles and web articles as well.

In the future, this technology could be used to enable many new applications (Vijayan, 2004). In fact, nowadays technology is powering the revolution of education, financial, business, commerce and even retails. One of the technologies used by mainstream of the people is the internet. The internet is the catalyst for challenging the conventions behind the outdated education business model and for exciting in effective policies, process and even the entire traditional organization of the past however, this change is not just about the internet; rather it encompasses the full field of issues, including strategy, people, process and technologies that are critical to the success of new model of operations and service delivery (Chambers, 1999).

2.3 Definition of Pertinent Terminology

This section is discussed more about the relevant words or sentences that subject. Which mean is something that has a logical and on point connection to this research may also fact of the definitions of the terms.

2.3.1 Fast Growth

According to Oxford Dictionaries definition of fast is something that relocating or capable of moving at high speed, operate purpose, or take effect quickly; quick; swift; rapid. While, Collins English Dictionary define fast by happening, moving, or doing something at great speed.

Next, growth in Collins English dictionary is define as the growth of rather such as an industry, organization or idea it is expansion in size, wealth or importance and something that boost in it.

Commonly, in business terms fast growth is a growing faster than it is peers or the larger economy. Although there are no hard and fast rules of defining growth, these corporations usually have enhanced annual profits by more than the industry median over a relentless period. According to Davidson 1991; wiktors and Laguna (2018), believed growth is widely celebrated in the media and it is contemplated a measure of entrepreneurial success story. Additionally, new project growth has been framed within life cycle models, which is suggest that start up business will go through phase or stage that present different disputes, requiring a variety of reserves and leadership traditions.

What is fast growth? There is various classification that brings their own definition and words to define the fast growth in the several words. According to Lopez-Gracia and Puente (2012), suggesting that firms or venture need to be in three years at least and over for been in the top 10 percent of firm growing. However, at the same time OECD-Eurostat Manual on Business Demographic Statistic (2007) stated that less than one percent of firms and less than two percent in terms of throughput is accounted by firms confidential as high-growth firm that are paly role in addressing important policy issues such as reducing redundancy and forming job.

In other word, fast growth is all enterprise with average annualized growth superior than twenty percent per annum, over a three years period and with ten or more employees at the beginning of the inspection period that measured by the number of employees and by turnover (OECD, 2007). For instance, a company's liability of newness and lack of authenticity may influence their ability to acquire the substantial resources required to grow (Dutta and Thornhill 2007; Zimmerman and Zeitz 2002). On balance, Almus and Nerlinger 1999; Gilbert et al. (1990) their study said that firm modernization, industry structures, resources and environmental factors are important factors in helping or obstructing the growth route.

In conclusion, that fast growth is related to the age and size of the firm in their industry (Delmar et al., 2003). While it is has been documented that the decision to grow is a special (Ginn and Sexton 1990; Rosa, Carter and Hamilton 1996; Wiklund, Davidsson and Delmar 2003), there are primary assumptions that the factors which influence high or low growth firms be inherent in more in the distinguishing of the company , industry or the atmosphere (Gilbert et al. 1990).

2.3.2 Entrepreneurs

Scores of studies have examined characteristic and persona traits of entrepreneurs that might influence growth. Aspect such as educational background, prior industry experiences, or prior entrepreneurial experience are shown to have direct effects on growth (Linus Gudonavicius et.al, 2014). There is also a proved that the cognitive factors aspirations and intentions also have a bearing on the expectations for size and scope of the business and ultimately effect growth potential (Cassar 2007; Stanworth and Curan 1976; Wiklund et al. 2003). Team range, diversity and capabilities are also correlated to growth over period (Eisenhardt and Schoonhoven 1990).

2.3.3 Women Entrepreneurs

The phenomenon of women's entrepreneurship, the women business owners themselves and their businesses, is viewed as one of the automobiles of economic and