

**IDENTIFYING DECISION-MAKING PROCESSES AMONG MALAY WOMEN  
ENTREPRENEURS IN A FISHING AREA IN TOK BALI,  
PASIR PUTEH, KELANTAN**



**RESEARCH MANAGEMENT INSTITUTE  
UNIVERSITI TEKNOLOGI MARA  
40450 SHAH ALAM, SELANGOR  
MALAYSIA**

**Prepared by:**

**Dr. Wan Zumusni binti Wan Mustapha  
and  
Associate Professor Norhaiyati Abd. Muin**

**Academy of Language Studies  
UiTM Kelantan**

**Dr. Nik Maheran Nik Muhammad  
Faculty of Business and Management  
UiTM Kelantan**

**DECEMBER 2011**

## ACKNOWLEDGEMENTS



This research would not be completed without the help of many parties. The researchers would like to express their deep appreciation to the following for their involvement and support in any ways in the completion of this research project.

Professor Dr. Abu Bakar Bin Abdul Majeed  
Assistant Vice Chancellor (Research) and all RMI staff for their support

Associate Professor Dr Haji Mohd Shukri Haji Omar  
Rector (Research and Industrial Linkages), UiTM Kelantan

Associate Professor Dr. Nik Kamarulzaman Hj. Abdulatiff  
Vice Rector (Research and Industrial Linkages), UiTM Kelantan

Puan Ruhani Sulaiman  
Senior Treasurer, UiTM Kelantan

Research Assistant  
Teuku Afrizal Teuku Anwar

Special thanks to:

The respondents, the malay women entrepreneurs in Tok Bali, Pasir Puteh, Kelantan.

May Allah ease our journey and jihad for our families.

## ABSTRACT

Kelantanese women's entrepreneurial behavior is already well known among the Malaysians. Kelantanese women have been known to be very independent and actively engaged in daily businesses and commercial activities. Therefore, this research seeks to study (1) the factors influencing women of fishing area Tok Bali to involve in entrepreneurship. (2) if the contribution has an impact the economy of their family; (3) whether women in this fishing area have entrepreneurial spirit; (4) If they do, what triggers the entrepreneurial spirit among women in the fishing area of Tok Bali; and (5) how does their performance impact the whole economy in fishing area of Tok Bali. Since women are also the human capital of a nation, it is important that they are no longer marginalized in the nation's development by equipping them with the skills and knowledge to survive in the challenging economy. Using qualitative case study research, the data collection started with a fact finding process for preliminary analysis followed by in-depth interviews with six respondents that have been identified. In-depth interviews and observation were done to reveal their main motivation for starting the business, attributions of success, capital and future plans. The emerging themes show their decision making behaviour. The findings conclude that for most respondents, the decision to venture into business means to feed their family and solve their current financial problem instead of contributing to the economy of the area. Thus the characteristics of entrepreneurship among them do not exist. Therefore, most of the respondents cannot be categorized as having entrepreneurial behavior as most of their businesses are just small-scale businesses to support their family. They do bring a change to their family's economy and play a role in changing their family's economic condition but do not act as catalyst for economic change. Nevertheless, the present study found that these women's involvement in business is due to a combination of psychological and social factors. Since there is a steady interest among these women to be involved in business either to continue the family tradition, for survival or to get a better life, there is a dire need for more studies on women entrepreneurship in the sociopolitical context in Malaysia so that their contribution is not just for their family and community but more significant to the nation. For further research, it is recommended that more extensive study to be done to gain more information on their decision making behavior towards entrepreneurship.

**Keywords:** women entrepreneurs, Kelantan, fishing area, economic impact, case study, attribution to success, capital

## TABLE OF CONTENTS

	<b>PAGE</b>
Letter of Submission	ii
Offer Letter (Best Abstract / Excellence Fund)	iii
Acknowledgments	iv
Abstract	vi
Abstrak	vii
Table of Contents	vii
List of Tables	viii
List of Figures	xi
 <b>CHAPTER I INTRODUCTION</b>	
1.1 Overview	1
1.2 Background of the Study	2
1.3 Problem Statement	4
1.4 Objectives of the Study	5
1.5 Research Questions	6
1.6 Significance of Study	7
1.7 Definitions	8
 <b>CHAPTER II REVIEW OF LITERATURE</b>	
2.1 Introduction	9
2.2 Theoretical discussions	9
2.2.1 Behavioral Decision Theory	11
2.2.2 Entrepreneurship theory	11
2.2.3 Decision making and entrepreneurship	13
2.1.3.2 The relationship between an entrepreneur and strategic decision making process	14
2.1.3.4 Factors influencing the entrepreneurial strategic decision making process	17

## CHAPTER I

### INTRODUCTION

#### 1.1 Overview

Entrepreneurship as the process of extracting social and economic values from the environment has become a process of social phenomenon. Entrepreneurs have one of the most highly involving and demanding economic roles because they take initiative, carry risk, and assume autonomy in the organisation and management of resources, often with limited knowledge (Knight, 1921 and Harwood, 1982). The process of starting a business venture or taking concrete actions towards realising business start-ups is reflected by attitude and social norms. Entrepreneurialism is usually related to financial resources. But in an era of knowledge economy, resources are not only financial but also informational and scientific (explicit knowledge), experiential (tacit knowledge), cultural (lay knowledge) and others.

As a marginalized group in politics, economy and social, women make up a large form of untapped human resource that reserve their participation in the labour force by the fact that women are subject to a number of coded and unwritten social mores in a patriarchal, male dominant society, which traditionally restricted entrepreneurial endeavour (McElwee and Al-Riyami, 2003). Since women are also the human capital of a nation, it is important that they are no longer marginalized in the nation's development by equipping them with the skills and knowledge to survive in the challenging economy.