

UNIVERSITI TEKNOLOGI MARA

**DETERMINANTS OF
ENTREPRENEURIAL INTENTION
AMONG B40 WOMEN IN SABAH,
MALAYSIA**

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ABSTRACT

Due to the importance of entrepreneurship to national economy, it is necessary to understand the driving factors of entrepreneurial intention among B40 women. From an individual-level context, this study investigates the effects of attitude towards entrepreneurship, family support and entrepreneurial self-efficacy through the mediation of perceived desirability and perceived feasibility on entrepreneurial intention of B40 women in Sabah, Malaysia. This quantitative study used a sample of 134 respondents selected by purposive sampling method from among the B40 women residing in Sabah. Findings showed that all research hypotheses were supported with positive and significant effects of attitude towards entrepreneurship, family support and entrepreneurial self-efficacy on perceived desirability and perceived feasibility as well as the mediating effect of perceived desirability and perceived feasibility on entrepreneurial intention. Besides that, perceived desirability and perceived feasibility were both significant mediators to the relationships of attitude towards entrepreneurship, family support and entrepreneurial self-efficacy with entrepreneurial intention. Overall, the research model presented a predictive accuracy of 54.5%, 63.8% and 60.9% to explain variance in perceived desirability, perceived feasibility and entrepreneurial intention respectively. The findings of this study have significant implications for empowering B40 women by highlighting the critical determinants of entrepreneurial intention, such as fostering a positive attitude towards entrepreneurship, strengthening family support systems, and enhancing entrepreneurial self-efficacy. These insights can guide policymakers, educators, and organizations in designing targeted interventions and support programs to promote entrepreneurship among B40 women, ultimately contributing to their socioeconomic upliftment and self-reliance.

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CHAPTER 1

INTRODUCTION

1.1 Preamble

This chapter introduces the research to be undertaken by describing the background of the research and stating the research problems. The research questions, research objectives and research hypotheses are also presented in this chapter in response to the identified research problems. Besides that, the significance of the research to various stakeholders is also explained in this chapter. The scope of study entails the extent of the research while the definition of terms provides the operational definition of the terms that are used frequently in this study.

1.2 Background of the Research

Malaysia is considered as a fast-growing economy as evident from its development since its independence to sustain economic growth and reduce the incidence of poverty. According to a report from Economics Intelligence Unit stated in Ab Hamid et al. (2020), the average annual growth rate for gross domestic products from 2010 to 2018 was at 5.4%. Malaysia is also considered as the third highest income per capita nation among the ASEAN countries; the top two being Singapore and Brunei. As Malaysia strives to become a high-income country, the high economic growth has resulted in widening of economic disparity in various dimensions including the gap in income groups. This implies that the disadvantaged income group may not enjoy the high economic growth compared to the high-income group, which beats the purpose of benefiting the people in an equitable manner. A study conducted by Khazanah Research Institute (2018) indicated that the income of the top 20% (T20) is twice than the other income groups, the middle-income group (M40) and the lower income group (B40) in the last two decades. A comparison of income among the three income groups (T20, M40 and B40) as shown in Figure 1.1 implied a significant income gap. The figure serves as a real comparison of income and expenditure among different income groups before