

**UNIVERSITI TEKNOLOGI MARA**

**CONTEXTUALISING SOCIAL  
STATUS IN ENTREPRENEURSHIP:  
THE LIVED EXPERIENCES OF  
BUMIPUTERA GRADUATE  
ENTREPRENEURS IN KLANG  
VALLEY**

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## **ABSTRACT**

Despite all the efforts and research that have been carried out in Malaysia to study the motivation and intention of becoming entrepreneurs, neither seems to attract more graduates nor the Bumiputera to become entrepreneurs. The general objective of the present study was to explore a different approach to attract the Bumiputera graduates to become entrepreneurs by taking the importance of sociologists' perspectives into account by investigating the lived experience of Bumiputera graduates involving themselves in entrepreneurship. Seven Bumiputera graduate entrepreneurs were selected using purposive and snowball sampling techniques and interviewed using semi-structured open-ended questions. Data found that the Bumiputera graduate entrepreneurs had diverse life experiences pursuing entrepreneurship. Besides having unsupportive family members, being lazy and selective were the plausible answers to why the Bumiputera graduates are unemployed instead of becoming entrepreneurs. Other sociological aspects also impact the Bumiputera graduate entrepreneurs' business endeavours. Although they were hesitant to admit the importance of social status in their lives, they admit social status is vital for business success. In general, their social status varies with their achievements or failures. When asked about their perceived social status, the graduates often describe social status as the view of oneself, feelings of satisfaction, and getting attention from others. Their achievements or failures alter how they view themselves, their feelings of satisfaction, and getting attention from others. Based on the findings, social status is useful in attracting graduates to become entrepreneurs. The government and other parties interested in attracting more graduates, especially the Bumiputera, to become entrepreneurs, may use the elements defining social status as a few of the efforts. Furthermore, social status is also suitable to inspire graduates already in the entrepreneurship field to expand their businesses instead of staying on a small scale.

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