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**A FINAL REPORT FOR  
CHARACTERISTICS AND FACTORS THAT INFLUENCE BUMIPUTERA STREET  
HAWKERS BECOME SUCCESSFUL IN BUSINESS**

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## TABLE OF CONTENT

|            |   |    |
|------------|---|----|
| <b>1.0</b> | <b>INTRODUCTION</b>   |    |
| 1.1        | Introduction  | 1  |
| 1.2        | Background of the Study                                       | 3  |
| 1.3        | Problem Statement   | 4  |
| 1.4        | Research Questions  | 5  |
| 1.5        | Research Objectives   | 6  |
| 1.6        | Significance of Study   | 7  |
| 1.7        | Scope of Study  | 8  |
| 1.8        | Limitation of Study   | 9  |
| 1.9        | Definition of Terms   | 10 |
| <br>       |   |    |
| <b>2.0</b> | <b>LITERATURE REVIEW</b>                                      |    |
| 2.1        | Introduction  | 11 |
| 2.2        | Characteristics of Successful Entrepreneur                    | 12 |
| 2.2.1      | Emotional Intelligence  | 12 |
| 2.2.2      | Creativity  | 13 |
| 2.2.3      | Innovativeness  | 14 |
| 2.2.4      | Self-efficacy & Self Confidence                               | 15 |
| 2.3        | Factor that Influences of Successful Bumiputera Entrepreneurs | 17 |
| 2.3.1      | Numerous of social networking and resources                   | 17 |
| 2.3.2      | Risk taking   | 19 |
| 2.4        | Successful in Business Sector                                 | 20 |
| 2.5        | Conclusion  | 21 |
| 2.6        | Link between independent variables and dependent variables    | 21 |
| 2.7        | Theoretical Framework and Hypothesis                          | 22 |
| 2.7.1      | Hypothesis  | 23 |
| <br>       |   |    |
| <b>3.0</b> | <b>RESEARCH METHODOLOGY</b>                                   |    |
| 3.1        | Introduction  | 24 |
| 3.2        | Research Design   | 25 |
| 3.3        | Measurement and Scale   | 26 |
| 3.4        | Sampling Size   | 29 |
| 3.5        | Respondents Profile   | 30 |
| 3.6        | Data Collection Method  | 30 |
| 3.7        | Research Instrument   | 31 |
| 3.8        | Questionnaire section   | 32 |
| 3.9        | Pilot Study   | 33 |

|            |  |    |
|------------|--|----|
| <b>4.0</b> | <b>ANALYSIS AND FINDINGS</b>           |    |
|            | 4.1 Respondents' Profile               | 34 |
|            | 4.2 Goodness of Measure                | 35 |
|            | 4.3 Respondent's Profile Description   | 37 |
|            | 4.4 Pearson's Correlation              | 42 |
|            | 4.5 Regression Analysis                | 49 |
|            | 4.6 Coefficient Analysis               | 50 |
| <b>5.0</b> | <b>CONCLUSIONS AND RECOMMENDATIONS</b> |    |
|            | 5.1 Conclusions                        | 51 |
|            | 5.2 Recommendations                    | 53 |
|            | <b>REFERENCES</b>                      | 55 |
|            | <b>APPENDICES</b>                      | 57 |

# CHAPTER 1

## INTRODUCTION

### 1.1 Introduction

An entrepreneur is refer to a person or somebody that working within an existing organization or by individually, who categorizes a business opportunity within a given market and sets up an enterprise or minor to take advantage of the opportunity that have (Gartner, 1988). They take up the risks involved in pursuing the opportunity and also take recognition for the reward that may grow from taking such risk. They however, ensure that the risk is well calculated before venturing (Timmons, 1978; Lynskey, 2002). Entrepreneurs by nature are innovative, creating new ideas and developing new business processes (Kirzner, 1973; Schumpeter, 1934; Bolton, 1986; Timmons, 1978). Entrepreneurs identify new markets; revise existing processes and ways of doing business in other to create something new, with improved value to the community within which the entrepreneur brings out his business (Hitt, Ireland, Camp & Seton, 2001).

The entrepreneur is quick to identify opportunities within a given market (Sull, 2004), by identified these opportunities he devices ways of cutting all potential and existing problems within the market environment (Kouriloff, 2000). Even though entrepreneurs come pleasure in identifying opportunities to satisfy personal goals, they also seek to get commensurate financial reward for their efforts (Hisrich & Peters, 1992; Boyd & Gumpert, 1983). Entrepreneurs believe in taking calculated risks towards achieving their goals (Das & Teng, 1997). Davids (1963) and Drahem (1972) both described entrepreneurs as founders of new businesses. Broekhaus (1980) says that the individual or group of individuals should be the major owner of the business and not employed in another organization.

In essence entrepreneurs are characterized by the need to break new grounds and achieve new heights (Komives, 1972; McClelland & Winter, 1969). They possess strong value and personal discipline (Decarlo & Lyons, 1979; Komives, 1972). They have strong self believe that they can control events around them (Broekhaus, 1980a; Broekhaus & Nord, 1979; Liles, 1974). Individuals with these sorts of abilities can therefore give greatly to the growth of the economy if they are given the necessary based to succeed. The duty is on the government to establish the right policy framework that can effectively outgrowth to the development of sustainable entrepreneurship. Entrepreneurs have the potential to change the economic standing of a developing country. Landes (1998) put it that entrepreneurship can indeed promote lack improvement, encourage innovation, promote healthy competition and in the overall boost economic growth.

## **1.2 Background of the Study**

This study is carried out to investigate right characteristics that can influences Bumiputera street hawkers to become successful in business, also the factors that can lead to that successful. This study is focused on those who was involve in street hawkers in Kuching area that already successful and who still in struggle to become a successful entrepreneur. Why just cover up Kuching area because there are lots of street hawkers in this area since it a big city and also the capital of Sarawak. The Bumiputera street hawkers will be focus more for this study because it just few of them was become successful, and the result of this study can help other street hawkers as their guideline to be successful too.

Beside from that, as we know that most of new generations start to involve in the business because of difficulties of them to involve in government sector. So it more good for them to involve in business sector cause the successful of entrepreneur not just act as boost generate of their income, but in the same time the economics of that particular country can be improve. So there is needed to expose this research finding to the new generation so that they not too depending on government but need to create their own opportunity by involving in business if they already understanding the characteristics and the factors that influence Bumiputera street hawkers to become successful.

### **1.3 Problem Statement**

The street hawkers are the one who plays significant role in the economic development of a country. Basically an street hawkers can be regarded as a person who has the initiative, skill and motivation to set up a business or an enterprise of his own and who always looks for high achievement. He is a catalyst of social change and works for the common good. He looks for opportunities, identifies them and seizes them mainly for economic gains. Street hawkers is a person who is able to express and execute the urge, skill; motivation and innovative ability to establish a business or industry of his own either alone or in collaboration with his friends. His motive is to earn profit through the production or distribution of socially beneficial goods or services. He is enriched with the inborn qualities of adventurism, willingness to face risks, innovative urge and creativity and is eager to make dynamic changes in the production process, introduce innovations and to find out new uses for raw materials. But now there is so many challenges faced by new entrepreneurs as examples, lack of patience in solving problems, lack of sustained motivation, Inability to dream and use subconscious etc. In addition to this the other challenges includes; developing vision and ideas, raising capital, assembling a team, finding the right location, finding the right employees, finding good customers, overcoming competition, unforeseen challenges and expenses, keeping up with industrial changes and trends and exiting the business.

## 1.4 Research Questions

The main objective of this particular study is to conduct an evaluation about characteristics and factors that influence successful of the Bumiputera street hawkers in business. Based on the finding, it will be easier to determine whether the entrepreneurs' characteristics and factors that influence street hawkers to become successful have relationship with the successful street hawkers. The other objective is to determine did both independent variable need to come together to lead of successful street hawkers. Therefore, the following research questions are delivered.

RQ1: What is the relationship between street hawkers' characteristics and successful in their business?

RQ2: What are the factors that influence street hawkers to become successful in their business sector?

RQ3: Does both street hawkers' characteristics and factors that influence street hawkers to become successful need to come together to lead of successful street hawkers?



## 1.5 Research Objectives

Having concisely introduced the issue, this research seeks to empirically investigate between the dimensions of characteristics of successful entrepreneurs and factors that influence of successful street hawkers.

The research objectives are:

RO 1: To identifying the characteristics and factor of successful Bumiputera street hawkers.

RO2: To determine the factors that influence of successful of Bumiputera street hawkers.

RO 3: To study the characteristics and factors that influence successful of street hawkers affects successful of Bumiputera street hawkers in business.

## **1.6 Significance of Study**

The significance of this study is to evaluate the relationship of Bumiputera street hawkers' characteristics and the factors that influence to the successful in business. By investigate the characteristics of street hawkers and it factors that also influence the successful of street hawkers, it can create more awareness of the other street hawkers and as the guideline for them to conduct their business. The proper ways in conducting business will lead to systematic system in their business and at the end it profit will increase and the country economy more stable.

## **1.7 Scope of Study**

It is believed that this study would help both the characteristics and factors that influence successful street hawkers will lead to the success of Bumiputera street hawkers in the business. In this business, it needs to conduct and organize carefully so that it can be run in the long term. Besides from that, profit of the business are need to be concern because in order to run a long run business it need to have a good return so that it can used to run next month turnover.

The specific scopes are:

1. It will help the Bumiputera street hawkers to understand how the characteristics of them self can lead to their successful in the business.
2. It will help the Bumiputera street hawkers to know which factors that can influence they be successful in the business.

## **1.8 Limitation of Study**

All research has its own limitation thus it would encourage more research to be done to gather accurate ways for future understand the characteristic and factors influence of successful street hawkers in the business sector. The major limitation of this study were research scope and boundaries were not broad enough to cover many more areas to gather information such from big companies, small and medium entrepreneur (SME) and also personal business that have large scale of area. The second major limitation was hard to make appointment and time was clash to meet with them and to collect the details and information.

## 1.9 Definition of Terms

The definitions of key terms used as a fundamental guideline in this study are presented as follows:

| No. | Term           | Definition   |
|-----|----------------|--|
| 1   | Characteristic | The act of human being. Being a feature that helps to distinguish a person or thing.   |
| 2   | Factor         | A circumstance, fact, or influence that contributes to a result or outcome.  |
| 3   | Influence      | The capability to have an effect on the character, development, or behavior of someone or something, or the effect itself.   |
| 4   | Successful     | Achievement toward goal that has been set.   |
| 5   | Street Hawkers | Person or somebody that selling goods or products by individually, who categorizes a business opportunity within a given market and sets up an enterprise or minor to take advantage of the opportunity that have (Gartner, 1988). |
| 6   | Business       | The part of the economy made up by companies. It is a subset of the domestic economy, excluding the economic activities of general government, of private households, and of non-profit organizations serving individuals.         |

*Figure 1.1: Definition of Terms*

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

In this chapter it discuss about all the term that been used in the characteristics and factors that influence to successful of street hawkers in the business. It will elaborate more on the characteristics and factors of the successful of street hawkers that has similarity with entrepreneur. In this chapter also where the independent variables and dependent variables link to each other. The proposed conceptual of framework are being made and the hypothesis of the research will be done in this chapter.

## **2.2 Characteristics of Successful Street Hawkers**

### **2.2.1 Emotional Intelligence**

Entrepreneurship the very term is redolent with the passion, energy, and creativity ascribed to the men and women who forge new business ventures by discovering, generating, and stimulating opportunity. An emerging, and very promising, stream of research on entrepreneurs pertains to the role of affect - feelings and emotions - in enhancing the potential success of entrepreneurial ventures. For example, research indicates that positive emotions may enhance entrepreneurial creativity, including opportunity recognition (Baron, 2008). Additionally, entrepreneurs who display passion - positive, intense feelings - about their ventures tend to be more successful than those who do not display passion (Baum & Locke, 2004). Positive emotions also influence an entrepreneur's ability to turn past experiences into present solutions through heuristic processing (Baron, 2008), and to deal effectively with the persistent stress (Carver & Scheier, 2001) that often plagues entrepreneurs.

### 2.2.2 Creativity

Entrepreneurs have a base of domain knowledge essential to performing creative transformational processes that lead to creative new ideas (Shane, 2000; Weisberg, 1999), however, base knowledge is a “double edged sword” and can stifle creativity through strong biases toward existing ideas and properties of familiar exemplars (Frensch & Sternberg, 1989; Runco & Chand, 1995; Smith, Ward, & Schumacher, 1993; Ward, 2004). This phenomenon is referred to as the “inverted U” theory of knowledge and creativity whereby creativity is positively correlated with knowledge until the onset of biased expert knowledge begins to limit and ultimately reduce creativity (Frensch & Sternberg, 1989). Knowledge is key to creative entrepreneurial actions such as opportunity recognition and knowledge asymmetry accounts at least in part for why entrepreneurs in the same environment do not all recognize the same opportunities (Shane, 2000).

Creativity skills include cognitive style, heuristics and ideation techniques (Amabile, 1983). Cognitive style is defined as individual preferences toward certain modes of thinking, perceiving, remembering information and problem solving (Amabile, 1983; Tennant, 1988). Amabile has explored the role of numerous cognitive styles including the ability to see new meanings in concepts or objects (“breaking the perceptual set”) or adopting a new problem solving strategy (“breaking the cognitive set”). Other 33 cognitive styles conducive to creativity include keeping creative production options open as long as possible (Getzels & Csikszentmihalyi, 1976) while suspending judgment (Stein, 1975). Heuristics are learned mental shortcuts used by entrepreneurs to simplify decision making and idea generation under difficult conditions, i.e. typically in the absence of sufficient time or data to use typical managerial analysis techniques (Busenitz & Barney, 1997; Tversky & Kahneman, 1974).



### 2.2.3 Innovativeness

Innovation is the process of bringing the best ideas into reality, which triggers a creative idea, which generates a series of innovative events. Innovation is the creation of new value. Innovation is the process that transforms new ideas into new value- turning an idea into value. You cannot innovate without creativity. Innovation is the process that combines ideas and knowledge into new value. Without innovation an enterprise and what it provides quickly become obsolete.

The dictionary defines innovation as the introduction of something new or different. Innovation is the implementation of creative inspiration. Innovation is the basis of all competition advantages, the means of anticipating and meeting customer's needs and the method of utilization of technology.

Innovation is fostered by information gathered from new connections; from insights gained by journeys into other disciplines or places; from active, collegial networks and fluid open boundaries. Innovation arises from organizing circles of exchange, where information is not just accumulated or stored, but created. Knowledge is generated a new from connections that were not there before. Wheatley (1994).

Joseph Schumpeter (1934) believes that the concept of innovation, described as the use of an invention to create a new commercial product or service, is the key force in creating new demand and thus new wealth. Innovation creates new demand and entrepreneurs bring the innovations to the market. This destroys the existing markets and creates new ones, which will in turn be destroyed by even newer products or services. Schumpeter calls this process "creative destructions."

#### 2.2.4 Self-efficacy & Self Confidence

There are two distinct but inter-related streams of research on entrepreneurial self-efficacy are evident in the literature. The first stream examines the role of self-efficacy during business start-up processes while the second stream of research examines its role during business growth phases. We review literature on start-up only because that is the focus of the current study. In the domain of business start-up processes an area of continued interest is understanding individual differences in self-efficacy for different subgroups, including male and female entrepreneurs (Scherer et al., 1989), entrepreneurs and managers (Chen et al., 1998; De Noble et al., 1999), technological entrepreneurs and inventors (Markman et al., 2002), and successful and unsuccessful entrepreneurs (Markman and Baron, 2003). In what follows we review literature that examined direct and indirect effects of self-efficacy of entrepreneurs engaged in activities involving starting-up a new business.

One of the first contributions in research on entrepreneurial self-efficacy involved its role in the entrepreneurial intention formation. Boyd and Vozikis' (1994) extend Bird's (1988) model of entrepreneurial intentions where they proposed that self-efficacy was an important mediator in determining both the strength of entrepreneurial intentions, and the likelihood that those intentions would result in entrepreneurial actions. In further analyzing effects of self-efficacy on entrepreneurial intentions on populations of nascent entrepreneurs, Gatewood and her colleagues found that personal efficacy influenced the development of attributions of nascent entrepreneurs for creating new businesses (Shaver et al., 2001; Gatewood et al., 2002; Carter et al., 2003). Krueger (2000) associated self-efficacy with perceived feasibility and formation of entrepreneurial intentions, while Chandler and Jansen (1992), Kolvereid (1996), Segal et al. (2002, 2005) used self-efficacy to explain employment choice intentions. Summarizing the state of the field in a meta-analysis, Rauch and Frese (2007) showed that entrepreneurial self-efficacy

for starting a new business is a crucial factor in increasing the likelihood of business start-up activity. An overall finding from studies that examined direct impacts of self-efficacy on formation of entrepreneurial intentions cumulate to an observation that individuals with higher entrepreneurial self-efficacy have higher entrepreneurial intentions and are consequently more likely to believe they also have an actionable idea.

## **2.3 Factor that Influences of Successful Bumiputera Street Hawkers**

### **2.3.1 Numerous of social networking and resources**

The entrepreneurial process or entrepreneurship is heavily dependent on social network where entrepreneurs are driven by opportunity seeking behavior and not by a simple desire to invest resources (Stevenson 1984). Entrepreneurs are always on the lookout in seeking highest profit maximization and they can only achieve this by exploiting and capitalizing on opportunities coming their way. One way of sensing and making the most of opportunities is by tapping into ones social network, where a social network is thought to be an actual set of links of all kinds amongst a set of individuals (Mitchell 1973; Brass 1992). Another scholar to identify the importance of social structure was Mark Granovetter (Granovetter 1985) who said that social relations are embedded in the economic action / behavior of individuals or firms. In literal sense, embedded means to be fixed firmly and deeply in a surrounding mass or to be an integral part of a surrounding whole (Oxford Dictionary). Granovetter's embedded theory points out an idea that economic relations between individuals or firms are rooted in actual social networks and do not exist in an abstract idealized markets. Granovetter also acknowledges that trust and malfeasance may become an issue but explains that networks of social relationships among people may actually discourage malfeasance. He gives an example that people guide their choices based on past actions with people and continue to deal with those they trust.

Aldrich and Zimmer (1986) propose an alternative perspective of entrepreneurship where he views it as embedded in networks of continuing social relations. He implies that through this complex network of relationship, entrepreneurship is either facilitated or controlled by linkages between entrepreneurs, resources and opportunities. Howard introduces several theories and concepts of social networks that are used and adopted by several other academics (Shane 2000),

(Greve and Salaff 2003). Hence it can be inferred that entrepreneurship is a social role embedded in a social context, where decision making and other entrepreneurial activities are embroiled in the social structure of the respective entrepreneur. What this means to this paper is that social networks are quite relevant and important in the research of entrepreneurship and thus the relationship of social networks to entrepreneurship needs to be further investigated to have a fairer understanding of the phenomenon.

### 2.3.2 Risk taking

In the former subsections three concepts of risk were clarified. In this section the entrepreneurial risks, risks related to entrepreneurs, are described. Entrepreneurs share financial risk, management risk and personal risk; it is quite obvious that entrepreneurs put their whole career on the line in their pursuit of a new and independent enterprise (Gartner, 1990). Duxbury and Summers (2004) believe that entrepreneurs, like managers concern themselves mostly with the risk of downside loss, relative to risk as variance. That is, the most appropriate measures of risk for entrepreneurs measure the likelihood and magnitude of downside loss, or hazards, as opposed to an overall variance of returns.

Becoming an entrepreneur a person risks his financial well-being, his career opportunities, his family relations, and his psychic well-being. For example, when a new business results into an unsuccessful enterprise, the entrepreneur has to deal with the consequential financial obligations and he could jeopardize his future standard of living. For this reason, future entrepreneur should be well advised to analyze carefully the risks associated with his specific business proposal and then to determine whether or not he is willing to undertake them. Entrepreneurial risks that the decision to start a business depends to a great extent upon the potential entrepreneur's perception of the risk involved. Entrepreneurial risk can be divided into three components the general risk taking propensity of a potential entrepreneur, the perceived probability of failure for a specific venture, and the perceived consequences of failure.

## **2.4 Successful in business sector**

This is where the entrepreneur already achieves their business mission. The business mission can be the target of sell or the number of their loyal customer that made a regular purchase that can guarantee unstop income to their business. But some entrepreneur set their successful in business sector by the profit that their make in their business. If they can make profit, they will assume that they already success in their business. So this will make they does not have good relationship with the customer.

## **2.5 Conclusion**

In the conclusion is successful in business sectors have a strong link with the characteristics and the factors of the entrepreneur has been show at above. So it a needed to understanding on the emotional intelligence, creativity, innovativeness and self-confident that show the positive characteristics of successful entrepreneur and also the factor that influence which is numerous of social networking and resources and risk taking. So this research is to confirm that did has a strong relationship between the independent variable with the dependent variable.

## **2.6 Link between independent variables and dependent variables**

There is a relationship between emotional intelligence characteristics and the successful of street hawkers in business.

There is a relationship between creativity characteristics and the successful of street hawkers in business.

There is a relationship between innovativeness characteristics and the successful of street hawkers in business.

There is a relationship between self-confident characteristics and the successful of street hawkers in business.

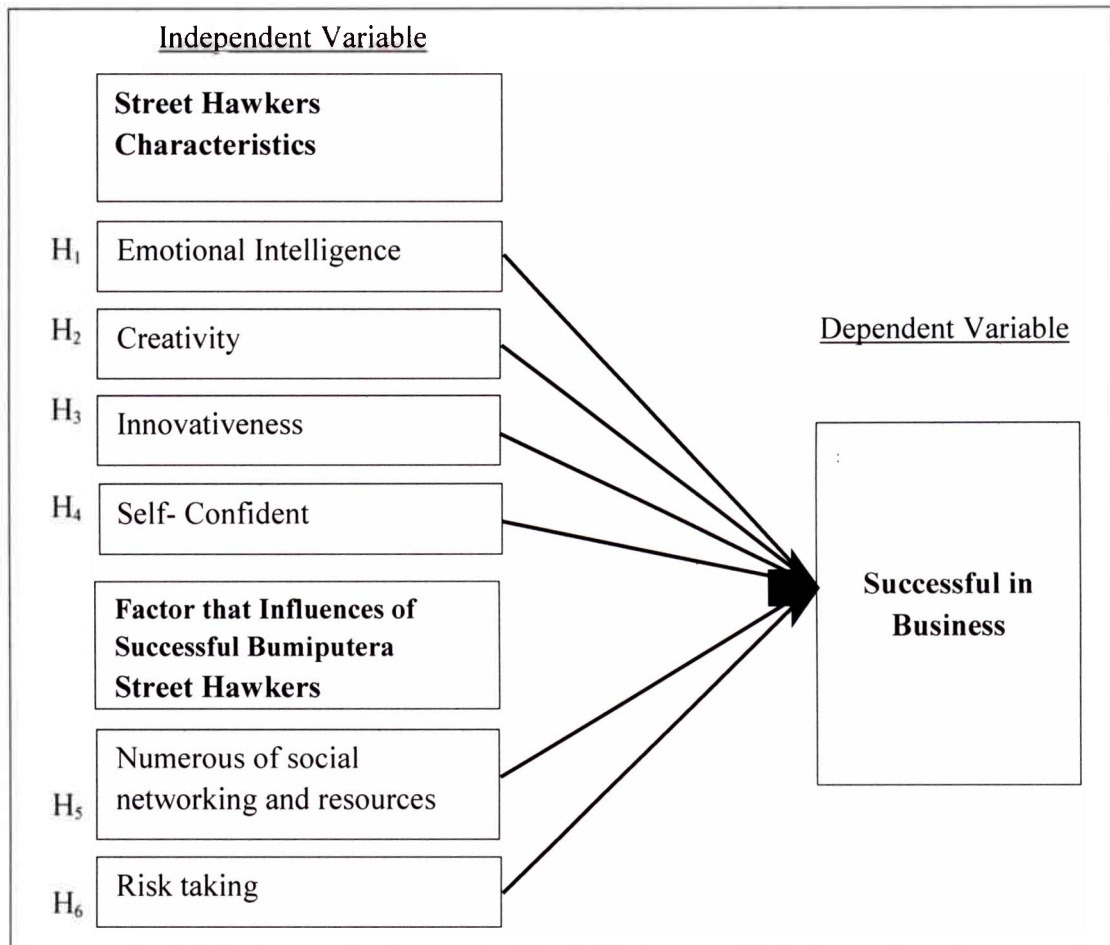
There is a relationship between numerous of social networking factors and the successful of street hawkers in business.

There is a relationship between risk taking factors and the successful of street hawkers in business.



## 2.7 Theoretical Framework and Hypothesis

Figure 1 show the theoretical framework of the study on the various relationships between the variables under this study topic. This figure shows the characteristics of the street hawker and the factors that can influence the successful of them in the business. These variables have relationships between one another whereby each variables will affects the another variables. The street hawker characteristics consisting of a few dimensions and scope that including emotional intelligence, creativity, innovativeness, self-confident and ability to make decisions. For the factors that influence is consist of motivation- autonomy, numerous of social networking and resources, business and entrepreneurship skills and experience, family support and risk taking.



*Figure 2.1: Theoretical Framework of the study*

### **2.7.1 Hypothesis**

This paper addresses a number of questions, which examine the characteristics and the factors that influences the entrepreneur become successful in business sector. In supporting the objectives and direction for this study, the following hypotheses are formulated:

H<sub>1</sub>: Successful in business is affected by emotional intelligence characteristic.

H<sub>2</sub>: Successful in business is affected by creativity characteristic.

H<sub>3</sub>: Successful in business is affected by innovativeness characteristic.

H<sub>4</sub>: Successful in business is affected by self-confident characteristic.

H<sub>5</sub>: Successful in business is influence by numerous of social networking and resources.

H<sub>6</sub>: Successful in business influence by risk taking.

## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

#### **3.1 Introduction**

In this chapter , it more showing method that are being use to conducts this study and the sampling frame that will be used for this research. This chapter will be explaining how many respondents need to conduct this study and the population of the respondents. Besides from that, this chapter describes on the data collection procedure and will be explain about the primary data and secondary data. Pilot study are being create to see how many questionnaire are can be used to collect the data. Furthermore, questionnaire will be distributed and will explain about measurement and scale of this study.

### **3.2 Research Design**

To achieve the research objectives, the study targeted the Bumiputera street hawker in Kuching area. Different background and age ranges were also selected to get the right sample which closely and accurately portray of this study's goals. The subjects for this research are the street hawkers that already successful in the business. The selection of samples was based on a convenient sampling technique.

### **3.3 Measurement and scale**

The instrument that is use in this research is questionnaire and be key-in by using Statistical Package for the Social Science (SPSS) system. It is to gather the needed data about the objective of this research. The draft of this questionnaire are collected from the previous study that has closely relate with this study and other resources such as readings online article, professional literature, published and unpublished thesis relevant to the study. In the preparation of the instrument, the requirements in the designing of good data collection instruments were considered. For instance, statement describing the characteristics and the factors that influence in successful of entrepreneur are needed. Open-ended questions were provided to the respondents to answer. In this way, the instrument is authorized to obtain valid responses of the respondents.

| Variables  | Dimensions                                      | Items   | Sources                               |
|--|---|---|---------------------------------------|
| 1. Street Hawker Characteristics (Independent)                       | 1.1 Emotional Intelligence                      | 1.1.1 Good social skills will help in growth in number of clients.<br>1.1.2 Good people skills can keep the employee and client relationship.<br>1.1.3 Interpersonal relationships in workstation are key of successful in business sector. | Amy E. Boren (2010)                   |
|  | 1.2 Creativity                                  | 1.2.1 New ideas will produce the positive outcome to company.<br>1.2.2 Various of ideas make hard to make decision making.<br>1.2.3 Creativity entrepreneur will make they be different from other.   | Dr. Friday O. Okpara (2007)           |
|  | 1.3 Innovativeness                              | 1.3.1 Innovation will spend more budgets less income.<br>1.3.2 Innovation make hard to run business because of new system.<br>1.3.3 Innovation must correspond with the trending now a day.   | Dr. Friday O. Okpara (2007)           |
|  | 1.4 Self-confident                              | 1.4.1 Confidence in conducting business is needed.<br>1.4.2 Confidence in financial implementing to make the flow of budget efficiency.<br>1.4.3 Confident in decision making is needed to make good outcome.                               | José Luis Martínez Campo (2010)       |
| 2. Factor that Influences of Successful Street Hawkers (Independent) | 2.1 Numerous of social networking and resources | 2.1.1 Various of friends and contact will make you easy to promote your business.<br>2.1.2 Numerous of suppliers will make easy to run business.<br>2.2.3 The cost of advertising will reduce because of several of connection.             | Toby E. Stuart & Olav Sorenson (2010) |
|  | 2.2 Risk taking                                 | 2.2.1 Take a risk in business will risk your business.<br>2.2.2 Risk taking is the key of successful entrepreneurs.<br>2.2.3 Risk taking will discover new and different way in running business.   | Daniela Grieco (2007)                 |

|   |  |   |   |
|---|--|---|---|
| <p>3. Measure the successful Street Hawkers (Dependent)</p> |  | <p>3.1 Your prior industry/work experience<br/> 3.2 Lessons you learned from your previous failures<br/> 3.3 Lessons you learned from your previous successes<br/> 3.4 Business strategic location<br/> 3.5 Availability of financing/capital<br/> 3.6 Professional/business networks<br/> 3.7 Company's management team<br/> 3.8 Assistance provided by state/region/local government/ministries<br/> 3.9 Advice/assistance provided by company's investors<br/> 3.10 Your university education<br/> 3.11 University/alumni contact networks</p> | <p>Akil. O, Malie. S &amp; Tang. H. E. (2016)</p> |
|---|--|---|---|

***Table 3.1 Independent and dependent for measurement scale***

### **3.4 Sampling Size**

The sampling for this research is among the Bumiputera that involving in business around Kuching city area. Then the next step of this research is to identify the right characteristics and the factors that influence in his or her successful in their business. The participants are evaluated thoroughly via primary data collection method; the questionnaires. The participants are briefly explained on what the study is all about before let them to filling questionnaire to make they understand the research objective. After the short briefing, participants are required to fill in their personal information such as age and monthly income. Participants are request to do that to collecting the information regarding the scope of people the researcher needs. To control the number of respondents from large populations, the sampling size is needed to small the scale. The sampling method being used for this research is quota sampling technique. The number of respondents will be set is 150 respondents.



### **3.5 Respondents Profile**

The respondents of this research is targeting the Bumiputera street hawkers that around Kuching city that already success in their business and also the newbie in this business.

### **3.6 Data Collection Method**

The study will be using both primary and secondary data. The questionnaires that are contributed to the selection entrepreneurs are considered as primary data in this research. An advantage of using primary data is that researchers are collecting information for the specific purposes of their study. In other hand, the questions the researchers ask are detailed and full with information that will help them with their study. The secondary data are used to compare the outcomes that get from primary data. Based on previous research Sekaran (2003), the secondary data refer to the information collected by someone else other than the researcher conducting the current study. In this research the secondary data are collected from the previous research that has close related with this research.

### **3.7 Research instruments**

The questionnaire is divided into three sections. Section A asked about the personal background information which consists of gender, marital status, race and etc. of the entrepreneurs. Section B asked about the characteristics and factors of the successful entrepreneurs which consists of 4 questions that ask about characteristics which is emotional intelligence, creativity, innovativeness and self-confident. For the factors of successful entrepreneur it consists of 2 questions that ask about numerous of social networking and risk taking. All the determinants of the questions will be measured by 5 point agreeable scale, ranging from (1) strongly disagree and (5) strongly agree. For Section C, the factors that influence entrepreneur asked. Section C will be asked about the measurement of the success factors influence the entrepreneurs and it scale also using 5 point agreeable scale.

### 3.8 Questionnaire section

In this questionnaire it has been divide into 3 sections which is :

|                  |   |
|------------------|---|
| <b>Section A</b> | Respondents' Background   |
| <b>Section B</b> | entrepreneur characteristics and factors that influence entrepreneur become successful in business sector |
| <b>Section C</b> | measurement of the success factors influence the entrepreneurs  |

### **3.9 Pilot study**

Pilot study is the next step to identify the characteristics and factors that influence Bumiputera street hawkers become successful in business with the aim to test the effectiveness of the research. The purpose is to test the opportunities of the research in term of the information obtained from the questionnaire are met.the pilot study was conduct after the questionnaire being approved and distributed to 10 respondents to test either they understand the questionnaire or not.

## CHAPTER4

### ANALYSIS AND FINDINGS

#### 4.1 Respondents' Profile

| <b>Variable</b>    | <b>Item</b>    | <b>Percentage (%)</b> | <b>Total</b> |
|--------------------|----------------|-----------------------|--------------|
| Gender             | Female         | 51                    | 100%         |
|                    | Male           | 49                    |              |
| Age (Years)        | 20 and below   | 1.3                   | 100%         |
|                    | 21 - 25        | 12                    |              |
|                    | 26 - 30        | 40                    |              |
|                    | 31 and above   | 46.7                  |              |
| Marital Status     | Single         | 22.7                  | 100%         |
|                    | Married        | 72                    |              |
|                    | Separated      | 5.3                   |              |
|                    | Divorce        | 0                     |              |
| Level of Education | SPM or Diploma | 60.7                  | 100%         |
|                    | Degree         | 32.7                  |              |
|                    | Master         | 6                     |              |
|                    | Phd            | 0.7                   |              |
| Race               | Malay          | 75.3                  | 100%         |
|                    | Iban           | 12                    |              |
|                    | Bidayuh        | 6                     |              |
|                    | Kayan          | 1.3                   |              |
|                    | Others         | 5.3                   |              |

*Table 4.1: Respondents' Profile*

## 4.2 Goodness of Measure

| Variables  | Dimensions                                      | Items   | ITC   |
|--|---|---|-------|
| 1. Street Hahkees Characteristics (Independent)                      | 1.1 Emotional Intelligence                      | 1.1.1 Good social skills will help in growth in number of clients.<br>1.1.2 Good people skills can keep the employee and client relationship.<br>1.1.3 Interpersonal relationships in workstation are key of successful in business sector. | 0.768 |
|  | 1.2 Creativity                                  | 1.2.1 New ideas will produce the positive outcome to company.<br>1.2.2 Various of ideas make hard to make decision making.<br>1.2.3 Creativity entrepreneur will make they be different from other.   | 0.706 |
|  | 1.3 Innovativeness                              | 1.3.1 Innovation will spend more budgets less income.<br>1.3.2 Innovation make hard to run business because of new system.<br>1.3.3 Innovation must correspond with the trending now a day.   | 0.803 |
|  | 1.4 Self-confident                              | 1.4.1 Confidence in conducting business is needed.<br>1.4.2 Confidence in financial implementing to make the flow of budget efficiency.<br>1.4.3 Confident in decision making is needed to make good outcome.                               | 0.705 |
| 2. Factor that Influences of Successful Street Hawkers (Independent) | 2.1 Numerous of social networking and resources | 2.1.1 Various of friends and contact will make you easy to promote your business.<br>2.1.2 Numerous of suppliers will make easy to run business.<br>2.2.3 The cost of advertising will reduce because of several of connection.             | 0.753 |
|  | 2.2 Risk taking                                 | 2.2.1 Take a risk in business will risk your business.<br>2.2.2 Risk taking is the key of successful entrepreneurs.   | 0.711 |

|  |  |  |       |
|--|--|--|-------|
|  |  | 2.2.3 Risk taking will discover new and different way in running business.   |       |
| 3. Measure the successful Street Hawkers (Dependent) |  | 3.1 Your prior industry/work experience<br>3.2 Lessons you learned from your previous failures<br>3.3 Lessons you learned from your previous successes<br>3.4 Business strategic location<br>3.5 Availability of financing/capital<br>3.6 Professional/business networks<br>3.7 Company's management team<br>3.8 Assistance provided by state/region/local government/ministries<br>3.9 Advice/assistance provided by company's investors<br>3.10 Your university education<br>3.11 University/alumni contact networks | 0.731 |

***Table 4.2 Goodness of Measure***

### 4.3 Respondent's Profile Description

#### 4.3.1 Gender

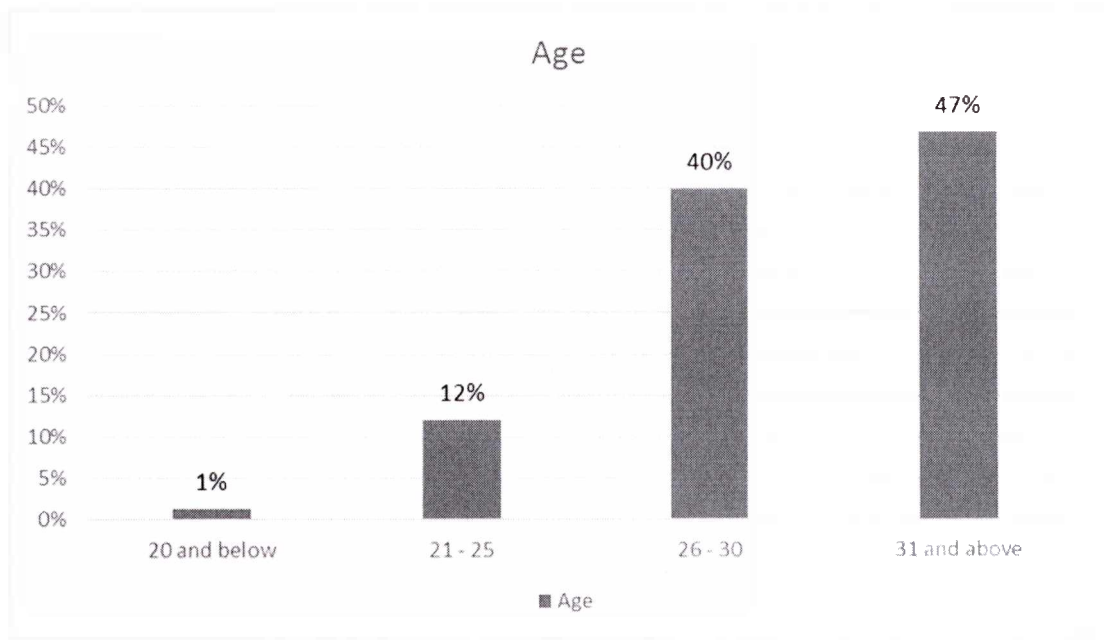


**Figure 4.3.1: Gender**

According to the findings collected from my research, the bar chart explains the percentage of gender of my research. Referring to the above bar chart, the overall respondents consist of 51% female and 49% male. The finding of this gender actually I purposely make it equal to make it balance between female respondents and male respondents.



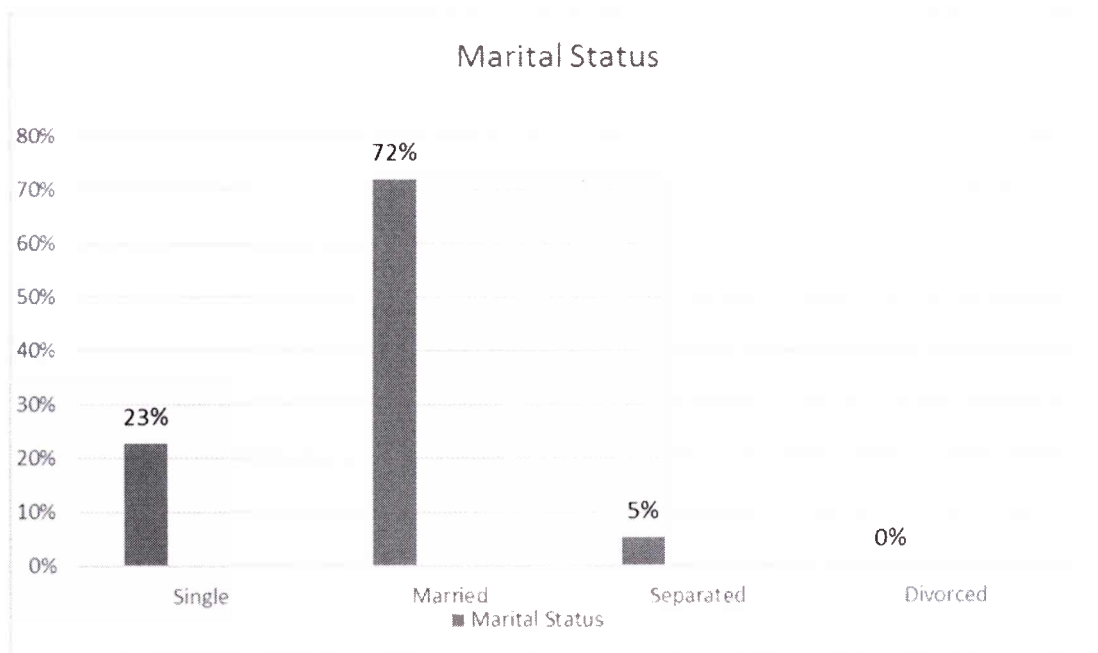
### 4.3.2 Age



**Figure 4.3.2: Age**

It can be observed that, the respondent of my research are in many range of age which are above 31 years old they was successful involve in the business retailer. From the above bar chart, it indicates that, there are 47% of respondent aged between 31 and above. About 40% of respondents are 26 to 30-year old. Next is, 12% respondents that falls in the age of 21 to 25-year old at 50% and lastly age above below 20 year old at 1% of all my number of respondent. The highest recorded age of respondents is aged above 31 years old at 47%.

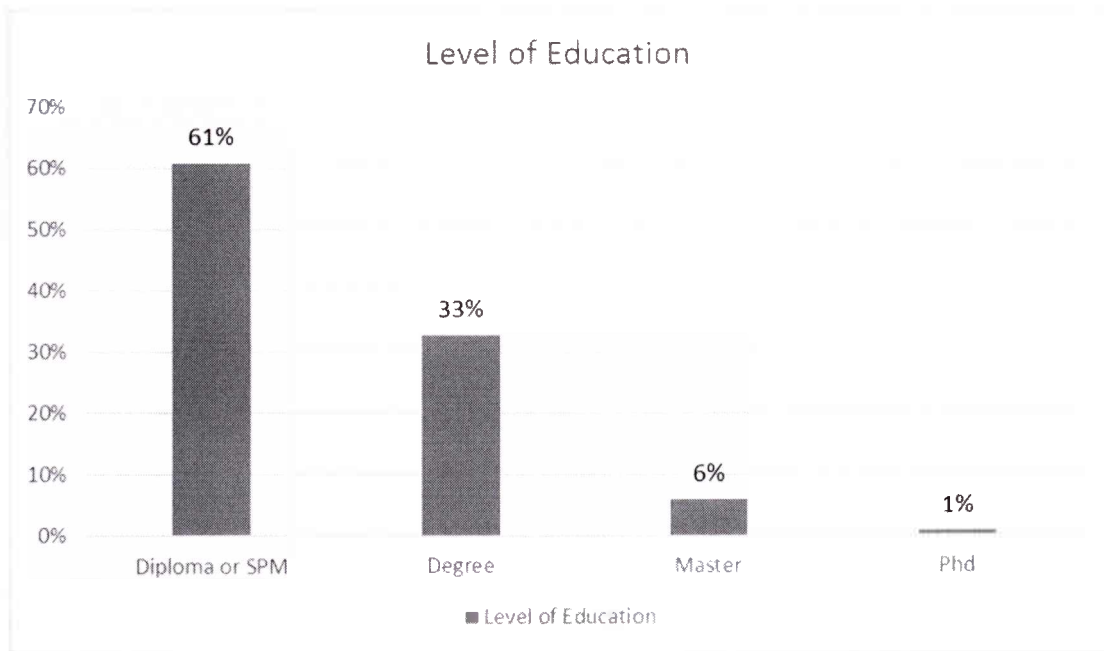
### 4.3.3 Marital Status



**Figure 4.3.3: Marital Status**

From the above bar chart of marital status of the respondents in my study, single respondents consist of 23%, while married respondents at 72%, meanwhile, separated respondents at 5%. There are 0 respondents who is a divorced.

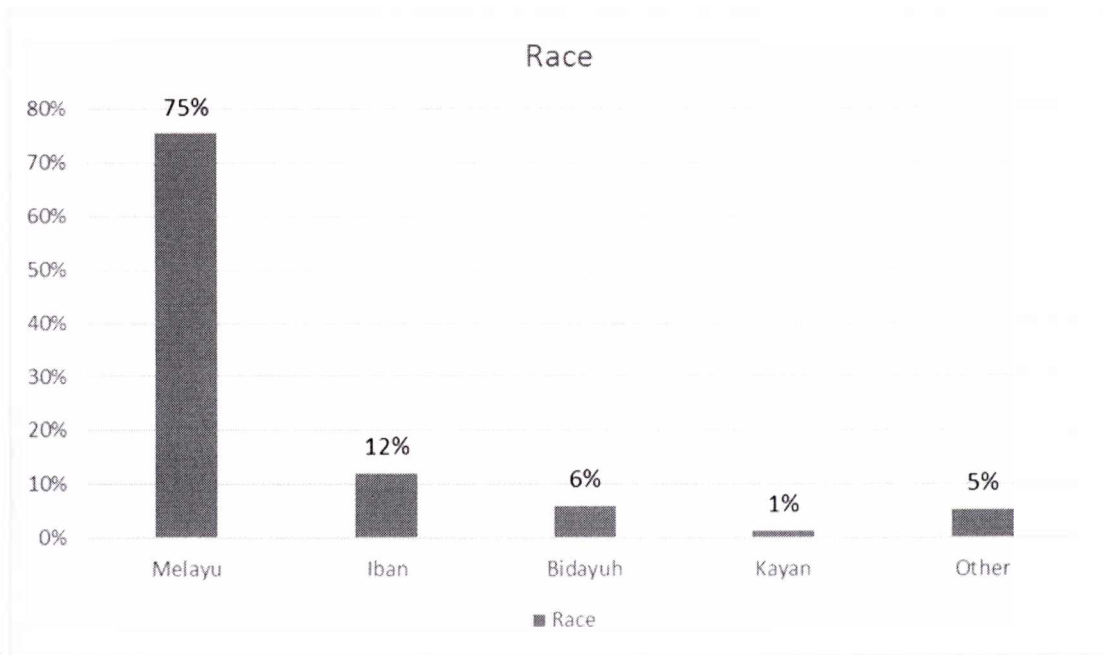
#### 4.3.4 Level of Education



**Figure 4.3.4: Level of Education**

From the findings above, there are about 61% of respondents that have Diploma or SPM. There are about 33% of them are Degree level and followed by 6% of my respondents are Master level of education. Lastly, there are only 1% of respondents that are in the PHD level. The highest recorded is the percentage of respondents that hold a Diploma or SPM level of education meanwhile the lowest is PHD level at 1% respectively.

### 4.3.5 Race



**Figure 4.3.5: Race**

According to the bar chart above, there are 72% Malay respondents. Only 12% of respondents are Iba. The Bidayuh and Kayan respondents are both 6% and 1% respectively. Others are consisting about 5%. From the observation above, the conclusion that can be made is that there are a lot of Malay respondent that are involve in this kind of business. This is because; there is a large difference in percentage of Malay respondents compared with the rest of respondents' race.

#### 4.4 Pearson's Correlation

Pearson's Correlation is used by researchers in their study to verify the relationship between two variables in a linear association. According to Evans (1996), Pearson's strength is identified as follow;

| <b>Strength</b> |             |
|-----------------|-------------|
| 0.00-0.19       | Very Weak   |
| 0.20-0.39       | Weak        |
| 0.40-0.59       | Moderate    |
| 0.60-0.79       | Strong      |
| 0.80-1.00       | Very Strong |

*Table 1.4: Correlation's Strength*

#### 4.4.1 Correlation Analysis Result Emotional Intelligence

To identifying the emotional intelligence (characteristic) towards the successful of street hawkers in business.

H1 : Successful in business is affected by emotional intelligence characteristic.

|  |                     | <b>Emotional intelligence</b> | <b>Successful of entrepreneur in business sector</b> |
|--|---------------------|-------------------------------|--|
| <b>Emotional intelligence</b>                        | Pearson Correlation | 1                             | .429**   |
|  | Sig. (2-tailed)     |                               | .000   |
|  | N                   | 150                           | 150  |
| <b>Successful of entrepreneur in business sector</b> | Pearson Correlation | .429**                        | 1  |
|  | Sig. (2-tailed)     | .000                          |  |
|  | N                   | 150                           | 150  |

**Table 4.4.1 : Correlation Analysis Result**

There is a moderate relationship between emotional intelligent toward successful of entrepreneur in business.

#### 4.4.2 Correlation Analysis Result Creativity

To identifying the creativity (characteristic) towards successful of street hawker in business.

H2 : There is a relationship between creativity toward successful of entrepreneur in business sector.

|  |                     | Creativity | Successful of entrepreneur in business sector |
|--|---------------------|------------|---|
| <b>Creativity</b>                                    | Pearson Correlation | 1          | .098  |
|  | Sig. (2-tailed)     |            | .234  |
|  | N                   | 150        | 150   |
| <b>Successful of entrepreneur in business sector</b> | Pearson Correlation | .098       | 1   |
|  | Sig. (2-tailed)     | .234       |   |
|  | N                   | 150        | 150   |

**Table 4.4.2 : Correlation Analysis Result**

There is a very weak relationship between creativity toward successful of entrepreneur in business.

#### 4.4.3 Correlation Analysis Result Innovativeness

To identifying the innovativeness (characteristic) towards successful of street hawkers in business.

H3: Successful in business sector is affected by innovativeness characteristic.

|  |                     | <b>Innovativeness</b> | <b>Successful of entrepreneur in business sector</b> |
|--|---------------------|-----------------------|--|
| <b>Innovativeness</b>                                | Pearson Correlation | 1                     | .449**   |
|  | Sig. (2-tailed)     |                       | .000   |
|  | N                   | 150                   | 150  |
| <b>Successful of entrepreneur in business sector</b> | Pearson Correlation | .449**                | 1  |
|  | Sig. (2-tailed)     | .000                  |  |
|  | N                   | 150                   | 150  |

**Table 4.4.3 : Correlation Analysis Result**

There is a moderate relationship between innovativeness toward successful of entrepreneur in business sector.



#### 4.4.4 Correlation Analysis Result Self-Confident

To identifying the self-confident (characteristic) towards successful of street hawkers in business.

H4: Successful in business sector is affected by self-confident characteristic.

|   |                     | Self-confident | Successful of entrepreneur in business sector |
|---|---------------------|----------------|---|
| Self-confident                                | Pearson Correlation | 1              | .053  |
|   | Sig. (2-tailed)     |                | .516  |
|   | N                   | 150            | 150   |
| Successful of entrepreneur in business sector | Pearson Correlation | .053           | 1   |
|   | Sig. (2-tailed)     | .516           |   |
|   | N                   | 150            | 150   |

**Table 4.4.4 : Correlation Analysis Result**

There is a very weak relationship between self-confident toward successful of entrepreneur in business.

#### 4.4.5 Correlation Analysis Result Number of Network

To identifying the social networking and resources (factors) towards successful of street hawker in business.

H5: Successful in business is influence by numerous of social networking and resources.

|  |                            | Number of network | Successful of entrepreneur in business sector |
|--|----------------------------|-------------------|---|
| <b>Number of network</b>                             | <b>Pearson Correlation</b> | 1                 | -.065   |
|  | <b>Sig. (2-tailed)</b>     |                   | .430  |
|  | <b>N</b>                   | 150               | 150   |
| <b>Successful of entrepreneur in business sector</b> | <b>Pearson Correlation</b> | -.065             | 1   |
|  | <b>Sig. (2-tailed)</b>     | .430              |   |
|  | <b>N</b>                   | 150               | 150   |

**Table 4.4.5 : Correlation Analysis Result**

There is a very weak relationship between social networking and resources toward successful of entrepreneur in business.

#### 4.4.6 Correlation Analysis Result Risk Taking

To identifying the risk taking (factors) towards successful of street hawkers in business.

H6: Successful in business influence by risk taking.

|  |                            | <b>Risk taking</b> | <b>Successful of entrepreneur in business sector</b> |
|--|----------------------------|--------------------|--|
| <b>Risk taking</b>                                   | <b>Pearson Correlation</b> | <b>1</b>           | <b>.118</b>  |
|  | <b>Sig. (2-tailed)</b>     |                    | <b>.149</b>  |
|  | <b>N</b>                   | <b>150</b>         | <b>150</b>   |
| <b>Successful of entrepreneur in business sector</b> | <b>Pearson Correlation</b> | <b>.118</b>        | <b>1</b>   |
|  | <b>Sig. (2-tailed)</b>     | <b>.149</b>        |  |
|  | <b>N</b>                   | <b>150</b>         | <b>150</b>   |

**Table 4.4.6 : Correlation Analysis Result**

There is a very weak relationship between risk taking toward successful of entrepreneur in business.

#### 4.5 Regression Analysis

| Model Summary |                   |          |                   |                            |
|---------------|-------------------|----------|-------------------|----------------------------|
| Model         | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1             | .617 <sup>a</sup> | .381     | .355              | .270                       |

From this table we know that R Square 38.1% are explain in this study, and the rest of 61.9% are explain by others variable that not explain in this study.

#### 4.6 Coefficient Analysis

| Coefficients <sup>a</sup> |                |                             |            |                      |       |      |
|---------------------------|----------------|-----------------------------|------------|----------------------|-------|------|
| Model                     |                | Unstandardized Coefficients |            | Standardized         | t     | Sig. |
|                           |                | B                           | Std. Error | Coefficients<br>Beta |       |      |
|                           | (Constant)     | 1.564                       | .449       |                      | 3.483 | .001 |
|                           | EMOTIONAL      | .298                        | .051       | .429                 | 5.870 | .000 |
|                           | CREATIVITY     | -.047                       | .049       | -.071                | -.970 | .334 |
|                           | INNOVATIVENESS | .263                        | .042       | .418                 | 6.304 | .000 |
|                           | SELFCONFIDENT  | .053                        | .042       | .083                 | 1.257 | .211 |
|                           | NUMBER         | .008                        | .047       | .011                 | .163  | .871 |
|                           | RISKTAKING     | .062                        | .040       | .102                 | 1.528 | .129 |

Both of emotional intelligence and innovativeness have a strong relationship with the successful of entrepreneur in business. So it mean that both of this variable will give a big impact to the findings.

## CHAPTER 5

### CONCLUSIONS AND RECOMMENDATIONS

#### 5.1 Conclusions

Based on the findings on previous chapter, it can be concluded that street hawker successful in business are more lead by both of emotional intelligence and also innovativeness. Most of them are of the respondent are agreed that both of that variable is the most influence of they successful. What motivates them to be street hawkers is they believe that they can create what others need by identifying possible opportunities. Some are motivated because they wanted to be the captain of their own ship, which means they prefer to be the independent by their own, have a full control of decision making and all the profits will be going to themselves. Besides that, individual business prefer more flexible working hours, which means, being an street hawker allows an individual to make adjustment to their schedule. As mentioned earlier, they wanted to be independent so that they can create own future. Because, being street hawkers, they have a clear vision and mission, goals, and objective to achieve.

On top of that, becoming the street hawkers allows a person to gain more knowledge and improve one's skills. Even though one might not have the skills to begin with, as time goes by, they can develop their business knowledge skills as they learn from mistakes. Failure is a part of a learning process, if they are passionate about what they do, they will learn throughout the way. At certain stages of the learning process, they may be facing steep stages where they tend to face with common entrepreneurship problem one after another. This is when they will be able to figure out what are they good at.

There are different areas where street hawkers are good at. For instance, sales and building relationships with customers is the most important thing that need for them to understand. These future street hawkers also do realize that, they are building their own career network as they go on. As time goes by, they can meet up with different street hawkers or suppliers too. Building more career network happens when attend more events and thus, they connect with more influential people who may open new opportunities to them.

Besides having these advantages of venturing themselves into street hawkers, some would like to reconsider from being street hawker because the competition that they must face. As we know, being street hawkers is not easy thing as most business people tend to sale the same products that we sale make them become our competitors. This will create rivalry among existing firms. As the business become to grow, the number of competitors will increase because they believe that they can offer a better products and services than the ones existing in that area.

Other cons that street hawkers need to be considering is they would not get monthly salary as other job would. Other disadvantages would be inexperience street hawkers, especially for those in their first time in retailers. Their lack of exposure and knowledge might be a challenge for them as they are not fully aware of the entrepreneurial opportunity that exists. However, with being passionate about their work, their interest in being an entrepreneur will help them to overcome these barriers to a successful entrepreneur.

## 5.2 Recommendations

To overcome the lack of street hawker's alertness, one needs to get knowledge on how to be a good entrepreneur and how to be successful along the way. Attending entrepreneurship programmes will teach in how the best ways to conducting business. Having the knowledge on being entrepreneur will assist them into opportunity discovery and creation. Compared to those who are not knowledgeable about being an entrepreneur, the ones getting the information are more expose to the pros and cons of entrepreneurship. Due to that, they know where their limits are and not to take risk or not to go beyond the line. To get educated means to select which business are suitable with the capability that they have. Besides that, they can prepare a clear vision in how way they want to conduct their business.

Also, to make business work, entrepreneurs need to make use of innovativeness in term of trend or technologies. Depending on the trend now a days, if they can understand this trand they can get more customer attention. In fact, it is more important that they build their audience first, to get their attention, loyalty and to retain them. On top of that, entrepreneurs need to stay alert on the opportunities that have been underachieving by others. In order to be successful, they can always learn from their competitors. Come to think about it, they may be doing the right thing which leads them to a success. They can even learn from competitors' failure, why did it happen, how it happened and look for ways to prevent as well as its solution to it.

Customers play a big role in the successful of their product or goods. More customer come and make a purchase at their shop so more income their gain. In the same time, it can attract other people to drop by cause that shop look so happening. Hence, the street hawkers need to know who their potential customers are. Understanding customers can in be the form of asking feedbacks of what do they need rather than what they think customers need. Besides that, they



should ask their customers what do they think about their products and goods so continuous improvements can be done. The key to build an audience is to know where they come from. This is a technique to get closer to their potential customers by asking how they heard about them. By knowing their customers, eventually they build a good relationship with them. Thus, word-of-mouth could happen.

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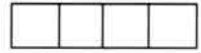
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## **JOURNAL**

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**APPENDICES : SURVEY QUESTIONNAIRE**



For Offer Used Only



**CHARACTERISTICS AND FACTORS THAT INFLUENCE BUMIPUTERA STREET  
HAWKERS BECOME SUCCESSFUL IN BUSINESS**

Dear respondent,

I am a Bachelor of Business Administration (HON) Marketing student, conducting a research on **“CHARACTERISTICS AND FACTORS THAT INFLUENCE BUMIPUTERA ENTREPRENEURS BECOME SUCCESSFUL IN BUSINESS SECTOR”** for partial requirement by University in completing of my degree program. I would like to invite you to participate in this survey and I would greatly appreciate you to spend some of your time answering this questionnaire. Your responses and answers in this questionnaire will be kept strictly confidential for academic purposes. Thank you for your cooperation. For more information and questions, please contact me at 013-5773240.

**(PATRICK MUKAN ANAK TAJAI BBA (HON) MARKETING).**

**SECTION A: RESPONDENT DEMOGRAPHIC DETAILS**

Please tick  at the appropriate box.

1. Gender

|        |                          |
|--------|--------------------------|
| Male   | <input type="checkbox"/> |
| Female | <input type="checkbox"/> |

5. Education level

|         |                          |
|---------|--------------------------|
| Diploma | <input type="checkbox"/> |
| Degree  | <input type="checkbox"/> |
| Master  | <input type="checkbox"/> |
| Phd     | <input type="checkbox"/> |

2. Marital Status

|           |                          |
|-----------|--------------------------|
| Single    | <input type="checkbox"/> |
| Married   | <input type="checkbox"/> |
| Divorced  | <input type="checkbox"/> |
| Separated | <input type="checkbox"/> |

6. Type of Business :

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---

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3. Age

|              |                          |
|--------------|--------------------------|
| 20 and below | <input type="checkbox"/> |
| 21-25        | <input type="checkbox"/> |
| 26-30        | <input type="checkbox"/> |
| 30 and above | <input type="checkbox"/> |

4. Race

|         |                          |
|---------|--------------------------|
| Malay   | <input type="checkbox"/> |
| Iban    | <input type="checkbox"/> |
| Bidayuh | <input type="checkbox"/> |
| Kayan   | <input type="checkbox"/> |
| Melanau | <input type="checkbox"/> |

Other : \_\_\_\_\_

**SECTION B: STREET HAWKERS CHARACTERISTICS AND FACTORS THAT INFLUENCE STREET HAWKERS BECOME SUCCESSFUL IN BUSINESS**

Please circle the one appropriate answer according to below.

|                   |          |         |       |                |
|-------------------|----------|---------|-------|----------------|
| Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
| 1                 | 2        | 3       | 4     | 5              |

| No                            | Particular   | Strongly Disagree $\longleftrightarrow$ Strongly Agree |   |   |   |   |
|-------------------------------|--|--|---|---|---|---|
| <b>EMOTIONAL INTELLIGENCE</b> |  |  |   |   |   |   |
| 1                             | Good social skills will help in growth in number of clients.                         | 1  | 2 | 3 | 4 | 5 |
| 2                             | Good people skills can keep the employee and client relationship                     | 1  | 2 | 3 | 4 | 5 |
| 3                             | Interpersonal relationships in workstation are key of successful in business sector. | 1  | 2 | 3 | 4 | 5 |
| <b>CREATIVITY</b>             |  |  |   |   |   |   |
| 1                             | New ideas will produce the positive outcome to company.                              | 1  | 2 | 3 | 4 | 5 |
| 2                             | Various of ideas make hard to make decision making.                                  | 1  | 2 | 3 | 4 | 5 |
| 3                             | Creativity entrepreneur will make they be different from other.                      | 1  | 2 | 3 | 4 | 5 |
| <b>INNOVATIVENESS</b>         |  |  |   |   |   |   |
| 1                             | Innovation will spend more budgets less income.                                      | 1  | 2 | 3 | 4 | 5 |
| 2                             | Innovation make hard to run business because of new system.                          | 1  | 2 | 3 | 4 | 5 |
| 3                             | Innovation must correspond with the trending now a day.                              | 1  | 2 | 3 | 4 | 5 |
| <b>SELF – CONFIDENT</b>       |  |  |   |   |   |   |
| 1                             | Confidence in conducting business is needed.   | 1  | 2 | 3 | 4 | 5 |
| 2                             | Confidence in financial implementing to make the flow of budget efficiency.          | 1  | 2 | 3 | 4 | 5 |
| 3                             | Confident in decision making is needed to make good outcome.                         | 1  | 2 | 3 | 4 | 5 |

| No   | Particular  | Strongly Disagree | ← | → | Strongly Agree |
|--|---|-------------------|---|---|----------------|
| <b>NUMEROUS OF SOCIAL NETWORKING AND RESOURCES</b> |   |                   |   |   |                |
| 1  | Various of friends and contact will make you easy to promote your business. | 1                 | 2 | 3 | 4 5            |
| 2  | Numerous of suppliers will make easy to run business.                       | 1                 | 2 | 3 | 4 5            |
| 3  | The cost of advertising will reduce because of several of connection.       | 1                 | 2 | 3 | 4 5            |
| <b>RISK TAKING</b>                                 |   |                   |   |   |                |
| 1  | Take a risk in business will risk your business.                            | 1                 | 2 | 3 | 4 5            |
| 2  | Risk taking is the key of successful entrepreneurs.                         | 1                 | 2 | 3 | 4 5            |
| 3  | Risk taking will discover new and different way in running business.        | 1                 | 2 | 3 | 4 5            |

**SECTION C: MEASUREMENT OF THE SUCCESS FACTORS INFLUNCE THE STREET HAWKERS**

**Please circle the one appropriate answer according to below.**

|                   |          |         |       |                |
|-------------------|----------|---------|-------|----------------|
| Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
| 1                 | 2        | 3       | 4     | 5              |

| No | Particular  | Strongly Disagree $\longleftrightarrow$ Strongly Agree |   |   |   |   |
|----|---|--|---|---|---|---|
|    |   | 1  | 2 | 3 | 4 | 5 |
| 1  | Your prior industry/work experience                             | 1  | 2 | 3 | 4 | 5 |
| 2  | Lessons you learned from your previous failures                 | 1  | 2 | 3 | 4 | 5 |
| 3  | Lessons you learned from your previous successes                | 1  | 2 | 3 | 4 | 5 |
| 4  | Business strategic location                                     | 1  | 2 | 3 | 4 | 5 |
| 5  | Availability of financing/capital                               | 1  | 2 | 3 | 4 | 5 |
| 6  | Professional/business networks                                  | 1  | 2 | 3 | 4 | 5 |
| 7  | Company's management team                                       | 1  | 2 | 3 | 4 | 5 |
| 8  | Assistance provided by state/region/local government/ministries | 1  | 2 | 3 | 4 | 5 |
| 9  | Advice/assistance provided by company's investors               | 1  | 2 | 3 | 4 | 5 |
| 10 | Your university education                                       | 1  | 2 | 3 | 4 | 5 |
| 11 | University/alumni contact networks                              | 1  | 2 | 3 | 4 | 5 |

**THANK YOU**