

**The Impact of Opportunities and Challenges for Women Planning on
Entrepreneurship**

By

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**Research Project Submitted in Partial Fulfillment of the Requirements
for the Degree of Master of Business Administration**

Universiti Tun Abdul Razak

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DECLARATION

The author hereby declares that this project paper is the original study undertaken by her unless stated otherwise due to acknowledgment has been given to references quoted in the bibliography. The views and analyses in this study are that of author's based on the reference made; and this does not constitute an individual to use this study as technical tool for investment.

Signature :

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ACKNOWLEDGEMENT

“No matter what accomplishments you make, somebody helped you.” — Althea Gibson

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Very sincerely yours,

LIM PHEI WEI

October 2023

DEDICATION

This comprehensive dissertation project stands as a tribute to my cherished family, my steadfast friends, and, in particular, to the remarkable women in my sphere who have ventured into the challenging domain of entrepreneurship. Your unwavering support and belief in my endeavors have been the bedrock upon which this scholarly pursuit was erected.

The culmination of this research study signifies the culmination of countless days and nights, dedicated to the meticulous acquisition of essential information and the diligent collection of data for rigorous analysis. This undertaking has been a demanding yet profoundly enlightening odyssey.

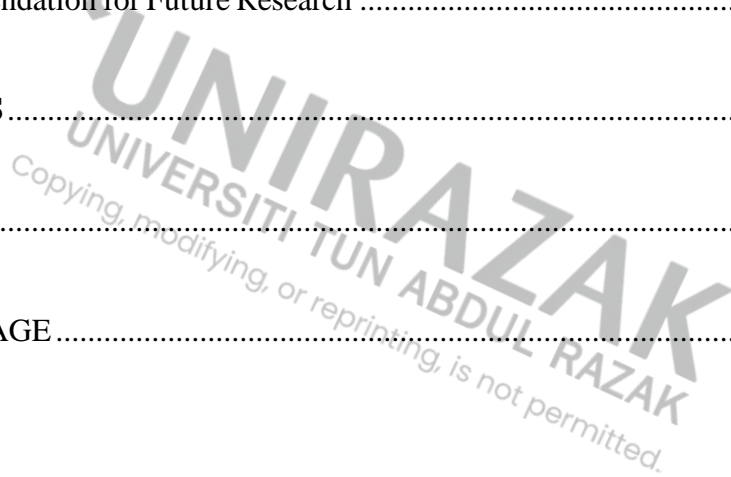
With great pride and reverence, I devote this work to all who may peruse its contents. Whether you perceive it as a wellspring of inspiration or a catalyst for contemplation on the intricacies of entrepreneurial intent, it is my fervent hope that this endeavor resonates with the essence of diligence and dedication.

TABLE OF CONTENTS

DECLARATION	ii
ACKNOWLEDGEMENT	iii
DEDICATION	v
TABLE OF CONTENTS	vi
LIST OF TABLES	ix
LIST OF FIGURES	x
LIST OF APPENDICES	xi
LIST OF ABBREVIATIONS	xii
ABSTRACT	xiii
CHAPTER 1: RESEARCH OVERVIEW	1
1.0 Introduction	1
1.1 Research Background	1
1.2 Research Problem	4
1.3 Research Objectives	4
1.4 Research Questions	5
1.5 Research Significance	5
CHAPTER 2: LITERATURE REVIEW	7
2.0 Introduction	7
2.1 Review of Literature	8
2.1.1 Immediate Family Support	8
2.1.2 Overall Environmental Factors	9
2.1.3 Women’s Self-Reliance	11
2.1.4 Entrepreneurial Capabilities	12
2.1.5 Entrepreneurial Attitude or Outlook	14
2.1.6 Women’s Entrepreneurial Intention	15
2.1.7 Theory of Planned Behaviour	16
2.2 Conceptual Framework	18
2.3 Hypotheses Development	19

2.3.1 Immediate Family Support.....	19
2.3.2 Overall Environmental Factors	19
2.3.3 Women’s Self-Reliance	20
2.3.4 Entrepreneurial Capabilities.....	21
2.3.5 Entrepreneurial Attitude or Outlook	21
CHAPTER 3: RESEARCH METHODOLOGY	22
3.0 Introduction	22
3.1 Research Design	22
3.2 Sampling Design	23
3.2.1 Target Population	23
3.2.2 Sampling Frame and Sampling Location	24
3.2.3 Sampling Elements.....	24
3.2.4 Sampling Technique.....	25
3.2.5 Sampling Size.....	25
3.3 Data Collection Methods.....	26
3.3.1 Primary Data	27
3.4 Construct Measurement.....	28
3.4.1 Origins of Construct Measurement	28
3.5 Proposed Data Analysis Tool	29
CHAPTER 4: DATA ANALYSIS	30
4.0 Introduction	30
4.1 Descriptive Analysis.....	30
4.1.1 Demographic Profile of Respondents.....	31
4.1.2 Gender.....	33
4.1.3 Age.....	34
4.1.4 Marital Status	35
4.1.5 Employment Status	36
4.1.6 Monthly Household Income.....	37

4.2	Reliability Analysis.....	38
4.2.1	KMO and Barletts’s Test.....	39
4.3	Inferential Statistics Analysis	39
4.3.1	Pearson Correlation Coefficient.....	40
4.3.2	Multiple Linear Regression Analysis.....	44
CHAPTER 5: DISCUSSION AND CONCLUSION		47
5.0	Introduction	47
5.1	Discussion of Major Findings.....	47
5.1.1	Findings on Hypothesis.....	48
5.2	Implications of Study.....	48
5.3	Limitations of Study	49
5.4	Recommendation for Future Research	50
REFERENCES		51
APPENDICES		69
APPROVAL PAGE		106



 Copying, modifying, or reprinting, is not permitted.

LIST OF TABLES

Table	Title	Page
Table 3.1	Responding Rate	26
Table 3.2	Origin of Construct Measurement	28
Table 4.1	Demographic Profile	31
Table 4.2	Summary of Reliability Test	38
Table 4.3	KMO and Bartlett's Test	39
Table 4.4	Pearson Correlation Coefficient	41
Table 4.5	Model Summary of Aggregate Respondents	44
Table 4.6	ANOVA ^a of Aggregate Respondents	44
Table 4.7	Coefficients of Aggregate Respondents	45
Table 5.1	Summary of Hypothesis Testing	47

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LIST OF FIGURES

Figure	Title	Page
Figure 1.1	The SME's Statistics Report of Malaysia in 2019	3
Figure 2.2	Proposed/Conceptual Framework	18
Figure 4.1	Gender	33
Figure 4.2	Age	34
Figure 4.3	Marital Status	35
Figure 4.4	Employment Status	36
Figure 4.5	Monthly Household Income	37

UNIRAZAK
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Copying, modifying, or reprinting, is not permitted.

LIST OF APPENDICES

Appendix	Title	Page
Appendix 1.1	The SME's Statistics Report of Malaysia in 2022	69
Appendix 2.2	Proposed/Conceptual Framework	70
Appendix 3.1	Responding Rate	71
Appendix 3.2	Origin of Construct Measurement	72
Appendix 4.0	Demographic Profile	73
Appendix 4.1	Gender	75
Appendix 4.2	Age	76
Appendix 4.3	Marital Status	77
Appendix 4.4	Employment Status	78
Appendix 4.5	Monthly Household Income	79
Appendix 4.6	Summary of Reliability Test	80
Appendix 4.7	KMO and Barlett's Test	81
Appendix 4.8	Pearson Correlation Coefficient	82
Appendix 4.9	Model Summary of Aggregate Respondents	83
Appendix 4.10	ANOVA ^a of Aggregate Respondents	84
Appendix 4.11	Coefficients of Aggregate Respondents	85
Appendix 5.1	Summary of Hypothesis Testing	86
Appendix 6.1	Survey Questionnaire	87 - 105

LIST OF ABBREVIATIONS

ANOVA	Analysis of Variance
CV	Closer valuation
DV	Dependent variables
IBM	International Business Machines Corporation
IV	Independent variables
KMO	Kaiser-Meyer-Olkin Measure of Sampling Adequacy
PBC	Perceived Behavioural Control
SME	Small and medium-sized enterprises
SPSS	Statistical Package for Social Science
SV	Social valuation
TPB	Theory of Planned Behaviour

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Abstract of the project paper submitted to the Senate of Universiti Tun Abdul Razak in partial fulfilment of the requirements for the Master of Business Administration

**THE IMPACT OF OPPORTUNITIES AND CHALLENGES FOR WOMEN
PLANNING ON ENTREPRENEURSHIP**

By

Lim Phei Wei

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The surge in female entrepreneurship prompts a focused exploration of the factors influencing women's entrepreneurial plans and intentions. Grounded in the Theory of Planned Behaviour, which comprises three fundamental elements: perceived behavioural control, subjective norms, and attitudes. This study investigates five important independent variables. Immediate family assistance and support is key. The context as seen in overall environmental causes. A sense of independence and self-reliance. The right attitude does weigh in heavily to. Capabilities from an entrepreneurial standpoint is also important. Through a rigorous quantitative approach, utilizing a 5-point Likert scale questionnaire, data were gathered from 219 eligible responses from female participants. The analysis reveals significant positive correlations between key variables and entrepreneurial plans and intentions. Immediate familial support emerges as a pivotal catalyst, highlighting the influential role of family networks in nurturing women's entrepreneurial aspirations. Additionally, self-reliance, influenced by environmental factors, plays a central role in driving entrepreneurial plans and intentions. Entrepreneurial capabilities and a positive entrepreneurial attitude or outlook also prove to be influential factors. These findings hold relevance for stakeholders and policymakers seeking to foster an enabling environment for female entrepreneurship. Beyond economic implications, these insights possess the potential to impact societal norms and values. As women's participation in entrepreneurship continues to rise, these findings offer valuable guidance for navigating this evolving landscape.

CHAPTER 1: RESEARCH OVERVIEW

1.0 Introduction

Chapter 1 includes five subtopics: research background, problem, objectives, and questions.

The chapter concludes with research significance.

1.1 Research Background

Entrepreneurship plays a crucial role in driving economic progress. Entrepreneurs develop and implement innovative ideas that lead to the establishment of new ventures, which are called "enterprises". This importance has led the state to focus more on the growth of entrepreneurship, with an increasing number of studies, investigations, conferences, and workshops conducted at both domestic and global levels (Gaikwad & Dörrenbächer, 2022; Jaško et.al., 2023).

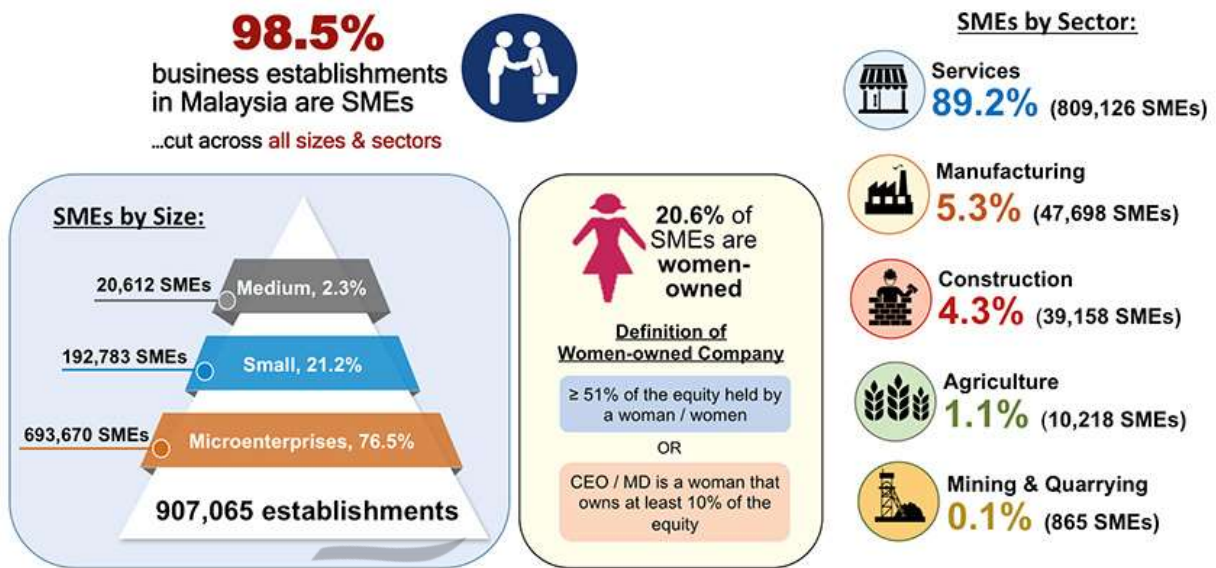
Despite changes in women's roles as wage earners over the past 50 years, women still have fewer opportunities than men. However, the increasing number of women-owned businesses is a positive sign that women entrepreneurs are becoming more important in the entrepreneurial world. Developed and developing countries are taking measures to encourage women to start their own businesses by providing incentives for small businesses (Chikh-Amnache & Mekhzoumi, 2023).

In this paper aim to consider the underlying factors that drive Malaysian women to participate in entrepreneurship. It has conducted comprehensive research by referring to online articles, journals, books, and other sources to examine the participation of women in entrepreneurship in Malaysia. It is worth noting that women's participation in entrepreneurship plays a critical role in empowering and uplifting communities in Malaysia, particularly in areas where job opportunities are scarce, such as rural areas. Despite their significant contribution to the financial system, women entrepreneurs are still perceived as housewives, which is an unfortunate stereotype. Therefore, this research believe that it is essential to raise awareness about small and medium-sized enterprises (SMEs), especially those owned by women (Anggadwita & Indarti, 2023).

To address the issue of gender inequality, the Malaysian government has launched a women empowerment project to increase awareness of microfinance and other small loans that low-income women can apply for. The government aims to create at least 4,000 women entrepreneurs from disadvantaged backgrounds, which will help them support themselves and their families. This research has shown that the number of Malaysian SMEs increased by approximately 100,000 to around 645,000, representing a 17.7% growth between 2003 and 2021. Furthermore, women owned 19.7% of all SMEs in Malaysia during this period, demonstrating the growth of women-owned businesses in the country (Department of Statistics, Malaysia, 2022). The figure below shows the statistics of Malaysian SMEs in 2022, as reported by SME Corporation Malaysia.

Figure 1.1 The SME's Statistics Report of Malaysia in 2022

SMEs are the backbone of the economy



Source: SME Corporation Malaysia 2022

The diagram presented above illustrates the crucial fact that more than 20% of women are actively participating in the entrepreneurial sector. These women are the owners of small and medium-sized businesses, where they hold an equity share of over 51% or hold the position of CEO with an equity share of at least 10%. The contributions made by women entrepreneurs to Malaysia's economy are noteworthy, and their numbers have been increasing consistently year over year. The growth of the economy of Malaysia and many other countries heavily depends on these women entrepreneurs. Women's entrepreneurship enhances gender equality, creates employment opportunities, reduces poverty, increases tax revenue, and contributes to innovation. As a result, women's access to the entrepreneurial sector has been growing in most countries, including previously male-dominated industries such as software development, farming, construction, and more (Dayton, 2020; Gaies et al., 2023).

1.2 Research Problem

As the number of women participating in entrepreneurship continues to rise, it is important to look into the factors that drive women to start their own businesses. Female entrepreneurship is a key component of a country's economic development, as it not only generates employment opportunities but also contributes to gender equality and the eradication of poverty (Programme, 2008). By studying entrepreneurial orientation, it can identify effective strategies for promoting entrepreneurship and determine a country's potential for growth. Given that women are often recognized as capable leaders who can successfully navigate the challenges of entrepreneurship, this topic is of great significance (Anggadwita & Indarti, 2023).

1.3 Research Objectives

This research focuses on the various factors that impact women's propensity for entrepreneurship in Malaysia. The study's objectives are as follows:

1. To analyze if immediate family support can encourage women to explore entrepreneurship.
2. To scrutinize how the entrepreneurial ecosystem can foster women's participation in business.
3. To investigate how women's personal entrepreneurial self-efficacy, self-reliance, and outlook can shape their intent to pursue entrepreneurship.

1.4 Research Questions

The study presents a number of key research queries, such as:

1. Is there a relationship between the support women receive from their families and their intention and plans to become entrepreneurs?
2. How do different social entrepreneurial settings affect women's inclination towards their planning for entrepreneurship?
3. To what degree do personal qualities such as independence, self-efficacy, and attitude influence a woman's desire and plans to become an entrepreneur?

1.5 Research Significance

This research study aims to provide valuable insights into the reasons behind the increasing trend of women entrepreneurship and what motivates them to start their own businesses. The study is of great importance to both practitioners and academics, as entrepreneurial activity plays a significant role in boosting a country's economy. Practitioners can benefit from understanding the main reasons why women choose entrepreneurship as a career path, while scholars can use the research to evaluate the differences between males and females in the entrepreneurial process.

The objective is to explore the factors that impact women's entrepreneurial intentions and plans and investigate why these factors motivate women to engage in entrepreneurial

activities (Keling et al., 2023; Hamdani et al., 2023 and Lopes et al., 2023). The study examines the processes behind these factors and how they drive women's intentions to start their own businesses and make a living out of it. In addition, practitioners can gain valuable insights into the determinants of women's entrepreneurial intentions, which can help them to study and address the reasons that motivate their female competitors to enter the entrepreneurial career.

Moreover, this research also focuses on the gender gaps in academic entrepreneurship among academic institutions. The study aims to investigate why this phenomenon occurs, as universities and colleges have been playing a significant role in society and the economy since the 1990s. By being aware of the rising number of women entrepreneurs, practitioners can handle and resolve problems earlier than others in society. This research study is a valuable contribution to the field of entrepreneurship and sheds light on the factors that motivate women to become entrepreneurs and the gender gaps that exist in academic entrepreneurship (Taleb et al., 2023)

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

The purpose of this research study was to explore the factors that influence women's plans and intention to engage in entrepreneurial activity in Malaysia. To achieve this, the Theory of Planned Behaviour, which is a framework that seeks to explain human behaviour by examining the attitudes towards the behaviour, subjective norms, and perceived behavioural control.

In chapter 2 conduct a comprehensive literature review by gathering information from relevant articles, journals, and books. It divides the chapter into three sections: the theoretical model, independent variables (IV), and dependent variables (DV). The IVs are the factors that to identified as having an impact on women's entrepreneurial intention or plans while the DV was women's entrepreneurial intention itself.

This research will then test the relationship between the IVs and DV to draw meaningful conclusions. The hypothesis statement will be based on the results of these tests. Overall, in this study provides valuable insights into the factors that influence women's entrepreneurial plans and intention, which can help inform policies and strategies to encourage more women to participate in entrepreneurial activities.

2.1 Review of Literature

2.1.1 Immediate Family Support

As humans, we all need a support system that we can rely on in times of need. One of the most important support systems is our family, especially for women. Family members can significantly impact a woman's decision to start a business (Anderso & Ojediran, 2022; Lingappa, 2023). It serves as a motivational factor for women to involve themselves in starting their own businesses. Women have needs for accomplishments, work, and financial independence. Many women work because they feel the need to contribute to society by generating more revenue. Female entrepreneurs need to have extra support from their family members as they are working both as a homemaker and managing their businesses, which adds additional pressure to their lives.

Immediate family support can be categorized into two components: intrinsic and extrinsic values. Intrinsic value refers to the internal self, which encourages a person to undertake something if it brings them happiness and enjoyment. Extrinsic value refers to external factors such as the environment and upbringing, which provide motivating factors that can impact an individual's intention to conduct that behaviour.

Women today face many challenges when it comes to balancing their personal and professional lives. Many aspire to have greater control over their time and to achieve financial independence. One way to accomplish these goals is by starting their own business. By becoming the boss and owning their own firm, women can have the flexibility to manage their time while also fulfilling their obligations as a wife and mother

(Ummiroh, 2022).

It is essential for women to not only meet the expectations of their families but also to pursue their own self-fulfillment and financial independence. This pursuit can increase their confidence and provide them with a sense of purpose. The rise in the number of women in the workforce is largely due to the support of their parents and husbands, who encourage them to pursue entrepreneurial ventures.

A positive perception can play a significant role in motivating and supporting women who want to start their own businesses. Women often evaluate all the variables, particularly those related to their family, before making the decision to be employed or self-employed. Since entrepreneurship can be challenging, immediate family support, emotionally and financially, is vital (Altinay et.al., 2012). Family and close friends can also provide the encouragement women need to take the leap and start their own business (Hafiz, 2023).

In conclusion, female entrepreneurs play a crucial role in today's society. They not only contribute to the economy but also serve as role models for future generations of women. It is important to recognize and support their efforts to achieve success and balance their personal and professional lives.

2.1.2 Overall Environmental Factors

Bandura's social cognitive theory, proposed in 2011, suggests that an individual's daily environment has a significant impact on their cognitive processes and behaviors. This

theory is particularly relevant to women's entrepreneurial activities and plans, as academic journals have highlighted how the surrounding business environment can greatly influence their success. For example, government regulations, domestic infrastructure, the availability of venture capitalists, and other factors can all play a role in encouraging women to start their own businesses (Hafiz, 2023).

There are many motivators that can encourage women to pursue entrepreneurship, including incentives from the government, campaigns promoting entrepreneurship, and workshops that highlight the benefits of starting a firm. The rise of social media has also made it easier for women to learn about entrepreneurship and to connect with other entrepreneurs (Taleb, 2023). In addition, the perceived social status of entrepreneurship can influence an individual's decision to pursue this career path.

To fully understand the relationship between social environmental influences and women's entrepreneurial plans and intention, it is important to consider both micro and macro-level factors. Micro-level influences include family and friends, while macro-level factors refer to broader societal norms and values. By examining these different influences, it can gain a clearer understanding of the factors that contribute to women's success in entrepreneurship (Abdelwahed et.al., 2022; Hafiz, 2023).

The concept of closer valuation (CV) involves how people perceive the value of entrepreneurial activities in their immediate surroundings, such as their family, friends, and ethnic group. Positive evaluations of the closer environment values (CV) have a significant impact on the formation of more favorable opinions regarding entrepreneurial activities, thus spurring individuals to take up the path of entrepreneurship. This

observation can also boost an individual's self-confidence in their ability to start and pursue a business, as per the entrepreneurial perceived behavioral control in the Theory of Planned Behavior (Rimal & Real, 2003 and Anderson, 2023).

On the other hand, the macro social environment defines the level of importance that society places on entrepreneurship. This is reflected in the way society views entrepreneurs, granting them superior social standing, respect, and approval (Begley & Tan, 2001; Busenitz et al., 2000; Hafiz, 2023). The social valuation (SV), in this case, focuses on how individuals assess the benefits of entrepreneurial activities in society, which is influenced by macro social worth and traditions (Liñán et al., 2011 and; Taleb, 2023). The establishment of psychological perceptions is shaped by the underlying system of shared values linked to a particular demographic or community, further emphasizing the need for aspiring entrepreneurs to consider entrepreneurship's social valuation (SV). This impact stems from social legitimacy and the propagation of certain good values associated with the formation of businesses, making the role of entrepreneurship critical in the growth and development of society.

2.1.3 Women's Self-Reliance

Independence is an essential trait that allows an individual to complete tasks on their own and feel empowered. It is a concept that encompasses the desire for freedom, control, and flexibility over time management. Therefore, for women, it is imperative to have a sense of self-reliance before venturing into entrepreneurship. Many women aspire to be self-employed and work independently to achieve their goals and ideals (Altinay et al., 2012;

Markowska, 2023). Often, female entrepreneurs believe they were not given equal opportunities in their past jobs, so they choose to work for themselves. Moreover, they believe that being an entrepreneur can provide them with more income than working for a salary. Women who are financially stable and have their own work do not have to rely on anyone else, giving them a sense of satisfaction and fulfilment. They choose entrepreneurship because they want to make decisions, set goals, create proposals, and track progress (Aman, 2022).

An independent woman has a wider range of options when it comes to decision-making and becomes more mature in handling various issues. An independent woman is aware of her feelings, expresses her own opinions, and acts according to her own set of principles (Agrawal et al., 2023). She is responsible for her own destiny and takes care of herself, being self-sufficient in every aspect. She can earn her own income, choose her path, and be her best friend. An independent woman can be defined as someone who can pay for her own expenses, lead her own life, and not let anyone interfere with her decision-making or life choices. Therefore, women with a strong desire for independence generally seek jobs that offer them more freedom (Correa et al., 2022; Adikaram & Razik, 2023). In summary, self-independence is a crucial motivator for women's entrepreneurial aspirations, enabling them to thrive and succeed on their own terms.

2.1.4 Entrepreneurial Capabilities

Self-efficacy is a term that describes an individual's belief in their own ability to complete a specific task successfully. It is a measure of whether someone feels capable of carrying out a desired action and achieving their objectives. (Shane, Locke, & Collins, 2003;

Agrawal, 2023). Self-efficacy is shaped by a person's perception of their abilities and the demands of the task at hand, as well as their attitudes, initiatives and personal opinions.

In the context of entrepreneurship, self-efficacy is particularly important, as it influences an individual's willingness to take risks and pursue opportunities. Research has shown that self-efficacy is strongly linked to an individual's entrepreneurial intention, or their desire to start a business. Women, in particular, tend to have higher levels of entrepreneurial intention when they possess a high degree of self-efficacy (Bandura, 2012; Hafiz, 2023).

Entrepreneurial capabilities is a key determinant of whether individuals will pursue market opportunities and transform them into successful business ventures. It is a measure of a person's willingness to take risks and pursue their ideas, and it is closely linked to their likelihood of success.

In conclusion, self-efficacy is a critical factor in determining whether individuals feel capable of achieving their objectives and pursuing entrepreneurial opportunities. Women, in particular, benefit from having high levels of self-efficacy, as it influences their entrepreneurial plans and intention and likelihood of success (Kristiansen & Indarti, 2004; Zhao et al., 2005; Correa, 2022). Ultimately, self-efficacy is a key driver of innovation and personal satisfaction, as it enables individuals to transform their latent skills into successful business ventures. (Chen, Greene, & Crick 1998; Krueger, Reilly, & Carsrud 2000; Taleb, 2023 and Hafiz, 2023).

2.1.5 Entrepreneurial Attitude or Outlook

Entrepreneurial attitude or outlook is a pivotal factor for individuals seeking to be self-employed. It is a crucial construct in the Theory of Planned Behaviour that reflects an individual's general assessment of their behaviour in participating in business activities. It entails a positive attitude or outlook towards launching a business entity irrespective of one's academic history, which can boost entrepreneurial behaviour (Wu & Wu, 2008; Agrawal, 2023). It indirectly influences entrepreneurial behaviour and is based on an individual's understanding of the significance of establishing a business and their perception of entrepreneurship's effects (positive or negative). There are several extrinsic factors that may affect attitudes or outlook and thereby have an indirect impact on entrepreneurial behaviour. According to Ajzen's concept of attitudes, the relationship between the performance of a specific kind of behaviour and sentiments of favourability or unfavourability in their behaviours is critical. It also refers to one's views of personal attractiveness, assumptions regarding the consequences of one's actions, and ideas.

In the context of entrepreneurship, entrepreneurial attitude or outlook embodies an individual's optimistic attitude towards entrepreneurial plans and intentions, showcasing the amount of time and effort they are willing to invest in entrepreneurial activities that benefit themselves and society. Research has shown that social surroundings, including the education sector, can positively influence individuals' attitudes towards entrepreneurship (Abdulwahed, 2022). Additionally, existing investigations have demonstrated that behavioural and psychological qualities have the most significant impact on aspiring entrepreneurs' decision to establish a firm. In particular, entrepreneurial attitude or outlook has a considerable effect on an individual's future career decision-making, and it can impact their entrepreneurial plans and intention.

Therefore, it can be said that entrepreneurial attitude or outlook not only impacts an individual's entrepreneurial plans and intention but also drives their intention to engage in business activities (Dinis et al., 2013; Correa, 2022). An individual's entrepreneurial mindset can be identified as a crucial motivator impacting their entrepreneurial career path.

2.1.6 Women's Entrepreneurial Intention

Women entrepreneurs are powerful and inspiring individuals who take charge of their own businesses with the aim of achieving their desired goals and aspirations, such as financial independence, social standing, and respect from society. This represents a significant shift from the traditional roles that women were expected to play in society. The growing number of women-owned firms is a testament to the fact that more and more women are being encouraged to become entrepreneurs (Aman, 2022).

Despite the significant contribution of women entrepreneurs to the global economy, there are still pervasive stereotypes that associate women with domestic work. Therefore, it is crucial to raise awareness that women are just as capable as men and can excel in any field they choose.

Women entrepreneurs are known for their unique and creative approaches to achieving financial independence, whether individually or collectively. They have to balance their roles as wives, mothers, daughters, and entrepreneurs, which requires excellent time management skills and a strong personality. Successful women entrepreneurs possess great leadership skills and are continuously looking for ways to create more job

opportunities for others (Gaies et al., 2023).

The entrepreneurial plans and intention of a woman is defined as the desire to start and manage her own business, motivated by various factors such as personality, environment, and personal goals. While personality traits can influence a woman's entrepreneurial plans and intention, they are not necessarily a good indicator of her desire to start a business. Psychological studies have shown that desire is a more reliable determinant of behavior if other essential components are present (Hamdani et al., 2023).

Women's involvement in the entrepreneurial sector is beneficial to the global economy because they create more job opportunities, which can help reduce unemployment and poverty (Shinnar et.al., 2012 Hafiz, 2023). Therefore, it is essential to support and encourage more women to become entrepreneurs, as they have the potential to make a significant contribution to the world.

2.1.7 Theory of Planned Behaviour

The research model used in this study is founded on the Theory of Planned Behaviour, which is based on the idea that many human behaviours are planned and followed by a desire to engage in that behaviour. In this context, the Theory of Planned Behaviour (TPB) is predicated on the notion that several human behaviours are premeditated, and as such, are followed by a willingness to participate in that behaviour. TPB focuses on an individual's thoughts, knowledge, and behaviour towards a specific goal or method of doing something. Entrepreneurs can play an essential role in creating new businesses, reducing the unemployment rate, alleviating poverty, and enhancing employment

opportunities. In this regard, the Theory of Planned Behaviour (TPB) provides a practical paradigm for understanding and predicting entrepreneurial desires by focusing on both individual and social variables (Barber et.al., 2023).

The model categorizes behavioural intentions into three primary subtopics: attitude, subjective norm, and perceived behavioural control (PBC) (Laukkanen, 2022). The first element of the model is attitude, which determines the degree to which an individual views the conduct of interest positively or negatively. It requires careful consideration of the implications of committing the action. In the case of entrepreneurship, it goes beyond the general assessment of the attractiveness of starting a business.

Subjective norm refers to an individual's opinion on whether the majority of people agree or disagree with a particular behaviour. It is related to a person's perception of whether their family, friends and other influential individuals around them believe they should partake in that action (Rifas et.al., 2023).

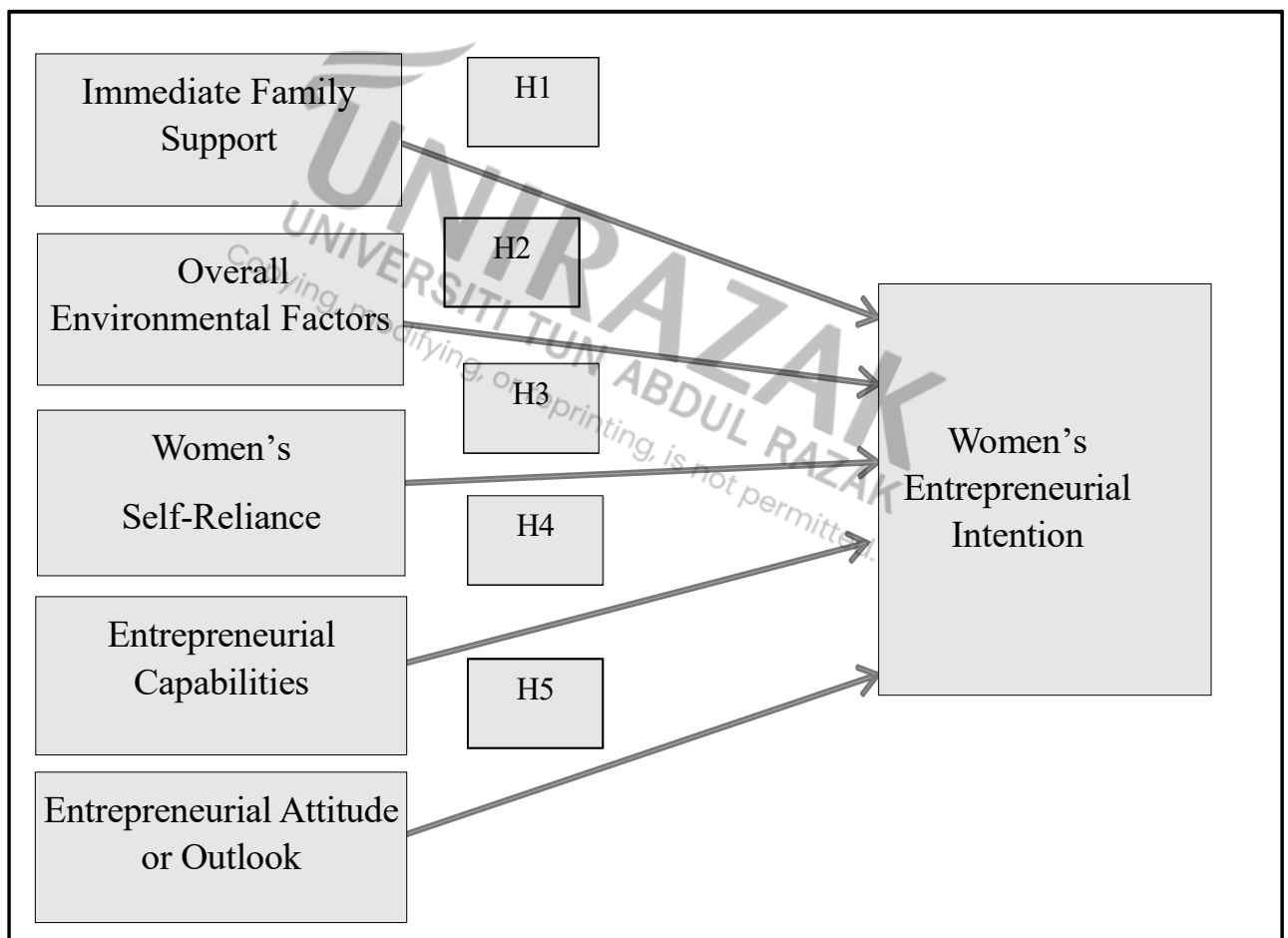
Perceived behavioural control refers to a person's evaluation of how easy or difficult it is to perform the desired action. It varies depending on the context and actions taken, resulting in a person's sense of behavioural control changing depending on the circumstances. The change from the Theory of Reasoned Action to the Theory of Planned Behaviour occurred when this component was added to the theory (Rifas et al., 2023).

This investigation aimed to examine the antecedents of entrepreneurial goals and plans from the perspective of the concept of planned behaviour. The TPB provides a more realistic and practical approach to understanding and predicting entrepreneurial desires and plans by focusing on both individual and social variables.

2.2 Conceptual Framework

This research study's conceptual framework includes six variables - five independent variables and one dependent variable. There are five hypotheses for each of the independent variables, and a significant relationship is observed between the independent variables and the dependent variable.

Figure 2.2 Proposed / Conceptual Framework



Source: Adapted for the Research Project

2.3 Hypotheses Development

2.3.1 Immediate Family Support

Entrepreneurship can be a daunting journey, especially for women who often have to balance multiple roles. However, research has shown that having the support of immediate family members can be a critical factor in an individual's entrepreneurial planning and success. Family support provides a sense of comfort and motivation, allowing individuals to push beyond their limits and giving them the confidence to pursue their dreams. For women, in particular, immediate family support is essential as they often face more challenges in accessing financial resources. A reliable support system can provide women entrepreneurs with the necessary resources and financial backing to realize their plans and ideas and create innovative products and services. Based on this information, it can formulate a testable hypothesis.

H1: Immediate family support positively influences women's entrepreneurial intentions.

2.3.2 Overall Environmental Factors

Studies show that women are often drawn towards entrepreneurship due to the influence of their environment. They may be inspired to start a business because their friends or family members are doing the same or aspire to follow in their relatives' footsteps. Additionally, social media has been highlighting the benefits of entrepreneurship, such as

the freedom to manage one's own time, flexible income, and the ability to choose desired products or services. Women interested in entrepreneurship may also desire higher social standing from the public. Therefore, it can be concluded that;

H2: Entrepreneurial plans and intentions are influenced by overall environmental factors.

2.3.3 Women's Self-Reliance

Studies have shown that women who value their independence are more inclined to start their own businesses compared to those who do not. This is because independent women seek financial freedom, have better control over their time, create their own proposals, and make their own business decisions, without relying on anyone else. They believe they can earn a living on their own, which makes them independent. Women entrepreneurs also demonstrate that gender equality exists and gives them independence. By conducting business activities and being an entrepreneur, women can enjoy their freedom, have control over their tasks, and manage their time more flexibly. Based on these findings, the following hypothesis was proposed:

H3: Correlation between sense of self-reliance and their inclination towards entrepreneurship for women.

2.3.4 Entrepreneurial Capabilities

Women who possess entrepreneurial capabilities are confident and believe in their ability to create products or services that benefit the community without relying on anyone else's help. They strive to demonstrate their competence and prove that they are as good if not better to others and can complete tasks independently. Women with high self-efficacy are more likely to desire and engage in entrepreneurial activities and establish their own businesses. Therefore, can be propose the following hypothesis:

H4: Entrepreneurial capabilities can encourage women's entrepreneurial plans and intentions.

2.3.5 Entrepreneurial Attitude or Outlook

One of the most important factors that determines a person's inclination towards entrepreneurship is their attitude and mindset. This motivator determines the amount of effort and time an individual is willing to invest in entrepreneurial activities as long as they believe such activities benefit themselves and society. Therefore, if a woman has a positive outlook towards entrepreneurship, she is more likely to invest her time and effort in starting a new business. Based on this, it postulates that having a positive entrepreneurial attitude or outlook will positively impact women's entrepreneurial plans and intentions.

H5: Entrepreneurial attitude or outlook positively affects women's entrepreneurial plans and intentions.

CHAPTER 3: RESEARCH METHODOLOGY

3.0 Introduction

This chapter presents an overview of the research methodologies utilized in the study. This includes the research design, sampling design, data collection techniques, and proposed data analysis tool. The main objective of this chapter is to provide a clear understanding of the procedures followed to validate the assumptions made in the preceding chapters.

3.1 Research Design

This study utilized the explanatory research model with a quantitative research design. The explanatory research approach is a quantitative method that is designed to investigate the relationship between variables by collecting data from a sample size. It aims to discover the underlying reasons behind a particular phenomenon by identifying its causes and effects. Consequently, the topic of women's entrepreneurial plans and intention in Malaysia has been a subject of debate among academic experts.

As Susan (2018) defines it, quantitative research involves producing numerical or convertible-to-numbers information. This research methodology is used to evaluate attitudes, behaviours, and other specific characteristics and to extrapolate findings from a more comprehensive number of people. Systematic research tools are typically used to collect data, and the results are based on statistically significant sample sizes that tend to

be representative of the population and commonly repeated due to their high level of reliability (Given et al., 2023).

To identify the entrepreneurial plans or intention of women, here administered a questionnaire that had five IVs. These were firstly women's self-reliance as it is key. The second was entrepreneurial capabilities as it determines their confidence. The third was entrepreneurial attitude or outlook as this would set up their mindset. The fourth would be immediate family support as this is deemed important within their inner circle context. Lastly, overall environmental factors as it also plays an important role. The dependent variable was women's entrepreneurial plans and intention, and the questions related to these constructs were measured by using a 5-point Likert scale (1 = strongly disagree and 5 = strongly agree). The regression model and correlation tests were conducted with the assistance of SPSS software.

3.2 Sampling Design

3.2.1 Target Population

Women's entrepreneurial plans and intentions were the main focus of a study aimed at understanding the factors that motivate women to engage in entrepreneurship, regardless of their demographics. The study involved the distribution of 238 questionnaires, with 225 responses collected. Out of these, only 219 eligible responses from female participants were analyzed after excluding the responses from male participants who were not part of the targeted population. The analyzed data will provide valuable insights into the entrepreneurial motivations of women.

3.2.2 Sampling Frame and Sampling Location

In research methodology, the sampling frame denotes a group of units from which a sample is chosen. Each unit within the sampling frame stands a fairly equal chance of being selected and appearing in the sample. For this study, the sampling frame is centered on women in Malaysia (Hamdani et.al., 2023). The sample location for the study encompasses the entire country, and Google forms were made available online for women residing within Malaysia to complete.

3.2.3 Sampling Elements

The research study aims to focus on women who can read and understand the survey questions, irrespective of their age, as it is fundamental that every individual should have an equal opportunity to aspire to be an entrepreneur or establish their own business. As such, the study seeks to gather insights and data from this particular group of women to gain a better understanding of their entrepreneurial plans and intentions plus motivations, which can potentially contribute to the development of policies and programs aimed at supporting entrepreneurship among women.

3.2.4 Sampling Technique

The research study employed convenience sampling as the sampling technique. This method involves selecting key participants based on their availability and if they are agreeable to participate in the survey rather than randomly selecting them. As long as participants meet the criteria, all responses collected will be analyzed to gather useful information. In this study, the distribution of survey forms was considered the most effective way to collect data for analysis. This allowed for a wide range of participants to be reached and for their responses to be considered in the research.

3.2.5 Sampling Size

The selection of an appropriate and relevant sample size is a key factor in ensuring the validity and reliability of research findings. As per Lund (2023) recommendations, a sample size ranging from 30 to 500 respondents is sufficient and suitable for conducting research. Moreover, GreatBrook (n.d.) has established that collecting 200 responses can provide a significantly high level of survey accuracy. Based on these guidelines, a total of 238 online questionnaire survey forms were distributed, out of which 225 responses were received. After careful scrutiny, 219 response sets were deemed valid for further analysis.

Table 3. 1 Responding Rate

Targeted Population	Questionnaires				Responding Rate (%)
	Distributed	Received	Invalid	Valid	
200 - 250	238	225	6	219	94.53%

Source: Questionnaire's Response Result

3.3 Data Collection Methods

Data collection is a crucial process that involves the systematic gathering of information, measuring it, and analyzing it using validated techniques. This research project aims to investigate the factors that influence the entrepreneurial plans and intention of women in Malaysia. To achieve this, primary data will be utilized, as it is considered the most trustworthy and accurate source of information. Using primary data, it can gather in-depth insights into the subject matter and obtain a comprehensive and proper understanding of the various factors affecting women's entrepreneurial plans and intentions.

3.3.1 Primary Data

Primary data collection commonly refers to the process of gathering information through questionnaires, interviews, or experiments. This method is crucial in obtaining accurate and relevant data for a particular research topic. Household questionnaires serve as an excellent example of primary data collection. Researchers can collect primary data directly, ensuring that it meets the required standards of reliability, availability, precision, and sample criteria.

To collect data for this research study, a questionnaire will be used, which will be divided into three sections. This will include demographic information, dependent variables, and independent variables. The survey form was shared and 219 eligible responses from female participants in Malaysia via various social media applications such as WhatsApp, Instagram Direct Message, Facebook Messenger, and LinkedIn. The survey form will be in the form of Google Forms, making it easy to collect and analyze data. This online data collection method is highly recommended for its convenience and efficiency.

3.4 Construct Measurement

3.4.1 Origins of Construct Measurement

The source of the adapted constructs used in Sections B and C are presented in Table 3.4.1, which provides the applied measurements for the entire questionnaire.

Table 3. 2 Origin of Construct Measurement

Variables	Sourced from
Immediate Family Support	Mamun et al., 2017; Anderso & Ojediran, 2022; Lingappa, 2023
Overall Environmental factors	Miranda et al., 2017; Taleb, 2023; Anderson, 2023
Women's Self-Reliance	Correa et al., 2022; Adikaram & Razik, 2023
Entrepreneurial Capabilities	Bandura, 2012; Hafiz, 2023 Krueger, Reilly, & Carsrud 2000; Taleb, 2023
Entrepreneurial Attitude or Outlook	Abdulwahed, 2022; Agrawal, 2023;
Women's Entrepreneurial Plans and Intention	Aman, 2022; Gaies et al., 2023

3.5 Proposed Data Analysis Tool

In this research study, the data collected from the respondents was analyzed using the Statistical Package for Social Science (SPSS) data software. This software, which was developed by IBM, is a powerful tool that allows researchers to perform complex statistical analyses. It is also effective for understanding and modifying survey data. Any data that were collected through online surveys can be easily exported to SPSS for thorough analysis.

The inferential statistical technique was used in this research project to draw conclusions about the greater population of participants by comparing the experimental groups. By carefully gathered a total of 219 usable data and made assumptions about the population based on these samples. This method allowed to obtain a good and comprehensive understanding of the data and make informed decisions.

CHAPTER 4: DATA ANALYSIS

4.0 Introduction

In this chapter, we delve into the in-depth analysis of the data collected on "The Impact of Opportunities and Challenges for Women Planning on Entrepreneurship." By utilizing the advanced statistical software, SPSS, we conducted a thorough statistical analysis of the results obtained from the respondents to interpret the various factors that affect women's intention to engage in entrepreneurial activities. The presentation of the analyzed information is done through the use of tables and charts, which provide a better understanding and visualization of the findings. The primary objective is to provide a comprehensive and detailed understanding of the factors that significantly impact women's plans and intentions to participate in entrepreneurial activities.

4.1 Descriptive Analysis

In order to present the personal data of the respondents in a clear and comprehensive manner, the technique of descriptive analysis is employed. This method involves the use of various visual aids such as tables, bar charts, pie charts, and histograms to illustrate the data collected. The descriptive analysis relies on primary data to identify the variables and results of the sample collected. In the research study, Section A of the questionnaire survey form is dedicated to collecting demographic information, which will be analyzed through descriptive analysis. This analysis not only identifies the personal information and characteristics of the respondents but also provides a statistical representation of the collected data. The resulting statistics and pie charts make it easy to interpret the data and draw useful conclusions.

4.1.1 Demographic Profile of Respondents

Table 4.1 Demographic Profile (N = 225)

	Frequency	Per cent	Valid Per cent	Cumulative Per cent
Gender				
<i>Male</i>	6	2.6	0	0
<i>Female</i>	219	97.4	97.4	97.4
Total	225	100.0	97.4	
Age				
<i>Under 18</i>	21	9.3	9.3	9.3
<i>18 – 34</i>	101	45.4	42.7	52
<i>35 – 54</i>	80	35.2	35.2	87.2
<i>55 and over</i>	23	10.1	10.1	97.3
Total	225	100.0	97.3	
Marital Status				
<i>Single</i>	101	44.5	41.9	41.9
<i>Married</i>	92	41.4	41.4	83.3
<i>Divorced</i>	24	10.6	10.6	93.9
<i>Widow</i>	8	3.5	3.5	97.4
Total	225	100.0	97.4	
Employment Status				
<i>Student</i>	45	19.8	18.1	18.1
<i>Self-employed</i>	45	19.8	19.8	37.9
<i>Part-time employed</i>	52	23.3	23.3	61.2
<i>Full-time employed</i>	64	28.6	27.8	89
<i>Unemployed</i>	19	8.4	8.4	97.4
Total	225	100.0	97.4	

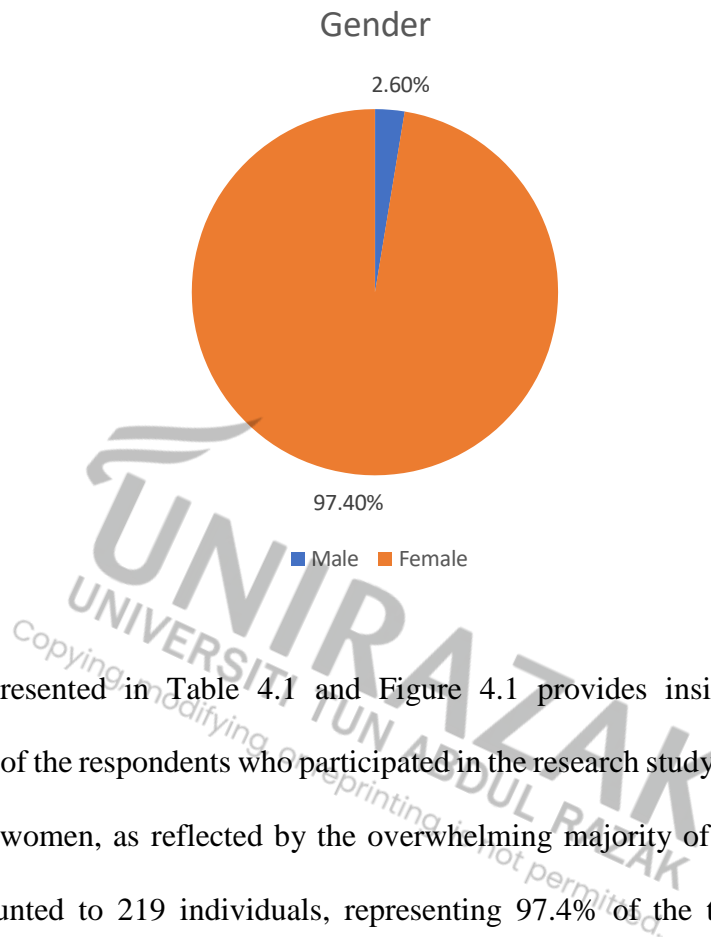
Monthly Household Income				
<i>Less than RM2500</i>	29	12.8	10.6	10.6
<i>RM2500 – RM4849</i>	27	11.9	11.5	22.1
<i>RM4850 – RM7099</i>	41	18.1	18.1	40.2
<i>RM7100 – RM10959</i>	60	27.3	27.3	67.5
<i>RM10960 – RM15039</i>	35	15.4	15.4	82.9
<i>RM15040 or more</i>	33	14.5	14.5	97.4
Total	225	100.0	97.4	

Source: Questionnaire's Result

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4.1.2 Gender

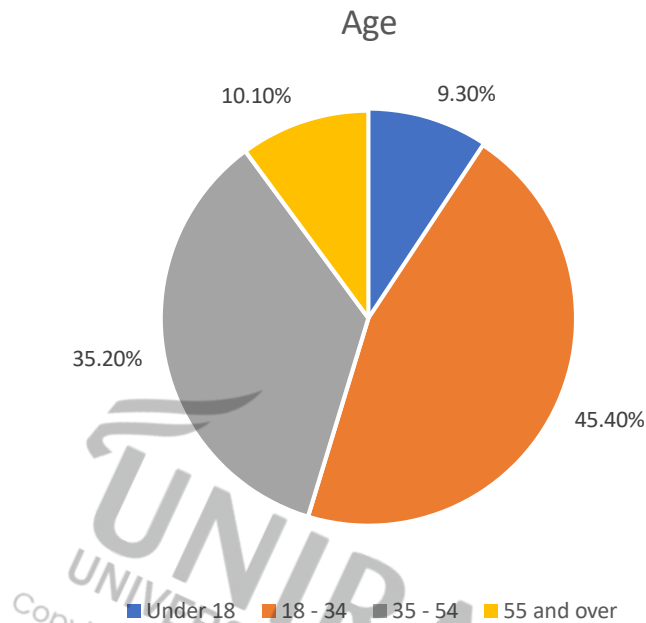
Figure 4. 1 Gender



The data presented in Table 4.1 and Figure 4.1 provides insight into the gender distribution of the respondents who participated in the research study. The study primarily focused on women, as reflected by the overwhelming majority of female respondents, which amounted to 219 individuals, representing 97.4% of the total sample size. In contrast, male respondents accounted for only 2.6% or six individuals of the sample size. In total, the study involved 225 participants.

4.1.3 Age

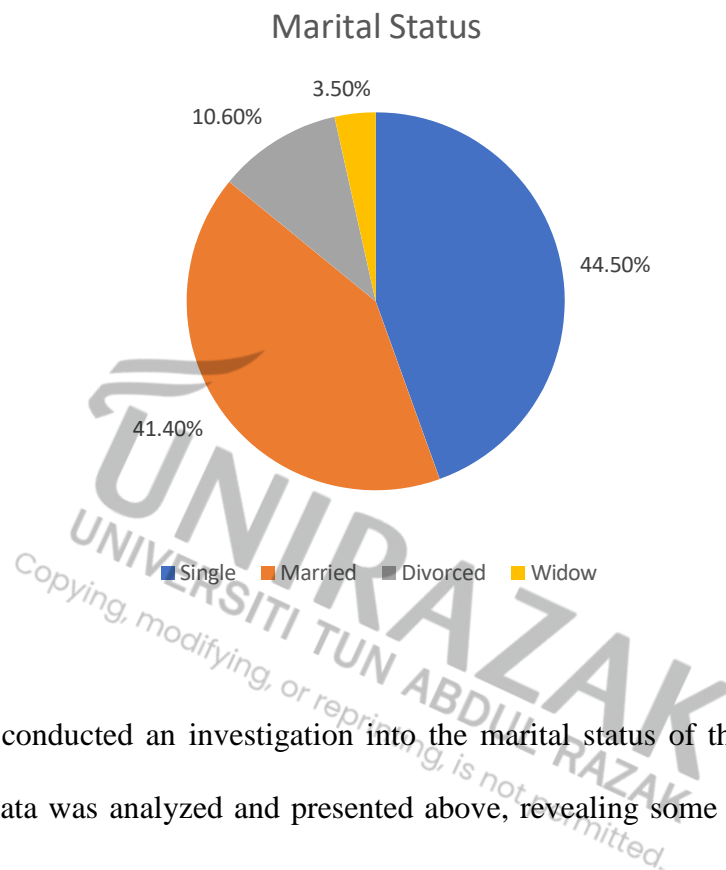
Figure 4. 2 Age



The data from Table 4.1 and Figure 4.2 shows the overall age distribution of the survey respondents. The results indicate that the largest age group was between 18 and 34, representing 46% of the total respondents. This age group had a total of 101 individuals. The second largest age group was between 35 and 54 years old, which accounts for 35% of the total respondents, with a total of 80 individuals. The third group consisted of respondents aged 55 and above, representing 10% of the total respondents. Lastly, the age group under 18 years old had 21 respondents, accounting for 9% of the total respondents. These findings provide a clear picture of the age distribution of the survey respondents.

4.1.4 Marital Status

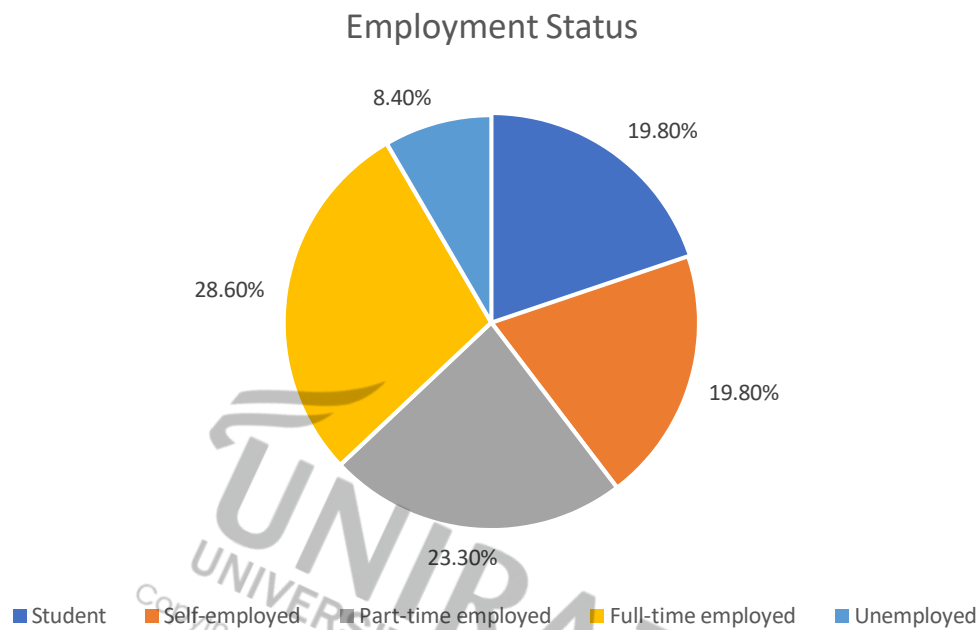
Figure 4. 3 Marital Status



The study conducted an investigation into the marital status of the respondents. The collected data was analyzed and presented above, revealing some interesting insights. Out of the total 225 participants, the majority (44.5%) were found to be single. On the other hand, 41.4% of the respondents were married, accounting for a total of 94 individuals. The study also found that 10.6% of the participants were divorced, which translates to 24 individuals. Overall, these findings provide a clear picture of the marital status of the respondents, and offer valuable information for future research.

4.1.5 Employment Status

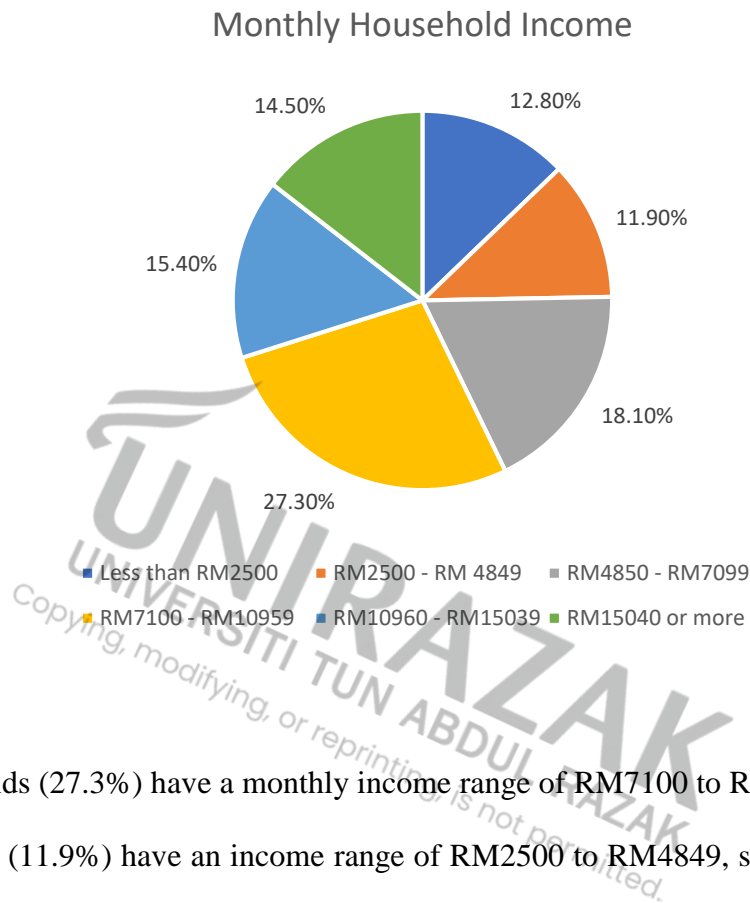
Figure 4. 4 Employment Status



The study surveyed 225 participants to determine their employment status. Results showed that 28.6% were employed full-time, 23.3% were part-time, and 19.8% were either self-employed or still studying.

4.1.6 Monthly Household Income

Figure 4. 5 Monthly Household Income



62 households (27.3%) have a monthly income range of RM7100 to RM10959. Only 27 respondents (11.9%) have an income range of RM2500 to RM4849, suggesting a lower number of households in this income range. The rest have an income range from less than RM2500 up to RM15040 or more. Overall, the data provides a comprehensive overview of income distribution in the surveyed area.

4.2 Reliability Analysis

Table 4. 2 Summary of Reliability Test

Construct	Cronbach's Alpha	N of Items
Family Support	.765	4
Environmental Influences	.874	6
Women's Self-Independence	.846	4
Entrepreneurial Self-efficacy	.846	4
Entrepreneurial Attitude	.926	5
Women's Entrepreneurial Plan & Intention	.921	6
Total Cronbach's Alpha = 0.935 KMO = 0.920		

Source: Questionnaire's Result

This represents the reliability of Cronbach's Alpha coefficient. The coefficient values range from 0.765 to 0.926. Entrepreneurial attitude and women's entrepreneurial plan and intention have the highest values, while family support has the lowest value. Cronbach's Alpha values show the relationship strength of each construct with independent and dependent variables. Reliability is established with values of 0.70 and above. All constructs used in this study have exhibited reliability.

4.2.1 KMO and Barletts's Test

Table 4. 3 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.920
Bartlett's Test of Sphericity	Approx. Chi-Square	4077.451
	df	406
	Sig.	.000

Source: Questionnaire's Result

The KMO value of 0.920 indicates that the data is highly suitable for factor analysis. Barlett's test shows the variables have a significant relationship and are appropriate for structure recognition. These findings validate the use of factor analysis on the data and ensure reliable results.

4.3 Inferential Statistics Analysis

Inferential analysis is a statistical tool used to draw conclusions about the characteristics of whole populations based on the sample data available. Its main purpose is to determine the relationship between different variables and whether they are significant or not. It aims to compare experimental groups and provide insights about the larger population by taking measurements from a sample of participants collected from a survey. (C.W. Kuhar, 2010).

4.3.1 Pearson Correlation Coefficient

The Pearson Correlation Coefficient is a statistical tool that enables researchers to measure the strength and direction of the relationship between variables in a precise and accurate manner. By analyzing the correlation between variables, researchers can gain valuable insights into how they are related and how they might influence each other.

The correlation value, which ranges from -1 to +1, clearly indicates the strength of the relationship between two variables. A higher value suggests a stronger correlation, while a lower value indicates a weaker correlation. A value of 1 implies a perfect linear relationship between the variables, while a value close to 0 suggests little or no correlation.

The Table below presents a detailed overview of the variables' Pearson's Correlation Coefficient, and each hypothesis provides a more complete review of the relationships between the variables. With this information at hand, researchers can better understand the relationship between variables and make more informed decisions based on their findings.

Table 4. 4 Pearson Correlation Coefficient

	IFS	WS	EF	EC	EA	DV
IFS	1					
WS	.518**	1				
EF	.297**	.160**	1			
EC	.431**	.372**	.530**	1		
EA	.452**	.618**	.203**	.515**	1	
DV	.297**	.460**	.304**	.509**	.724**	1

** . Correlation is significant at the 0.01 level (2-tailed).
 * . Correlation is significant at the 0.05 level (2-tailed).
 *IFS = Immediate Family Support, WS = Women’s Self-reliance, EF = Overall Environmental factors, EC = Entrepreneurial Capabilities, EA = Entrepreneurial Attitude or Outlook, DV = Women’s Entrepreneurial Intention

Source: Questionnaire’s Result

Hypothesis 1: Immediate family support positively influences women's entrepreneurial plans and intentions

Pearson's Correlation Coefficient is a statistical measure used to determine the strength and direction of a relationship between two variables. In this case, the two variables are immediate family support and women's entrepreneurial plans and intention. The coefficient value of 0.297 suggests a weak but positive correlation between the two variables.

This means that if immediate family support increases, there is a possibility that women's plans and intention to start a business may also increase. However, it is important to bear in mind that the relationship between the two variables is not very strong.

In conclusion, it can say that there is a positive correlation between immediate family support and women's entrepreneurial plans and intention, but the relationship is weak.

Hypothesis 2: Entrepreneurial plans and intentions are influenced by overall environmental factors.

Research indicates that there is a positive correlation between environmental influences and women's entrepreneurial plans and intention, although this relationship is weak, with a coefficient of 0.304. This implies that as environmental influences increase, so does the likelihood of women pursue entrepreneurial ventures. It is significant to note that this correlation is positive, indicating that environmental factors such as access to funding, mentorship, and education play a crucial role in shaping women's entrepreneurial aspirations.

Hypothesis 3: There is a correlation between sense of self-reliance and their inclination towards entrepreneurship for women.

Upon analyzing the data, it found that Pearson's Correlation Coefficient for the relationship between women's self-reliance and women's entrepreneurial plans and intention is 0.460. This indicates that there is a positive correlation between these two variables, however, the strength of the correlation is weak.

What this means is that as women become more self-independent, their entrepreneurial plans and intention tends to increase as well, albeit at a small rate. In simpler terms, the more independent women are, the more likely they are to have entrepreneurial aspirations.

Therefore, it can conclude that there is a positive and somewhat fragile relationship

between women's self-reliance and their entrepreneurial plans and intention.

Hypothesis 4: Entrepreneurial capabilities can encourage women's entrepreneurial plans and intentions.

The correlation between entrepreneurial capabilities and women's entrepreneurial plans and intention may seem weak, but it is positively significant with a Pearson's coefficient of 0.509. This means that there is a positive relationship between these two factors, and as the value of entrepreneurial capabilities increases, the value of women's entrepreneurial plans and intention also increases. In simpler terms, having a higher level of confidence in one's entrepreneurial abilities can be a key factor in motivating women to pursue entrepreneurship. This highlights the importance of building and nurturing self-efficacy among women entrepreneurs as a means to drive their entrepreneurial plans and intentions.

Hypothesis 5: Entrepreneurial attitude or outlook positively affects women's entrepreneurial plans and intentions.

The study found that there is a positive correlation between women's entrepreneurial plans and intention and their entrepreneurial attitude or outlook, with a coefficient value of 0.724. However, upon further analysis, Pearson's coefficient value was found to be greater than the acceptable level of 0.05, indicating that the relationship between the two variables is weak and insignificant. In other words, while having a positive attitude towards entrepreneurship may influence a woman's intention to start a business, this relationship is not statistically significant enough to draw strong conclusions.

4.3.2 Multiple Linear Regression Analysis

Table 4. 5 Model Summary of Aggregate Respondents

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.753 ^a	.567	.557	.57824
a. Predictors: (Constant), Entrepreneurial Attitude or Outlook, Overall Environmental Factors, Immediate Family Support, Women's Self-reliance, Entrepreneurial Capabilities				

Source: Questionnaire's Result

Table 4. 6 ANOVA^a of Aggregate Respondents

Model	Some of Squares	df	Mean Square	F	Sig.
Regression	93.782	5	18.756	56.097	<.001 ^b
Residual	71.553	214	.334		
Total	165.335	219			
a. Dependent Variable: Women's Entrepreneurial Plans and Intention b. Predictors: (Constant), Immediate Family Support, Overall Environmental Factors, Women's Self-reliance, Entrepreneurial Capabilities, Entrepreneurial Attitude or Outlook					

Source: Questionnaire's Result

In this study, it will be using regression analysis, a statistical tool that helps predict the relationship or close connection between a dependent variable and one or more independent variables. By doing so, it can determine the significance of the relationship. Specifically, it can be using the multiple linear regression technique.

Examining Table 4.6, show that the R Square value is 0.567, indicating that 56.7% of the

changes are attributed to Immediate Family Support, Women's Self-reliance, Overall Environmental Factors, Entrepreneurial Capabilities, and Entrepreneurial Attitude or Outlook. This means that these factors play a significant role in the relationship between the variables. Furthermore, the Analysis of Variance (ANOVA) presents an overall F value of 56.097 for the research study, with a significance level lower than 0.05. This suggests that the variables are reliable and their relationships are significant enough to be studied.

Table 4. 7 Coefficients of Aggregate Respondents

Model	Standardized Coefficients	t	Sig.	Collinearity Statistics	
	Beta			Tolerance	VIF
(Constant)		1.540	.125		
Immediate Family Support	-.119	-2.130	.034*	.649	1.541
Overall Environmental Factors	.124	2.305	.022*	.701	1.427
Women's Self-Reliance	.047	.774	.440	.546	1.833
Entrepreneurial Capabilities	.143	2.313	.022*	.531	1.884
Entrepreneurial Attitude or Outlook	.650	10.369	<.001**	.515	1.943
**. Significant at the 0.01 level (2-tailed)					
*. Significant at the 0.05 level (2-tailed)					

Source: Questionnaire's Result

The statistical analysis conducted on the variables representing women's self-reliance reveals that the p-value for this variable is 0.440, which is higher than the significant level of 0.05. This finding implies that the variable is insignificant. Therefore, there is enough evidence to reject the null hypothesis that women's self-reliance is significant since the p-value falls below 0.05. To elaborate, 4 out of the five independent variables are

significant, which are immediate family support, overall environmental factors, entrepreneurial capabilities, and entrepreneurial attitude or outlook.

In conclusion, the results obtained from the study of Malaysian females show similarities with the overall results. Among the five independent variables, four are significant: immediate family support, overall environmental factors, entrepreneurial capabilities, and entrepreneurial attitude or outlook.



CHAPTER 5: DISCUSSION AND CONCLUSION

5.0 Introduction

This chapter serves as a detailed and comprehensive summary of the statistical analysis carried out in this research study. Here, will thoroughly discuss the significant discoveries and findings uncovered through the study's data analysis. There will be a thorough exploration of the research's implications, limitations, and recommendations for future investigations. This section of the chapter seeks to provide a deeper understanding of the study's statistical analysis and the broader implications of its findings.

5.1 Discussion of Major Findings

Table 5. 1 Summary of Hypothesis Testing

Hypothesis	P-Value	Significance
H1: Immediate family support positively influences women's entrepreneurial plan and intentions.	0.034*	Accepted
H2: Entrepreneurial plans and intentions are influenced by overall environmental factors.	0.022*	Accepted
H3: Correlation between a sense of self-reliance and their inclination towards entrepreneurship for women.	0.440	Rejected

H4: Entrepreneurial capabilities can encourage women's entrepreneurial plans and intentions.	0.022*	Accepted
H5: Entrepreneurial attitude or outlook positively affects women's entrepreneurial plans and intentions.	<.001**	Accepted

Source: Questionnaire's Result

5.1.1 Findings on Hypothesis

There are many variables that can influence women's entrepreneurial plans and intentions. The above table summarizes the results of the hypothesis testing that was conducted to identify these factors. According to the results, all the hypothesis has been accepted and are significant. However, Hypothesis 3 has been rejected. This is due to its p-value is higher than the significant value. This indicates that self reliance has no significant relationship with women's entrepreneurial plans and intentions. Based on these findings, we conclude that the accepted variables are likely to motivate women's interest in entrepreneurial activities. This also indicates that women who are independent have no positive correlation with their intention to start a business.

5.2 Implications of Study

Malaysia has seen a significant increase in the number of female entrepreneurs in recent years. To clearly understand what factors, contribute to their success, a research study was conducted and identified the underlying variables of entrepreneurial behaviour among women in Malaysia. The study provides policymakers with crucial evidence to

modify their regulations and programs and to promote and foster entrepreneurship among small and medium-sized enterprises (SMEs), especially in the current new normal.

In addition to that, it is crucial for educational institutions operating in Malaysia to provide ample resources and support to budding and enthusiastic entrepreneurs, assisting them in realizing their potential and honing their abilities. This research can also prove to be highly informative for scholars in comprehending the factors that motivate women to pursue entrepreneurship in Malaysia and how these aspects contribute to their growth. By delving into these factors, it can formulate a comprehensive understanding of entrepreneurial plans and intention and bolster the growth of women entrepreneurs in Malaysia.

5.3 Limitations of Study

The research findings presented in this study are suggestive but not conclusive, as the sample size of women in Malaysia was relatively small. Therefore, to establish concrete evidence to support the entrepreneurial plans and intentions of women in Malaysia, it is recommended that future researchers conduct longitudinal, cross-cultural, and cross-country studies.

To address this research gap, it identified variables that are highly significant for Malaysian women entrepreneurs based on previous research, theories, and social environments. Future researchers should explore alternative variables and factors that could potentially impact women's entrepreneurial plans and intention in Malaysia.

In addition, it is recommended that future studies take a more comprehensive approach and consider not only motivational factors, but also the reasons that drive women in Malaysia to start entrepreneurship unwillingly or unintentionally. This will help to gain a better understanding of the challenges and opportunities faced by women entrepreneurs.

5.4 Recommendation for Future Research

The research conducted had only collected a small sample size of 219, which does not accurately represent the entire female population in Malaysia. To ensure that future studies provide accurate and reliable results, researchers should consider collecting a larger quantity of samples. The quantitative method used in this research involves gathering data from a small subset of respondents for generalization purposes. Although randomization can provide credibility, data may still be meaningless at times. To obtain trustworthy data, future research should consider using qualitative methods in data collection or combining both methods. Quantitative research may sometimes have minor errors in understanding questions or selecting incorrect options, which can result in misleading outcomes. Therefore, researchers should consider using both methods to obtain accurate and comprehensive results.

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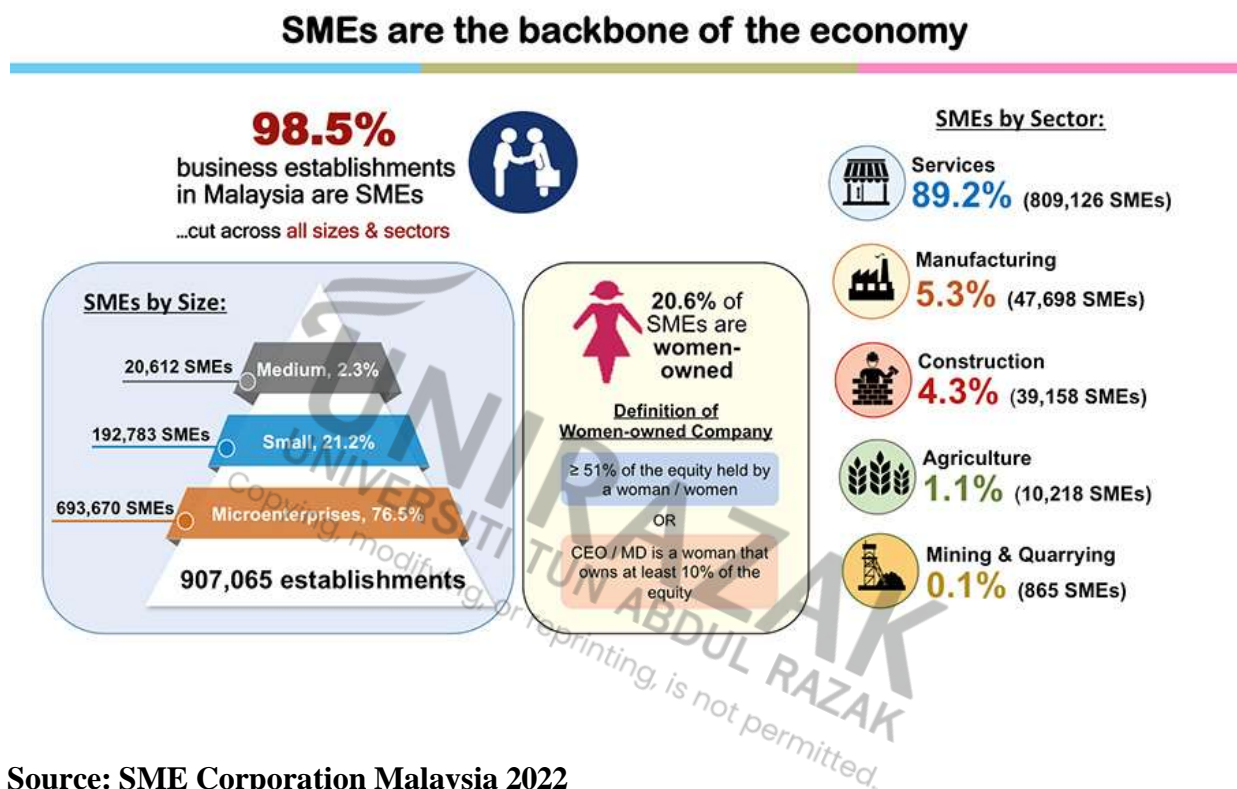
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APPENDICES

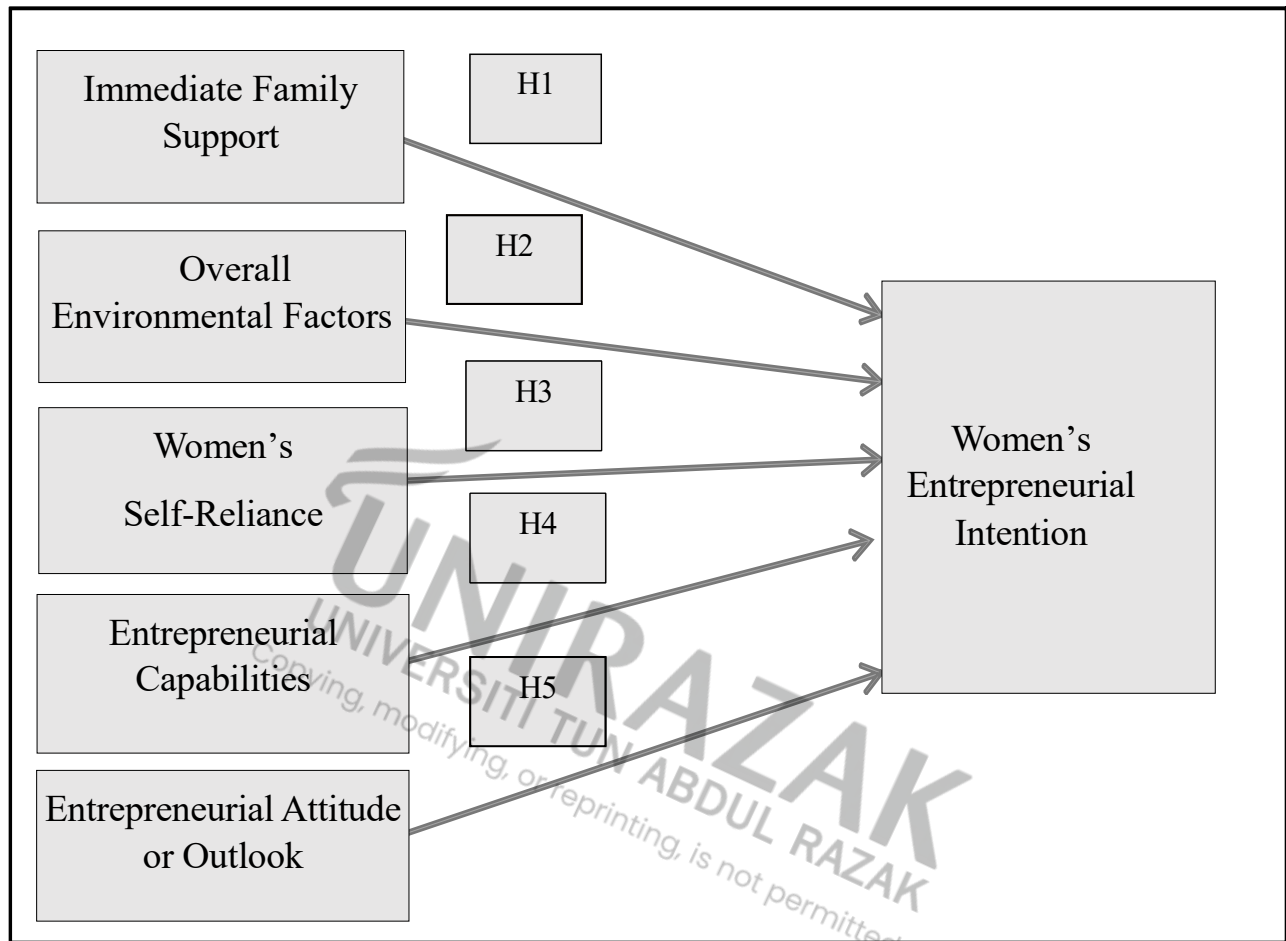
Appendix 1.1: The SME's Statistics Report of Malaysia in 2022

Figure 1.1 The SME's Statistics Report of Malaysia in 2022



Appendix 2.2: Proposed/Conceptual Framework

Figure 2.2 Proposed/Conceptual Framework



Source: Developed from the Research Project

Appendix 3.1: Responding Rate

Table 3.1 Responding Rate

Targeted Population	Questionnaires				Responding Rate (%)
	Distributed	Received	Invalid	Valid	
200 - 250	238	225	6	219	94.53%

Source: Questionnaire's Result



Appendix 3.2: Origin of Construct Measurement

Table 3.2 Origin of Construct Measurement

Variables	Sourced from
Immediate Family Support	Mamun et al., 2017; Anderso & Ojediran, 2022; Lingappa, 2023
Overall Environmental Factors	Miranda et al., 2017; Taleb, 2023; Anderson, 2023
Women's Self-Reliance	Correa et al., 2022; Adikaram & Razik, 2023
Entrepreneurial Capabilities	Bandura, 2012; Hafiz, 2023 Krueger, Reilly, & Carsrud 2000; Taleb, 2023
Entrepreneurial Attitude or Outlook	Abdulwahed, 2022; Agrawal, 2023;
Women's Entrepreneurial Intention	Aman, 2022; Gaies et al., 2023

Source: Developed from the Research Project

Appendix 4.0: Demographic Profile

Table 4.1 Demographic Profile (N = 225)

	Frequency	Per cent	Valid Per cent	Cumulative Per cent
Gender				
<i>Male</i>	6	2.6	0	0
<i>Female</i>	219	97.4	97.4	97.4
Total	225	100.0	97.4	
Age				
<i>Under 18</i>	21	9.3	9.3	9.3
<i>18 – 34</i>	101	45.4	42.7	52
<i>35 – 54</i>	80	35.2	35.2	87.2
<i>55 and over</i>	23	10.1	10.1	97.3
Total	225	100.0	97.3	
Marital Status				
<i>Single</i>	101	44.5	41.9	41.9
<i>Married</i>	92	41.4	41.4	83.3
<i>Divorced</i>	24	10.6	10.6	93.9
<i>Widow</i>	8	3.5	3.5	97.4
Total	225	100.0	97.4	
Employment Status				
<i>Student</i>	45	19.8	18.1	18.1
<i>Self-employed</i>	45	19.8	19.8	37.9
<i>Part-time employed</i>	52	23.3	23.3	61.2
<i>Full-time employed</i>	64	28.6	27.8	89
<i>Unemployed</i>	19	8.4	8.4	97.4
Total	225	100.0	97.4	

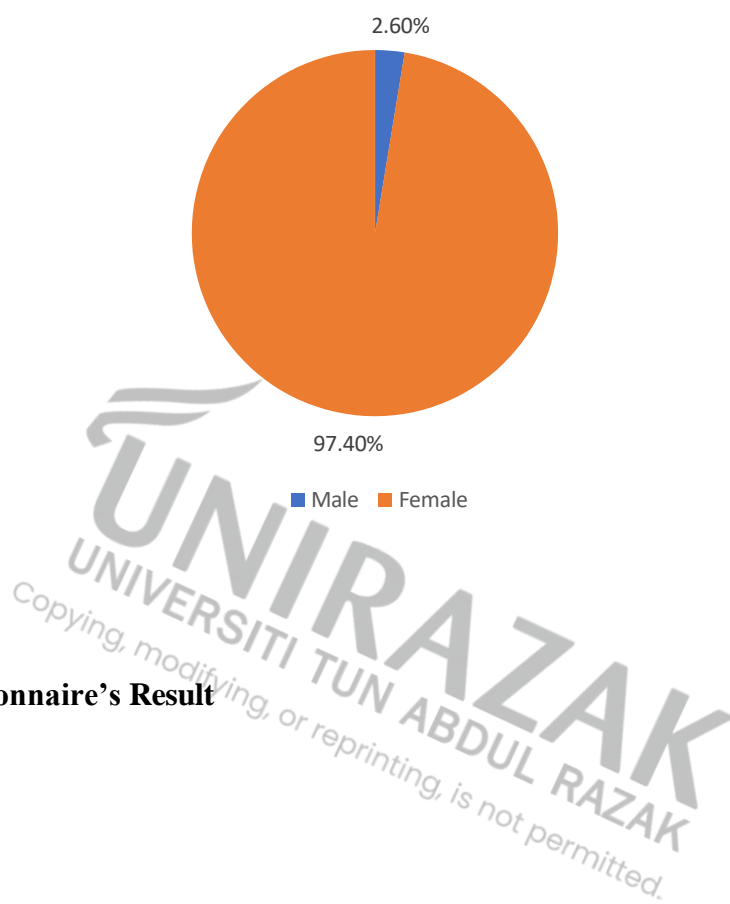
Monthly Household Income				
<i>Less than RM2500</i>	29	12.8	10.6	10.6
<i>RM2500 – RM4849</i>	27	11.9	11.5	22.1
<i>RM4850 – RM7099</i>	41	18.1	18.1	40.2
<i>RM7100 – RM10959</i>	60	27.3	27.3	67.5
<i>RM10960 – RM15039</i>	35	15.4	15.4	82.9
<i>RM15040 or more</i>	33	14.5	14.5	97.4
Total	225	100.0	97.4	

Source: Questionnaire's Result



Appendix 4.1: Gender

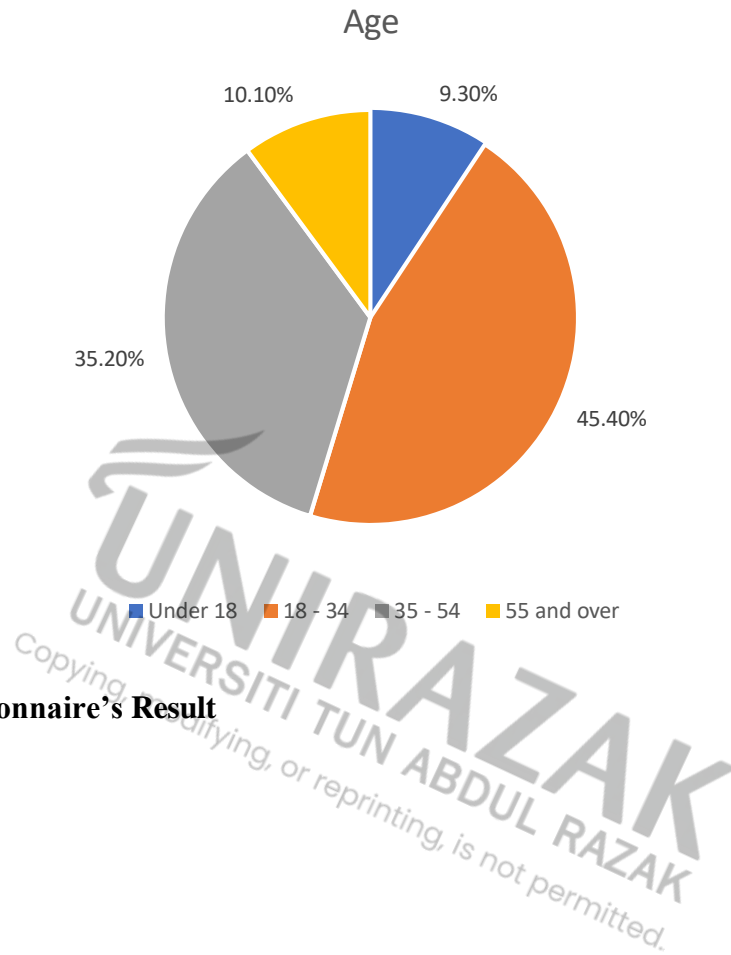
Figure 4.1 Gender



Source: Questionnaire's Result

Appendix 4.2: Age

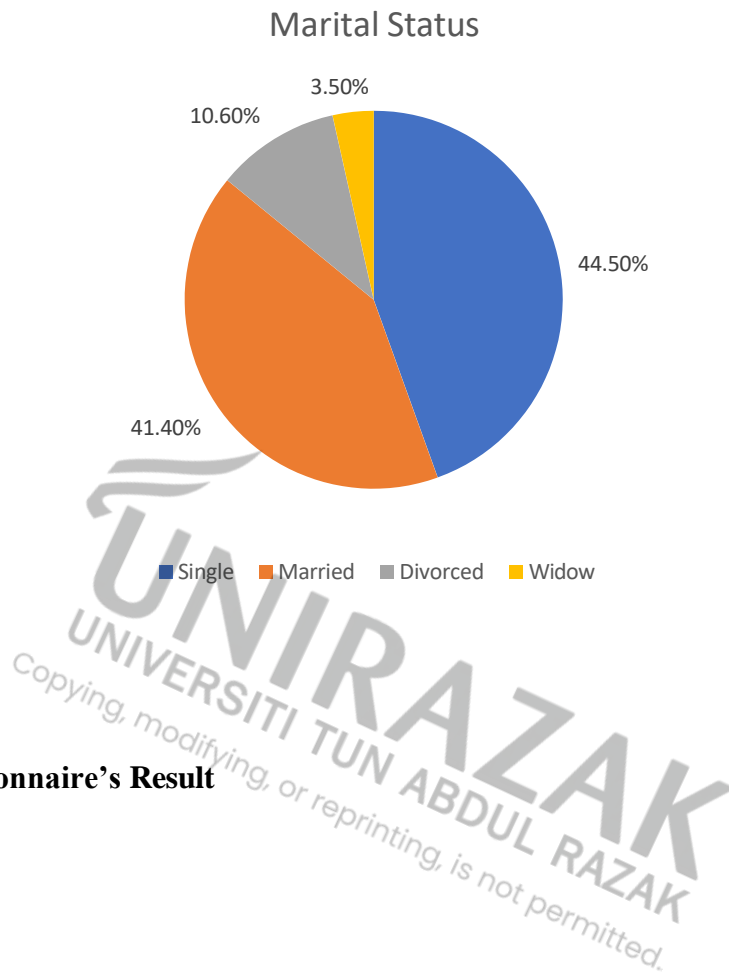
Figure 4.2 Age



Source: Questionnaire's Result

Appendix 4.3: Marital Status

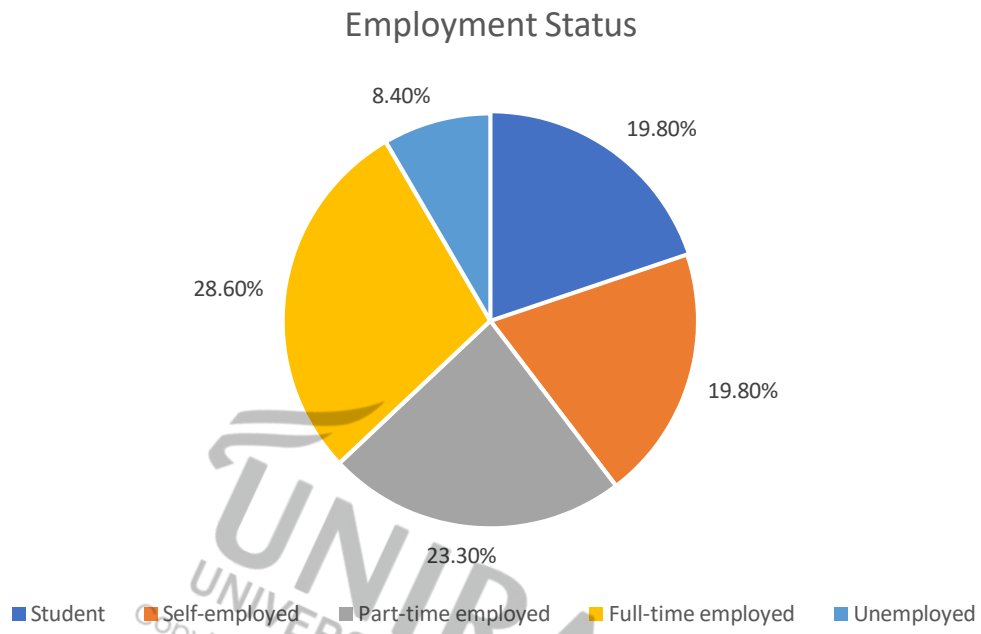
Figure 4.3 Marital Status



Source: Questionnaire's Result

Appendix 4.4: Employment Status

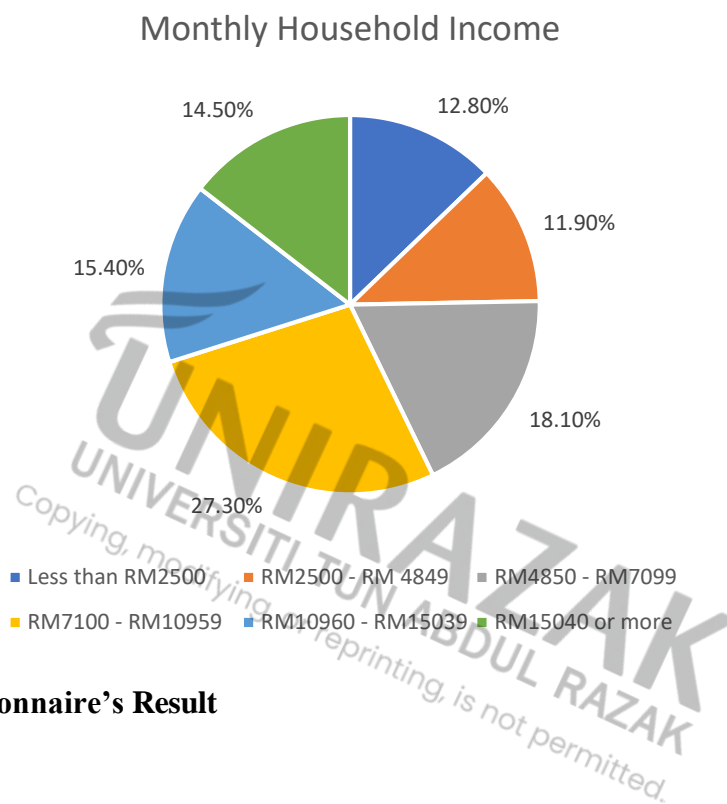
Figure 4.4 Employment Status



Source: Questionnaire's Result

Appendix 4.5: Monthly Household Income

Figure 4.5 Monthly Household Income



Source: Questionnaire's Result

Appendix 4.6: Summary of Reliability Test

Table 4.2 Summary of Reliability Test

Construct	Cronbach's Alpha	N of Items
Immediate Family Support	.765	4
Overall Environmental Factors	.874	6
Women's Self-Reliance	.846	4
Entrepreneurial Capabilities	.846	4
Entrepreneurial Attitude and Outlook	.926	5
Women's Entrepreneurial Intention	.921	6

Total Cronbach's Alpha = 0.935 KMO = 0.920

Source: Questionnaire's Result

Appendix 4.7: KMO and Barlett's Test

Table 4.3: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.920
Bartlett's Test of Sphericity	Approx. Chi-Square	4077.451
	df	406
	Sig.	.000

Source: Questionnaire's Result

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Appendix 4.8: Pearson Correlation Coefficient

Table 4.4 Pearson Correlation Coefficient

	IFS	WS	EF	EC	EA	DV
IFS	1					
WS	.518**	1				
EF	.297**	.160**	1			
EC	.431**	.372**	.530**	1		
EA	.452**	.618**	.203**	.515**	1	
DV	.297**	.460**	.304**	.509**	.724**	1

** . Correlation is significant at the 0.01 level (2-tailed).
 * . Correlation is significant at the 0.05 level (2-tailed).
 *IFS = Immediate Family Support, WS = Women's Self-reliance, EF = Overall Environmental factors, EC = Entrepreneurial Capabilities, EA = Entrepreneurial Attitude or Outlook, DV = Women's Entrepreneurial Intention

Source: Questionnaire's Result

Appendix 4.9: Model Summary of Aggregate Respondents

Table 4.5: Model Summary of Aggregate Respondents

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.753 ^a	.567	.557	.57824
a. Predictors: (Constant), Entrepreneurial Attitude or Outlook, Overall Environmental Factors, Immediate Family Support, Women's Self-reliance, Entrepreneurial Capabilities				

Source: Questionnaire's Result

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Appendix 4.10: ANOVA^a of Aggregate Respondents

Table 4.6: ANOVA^a of Aggregate Respondents

Model	Some of Squares	df	Mean Square	F	Sig.
Regression	93.782	5	18.756	56.097	<.001 ^b
Residual	71.553	214	.334		
Total	165.335	219			

a. Dependent Variable: Women's Entrepreneurial Plans and Intention

b. Predictors: (Constant), Immediate Family Support, Overall Environmental Factors, Women's Self-reliance, Entrepreneurial Capabilities, Entrepreneurial Attitude or Outlook

Source: Questionnaire's Result

Appendix 4.11: Coefficients of Aggregate Respondents

Table 4.7 Coefficients of Aggregate Respondents

Model	Standardised Coefficients	t	Sig.	Collinearity Statistics	
	Beta			Tolerance	VIF
(Constant)		1.540	.125		
Immediate Family Support	-.119	-2.130	.034*	.649	1.541
Overall Environmental Factors	.124	2.305	.022*	.701	1.427
Women's Self-Reliance	.047	.774	.440	.546	1.833
Entrepreneurial Capabilities	.143	2.313	.022*	.531	1.884
Entrepreneurial Attitude and Outlook	.650	10.369	<.001**	.515	1.943
**. Significant at the 0.01 level (2-tailed) *. Significant at the 0.05 level (2-tailed)					

Source: Questionnaire's Result

Appendix 5.1: Summary of Hypothesis Testing

Table 5.1: Summary of Hypothesis Testing

Hypothesis	P-Value	Significance
H1: Immediate family support positively influences women's entrepreneurial plan and intentions.	0.034*	Accepted
H2: Entrepreneurial plans and intentions are influenced by overall environmental factors.	0.022*	Accepted
H3: Correlation between a sense of self-reliance and their inclination towards entrepreneurship for women.	0.440	Rejected
H4: Entrepreneurial Capabilities can encourage women's entrepreneurial plans and intentions.	0.022*	Accepted
H5: Entrepreneurial attitude or outlook positively affects women's entrepreneurial plans and intentions.	<.001**	Accepted

Source: Questionnaire's Result

Appendix 6.1 Survey Questionnaire

9/28/23, 1:22 AM

MBA Research Project

MBA Research Project

Dear all,

I am a student pursuing a Master in Business Administration at Universiti Tun Abdul Razak, Kuala Lumpur.

I am conducting this research study to fulfill the requirement of my final year research project.

The primary objective of this research project aims to understand the factors influencing women's entrepreneurial intentions in Malaysia. Your participation is vital as it can significantly contribute to our understanding of what motivates women to pursue entrepreneurship in the country. These insights will inform policies and strategies to promote greater female participation in entrepreneurship, fostering inclusivity and economic growth.

Kindly respond to every single one of inquiries as best as possible. None of the responses to whichever of these assertions is incorrect. All responses and data collected will be handle in the strictest confidentiality and will only be utilized for research purposes.

Your time and participation in this study are invaluable, and we thank you sincerely for your contribution to our research efforts.

Regards, and for any enquiries about the study or participant's rights, do not hesitate to contact :

Lim Phei Wei (M221101026)
lim.pheiwei@ur.unirazak.edu.my
016-4525517
Master in Business Administration
Graduate School of Business
Universiti Tun Abdul Razak, Kuala Lumpur.

* Indicates required question

Section A : Demographic

General Demographic Information

This section would be personal detail of the respondent

1. Gender *

Mark only one oval.

- Male
 Female

2. Age Group *

Mark only one oval.

- under 18
 18-34
 35-54
 55 and above

3. Marital Status *

Mark only one oval.

- Single
 Married
 Divorced
 Widow

4. What is your employment status?

Mark only one oval.

- Student
 Self-employed
 Part-time employed
 Full-time employed
 Unemployed

5. What is your monthly household income range? (By Combined gross income of all members of a household) *

Mark only one oval.

- Less than RM2500
- RM 2500 - RM 4849
- RM 4850 - RM 7099
- RM 7100 - RM 10959
- RM 10960 - RM 15039
- RM 15040 Or more

Section B : The Factors Impacting Women Entrepreneurship Intention in Malaysia

Please choose only ONE (1) answer that best reflects your opinion on each of the following statements based on the scale given.

(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree.

6. I can count on my family members to help with my business when I am in need. *

Mark only one oval.

Strongly Disagree

1

2

3

4

5

Strongly Agree

7. My family members are likely to help me with my business if I started one in future. ★

Mark only one oval.

Strongly Disagree

1

2

3

4

5

Strongly Agree

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8. My family members are willing to help me with my business without expecting to be paid. *

Mark only one oval.

Strongly Disagree

1

2

3

4

5

Strongly Agree

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9. My family members give me valuable advices about my ideas concerning my business. ★

Mark only one oval.

Strongly Disagree

1

2

3

4

5

Strongly Agree

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10. I wish to get higher flexibility for my personal life. *

Mark only one oval.

Strongly Disagree

1

2

3

4

5

Strongly Agree

11. I wish to secure self-employment or independent living. *

Mark only one oval.

Strongly Disagree

1

2

3

4

5

Strongly Agree



12. I can implement my own business idea. *

Mark only one oval.

Strongly Disagree

1

2

3

4

5

Strongly Agree

13. I wish to have financial security during my old age. *

Mark only one oval.

Strongly Disagree

1

2

3

4

5

Strongly Agree

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14. It is easy to obtain a bank loan to start a business. *

Mark only one oval.

Strongly Disagree

1

2

3

4

5

Strongly Agree

15. It is easy to find investors for a new business. *

Mark only one oval.

Strongly Disagree

1

2

3

4

5

Strongly Agree



16. There are enough grants and subsidies to create businesses. *

Mark only one oval.

Strongly Disagree

1

2

3

4

5

Strongly Agree

17. There are sufficient consulting firms that can help start up a business. *

Mark only one oval.

Strongly Disagree

1

2

3

4

5

Strongly Agree

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18. The country's economic situation will improve notably in the coming years. *

Mark only one oval.

Strongly Disagree

1

2

3

4

5

Strongly Agree

19. The conditions for entrepreneurs will improve notably in the coming years. *

Mark only one oval.

Strongly Disagree

1

2

3

4

5

Strongly Agree

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20. I am confident that I can successfully identify new business opportunities. *

Mark only one oval.

Strongly Disagree

1

2

3

4

5

Strongly Agree

21. I am confident that I can successfully create new products. *

Mark only one oval.

Strongly Disagree

1

2

3

4

5

Strongly Agree



22. I am confident that I can think creatively. *

Mark only one oval.

Strongly Disagree

1

2

3

4

5

Strongly Agree

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23. I am confident that I can successfully commercialize an idea or a new development. *

Mark only one oval.

Strongly Disagree

1

2

3

4

5

Strongly Agree

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24. Being an entrepreneur implies more advantages than disadvantages to me. *

Mark only one oval.

Strongly Disagree

1

2

3

4

5

Strongly Agree

25. A career as an entrepreneur is attractive for me. *

Mark only one oval.

Strongly Disagree

1

2

3

4

5

Strongly Agree

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26. If I had the opportunity and resources, I'd like to start a firm. *

Mark only one oval.

Strongly Disagree

1

2

3

4

5

Strongly Agree

27. Being an entrepreneur would entail great satisfactions for me. *

Mark only one oval.

Strongly Disagree

1

2

3

4

5

Strongly Agree

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28. Among various career options, I'd rather be an entrepreneur. *

Mark only one oval.

Strongly Disagree

1

2

3

4

5

Strongly Agree

Section C : Entrepreneurial Intention

Answer Scale

(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree.

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29. I have very seriously thought of starting a business. *

Mark only one oval.

Strongly Disagree

1

2

3

4

5

Strongly Agree

30. I am very determined to start a firm soon. *

Mark only one oval.

Strongly Disagree

1

2

3

4

5

Strongly Agree

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Thank you so much for your time in completing our survey. It is greatly appreciated.

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..... End of Questionnaire

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APPROVAL PAGE

TITLE OF PROJECT: THE IMPACT OF OPPORTUNITIES AND CHALLENGES FOR WOMEN PLANNING ON ENTREPRENEURSHIP

NAME OF AUTHOR: LIM PHEI WEI

The undersigned is pleased to certify that the above candidates have fulfilled the condition of the project paper prepared in the partial fulfilment for the awards of the degree of Master of Business Administration.

SUPERVISOR

Signature

Name

Date

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ENDORSED BY

Dean

Graduate School of Business

Date: