



Faculty of Economics and Business

**Factors Influencing Motivation towards Venturing into Mobile Phone
Businesses in Malaysia**

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Factors Influencing Motivation towards Venturing into Mobile Phone
Businesses in Malaysia

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DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Malaysia Sarawak. Except where due acknowledgements have been made, the work is that of the author alone. The thesis has not been accepted for any degree and is not concurrently submitted in candidature of any other degree.

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ABSTRACT

This thesis investigates the significance of individual factors to determine business venturing in mobile phone stores with motivation factors as moderators. The framework of this thesis is built on the views of (1) individual factors (2) motivation factors and, (3) venture in mobile phone stores. In this study, primary data collections involve semi-structured interview along with a survey. This study involves a semi-structured interview of 15 respondents collected in Sarawak and survey of 290 respondents in Malaysia. Findings from semi-structured interviews drawn from Sarawak state referring to two major themes; motivation and perception which conclude that entrepreneurs venturing in mobile phone stores are mainly due to individual factors than external factors. The quantitative findings reveal that attitude, perceived behavioural control, prior knowledge and perceived opportunity are the main facets which influence the venture in mobile phone stores among entrepreneurs. It is obvious that the entrepreneur's traits developed as strong, optimistic and statistically significant predictors to venture in mobile phone stores. Scholars recognize the benefit of mixing qualitative and quantitative research; however, as a discipline we are not demonstrating knowledge of the mixed method procedures, as the hypotheses are derived from literature. Moreover, an argument is raised that the study setting cannot be generalized to other culturally diverse people. This study provides guidance for researchers in guiding principles for the formulation of entrepreneurial activities especially in micro and small related businesses. It shall be of interest for policymakers while serving an advisory role and serves as an implication for academicians, future studies and teachers in the field of entrepreneurial activities. The description of the major forms in mixed method designs provides a framework to provide more credibility to

the field of entrepreneurship by providing examples of research designs that are considerably different than single strand studies.

Keywords: Entrepreneurship, individual factors, motivation factors, mobile phone stores

Faktor-faktor yang Mempengaruhi Motivasi Perusahaan di dalam Perniagaan Telefon Bimbit di Malaysia

ABSTRAK

Tesis ini mengkaji kepentingan faktor-faktor individu di dalam menentukan tujuan pembentukan perusahaan kedai telefon bimbit dengan menggunakan faktor motivasi sebagai faktor penengah. Rangka kerja tesis ini disandarkan kepada (1) faktor individu (2) faktor motivasi dan, (3) perusahaan di dalam kedai telefon bimbit. Untuk kajian ini, pengumpulan data utama melibatkan kaedah temubual semi-struktur yang dilakukan beserta kaedah tinjauan. Kajian ini melibatkan temubual semi-struktur di kalangan 15 responden dari Sarawak dan tinjauan dari 290 responden seluruh Malaysia. Dapatan kajian yang diperoleh daripada temubual semi-struktur melibatkan responden Sarawak berkisarkan dua tema utama iaitu; motivasi dan persepsi yang merumuskan bahawa perusahaan kedai telefon bimbit adalah disebabkan faktor individu dan bukan faktor luaran. Kajian kuantitatif menunjukkan bahawa sikap, anggapan kawalan perilaku, pengetahuan sedia ada dan tanggapan peluang merupakan kunci utama yang mempengaruhi pembentukan perusahaan kedai telefon bimbit di kalangan usahawan. Juga jelas mengikut kajian statistik bahawa sifat usahawan yang berbentuk kental dan optimis adalah peramal signifikan dalam mengusahakan kedai telefon bimbit. Umumnya, para pengkaji memperakui kelebihan gabungan kaedah kualitatif dan kuantitatif; namun pengetahuan tentang prosedur kaedah gabungan tersebut tidak akan dibuktikan di sini, kerana hipotesis dicadangkan dari kajian literatur. Tambahan juga, terdapat hujah yang timbul bahawa tetapan kaedah sebegini tidak boleh digunapakai untuk pelbagai kaum yang lain. Kajian ini memberikan panduan kepada para pengkaji untuk memformulasikan aktiviti keusahawanan terutamanya dalam keusahawanan mikro serta kecil-kecilan. Ia juga akan berguna untuk pembentuk dasar kerajaan yang juga menggalas peranan sebagai

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Kata kunci: *Keusahawaan, faktor-faktor individu, faktor motivasi, kedai telefon bimbit*

TABLE OF CONTENTS

	Page
DECLARATION	i
ACKNOWLEDGEMENT	ii
ABSTRACT	iv
<i>ABSTRAK</i>	vi
TABLE OF CONTENTS	viii
LIST OF TABLES	xv
LIST OF FIGURES	xvii
LIST OF ABBREVIATIONS	xviii
CHAPTER 1: INTRODUCTION	1
1.1 Background of the study	1
1.2 Problem statement	2
1.3 Research questions	4
1.4 Research objectives	4
1.5 Significance of this study	5
1.6 Theoretical background	7
1.7 Research scope	8
1.8 Organisation of study	9
1.9 Summary	11

CHAPTER 2: LITERATURE REVIEW	13
2.1 Introduction	13
2.2 Introduction to entrepreneurship	13
2.3 An overview of micro and small enterprises	16
2.3.1 An overview of Malaysian MSEs	18
2.3.2 Issues and challenges faced by micro and small businesses	20
2.4 The emergence of mobile phone stores	23
2.5 Theories related to this study	26
2.5.1 Ajzen's Theory of Planned Behaviour	26
2.5.2 Creation theory	27
2.5.3 Motivation theory	28
2.6 Review of significant models related to this study	30
2.6.1 Framework of the motivation to become an entrepreneur- Segal, Borgia, and Schoenfeld (2005)	30
2.6.2 The schematic model of job satisfaction and work commitment- Awang, Ahmad, and Zin (2010)	31
2.6.3 Perception of entrepreneurial opportunity: a general framework- Renko, Shrader, and Simon (2012).	32
2.6.4 The model of entrepreneurial decision-making in opportunity generation- Maine, Soh and Dos Santos (2015)	33
2.6.5 Structural model for the theory of planned behaviour in predicting	

entrepreneurial intentions and actions- Kautonen, Gelderen, and Fink (2015)	35
2.7 The moderating effect of motivation	36
2.8 Review of intrinsic and extrinsic motivation factors	37
2.8.1 Intrinsic motivation factors	37
2.8.2 Extrinsic motivation factors	39
2.9 Development of hypotheses	44
2.9.1 Attitude to venture into the mobile phone business	44
2.9.2 Perceived opportunity to venture into the mobile phone business	46
2.9.3 Prior knowledge to venture into the mobile phone business	46
2.9.4 Perceived behavioural control to venture into the mobile phone business	47
2.9.5 Subjective norms to venture into the mobile phone business	47
2.9.6 Intrinsic factors	48
2.9.7 Extrinsic factors	49
2.10 The proposed integrated model for entrepreneur's perception of mobile phone stores	50
2.11 Summary	53
CHAPTER 3: METHODOLOGY	54
3.1 Introduction	54
3.2 Overview of study paradigms	55
3.2.1 Introduction	55
3.2.2 Positivism paradigm	55

3.2.3 Interpretivist paradigm	56
3.2.4 Post-positivism paradigm	57
3.2.5 Research approaches	58
3.2.6 Research design	60
3.2.7 Time horizon (cross-sectional studies)	61
3.3 Collecting the qualitative data	61
3.3.1 The justification of using semi-structured interviews	62
3.3.2 Data collection procedures	64
3.3.3 Sample population	64
3.3.4 Outline of data analysis technique	65
3.3.5 Ethical considerations	66
3.4 Collecting the quantitative data	67
3.4.1 The justification of using the survey	67
3.4.2 Instruments for survey	68
3.4.3 Demographic characteristics	70
3.4.4 Determining factors	70
3.4.5 Moderators (intrinsic-extrinsic motivation factors)	71
3.4.6 Data collection procedures	71
3.4.7 Sample population	72
3.4.8 Sample size	73
3.4.9 The justifications of using the statistical analysis techniques	74

3.4.10 Data screening	76
3.4.11 Normality assessment	77
3.4.12 Descriptive analysis	77
3.4.13 PLS-SEM analysis	77
3.4.14 Moderation	86
3.5 Validity	87
3.5.1 Qualitative study validity	87
3.5.2 Quantitative study validity	88
3.6 Summary	89
CHAPTER 4: RESULTS AND FINDINGS	91
4.1 Introduction	91
4.2 Results of qualitative study	91
4.2.1 Introduction	91
4.2.2 Understanding the factors motivating entrepreneurs to venture in mobile phone stores	94
4.2.3 Perception of entrepreneurs on mobile phone stores venture	97
4.2.4 Summary of qualitative findings	101
4.3 Results of the quantitative study	103
4.3.1 Data coding	103
4.3.2 General characteristics of the respondents	103
4.3.3 Assessment of measurement models	107

4.3.4 Statistical test of hypotheses	144
4.4 Summary	148
CHAPTER 5: DISCUSSION	150
5.1 Introduction	150
5.2 Findings of hypotheses results and interpretations	150
5.2.1 Individual factors influences the venture in mobile phone stores	152
5.2.2 Individual factor do not influence the venture in mobile phone stores	155
5.2.3 Intrinsic factors moderate the relationship between individual factors and venture in mobile phone stores	156
5.2.4 Intrinsic factors do not moderate the relationship between individual factors and venture in mobile phone stores	158
5.2.5 Extrinsic factors moderate the relationship between individual factors and venture in mobile phone stores	159
5.2.6 Extrinsic factors do not moderate the relationship between individual factors and venture in mobile phone stores	161
5.3 Summary	162
CHAPTER 6: CONCLUSION	164
6.1 Introduction	164
6.2 Summary of research findings	165
6.3 Study Contributions	166
6.3.1 Theoretical contributions	167

6.3.2 Methodological contribution	169
6.3.3 Contextual contribution	170
6.4 Implications	171
6.4.1 Formulation of entrepreneurial activities	172
6.4.2 Interest for policymakers	172
6.4.3 Implications for academicians	173
6.5 Limitations of the study	174
6.5.1 Sample size	174
6.5.2 Research setting	175
6.6 Future research	175
6.6.1 Investigation of mediating effects	175
6.6.2 Longitudinal study	176
6.6.3 Investigation in a different context	176
6.7 Summary	177
REFERENCES	179
APPENDICES	209

LIST OF TABLES

	Page
Table 1.1 Summary of expected contribution of this research	6
Table 2.1 Definitions of micro and small enterprises in ASEAN countries	18
Table 3.1 Theoretical constructs and the number of questionnaire items	69
Table 3.2 Statistical Techniques for Multivariate Models	75
Table 3.3 Research settings that favour PLS-SEM use	76
Table 4.1 The overview profile of the interviewees and years of the venture.	93
Table 4.2 Summary of demographic characteristics of respondents (N= 290)	105
Table 4.3 Summary of a framework for assessing reflective and formative model	108
Table 4.4 Summary of composite reliability and Cronbach's alpha (α)	114
Table 4.5 Summary of results of outer loadings	116
Table 4.6 Summary of average variance extracted (AVE)	117
Table 4.7 Summary of Fornell-Larcker criterion	119
Table 4.8 Summary of Heterotrait-Monotrait (HTMT) Ratio	122
Table 4.9 Summary of variance inflation factor (VIF), outer VIF values	125
Table 4.10 Summary of VIF of structural models (inner model)	128
Table 4.11 Summary of path coefficients	131
Table 4.12 Summary of path coefficients (t-values)	133
Table 4.13 Specific indirect effects	135
Table 4.14 Summary of R^2	136
Table 4.15 Summary of effect size (f^2)	137
Table 4.16 Construct cross-validated redundancy	139

Table 4.17	Calculation of Effect Size (q^2)	141
Table 4.18	Goodness of fit (GoF) index	143
Table 4.19	The summary of the hypotheses and test results	145

LIST OF FIGURES

	Page
Figure 2.1 The framework of the motivation to become an entrepreneur- Segal, Borgia and Schoenfeld (2005)	31
Figure 2.2 The schematic model of job satisfaction and work commitment- Awang, Ahmad and Zin (2010)	32
Figure 2.3 Perception of entrepreneurial opportunity: a general framework- Renko, Shrader, and Simon (2012).	33
Figure 2.4 A model of entrepreneurial decision-making in opportunity generation- Maine, Soh and Dos Santos (2015)	34
Figure 2.5 A structural model for the theory of planned behaviour in predicting entrepreneurial intentions and actions- Kautonen, Gelderen and Fink (2015)	35
Figure 2.6 The proposed integrated model for entrepreneur's perception of mobile phone stores (Developed based Ajzen (1991), Creation theory (Shane & Vantaraman, 2007) and Motivation factors	52
Figure 3.1 Ranges for classification as a “medium” or “moderate” effect size, as a function of the source.	78
Figure 3.2 A simple path model	80
Figure 4.1 Coding hierarchy	102
Figure 4.2 Findings of the structural model	130

LIST OF ABBREVIATIONS

ATT	Attitude
AVE	Average variance extracted
DOSM	Department of Statistics Malaysia
GoF	Goodness of Fit
HTMT-	Heterotrait-Monotrait ratio
ICT	Information and communication technology
MCMC	Malaysian Communications and Multimedia Commission
MSEs	Micro and small enterprises
NDP	New Development Policy
NEP	New Economic Policy
PBC	Perceived behavioural control
PK	Prior knowledge
PLS	Partial Least Square
PO	Perceived opportunity
SEM	Structural equation modelling
SMEs	Small and medium enterprises
SN	Subjective norms
TPB	The theory of planned behaviour
VENT	Venture
VIF	Variance inflation factor

CHAPTER 1

INTRODUCTION

1.1 Background of the study

Entrepreneurship has become a prodigious interest around the world and a global process and event (Gomezelj & Kušce, 2013) in the former years. Small businesses are getting more important over the past decades and they have gradually turned into safety nets for unemployed job seeker (Faria, Cuestas & Mourelle, 2010; Román, Congregado & Millánuse, 2013). Studies have discovered that redundancy is certainly linked with entrepreneurial undertakings (Highfield & Smiley, 1987; Evans & Leighton, 1990) as it elicits inspiration to embrace a new business idea. In the entrepreneurship journey, there are several problems that may arise which business owners encounter throughout the course of managing their businesses. All entrepreneurs have to prepare to solve problems that come to their ways.

Additionally, starting a new business is not a stress-free task. Small business is associated with entrepreneurship; entrepreneurship in small business is building wealth (Klapper et al, 2010) and creating a business (Low & MacMillan, 1988). In fact, a new and small business contributes not only innovation and competitions (Gorgievski, Ascalon & Stephan, 2011) but also employment opportunities, socio-cultural benefits and political stability (Thurik & Wennekers, 2004; Agyapong, 2010). Management skills, financing, personal attributes and satisfactory government policies (Yusuf, 1995) are critical success factors in small businesses (Alam, Jani & Omar, 2011). The technological infrastructure eases usage of communication which also enables mobile devices to access mobile services (Tarasewich,

Nickerson & Warkentin, 2002). Recognizing the emergence of mobile phone stores, it carries a notable attraction to entrepreneurs to venture into this business sector. To contribute to the current understanding of entrepreneurial determinants in the mobile phone sector, this thesis looks into particularly at the roles of extrinsic and intrinsic factors in moderating it.

Vivarelli (2012) points out the importance of individual determinants as it may act as push factors associated with both environmental conditions and one's personal traits. Past studies have mostly focused on the determinants of establishing the small and medium enterprise (SME) in a dissimilar industry. Moreover, previous studies mostly discuss the contribution of small business and entrepreneurship to grow. The crucial roles and contributions of entrepreneurship have intrigued the interest to focus on the determinants of small business venturing in mobile phone stores. Factors of entry may differ from external aspects such as environmental conditions, human resources, prior education and knowledge to internal factors which include motivation, psychological attitudes, fear of unemployment and personal expectation. This study thus explores the determinants of business venturing in mobile phone stores among entrepreneurs.

1.2 Problem statement

Considering unemployed individuals facing lower possibilities of salaried employment, entrepreneurship has turned into a better option whereby unemployment is positively related to new business creation. Similarly, entrepreneurship is a vehicle for a country's growth, though, there are different reasons for individuals to enter entrepreneurship. There are still many unrequited queries concerning the role that motivation and individual factors

have on entrepreneurial activities as it is important for individuals to have more understanding of determinants that advocate individuals to become entrepreneurs. Empirically, the focus has yet specifically directed towards mobile phone stores though past studies have discussed on small business venturing or entrepreneurship. Given the growth of mobile phone, stores remain unexplored, there is a need to seek individual's determinants to pursue the venture in this business.

Although a framework of motivation regarding self-employment intentions is distinguished by Segal, Borgia and Schoenfeld (2005), the authors did not consider other aspects such as perceived opportunities, attitude and perceived behavioural control which may be strong justifications. A comprehensive review of current studies and literature shown that the association among determinants, motivation and entrepreneurial behavioural consequence are limited. Entrepreneurial decisions could be combining objective measures (i.e. how well people perform a task) and subjective measures of behaviour (i.e. descriptions of experiences). The classifications of entrepreneurship used in preceding practical study on motivation and entrepreneurship (Chen, Yao & Kotha, 2009) may not be mapped with the definition in this study. Specifically, previous studies are limited in investigating motivation factors as the role of motivating influencing factors (i.e. intrinsic and extrinsic factors) in the mobile phone sector.

Likewise, the majority of existing study work (Martin et al., 2013) involved convenience sampling method (i.e. students enrolled in university or college or individual of different age groups) to assess the entrepreneurial decision contended that institution of higher education or high school students are typically not in a position to implement their

entrepreneurial activities. A more methodologically study is needed in mixed methods (Hair et al., 2011), specifically in the mobile phone sector. Moreover, there is lacked complementary of quantitative and qualitative study methods in this study area. Thus, appropriate methods to discover this parable involves a systematically demanding study to resolve this problem by assessing the affiliation between individual factors, motivation and venture in mobile phone stores.

1.3 Research questions

A pilot study was conducted and indicated that there is a sign of entrepreneurial perceived decisions and business venturing in mobile phone stores. However, the current business trend in mobile phone stores and exact motivation factors do not seem to justify the reasons for venturing in mobile phone stores. Given the existing motivation factors for different individuals as well as the number of mobile phone stores in Malaysia, the central questions of the study thesis are:

- a) What are the major factors which influence entrepreneurs' establishment of new business venturing of mobile phone store?
- b) To which extent this relationship will be moderated by entrepreneurs' motivation?

1.4 Research objectives

Based on the proposed study questions of this study, the key goal is to explore the distinctive relationship between entrepreneurs' perceptions (attitude, prior knowledge, perceived opportunity, subjective norms and perceived behavioural control) and venture in mobile phone stores as well as to find out the moderating influences of motivation on this relationship. To be specific, this study undertakes:

- a) To empirically test the proposed conceptual model to investigate the relationships between individual factors, motivation and venture in mobile phone stores.
- b) To assess the extent to which motivation moderates the relationship between entrepreneurs' perception and venture in mobile phone stores.

1.5 Significance of this study

This study presents the emergence of mobile phone stores as micro and small enterprises in entrepreneurship study by including; a broader understanding of start-up of this new venture as a career option and entrepreneurs' perspectives in this business sector. This study is an in-depth analysis of the effects of motivation as moderating factor on entrepreneurial behaviour and it builds on past models, a conceptual framework of micro and small business in mobile phone stores is proposed. This model is intended to represent entrepreneurs' decisions in venturing in micro and small enterprises. Table 1.1 summarizes the expected contribution of this study.

Table 1.1: Summary of expected contribution of this study

Contribution domains	The expected contribution of this study
Theoretical contribution	The foremost area in this study is to investigate the connection between entrepreneurs' perceptions and venture in mobile phone stores to better understanding the factors affecting entrepreneurial behaviour. This thesis extends the scope of the theory of planned behaviour and creation theory in the context of entrepreneurship and makes a theoretical contribution by: • Investigating the role of motivation as moderating factor, along with other existing constructs of the theory of planned behaviour and creation theory to predict venture in mobile phone stores.
Methodological contribution	This study adopts a systematic methodology to ensure the accuracy of its results and findings. The expected methodological contribution is: • The complementary of qualitative and quantitative research methods. • Variance-based structural equation modelling (PLS-SEM) as suggested by Hair et al. (2011) with the newest version of SmartPLS-3. PLS reflects the experiential and theoretical settings of social sciences and behavioural studies.
Contextual contribution	In a context (Malaysia) where entrepreneurship is one of the desired career options that contribute to: • The significance of determinants which stimulate entrepreneurs to venture into mobile phone stores. • Considering the government's initiatives to boost entrepreneurial activities in Malaysia.
Practical contribution	This study derives a few practical implications of this theoretically interesting findings: • This thesis extends the scope of the current trend in the business sectors, especially in micro and small enterprises. • Future studies may possess detailed knowledge of moderating factors between individual factors and venture in mobile phone stores relationship.

1.6 Theoretical background

This segment reviews the literature on theories hypothetically applicable to this study. Three conventional and related theories are studied and presented in this review. They are the theory of planned behaviour (TPB), creation theory and motivation theory. According to TPB, the occurrence of a behaviour could be intentional or deliberative (Ajzen, 1991). To proceed, entrepreneurial intentions underlay in the determinants (i.e attitude, subjective norms and perceived behavioural control) to shape entrepreneurs' intentions and actions (Ajzen, 1991). The theory of planned behaviour is used as it has been extensively used by foregoing studies and scholars in examining individual's perception as well as in clarifying entrepreneurial conduct and happenings in entrepreneurship. Thus, the discussion continues the further elaboration of Ajzen's (1991) theory of planned behaviour in the context entrepreneurial behaviour.

Entrepreneurship takes place when opportunities exist and entrepreneurs manage to exploit it (Alvarez & Barney, 2007). This leads to entrepreneurial discovery as causes of market equilibrium (Klein, 2008). Entrepreneurs perceive opportunities differently by observing market equilibrium which they potentially find a business gap and venture in it. Likewise, the term '*opportunity*' is widely used in entrepreneurship that describes as '*dollar bills blowing around on the sidewalk, waiting for an alert individual to pick it up*' (Casson & Wadeson, 2007). This is related to the resource utilization perspective whereby entrepreneurs start a new business venture when they perceive a chance to utilize the resources (Ardichvili, Cardozo & Ray, 2003). Entrepreneurs with different knowledge and understanding may look at different angles to utilize available resources. Opportunities exist when competitive imperfections exist. Hence, this study is an effort to provide

conceptual description and significance of '*opportunity*' in the context of entrepreneurial behaviour.

Motivation involves energy, direction, and persistence which are the elements of activation and intention, about a behaviour (Sung & Choi, 2009). The noticeable role of motivation as an individual's central resources that are developed for behavioural self-regulation and likeable in behaviour to align suitable aims and values (Kark & van Dijk, 2007). Everyone has different motivation and needs to venture in business which some entrepreneurs may last longer in the business than others, meanwhile, some may give up in between. Hereafter, the progress of motivation theory converses and the most appropriate realistic applications are reviewed with an assessment in the literature review. The theories are then linked and their applicability to this study is evaluated.

1.7 Research scope

This study is carried out through theoretical and empirical analysis. The literature review focuses on some areas which include the connotation of micro and small enterprises and entrepreneurs' perception, understanding the reasons for entrepreneurs pursuing in mobile phone stores. Some challenges in micro and small enterprises and venture in mobile phone stores are also explored. Given to the state of the relationships in this study, three theories; theory of planned behaviour, creation theory and motivation theory are being used.

Deriving from different perspectives of micro and small enterprises, three theories are linked to entrepreneurship activities. Accordingly, it is to find out the distinctive relationship between entrepreneurs' perception (i.e attitude, perceived opportunity, prior

knowledge, subjective norms and perceived behavioural control) and venture in mobile phone stores, as well as to investigate the moderating effect of entrepreneurs' motivation. A survey questionnaire which measures the affiliation between the mentioned variables is directed to entrepreneurs of mobile phone stores.

This study is carried out by means of a survey questionnaire and semi-structured interviews (mixed methods) (Creswell & Plano Clark, 2017). According to the authors, a mixed-methods study offers strengths which balance the flaws of both quantitative and qualitative study. Furthermore, the authors state that mixed methods study provides a wide-ranging confirmation to study for a study problem. Semi-structured interviews are conducted with entrepreneurs from different cities (i.e Kuching, Bintulu, Miri and Sibu) to illustrate a deeper understanding of the mobile phone stores as entrepreneurship in micro and small enterprises. The interview is recorded and transcribed to look into new perspectives from entrepreneurs which will give clearer insights about mobile phone stores. Subsequently, the survey is distributed to entrepreneurs (i.e owners and non-owners of mobile phone stores). These methods help to review closely on how entrepreneurs' perception lead to venture in mobile phone stores.

1.8 Organisation of study

This study aims to explain the individual factors that influence an entrepreneur's venture in mobile phone stores and the moderating effect of motivation in this relationship. Thus, related approaches for this study begins with the clarification of related concepts of entrepreneurship development and entrepreneurial behaviour. This thesis consists of six

chapters as shown in Figure 1.1. This preliminary chapter briefly outlines the content of each of the above-mentioned chapters.

Chapter 2 presents a summarising review of the literature that is significant for understanding and exploring venture in mobile phone stores and entrepreneurship in MSEs. It explains the foremost study question of this study regarding the factors influencing the entrepreneurial decision of entrepreneurs. This is prearranged around three themes: entrepreneurship in MSEs, theoretical background of entrepreneurs' perceptions and venture in mobile phone stores. A comprehensive review of prior studies is also accessible to highlight numerous reviews from previous studies. This chapter also makes available a meticulous overview of hypothesis development and a conceptual framework established on the base of determinants identified through a wide-ranging literature review. The theoretical reasoning is used to frame the conceptual framework in this study as well as to develop on the study hypothesis drawn from the literature.

Chapter 3 describes the qualitative and quantitative study methodologies embraced in this study. It explains the option of the study philosophy and consequently deliberates sampling, data collection, and data analysis, together with methodological and philosophical explanations. Choice of sample size, sample frame and sampling methodology is also conferred in detail. Additionally, the reliability and validity of measurement scales are explored, with the defence and description of selected statistical methods. Likewise, the choice of variance-based structural equation model (PLS-SEM) is also vindicated with rational view and influences built from the literature review, to safeguard the quality, sanctity, meticulousness and rigour during the study process.

Chapter 4 reports the results and discoveries from the analysis of data, using multiple regression analysis methods. Hypotheses regarding the relations between the concepts in this study are verified and suggestions of the results are deliberated with reference to the extent of the literature review in Chapter 2. A thorough illustration of data analysis is delivered to achieve the results of this study. This chapter illustrates the results for testing the conceptual model and defines the statistical tools, techniques and steps involved in the testing of measurement model (also referred to as an outer model) and structural model (also referred to as an inner model). Also, the Goodness of Fit (GoF) index for the projected conceptual model is also deliberated.

Chapter 5 confers the results and findings of the study in relation to the study objectives and hypotheses. This chapter includes an exchange of views with the assessment of hypothesized relations established in the conceptual model.

Chapter 6 concludes the consequences of the study in the theoretical and practical facets, its strengths and probable boundaries and way forward in the upcoming study. This chapter discusses the limitations of this study and sets the guiding principle for future studies in the arena of entrepreneurial behaviour.

1.9 Summary

This chapter is the introduction to the rest of the thesis. This chapter provides an introduction and background to the study, problem statement, research questions, research objectives, theoretical background, the significance of the study, the scope of the study and

arrangement of chapters. This study advances with an inclusive review of the extended literature and study on micro and small enterprises in entrepreneurship study.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This chapter observes important concerns of earlier empirical studies on micro and small enterprises, particularly on entrepreneurs' perception, traits and motivations to venture in mobile phone stores. Relevant theoretical frameworks such as the theory of planned behaviour (TPB), creation theory and motivation factors are used to build the foundation in this study. This study agrees to consideration on how entrepreneurs' perception lead to venture in mobile phone stores and its relevancy to fit into the existing theories. In each of the theory, the growth and main ideas are abridged, and its relevancy is evaluated. Consequently, several significant models of individuals' perception as well as study tools to evaluate entrepreneurs' perception are reviewed and analysed accordingly.

2.2 Introduction to entrepreneurship

Entrepreneurship has consequences on an unlike communal level (Davidsson & Wiklund, 2007); for practitioners whereby, entrepreneurship is making a new fortune (Klapper et al., 2010) and forming new businesses (Low & MacMillan, 1988; Åstebro & Tåg, 2017). Correspondingly, entrepreneurship as '*assumption*' of risk and accountability in setting and implementing the business approach in new business and later states entrepreneurship as '*creation*' of new business (Ribeiro-Soriano, 2017). As such, founders and venture entrepreneurs gain from their peers in entrepreneurship (Lerner, 2010). It is interpreted as processes when an individual pursues changes without regard to resources, they presently control. Entrepreneurship is also determined as a progression to resourcefully satisfying

those unmet wants as well as to bear possibilities, organise, establish, invent and fill up gaps in a business atmosphere (Salami, 2001). The survey of the Global Entrepreneurship Monitor shows that many have regards entrepreneurship as their desirable career choice

The new and small businesses encourage entrepreneurship that contribute not only innovation and competitions (Gorgievski, Ascalon & Stephan, 2011), but also employment opportunities, socio-cultural benefits and political stability (Thurik & Wennekers, 2004; Agyapong, 2010). The efforts are made to support entrepreneurship as strategies to build an environment which many individuals from diverse backgrounds can start up a business (Khefacha, Belkacem & Mansouri, 2013). Entrepreneurship rates are higher in developing countries; especially in various data from 1960 to 2000, the Asian countries (i.e Philippines, Indonesia, Nepal) unexpectedly have high entrepreneurship rate. Meanwhile some countries like Japan, France, Norway and Spain have degenerated gradually. The developed countries like the United State, Canada, Mexico, Italy, United Kingdom, Netherlands and Australia have kept on perpetual during the same period (cited in Remeikiene & Startiene, 2009).

The interest in entrepreneurship has markedly improved as numerous people are taking an optimistic attitude towards entrepreneurship (Fuad, Bohari, & Hin, 2011). Critically, the definitions of entrepreneurship have remarkably developed differently over the years. Entrepreneurship is a formation of an organization to pursue an intermittent opportunity and it exists within established organizations. Shane & Venkataraman (2000) state that entrepreneurship is the development of opportunities to create future goods and services that are discovered, assessed and exploited. Later, entrepreneurship is defined as an

attractive and realistic occupational choice in social networks (Markussen & Røed (2017)). Subsequently, there are several characteristics of efficacious entrepreneurs through different behaviours have been accredited to entrepreneurs. There is no typical entrepreneur; however, the key to being a successful entrepreneur lies in prowess to take a proposition through the process of innovation and unfold it to become a marketable product or service. Some of the identified characteristics of efficacious entrepreneurs such as; desire for the business, product or customer focus, drive regardless of failure and implementation intelligence (Barringer & Ireland, 2012). The passion is drawn from an entrepreneur's belief to start up a business as starting a new business incurs risks. Thus, when an individual is committed with a business that they do and care intensely about it, they stand the best chance of being prosperous at it.

Equally, a company without a superior product or service is unable to satisfy customers (Barringer & Ireland, 2012). That is how an entrepreneur is expected to clearly recognize the needs and wants of customers to produce and develop products that enhance and satisfy their customers. Entrepreneurs with prior knowledge can recognize consumers' needs and wants which may turn out to be a competitive advantage for a business. A common myth states that 90 per cent of businesses fails within the first few years, yet, an entrepreneur needs to attempt numerously with business ideas until it is successful. Entrepreneurs are people who do not give up easily when they face challenges and failures in business. Hence, before attaining success, starting a new business venture may require experimentation as setbacks and failures are inevitable. Learning from previous mistakes and failures is one of the keys to success as it reflects entrepreneurs' capability to execute a business idea. Practically, a start-up comes from translating thought, creativity and vision

into action and measurable outcomes (Shane et al., 2003). To sum up, a successful entrepreneur does not need to have a unique idea for businesses, but the capability to execute an idea into a feasible business.

2.3 An overview of micro and small enterprises

In developing countries, the small business segment is the most important source of employment and earnings (Agyapong, 2010). Small business comparatively significant in its industry as it can overcome the competitive advantages of larger firms by concentrating on market orientation. The establishment of new businesses is not only favourable for economic development (Thurik et al., 2008) but also create employment to reduce unemployment in both developed and developing countries (Hart & Oulton, 2001).

The classification of small business size differs and may be considered in different terms; for instance, several employees, annual turnover, a segment of business, proprietorship and worth of fixed assets (Abor & Quartey, 2010). A business is usually considered micro to small when it consists of only one person or very few people working along, which is made up of mainly sole proprietor and voluntary family members. It is measured with several criteria based on economic and statistical definition; it has small market share in its marketplace, manages by owners in a personalized way and independent. However, past literature explains that the initial firm size is not so vital because once all adjustments are made; firms will gradually grow towards their desired size (Geroski, Mata & Portugal, 2010).

Studies from various fields have agreed on the value of the small business to economic development and individual wealth (Kirzner, 1997; Autio, 2005). Thus, small businesses are becoming more important over the past decades as small business owners build firms in line with their personal aspirations and philosophies (Williams & Schaefer, 2013). The smaller size allows entrepreneurs to create a closer relationship with customers to provide flexibility and responsiveness to change in operations. Entrepreneurs may closer relationships with their customers and most times, they are able to make decision, new innovation and business plans depending on the entrepreneurial behaviour of entrepreneurs.

According to Naudé (2010), major entrepreneurs in developing countries are associated with micro and small enterprises (MSEs) which often informal and contribute to poverty mitigation and evolution. Starting a new micro and small business may not be a difficult task as it does not require much capital or manpower. The start-ups may be small but eventually as everything goes as planned; it may grow. Nonetheless, these businesses may take a longer period to build and grow as some entrepreneurs may not have prior knowledge or capital to venture in. Referring to the developing countries in ASEAN, there are different definitions of micro and small enterprises. These definitions and classifications may be similar in ASEAN countries but not exactly the same. For instance in Malaysia (Table 2.1), micro-enterprises consist of less than five people and sales less than RM300,000, meanwhile small enterprises consist of less than 75 people and sales between three to five million.

Table 2.1: Definitions of micro and small enterprises in ASEAN countries

Countries	No. of workers (up to)		Other criteria (up to)	
	Micro enterprises	Small enterprises	Micro enterprises	Small enterprises
Brunei Darussalam	< 4	< 19	Sales varying by sector	
Cambodia	< 10	< 50	Asset < 50 (USD)	Asset < 250,000 (USD)
Indonesia	N/A	N/A	Asset < 50 million (IDR) Sales < 300 million (IDR)	Asset < 500 million (IDR) Sales < 2,500 million (IDR)
Laos PDR	N/A	< 19	N/A	Asset < 250 million (LAK) Sales < 400 million (LAK)
Malaysia	< 5	< 75	Sales < 300,000 (RM)	Sales 3-15 million (RM)
Philippines	N/A	N/A	Asset < 3 million (PHP)	Asset < 15 million (PHP)
Singapore	N/A	N/A	N/A	N/A
Thailand	N/A	15 - 50	N/A	Fix asset 30 – 50 million (THB)
Vietnam	< 10	50 - 200	N/A	Capital 10 – 20 billion (VND)

Source: ASEAN strategic action plan for SME development 2016- 2025 (SMECorp, 2017, p15-18)

2.3.1 An overview of Malaysian MSEs

Malaysia is growing rapidly in the past decades with a decision to become a developed country by 2020 (cited in Sumarwati, Yunos & Kiong, 2013). The country is transforming from the industrial to a knowledge-based economy by creativity (Tian & Gao, 2011, p79). Meanwhile, entrepreneurship is a method of a creative attempt to develop a new value to benefit society (Lambing & Kuehl, 2000). Small businesses are autonomously owned and

functioned, not leading in their sector though many do not involve in innovative practices. Growth and profitability are the two scales which often used to measure performance in micro and small business as sales and employment are growth to sustain and increase business performance in a dynamic and competitive environment (Gorgievski, Ascalon & Stephan, 2011). In Malaysia, there are three main sectors that can be divided in small business are general business, manufacturing and agriculture are the largest number of small business formations is from a micro establishment (Omar, Arokiasamy & Ismail, 2009).

In conjunction with the implementation of the New Economic Policy (NEP) from 1971 to 1990, the entrepreneurial approaches have been executed in Malaysia to alleviate poverty (Hamdan, Othman & Hussin, 2012). The role of small business in creating jobs is crucial as its contribution to GDP (Khalique et al., 2011). Additionally, the small business offers employment opportunities, instigate improvement, promote competition and back up bigger organizations. The growth strategy in Malaysia is mainly generated by small and medium enterprises (SMEs) which 80 per cent of the total number is micro-enterprises (Hamdan, Othman & Hussin, 2012). Entrepreneurship in Malaysia has created employment prospects, encouraged the expansion of indigenous entrepreneurship, enhanced economic equilibrium and promoted effective resources application. The government has always been facilitating to advance entrepreneurship through new policies (Mary, Ngozi & Simon, 2015). It shows that entrepreneurship and micro-enterprises are contributing a visible influence on the development of Malaysia economy.

2.3.2 Issues and challenges faced by micro and small businesses

Before small businesses can contribute growth to a country, there are several challenges and issues to call upon into consideration. In a globalized environment, small businesses are facing various challenges; for instance, low productivity, managerial capabilities, financing difficulties, issues with management, technology and legal. Small businesses are recognized to contribute growth and development (Jasra et al, 2011) in a country, however, issues of management skills, market stability, finances, legal and regulations and infrastructure affect its growth (Gill & Biger, 2012). The past study identifies the major problems to entrepreneurship development are a scarcity of formal business, social networks and shortfall of credit (Teoh & Chong, 2008). These include the poor management, marketing and information technology that lead to a negative impact on small business growth. Some of these difficulties resulting from market uncertainty, business environments and individual's capabilities that may cause a setback to entrepreneurs. For instance, acquiring resources for new ventures may be difficult, expensive and time-consuming, especially when entrepreneurs may face financial constraints, lack of managerial skills, legal and regulatory issues and knowledge for equipment and technology. Business failures can be excruciating and expensive which may affect an entrepreneur negatively in terms of self-confidence, self-efficacy and adventurous tendency (Cave, Eccles & Rundle, 2001; Shepherd, 2003). Some of the challenges and issues are discussed as below though it is not limited to only these.

Firstly, the scarcity of management talent has a significant impact which causes small businesses unable to compete with larger firms. Although informal management practices seem to be effective in emerging business, there is a sharp vision that formal management practices are needed as the business grows and entrepreneur's attitudes may have the

influence of business development over time (Cope, Kempster & Parry, 2011). The lack of support services to improve on managerial know-how turn into a disadvantage of business owners (Abor & Quartey, 2010). As a result, small business owner inherent close participation in day-to-day tasks as most of the staffs may be less educated.

Secondly, inadequate financial resources cause visible constraints for new small business owners (Cook & Nixon, 2000; Abor & Quartey, 2010). Financial aspects have been reviewed as a critical factor for developments of small business. Many times, entrepreneurs are in short of the capital ability to afford for excessive cost of training and advisory services or some who are self-satisfied think that it is unnecessary to upgrade their skills. There is inadequate access to financial support to small businesses as equated to larger firms which eventually affect its growth and development. One of the important impacts on small business' growth is a financial barrier (Alam et al., 2011). Even so, entrepreneurs have problems to secure the desired amount for a business or they only get the funds under unfavourable conditions. Micro and small entrepreneurs in Malaysia may be facing challenges in getting funds from commercial banks or institutions as many are unable to provide reliable guarantors or proper business plans to backup loan compliance. Although there are several micro-enterprises programmes available in Malaysia (i.e SME Bank), the approaches and implementation may differ which cause misallocation of funding, labour, time and energy (Hamdan, Othman & Hussin, 2012).

Thirdly, technology advancement may seem to be favourable in small business, however, small businesses may have difficulties especially in gaining access to appropriate technology and information (Abor & Quartey, 2010). Small business owners may not be

able to get a proper system to run the businesses. Essentially, business owners are relying on the usage of social media platforms since it does not require high cost, nevertheless, it may lead to inaccurate information or fraud. This information may be challenging to obtain and unreliable which turn out to be irrelevant or contradict to businesses.

Fourthly, government policies may serve to protect insider interests of firm entry and restrain entrepreneurship (Branstetter et al., 2013). Legal and regulatory also pose challenges to new small businesses due to legal procedures, licensing and registration requirements. Government regulations to process certain procedures for business may cause complications to business owners. Setting up a new business venture is taking a considerable amount of time as it may be far more time consuming than initial expectation. Start-up responses to reform then are slower and many are headed by inexperienced and less educated entrepreneurs to handle legal documentations. Eventually, businesses hardly survive in their first two years (Branstetter et al., 2013).

Fifthly, the uncertainty of marketplace is a challenge to entrepreneurs since expected demand for products or services seems to be insufficient and thus, perceived risk of new venture increases. There is lacked benchmark in the sector since small businesses compete with one another by experimenting with different ideas, hence those unsuccessful businesses are forced to exit. Past study reveals that a lack of interest, coordination and disadvantage of geographic location for market access may result in a higher capital cost (Sharma et al., 2013). A different geographic location attracts different consumer crowds; however, the uncertain and unfavourable source are beyond the immediate control of an entrepreneur.

Sixthly, new ventures are limited with resources and thus unable to afford high advertisement and promotion cost and thus lead to high competition in the marketplace. For instance, the most primary competitive advantage of big telecommunication organizations such as Digi, Maxis, Celcom and U Mobile. The changing environment has limited its abilities to retain in the marketplace against larger firms. Similarly, deficiency of influence and customer in a marketplace and vulnerability environment has affected small business (Omar, Arokiasamy & Ismail, 2009).

Lastly, every business face challenges in terms of its survival or competitive advantage. The entrepreneurship failure rates in Malaysia are high and it reflects small businesses are facing issues and obstacles to stay competitive in the market (Khalique et al., 2011). It might be difficult for micro and small businesses to be competing in a competitive business environment due to these challenges and issues. Furthermore, some of the obstacles faced by entrepreneurs in general are the lack of knowledge in marketing techniques, branding, customer retention and social connections.

2.4 The emergence of mobile phone stores

The changes in the telecommunication sector have entered a phase of extensive change since the 1980s (Ploetner, 2004). The emergence and widespread adoption of wireless data networks have created a promising mobile sector, with the connection of the Internet, e-commerce and wireless world (Kalakota, Robinson & Kalakota, 2002). The rapid innovation in the mobile sector has lowered barriers to entry and generates opportunities for small firms and young entrepreneurs. However, it is complicated to estimate the number of entrepreneurs starting new firms or engagement generated as small firms

expand.

The usage of mobile devices has been increasing and it turns out to be a lifestyle to everyone, especially the younger generations. Almost everyone owns a unit of mobile phone nowadays. Mobile phones are one of the visible examples of innovations to achieve a large market share (Kimiloglu, Nasir & Nasir, 2010). The frequent use of mobile devices has turned into a cultural habit that leads to a mobile lifestyle, which users consistently use mobile devices for activities; such as communicating, browsing, socializing, managing daily schedules and many more (Shankar et al., 2010; Hasan, Yeasmin & Dey, 2013).

As such, the opportunity comes in for entrepreneurs to manage mobile phone stores as agents that actively mediate technology diffusion; with a basic store which sells small units of talk-time, repair format as well as to maintain mobile phone hardware and software. Mobile top-up coupons which consumer receives electronically via mobile devices have turned to be the fastest-growing promotion methods for retailers (Im & Ha, 2012).

As well, a bricks-and-mortar retail outlet is able to interact with potential customers when the customer is in the vicinity of the store as entrepreneurs mediate between large mobile phone companies and consumers to build connections (Shankar et al., 2010; Rangaswamy & Nair, 2010). Mobile phone stores allow customers to experience and communicate with the merchants and eventually develop emotional bonds between retailer and customers (Jones et al., 2010; Shankar et al., 2010). The services provided by mobile phone stores are sales and services of mobile phones to the extension of prepaid card sales and '*top-up*' credit. In an empirical study, it shows that mobile phone stores in India are found almost

everywhere with a frequency as basic provision shops and restaurant in urban areas (Smyth et al., 2010). The retailers connect with customers through experiences are more likely to increase sales and retain customers' loyalty.

Previously, the mobile phone market is dominated by few major players, but it has changed into enterprising markets of smaller businesses. Mobile phone sector has observed as the peak growth in consumer demand among retail products which eventually increases market share for telecommunication (Handa & Grover, 2012). Technology has allowed two-way communication between owners and consumers via innovative ways; different propositions of using mobile technology since the emergence of the mobile phone market. The mobile phone is an emerging technology in the modern world as its presence is significant to privatization and market forces (Ilahiane & Sherry, 2012).

The massive adoption of mobile phones globally gives the opportunity for individuals to connect to businesses more easily, especially small businesses. Mobile phones potentially bridge the digital divide among organizations and individuals. With the increase in mobile usage among consumers and modern technologies, it has contributed to create mandatory competitive advantages in businesses. The accrual of information and communication technology (ICT) particularly mobile phones has brought benefits as resources to bring low-income individuals to connect with the world (Ilahiane & Sherry, 2012).

2.5 Theories related to this study

2.5.1 Ajzen's Theory of Planned Behaviour

The theory of planned behaviour (TPB) by Ajzen (1991) is an extension theory from the theory of reasoned action (TRA) (Fishbein & Ajzen, 1975; Ajzen & Fishbein, 1980). TRA traces the fundamental links from beliefs through attitudes and intentions to actual behaviour. It is later modified to predict and explain goal-directed behaviour, also known as TPB, which perceived behaviour is considered as well as definite control over the behaviour (Ajzen, 1985). TPB foresees the incidence of a behaviour, on condition that that behaviour is on purpose or deliberative (Ajzen, 1991).

Ajzen (1991) points out that an individual's attitude towards behaviour and subjective norms determine intention. This term is referred to as an individual who has an encouraging or adverse evaluation of behaviour. The attitude towards behaviour is related to the strength of belief that may lead to a positive outcome (Parker & Castleman, 2009). The difference in behaviour between attitudes is attributed to a total set of manageable behavioural beliefs; involving the behaviour to several different possibilities and other attributes.

Subjective norms (SNs) speak of to the perceived social pressure to perform or avoid a behaviour (Grandón, Nasco & Mykytyn, 2011; Iakovleva, Kolvereid & Stephan, 2011). The social pressures may well vary on the nature of the development of an entrepreneurial career depending on social environments. It is assumed that individuals learn from social context through observations to identify success and wish to be involved to excel as well. The considerations of SNs include normative expectations and motivation to comply (Ajzen, 2002). In the study by Iakovleva, Kolvereid and Stephan (2011), the results support

that SNs are in line with Ajzen's statement of a mixture of beliefs and motivation to comply; a substantial predictor of entrepreneurial intention.

In TPB, perceived behaviour control (PBC) reflects on an individual's perception that it leads to extensive developments in the prediction of intention (Ajzen, 1991). This is principally the same as the existing approach, however, it includes the feelings of being able and perception of controllability of a behaviour. A reasonable and useful theory behind the phenomenon is to forecast the entrepreneurial and growth purposes of entrepreneurs or determinate innovation within current firms. PBC ensure reproducible results that the experiments should be performed in a controlled environment.

The combinations of three antecedents; attitude towards behaviour, SNs and PBC lead to the formation of a behavioural intention. As such, these determinants influence and shape the entrepreneurs' intentions and actions. This theory has a better predictive value that allowed more accurate identification of entrepreneurial intention whereby all measurements are performed in an environment with controlled conditions. An individual has a resilient intention to perform the behaviour when the attitude and SNs are more favourable and PBC is greater (Ajzen, 2002).

2.5.2 Creation theory

Entrepreneurship takes place when opportunities exist and entrepreneurs manage to exploit it, also define as entrepreneurial actions (Alvarez & Barney, 2007). There is an opportunity to add to this under-studied area after Shane and Venkatarman's (2000) ground-breaking paper. Alvarez and Barney (2007) state that opportunities exist when competitive imperfections exist. According to Shane (2003), environmental variations such as

technological, political and regulatory, social and demographics are actions that affect the existence of competitive stability in a marketplace or industry, thereby creating opportunities.

The natural idea of creation theory is to start with the way entrepreneurs responds to opportunities (i.e technological, political, regulatory, social and demographic changes). The start-up process may be subtle however could lead to key changes in a booming business. According to Alvarez and Barney (2007), creation theory presumes that an opportunity manifests along with entrepreneurs' perception. It is assumed that there is lacked pre-existing market incompetence to be fixed which requires the knowledge of the entrepreneurs transform needs into actual demand for their business.

With the limitation to forecast the future, accurate knowledge of strategy-making is necessary to properly understand a decision that entrepreneurs make. Entrepreneurs recruit acquainted human capital which normally from their social network and informal capital raising. This study focuses on the creation theory by considering aspects of the opportunity creation development. The competitive advantage lies in creating an exclusive business that is difficult to emulate, whereby entrepreneurs can sustain their businesses by tacit knowledge and path-dependent learning.

2.5.3 Motivation theory

Motivation is based on an individual's needs, beliefs, longings, objectives, and purposes as well as on the benefits and rewards that impact these mechanisms (Grigore 2012). Work motivation is conventional energetic forces that instigate both within and beyond an individual's being, to initiate work-related behaviour and to decide its form, direction,

intensity, and interval (Acar, 2014). It would be important to determine what proportion of determinants that may affect one's decision to be an entrepreneur. Therefore, it is reasonable to expect that motivation is intellectualised as the invention of expectancy, instrumentality and valence (Segal, Borgia & Schoenfeld, 2005). This has been the inspiration and starting point for the study to note an individual's performance as motivation initiates from inner and outer stimulation. Nonetheless, not all entrepreneurs are equal in their performance and motivation. A small share of successful entrepreneurs is likely to make a difference, but they are also likely to be motivated by different factors.

The theme of motivation in the entrepreneurship literature has progressed along a path parallel to the organizational psychology field. The prevalence is very low in the recognising qualities and characteristics that differentiate entrepreneurs as compared to the general population. To begin with, McClelland (1967) argues that a need for achievement was a personality quality shared among entrepreneurs and then an abundance of study has concentrated on the characteristics of entrepreneurs. Periodical of the relevant literature shows that motivation should be understood as the communication of a specific attitude, bring about from individuals' sense of worth and their wants in starting a new business (Cromie 2000).

There appears to be a positive association between motivation and entrepreneurs' reasons for action. Hence, there is a fundamental pathway between motivation antecedents, the needs at the start of this attitude and the action (Estay, Durrieu & Akhter, 2013). The insight of an entrepreneur could play a supportive role as their actions lead to results and that results reach or exceed expectations. In entrepreneurship, victory hinge on an

individual's readiness to be entrepreneurs. It also depends on the will of individuals to participate in entrepreneurial activity as their motivations impact these judgements. The difference across individuals in motivations will influence individuals' perception on entrepreneurial opportunities, utilize resources and how they undertake the entrepreneurial process (Shane, Locke & Collins, 2003).

2.6 Review of significant models related to this study

In the field of entrepreneurship in micro and small businesses, the study of entrepreneurs' perception and intention to venture in the business has rapidly changed in the past decades. Subsequently, several key models and frameworks have been developed and related to this study are reviewed and presented below.

2.6.1 Framework of the motivation to become an entrepreneur- Segal, Borgia, and Schoenfeld (2005)

Segal, Borgia, and Schoenfeld (2005) deliver a framework of motivation in regard to self-employment intentions. According to the authors, individuals may be inspired to become entrepreneurs if they have confidence in self-employment is more likely than working for others to lead a valued outcome (i.e. perceived desirability). The prevalence is much lower in this framework indicating a possible (i.e. tolerance for risk). Lastly, as a consequence, a faster approach to be an entrepreneur is desired (i.e. perceived feasibility). In this framework, the authors argue that the main variables are perceived desirability, tolerance for risk and perceived feasibility. The authors claim that these variables are a coherent three-part process which; (1) Individuals link the desirability of self-employment with the attractiveness of working for others. (2) Individuals evaluate whether they have the necessary knowledge, skills, and abilities to accomplish the tasks and activities necessary

to become an entrepreneur. (3) The primary advantage to decide whether they are keen to accept the inherent risk of entrepreneurial doings.

Figure 2.1 describes three variables that are related to self-employment intentions. However, to achieve a positive relationship among variables in the current business environment, all measurements are performed in an environment with controlled conditions. The study is also lacked motivation which includes '*push factor*' as the selected respondents are lacked prior work experiences and dissatisfaction from employment. Thus, it is relevant to look into the other possible factors (i.e. prior knowledge) that individuals choose to be self-employed.

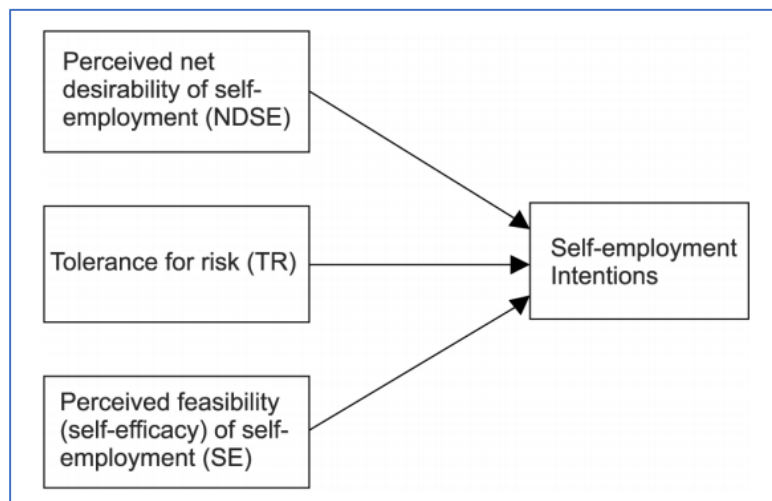


Figure 2.1: The framework of the motivation to become an entrepreneur (Segal, Borgia, & Schoenfeld, 2005, p 48)

2.6.2 The schematic model of job satisfaction and work commitment- Awang, Ahmad, and Zin (2010)

According to Awang, Ahmad and Zin (2010), both motivator and hygiene factors highly affect job satisfaction that contributes to job performance and interpersonal relationship. The results confirm that a worker may be dedicated to his job due to several causes; (1) his affection towards his job, (2) high opportunity cost to leaving the job or (3) socially

responsible towards his job. Satisfaction may be related to commitment which organizational earns employees' loyalty if they are satisfied in their jobs.

The motivator factor comprises the features of tasks, the job itself and personal growth, meanwhile, the hygiene factor is related to the working environment and external factors that contribute to satisfaction. The framework may bring together various techniques in a coherent and practical way. Figure 2.2 shows the schematic model of job satisfaction and work commitment in an organizational concept. Motivator-Hygiene factors potentially to hypothetically have a moderating effect to affect entrepreneurs' intentions to venture in mobile phone businesses.

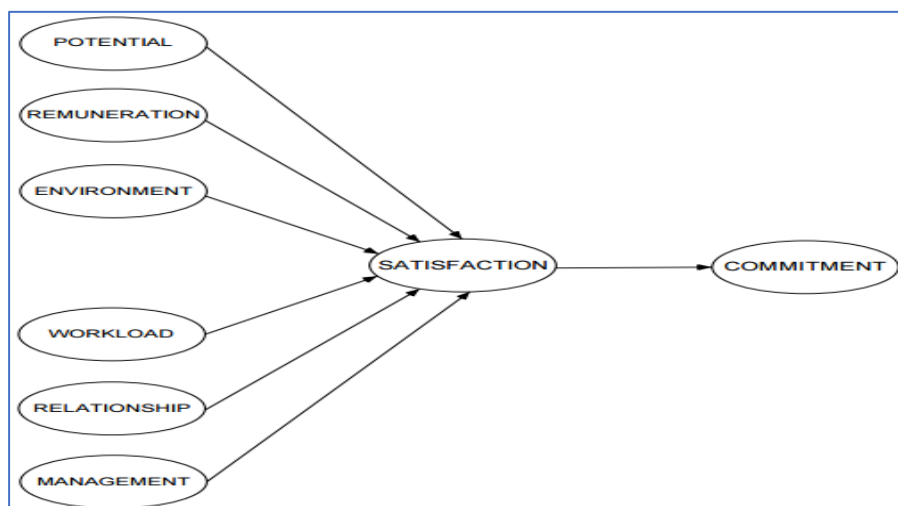


Figure 2.2: The schematic model of job satisfaction and work commitment (Awang, Ahmad, & Zin, 2010, p 247)

2.6.3 Perception of entrepreneurial opportunity: a general framework- Renko, Shrader, and Simon (2012).

According to Renko, Shrader, and Simon (2012), tangible opportunities arise when there is a gap between market needs and means to fulfil those needs. The deficiency of prospect is perceived when an entrepreneur accepts as true that there is lacked opportunity and undeniably there is lacked of definite prospect. It would be misleading and uninformative

to compare the results in businesses. Figure 2.3 has demonstrated both objective opportunity and subjective perceptions present in an entrepreneurial opportunity. Nevertheless, there is lacked indication of entrepreneurial constraints caused by objective conditions of opportunity. In addition, the conceptual framework is developed based on different disciplines (i.e. entrepreneurship, economics, and psychology) which do not exactly cover entrepreneurship discipline only. Thus, it is relevant to look into both subjective perception and objective market conditions contribute to identify entrepreneurial prospects.

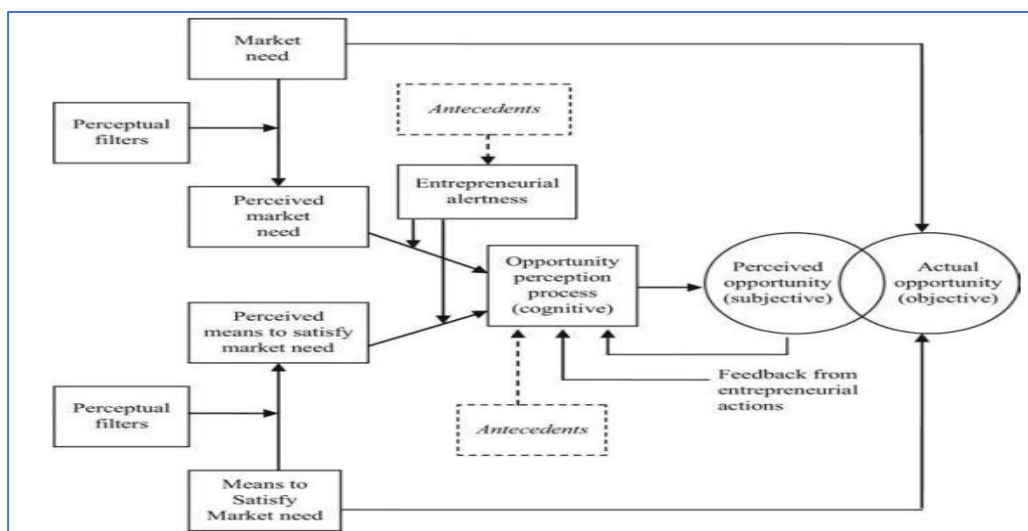


Figure 2.3: Perception of entrepreneurial opportunity: a general framework (Renko, Shrader, & Simon, 2012, p 1243)

2.6.4 The model of entrepreneurial decision-making in opportunity generation- Maine, Soh and Dos Santos (2015)

Maine, Soh and Dos Santos (2015) develop a model of entrepreneurial decision making that linked the atmosphere to decision making mode and opportunity generation. The first three decision-making procedures are principally determined by the entrepreneurs' preliminary choice of novel resources and formation of new opportunities in their situations. Yet, with the emergence of technology, now it is possible for entrepreneurs to get the latest information and unforeseen possibilities. Lastly, the decision-making process

is repeated until entrepreneurs react and adapt their undertakings to their environments. The decision appears to be either in effectuation or connection mode of decision making that resulted in opportunity formation or recognition.

Figure 2.4 illustrates the underlying process of entrepreneurial decision making leading to opportunity formation and recognition that was consistent with Garnsey (1998); the growth developments of a venture cannot be captured in a linear model. Nonetheless, the study is done qualitatively of scientist-entrepreneurs which do not indicate the sample population from pure business stream especially in micro and small enterprises. The observations that are made in this study are limited to the context that is chosen by the authors and hardly is used to represent the whole business scenario, especially in the mobile phone stores. Hence, it is relevant and important to look opportunity recognition in both qualitative and quantitative approaches.

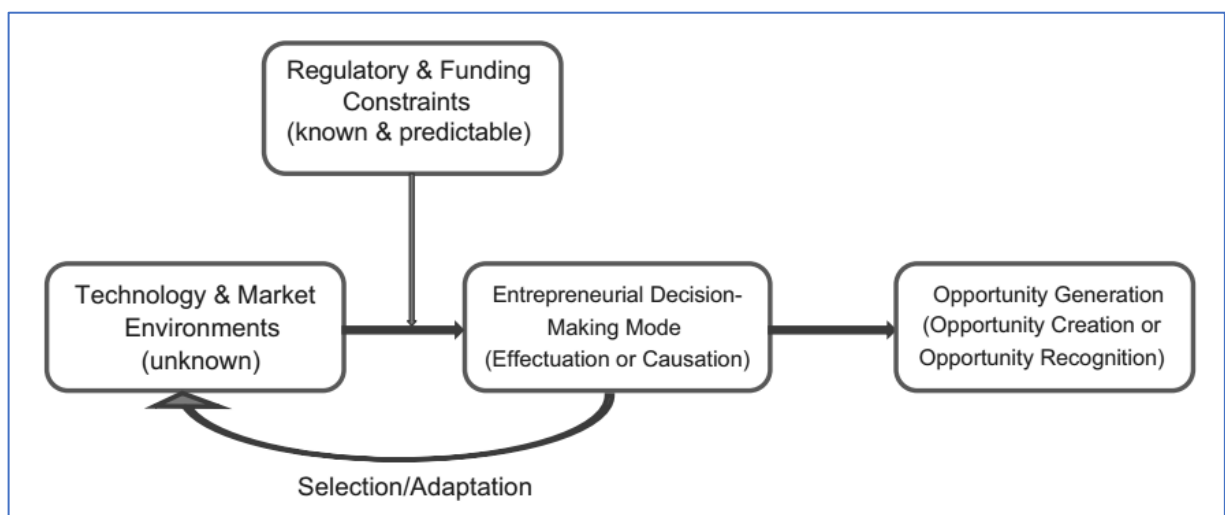


Figure 2.4: A model of entrepreneurial decision-making in opportunity generation- (Maine, Soh & Dos Santos, 2015, p 64)

2.6.5 Structural model for the theory of planned behaviour in predicting entrepreneurial intentions and actions- Kautonen, Gelderen, and Fink (2015)

Referring to Kautonen, Gelderen, and Fink (2015), the application of TPB in business start-up context have been incomplete to explain the formation of intentions. A test of the full TPB model in the business start-up context which adopts from the originator, Ajzen (2011). This study provides the influence of intention on succeeding behaviour in the business start-up by considering the intentions to take steps to start a business in a distinct period (i.e. a year) consequently act over that period. Figure 2.5 shows that the theory has been applied in many studies of entrepreneurial intentions with hidden expectations made about its significance for forecasting following actions. Although support for the TPB is large, entrepreneurship study cannot depend on merely on proof from other areas to confirm intention as a predictor of start-up behaviour. Entrepreneurial intentions potentially combine objective measures (i.e. how well people perform a task) and subjective measures of behaviour (i.e. what people say they experience).

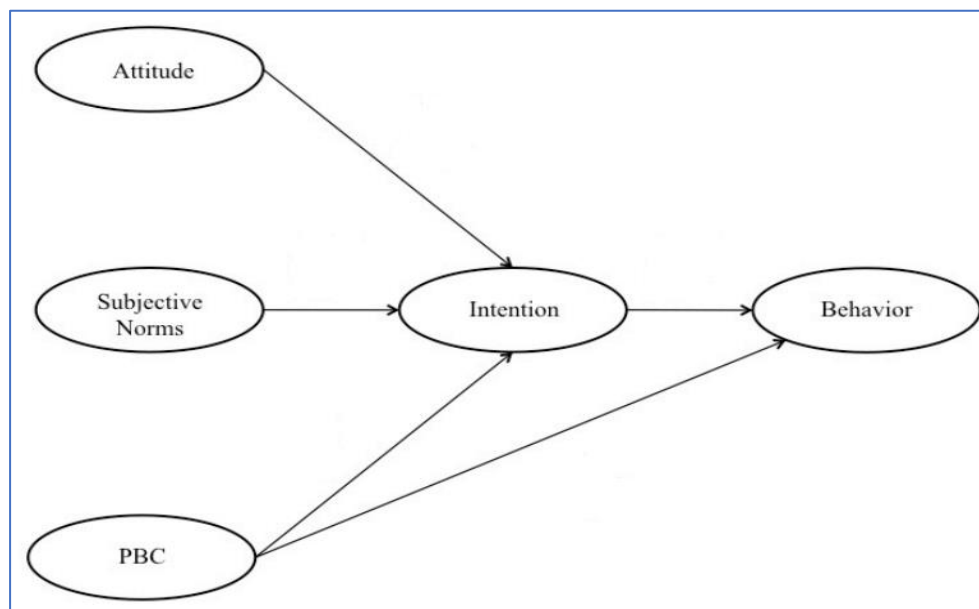


Figure 2.5: A structural model for the theory of planned behaviour in predicting entrepreneurial intentions and actions (Kautonen, Gelderen, & Fink, 2015, p 39)

2.7 The moderating effect of motivation

The efforts of most studies about motivation are concentrated on psychological states as outcomes. The two different forms of motivation are intrinsic motivation and extrinsic motivation. Intrinsic motivation denotes to a natural feeling toward mastery, importance, and consideration that signifies a critical source of satisfaction and energy (Hennessey et al., 2015). Individuals carry out responsibilities as they find them exciting and derive contentment from executing the tasks themselves. Alternatively, extrinsic motivation states to the individual's inclination to do tasks in order to manage some distinguishable values; such as solid rewards (Ryan & Deci, 2000).

Both intrinsic and extrinsic motivation have implications in business venturing in mobile phone stores since high levels of energy, focus and readiness are required. The awareness of intrinsic and extrinsic motivation provides a phase or condition which individuals can act in accordance with their own personal likings (Sung & Choi, 2009). For instance, the positive effect of attitude to venture in mobile phone stores may not be obvious when a person is uninterested in business venturing. Without the right task motivation, attitude may become unrelated in predicting an entrepreneur's behavioural to venture in business.

Intrinsic motivation is a critical factor as it affects the results in an individual. Individual intrinsic motivation is his or her perception and experience with a task. As such, intrinsic motivation serves as a catalyst that moderates the venture in mobile phone stores cognitively because it may enhance entrepreneurs' enthusiasm in entrepreneurial activity. Intrinsic motivation effect at first may not seem to be particularly important, however, it is based on an individual's needs, drives, need for competence, autonomy, and relatedness.

Meanwhile, rewards induce extrinsic motivation among individuals. The rewards include financial incentives (i.e. bonus and incentive pay) and non-financial incentives (i.e. recognition, appreciation and better career prospects). Significant incentives may tie to an entrepreneur's performance result in a motivational shift toward extrinsic motivation. Extrinsic motivation may be used in conditions when the reward is limited so it does not lose its impact. Hence, in this thesis, task motivation (both intrinsic and extrinsic) may produce the setting in which an entrepreneur's decision can be triggered to surge his or her chances to venture in mobile phone stores.

2.8 Review of intrinsic and extrinsic motivation factors

Past studies on micro and small enterprises (MSEs) show that several motivational factors may inspire or hinder start-up entrepreneurship activities (Benzing & Chu, 2009; Ismail, Shamsudin & Chowdhury, 2012). The review suggests that the motivational factors can be divided into two core classifications, i.e. intrinsic motivation variable (factor) and extrinsic motivation variable (factor).

2.8.1 Intrinsic motivation factors

Entrepreneurship provides a fulfilling and rewarding work-life balance, flexibility lifestyle and substantial business autonomy (Akanbi & Ofoegbu, 2011). The study warrants a better understanding of mobile phone stores in Malaysia since the government has been promoting and nurturing the entrepreneurial environment. Start-up motivation may have different outcomes in term of business performance and management practices (Verheul et al., 2010). For instance, entrepreneurs may differ in a way that some yearn to earn more than wage-employment but some desire for flexibility and work-life balance.

The '*pull*' and '*push*' motivations are one of the common distinctions to look closer into

different individual initiatives to start a new business (Shinnar & Young, 2008). The pull motivation refers to the aspects of autonomy and greater control over entrepreneurial activities that comes in different forms; market opportunity, social status, and profit (Taormina & Lao, 2007; Kirkwood, 2009). Meanwhile *'push'* motivation refers to undesirable issues such as unemployment, laying-off, job dissatisfaction, fixed work schedule and lack of job or career prospects (Segal, Borgia & Schoenfeld, 2005; Kirkwood, 2009).

Shane, Locke and Collins (2003) claim that the dissimilarity among people in their readiness and capability to act has vital effects on the entrepreneurial process. As such, individuals are motivated to be entrepreneurs by the perception of personal self-efficacy and attractive external opportunities. Otherwise, there are other factors which may push individuals into forming a new business as well such as lack of educations, language barrier or criminal background. Individuals seek flexible working hours might decide on entrepreneurship especially when a flexible paid employment contract is unobtainable.

The combination of push and pull factors promptly present when an individual chooses to venture into a new business. Individuals enjoy working without much limitation and flexibility at the workplace which they find in business venturing. For instance, an employee can only manage and occupy a job at a time, but an entrepreneur can handle several ones at the same time. Younger individuals are obsessed to earn more and expect the rewards of entrepreneurship to surpass employment salary. On an optimistic side, becoming self-employed is an optimization that aids individuals to attain an improved lifestyle that motivated by their longing for work autonomy, flexible work schedules and

better-quality work-life balance (Cooper & Artz 1995; Hyytinen & Ruuskanen 2007; Lange 2012; Schjoedt 2009). The optimistic attributes of self-employment may explain reasons to become an entrepreneur that frequently linked with an increase in job satisfaction. Self-employed have greater levels of life satisfaction than paid employees and a shift from paid employment to self-employment surges life satisfaction (Binder & Freytag, 2013).

McClelland (1967) argues that the need for achievement is traditionally learnt and a crucial psychological characteristic of an entrepreneur. An individual with a high need for achievement is regarded as (1) taking personal responsibility for decisions, (2) setting goals and accomplishing them through own effort and (3) having a desire for feedback. Some scholars have disapproved this theory by disagreeing that the need for achievement is as appropriate to salespeople, professionals, and managers as it is to entrepreneurs (Kaburi et al., 2012). Though the following study has not confirmed a relationship between a high need for achievement and the judgement to start a business, need for achievement remains a crucial strength in entrepreneurial achievement.

2.8.2 Extrinsic motivation factors

The desirability of accessible choices to the entrepreneurial decision is determined by primary financial endowment, human resources, risk-taking, independence and social networks (Pfeiffer & Reize, 2000). Past studies show that external factors are essential, personal attributes contribute equally inspire a person to start a new business (Benzing & Chu, 2009). Individuals want to take control of their future thus, to invest time and money in a new business venture. Individuals may be inspired to become entrepreneurs if self-employment is likely to lead to valued outcomes than employment (Segal, Borgia, &

Schoenfeld, 2005). Apart from having flexibility, autonomy and greater control over decision making, entrepreneurs expect and desire to earn more than average income. Individuals are obsessed to earn more, and they expect rewards of business venturing to surpass the employee salary. The financial returns of entrepreneurship are critical as it allows assessing of economic incentives that individuals face to involve in entrepreneurial activities. The scholarly study states that the choice to be an entrepreneur is based on the comparison of potential earnings from wage and salary workers to business creation (Fairlie, 2013).

Environmental conditions are main resources that clearly impact the start-up processes that affect an individual's judgement (Bull & Winter, 1991; Reynolds et al., 1994; Zain et al., 2010). Environmental conditions are surroundings and circumstances that will affect the development of a country and community (Ucbasaran et al., 2001). There are a few environmental conditions; such as social and cultural, market emergence, political, technological and economical. Environmental conditions valuation is vital and practical to recognise the influences, drivers, and barriers to business. External factors influence significantly on the level of entrepreneurial activities. Some programmes are designed to back up start-ups, education, and training as they are affected by environmental factors. As such proper support of financial, technology, strategic partnerships, and industrial contacts contribute to entrepreneurial achievement.

During the economic downturns, unemployed workers are encouraged to be entrepreneurs. Nonetheless, during the economic upturns, it also gives a positive effect as opportunities instigate an increase in entrepreneurial activity (Thurik et al., 2008). A higher gross

domestic profit (GDP) may pull individuals into entrepreneurship as it indicates more demand for products and services. To look in-depth, Malaysian economic growth has turned out to be one of the fastest-growing economies in Southeast Asia (Amran & Devi, 2008). The economy stability may also be associated with an increase in the risk since entrepreneurship associates with risks and rewards. The launching of New Economic Policy (NEP) in 1971 emphasizes the significance of achieving socio-economic goals with two main strategies; to reduce absolute poverty and restructure society to correct economic imbalances (Economic Planning Unit, 2013). The NEP has become the fundamental basis for over twenty years until it is replaced by the New Development Policy (NDP) in 1990 which works as an extension of the NEP to achieve more balanced development. Generally, new business ventures improve, stimulate and reshape the distribution of income and economic development.

Regardless of a country's economic status, government support to small enterprises is visible around the world (Mahmood & Rosli, 2013). Since entrepreneurship has been linked to economic growth in most developing countries, many governments may have reacted by encouraging and implementing policies to promote it. The policy programmes take account of finance systems, technology transfer and innovation collaboration, employment support, and assistance to a new start-up. The government's policies for businesses may trigger political risks to start up a new business. Correspondingly, empirical evidence shows that firms opt to do businesses in countries with low political risk (Henisz & Delios, 2001).

The legal agencies set legal and regulations framework in which mobile businesses evolve

and curb players in the sector as they have a huge influence on these players (Tarasewich, Nickerson & Warkentin, 2002). The development of entrepreneurship has become more important with these supporting mechanisms and policies. Policymakers provide educational programmes and training to individuals who are interested to learn and venture in businesses as well as to strengthen their confidence to pursue entrepreneurship.

Tarasewich, Nickerson, and Warkentin (2002) adopt a broader definition of mobile business which includes all potential activities to commercialize transaction through communication networks on mobile devices. Thus, a firm should be able to distinguish changes in a business environment to discover new opportunities. According to a survey by Malaysian Communications and Multimedia Commission (MCMC) in 2018, the ratio of mobile phone users among Malaysians has reached 131.8 per cent. Many companies make use of the mobile channel to set up new business venturing as the industry is growing rapidly (Jayasingh & Eze, 2009). The mobile-related businesses in Malaysia are continuing to grow competitively as mobile phones are widespread in major economies since it changes and individual's way of life and work.

Members of societies embrace environmentally-related patterns of behaviour to attain success which lead to the creation of diverse cultural values, thus impact the decision to venture new business (Thornton, Ribeiro-Soriano & Urbano, 2011). For instance, when an individual builds a business in a certain cultural environment, this business mirrors the cultural environment such as orientation or development expectation for the business. Socio-cultural factors of entrepreneurship focus on demographics (i.e age, gender, ethnicity, employment status, location and education) related to entrepreneurial intentions

that lead to success or failure business. Culture could be one of the common characteristics to influence the entrepreneurial decision as entrepreneurship is placed within a wider social environment that acts as a potential stimulant to entrepreneurial activity (Abdullah et al., 2009).

The existing gender gap and stereotypes delay a country's economic development, therefore affecting entrepreneurship (Remeikiene & Startiene, 2009). For instance, when it comes to gender stereotypes, the role of women is seen in the family, which hinders the addition of women into the labour market or entrepreneurship. A positive social and cultural environment may support and impact on business success. Therefore, a positive entrepreneurial culture can potentially boost the aspiration of entrepreneurs in their entrepreneurial activities (Fatimah-Salwa et al., 2013).

The ability to create and forming social networks is an essential element as entrepreneurs can deliver and publicize value and self-sustaining to a community widely (Ilahiane & Sherry, 2012). Some examples of cultural characteristics related to entrepreneurship are an image of new business owners and perception regarding risk attitudes, business failure or economic success. Entrepreneurial culture by principle may positively influence an individual's purpose to become an entrepreneur with a propensity to build a business. The social networks do not create just business value but also social capital.

Moving on, merging of traditional business skills and traits of entrepreneurship with information technology innovation practice is a new idea and model (Fuad, Bohari & Hin, 2011). Although usage of technology in small business is minimal and some entrepreneurs

are facing resource shortage, it can eventually turn into opportunities as a defence of competitive advantage. The expeditious advancement of technology has been playing a significant role in our daily lives. The adoption of Internet technology is prevalent in small businesses on its continued survival as the Internet has provided benefits (i.e cost-effectiveness and conveniences) to set up a small business to gather information and improve communication. The technological infrastructure offers mobile services to end-user to ease the usage of communication (Tarasewich, Nickerson & Warkentin, 2002). The utilization of technology adds value to services and products as it throws competitors off-balance and builds up entry and exit barriers in a small business environment.

2.9 Development of hypotheses

The purpose of a hypothesis is to create a projected path of connection between unlike latent variables to test at a later stage of the study process (Bryman & Bell, 2011). A hypothesis should be supported by theoretical and literature support to demonstrate a potential pattern of relationships between the constructs. The hypothesis is built on a logical relation to be supported theoretically and explained with a coherent pattern. Without any theoretical and literature support, there may be no justification to relate the variables neither reason to put the variables together in a study.

2.9.1 Attitude to venture into the mobile phone business

Entrepreneurial attitudes are described as attitudes toward entrepreneurship. For instance, the extent which some individuals foresee good opportunities to start a new business or a degree whereby they attribute high status to entrepreneurs. Other related attitudes possible take account of the risk level that an individual willing to bear based on his or her perception of skills, knowledge, and involvement to build up a business. Entrepreneurial

attitudes possibly impact entrepreneurial activity (i.e the acceptability of entrepreneurship in society is articulated in optimistic entrepreneurial attitudes whereby potentially influence people who have started a business recently). This can be a purpose of both levels of entrepreneurial and social networking activities. Individuals gain familiarity in entrepreneurial processes and activities through other entrepreneurs whom they know. Entrepreneurial attitudes are imperative as expressions of general feeling toward entrepreneurs and entrepreneurship.

Entrepreneurial behaviour has been studied mostly from the psychological perspectives that emphasize on the attitude of an entrepreneur. Shane (2003) proposes that psychological reasons impact the possibility that individuals will exploit new venture opportunities. According to (Kaburi et al., 2012), these reasons may be classified into three general extents:

- (1) Motivational- The need for achievement, risk-taking propensity and desire for independence.
- (2) Core self-evaluation - Locus of control and self-efficacy.
- (3) Cognitions - Beliefs and attitudes that influence how a person thinks and makes decisions.

In this study, the attitude on entrepreneurs' entrepreneurial intentions in venturing mobile phone stores is planned, following the cognitive approaches of entrepreneurial behaviour. Entrepreneurial intentions are impacted by certain psycho-behavioural traits of the individual; such as creativity, the locus of control, need for achievement and risk-taking propensity. Henceforth, to recognise the related factors in articulating the entrepreneurial intentions in mobile phone stores, this thesis hypothesizes that:

H1 Attitude positively influences the venture in mobile phone stores.

2.9.2 Perceived opportunity to venture into the mobile phone business

The opportunity is categorized into the opportunity conditions (i.e new technology and internet), subjective business ideas (i.e Google) and perception of opportunity (i.e access to market needs) (Shane & Venkatarman, 2000). Opportunity perception is then agreed as an individual valuation of a condition favourable for new economic activity (Stuetzer et al., 2014). Perception of entrepreneurial opportunities gives the impression to be a fundamental motivating determinant which prompts entrepreneurship. The entrepreneurial intention is generated as individual views opportunities that arise and then turn them into entrepreneurial activity. Perception of opportunity is an interactive process that takes place over time. The precision of perception is prevalent as judgements and actions are made based on it. The key to entrepreneurial results lies in identifying substantial options in the gap between market needs and accessible resolutions as well as to perceive these opportunities accurately. Entrepreneurs perceive and seek economic opportunities in the face of unpredictability. Countries need people who can distinguish valuable business prospects and those who have the prerequisite skills to exploit these opportunities. Hence, this thesis hypothesizes that:

H2 Perceived opportunity positively influences the venture in mobile phone stores.

2.9.3 Prior knowledge to venture into the mobile phone business

People may have diverse prior knowledge that leads to some individuals to identify certain opportunities. Prior knowledge denotes an individual's unique information about a matter and offers him or her with the aptitude to recognise certain opportunities (Shane, 2000). Prior knowledge gives entrepreneurs a greater aptitude to distinguish prospects in the

information they obtain (Shane & Venkatarman, 2000). It may be accrued through experiential learning-intentional or unintentional knowledge that derives from through experience and indirect learning such as second-hand experience. Individuals with more knowledge also seem to think in a more spontaneous way which they make their judgements in a more instinctive way, rather than through more mindful or step-by-step systematic processing. Hence, this thesis hypothesizes that:

H3 Prior knowledge positively influences the venture in mobile phone stores.

2.9.4 Perceived behavioural control to venture into the mobile phone business

Perceived ease or effort involved with a behaviour influences the intention to execute it (Ajzen, 2002). If a task is observed as easy to execute, there is a high chance that people will perform that task. This occurrence is referred to as perceived behavioural control. Past study on entrepreneurial intention describe pragmatic suggestion of an affiliation between perceived behavioural control and entrepreneurial intention (Krueger et al., 2000). Hence this thesis hypothesizes that:

H4 Perceived behavioural control positively influences the venture in mobile phone stores.

2.9.5 Subjective norms to venture into the mobile phone business

Entrepreneurs in different countries weigh opportunities in a different way (Hofstede, 1980; Zahra & Wright, 2016). Entrepreneurs in more risk anticipation cultures place more importance on potential disadvantage loss. There is inadequate access to secondary schools as well as lacking substitute forms of education. Moreover, it is restricted to the availability of employment opportunities and skills training in the job market (Kaburi et al., 2012). Individuals require a start-up capital to be an entrepreneur, as such, capital would be

probable to come in the form of a loan through this may be not an upfront procedure. Therefore, this thesis hypothesizes that:

H5 Subjective norms positively influence the venture in mobile phone stores.

2.9.6 Intrinsic factors

Entrepreneurial motivations are regularly allied with intentionality as the formation entrepreneurs' intentions determine the direction of an organization at its beginning. Following success and progression of the organization are established with these intentions. Essentially, intrinsic motivation can be linked with higher levels of task satisfaction and performance (Yamakawa, Peng & Deeds, 2015). Intrinsic motivation (accrediting the force of their behaviours primarily to intrinsic outcomes), for instance, desire to create a new business, persistence in facing difficulties and keep enthusiasm high while growing the business.

Entrepreneurs who are intrinsically motivated likely to sacrifice their individual needs to meet the needs of their businesses, persevering, postponing enjoyment, and financing vast amounts of energy, passion, and resources to grow their ventures. Zealous entrepreneurs may also foresee potentials for a new business that others do not see (Chen, Yao, & Kotha, 2009). Hard work and the pursuit of achievement from intrinsic motivation is more gratifying than slogging away with a job people dislike. To sum up, intrinsic motivation *“concerns active engagement with tasks that people find interesting and that in turn promote growth”* (Deci & Ryan, 2000). Thus, this thesis hypothesizes that:

H6 Intrinsic factors moderate the relationship between attitude and venture in mobile phone stores.

H7 Intrinsic factors moderate the relationship between perceived opportunity and venture in mobile phone stores.

H8 Intrinsic factors moderate the relationship between prior knowledge and venture in mobile phone stores.

H9 Intrinsic factors moderate the relationship between perceived behavioural control and venture in mobile phone stores.

H10 Intrinsic factors moderate the relationship between Subjective norms and venture in mobile phone stores.

2.9.7 Extrinsic factors

Extrinsic motivation is described as doing something that leads to a divisible result, an outside inspiration or rewards are received from acting out a task (Acar, 2014). Extrinsic motivation is non-autonomous, controlled by the restrictions or the reward connected with the behaviour. When extrinsically motivated, people involve in entrepreneurship because it deals a mean to an end. Individuals engage in entrepreneurship for the sake of status, recognition or substantial gains. Entrepreneurs mostly control their behaviour by familiarising themselves toward social controls and reward likelihoods to attain a lower degree of combination with their core-self.

When extrinsic financial rewards are made liable on entrepreneurs' behaviour, the locus of connection shifts from within the individual to the extrinsic reward (Yamakawa, Peng & Deeds, 2015). In the same way, monetary remunerations signify the higher order of extrinsic motivation and individuals are more likely to involve in technology transfer activities (Antonioli et al., 2016). Concerning job valuation, money and pay rewards are a very imperative reason to make judgements to venture into a new business. Extrinsic

motivation is frequently related to the engagement in activities because they lead to desired values. Accordingly, this thesis hypothesizes that:

H11 Extrinsic factors moderate the relationship between attitude and venture in mobile phone stores.

H12 Extrinsic factors moderate the relationship between perceived opportunity and venture in mobile phone stores.

H13 Extrinsic factors moderate the relationship between prior knowledge and venture in mobile phone stores.

H14 Extrinsic factors moderate the relationship between perceived behavioural control and venture in mobile phone stores.

H15 Extrinsic factors moderate the relationship between Subjective norms and venture in mobile phone stores.

2.10 The proposed integrated model for entrepreneur's perception of mobile phone stores

This study investigates the unique relationships between entrepreneur's perception (i.e. attitude, perceived behavioural control, subjective norms, perceived opportunity and prior knowledge) that lead to venture in mobile phone stores, as well as determines the moderating influence of intrinsic and extrinsic motivation determinants on this relationship among entrepreneurs in Malaysia. Following this, an integrated model of entrepreneur's perception of mobile phone stores including, the moderating factors of motivation on this relationship is developed and proposed.

A new conceptual framework of the entrepreneur's perception was developed within the framework of micro and small enterprises is proposed. The model includes three main

elements; (1) individual factors, (2) intrinsic-extrinsic motivation factors and (3) venture into mobile phone stores. The framework integrates several individual factors and ventures into mobile phone stores. Figure 2.6 shows the proposed initial integrated model of entrepreneur's perception of mobile phone stores. Based on the theoretical relations and results craved from literature review this model proposes that venture in mobile phone stores is positively affected by attitude, perceived opportunity, prior knowledge, perceived behavioural control and subjective norms. Venture in mobile phone stores is positively affected by intrinsic and extrinsic motivation factors in the proposed variables (attitude, perceived opportunity, prior knowledge, perceived behavioural control and subjective norms).

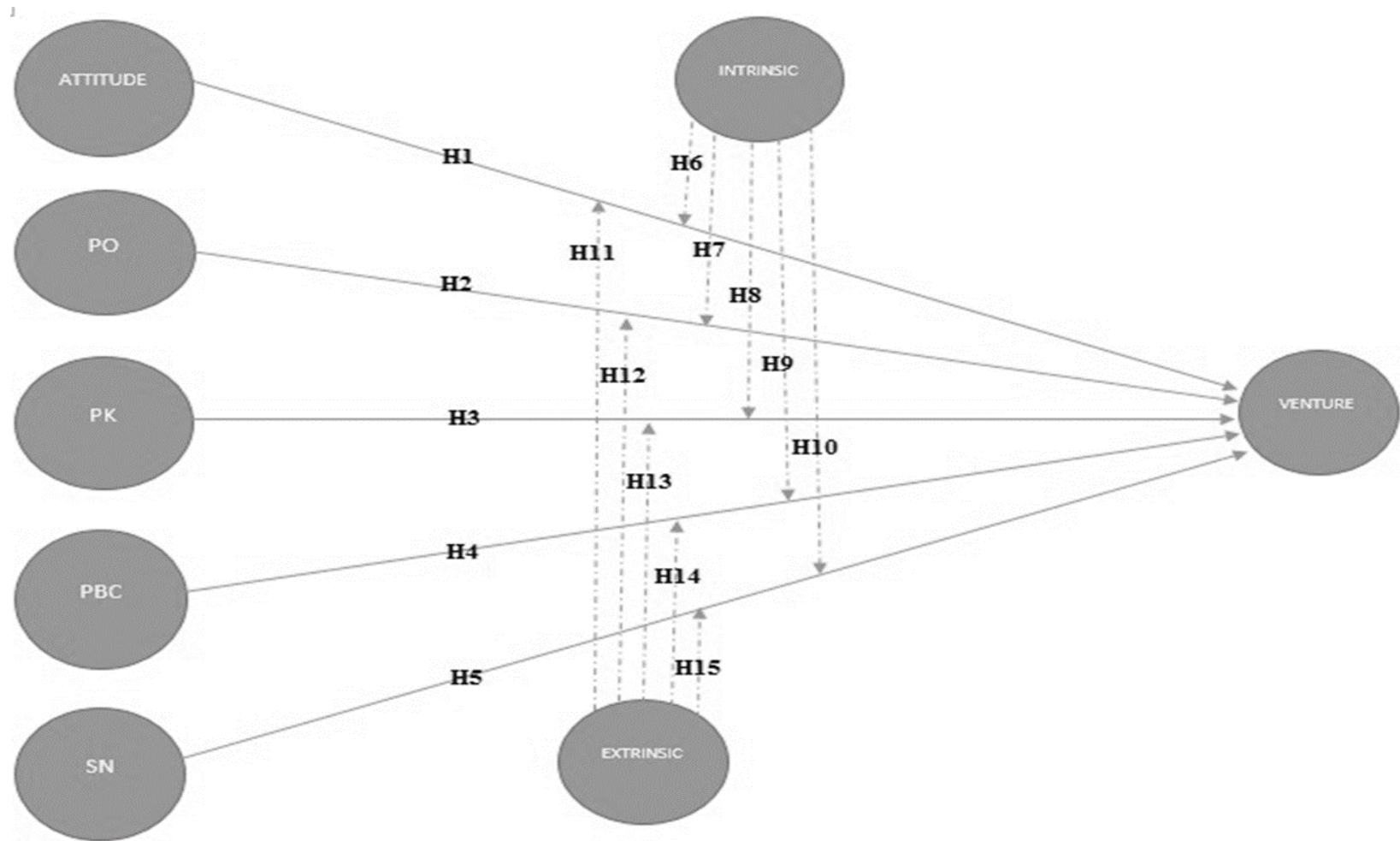


Figure 2.6: The proposed integrated model for the entrepreneur's perception of mobile phone stores

Developed based Ajzen (1991), Creation theory (Shane & Vantaraman, 2007) and Motivation factors

Note: PO= Perceived opportunity, PK= Prior knowledge, PBC= Perceived behavioural control, SN= Subjective norms, Intrinsic= Intrinsic motivation, Extrinsic= Extrinsic motivation, Venture= Venture in mobile phone stores

2.11 Summary

This chapter has recognised vital concepts and determinants related to venture in mobile phone stores. Studies and thoughts that shed light on the assessment of entrepreneurial intention are deliberated in this chapter. Furthermore, assessment of entrepreneurial intention in mobile phone stores is found to be linked to attitude, subjective norms, perceived behavioural control, entrepreneurial opportunity and prior knowledge through a moderating relationship of intrinsic-extrinsic motivation factors. Based on this in-depth review of prior studies and comprehensive study of scopes and indicators of the venture in mobile phone stores, entrepreneurial behaviour, appropriate and related determinants are recognised for the purpose of this study. The main conclusion of this study is drawn together and presented in this section. Further, detailed discussion on the formation of study hypotheses, proposed conceptual framework and operationalization of the constructs are also described in this chapter. Lastly, the discussion continues in the next chapter which presents the study methodology and logical methods used to conduct the study process involved in this study.

CHAPTER 3

METHODOLOGY

3.1 Introduction

A study methodology specifies a model to begin a study within the background of a paradigm that includes sets of principles (Wahyuni, 2012). Referring to the main objective of this study, Chapter 3 emphasizes and outlines the study process and approach to adopt. This study attempts to find meanings and understand the involvement of specified circumstances to a group of people. Entrepreneurship is considered as a new academic field; however, it turns out to be a needed area of analysis in the earlier quarter of a century with several increasing study academics (cited in Neergaard & Ulh, 2007). The mixed methods have appeared in past literature as approaches for carrying out a mixture of qualitative and quantitative study in a study (Creswell, 2013). It is referred to as the third study movement. The mixed methods are a combined study that focused on the extensive purpose of understanding the phenomenon (Johnson, Onwuegbuzie & Turner, 2007).

According to the statistics compiled by Department of Statistics Malaysia (DOSM) and SME Corp, there are approximately 809,126 establishments of service businesses in Malaysia and the total distribution of micro and small enterprises is 97.7 per cent (SME Corp, 2016). To be specific, there are fifteen (15) subsector under services sector, namely; (1) wholesale and retail trade and repair of motor vehicles and motorcycles, (2) food and beverage services, (3) transportation and storage, (4) personal services and other activities, (5) professional, scientific and technical services, (6) administrative and support service, (7) human health and social work, (8) real estate activities, (9) education, (10) arts, entertainment and recreation, (11) financial services, (12) accommodation, (13)

information and communication, (14) water supply; sewerage, waste management and remediation activities and (15) electricity, gas, steam and air conditioning supply. Therefore, mobile phone stores provide technical supports and services to the consumer at large. It falls under subsector (1) personal services and other activities and (2) professional, scientific and technical services.

3.2 Overview of study paradigms

3.2.1 Introduction

According to Antwi & Hamza (2015), the study paradigm is *'the basic belief system based on ontological, epistemological, and methodological assumptions'*. The study paradigm is fundamentally a range between positivism on one side and phenomenological on the other (Hussey & Hussey, 1997; O'Gorman & MacIntosh, 2016). It proposes the theoretical scopes of social sciences which set elementary expectations and views as for how the world is observed that serve as a contemplative background to guide the behaviour of a scholar (Wahyuni, 2012).

3.2.2 Positivism paradigm

Positivism coins in the natural sciences and rests on expectations that social actuality is singular and objective as knowledge is derived from positive information (Collis & Hussey, 2009). It includes a deductive process that offers descriptive theories to comprehend social occurrences and from positivism, paradigm is precise and dependable through validity and reliability. Some scholars describe positivism as a descriptive group that defines a philosophical position to be recognized in a study. The role of positivist study is to test theory and produce material for developments of laws. The core goal of positivism is to reveal the real condition, explore the fact and social facts through

empirically defensible and measurable relationships between the constructs under study. Positivism perspective is a methodical way that explains and predict the variables along with a demanding investigation of all variables to make sure internal and external validity and reliability of measures that are related to this study.

3.2.3 Interpretivist paradigm

Interpretive underpins by the belief that social reality is subjective as our perceptions have shaped it. The core to interpretivism is to work with subjective meanings that are already in the social work; to acknowledge, reconstruct, understand their existence without distorting them (Goldkuhl, 2012). Qualitative study places importance and value on human, interpretive aspects of knowledge about the social environment and meanings of the study's analyses and understanding of a phenomenon. Findings of interpretivism are accurate and reliable through verification. The interpretivism approaches deliver a different outcome as it is can be tackled in two different ways. The aim of interpretivism paradigm is to understand study respondents, how they think and behave within a context as humans' perceptions and involvements are independent. Interpretive studies may favour to interrelate and have a conversation with studied respondents to collect an unlikelier description of a phenomenon.

The interpretivism scholar tends to depend on the '*respondents*' views of the condition being studied (Creswell, 2013) and distinguishes the effect on the study of its contextual and understandings. The interpretivism scholar is probable to count on qualitative data collection approaches and analysis, or a mixture of both qualitative and quantitative approaches (mixed methods). The insight meaning is more significant than the measurement of constructs under study.

3.2.4 Post-positivism paradigm

Post-positivism paradigm coins from positivism's philosophy of '*foundational-absolute stance and postmodernism's antithesis of chaotic relativism*' (Johnson & Duberley, 2000). Sometimes, it is denoted to as realism or critical realism. Post-positivism perspective is a study of peripheral social reality while accommodating the detail of all interpretations and results that are subjected to inaccuracies as per outcomes (Trochim, 2004). Phenomenologically, presumptions of post-positivism are grounded on the idea of a '*real world to be discovered yet, even if it is probabilistically imperfective and apprehensible*' (Antwi & Hamza, 2015). Post-positivism also recommends the idea that social realities can be visualised over diverse insights, and these insights should be intensely studied to discover the real image of on the ground truths.

This thesis recognises that perceptions have definite flexibility and the variances between actuality and people's insights of reality. Additionally, post-positivism discards the positivist idea that a scholar can determine the objectivity of the social study. The data collected for study will be in a straight line parallel to the actuality of population in a study, but analysis of unlike scopes and explanation of data from diverse viewpoints can still be well-thought-out to determine an appropriate and feasible illustration of the study area.

3.2.4.1 The justification for the use of post-positivism paradigm

Scholars work from a pragmatist viewpoint to observe the empirical area to discover a '*mixture of theoretical reasoning and experimentation*' (Krauss, 2005). The real world of identifying and relating the multiplicative mechanisms that function and effect in the proceedings that may be detected. In post-positivism, scholars use several mixes of qualitative and quantitative study approaches to conducting the study (Krauss, 2005; Antwi

& Hamza, 2015). In this study, primary data collections involve semi-structured interview along with a survey. Post-positivism paradigm indicates that the reality is not a flawless condition and occasionally it is unclear as well. The one way to move closer to the real reality of social sciences is promising through the unceasing improvement of diverse models developing from current theories in social sciences. Hence, post-positivism is well-thought-out to be close and almost comparable to the positivist paradigm.

In this study, the objective of different approaches in the study is not to substitute each other but to draw from the strengths and reduce the flaws of both in a single study. Also, it is to obtain acceptable strengths and weaknesses of diverse methods put a study in a position to mix or combine approaches. According to Morgan (2014), post-positivism does not only substitutes influences about the nature of reality as the critical standard for distinguishing approaches to study but also distinguishes the importance of dissimilar methods, as study communities that lead choices to conduct a review. Accordingly, in this study, post-positivism acts as an innovative paradigm to substitute an older way of intellectual about the variances between methods to study. Instead of looking at it as an abstract philosophical system, this study treats these variances as social contexts for review in the form of social activity.

3.2.5 Research approaches

In this thesis, a more focused approach is used to explore mobile phone stores. The study is to understand the determinants that encourage individual venturing into a mobile phone store as businesses differ from each other across industries. The understanding of factors and how an individual perceives mobile phone store are central parts of the quantitative and qualitative study. Quantitative study approaches are considered as placement of supply

statistical data which practices procedures evolving from deductive coherent reasoning of natural sciences to analyse and explain social occurrence based on considerably huge sample size. Also, the suppleness of experimental data permits scholars to conduct proportional and comparative statistical analysis that brings greater dependability in the outcomes of the study.

Creswell (2013) states that a deductive process starts from an existing theory hypothesis to data collection, then results and theory confirmation. The deductive approach changes in the direction of hypothesis testing which they exist in an affirmation about ideas that attempt to clarify the connection in between. Study advances the theories at the beginning of the study (Creswell, 2013). The inductive approach, on the other hand, is employed when data collection is studied to spot if some patterns appear to propose a connection between variables (Gray, 2009). Scholar moves towards ascertaining an obligatory belief and it attempts to create patterns, dependability and denotations through the gathering data procedures. In contrast to deductive approach, the inductive process starts with observations to patterns, then theory developments.

Qualitative study approaches are beneficial to get a new understanding, discovering new possibilities with unwritten illustration and practice of unrestrained, unstructured data collection approaches (i.e personal interpretations and interviews). Qualitative study technique targets to discover thorough information of informative and imperative social occurrence that is formerly unknown, and the discoveries of study contribute to new knowledge. Using both deductive and inductive methods to obtain quantitative and qualitative data will verify and balance results and findings that balance up approaches (Creswell & Plano Clark, 2017). Specifically, in this study, both quantitative and

qualitative approaches are carefully chosen due to its comprehensive match with the features of method, objectives and purposes (i.e theory testing and practice of the level measurement scales).

3.2.6 Research design

The choice of using mixed methods in a study is to discover the research problem that only one study method being used previously. With these methods, the study is able to compensate for the shortage with a single technique (Denzin, 1978). Specifically, in this thesis, it is a mixture of approaches in qualitative and quantitative methods (i.e data collection and analysis) to have a deeper understanding (Johnson, Onwuegbuzie & Turner, 2007) of mobile phone stores. Hence, the aim of the mixed methods in this study is to illustrate a complete picture of the subject matter under exploration.

3.2.6.1 The justification of research design

In this thesis, quantitative study is added to the qualitative study to experiment as an influence check and a way to talk over the issues in a study and tap into respondents' viewpoints and values. A mixture of elements in qualitative and quantitative methods give an in-depth understanding and endorsement of the study (Johnson, Onwuegbuzie & Turner, 2007). Data are collected in sequence; semi-structured interview and then survey. To begin with qualitative data and then quantitative data is to aim to generate a clear understanding of the dimension in indications (Johnson & Onwuegbuzie, 2004; Johnson, Onwuegbuzie & Turner, 2007; Creswell, 2013). First, collect qualitative data, analyse the data, and then build on the quantitative method to follow-up. The quantitative follow-up involves identifying the types of questions that might be asked, determining the variables instrument design, and generating a typology or classification. This mixture of data is distinctive when

the study began with a qualitative technique to explore the unknown and hidden hints that are useful as a foundation to quantitative phase in the study. Suggestively, this combination of study design has been increasingly used in the business study (Harrison & Reilly, 2011). The purpose of incorporating themes from a qualitative study into the quantitative study is to investigate a strong course in micro and small enterprises in mobile phone stores. Hence, both qualitative and quantitative methods are appropriate in this study.

3.2.7 Time horizon (cross-sectional studies)

The study of collecting data just once is called cross-sectional and it is less resource-intensive in time and cost it provides a snapshot of a study phenomenon and data is collected in many respondents (Collis & Hussey, 2009). A cross-sectional is likely to investigate the relationship between variables as there is lack of time to gather data concurrently. Cross-sectional studies often adopt a survey method to illustrate the occurrence of a phenomenon or clarify how determinants are related between variables (Saunders et al., 2011). Many study projects are taken on for academic courses and unavoidably time constraint. In this study, a cross-sectional study is adopted whereby the data is collected at one point in time from the targeted population. The data are collected from different entrepreneurs and the entire exercise took more than six months due to the time and other restrictions. The questionnaires are set based on the findings from a semi-structured interview with entrepreneurs who ventured in mobile phone stores.

3.3 Collecting the qualitative data

The implementation of the qualitative method in this study is to go further than usual clarification at a generalizable level and determine answers to study question over the presentation of methodical processes (Berg & Lune, 2013). A few of qualitative academics

reflect that qualitative study is the unparalleled means to recognise any occurrence to view its perspective (Krauss, 2005). This segment discusses the technique of data collection for the qualitative study. This take account of the justification behind the use of semi-structured interviews and analytical techniques or general analytical procedures. Ritchie, Lewis, Nicholls & Ormston, (2013) state that it is essential to recognize qualitative study does not have a single or accepted way of doing it; instead, it depends on a range of factors. It explores questions such as '*what, why, how*' and primarily concerned with values or meanings rather than measuring (Keegan, 2009). The heart of qualitative study lies in understanding an individual's thinking and behaviour (Keegan, 2009). It is mindful that the philosophical discussions and methodological changes arising to secure the quality of the study. Qualitative data analysis gives way to category and organizes subtleties of different social phenomena in an expressive way (Krauss, 2005). In this study, it is classified as an exploratory study as it is related to reasons for phenomena and determinants that drive their existence. An exploratory study examines the issues to provide an exclusive tool to study reasons behind or supports a decision, attitude or behaviour.

3.3.1 The justification of using semi-structured interviews

Qualitative methods give an in-depth study which allows studies to examine respondents' experiences in specific (Hennink, Hutter & Bailey, 2010). This study investigates the possibility of using a broader approach to allow studies to identify issues from a study's perspective to understand the meanings and interpretations from a respondent's behaviour. The data address the study question in which delves into the individual's insight to venture into mobile phone stores. The objective is to consider the more in-depth and deeper understanding of determinants to venture in mobile phone stores as micro and small enterprises with the moderating effect of motivation. This study includes a single episode

of fieldwork as it focused on this recent manifestation of the study subject. Pre-determined questions are equipped to lead the semi-structured interviewers during the interview.

An interview is used to collect qualitative data which a sample of interviewees are asked a set of questions as to their personal experienced oppression (Collis & Hussey, 2009; Wahyuni, 2012; Creswell, 2013). Interview relies on a fixed set of questions with explicit interview protocols. The semi-structured interview allows studies to know the individual's views regarding mobile phone stores, with some degree of interfaces with a set of respondents and their self-reported behaviour, beliefs and perceptions. It also provides a comprehensive understanding of the personal perspective within the study about mobile phone stores and thorough subject coverage.

The semi-structured interview involves communication between an interviewer and entrepreneurs of mobile phone stores. One of the advantages of semi-structured interviews is it gives an opportunity to investigate an individual's personal viewpoint for a detailed understanding of a personal context within a studied phenomenon. An in-depth study is taking a thorough look at a comparatively small sample (15 respondents) than a large sample as the rich information provides information that is desirable to answer the study questions. Entire semi-structured interviews take between forty-five minutes to an hour. To make sure a high degree of precision, all conversations are tape-recorded and consequently transliterated into Microsoft Word. The data was later converted into Rich Text Format (RTF) and imported to Nvivo 11, qualitative software for processing qualitative data and text analysis.

3.3.2 Data collection procedures

The procedure of qualitative analysis is a spontaneous activity due to its epistemological nature and expectations (Krauss, 2005). Hence, the study protocols and procedures of a qualitative study is influential to be transformative learning tools through its ability to produce new levels and form meanings. Words and experiences of respondents are vital outcomes of qualitative data analysis to enhance the richness of discoveries and values. Data analysis includes the drawing of interpretations from raw data that comprises three significant parts; data storage, transcribing audio sources and cleaning data (Wahyuni, 2012). Reliable data storage allows easy retrieval for various formats. The transcript text is checked compared to voice recording for precision as it is crucial to identify linguistic details (Wahyuni, 2012). Transcribing is the first step in data analysis to identify which contents to be included. The next aspect, cleaning data. All information that is easily identified by practitioners and case organizations is omitted due to ethics concern and the identifiable information can be replaced with specific coding.

3.3.3 Sample population

Qualitative study fieldwork comprises the interaction between a study and participants. In-depth interviews are more manageable to potential participants as it takes place at a set of a participant's choice. According to Collis and Hussey (2009), a sampling frame is a record of the population of respondents to be drawn which is an unbiased subset. The decision of sample size is not straightforward and without a definitive decision though most times it is affected by time and cost. Sampling in a qualitative study is purposeful whereby its goal is to grasp a phenomenon than generalized from study samples to populations.

In this study, the selected respondents are from four main cities in Sarawak; Kuching, Miri, Bintulu and Sibul. The respondents are identified as entrepreneurs who operate mobile phone stores. The study population is identified in these four cities as the study population is geographically distributed and diverse. A total of fifteen (15) entrepreneurs in mobile phone stores agreed to participate in this study. Entrepreneurs in each of the mobile phone stores are identified based on their location and years in entrepreneurial-related activities. To acquire the factors of affecting entrepreneurs' decision to venture in mobile phone stores, data is drawn from different mobile phone store's owners and entrepreneurs of related business in Sarawak.

3.3.4 Outline of data analysis technique

Qualitative data analysis is used to record the present state of play in a phenomenon that covers pull to pieces, segmenting and collecting data to produce significant results (Wahyuni, 2012). The study questions and objectives are used to lead the progression of cutting the collected texts into pieces and recombining them. Qualitative content analysis is one of the procedures used to study textual data which focuses on the informational content of a data and bring to bear theoretical viewpoints (Wahyuni, 2012). The purpose of the content analysis is to provide knowledge and understanding of a situation within mobile phone stores. It has been frequently used in the qualitative study which can be used in an either inductive or deductive way to analyse data from open-ended data collection methods that aim at the detail and in-depth information.

Practically, the qualitative content analysis uses a coding technique which labelling of core topics of each category of data (Wahyuni, 2012). A study is more familiar with its informational content when investigating the data as it is put together; hence the study may

recognise new themes to explore and improve logical ideas and links. Qualitative content analysis involves three main phases; preparing, organising and reporting of results. In this study, studies allow the categories to flow and emerge from data which also describe as inductive group development (Mayring, 2000). In the third phase, reporting the results are described by the content of the categories representing the situation within mobile phone stores using a designated approach.

This study adapted the six steps of content analysis according to Krippendorff (2012); designing, unitizing, sampling, coding, drawing inferences and validating. The design is a conceptual phase which studies outline the context, explore the sources of relevant data and implement a systematic construct that formalizes the knowledge. Unitizing is to describe and recognise the unit of analysis in the volume of available data of mobile phone stores. In the sampling phase, there is the need to undo statistical unfairness innate in much of the figurative material analysed and ensure that the often-conditional hierarchy of chosen sampling units as representations. Coding is to describe and classify the recording units in terms of categories of the analytical constructs chosen. The most imperative phase in the content analysis; drawing inferences. It applies stable knowledge about how the variable accounts of coded data are related to the occurrences in mobile phone stores which studies want to explore. Endorsement of content analysis results is inadequate by the meaning of method to conclude units which cannot be detected reliably or authenticating proof is not readily available.

3.3.5 Ethical considerations

A good qualitative study is a procedure of experimentation in which information is transcribed into understanding and knowledge (Keegan, 2009). In any study, sample

members are informed to get agreement to participate. Information such as the purpose of the study, study(s), how the data be used, and time required are to be informed to respondents. Informed consent must be based on an understanding that involvement is voluntary. A clear proposed condition for anonymity and confidentiality should be given to respondents. Anonymity refers to individualities of those respondents taking part not being known outside the study team and confidentiality means evading the attribution of remarks, reports or presentations to identified respondents.

3.4 Collecting the quantitative data

This segment discusses the technique of data collection for a quantitative study. This takes account of the justification to use questionnaires during the survey, analytical or common analytical processes, problems related to reliability and validity as well as the restrictions of the quantitative method in this study. The questionnaires are adapted from the previous studies for the study and was based on the attitude, subjective norms, perceived behavioural control, prior knowledge and perceived opportunity with five-point Likert scale rating.

3.4.1 The justification of using the survey

The survey is one of the main study strategies to collect data. This study uses the survey to complement the qualitative data in a sequential manner. The intention of using survey is to draw a broad view about populations from targeted samples as well as to define the characteristics of the population to check present theories by considering the relationship between variables. The survey is employed to gather primary data from a sample of entrepreneurs of mobile phone stores to analyse them statistically. Some general approaches of data collection consist of self-administered surveys, respondent observation

and face-to-face semi-structured interviews. Supplementary, the advancement in technology; online data collection method is used as well.

3.4.2 Instruments for survey

The study question in this study is related to entrepreneurs' perception that determines the venture in mobile phone stores and how the relationship is moderated by intrinsic and extrinsic motivation factors. Proper progress and selection are required in this study. Thus, instruments for the survey in this study adopt the elements of an individual's perception and motivation factors that lead to venture in mobile phone stores. The main survey instrument consisted of seventy-five items which measured seven theoretical constructs discussed in Chapter 2. These included demographic characteristics, attitude, perceived opportunity, prior knowledge, perceived behavioural control, subjective norms and intrinsic-extrinsic motivation factors.

The measurement scales are revised from instruments substantiated from the past study. The number of questionnaire items in each scale extended from six to ten. Responses to attitude, perceived opportunity, prior knowledge, perceived behavioural control, subjective norms and intrinsic-extrinsic motivation factors are recorded using a five-point Likert rating scale with; (1) *Strongly disagree*, (2) *Disagree*, (3) *Neutral*, (4) *Agree* and (5) *Strongly Agree*. Each of the theoretical constructs highlighted above is discussed in detail. Table 3.1 shows the number of items measuring in each construct.

Table 3.1: Theoretical constructs and the number of questionnaire items

	Constructs	Dimensions	Sources	No. of items	Rating Scale
1.	Demographic characteristics			6	
2.	Determining factors	Attitude	Popescu (2016)	10	1 = Strongly Disagree, 5 = Strongly Agree
3.		Perceived opportunity	Turner (2015)	10	
4.		Prior knowledge	Turner (2015)	8	
5.		Perceived behavioural control	Kautonen (2015)	6	
6.		Subjective norms	Bacigalupo et al. (2016)	10	
7.	Moderators	Intrinsic- extrinsic motivation factors	Solesvik (2013); Kautonen (2013); Bacigalupo et al. (2016)	19	
8.		Venture in mobile phone stores	Lazaris et al. (2015)	6	
Total number of measurement scale items				75	

3.4.3 Demographic characteristics

Six items were developed to collect respondent's profile and demographic information which included; gender, age, highest qualification level, years of operating a business, and ethnicity.

3.4.4 Determining factors

The survey instrument included forty-four (44) items to collect and measure an individual's perception to venture in mobile phone stores. These are revised and taken on from applicable past studies to match this study. The items covered five factors; attitude, perceived opportunity, prior knowledge, perceived behavioural control, and subjective norms. In this study context, attitudes refer to the degree to an individual's attitude that is positively or negatively valued by individual and the extent of this influences their decision to venture in mobile phone stores. Subjective norms refer to the individual's perception about involvement in mobile phone stores which affected by the judgement of substantial others, i.e. industry players, family and friends. Perceived behavioural control denotes to an individual's perception of their capacity to carry out in entrepreneurial activities. Perceived opportunity discusses individual's perception which response to opportunities in terms of technological, political, regulatory, social and demographic changes. Prior knowledge refers to an individual who has prior knowledge or experience to businesses have a tendency to distinguish more prospects as they possess knowledge and skills to see or search when others cannot notice it. Respondents show the precision of the individual statements using a five-point Likert scale (1 = strongly disagree, to 5 = strongly agree).

3.4.5 Moderators (intrinsic-extrinsic motivation factors)

Intrinsic and extrinsic motivation factors were measured using nineteen (19) items that cover intrinsic motivation factors and extrinsic motivation factor. These are adapted from a past study that suits in the context of this study (Solevik (2013); Kautonen (2013); Bacigalupo et al. (2016). In this study, ten (10) items measured intrinsic motivation factors which refers to motivated behaviour as they are agreeable, purposive and provide satisfactory aim to persevere. The three dimensions of intrinsic motivation factors measured are self- satisfaction, achievement and flexibility. The survey instrument also included nine (9) items that measure extrinsic motivation factors which individual beliefs attaining the incentive is instrumental toward other things of value. The three dimensions of extrinsic motivation factors measured are expected income, technology advancement and environmental environments. Respondents show their perceptions using a 5-point Likert scale (1 = strongly disagree, to 5 = strongly agree).

3.4.6 Data collection procedures

The purposive sampling is the thoughtful choice of a respondent due to the qualities in a respondent (Etikan, Musa & Alkassim, 2016). Purposive sampling is a non-random method that does not need fundamental theories or a set number of participants. In the order words, the study chooses what requires to be recognised and sets out to find respondents who can and keen to provide the data by the quality of information or experience. The survey technique is an appropriate study method in social science studies so as in this study. This study adopted a self-administered questionnaire as a data collection instrument to conduct the survey. It is a parallel practice for data collection and instrument predation (Sarantakos, 2005). To ensure the effectiveness of study instrument, it is essential to create or adopt questions which are easily understood, simple words, familiar language, short and precise

questions, reduced the length of the questionnaire and ensured necessary instructions for better understanding and answering process.

A self-administered questionnaire denotes to an instrument that obtain self-reported data from participants when they are chosen as a part of sample size. The practice of the self-administered questionnaire offers several advantages in social science study (i.e reaching a large sample size, speed, cost and time). Nonetheless, the preparation of questionnaire instrument involves a lot of efforts and should be handled with due care (Aaker et al., 2001). Study on some progressive phases to develop questionnaire instrument that take account of; what to measure, formulation of question items, correct wording and order of question items, attractive layout for questionnaire and pre-testing for improvement of errors or omissions in the survey instrument. The self-administered questionnaire Items and proper determinants to develop an applicable questionnaire are recognised from previous studies are provided in the previous chapter.

3.4.7 Sample population

For a huge survey populations, making a census or a completed listing of all the values in the population is unfeasible due to monetary and time restrictions. Thus, studies have chosen a sample of target participants who signify the total population in a study. A sample is a subcategory of extents chosen from the population in mobile phone stores that defines practice to participate in this study. Hence in this study, to get a good sample, the purposive sampling method is used to choose prospective participants (entrepreneurs in mobile phone stores) fulfilled a set of sampling data (Hair et al., 2011). The conditions are established as the study anticipate various entrepreneurs may show diverse patterns of perception to

venture in mobile phone stores, based on their demographic characteristics, individual and motivation factors. The chosen target respondents in this study are:

- He or she is currently an entrepreneur.
- He or she is currently venturing in mobile phone stores.
- He or she consents to be a respondent in this proposed study.

3.4.8 Sample size

In study methodology, to determine the final sample size is an essential step. The ultimate sample size (i.e. the actual number of entrepreneurs who finish the survey instrument) needs to meet the criteria for multiple regression analysis. This analysis needs five determinants to be well-thought-out to decide the sample size; namely, the variety of elements in the target population, the type of sample required, time availability, financial budget and required estimation precision (Van Dalen, 1979; Hair et al., 2011). The smallest sample size in a social science study is one hundred respondents, however, a sample of two hundred participants suffices the data analysis for multivariate models (Hair et al., 2010). Similarly, the ultimate sample size to apply multiple regression analysis should be a few times (if possible, a minimum of 10 times or more) than the number of variables in a study (Roscoe, 1975). It is adequate to have a small sample size from a large target population, considering a selection of large sample size from large target population may not necessarily make a significant increase on confidence interval (Veal, 1997). Additionally, the purpose of the right sample size is one of the main determinants to determine the quality of study and hence, determine the value of its discoveries as well (Sarantakos, 2005). As discussed earlier, a literature review is unable to offer any firm agreement on one way to select the exact sample size. Studies' decision to determine sample size is related to the cost, desired accuracy level and nature of the study.

A '*ten times rule*' for using Partial Least Square (PLS) technique needs a minimum sample size often times in the largest number of arrows directing towards any of the exogenous variables of the structural model (Chin & Newsted, 1999). PLS-SEM has a capacity of high efficiency even when the sample size is noticeably low because '*ten times rule*' is adequate for PLS-SEM (Hair et al., 2014). Nevertheless, this study targets to choose a sample size which signifies the whole of the target population. In this study, a sample of 290 participants (effect size $|r| = 0.27$) was determined based on a review of past related studies, above mentioned suggestions of various scholars and study's decision.

3.4.9 The justifications of using the statistical analysis techniques

This study integrates a variance-based Partial Least Square (PLS) technique whereby it is a second-generation technique of data analysis that comes under the umbrella of Structural Equation Modeling (SEM). The usage of Partial Least Square (PLS) is gradually popular in social science due to its high probability level. Structural Equation Modeling (SEM) is used to perform covariance-based analysis, as well as for variance-based component analysis (Chin, 1998). Likewise, structural equation modeling (SEM) is a more progressive tool of statistical analysis practices and its acceptance is increasing due to its flexibility (Hair et al., 2010). The analysis of multivariate models is very common in social sciences since social science studies frequently employ statistical tools to analyse multivariate models (Table 3.2).

Table 3.2: Statistical Techniques for Multivariate Models

Objective	Exploratory	Confirmatory
First Generation Techniques	Cluster analysis	Analysis of variance
	Exploratory factor analysis	Logistic regression
	Multi-dimensional scaling	Multiple regression
Second Generation Techniques	PLS-SEM (Variance based methods)	CB-SEM (Covariance-based methods)

Source: Adapted from (Hair et al., 2014)

Structure equation modelling (SEM) helps studies to overcome the weaknesses of first-generation techniques as it can handle many variables (Hair et al., 2014). Partial Least Square (PLS) does not need a comparatively large sample size to test a structural model as to compare to other covariance-based (CB-SEM) techniques (Esposito Vinzi et al., 2010). It can perform real-time testing of whole measurement model (between latent constructs and measurement items, the external model) and structural model (between the endogenous and exogenous constructs of the model, the inner model) (Barclay et al., 1995). Partial Least Square (PLS) is an appropriate option to test the hypothetical model of this study (Table 3.3).

Table 3.3: Research settings that favour PLS-SEM use

Study goal	To foresee one or more main target construct(s) or to classify the most important antecedents of the target construct(s).
	It is mostly exploratory in nature (i.e. development of a new or extension of an existing theory).
	It comprises numerous constructs (normally more than five), many path relationships and/or many indicators per construct (usually more than 6 per construct).
Model set-up	It includes advanced model components such as moderator or hierarchical component models.
	It includes formative measured constructs.
	The idea is to use latent variable scores in subsequent analyses.
Data characteristics	The data are non-normal.

Source: Adapted from Sarstedt et al. (2014)

3.4.10 Data screening

Largely, a total of 295 questionnaires were collected back. After checking for completeness, five sets were found incomplete, that signified 1.7 per cent of all collected questionnaires. These incomplete questionnaires were thrown away. The data were partitioned for univariate and multivariate outliers. Outliers are those data with extreme values of remarkably high or low, making the data noticeably unlike from other data (Hair et al., 2010). A univariate outlier can be recognised by figuring out the standardised values (i.e. Z scores) for all cases at once and then inspecting each variable to spot individual case(s) with extreme values (Hair et al., 2006). Each univariate outlier is taken into account by increasing or decreasing its case value by one unit.

3.4.11 Normality assessment

Distribution normality of each independent variable was measured statistically by computing the skewness (symmetry) and kurtosis (peak) values. Skewness and kurtosis values for a variable with normal distribution are zero. As a rule of thumb, both skewness and kurtosis should not go beyond the total value of 1 (Hair et al., 2006). Distribution normality is further measured over the visual inspection of the normal probability plot which parallels to the standardised residuals with the normal distribution. Analysis of skewness and kurtosis values for each independent variable shown that all are less than one. Visual inspections of the probability plots show that the distribution of data for each independent variable is standard.

3.4.12 Descriptive analysis

The background information of participants is accessible through descriptive statistics such as mean, standard deviations, frequencies and percentages. These statistics offer the means for arranging, briefing, simplifying and relating significant characteristics of a dataset.

3.4.13 PLS-SEM analysis

3.4.13.1 Effect size

Effect size (ES) provides a suggestion of relation strength (i.e., magnitude) that is vital for the scientific enterprise, and are '*almost always necessary*' to describe in main studies (American Psychological Association, 2010). Effect size (f^2) denotes to the comparative effect of a predictor (exogenous) variable on its dependent (endogenous) construct (Hair et al., 2014). ES information plays a progressively vital role in the scientific process, reporting of study design (i.e. a priori power analysis; hypothesis development), statistical analysis and the valuation of scientific progress well as practical significance (Bosco et al.,

2015). ES alertness has increased comparatively due to the bigger popularity of Cohen's (1962, 1988) benchmarks for categorising correlations of $|r| = 0.1$, 0.3 and 0.5 as small, medium and large, correspondingly. However, Ellis's (2010) explanation treats Cohen's values as minimum cut-offs that, for instance, describe the range of medium ES as $0.30 \leq |r| < 0.50$. Effect sizes in terms of their surrounding anchors (i.e. $|r| = 0.39$ as a medium to large. Practical significance in a set of standards, defining $|r| = 0.20$ as the least possible significant value, with minimum cut-offs for moderate and large effect sizes at $r = 0.50$ and $r = 0.80$, correspondingly (Ferguson, 2009). In short, there may be a deficiency to clarify both collective effect size awareness (i.e. interpretation guidelines) and the actual distribution of ES magnitudes in the area. This study adopts ES of $|r| = 0.27$ (medium) based on the present study of intentions or behaviour (Figure 3.1).

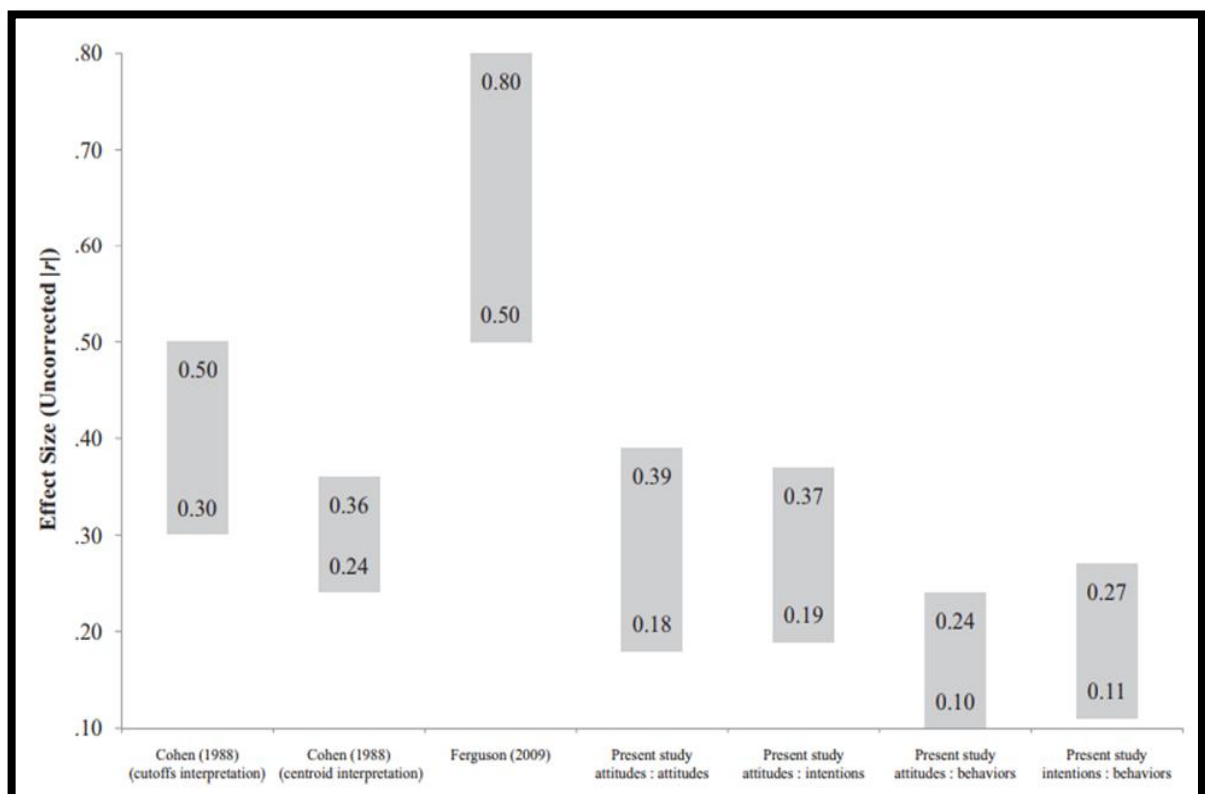


Figure 3.1: Ranges for classification as a “medium” or “moderate” effect size, as a function of the source.

3.4.13.2 Assessment of Measurement Models

As discussed in the prior segment, this study uses a variance-based Partial Least Square (PLS-SEM) method to test the proposed theoretical model. As such, the latest version of SmartPLS-3.2.3 is used to analyse the experimental data. A measurement model denotes the relationship between latent variables and their indicators (Henseler et al., 2009). These measurement items are positioned on the outer area of the structural model and termed as '*outer model*' (Becker et al., 2012). Assessment of the outer model is the primary step in the PLS path modelling algorithm. There two comprehensive types of measurement specifications, which are reflective measurement models and formative measurement models.

On the other hand, formative measurement models are grounded in the classical test theory (CTT) which proposes the measures to represent the effects of their fundamental construct. The formative measurement models assume that the measurement item (indicators) can cause their underlying latent construct. Also, there is no specific answer if a construct should be measured reflectively or formative (Hair et al., 2014). The constructs are not formative or reflective by virtue of any inheritance, but the specification of being formative or reflective relies on the conceptualization and operationalization of constructs in a study. Additionally, the study should highlight the goals of a study if a construct is operationalized in two way. The decision if a construct should be measured by formative or reflective indicators is not simple as this decision implicates a substantial discussion and a diversity of dimensions. This assessment centres on the three most noticeable steps: (1) model specification (2) outer model evaluation and (3) inner model evaluation.

(1) Model specification

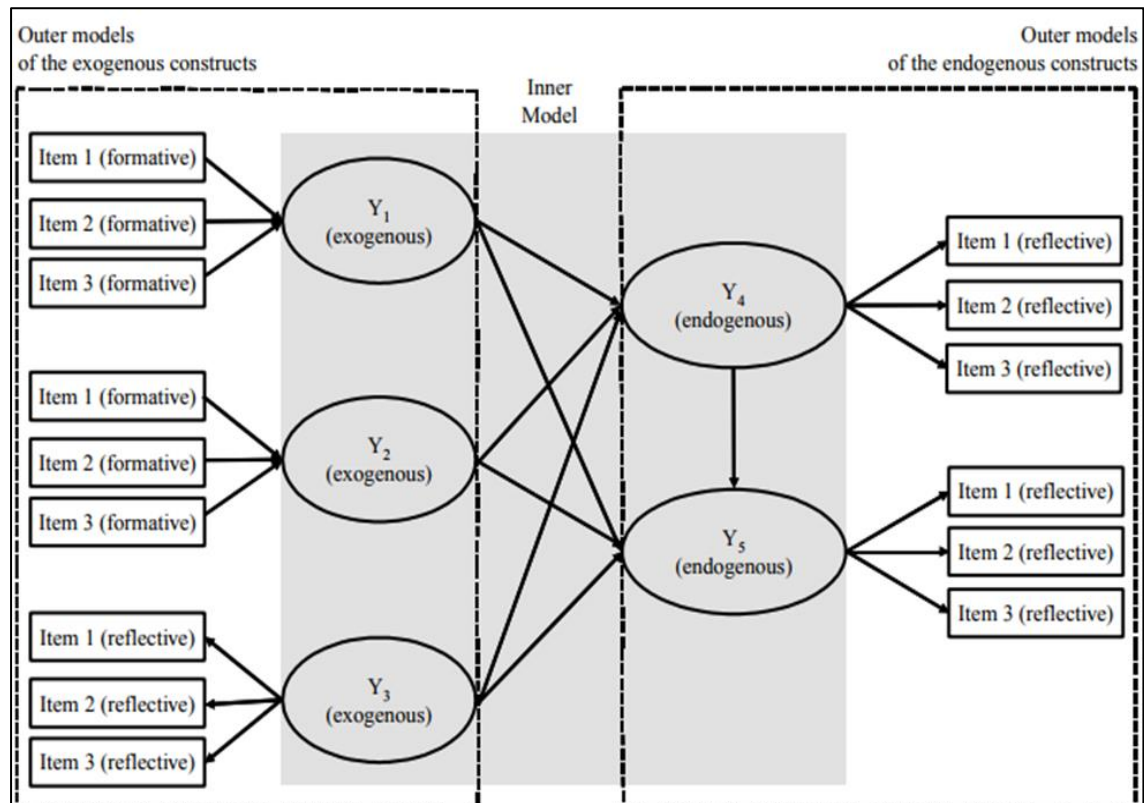


Figure 3.2: A simple path model
Source: Adopted Joe et al., (2014)

The initial step in using PLS-SEM includes forming a path model that links variables and constructs based on theory and logic (Hair et al., 2014). To create the path model such as that shown in Figure 3.2, it is imperative to differentiate the position of the constructs as well as the relationships between them. Constructs are well-thought-out either exogenous or endogenous whereby exogenous constructs act as independent variables (Y_1 , Y_2 , and Y_3 in Figure 3.2) meanwhile endogenous constructs are illuminated by other constructs (Y_4 and Y_5 in Figure 3.2). Endogenous constructs also act as independent variables when they are positioned between two constructs (Y_4 in Figure 3.2). When creating the model, studies need to be mindful that in its basic form, the PLS-SEM algorithm can only handle models that have no circular relationship between the constructs. This prerequisite would be disrupted if we overturn the relationship $Y_2 \rightarrow Y_5$ in Figure 3.2. In this situation, Y_2 would

predict Y_4 , Y_4 would predict Y_5 , and Y_5 would predict Y_2 over again, yielding a circular loop. Once the inner model is planned, the study must state the outer models. This stage needs the study to make some judgements; if to use a multi-item or single-item scale or to require the outer model in a reflective or formative means (Diamantopoulos & Winklhofer, 2001). The requirement of the outer models is vital as the relationships hypothesized in the inner model work as valid and dependable as the outer models. In Figure 3.2, Y_1 and Y_2 are measured formative, while all other constructs have a reflective measurement specification. In this illustration, all constructs have an equivalent number of items.

(2) Outer model evaluation

Once the inner and outer models have been stated, the following stage is running the PLS-SEM algorithm and according to the results, assessing the reliability and validity of the construct measures in the outer models. With the establishment of the outer models, the study can trust that the constructs to form the base for the assessment of the inner model relationships which are accurately measured and represented. When assessing the outer models, the study must differentiate between reflective and formative measured constructs (Ringle et al., 2011). The two methods to measure are based on diverse concepts and consequently involve thought of dissimilar evaluative measures.

Reflective indicators establish an illustrative set of all potential items within the conceptual domain of a construct (Diamantopoulos & Winklhofer, 2001). Consequently, reflective items are substitutable, greatly connected and capable of being omitted without changing the meaning of the construct. Reflective indicators are related to a construct through loadings that are the bivariate correlations between the indicator and the construct. Reflective measurement models are most regularly used in social sciences (Roy et al.,

2012). To assess reflective outer models, studies should validate both reliability and validity. The initial stage is using composite reliability to assess the construct measures' internal consistency reliability.

While conventionally measured using Cronbach's α (Cronbach & Meehl, 1955), composite reliability offers a more suitable measure of internal consistency reliability for two explanations. Foremost, unlike Cronbach's α , composite reliability does not adopt that all indicator loadings are equivalent in the population that in line with the working principle of the PLS-SEM algorithm which prioritizes the indicators based on individual reliabilities during model estimation. Additionally, Cronbach's α is also sensitive to the number of items in the scale and tends to underestimate internal consistency reliability. By using composite reliability, PLS-SEM is able to put up with diverse indicator reliabilities (i.e. differences in the indicator loadings) as well as to avoid the underestimation related with Cronbach's α .

The next step to evaluate the reflective indicators is the assessment of validity. Validity is observed by noticing a construct's convergent validity and discriminant validity. Support is provided for convergent validity when each item has outer loadings above 0.70 and when each construct's average variance extracted (AVE) is 0.50 or higher. The AVE is the magnificent mean value of the squared loadings of a set of indicators (Hair et al., 2014) and is corresponding to the commonality of a construct.

Concisely, an AVE of 0.50 indicates that the construct describes more than half of the PLS-SEM: an evolving tool variance of its indicators. Discriminant validity signifies the range to which the construct is empirically different from other constructs; otherwise, the

construct measures what it is intended to measure. This process states that the construct shares more variance with its indicators. To check this prerequisite, the AVE of each construct should be more than the highest squared correlation with any other construct. The second choice to verify discriminant validity is to check on the cross-loadings of the indicators. This technique is regularly well-thought-out as more liberal (Henseler et al., 2009) that involves the loadings of each indicator on its construct to be higher than the cross-loadings on other constructs.

The principles underlying formative measurement are essentially dissimilar from the reflective measurement. Numerous studies apply this technique disregard the specific steps that need to be followed to assess formative outer models, though PLS-SEM has the ability to test models using formative indicators that have proven substantial attention across disciplines (Hair et al., 2012). The study requires to measure the content validity of the construct measures using expert assessment. Content validity assesses the extent of indicators to capture the major aspects of the construct. The nature of the construct may be improved when a crucial item is removed (Diamantopoulos et al., 2008). The empirical assessment of formative outer models involves evaluating convergent validity, or the extent of measurement related to other measures of the same occurrence (Hair et al., 2014). This assessment is done by means of a redundancy analysis whereby each formative measured construct relates to a substitute reflective or single-item measurement of the identical construct. It is significant to understand that the redundancy analysis involves collecting data on the substitute measures at the same time as the original construct measures.

(3) Inner model evaluations

Next, the outer model indicators on each construct are checked for collinearity. With multiple regression, high collinearity between two or more formative indicators can affect the results. Specifically, the weights connecting the formative indicators with the constructs that represent each indicators' involvement in the construct. The influence of all other indicators of the same construct could be inverted and their implication is underestimated as an outcome of increased standard errors. Lastly, studies can assess the significance and relevance of each formative indicator. Since PLS-SEM does not adopt a normal distribution, the study can apply the bootstrapping routine to decide the level of significance of each indicator weight. Bootstrapping is a resampling method that pulls many subsamples from the original data to estimate the models for each subsample (Joe et al., 2014). Likewise, the study gets a large number (commonly 5,000 or more) of model estimates to calculate a standard error of each model parameter. To draw on the standard error, the significance of each parameter can be recognised using t-values. The assessment of the relevance of the indicators includes comparing the weights of the indicators to decide the comparative contribution to form the construct (Hair et al., 2014).

3.4.13.3 Assessment of Structural Model

Assessment of the outcomes of the structural model enables studies to determine that *'how well empirical data support the theoretical (conceptual) model'* (Hair et al., 2014). Studies have to decide whether their proposed conceptual model is empirically confirmed or not. In this study, the assessment of structural model includes calculation of path coefficients and total variance explained (R^2) that is the centre of the whole PLS path modelling (Chin, 2010; Hair et al., 2011, 2014).

3.4.13.4 Collinearity Assessment

Collinearity assessment is the primary step to analyse a structural model (Hair et al., 2014). The authors continue to discuss in the context of the structural model, collinearity denotes to a condition when some of the constructs are highly connected to each other. In this study, collinearity is measured with a variance inflation factor (VIF) (Hair et al., 2014). If it is found in predictor constructs, the study should consider removing or merging those constructs.

3.4.13.5 Path Coefficients, Along With Their Significance and Relevance

After determining the possible collinearity issues, the study measure path coefficients of the structural model (Hair et al., 2014). The author recommends that study should concentrate on next two things while assessing the path coefficient values; PLS-SEM results for the structural model and Significance and relevance of the coefficients (using bootstrapping). Path coefficient values are produced by a PLS-SEM algorithm which indicates the strength of hypothesized relationship among all constructs. Standardized value of path coefficients is between -1 to +1, a value closer to +1 indicates a significant relationship, whereas value closer to -1 indicates a negative relationship among hypothesized constructs. If the path coefficient value is closer to zero, then it indicates a weak or non-significant relationship among constructs (Hair et al., 2014). After measuring path coefficient values, it is essential to measure their significance and relevance. The study runs the bootstrapping process for measuring if a path coefficient value is substantial. Bootstrapping denotes to a re-sampling technique which PLS algorithm draws a large number of subsamples from the original data file (using replacement method) and measures the whole model using each subsample (Hair et al., 2014). This way, PLS-SEM helps study to decide the standard errors of coefficients to assess statistical significance.

The study compares the empirical t-values (derived from the bootstrapping process) against the critical t-values to determine the significance of path coefficients as (Esposito Vinzi et al., 2010). As such, it is also recommended to measure the significance of all relationships involved in the structural model.

After assessing the significance level of relationships, the study concentrates on the relevance of constructs (Hair et al., 2014). For instance, in some cases relationship might be substantial, however, their total effect size might be so small that it turns irrelevant. To assess the significance of relationships, study calculates the total effect (sum of direct and indirect effects) of the relationship. Studies compute the indirect effect as the product (multiplication) of two effects. A strong total effect shows the significance of construct and validates its presence in the structural model.

3.4.13.6 Coefficients of Determination (R^2 Value)

The coefficient of determination (R^2 value) is a common measure to assess structural models. The R^2 value is a measure of the proportion of an endogenous variable's variance that is clarified by its exogenous (predictors) variables (Hair et al., 2014). R^2 value ranges from 0 to 1 and the higher value of R^2 shows a higher level of predictive accuracy of the structural model.

3.4.14 Moderation

Moderation takes place when the consequence of an exogenous construct on an endogenous construct that relies on the values of another variable which impacts (i.e. moderates) the relationship. The study has used a few methods to estimate moderating effects in PLS-SEM (Henseler & Fassott, 2010); Rigdon et al., 2010).

3.5 Validity

3.5.1 Qualitative study validity

The possibly key quality control of all studies related to its validity and findings. A valid study refers to the one which is properly gathered and deduced data that the outcomes and conclusions precisely reflect and characterize real-world (Yin, 2010). There are five categories to judge the validity of a qualitative study; descriptive, interpretive, theoretical, generalizability and evaluative validity. Descriptive validity denotes to the precision of the data. The data has to accurate to reflect a respondent's experiences and transcription is a precise account of what represents the unfolding of events in an accurate means. Descriptive validity may happen when an exact interview transcript might be descriptively invalid to omit contents of a respondent's speech which are vital to be content of the interview. Interpretive validity shows how well a study reports the respondents' meaning of an event, objects or behaviour (Thomson, 2011). The study discoveries are not based on the study's perception but based on respondents. Theoretical validity pursues to assess the validity of a study's concepts and posited relationships among the concepts in a framework with the occurrences. For instance, if a study can provide data which backups his or her theory or else, they have unsuccessful to fit the theory to the existing data. Generalizability discusses the application of the theory resulting from the study universally. However, generalizability could be challenging as the findings or theory may only appropriate to a related group. Evaluative validity attempts to evaluate findings drawn by studies. Data may be drawn from studies' understanding of a condition but not on the data gathered from respondents; as a result, fail to meet evaluative validity. A study ought to replicate findings in a similar environment though findings are sensitive to culture and environment.

3.5.2 Quantitative study validity

A measurement scale is effective when it assesses the construct which the study intends to measure (Aaker et al., 2001). Cross loading of factors is a generally used technique to check the loading of one scale items with the other items and variables in a model. The concept of validity is in three basic components; face validity, criterion validity and construct validity of the scale. The face validity is a usually used in social sciences to give the first impression and a subjective conclusion about the significance of a measurement scale including a suitable wording and relevant contents of the items for constructing a scale (Bryman & Bell, 2011). A scale has face validity if its components show relevant items to the main construct of scale on its face (Sarantakos, 2005). Face validity has a disadvantage since it cannot measure the actual potential and applicability of the scale. Otherwise, the criterion validity offers an empirical calculation as proof and describes correlating constructs with the main occurrence of the construct. Criterion validity is classified into two categories; concurrent validity of the scale and predictive validity of the scale.

The construct validity is an extent of differentiation of one item from other items in the same scale (Bryman & Bell, 2011). Construct validity is attained by testing the result of scale compared to pre-established theories. As a statistical measure of constructs' validity, its two subtypes convergent validity and discriminant validity are normally used. The convergent validity is appropriate when the degree of correlation between unlike items of the same scale is maximum 0.3 or lower. Nonetheless, when the degree of correlation between items of the same scale is more than 0.3, discriminant validity would be appropriate. Convergent validity and discriminant validity are imperative to assess the feasibility of measures (Trochim, 2002). Convergent validity is a measure to which concept

behind items of scale is theoretically related and compares it to which extent they are related to each other in reality meanwhile discriminant validity is a measure to which items of the scale are inter-related with the theoretical concept but not relate to each other in the real application.

Complete construct validity of a scale can be accomplished with the proper analysis of convergent validity and discriminant validity of its items (De Vaus, 2002). The validity of the scale is subjected to the context and argues that *'a measurement scale in itself is neither valid nor invalid, the validity of a measure depends on how the concept is defined and validity will also be context-dependent'*. A whole construct's validity of a scale can be confirmed by analysing the convergent validity and discriminant validity (Trochim, 2002). Thus, in this thesis, these suggestions are noted to ensure the reliability and validity of measurement scales.

3.6 Summary

This chapter presents the methodology of the study and the process of data collection and analysis. Different approaches, study philosophy, study paradigms and both qualitative and quantitative methods are deliberated. Qualitative method is chosen to conduct semi-structured interviews as it fits to achieve proposed study questions and objectives in this thesis. Complementary, quantitative method is chosen to conduct a survey to balance to findings from the qualitative method. The study setting is conferred that the scope of this study is restricted in Malaysia for the survey and specifically Sarawak for semi-structured interviews. Discussion on study ethics and thoughts of respondents' confidentiality are deliberated as well. In short, the following is the summary of methodologies used in this study;

1. Choice of post-positivism paradigm as it is a suitable match with the objectives and nature of this study.
2. Choice of a qualitative study method to find out entrepreneur's perspectives and quantitative study methods to test the anticipated conceptual model.
3. Choice of purposive sampling method in the quantitative study can represent the whole population.
4. The judgement of the sample size of 290 respondents from different cities in Malaysia.
5. Choice of semi-structured interviews and self-administered questionnaire are used as data collection tools.
6. Use of partial least square, structural equation modelling (PLS-SEM) by employing SmartPLS-3 to test anticipated conceptual models of this study.
7. Statement of study ethics by getting participants data with informed agreement to ensure confidentiality and sanctity of the study.

Results and findings from this study can be of broader effect for policymakers in the area of entrepreneurship activities, entrepreneurship education and potential entrepreneurs in their subjective areas. It will inspire more study in the less explored area of entrepreneurial growth to enlarge our understanding of overall entrepreneurial behaviour and knowledge. The next chapter presents the data analysis results and findings which attempts to test the conceptual model.

CHAPTER 4

RESULTS AND FINDINGS

4.1 Introduction

The earlier chapter explores the study methodologies used to study the hypotheses. This chapter highlights the outcomes of the qualitative study by providing supplementary and deeper insight relating to the entrepreneur's perception to venture into mobile phone stores. Fifteen entrepreneurs participated in this study and it is operationalized with a semi-structured interview. All interviews are transcribed, entered and administered using Nvivo 11. The aims of the interview are to investigate and study the perception of entrepreneurs in mobile phone stores and define different aspects of intrinsic and extrinsic motivation factors that may have affected their decision to venture in mobile phone stores. The qualitative data is studied according to the conceptual approach of content analysis discussed in this chapter. This chapter deliberates the results of the quantitative results resulting from 290 survey questionnaires to complement the main findings of the qualitative study. Each of the hypotheses and their corresponding suggestions are emphasized and discussed. In each section of the hypotheses, the results from the multiple regression and moderated multiple regression analyses are presented.

4.2 Results of qualitative study

4.2.1 Introduction

Fifteen entrepreneurs are interviewed, and each interview lasted between forty-five minutes to an hour. The interviewees (Table 4.1) are from different backgrounds; five from Kuching, four from Sibu, three from Bintulu and three from Miri, Sarawak. Some of these entrepreneurs ventured in mobile phone stores for only one year and some have ventured

up to ten years. There is no specific age group captured among the interviewees, the focus is on the years of operating the business as well as ownership structure. The qualitative analysis reveals a number of dimensions and underpinning sub-dimensions which related to the selected scenarios in mobile phone stores and conceptual framework. The first main dimension is the venture in mobile phone stores which incorporates three sub-dimensions: motivation, success factors and challenges or issues. These elements of the venture in mobile phone stores relate to the importance of theoretical knowledge and practical competences in the formation of entrepreneurial behaviour.

Table 4.1: The overview profile of the interviewees and years of the venture

Entrepreneurs	Location	Operation year(s)	Ownership structure	No. of employees
Entrepreneur 1	Sibu	1 to 4 years	Sole proprietor	1-2
Entrepreneur 2	Sibu	Less than a year	Partnership between individuals	1-2
Entrepreneur 3	Sibu	More than 12 years	Sole proprietor	1-2
Entrepreneur 4	Sibu	1 to 4 years	Family-owned	1-2
Entrepreneur 5	Bintulu	More than 12 years	Sole proprietor	1-2
Entrepreneur 6	Bintulu	5 to 8 years	Sole proprietor	1-2
Entrepreneur 7	Bintulu	Less than a year	Partnership between individuals	1-2
Entrepreneur 8	Miri	5 to 8 years	Sole proprietor	1-2
Entrepreneur 9	Miri	1 to 4 years	Sole proprietor	1-2
Entrepreneur 10	Miri	Less than a year	Sole proprietor	1-2
Entrepreneur 11	Kuching	9 to 12 years	Family-owned	More than 20
Entrepreneur 12	Kuching	1 to 4 years	Sole proprietor	1-2
Entrepreneur 13	Kuching	More than 12 years	Family-owned	1-2
Entrepreneur 14	Kuching	1 to 4 years	Sole proprietor	1-2
Entrepreneur 15	Kuching	1 to 4 years	Sole proprietor	1-2

4.2.2 Understanding the factors motivating entrepreneurs to venture in mobile phone stores

The development of theoretical insights about the business start-up relates to the two major reasons of entrepreneurs with robust sentimental reactions. First, the new venture setting is highly irregular as entrepreneurial procedure is muddled, composite and compacted in time. Second, entrepreneurs make foremost investments in time, vitality and labours in their undertakings and stake their personal wealth and self-confidence on realisation of these ventures, also being linked to the development of entrepreneurial behaviour. Given these basic facts, it is essential to consider determinants which encourage entrepreneurs to venture in mobile phone stores. In the current business environment, this study is directed comparatively to investigate and discover the determinants that have initiated entrepreneurs to pursue in mobile phone stores over the decade. From the scripts, twelve out of fifteen entrepreneurs (80 per cent) claimed that '*to be own boss*' is the major determinant of this venture. The discussion highlights some of the main quotes or extracts in support of this argument.

4.2.2.1 Be their own boss

One of the common reasons an individual chose to be an entrepreneur is to be their own boss. In Malaysia, the rate of entrepreneurs as a good career choice has been increasing for the past five years. This suggests that while the growth is there, more players have come in entrepreneurship and this has triggered more players to contest for the same business venture. One of the respondents said, "The business in mobile phones stores is so happening lately that more people are coming to be an entrepreneur in this business. Along this street, there are already so many people (entrepreneurs) selling mobile phones related items" (Entrepreneur 1 to 10, 12, 15). Entrepreneurship as a career alternative, individuals

have had a long-time motivation to own a business or they have been unsatisfied working in conventional jobs.

Some entrepreneurs choose to be one from the beginning though they do not have experience working for any organisation. A respondent describes her experience in mobile phone entrepreneurship, “I do start-up since I graduate from high school. In my opinion, start-up is flexible, and I get more freedom than working for people. The profits from the business are quite promising and I determine to continue in this business” (Entrepreneur 1). This is a trend which followed by many individuals in recent years, thus, increasing in number of entrepreneurs in Malaysia. The expectation to be entrepreneurs seems to be promising and encouraging for individuals to do the start-up.

Some entrepreneurs gradually transit from a traditional job to own their own business or some are buying over the existing business from previous business owners. These entrepreneurs may gain some experiences in the similar business before they do start-up. A respondent claims, “I met a friend who was doing a mobile phone store. In the city area, there is a unique style of selling mobile phones. I operated the business for three months now and before I was working with a friend who was selling a mobile phone. The earnings and incomes as entrepreneurs may not be high but it gives the entrepreneurs flexibility and self-satisfaction. The respondent continues, ‘Thus, I understand that working for people cannot be forever. I start to do a start-up. The salary for working for people is not high but starting a business gives us an opportunity to excel in life. Working for people is always no for me because getting a fixed amount of salary has to include reprimands from bosses’ (Entrepreneur 5).

4.2.2.2 Pursue their own ideas

Some individuals identify entrepreneurial opportunities through a hobby, leisure activity or daily lifestyle which they are aware of the need for a product or service that possibly brings profits. The previous experiences and prior knowledge gave entrepreneurs the idea to pursue a business in the mobile phone stores. A respondent specified, “I was working for a friend who sells a mobile phone. Thus, it gave me an idea of selling mobile phone because I see the advantages of doing the business. My brother is also doing the business and he already owns three shops in a year” (Entrepreneur 13). Entrepreneurs take up a venture in mobile phone stores when the idea is viable to support a business. Individuals pursue their dreams in entrepreneurship, leaving their day jobs when they perceive better opportunities, rather than being redundant as mentioned by a respondent, “I was jobless and worked as a bartender, direct salesman, diet products promoter and many more. I think that owning a business is more rewarding than these jobs. Some of my friends are involved in mobile phones stores and they seem to do well in it” (Entrepreneur 13).

4.2.2.3 Pursue financial rewards

One of the key elements in entrepreneurship definition was *‘one becomes an entrepreneur when they act’*. One respondent has failed in the same business twice, however, she does not give up yet working in the same business on her own as she believes that the financial rewards in entrepreneurship is more satisfying. She said, “I have started in this business in the past 11 years ago. Due to a complication with some business partners previously, I failed in the first two same businesses.” Similarly, entrepreneurs in mobile phone stores act based on the idea of assumed profitability. The assumed profitability in entrepreneurship in mobile phone stores take the respondents further in this business venture. This gives the entrepreneurs more courage to venture into mobile phone stores, especially when they

foresee opportunities as told by a respondent, “My current location is very strategic (perceived opportunity). There are many people from different races who will pass by this area due to the ferry terminal. Good customer services will retain business” (Entrepreneur 1 to 15).

Although entrepreneurship does not guarantee to make more money than some conventional jobs, the financial appeal of entrepreneurship is in its upside potential. A respondent explains, “This business was very popular back in the year 2000. I was attracted by the easy entry scheme and attractive return from the business. That was when I gave up my job and started up this business. The idea was simply being selling prepaid cards and helped customers to reload their phone credits. From there, I earn a plenty” (Entrepreneur 14). However, as the years go by, more players come into the market that caused the potential earning gradually dropped. A respondent sighs, “Nowadays, there are many competitors in the market. The store is not providing much income, but it is fine since I am retiring very soon” (Entrepreneur 12). Financial rewards from entrepreneurship could be bittersweet if entrepreneurs lose control over their firms.

4.2.3 Perception of entrepreneurs on mobile phone stores venture

The most described perception of venturing in mobile phone stores is the expectation to succeed in the business with minimal challenges or issues. The analysis reveals that perceptions shaped motivation in an entrepreneur and influence their motivation to venture in mobile phone stores. The qualitative findings in this study show that challenges or issues do not exactly prevent individuals from entering entrepreneurship. Entrepreneurship is a process that requires dynamicity of thinking, while some individuals are reluctant to changes and innovations. Based on the findings in this study, individuals are responsible

for their decisions to venture in mobile phone stores. In a healthy competition, business owner respects the interest of his or her counterpart the same way as his or her own, thus it leads to more ventures in mobile phone stores.

4.2.3.1 Aims or goals

MSEs play a vital role for a successful socio-economic development in different countries such as Japan, South Korea, Zambia, India and Malaysia which mainly contributes to employment. It gives the opportunity to individuals or entrepreneurs be independent financially. Entrepreneurs are asked about their perception concerning their aims and goals in the business environment. As a result of continuous market pressures, majority claims that being financial independent is their main goal. A respondent reacted, “My main goal to be an entrepreneur is to earn enough profits on my own without relying on anyone. I’m able to earn profits which are equivalent to a working salary but with more freedom and flexibility which enable me to look after my children better” (Entrepreneur 11). In MSEs, monetary rewards and flexibility seem to be the common aims of mobile phone stores. A respondent replied, “My objective is to earn as much money to support my family.” The small business could support a family and it has no doubt that more entrepreneurs who take up the same business may have the same perspective to be independent financially. Another respondent responded, “I am relying on this business to make a living; thus, I have to keep it running so that I do not need to take a cent from my parents again” (Entrepreneur 4).

4.2.3.2 Success factors

Business opportunity and success come in diverse ways and environment; for instance, market size and growth, support system and worthy business strategies and plans. A respondent confidently says, “This is a city area and many people are walking passed the

store, some are my neighbours and friends. The populations in this area are big and anyone who passed by will have a peek at the items in my store. Moreover, my items are cheaper than other stores because I'm getting cheaper supply so I can be selling it at a cheaper price" (Entrepreneur 8). Entrepreneurs in mobile phone stores know precisely customers' expectation in buying mobile phone related goods. Moreover, soft skills are principally important in entrepreneurship; such as communication and negotiation skills. Having a good networking relationship with suppliers and customers help entrepreneurs to achieve more in businesses. A respondent proudly comments, "I'm able to provide good services to customers to buy from me. I'm able to understand the market needs as I'm familiar with this area which attracts customers to come back to make their purchases. Furthermore, I have a good network from school social and family friends. I'm somehow an easy-going person and love to make friends. People are supportive of me whereby they come to buy goods from time to time" (Entrepreneur 2).

4.2.3.3 Overcoming challenges and issues

By way of contrast, the findings also suggest that venture in mobile phone stores can have the opposite effect; it can reduce entrepreneurial intentions where the start-up process presents an obstacle, either overwhelming or adequately challenging to turn intentions away from start-up. A respondent confirms in the interview, "Mostly, only accessories and reload being sold in the shop. The capital for mobile phones is higher than accessories and other stocks, as well as the profits for mobile phones, are not as high. Most times, I'm only earning 20 Ringgit to 30 Ringgit for a phone and maximum could be just 100 Ringgit. Not having the capital to stock up the mobile phone is a challenge to me. Moreover, if I stock up mobile phones, I still must do after-sales service. It will increase the financial burden" (Entrepreneur 5). In this sense, it is the overall practice rather than a single factor that

deters entrepreneurs to venture in new business. Many businesses do not start expensively, however, the need for resources is normally the most customary in the initial and continuous development stages.

A firm has to ensure that cash on hand is sufficient to meet its payroll and payment for other short-term commitments. Some smaller firms may deliberately slow down the pace of their growth to avoid cash flow challenges. A respondent from Sibu states that “I can be only selling at the acceptable price and averagely. Moreover, I need to give a gift to customers and some stocks are not sellable. Few items are stocked up and I’m facing the financial problem” (Entrepreneur 4). Hence, smaller firms often are lacking of funds and they need to have the ability to raise capital from different sources; such as bank, investors, family and friends depending on the part of their planned growth. Moreover, if a firm’s development comes at the expense of a rival’s market share, price competition can set in. A respondent from Kuching specifies that “Nowadays there are many competitors in the market. When this market becomes harder for us to handle, we are almost out of the market share. The store is not earning money and we do not rely on it much” (Entrepreneur 12). It is not advisable for a small firm to strive head-to-head against a bigger competitor on price. Otherwise, it is good for small firm to escape price competition by providing for a diverse marketplace.

It is harder for businesses to maintain their businesses when they grow due to high levels of value, supply chains and customer services. A respondent describes that “Having a good and stable supplier are challenging, however, the condition has improved as salesmen will initiate to promote their phones to me. Moreover, I have a dealership from a specific supplier, Sun Global. I’m their gold dealer and I’m the only dealer in this mall. I ordered

stocks from Sun Global for my first business and they recognized my sales until today” (Entrepreneur 1). As a business develops, it requires more service requests, paperwork and competes with an increasing number of prospects, customers, suppliers and other stakeholders. A respondent expresses that, “In the future, mobile phone stores might lose its stand as there are not many small mobile phone stores. This business model may not be able to sustain longer. The profits are hardly breakeven in the expected time frame. However, we are looking at the e-commerce trend in our business” (Entrepreneur 6). Smaller firms are looking into different ways to sustain their businesses and find an innovative way to grow their dimensions to evade gaps in quality control or customer service.

4.2.4 Summary of qualitative findings

The qualitative data analysis demonstrates that entrepreneurs may be motivated in different ways which increase in entrepreneurial intentions. The most relevant factor ‘*to be own boss*’ in the venture of mobile phone stores enhance the entrepreneurial intentions practically. To summarise, the findings are allocated into two sub-themes, motivation and perception. Consequently, related sub-themes from each key dimension are also acknowledged. The coding of text illustrates a useful and clarifying way to code the individual’s expression towards entrepreneurial behaviour in mobile phone stores. Figure 4.1 displays the major themes and subthemes of the data in the hierarchical coding. The pattern is largely consistent with the notion that motivation and perception that raise entrepreneurial intentions (Barringer & Duane, 2015).

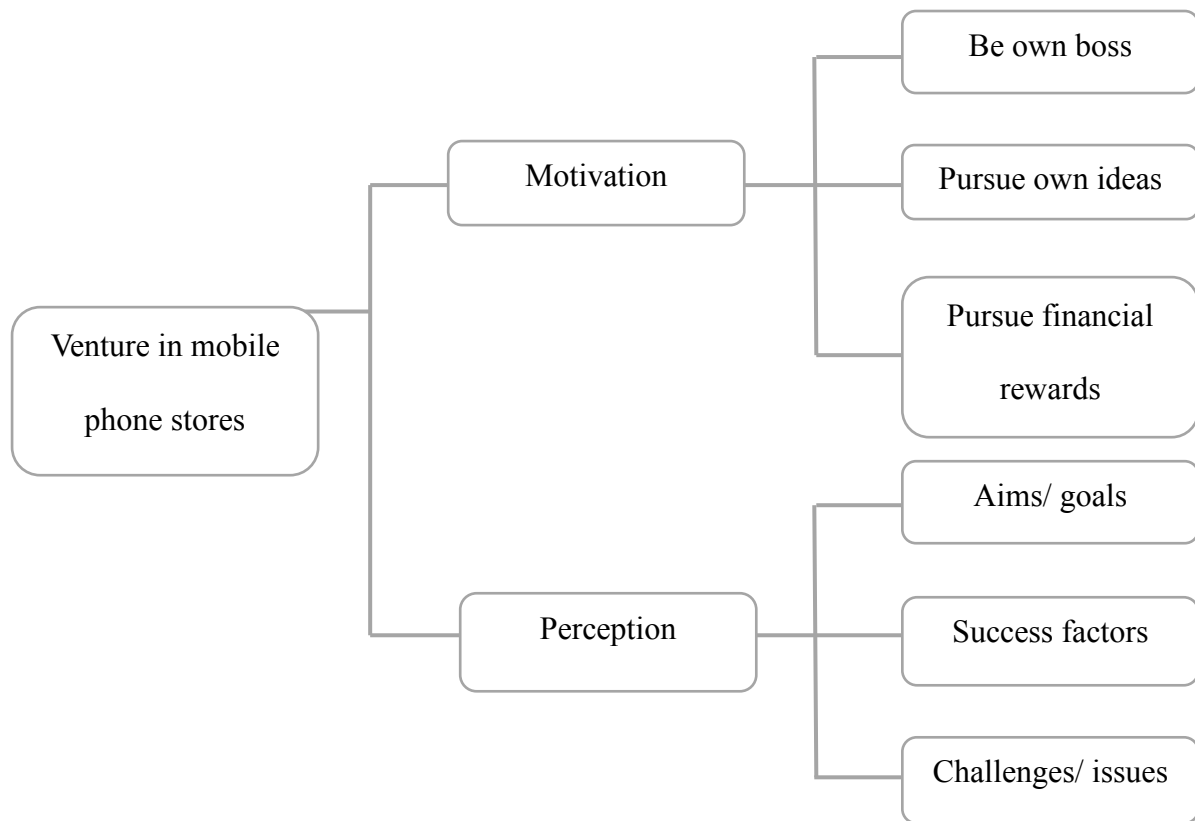


Figure 4.1: Hierarchical coding

To analyse text, it includes few tasks; determining themes and subthemes, sorting themes to a practicable few, structuring hierarchies of themes or codebooks and connecting themes into theoretical models. In this study, after the preliminary marking of text, cutting and arranging that involve classifying speech marks or expressions that one way or another important. Then, the arranged quotes or expressions are piled to go together (Ryan & Bernard, 2003). There is lacked definitive demonstration of validity, however, this study maximises its precision and agreement to make validity more rather than less likely. The findings from the qualitative study aid to the quantitative study in this later chapter to test on the conceptual framework.

4.3 Results of the quantitative study

4.3.1 Data coding

In order to ensure the sanctity and quality of data, all questionnaires are administered through a demanding coding and screening procedure. All received responses are allocated a definite serial number for identification purpose. Further, all responses are coded to facilitate data entry in Microsoft Excel statistical package. The data are checked for missing values and outliers as well as frequency and percentage of respondents. Finally, a data set of 290 respondents is used for analysis.

4.3.2 General characteristics of the respondents

Demographic characteristics are one of the elementary and imperative elements that capture managerial consideration in detail, policymakers who are keen to learn about participants' characteristics. Demographic characteristics are reported to ease the forthcoming readers and policymakers to generalise the results of the study (Stavrou, 1999). Several scholars have validated the influence of demographic determinants on behavioural factors (Jensen & Zajac, 2004; Marques et al., 2012). The demographic characteristics of entrepreneurs in this study are measured by gender, age, highest education level, years of operating business, and ethnicity. All questions are planned to signify by nominal scales. The summary of the demographic characteristics of respondents is presented in Table 4.2. The discussion included brief comparisons between diverse demographic characteristics of sample populations gathered for this study.

4.3.2.1 Response rate

This study uses a self-administered questionnaire for data collection. The response rate is slow to begin off in collecting data. Nevertheless, the pre-determined sample size is

accomplished through follow-up of the targeted participants. Over a period of six months, 295 complete responses were recorded. Out of 295 responses, 5 questionnaires are excluded in the screening process due to incomplete survey forms. The balance of 290 comebacks is an adequate sample size for PLS-SEM to use for data analysis of this study.

4.3.2.2 Respondent's profiles

A total of 290 are received from the survey. Survey forms that contain error or questions left unanswered are excluded totally to prevent the manifestation of missing values (Bourque & Clark, 1992). Henceforward, the analysis of this study is based on 290 usable questionnaires. Table 4.2 below shows the demographic profile of the participants in this study.

Table 4.2: Summary of demographic characteristics of respondents (N= 290)

	Variables	Frequency	Per cent (%)
Gender	Male	151	52.07
	Female	139	47.93
Age	18 - 24 years old	50	17.24
	25 - 29 years old	91	31.38
	30 - 34 years old	36	12.41
	35 -39 years old	33	11.38
	40- 44 years old	55	18.97
	45 - 49 years old	25	8.62
Highest Education Level	SPM	61	21.03
	Diploma	37	12.76
	Bachelor	48	16.55
	Master	144	49.66
Years of operating a business	10 years and above	71	24.48
	2 to 5 years	58	20.00
	5 to 10 years	48	16.55
	Less than 1 year	113	38.97
Ethnicity	Bidayuh	21	7.24
	Chinese	185	63.79
	Malay	80	27.76
	Iban	4	1.38

A reasonable distribution is accomplished in terms of gender, with 151 male respondents that are 52.07 per cent of total participants and 139 female participants that are 47.93 per cent of the total number. The major age group of participants is from youngsters; 91 participants belong to the age group of 25 to 29 years, that is 31.38 per cent of total populations, 55 respondents belong to the age group of 40 to 44 years that comprises 18.97 per cent of total populations, 50 respondents belong to the age group of 18 to 24 years that is 17.24 per cent, 36 respondents belong to the age group of 30 to 34 years, that is 12.41

per cent of total populations, 33 respondents belong to the age group of 35 to 39 years that is 11.38 per cent of total populations and only 25 respondents belong to the age group of 45 to 49 years, that cover 8.62 per cent of the total populations. These outcomes show alignment with the aims of this study which more than 30 per cent of respondents is at the stage of developing themselves in their career prospective.

Furthermore, as expected this data represents an unprejudiced distribution of respondents' highest education on level, out of 290 respondents 144 respondents are having master degree which is 49.66 per cent of total respondents, 61 respondents are only SPM leavers which are 21.03 per cent of total respondents, 48 respondents are bachelor graduates who are 16.55 per cent and 37 respondents are diploma holders which are 12.76 per cent of total respondents. Here it is significant to note that 66.21 per cent of total respondents are university graduates and they have better knowledge to venture into the businesses. In terms of years of operating a business, 113 respondents operate a business less than a year which is 38.97 per cent of the total populations, 71 respondents operate a business for more than 10 years which is 24.48 per cent of total respondents, 58 respondents operate a business between 2 to 5 years which is 20 per cent of total population and 48 respondents operate a business between 5 to 10 years which is 16.55 per cent of total respondents.

Moreover, data related to respondents' ethnicity, 185 respondents are Chinese which is 63.79 per cent of total respondents, 80 respondents are Malay which is 27.76 per cent of total populations, 21 respondents are Bidayuh which comprises of 7.24 per cent of total populations, 4 respondents are Iban which is 1.38 per cent of total populations. It is predictable that most of the participants are still at early phases of their profession and this study explores the determinants which theoretically impact the entrepreneurial behaviour

of respondents. Several studies (Robinson & Sexton, 1994) state that an individual's prior working knowledge influences their forthcoming career decisions.

4.3.3 Assessment of measurement models

This study uses a variance-based Partial Least Square (PLS-SEM) method to test the proposed theoretical model. As such, the latest version of SmartPLS-3 is used to analyse the empirical data. Testing of the proposed theoretical model starts with an assessment of measurement models which is also known as an outer model. This study includes both types of measurement models, i.e. formative and reflective measurement models.

The five variables (i.e. attitude, perceived opportunity, prior knowledge, perceived behavioural control, subjective norms) have formative measurement models and three variables (i.e. intrinsic and extrinsic motivation factors, venture in mobile phone stores) have reflective measurement models. The statistical appraisal criteria for reflective measurement models are dissimilar from formative measurement models (Hair et al., 2014). The concept of internal consistency is inappropriate in formative measurement model (Chin, 1998) as the items are possible to represent an independent cause and not inevitably highly linked with each other (Hair et al., 2014). On the other hand, items of reflective measurement models need to be connected and show substantial outer loadings (Hair et al., 2014). Table 4.3 shows a summary of a framework to assess the reflective and formative model in both theoretical and empirical considerations.

Table 4.3: Summary of a framework for assessing reflective and formative model

Considerations	Reflective model	Formative model	Related literature
Theoretical considerations			
1.Nature of construct	The latent construct is existing. • Latent construct exists independent of the measures used.	The latent construct is formed • The latent construct is determined as a combination of its indicators	Borsboom et al. (2003, 2004)
2. The direction of causality between items and latent construct	The connection from construct to items • The distinction in the construct causes variation in the item measures • Variation in item measures	The connection from items to construct • A distinction in the construct does not cause variation in the item measures • Variation in item measures causes	Bollen and Lennox (1991) Edwards and Bagozzi (2000) Rossiter (2002) Jarvis et al. (2003)

Table 4.3 continued

Considerations	Reflective model	Formative model	Related literature
Theoretical considerations			
	does not cause variation in the construct.	variation in the construct.	
3.Characteristics of items used to measure the construct	Items are established by the construct • Items share a mutual theme • Items are substitutable • Adding or dropping an item does not change the conceptual domain of the construct	Items define the construct • Items need not share a common theme • Items are not interchangeable • Adding or dropping an item may change the conceptual domain of the construct	Rossiter (2002) Jarvis et al. (2003)

Table 4.3 continued

Considerations	Reflective model	Formative model	Related literature
Empirical considerations			
4.Item inter-correlation	Items should have high positive inter-correlations • Empirical test: internal consistency and reliability assessed via Cronbach alpha, average variance extracted and factor loadings (i.e common or confirmatory factor analysis)	Items can have any pattern of inter-correlation but should possess the same directional relationship • Empirical test: indicator reliability cannot be assessed empirically; various preliminary analyses are useful to check directionality between items and construct	Cronbach (1951) Nunnally and Churchill (1979) Bernstein (1994) Diamantopoulos and Siguaw (2006)

Table 4.3 continued

Considerations	Reflective model	Formative model	Related literature
Empirical considerations			
5.Item relationships with construct antecedents and consequences	Items have comparable sign and significance of relationships with the antecedents or consequences as the construct • Empirical test: content validity is established based on theoretical concerns and assessed empirically via convergent and discriminant validity	Items may not have similar signs of the relationship with the antecedents or outcomes as the construct • Empirical test: nomological validity can be assessed empirically using the MIMIC model, and /or structural linkage with another criterion variable	Bollen and Lennox (1991) Diamantopoulos and Winklhofer (2001) Diamantopoulos and Siguaw (2006)

Table 4.3 continued

Considerations	Reflective model	Formative model	Related literature
Empirical considerations			
6. Measurement error and collinearity	Error term in items can be identified • Empirical test: common factor analysis can be used to identify and extract out measurement error	Error term cannot be identified if the formative measurement model is estimated in isolation • Empirical test: disappearing tetrad test can be used to decide if the formative items behave as forecast • Collinearity is ruled out by typical diagnostics such as the condition index	Bollen and Ting (2000) Diamantopoulos (2006)

Source: *Adopted Coltman et al. (2008)*

In this study, both reflective and formative measurement models are assessed distinctly. Reflective measurement models are studied for the reliability and validity of constructs. On the other hand, formative measurement models are studied for convergent validity and discriminant validity. This segment discusses the assessment of measurement models (outer models), to start with the assessment of reflective measurement models (Hair et al., 2014)

4.3.3.1 Assessment of reflective measurement models

Constructs with reflective measurement scales (i.e. intrinsic and extrinsic motivation factors, venture in mobile phone stores) are distinctly studied referring to Henseler et al.

(2009) and Hair et al. (2014). In this study, the assessment of reflective measurement models includes; composite reliability to assess the internal consistency of constructs, outer loadings to assess indicator items reliability, and average variance extracted (AVE) value to assess the convergent validity of constructs. Additionally, Fornell-Larcker criterion, cross-loadings and Heterotrait-Monotrait (HTMT) ratio are also used to assess the discriminant validity of reflective constructs. This segment aims to go through and study the results established from each criterion to assess the reflective measurement models. As such, the discussion continues with the analysis of the internal consistency of reflective constructs.

4.3.3.1.1 Assessment of internal consistency

The initial principle for assessment of reflective measurement models is to evaluate composite reliability (Hair et al., 2014). According to the authors, composite reliability is inferred similarly to Cronbach's alpha (α). Cronbach's alpha (α) is a traditional and conservative extent of internal consistency with some restrictions. Cronbach's alpha (α) is sensitive to the number of items in the scale and it undertakes that all items are similarly consistent. However, composite reliability ranges between 0 and 1; a higher value of composite reliability shows a higher level of internal consistency. Precisely, the least adequate level for composite reliability value is 0.70 but a higher value is anticipated (Nunnally & Bernstein, 1994).

Table 4.4: Summary of composite reliability and Cronbach's alpha (α)

	Composite reliability	Cronbach's alpha (α)
Perceived behavioural control	0.838	0.761
Subjective norms	0.847	0.774
Perceived opportunity	0.842	0.745
Attitude	0.852	0.781
Prior knowledge	0.812	0.702

The study has chosen to show the results of both criterion; composite reliability and Cronbach's alpha (α) based on Hair et al. (2014). As such, composite reliability and Cronbach's alpha values for all reflective measurement models are presented in Table 4.4. As per the results have shown, all six items are above 0.70 that define as a critical level of composite reliability. All the variables have met the benchmarks in this study, though the composite reliability value for standardised estimates is 0.6 or higher will have a reasonable internal consistency (Lawson-Body & Limayem, 2004; Aubert et al., 1996). Consistently, the results show that all the variables are above 0.70 Cronbach's alpha. Based on these results, it is marked that values of composite reliability and Cronbach's alpha are above the expected value and exhibit solid internal consistency of reflective measurement models.

4.3.3.1.2 Assessment of indicators' reliability

Higher values of outer loadings are denoted as indicators' reliability (Hair et al., 2014). The authors continue that higher values of outer loadings for reflective constructs show that scale items have more commonality with basic latent variable captured by the scale items. As such, outer loadings values are expected to be above 0.70 and items with outer loadings

are between 0.40 and 0.70 are considered to be removed to lead to a higher composite reliability or considerable change in average variance extracted (AVE) of fundamental latent variable (Hulland, 1999); Hair et al., 2014). As such, the outer loading values of all reflective constructs are shown in Table 4.5. Study retains the indicators which are above 0.50 without modifying the original structure of measurement scale as their outer loading values are close to 0.60 (Bollen & Lennox, 1991; Hulland, 1999; Hair et al., 2014). Besides, the removal has no substantial effect on composite reliability or average variance extracted (AVE) of their original latent variables. Henceforth, it is determined that outer loadings of all reflective measurement models are of adequate value and explain their presence in the measurement scale.

Table 4.5: Summary of results of outer loadings

	Outer loadings		Outer loadings
PBC36	0.807	A12	0.627
PBC37	0.678	A13	0.720
PBC38	0.702	A14	0.680
PBC39	0.772	A15	0.848
PBC40	0.599	A9	0.770
SN43	0.875	PK29	0.802
SN45	0.771	PK31	0.694
SN46	0.679	PK32	0.700
SN49	0.716	PK33	0.680
PO17	0.770	VENTURE70	0.719
PO18	0.899	VENTURE72	0.746
PO21	0.586	VENTURE73	0.834
PO26	0.750	VENTURE74	0.802

4.3.3.1.3 Assessment of convergent validity (Average variance extracted)

Convergent validity is an extent to one reflective indicator positively associates with other items of the same scale (Hair et al., 2014). Convergent validity implies a set of indicators for one underlying latent construct that establishes through uni-dimensionality of items (Henseler et al., 2009). Average variance extracted (AVE) is a general measure of a construct's convergent validity. AVE describes the degree to which a reflective construct describes the variance of its indicators (Hair et al., 2014).

Table 4.6: Summary of average variance extracted (AVE)

	Average Variance Extracted (AVE)
Attitudes	0.537
Extrinsic	0.535
Intrinsic	0.628
Perceived behavioural control	0.512
Perceived opportunity	0.577
Prior Knowledge	0.520
Subjective norms	0.583
Venture	0.603

Likewise, the average variance extracted (AVE) is higher than 0.50 to establish convergent validity (Henseler et al., 2009; Hair et al., 2014). The AVE above the suggested 0.50 value indicates more than one-half of the variances observed in the items are accounted for (Lin & Wang, 2006). As per the results indicated in Table 4.6, AVE of this study ranged between 0.512 lowest to 0.628 highest. The lowest value of 0.512 reflects on perceived behavioural control and the highest value of 0.628 reflects intrinsic motivation factors.

4.3.3.1.4 Assessment of Discriminant Validity

Discriminant validity is an extent of a measurement scale item that is different from other items involved in the establishment of a reflective measurement model (Hair et al., 2014). Measurement scale items are exclusive, and they capture a dissimilar occurrence which does not signify by other item involved in the formation of the reflective measurement model. This study uses three criteria to evaluate discriminant validity; (1) Fornell-Larcker criterion, (2) Cross loading and (3) Heterotrait-Monotrait (HTMT) ratio analysis.

4.3.3.1.4.1 Fornell-Larcker Criterion

Fornell-Larcker criterion is a conventional approach to assess the discriminant validity of constructs that have reflective measurement models (Hair et al., 2014). The authors claim that it includes a comparison of the square root of Average Variance Extracted (AVE) values with the correlation values of other latent variables. The square root of Average Variance Extracted (AVE) is higher than the value of the highest correlation with any other construct (Chin, 2010; Hair et al., 2014). Fornell-Larcker criterion is used to ensure that construct shares more variance with its similar related reflective indicators as compared to another construct in the model (Hair et al., 2014). Fornell-Larcker criterion is to examine if the construct is highly connected to its similar reflective measurement items than with other constructs. The results are presented in Table 4.7. These results show that reflective constructs share more variance with its similar set of reflective indicators as compared to other constructs. Hence, the results show that the discriminant validity of reflective measurement models with Fornell-Larcker criterion is fulfilled.

Table 4.7: Summary of Fornell-Larcker criterion

	Attitudes	Extrinsic	Intrinsic	Perceived behavioural control	Perceived opportunity	Prior Knowledge	Subjective norms	Venture
Attitudes	0.733							
Extrinsic	0.754	0.732						
Intrinsic	0.674	0.504	0.793					
Perceived behavioural control	0.587	0.435	0.406	0.715				
Perceived opportunity	0.703	0.682	0.586	0.419	0.759			
Prior Knowledge	0.550	0.510	0.679	0.594	0.399	0.721		
Subjective norms	0.505	0.540	0.526	0.657	0.344	0.581	0.764	
Venture	0.548	0.537	0.436	0.664	0.392	0.707	0.636	0.777

4.3.3.1.4.2 Cross Loadings

Indicators have the highest loading on their fundamental latent construct as compared to other variables involved in the model in cross-loadings (Hair et al., 2014). Results of cross-loadings of all indicators in each construct are shown in Appendix 1. As per the results, all indicators (measurement scale items) have a higher loading on their corresponding fundamental latent construct, as a comparison to loading on other construct involved in the model. Henceforward, the results meet the cross-loadings assessment criteria and offer a reasonable indication for the discriminant validity of the reflective measurement models.

4.3.3.1.4.3 Heterotrait-Monotrait (HTMT) Ratio

Classical approaches (i.e. Fornell-Larcker criterion and cross-loadings) are not consistent to detect discriminant validity issue in modern study situations (Henseler et al., 2015). Consequently, the authors recommend a new technique, Heterotrait-Monotrait Ratio of Correlations based on Multitrait-Multimethod matrix. Additionally, the authors also propose that discriminant validity is recognised among both reflective constructs if Heterotrait-Monotrait (HTMT) value between two reflective constructs is below 0.90. Results of Heterotrait-Monotrait (HTMT) ratio is presented in Table 4.8.

Referring to Table 4.8, Heterotrait-Monotrait (HTMT) ratio values range between 0.479 lowest to 0.952 highest. Lowest two values, 0.479 and 0.497 reflect between perceived behavioural control and intrinsic motivation factors and between subjective norms and perceived opportunity respectively. The two highest value, 0.952 reflects between attitude and extrinsic motivation factors. Although two constructs are exceedingly correlated with a value close to 1.0, the criterion is questionable to specify a lack of discriminant validity; principally when (1) the loadings are similar and high or (2) the sample size is huge

(Henseler, Ringle, & Sarstedt, 2015). Given the fact that all the Heterotrait-Monotrait (HTMT) ratio values are in the adequate range, this study summarises that discriminant validity is recognised among all reflective constructs involved in the anticipated theoretical model.

Table 4.8: Summary of Heterotrait-Monotrait (HTMT) Ratio

	Attitudes	Extrinsic	Intrinsic	Perceived behavioural control	Perceived opportunity	Prior Knowledge	Subjective norms
Extrinsic	0.952						
Intrinsic	0.808	0.614					
Perceived behavioural control	0.757	0.589	0.479				
Perceived opportunity	0.923	0.864	0.717	0.666			
Prior Knowledge	0.722	0.642	0.801	0.753	0.576		
Subjective norms	0.605	0.679	0.580	0.775	0.497	0.733	
Venture	0.682	0.699	0.521	0.813	0.541	0.945	0.806

4.3.3.2 Assessment of formative measurement models

The assessment process for formative constructs is unlike reflective constructs (Chin, 2010; Henseler et al., 2009; Hair et al., 2014). All formative measurement models are expected to signify an independent reason for a fundamental latent variable, thus formative indicators do not have a high correlation among measurement scale items. Formative indicators capture all dimensions of their fundamental latent variable that is otherwise known as content validity (Hair et al., 2014). The study involves five formative constructs; attitude, perceived opportunity, prior knowledge, perceived behavioural control and subjective norms. Overall content validity and nomological validity for both formative constructs are completed over an extensive review of the literature (Hair et al., 2014).

4.3.3.2.1 Assessment of Convergent Validity

Convergent validity is an extent of a formative measurement scale, significantly correlates to the reflective measurement scale of the same constructs (Hair et al., 2014). This analysis is denoted as redundancy analysis (Chin, 1998). The author continues that the correlation value between $Y^{\text{formative}} \rightarrow Y^{\text{reflective}}$ should be 0.80 or higher to determine the convergent validity of formative constructs (Chin, 1998). Convergent validity is evaluated by examining the magnitude of path coefficient (correlation) between both formative constructs; i.e. $\text{Attitude}^{\text{formative}} \rightarrow \text{Attitude}^{\text{reflective}}$; $\text{perceived opportunity}^{\text{formative}} \rightarrow \text{perceived opportunity}^{\text{reflective}}$; $\text{prior knowledge}^{\text{formative}} \rightarrow \text{prior knowledge}^{\text{reflective}}$; $\text{perceived behavioural control}^{\text{formative}} \rightarrow \text{perceived behavioural control}^{\text{reflective}}$ and $\text{subjective norms}^{\text{formative}} \rightarrow \text{subjective norms}^{\text{reflective}}$ (Chin, 1998 & Hair et al., 2014). Results show that path coefficient values are higher than the inception of 0.80 that justifies the criteria (Chin, 1998). Thus, the five formative measurement models have an adequate degree of convergent validity.

4.3.3.2.2 Assessment of Collinearity Issues

Collinearity is the high correlation between indicators of formative measurement models (Hair et al., 2014). The authors state that formative measurement models are not likely to have a high correlation among scale items. Variance inflation factor (VIF) is a usual measure for collinearity evaluation. The VIF value is expected to be higher than 0.20 and lower than 5 (Hair et al., 2014) whereby a high (more than 5) VIF value shows possible collinearity issue. The results of the VIF for all (i.e. attitude, perceived opportunity, prior knowledge, perceived behavioural control and subjective norms) formative measurement models are presented in Table 4.9. The results show that all VIF values range between 1.317 (lowest) and 3.603 (highest) which justifies the evaluation criteria. Referring to these results, all the VIF values are below 5 for indicators in formative constructs. Henceforth, the results show that multicollinearity is not a problem for indicators in the formative constructs of this study.

Table 4.9: Summary of variance inflation factor (VIF), outer VIF values

	VIF		VIF
EX62	2.070	PK29	1.461
EX63	1.902	PK31	1.317
EX65	2.076	PK32	1.486
EX66	1.617	PK33	1.577
EX68	1.661	PO17	1.530
IN53	2.636	PO18	3.032
IN56	2.807	PO21	1.287
IN57	2.299	PO26	2.027
IN58	1.822	PT12	1.346
IN59	3.603	PT13	1.558
IN60	3.419	PT14	1.356
PBC36	2.408	PT15	2.172
PBC37	2.193	PT9	1.836
PBC38	1.666	VENTURE70	1.357
PBC39	1.629	VENTURE72	1.430
PBC40	1.325	VENTURE73	1.843
PC43	1.826	VENTURE74	1.757
PC45	1.532		
PC46	2.116		
PC49	2.182		

4.3.3.2.3 Assessment of Significance and Relevance of Formative Indicators

Outer weights are imperative standard to evaluate the significance of formative measurement models. Outer weights are measured as they indicate the comparative significance of indicators for fundamental latent construct (Chin, 1998). Besides, it is imperative to ensure that outer weights are considerably dissimilar from zero (Hair et al., 2014). The significance of a formative indicator is influenced by the extent of its outer weight, while the importance of formative indicators is influenced by evaluating t-values which are resulting by bootstrapping routine. This study uses the rule of t-value > 1.96 and $p < 0.05$ to analyse importance level of indicators' outer weights. A list of outer weights of formative indicators is reflected in Appendix 2. A bootstrapping routine is used to measure the significance level of these outer weights (Hair et al., 2014). The outcomes of the bootstrapping routine to analyse t-values are shown in Appendix 3.

Referring to Appendix 2 and 3, perceived behavioural control is mainly explained by PBC39 and PBC40 with highest outer weights of 0.321 and 0.345 respectively. PBC40 has a noteworthy and positive outer weight of 0.345, t-value of 12.013 and $p < 0.01$. Likewise, PBC39 has a significant and positive outer weight of 0.321, t-value of 11.494 and $p < 0.01$. Nonetheless, PBC35 has the lowest outer weight of 0.2348, t-value of 7.894 and $p < 0.01$. It is crucial to recognise that the lowest outer weight value is significant at $p < 0.01$ level.

Correspondingly, subjective norms are primarily clarified by SN43 and SN45 with the outer weight of 0.445 and 0.383 respectively. SN43 has a significant and positive outer weight of 0.445, t-value of 17.340, as well as SN45, has a noteworthy and positive outer weight of 0.383, t-value of 14.401. Both are significant at $p < 0.01$. Yet, SN46 has the lowest significant and positive outer weight of 0.220, t-value 7.166 and $p < 0.01$.

Correspondingly, attitude is primarily clarified by ATT9 and ATT15 with the outer weight of 0.297 and 0.316 respectively. ATT9 has a noteworthy and positive outer weight of 0.297, t-value of 18.674, as well as ATT15, has a noteworthy and positive outer weight of 0.316, t-value of 18.387. Both are significant at $p < 0.01$. Nevertheless, ATT13 has the lowest noteworthy and positive outer weight of 0.231, t-value 9.549 and $p < 0.01$.

Consistently, prior knowledge is mostly described by PK29 and PK31 with outer weights of 0.484 and 0.370 separately. PK29 has a significant and positive outer weight of 0.484 and t-value 17.342. PK31 has a significant and positive outer weight of 0.370 and t-value of 11.074. Both are noteworthy at $p < 0.01$. Still, PK33 has the lowest outer weight of 0.227, t-value 5.973 and $p < 0.01$.

Lastly, the perceived opportunity is mostly described by PO17 and PO26 with outer weights of 0.393 and 0.318 distinctly. PO17 has a noteworthy and positive outer weight of 0.393 and t-value 13.028. PO26 has a noteworthy and positive outer weight of 0.318 and t-value of 20.687. Both are significant at $p < 0.01$. However, PO21 has the lowest outer weight of 0.304, t-value 13.516 and $p < 0.01$. It is shown that these indicators of formative measurement models have met the criteria to form relevance and significance. Suitability of formative constructs is recognised, and overall measurement of formative measurement models show adequate results to continue with the assessment of the structural model.

4.3.3.3 Assessment of Structural Model

Results of measurement model assessment have confirmed that all reflective and formative measurement models are consistent and usable. Assessment of structural model (inner model) includes the assessment of predictive capabilities and significance of relationships

(path coefficients) between constructs in the structural model. Structural model in this study is assessed by measurements of collinearity issue, analysing the path and strength of path coefficients (beta values), significance of path coefficients through bootstrapping, R^2 value of endogenous latent variables, value of effect size (f^2), Stone-Geisser's Q^2 value to assess predictive relevance of structural model and value of effect size (q^2) (Henseler et al., 2009; Hair et al., 2014).

4.3.3.3.1 Collinearity Assessment (inner model)

Collinearity is the high correlation between the constructs of a model (Hair et al., 2014). The variance inflation factor (VIF) is a typical measure for collinearity assessment. According to the authors, the VIF value should be higher than 0.20 and lower than 5, while a more than 5 VIF value shows possible collinearity issue. In this study, the results of VIF for all constructs of structural models (inner model) are shown in Table 4.10. The results show that all the VIF values range between 1.846 (lowest) and 4.155 (highest) which justify the measurement criteria of below 5.

Table 4.10: Summary of VIF of structural models (inner model)

	Extrinsic	Intrinsic	Venture
Extrinsic			3.437
Intrinsic			3.308
Attitudes	2.665	2.665	4.155
Perceived behavioural control	2.205	2.205	2.771
Perceived opportunity	1.980	1.980	2.615
Prior Knowledge	1.846	1.846	2.674
Subjective norms	1.979	1.979	2.525

4.3.3.3.2 Path Coefficients

Path coefficients estimate path relationships between latent exogenous and endogenous variables in a structural model. Path coefficient values are comparable to the standardized beta (β) resulting from the regression analysis (Hair et al., 2014). Each path coefficient value signifies a hypothesis which is based on the relationship among two latent variables involved in the anticipated hypothetical model (Chin, 1998). Path coefficient values range between -1 and +1, a value closer to +1 signifies a positive and solid relationship (vice versa for negative sign values).

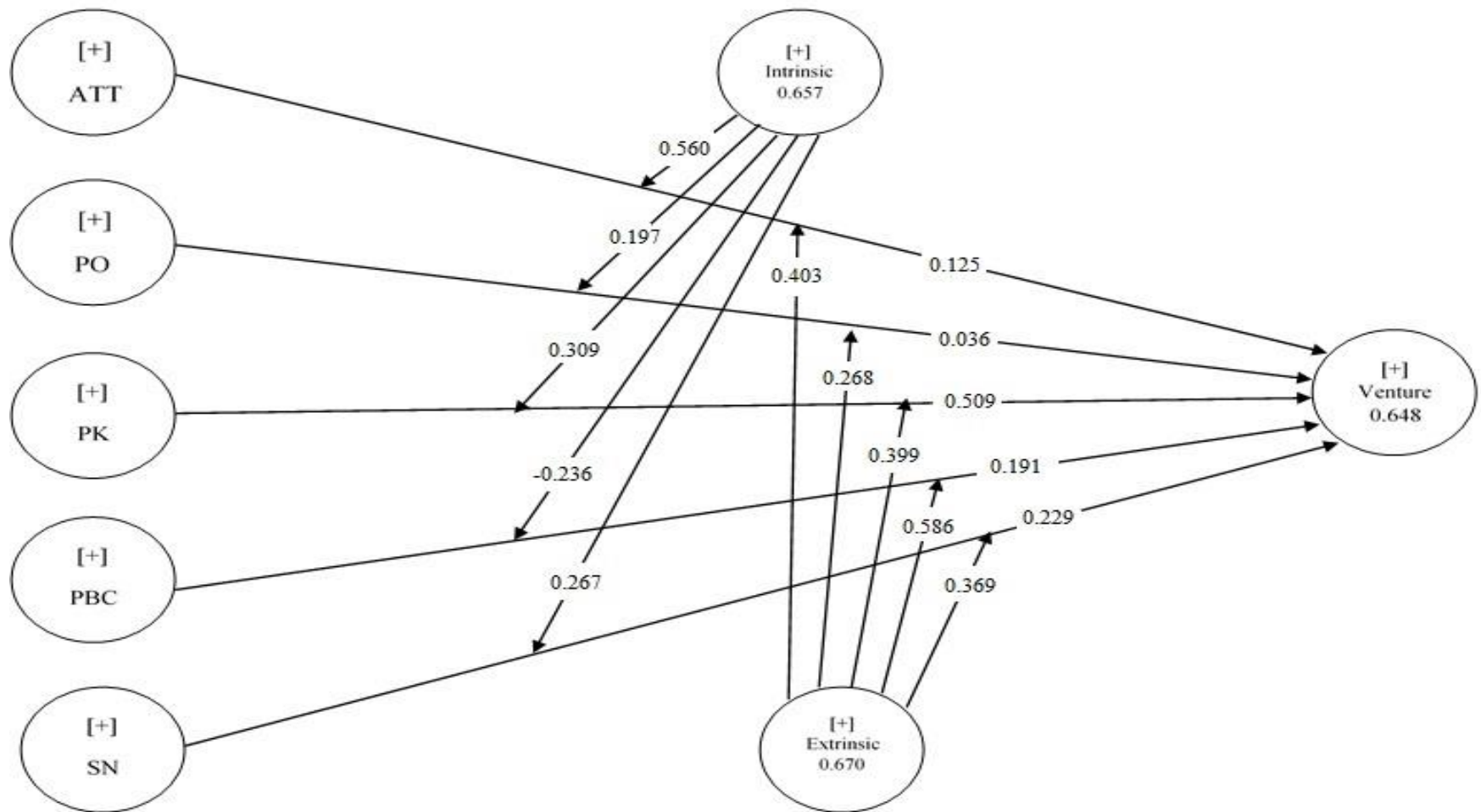


Figure 4.2: Findings of structural model

Note: $p < 0.5$ and $p < 0.01$

Note: PO= Perceived opportunity, PK= Prior knowledge, PBC= Perceived behavioural control, SN= Subjective norms, Intrinsic= Intrinsic motivation, Extrinsic= Extrinsic motivation, Venture= Venture in mobile phone stores

Table 4.11: Summary of path coefficients

	Extrinsic	Intrinsic	Venture
Extrinsic			0.080
Intrinsic			-0.254
Attitudes	0.470	0.333	0.125
Perceived behavioural control	-0.206	-0.291	0.191
Perceived opportunity	0.306	0.219	0.036
Prior Knowledge	0.088	0.462	0.509
Subjective norms	0.281	0.206	0.229

Summary of path coefficients results is presented in Figure 4.2 and Table 4.11. The outcomes indicate that path coefficient values range between -0.206 and 0.509. The highest path coefficient values are between prior knowledge and venture in mobile phone stores ($\beta = 0.509$) and between attitude and extrinsic motivation factors ($\beta = 0.470$). Nonetheless, lowest path coefficient values are intrinsic motivation factors to venture in mobile phone stores ($\beta = -0.254$) and between perceived behavioural control and extrinsic motivation factors ($\beta = -0.206$). There is a visible variance in scale and strength of relationship among constructs of the structural model. Path coefficient values are more significant after measurement of its significance and relevance (Henseler et al., 2009; Hair et al., 2014). However, high path coefficients might suggest that there is a high degree of multicollinearity in the data.

4.3.3.3.3 Significance and Relevance of Path Coefficients (Bootstrapping)

4.3.3.3.3.1 Significance of path coefficients (t-value)

It depends on the t-values if a path coefficient value is considerably unlike from either zero (Hair et al., 2014). The t-statistics values are calculated through bootstrapping routine that based on a re-sampling method in SmartPLS software. In this study, t-values for path coefficients are attained through the re-sampling method of bootstrapping routine. This study involves 1000 samples for bootstrapping routine it uses the rule of $t\text{-value} > 1.96$ and $p < 0.05$ to analyse the significance level of path coefficients. This study has reported confidence intervals along with t-values (Tenenhaus et al., 2005). The t-values and confidence intervals for path coefficients are shown in Table 4.12.

Table 4.12: Summary of path coefficients (t-values)

	T Statistics (O/STDEV)	P Values
Extrinsic -> Venture	1.093	0.275
Intrinsic -> Venture	3.994	0.000
Attitudes -> Extrinsic	11.035	0.000
Attitudes -> Intrinsic	5.797	0.000
Attitudes -> Venture	1.635	0.102
Perceived behavioural control -> Extrinsic	4.240	0.000
Perceived behavioural control -> Intrinsic	5.310	0.000
Perceived behavioural control -> Venture	2.151	0.032
Perceived opportunity -> Extrinsic	6.683	0.000
Perceived opportunity -> Intrinsic	4.196	0.000
Perceived opportunity -> Venture	0.661	0.509
Prior Knowledge -> Extrinsic	1.457	0.146
Prior Knowledge -> Intrinsic	8.156	0.000
Prior Knowledge -> Venture	7.358	0.000
Subjective norms -> Extrinsic	4.324	0.000
Subjective norms -> Intrinsic	4.703	0.000
Subjective norms -> Venture	3.557	0.000

The results show that t-values for this study range between 0.661 and 11.035. The highest t-values are between attitude and extrinsic motivation factors (t-value = 11.035; $p < 0.01$) with a confidence interval of 0.95per cent and between prior knowledge and intrinsic factors (t-value = 8.156; $p < 0.01$). However, lowest t-values are between perceived opportunity to venture in mobile phone stores (t-value = 0.661; $p > 0.05$) and between

extrinsic motivation factors to venture in mobile phone stores ($t\text{-value} = 1.093$; $p > 0.05$). Overall, the examination of t -values determines that majority of path coefficient values are significant at $p < 0.01$ and $p < 0.05$. The results propose that conceptual model in this study show a substantial clarifying significance level.

4.3.3.3.2 Relevance of Path Coefficients (Total effect size)

A path coefficient value may be substantial, but its total effect size may be insignificant that it does not acknowledge managerial attention (Hair et al., 2014). Hence, a complete evaluation of the comparative significance of path coefficients is vital to complete an assessment of a structural model. The practice of total effect size values is resulting through the sum of direct effect and indirect effect (Hair et al., 2014).

Table 4.13: Specific indirect effects

	T Statistics (O/STDEV)	P Values
Attitudes → Extrinsic → Venture	1.074	0.283
Perceived behavioural control → Extrinsic → Venture	1.048	0.295
Perceived opportunity → Extrinsic → Venture	1.111	0.267
Prior Knowledge → Extrinsic → Venture	0.682	0.496
Subjective norms → Extrinsic → Venture	1.093	0.275
Attitudes → Intrinsic → Venture	2.697	0.007
Perceived behavioural control → Intrinsic → Venture	4.051	0.000
Perceived opportunity → Intrinsic → Venture	4.401	0.000
Prior Knowledge → Intrinsic → Venture	4.318	0.000
Subjective norms → Intrinsic → Venture	3.139	0.002

Note: * $P < 0.01$

From the table above (Table 4.13), the relation between perceived opportunity → intrinsic → venture has highest effect value of t-value= 4.401, followed by prior knowledge → intrinsic → venture with a total effect value of t value= 4.318. Yet, the relationship between prior knowledge → extrinsic → venture has the lowest effect value of t value= 0.682 which shows a weak relevance of prior knowledge to explain venture in mobile phone stores. Additionally, to measure the significance of total effect values, a bootstrapping routine is used with 1000 samples.

4.3.3.3.3 Coefficients of Determination (R^2 Value)

The coefficient of determination (R^2 value) is a criterion to measure the predictive accuracy of the structural model (Hair et al., 2014). The R^2 values resulting from PLS-SEM analysis interpret in a similar way to those which are attained from multiple regression analysis. R^2 values show the degree of latent exogenous (independent) variables to clarify the variation in their latent endogenous (dependent) variables (Chin, 2010). The outcomes of R^2 values range from 0 to 1 and a higher R^2 value shows a higher level of predictive accuracy. According to Moore, Notz & Flinger (2013), the high R^2 value is largely considered as strong effect size. However, a model based on R^2 value is not a good approach (Hair et al., 2014) due to the fact that R^2 value has a tendency to increase by adding additional non-significant exogenous constructs. For instance, the extra arrows pointing toward a target variable will increase the R^2 value. The structural model is expected to be narrow to clarify data with high R^2 value by using the least possible exogenous constructs (Hair et al., 2014).

Table 4.14: Summary of R^2

	R Square
Intrinsic	0.657
Extrinsic	0.670
Venture	0.648

The list of R^2 values for all constructs is shown in Table 4.14. The outcomes indicate that all R^2 values range between 0.648 and 0.670 and significant at $p < 0.05$ that indicates an acceptable fit of the model to the data. Highest R^2 value 0.670 and close to high R^2 value 0.657 belong to extrinsic motivation factor and intrinsic motivation factors

correspondingly. It recommends that model mainly clarifies the variation of these two constructs. The lowest R^2 value of 0.648 reflects on a venture in mobile phone stores that gives a modest clarification of variation. These results of R^2 values specify that the proposed conceptual model has acceptable clarifying significance.

4.3.3.3.4 Analysis of Effect Size and Predictive Relevance

4.3.3.3.4.1 Effect size f^2

Change in R^2 value when a precise exogenous variable is absent from the structural model can be used to evaluate the impact of the absent variable on the endogenous variables (Henseler et al., 2009; Hair et al., 2014). This condition is denoted as effect size f^2 ; where $f^2 = (R^2_{\text{included}} - R^2_{\text{excluded}}) / (1 - R^2_{\text{included}})$.

Table 4.15: Summary of effect size (f^2)

	Extrinsic	Intrinsic	Venture
Extrinsic			0.005
Intrinsic			0.055
Perceived behavioural control	0.058	0.112	0.037
Subjective norms	0.121	0.062	0.059
Perceived opportunity	0.143	0.071	0.001
Attitude	0.251	0.121	0.011
Prior Knowledge	0.013	0.338	0.275

As per results of effect size f^2 values in Table 4.15 for a venture into mobile phone stores are between 0.001 and 0.338. Highest values of effect size f^2 are 0.338 and 0.275 which reflected on prior knowledge towards intrinsic factor (prior knowledge $\rightarrow$ intrinsic factor, 0.338) and prior knowledge (prior knowledge $\rightarrow$ venture in mobile phone stores, 0.275).

On the other hand, lowest values of effect size f^2 for the venture in mobile phone stores are 0.001 and 0.005 which reflected perceived opportunity to venture in mobile phone stores (perceived opportunity $\rightarrow$ venture, 0.001) and extrinsic motivation factors towards venture in mobile phone stores (extrinsic motivation factors $\rightarrow$ venture 0.005). Therefore, based on the results above, it is obvious that prior knowledge is contributing to the biggest effect size f^2 values. It is also reflected that perceived opportunity is lowest in terms of effect size f^2 values towards its endogenous variable.

4.3.3.3.4.2 Predictive Relevance (blindfolding for Q^2)

An imperative feature of PLS-SEM is its predictive accuracy that measures the reproduction of latent endogenous constructs using a non-parametric method (Henseler et al., 2009; Chin, 2010; Hair et al., 2014). Predictive relevance is assessed through Stone-Geisser's Q^2 test (Geisser, 1974; Stone, 1974). The Q^2 values are resulting through blindfolding process that is available in PLS software. Blindfolding procedure is only relevant to the endogenous constructs that consist of reflective measurement models (Hair et al., 2014). In SmartPLS blindfolding process, Q^2 value with two unlike approaches; (1) cross-validated redundancy and (2) cross-validated communality. Cross-validated redundancy method forms on the assessments of both structural and measurement models meanwhile cross-validated communality forms on the construct scores of target endogenous variable without linking the structural model (Hair et al., 2014).

Table 4.16: Construct cross-validated redundancy

	SSO	SSE	Q ² (=1-SSE/SSO)
Attitudes	1,450.000	1,450.000	-
Extrinsic	1,450.000	964.192	0.335
Intrinsic	1,740.000	1,068.296	0.386
Perceived behavioural control	1,450.000	1,450.000	-
Perceived opportunity	1,160.000	1,160.000	-
Prior Knowledge	1,160.000	1,160.000	-
Subjective norms	1,160.000	1,160.000	-
Venture	1,160.000	733.465	0.368

If a Q² value is bigger than zero, it recommends that latent exogenous constructs in the structural model have predictive relevance for latent endogenous constructs (Chin, 2010; Hair et al., 2014). An omission distance (D) of seven is used to complete a blindfolding procedure (Ringle et al., 2005; Hair et al., 2014). Referring to Table 4.16, all Q² values are bigger than zero. The highest predictive relevance in the structural model is attained by intrinsic motivation factor with a Q² value of 0.386, followed by a venture in mobile phone stores with a Q² value of 0.368. The lowest Q² value of 0.335 is attained by extrinsic motivation factors. The Q² values support the fundamental assumption that all latent fundamental endogenous constructs in this study have robust predictive relevance. Henceforth, total predictive relevance for the whole proposed structural model is accomplished.

4.3.3.3.4.3 Effect Size (q^2)

Likewise, f^2 effect size method is used to measure R^2 values. The comparative impact of predictive relevance is calculated by q^2 effect size. The change in Q^2 value when an exact exogenous variable is absent in the structural model can be used to assess the influence on predictive relevance of the absent variable on the endogenous variables. This approach is known to as q^2 effect size. Findings of q^2 effect size are presented in Table 4.17. The q^2 effect size is calculated by using the empirical formula (Henseler et al., 2009); Hair et al., 2014),

$$q^2 = \frac{(Q^2_{\text{included}} - Q^2_{\text{excluded}})}{(1 - Q^2_{\text{included}})}$$

Table 4.17: Calculation of Effect Size (q^2)

	Q^2 included	Q^2 excluded	$q^2 = \frac{(Q^2_{\text{included}} - Q^2_{\text{excluded}})}{(1 - Q^2_{\text{included}})}$
q^2 ATT $\rightarrow$ venture	0.368	0.365	0.0005
q^2 PBC $\rightarrow$ venture	0.368	0.360	0.0127
q^2 SN $\rightarrow$ venture	0.368	0.359	0.0142
q^2 PK $\rightarrow$ venture	0.368	0.311	0.0902
q^2 PO $\rightarrow$ venture	0.368	0.368	0.0000
q^2 EXT $\rightarrow$ venture	0.368	0.375	-0.0111
q^2 INT $\rightarrow$ venture	0.368	0.360	0.0126

Note: ATT = attitude; PBC = perceived behavioural control; SM = subjective norms; PK = prior knowledge; PO = perceived opportunity; EXT = extrinsic motivation factors; INT = intrinsic motivation factors

These findings reveal that prior knowledge and subjective norms have a high predictive relevance of 0.0902 and 0.0142 correspondingly for business venturing in mobile phone stores. However, extrinsic motivation factors and perceived opportunity have the lowest predictive relevance values of -0.0011 and 0.0000 correspondingly for business venturing in mobile phone stores. It is obvious that prior knowledge and subjective norms have the highest predictive relevance for entrepreneurial behaviour. Based on the complete analysis of measurement models and structural model, both models (i.e. measurement model and structural model) validate significant outcomes and reasonable to proceed to the next segment.

4.3.3.3.4.4 Goodness of Fit (GoF) and Absolute Model Fit Indices

PLS does not produce complete Goodness of Fit (GoF) indices and R^2 value is measured as the key method to assess the descriptive power of the model (Wasko & Faraj, 2005). Nevertheless, the Goodness of Fit (GoF) index for PLS-SEM is used to measure the model fit (Tenenhaus et al., 2005). The Goodness of Fit (GoF) is assessed by using the geometric mean of the average communality score (AVE value) and the average R^2 values (for endogenous constructs) and is computed using the equation, $(GoF = \sqrt{(AVE \times R^2)})$. Though there is no cut off values for Goodness of Fit (GoF) index (Tenenhaus et al., 2005), the following cut off values to evaluate the results of the GoF analysis: $GoF_{small} = 0.1$; $GoF_{medium} = 0.25$; $GoF_{large} = 0.36$ (Wetzels et al., 2009). A good model fit demonstrates a parsimonious and credible model (Henseler et al., 2016).

Table 4.18: Goodness of fit (GoF) index

	AVE	R ²
Attitudes	0.537	-
Extrinsic	0.535	0.670
Intrinsic	0.6288	0.657
Perceived behavioural control	0.512	-
Perceived opportunity	0.577	
Prior Knowledge	0.520	
Subjective norms	0.583	
Venture	0.603	0.648
Average Scores	0.5619	0.6583
AVE * R ²	0.3699	
GoF = $\sqrt{(AVE \times R^2)}$	0.6082	

GoF index is calculated for the model in this study is shown in Table 4.18. The conceptual model used in this study produced a Goodness of Fit (GoF) index value of 0.6082 that specifies a very good (GoF_{large}) model fit. The standardized root means square residual (SRMR) value is measured for this study along with traditional Goodness of Fit (GoF) index (Henseler et al., 2016). Values for the SRMR range from zero to 1 with well-fitting models by attaining values less than 0.05 (Byrne, 1998; Diamantopoulos & Siguaw, 2000). An SRMR of 0 indicates perfect fit but SRMR will be lesser when there is a big number of parameters in the model and the models based on bigger sample sizes. However, values as high as 0.08 are considered adequate (Hu & Bentler, 1999). The model involved in this study produced a standardized root mean square residual (SRMR) value of 0.166 which is slightly above the acceptable range. Thus, based on the Goodness of Fit (GoF) index value,

0.6082 and standardized root mean square residual (SRMR) value, 0.173 the model this study has a good fit.

4.3.4 Results of hypotheses testing

Outcomes from analysis of assessment and structural models recommend that the proposed theoretical model is fit to continue with hypothesis testing. Table 4.19 elaborates results resulting from the empirical results by analysing each hypothesis.

Table 4.19: The summary of the hypotheses and test results

	Hypotheses	Model (Relationship)	β	t-value	p-value	Decision
H1	Attitude will be positively associated with the venture in mobile phone stores.	ATT $\rightarrow$ venture	0.125	11.035	0.000	Supported
H2	A perceived opportunity will be positively associated with the venture in mobile phone stores.	PO $\rightarrow$ venture	0.036	0.661	0.000	Not Supported
H3	Prior knowledge will be positively associated with the venture in mobile phone stores.	PK $\rightarrow$ venture	0.509	7.358	0.000	Supported
H4	Perceived behavioural control will be positively associated with the venture in mobile phone stores.	PBC $\rightarrow$ venture	0.191	2.151	0.000	Supported
H5	Subjective norms will be positively associated with the venture in mobile phone stores.	SN $\rightarrow$ venture	0.229	3.557	0.000	Supported
H6	Intrinsic factors will moderate the relationship between attitude and venture in mobile phone stores.	ATT* INT $\rightarrow$ venture	0.560	2.207	0.000	Supported
H7	Intrinsic factors will moderate the relationship between perceived opportunity and venture in mobile phone stores.	PO*INT $\rightarrow$ venture	0.197	3.702	0.000	Supported

Table 4.19 continued

	Hypotheses	Model (Relationship)	β	t-value	p- value	Decision
H8	Intrinsic factors will moderate the relationship between prior knowledge and venture in mobile phone stores.	PK*INT → venture	0.309	4.818	0.000	Supported
H9	Intrinsic factors will moderate the relationship between perceived behavioural control and venture in mobile phone stores.	PBC*INT → venture	-0.236	4.082	0.000	Supported
H10	Intrinsic factors will moderate the relationship between subjective norms and venture in mobile phone stores.	SN*INT → venture	0.267	1.232	0.000	Not Supported
H11	Extrinsic factors will moderate the relationship between attitude and venture in mobile phone stores.	ATT*EXT → venture	0.403	2.763	0.000	Supported
H12	Extrinsic factors will moderate the relationship between perceived opportunity and venture in mobile phone stores.	PO*EXT → venture	0.268	7.477	0.000	Supported

Table 4.19 continued

	Hypotheses	Model (Relationship)	β	t-value	p-value	Decision
H13	Extrinsic factors will moderate the relationship between prior knowledge and venture in mobile phone stores.	PK*EXT → venture	0.399	2.007	0.000	Supported
H14	Extrinsic factors will moderate the relationship between perceived behavioural control and venture in mobile phone stores.	PBC*EXT → venture	0.586	1.154	0.000	Not Supported
H15	Extrinsic factors will moderate the relationship between subjective norms and venture in mobile phone stores.	SN*EXT → venture	0.369	1.068	0.000	Not Supported

4.4 Summary

This chapter provides a comprehensive explanation and analysis of the outcomes drawn from this thesis. This chapter starts from the discussion of data collection procedure includes findings from semi-structured interviews drawn from Sarawak state referring to two major themes; motivation and perception. Findings conclude that entrepreneurs venturing in mobile phone stores are mainly due to individual factors than external factors. Entrepreneurs expect to yield similar or higher income when they choose to venture in business such as mobile phone stores. It gives the sense of achievement, flexibility and freedom rather than work for people. Business venturing may not necessarily be starting big, yet, smaller businesses contribute to economic growth; such as job creation to curb unemployment.

This chapter later discussed the data collection procedure followed by a demographic background of the chosen sample participants. After the discussion of imperative demographic characteristics, this chapter justifies the analysis of data with a variance-based structural equation modelling (PLS-SEM) approach. The aim to conduct reliability and validity tests is to validate the model has the goodness of fit and it is appropriate to clarify the entrepreneurial behaviour of entrepreneurs. Besides, the predictive power of the model and effect size values also indicated the remarkably high predictive power of the proposed conceptual model.

The rational relation and justification behind proposed constructs are established by the effect size of predicting variables on potential entrepreneurial activities. Supplementary, a proposed conceptual model is confirmed through the Goodness of Fit (GoF) index

validates the closeness of this study. This study records that individual factors are important in determining entrepreneurial activities. Consequently, this chapter implies that the outcomes drawn from this study are now authenticated and confirmed through demanding statistical analysis.

CHAPTER 5

DISCUSSION

5.1 Introduction

This chapter gives a broad-spectrum idea of the significance of the study results and findings, together with its rationalisation. In this chapter, the discussion will foremost highlight past study on entrepreneurship in micro and small businesses and the determinants of business venturing in mobile phone stores as well as the moderating factors of intrinsic and extrinsic motivation factors. The discussion observes the extent to which constructs of the venture in mobile phone stores forecast by attitude, subjective norms, perceived behavioural control, prior knowledge and perceived opportunity as hypothesised and consequently to consider the extent of intrinsic and extrinsic motivation factors have moderated the independent-dependent variables. For a better understanding of underlying issues which appear from qualitative findings, the outcomes of the quantitative results were used to build extra light on the study.

5.2 Findings of hypotheses results and interpretations

Previous studies have considered the extent to which attitude, subjective norms, perceived behavioural control, prior knowledge and perceived opportunity have influenced entrepreneurship (Ajzen, 1991; 2002; Krueger, Reilly & Carsrud, 2000; Shane, 2003; Alvarez & Barney, 2007; Barringer, 2010; Alvarez, Barney & Young, 2010). However, there are no studies that investigate the determinants of business venturing in mobile phone stores. The aim of this study is to fill the gap in the literature by exploring the extent in constructs of venture in mobile phone stores anticipated by attitude, subjective norms, perceived behavioural control, prior knowledge and perceived opportunity as well as to

consider the extent of intrinsic and extrinsic motivation factors have moderated the independent-dependent variables.

A structural equation modelling is used to assess the hypotheses proposed in this study to recognize the structural relationship between dependent, independent and moderating constructs. Fifteen of the proposed relationships within all the hypotheses are either strongly or moderately supported based on the result of the final structure model. The hypotheses generate a significant level of the critical ratio (t-value) and standardized coefficient scores. The empirical results confirm that attitude, subjective norms, perceived behavioural control, and prior knowledge have an optimistic and significant result on business venturing in mobile phone stores respectively. These findings validate the idea of attitude, subjective norms, perceived behavioural control (Azjen, 1991) and prior knowledge (Alvarez & Barney, 2007) positively determine the decision to entrepreneurial activities.

5.2.1 Individual factors influences the venture in mobile phone stores

Attitude (H1), prior knowledge (H3) perceived behavioural control (H4), subjective norms (H5) is positively and significantly influences the venture in mobile phone stores.

The path coefficient value from attitude → venture is $\beta = 0.125$; $t\text{-value} = 11.035$; $p < 0.05$) that prove a strong, significant and positive relationship. These results are derived based on empirical analysis of the hypothesized path between attitude → venture in mobile phone store (H1). According to Shane (2003), the psychological factors impact the possibility that people take part in new venture opportunities (cited in Kaburi et al., 2012). This study endorses that attitude determines the venture in business by exploiting venture opportunities. The findings from this thesis confirm attitude is a better predictor to behaviour (Sheeran, Norman & Orbell, 1999). Similarly, a positive attitude during difficult circumstances or situations (Ayala & Manzano, 2014) faced by entrepreneurs will be a great influence in business venturing. Uniquely, this study observes that individuals are expected to have a positive attitude towards entrepreneurship especially in micro and small enterprises. As such, these entrepreneurs are more assertive (perceived behavioural control) towards entrepreneurial activities. Positive attitude and high self- confidence allow entrepreneurs to engage more in entrepreneurial activities such as involving in events and networking session as well as to look for prospective investors for their businesses.

The path coefficient value from prior knowledge → venture is $\beta = 0.509$; $t\text{-value} = 7.358$; $p < 0.05$) that prove a strong, significant and positive relationship. The results are derived based on empirical analysis of the hypothesized path between prior knowledge → venture in mobile phone store (H3). Prior knowledge offers entrepreneurs more aptitude to distinguish opportunities from the information they obtain (Shane & Venkatarman, 2000). Prior knowledge may be accrued over pragmatic learning; intentional or unintentional

knowledge which derives from both direct experience and remote learning and/or over second-hand experience. Correspondingly, entrepreneurs with prior knowledge generate business ideas in the same industry. In this study, it is observed that the findings validate improved knowledge in an area helps individuals to obtain imperative advantages. Many entrepreneurs from the quantitative study are educated and they have better knowledge in terms of entrepreneurship and business venturing. This helps them to recognize business opportunities and have proper skills to communicate during the networking session. Potentially, entrepreneurs are able to distinguish or spot a market niche that is underserved that may provide insights into new opportunities in businesses.

The path coefficient value from subjective norms $\rightarrow$ venture is $\beta = 0.229$; $t\text{-value} = 3.557$; $p < 0.05$) that prove a strong, significant and positive relationship. These results are derived based on experiential analysis of the hypothesized path between subjective norms $\rightarrow$ venture in mobile phone store (H5). According to Grandón, Nasco & Mykytyn (2011), subjective norms are perceived social pressure which potentially faced by entrepreneurs. The results of this study supported the hypothesis of subjective norms influence the venture in mobile phone stores. Moreover, the results have confirmed Ajzen's (2002) statement that the considerations of subjective norms include normative expectations and motivation. In predicting entrepreneurial intention, the combination of beliefs and motivation as subjective norms are observed as a significant predictor in past study, comparable results in this study. The empirical results of this study supported the study from Kautonen, Gederen & Fink (2015) that subjective norms play an interaction effect in predicting entrepreneurial intentions, similarly, this is study, subjective norms suggestively influence the venture in mobile phone stores.

The path coefficient value from perceived behavioural control $\rightarrow$ venture is $\beta = 0.191$; t -value = 2.151; $p < 0.05$) that prove a strong, significant and positive relationship. These results are derived based on experiential analysis of the hypothesized path between perceived behavioural control $\rightarrow$ venture in mobile phone store (H4). Exclusively, this study observes that individuals with higher education background are more possibly to be entrepreneurs as they are more self-reliant (perceived behavioural control) towards entrepreneurial activities. In this study, the findings confirm that the purpose on the following behaviour in the business start-up, by considering the stages to start a business in a distinct period (i.e. a year) consequently act over that period (Kautonen, Gelderen & Fink, 2015). As a result, the findings in this study validate the statement of entrepreneurship and perceived behavioural control are likely to be positively connected (Küttim, KallasteVenesaar & Kiis, 2014). Self-confidence is in a mould of perceived behavioural control to perform entrepreneurial tasks and form intentions in creating new businesses.

5.2.2 Individual factor do not influence the venture in mobile phone stores

Perceived opportunity is not positively and significantly influencing the venture in mobile phone stores. (H2)

The path coefficient value from perceived opportunity → venture is $\beta = 0.036$; $t\text{-value} = 0.661$; $p < 0.05$) that prove an insignificant relationship between the two variables. These results are derived based on empirical analysis of hypothesized path between perceived opportunity → venture in mobile phone store (H2). Perception of entrepreneurial opportunities seems to be a dominant motivating determinant that prompts entrepreneurship (Stuetzer et al., 2014). However, in this study, it is observed that a perceived opportunity does not lead to business venturing in mobile phone stores. It does not validate that tangible opportunities arise when there is a gap between market needs and means to fulfil those needs (Renko, Shrader & Simon, 2012). Empirical findings of this study recommend that perceived opportunity has a very weak and insignificant influence on a venture in mobile phone stores. Outcomes of this study are conflicting to the results of Renko, Shrader and Simon (2012) and it is streamlined that entrepreneurs perceived less opportunity when there is no opportunity.

5.2.3 Intrinsic factors moderate the relationship between individual factors and venture in mobile phone stores

Intrinsic factors moderate the relationship between attitude (H6), perceived opportunity (H7), prior knowledge (H8), perceived behavioural control (H9) and venture in mobile phone stores.

In order to assess the moderating effect, the influence of predictor on the independent variable has the direct impact of the moderating variable on the dependent variable. In this study, the estimated standardized t-values of 2.207, 3.702, 4.818, and 4.082 for the interaction constructs, that is significant at $p < 0.05$ ($t > 1.96$). The outcomes depict that the size of the moderating effect is small ($f^2 = 0.02$) (Cohen 1988) as well as the resulting beta changes are significant ($\beta = 0.560, 0.197, 0.309$ and -0.267). Consequently, hypotheses H6, H7, H8 and H9 are supported; intrinsic motivation factors would positively moderate the relationship between four independent factors (attitude, perceived opportunity, prior knowledge, perceived behavioural control) and venture in a mobile phone store.

The intrinsic motivation factors increase the impact of attitude, perceived opportunity, prior knowledge and perceived behavioural control to venture in mobile phone stores. Significantly, these variables are moderated by intrinsic motivation factors due to their potential effects of flexibility, personal achievement and self- satisfaction in venture into businesses. The most important implication is entrepreneurs are able to uphold an unaffected relationship between the individual's decision and venture in mobile phone stores; taking into the account that different factors in their decision making in ventures. Past studies indicate that attitude may have the influence of business development over time (Cope, Kempster & Parry, 2011) whereby individuals are taking an optimistic attitude towards entrepreneurship (Fuad, Bohari, & Hin, 2011).

Though it shows that there may be a direct relationship, it is crucial to take intrinsic motivation factors (i.e. flexibility, achievement, self-satisfaction) into consideration. Three independent variables are significant (attitude, perceived opportunity, prior knowledge and perceived behavioural control) that depict significant interaction effects of intrinsic motivation factors. The findings supported Mazzarol, Volery, Doss & Thein (1999) that claim the vital to the procedure is the founding individual. The authors continue indicating that determinants such as the need for achievement (McClland, 1961), risk-taking propensity, locus of control, tolerance of ambiguity (Schere, 1982) and longing for personal control (Greenberger & Sexton, 1988) are possible traits associated with entrepreneurial behaviour. Intrinsic motivation factors act as an interaction variable between the independent variables (attitude, perceived behavioural control, prior knowledge and perceived opportunity) and venture in mobile phone stores. As such, the findings indicate a positive and substantial moderation effect on these variables. It shows that entrepreneurs are potentially to venture in mobile phone stores when intrinsic motivation factors moderate their individual factors.

5.2.4 Intrinsic factors do not moderate the relationship between individual factors and venture in mobile phone stores

Intrinsic factors do not moderate the relationship between subjective norms and venture in mobile phone stores. (H10)

Intrinsic motivation factors decrease the impact of subjective norms on a venture in mobile phone stores which do not support hypothesis H10. The estimated standardized t-value of 1.232 for the interaction constructs, which is insignificant at $t > 1.96$. Interaction effects between subjective norms and intrinsic motivation factors are ineffective in predicting venture in mobile phone stores. Subjective norms may not have significant influence and implication thus, entrepreneurs do not consider them when they make the decision to venture in mobile phone stores. Experiential discoveries of this study recommend that intrinsic motivation factors have a weak and insignificant influence on subjective norms towards venture in mobile phone stores.

5.2.5 Extrinsic factors moderate the relationship between individual factors and venture in mobile phone stores

Extrinsic factors moderate the relationship between attitude (H11), perceived opportunity (H12), prior knowledge (H13) and venture in mobile phone stores.

In this study, extrinsic motivation factors are one of the interaction variables. The estimated standardized t-values of 2.763, 7.477 and 2.007 for the interaction constructs, which is significant at $p < 0.05$ ($t > 1.96$). The outcomes indicate that the size of the moderating effect is small ($f^2 = 0.02$) (Cohen 1988) as well as the resulting beta changes are significant ($\beta = 0.403, 0.268$ and 0.399). Subsequently, hypotheses H11, H12 and H13 are supported; extrinsic motivation factors would positively moderate the relationship between three independent factors (attitude, perceived opportunity and prior knowledge) and venture in a mobile phone store. The extrinsic motivation factors increase the impact of attitude, perceived opportunity and prior knowledge to venture in mobile phone stores.

Attitude, perceived opportunity and prior knowledge are significantly moderated by extrinsic motivation factors due to their potential effect of expected income in mobile phone stores. The most important effect is entrepreneurs can uphold an unaffected relationship between the entrepreneur's decision and venture in mobile phone stores; taking into the account that different factors to venture into businesses. Past studies indicate that attitude may have the influence of business development over time (Cope, Kempster & Parry, 2011) whereby individuals are taking an optimistic attitude towards entrepreneurship (Fuad, Bohari, & Hin, 2011). It shows that there is a direct relationship as well as when it is moderated by extrinsic motivation factors. Three independent variables were significant (attitude, perceived opportunity and prior knowledge) that indicate significant interaction effects of extrinsic motivation factors.

The encouraging roles of rewards and extrinsic motivation with regard to entrepreneurial activities and involvements have been obvious from the findings in this thesis. Particularly, in the domain of environments and technology usage in businesses; extrinsic motivation may play a critical role in predicting involvement and engagement in business venturing. Similarly, extrinsic motivation factors turn out to be a strong moderator to venture in mobile phone stores. The analysis shows that extrinsic motivation plays rather complementary roles for prior knowledge and subjective norms to these variables. Opportunities are exhibited in the entrepreneur's ideas for utilization are personal whereby the variance in their expected value possibly impacts the judgements that people make in the entrepreneurial process and can misperceive efforts to measure the effects of motivation on this process.

5.2.6 Extrinsic factors do not moderate the relationship between individual factors and venture in mobile phone stores

Extrinsic factors do not moderate the relationship perceived behavioural control (H14), subjective norms (H15) and venture in mobile phone stores.

The results provide solid provision for the arguments that perceived behavioural control and subjective norms do not impact the venture in mobile phone stores when they are moderated by motivation factors. The estimated standardized t-values of 1.154 and 1.068 for the interaction constructs respectively, which is insignificant at $t > 1.96$. Interaction effects between perceived opportunity or attitude or prior knowledge and extrinsic motivation factor are effective in predicting venture in mobile phone stores. It may not have a significant influence and effect thus; entrepreneurs do not reflect when they participate in mobile phone stores. To be exact, interaction effects between perceived behavioural control or subjective norms and extrinsic motivation factors were not effective in predicting venture in mobile phone stores. Empirical findings of this study suggest that extrinsic motivation factors have a very weak and insignificant effect on subjective norms towards venture in mobile phone stores.

5.3 Summary

Referring to the central study question of this thesis, the extent of factors that affect entrepreneurs' decision in venturing into mobile phone stores. Past studies have broadly looked into entrepreneurship micro and small enterprises, yet narrowing down to mobile phone stores (Flaherty, 1999; Islam et al, 2011; Tian & Gao, 2011; Hamdan, Othman & Hussin, 2012). This shows that most scholars acknowledge the importance of micro and small enterprises as a contribution to a country's growth. As a result, it is essential to look into entrepreneurs' motivation which potentially moderate entrepreneurs' factors to venture in mobile phone stores. Motivation is a substantial moderation determinant in the start-up and accomplishment of the business.

The extent of entrepreneurs' motivation to pursue a venture in mobile phone stores is demonstrated by the findings from the qualitative study. This suggests that factors to venture into mobile phone stores are dependent on the degree of entrepreneurs' personal factors; such as attitude, subjective norms, perceived behavioural control, prior knowledge and perceived opportunity. Based on the outcomes of this study, it is obvious that the entrepreneur's traits developed as strong, optimistic and statistically significant predictors to venture in mobile phone stores (H1-H5). Likewise, the findings also note that motivation positively moderates the relationship between entrepreneurs' factors to venture in mobile phone stores (H6-H9).

Significantly, entrepreneurs choose to pursue business in mobile phone stores are high moderated by motivation factors. It appears that entrepreneurs' motivation is a vital factor to venture into businesses. Entrepreneurs who are motivated and educated are more determined to venture in businesses, especially in mobile phone stores. The numbers of

mobile phone stores have significantly increased over the past years, especially the capital to venture is not very costly. Subsequently, the findings in this thesis are aligned with previous studies whereby behavioural psychologists claim that individual job performance is a function of capability and motivation instigates from both internal and external motivations (Ismail, Shamsudin & Chowdhury, 2012).

CHAPTER 6

CONCLUSION

6.1 Introduction

Even though past studies have explored entrepreneurial behaviour, there are still much more to be explored. It is important to note that the discoveries of this study are unique as it explores the determinants of business venturing in mobile phone stores. At the same time of responding to the study questions in chapter one, the aims and objectives of this study are also accomplished. Additionally, the conceptual framework of this study is empirically tested and shown significant predictive relevance. Outcomes of this study are a step onward in entrepreneurship literature and give new dimensions of entrepreneurial behaviour by covering the theory of planned behaviour, creation theory and motivation theory. However, some of the outcomes are not as expected and opposing Souitaris et al. (2007) such as the weak impact of subjective norms.

Equally, this conceptual framework has shown different extents to understand entrepreneurial behaviour. The purpose of this chapter is to recap the discoveries that developed all through the process of this study. All hypothesis testing and individual discoveries have been deliberated in the past chapters; this segment is partial to clarify whole discoveries resulting from this study. This chapter completes the discussion and highlights the main theoretical and policy implications of the study. It supplementary summaries the foremost limits of this study and directs the way for forthcoming study in micro and small enterprises.

6.2 Summary of research findings

This study investigates and examines the determinants of business venturing in mobile phone stores and the moderating effects of intrinsic and extrinsic on the relationship. The findings from the qualitative study indicate the two major themes of determinants (i.e motivation and perception) which entrepreneurs venture in mobile phone stores. The themes are then led to establishing study conceptual framework that is tested with a quantitative study. Referring to the findings, entrepreneurs expect to yield a similar or high income when they opt to venture into businesses. With that, they are given more flexibility and freedom in doing a job which they prefer.

The findings of the qualitative study look into the overall decision making in venturing into mobile phone stores especially in terms of motivation factors. As far as venturing into small businesses, the determinants (i.e attitude, subjective norms, perceived behavioural control, prior knowledge and perceived opportunity) of entrepreneurs are concerned and it appeared to be driven by personal reasons of different entrepreneurs. From the findings, the initiatives to venture in mobile phone stores came from '*be own boss*'. The individual enjoys the flexibility and freedom in business venturing. Other than that, entrepreneurs look at the financial rewards of the assumed profitability. However, in the pursuit of business venturing, some problems or challenges are recognized to influence the decision to venture in mobile phone stores. In terms of the decision in business venturing, entrepreneurs look at different aims and goals that will benefit them the most. Monetary rewards look promising and rewarding to them thus lead them to venture in small businesses, especially mobile phone stores as it does not require high capital. The earning is enough and satisfying to entrepreneurs and many have come out successful from the business. The venture in mobile phone stores leads to success when entrepreneurs are able

to foresee good returns from average capital investment. In search of success in small businesses, small business owners would look into a smaller establishment and capital involvement. Strategically, these initiatives were achieved through soft skills and a good networking relationship with stakeholders.

The quantitative study then complements to findings in a qualitative study. Based on the quantitative study, nine hypotheses are supported positively and significantly by the quantitative results. Based on the quantitative results, attitude, prior knowledge and perceived behavioural control are positively and significantly associated with the venture in mobile phone stores. The results indicate that the interaction of independent variables (attitude, perceived opportunity and subjective norms) and the dependent variable (venture in mobile phone stores) are significantly moderated by intrinsic motivation factors. Similarly, the interaction of independent variables (attitude, perceived opportunity and perceived behavioural control) and the dependent variable (venture in mobile phone stores) is significantly moderated by extrinsic motivation factors. These results have supplemented findings from a qualitative study in terms of motivation to venture in a mobile phone store.

6.3 Study Contributions

This section elaborates and highlights the unique contributions of this study. According to Ladik and Stewart (2008), a substantial contribution either on one or both of the following; (1) they are built on a sound theory but take an unexpected twist and (2) they discover a counter-intuitive way to combine theory across disciplines (using some constructs from other disciplines) or discover distinctions which are not detected in past study. The literature gap of past studies is recalled, and a new conceptual model has experientially confirmed that this study contributes to the whole body of knowledge in the micro and

small businesses in entrepreneurship. The significance of entrepreneurial development is explained through entrepreneurial behaviour specifically. Theoretical and methodological contributions are elaborated to highlight the significance of this study for the whole body of knowledge in entrepreneurship study.

6.3.1 Theoretical contributions

A theory is an element of knowledge that includes facts, assumptions and hypothesis (Bernath & Vidal, 2007). A theory contribution includes examining new variables in the context of a current theory (Whetten, 1989). The author states that *'new theoretical insights come from indicating the additional variable significantly alters our understanding of an occurrence by restructuring its causal maps'*. The principal goal of this study is to contribute to theory building in the literature of entrepreneurial behaviour study by covering the theory of planned behaviour, creation theory and motivation theory in the context of entrepreneurship. This study aims to fill the literature gap and contribute to the whole body of knowledge by exploring the determinants of business venturing in micro and small businesses (in mobile phone stores context).

In the entrepreneurial process, the entrepreneurial intention is an essential first step (Akanbi & Ofoegbu, 2011). Therefore, the intention has a pivotal role to explain reasons for individuals performing a behaviour. The intention is the single best predictor as any planned behaviour, comprising entrepreneurship as it will increase our understanding of the envisioned behaviour. Personal and situational variables indirectly affect entrepreneurship by prompting significant attitudes and general motivation to act. By understanding these intentions, it benefits studies and individuals to comprehend the associated occurrences or situation. These include the opportunity scanning, sourcing for ideas and planning for a

venture that eventually becomes a reality. It has provided entrepreneurs with the opportunity to understand the reasons for some selections in their vision of a new venture. Previous studies support the disagreement that career choices are planned in nature; such as, if entrepreneurship reflects planned, then intentional behaviour takes place. Behaviour is weakly forecasted by attitudes, situational factors or individual. Predictions of entrepreneurial activities by modelling extrinsic factors can be disappointing as they only affect intentions and behaviour secondarily through attitude changes. TPB is used to describe entrepreneurial intentions as it offers an opportunity to explain and predict entrepreneurial activities. Thus, it appears that TPB is essential to illustrate an individual's entrepreneurial attitudes, SNs and PBC to predict the entrepreneur's behaviour in entrepreneurship.

Long and McMullan (1984) assert that entrepreneurs identify opportunities through a mix of uncontrolled and controlled factors. Although not all entrepreneurs search for opportunities orderly, those who do will discover more of them. Creating a new business requires entrepreneurs to identify opportunities and develop innovation. Both individual and situational changes influence the multistage process as entrepreneurs play a proactive role. This theory adopts the idea of revolution where entrepreneurs create new mixtures of resources to that results in a new product and promote it to market. Entrepreneurs utilize an opportunity initiated outside the economic range and bring it to market. The opportunity creation directs that entrepreneurs develop opportunity and market through their actions. In this study, the key variables of entrepreneurial creation are on entrepreneurs' prior knowledge and changing environmental conditions; including the transition in economics, politics, socio-culture, technology and industry which may initiate or decrease opportunities for entrepreneurs. In the creation theory, entrepreneurs with experience in

opportunity executed execution process need not waste their efforts to exploit a new series of new opportunities in the industry. Hence, entrepreneurs' access and mobilize resources when they pursue opportunities. The understanding of creation theory is important for entrepreneurs to complete execution process and create an opportunity through which the knowledge has been created while the opportunity was being accepted can be clear to entrepreneurs. Exploiting executed opportunities is likely to be a foundation of continual competitive advantage than exploiting opportunities formed by competitive inadequacies to pre-existing markets.

6.3.2 Methodological contribution

The purposes of this study are attained by using a suitable study methodology and method. The option of study methodology and technique resulted from a comprehensive periodical of references and ideas from numerous studies (Hair et al., 2014). Scholars derive a methodological contribution by filtering current study approaches or by presenting new study approaches (Ladik & Stewart, 2008). This study contributes by reporting diverse study design, sampling methodology, reviewed measurement scale and variance-based structural equation modelling PLS-SEM. It is relevant to reference that PLS-SEM is used as it suits the purposes of this study.

In this study, post-positivism is considered to be a suitable methodology (the qualitative and quantitative as complementary). This study is intended to include in a semi-structured interview and survey-based data collection process to build on a theoretically supported conceptual model. These approaches and practice explain the study's choice to choose the right paradigm and sampling methods to ensure the sanctity and parsimony of the proposed conceptual model. Furthermore, evaluation of the hypothesized relationship between the

existing constructs of the theory of planned behaviour, creation theory and motivation theory to mark a new design method in entrepreneurship-related studies. With post-positivism, the seeming separation between quantitative and qualitative is interchanged by a method which is reviewed appropriately as per the study topic of interest and level of prevailing knowledge related to it. The distinctive study design and approach of this study give empirical evidence of the significance of determinants in business venturing in micro and small businesses in the context of entrepreneurship.

6.3.3 Contextual contribution

This study is anticipated to build a few of contextual contribution along with theoretical and methodological contribution in the area of entrepreneurship in micro and small businesses. Malaysia is selected in this study setting as it is categorized under developing countries. The studies which contribute solely in terms of a particular context are considered least in the rank of overall contribution towards knowledge. Besides, *'route to a good theory is not lead through merely finding a gap in the literature, but through engagement with problems in the world'* (Kilduff, 2006).

In Malaysia, there is some aids in terms of infrastructure and subsidy to inspire more young entrepreneurs which businesses now the common form of employment to job creation and seedbeds for innovation and entrepreneurship. Through an assessment of data from Malaysia, this study makes an incremental contribution in an exclusive context. Incremental understanding denotes the idea of marginal, minor or small developments over these small advancements. Malaysia's economic performance has been inspiring comparative to other developing countries. Thus, this study is one of its kind in the context of Malaysia. Malaysia as a study focus because customary studies of economic

development and attractiveness have tended to neglect the role played by new and small firms in national economies (The Global Entrepreneurship Monitor Malaysian Report, 2010). Discoveries of this study will help in a clearer understanding of determinants contribute towards entrepreneurial behaviour in the Malaysian context.

The findings of this study contribute to developing countries such as Malaysia. The discoveries of this study help to better understand the determinants (entrepreneurs' behaviour) of business venturing in micro and small businesses with specific reference to motivation factors. Therefore, this study will bridge the gap in the literature review and create interest in entrepreneurial study particularly in micro and small businesses among studies and students in this ground.

6.4 Implications

The fundamental key to a good study is its theories are interesting and contribute to practical usage. A study is not arbitrated in contradiction of the prior literature, but for the '*common-sense*' and its expected implication for '*people in the street*'. Additionally, a theory does well only if it gives valuable, imperative and innovative ideas for practical implication. From this study, these are a few practical implications are expected from its findings:

- It will serve as guiding principles for the formulation of entrepreneurial activities especially in micro and small related businesses.
- It shall be of interest for policymakers while serving an advisory role.
- It serves as an implication for academicians, future studies and teachers in the field of entrepreneurial activities.

6.4.1 Formulation of entrepreneurial activities

Entrepreneurship is a composite occurrence and originates in a variety of backgrounds and situations. Thus, there is lacked measurement to capture the entrepreneurial setting in a country (Xavier, Ayob, Nor & Yusof, 2010). Entrepreneurial activity can happen in many forms; one imperative part is the magnitude to which people create new business activity. Within the realm of new business activity, there are diverse kinds of entrepreneurial activity to be distinguished. For instance, the business formation may differ by industry area, size of the founding team, if the new venture is lawfully liberated of other businesses or in terms of founder demographics (i.e. gender, age, or education).

Implications of this study are mostly associated with the individual's judgement in involving entrepreneurial activities. The discoveries on role and relationship between constructs of the conceptual model offer remarkable understanding linked to entrepreneurial activities in micro and small related businesses. The discoveries from this study disclose that individuals' intellect of perceived opportunity is substantial to influence their entrepreneurial intention and behaviour. The discoveries instigate the basis to create strategies to construct and improve entrepreneurial activities. It is important to notice other parts of entrepreneurial skills are measured and found to be substantial and correspondingly imperative to entrepreneurs. It is predictable that the discoveries of this study will be beneficial for better placement of resources and encouraging self-employment among the young generation.

6.4.2 Interest for policymakers

A respectable theory is applied and detailed as it encompasses prevailing knowledge, leads to fundamental questions and explains the profession of management. It is predictable that

this study will have impactful inferences to those who plan and implement a public policy for entrepreneurial activities as this study includes the empirical evidence of the significant determinants of business venturing in micro and small related businesses. The discoveries of this study will be an interest to those involved to promote entrepreneurship and create alertness about self-employment. The implication of this study does not limit to policymakers, but also business incubators and academicians.

6.4.3 Implications for academicians

This study contributes to the entrepreneurship progress literature that bridges the gap of notorious academic literature. Studies emphasize on fields that need more theoretical understanding as well as organizational and societal concerns as an alternative to predict a big theory from a purely intellectual sight. Also, the authors suggest that there is a need to extend the scope in theoretical contributions. Likewise, this study possibly serves as a guide for future studies and academic scholars since it includes the determinants of business venturing in mobile phones related businesses which are not done in past studies. This study has unlocked new possibilities for academicians and scholars in the area of entrepreneurial behaviour study. The discoveries resulting from this study are experimental in nature and need intellectual capacity from academic academics. A supplementary study from academic scholars and studies are needed to endorse the discoveries drawn from this study. The model is a parameter for future studies to advance a clearer understanding of an individual's cognitive view and motivation factors in participating in entrepreneurial activities. Additionally, the discoveries of this study will help students in their knowledge in the area of entrepreneurship in micro and small businesses.

6.5 Limitations of the study

In this study process, this study comes across some limitations. Even though every effort is made to warrant the generalizability and sanctity of this study by using maximum potential resources and the latest versions of available software, the discoveries of this study are subjected to some limitations. The limitations of this study are drawn to set guidelines for future studies.

6.5.1 Sample size

This study emphasizes on determinants of business venturing in mobile phone stores and this relationship is moderated by entrepreneurs' motivation in Malaysia. This study analysed entrepreneurs' opinions towards venture in mobile phone stores drawn from a sample of 290 entrepreneurs in Malaysia. Given the overall low response rate of three to five per cent from questionnaire surveys in developing countries, the 290 returned usable responses from the 295 sets distributed resulted in a final response rate of 98 per cent. The bigger sample size is essential to explore the pedagogical variances in entrepreneurship study as a larger group of the sample allow additional split group analysis that is not likely due to time restrictions in this study. Thus, it is considered a limitation of this study. Although questionnaire survey is conducted to support the results and findings from a semi-structured interview that generate up-to-date information on the significant determinants of entrepreneurs' involvement and engagement in mobile phone stores, the semi-structured interviews only take place in one state which may be insufficient to represent the whole population in the study area.

6.5.2 Research setting

This study uses purposive sampling method-based questionnaire to collect data from respondents in Malaysia and semi-structured interview in Sarawak, Malaysia. Although the purposive sampling method is an adequate approach, an argument is raised that the study setting cannot be generalized to other culturally diverse people. Besides, the budget constraint was also a major reason as the study setting of semi-structured interviews was limited to one major state, Sarawak in Malaysia. Although Sarawak is one of the largest states in the country, participants from other states might have diverse views. Correspondingly, participants from other states and cultural upbringings may have diverse attitude, intention or behaviours towards the subject matter. Consequently, a relative study can address this limitation in the upcoming study.

6.6 Future research

The significance of a study is also measured by its capability to generate debate to spur more study and pave ways for future studies in the same area. It is predictable that this study will draw more debate in the field of entrepreneurial advancement. The roles of motivation factors in determining entrepreneurial behaviour in micro and small related businesses is rather less explored. Conversely, these constructs are subjected to more demanding assessment to simplify discoveries in diverse contexts and states. The previous section has elaborated different study limitations in this study; thus, future study ways are clear to address those limitations.

6.6.1 Investigation of mediating effects

Due to limited resources and time restrictions, this study is limited to clarify the role of motivation factors with the existing constructs of the theory of planned behaviour and

creation theory. Future studies can evaluate these variables as mediating variables that can impact the entrepreneurial behaviour of individuals.

6.6.2 Longitudinal study

The longitudinal study needs a series of data collection at pre-defined intervals over the timeframe of many years from the same group of participants. A longitudinal study is not likely to take place, so it is also considered a limitation for this study. Thus, one more study direction for future studies is to conduct a longitudinal study to analyse entrepreneurial behaviour at a longer span of time. Human behaviour and intention may change over a period, thus a longitudinal study that covers over a period of five years with a break of one year each may disclose present of entrepreneurial behaviour in individuals. It is predictable that a longitudinal study by future studies can boost our understanding of entrepreneurial behaviour as well as overcome the limitations of this study.

6.6.3 Investigation in a different context

With limited resources, the scope of data collection for this study is limited to one state, Sarawak for semi-structured interviews. Although purposive sampling methods are used to increase the generalizability of discoveries of this study, still it is anticipated that other developing countries might have diverse cultural and views which also need to be evaluated. As such, future study can include diverse countries, economic regions or make a relative analysis of participants from different cultural backgrounds.

6.7 Summary

This chapter has explained the conclusions drawn from the analysis of the results and discoveries of this study. Precisely, the conclusion of this study has addressed the importance of the main constructs proposed by this study. Generally, this discussion concentrates on the importance of all constructs of the proposed conceptual model and new discoveries related to these constructs are emphasized. The discoveries of this study lead to the conclusion that all are crucial to completely explain the concept of entrepreneurial behaviour. Supplementary, motivation factors are established to be a strong moderator for most of the relationships studied in the theoretical model of this study. This study has successfully covered the loopholes highlighted in the study problem.

Likewise, empirical testing of the proposed conceptual model has shown the suitability of this model to address the study problem in the correct phase. Study questions that are brought up in the discussion of problem statement are also responded with empirical discoveries in this study. The conclusion is drawn from this study also show its achievements. Based on the findings, all of the objectives of this study are accomplished positively. This accomplishment of all study objectives is mainly credited to the proposed model of business venturing that represented as a fundamental piece and a working compass. The applicable discoveries drawn from this study show that accurate philosophical method and applicable study methodology.

Predominantly, the use of variance-based structural equation modelling (PLS-SEM) as a statistical tool proves to be a right option to test the relationships and likelihood of proposed model of entrepreneurial behaviour (in micro and small businesses). Practically, the discoveries of this study fit at several levels and in a comprehensive array of contexts.

The explanation of the importance of the discoveries for policy decision-makers is also elaborated to highlight the imperative determinants to promote entrepreneurship among young generations. This chapter has also drawn the ways for future studies to explore entrepreneurial behaviour and its influence on economic evolution and expansion of a country at the macro level. In this study context, it will aid future studies as a steppingstone and parameter for future study agenda.

The success to explain the significant determinants in business venturing in mobile phone stores has extended theory of planned behaviour and creation theory in the context of entrepreneurship which considered to be the main realization in this study. Understanding these determinants predominantly in the context of entrepreneurial behaviour gives a valuable awareness and releases new visions for an upcoming study in the area of entrepreneurship expansion. Additionally, this capacity of knowledge, logical and significant discussion elaborated in this study also endorses its theoretical, methodological, contextual and practical contribution. This study has gone through a scholarly response to the problem statement and study questions modelled in the beginning. Likewise, it has effectively clarified the relationship and predictive power of motivation factors in determining business venturing in mobile phone stores which were not considered in previous studies. To conclude, this study has positively drawn together the mysterious and dissimilar components of disciplines to link the literature gap while constructing a substantial contribution to the whole body of knowledge.

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APPENDICES

Appendix 1: Summary of cross loadings

	Attitudes	Extrinsic	Intrinsic	Perceived behavioural control	Perceived opportunity	Prior Knowledge	Subjective norms	Venture
EX62	0.457	0.769	0.160	0.150	0.483	0.295	0.508	0.313
EX63	0.636	0.767	0.610	0.417	0.534	0.580	0.572	0.426
EX65	0.664	0.779	0.511	0.337	0.641	0.209	0.303	0.298
EX66	0.399	0.679	0.310	0.310	0.342	0.373	0.398	0.341
EX68	0.556	0.655	0.197	0.353	0.459	0.371	0.177	0.566
IN53	0.567	0.292	0.786	0.410	0.325	0.651	0.498	0.329
IN56	0.528	0.355	0.855	0.308	0.467	0.557	0.360	0.430
IN57	0.442	0.335	0.721	0.334	0.341	0.639	0.271	0.361
IN58	0.413	0.424	0.694	0.145	0.448	0.462	0.318	0.249
IN59	0.681	0.484	0.871	0.447	0.563	0.530	0.592	0.442
IN60	0.540	0.516	0.813	0.240	0.648	0.382	0.424	0.227
PBC36	0.549	0.278	0.324	0.807	0.524	0.291	0.452	0.395
PBC37	0.395	0.366	0.173	0.678	0.421	0.408	0.353	0.382
PBC38	0.407	0.474	0.193	0.702	0.557	0.278	0.376	0.257
PBC39	0.461	0.159	0.464	0.772	0.151	0.567	0.565	0.553

Appendix 1 continued

	Attitudes	Extrinsic	Intrinsic	Perceived behavioural control	Perceived opportunity	Prior Knowledge	Subjective norms	Venture
PBC40	0.291	0.315	0.240	0.599	-0.008	0.489	0.525	0.659
PC43	0.610	0.581	0.613	0.549	0.345	0.509	0.875	0.523
PC45	0.507	0.294	0.618	0.692	0.384	0.483	0.771	0.549
PC46	0.016	0.303	0.024	0.266	0.041	0.385	0.679	0.475
PC49	0.155	0.438	0.051	0.388	0.149	0.364	0.716	0.380
PK29	0.722	0.590	0.669	0.553	0.418	0.802	0.556	0.584
PK31	0.353	0.353	0.570	0.363	0.366	0.694	0.416	0.465
PK32	0.141	0.257	0.322	0.419	0.220	0.700	0.307	0.495
PK33	0.134	0.091	0.233	0.318	-0.007	0.680	0.310	0.488
PO17	0.646	0.637	0.555	0.348	0.770	0.371	0.429	0.229
PO18	0.591	0.576	0.328	0.310	0.899	0.108	0.184	0.229
PO21	0.376	0.279	0.459	0.384	0.586	0.601	0.343	0.500
PO26	0.473	0.524	0.397	0.216	0.750	0.115	0.043	0.246
PT12	0.627	0.514	0.477	0.256	0.528	0.401	0.220	0.313
PT13	0.720	0.487	0.467	0.388	0.568	0.308	0.380	0.248
PT14	0.680	0.606	0.461	0.413	0.515	0.434	0.214	0.311
PT15	0.848	0.551	0.604	0.425	0.473	0.483	0.476	0.541

Appendix 1 continued

	Attitudes	Extrinsic	Intrinsic	Perceived behavioural control	Perceived opportunity	Prior Knowledge	Subjective norms	Venture
PT9	0.770	0.601	0.451	0.638	0.517	0.373	0.521	0.535
VENTURE70	0.500	0.405	0.320	0.435	0.353	0.523	0.489	0.719
VENTURE72	0.235	0.434	0.154	0.390	0.103	0.474	0.644	0.746
VENTURE73	0.525	0.560	0.422	0.604	0.493	0.599	0.434	0.834
VENTURE74	0.432	0.253	0.451	0.626	0.249	0.596	0.413	0.802

Appendix 2: Summary of outer weights of all formative indicators

	Attitudes	Extrinsic	Intrinsic	Perceived behavioural control	Perceived opportunity	Prior Knowledge	Subjective norms	Venture
EX62		0.264						
EX63		0.322						
EX65		0.277						
EX66		0.219						
EX68		0.283						
IN53			0.216					
IN56			0.222					
IN57			0.199					
IN58			0.183					
IN59			0.245					
IN60			0.193					
PBC36				0.264				
PBC37				0.248				
PBC38				0.234				
PBC39				0.321				
PBC40				0.345				
SN43							0.445	

Appendix 2 continued

	Attitudes	Extrinsic	Intrinsic	Perceived behavioural control	Perceived opportunity	Prior Knowledge	Subjective norms	Venture
SN45							0.383	
SN46							0.220	
SN49							0.232	
PK29						0.482		
PK31						0.370		
PK32						0.289		
PK33						0.227		
PO17					0.393			
PO18					0.313			
PO21					0.304			
PO26					0.318			
PT12	0.249							
PT13	0.231							
PT14	0.265							
PT15	0.316							
PT9	0.297							
VENTURE70								0.313

Appendix 2 continued

	Attitudes	Extrinsic	Intrinsic	Perceived behavioural control	Perceived opportunity	Prior Knowledge	Subjective norms	Venture
VENTURE72								0.316
VENTURE73								0.347
VENTURE74								0.312

* Shaded columns represent reflective constructs

Appendix 3: Summary of t-values

	Outer Weights	T Statistics (O/STDEV)	P Values
PBC36 <- Perceived behavioural control	0.264	17.183	0.000
PBC37 <- Perceived behavioural control	0.248	11.808	0.000
PBC38 <- Perceived behavioural control	0.234	7.894	0.000
PBC39 <- Perceived behavioural control	0.321	11.494	0.000
PBC40 <- Perceived behavioural control	0.345	12.013	0.000
SN43 <- Subjective norms	0.445	17.340	0.000
SN45 <- Subjective norms	0.383	14.401	0.000
SN46 <- Subjective norms	0.220	7.166	0.000
SN49 <- Subjective norms	0.232	10.963	0.000
PK29 <- Prior Knowledge	0.482	17.342	0.000
PK31 <- Prior Knowledge	0.370	11.074	0.000
PK32 <- Prior Knowledge	0.289	14.542	0.000
PK33 <- Prior Knowledge	0.227	5.973	0.000
PO17 <- Perceived opportunity	0.393	13.028	0.000
PO18 <- Perceived opportunity	0.313	19.695	0.000
PO21 <- Perceived opportunity	0.304	13.516	0.000
PO26 <- Perceived opportunity	0.318	20.687	0.000
A12 <- Attitudes	0.249	15.862	0.000

Appendix 3 continued			
	Outer Weights	T Statistics (O/STDEV)	P Values
A13 <- Attitudes	0.231	9.549	0.000
A14 <- Attitudes	0.265	13.505	0.000
A15 <- Attitudes	0.316	18.397	0.000
A9 <- Attitudes	0.297	18.674	0.000
VENTURE70 <- Venture	0.313	15.278	0.000
VENTURE72 <- Venture	0.316	18.931	0.000
VENTURE73 <- Venture	0.347	21.923	0.000
VENTURE74 <- Venture	0.312	21.367	0.000

Note: ** $P < 0.01$

Appendix 4: Qualitative method: Semi-structured interview questions

Hello, my name is Kyra Law. I am a PhD candidate in Universiti Malaysia Sarawak (UNIMAS). I am here to conduct an interview with you as part of my PhD data collection. During the interview, I would like to discuss the following topics: challenges or issues that you face during the start-up of your business, your motivation, perception, earning expectation, flexibility, economy stability, political supports, market emergence, social cultural benefits and information technology advancement that encourage you to venture into mobile phone store business.

1. What you motivate to start-up?
2. How do you motivate yourself to move on in this competitive environment?
3. Who encourage you?
4. What's the goals or objectives in your business?
5. What's your ideas to start the business?
6. Tell me your success factors contribute to your business.
7. What makes people come to your store among the crowd?
8. In your opinion, what are the main factors that contribute to challenges and issues in your business?
9. Which are the challenges and issues that you consider as the most critical ones?
10. How do you overcome problems in your business?
11. Do you use specific methods to attract customers?

Appendix 5: Quantitative method: Survey questionnaires

Dear respondent

I would greatly appreciate your effort in helping me complete this survey form, which may take about 5 minutes of your time. All information obtained would be private and confidential and would remain anonymous. Thank you for your valuable assistance in completing this questionnaire.

Thank you for participating. Have a good day!

Part 1: Background information

(Please tick the most relevant answer)

- | | | | |
|---|-------------------------------|-------------------|--------------------------|
| 1 | Gender | Female | ☐ |
| | | Male | ☐ |
| 2 | Age | 18 - 24 years old | ☐ |
| | | 25 - 29 years old | ☐ |
| | | 30 - 34 years old | ☐ |
| | | 35 -39 years old | ☐ |
| | | 40- 44 years old | ☐ |
| | | 45 - 49 years old | ☐ |
| | | 50 - 54 years old | ☐ |
| 3 | Highest Qualification Level | SPM | ☐ |
| | | Diploma | ☐ |
| | | Bachelor | ☐ |
| | | Master | ☐ |
| | | PhD | ☐ |
| 4 | Years of operating a business | Less than 1 year | ☐ |
| | | 2 to 5 years | ☐ |

5 to 10 years ☐

10 years and above ☐

5 Ethnicity

Malay ☐

Chinese ☐

Indian ☐

Iban ☐

Others ☐

Part 2:

		Attitude				
A	Please tick/ circle one number which represent your answer for each item: (1) Strongly Disagree (2) Disagree (3) Undecided (4) Agree (5) Strongly Agree On a scale of 1 to 5, please rate the extent you agree with each statement.	Strongly Disagree		Neut ral	Strongly Agree	
		1	2	3	4	5
		7	I am successful in life depends mostly on my ability	1	2	3
8	I feel in control of my life	1	2	3	4	5
9	I prefer work that requires original thinking	1	2	3	4	5
10	I continue until everything is perfect	1	2	3	4	5
11	Success in business is mostly a matter of luck	1	2	3	4	5
12	When I get what I want, it is usually because I worked hard for it	1	2	3	4	5
13	I am highly motivated to succeed	1	2	3	4	5
14	I often surprise people with my novel ideas	1	2	3	4	5
15	My life is determined by my own actions	1	2	3	4	5
16	I plunge into tasks with all my heart	1	2	3	4	5
B	Perceived opportunity					
17	It is easy to run a new business	1	2	3	4	5
18	To take advantage of an opportunity that appeared	1	2	3	4	5
19	If it doesn't require too much money	1	2	3	4	5
20	I have the skills and knowledge	1	2	3	4	5
21	I would be more independent as an entrepreneur	1	2	3	4	5

22	Lifestyle of entrepreneur excites me	1	2	3	4	5
23	As an entrepreneur I could reach my goals in life	1	2	3	4	5
24	Belonging to a network has benefited my business by presenting me with new markets	1	2	3	4	5
25	I learn a lot about new business opportunities from attending network meetings	1	2	3	4	5
26	I learn a lot about business from talking to other entrepreneurs	1	2	3	4	5
C	Prior knowledge					
27	I have knowledge about the market	1	2	3	4	5
28	I have knowledge about the ways to serve the market	1	2	3	4	5
29	I have knowledge about the customer needs	1	2	3	4	5
30	I have been an entrepreneur for a minimum one year	1	2	3	4	5
31	I have knowledge about the product/technology	1	2	3	4	5
32	I have knowledge about the ways to produce/develop the product/technology	1	2	3	4	5
33	I have years of prior experience in the sector	1	2	3	4	5
34	I have family members/ friends who are entrepreneurs	1	2	3	4	5
D	Perceived behavioural control					
35	For me, being self-employed would be easy	1	2	3	4	5
36	If I wanted to, I could easily pursue a career as self-employed	1	2	3	4	5
37	As self-employed, I would I have much control over the situation	1	2	3	4	5
38	The number of events outside my control which could prevent me from being self-employed are few	1	2	3	4	5
39	If I become self-employed the chances of success would be high	1	2	3	4	5
40	If I pursue a career as self-employed, the chances of failure would be low	1	2	3	4	5
E	Subjective norms					
41	I am a risk taker	1	2	3	4	5
42	I would make a high-risk investment	1	2	3	4	5
43	I am willing to try anything once	1	2	3	4	5
44	I avoid dangerous situations	1	2	3	4	5

45	I faced problem with start-up finance	1	2	3	4	5
46	I lack information/ advice on how to start a business	1	2	3	4	5
47	It is hard to find the right contacts for my business venture/ access to business support	1	2	3	4	5
48	I am lacking entrepreneurial skills to start up a business	1	2	3	4	5
49	The role I play in my family is a challenge to my business	1	2	3	4	5
50	Competition and customers' complaints are my challenges	1	2	3	4	5
F	Motivation					
	Intrinsic factors					
51	Being my own boss would motivate me to start my own business	1	2	3	4	5
52	Having control over my time would motivate me to start my own business	1	2	3	4	5
53	Trying out new ideas would motivate me to start my own business	1	2	3	4	5
54	I believe that my closest family members think that I should pursue starting my own business and becoming an entrepreneur	1	2	3	4	5
55	I am motivated by the idea of creating value for myself and others.	1	2	3	4	5
56	I can recognise different ways of motivating myself and others to create value.	1	2	3	4	5
57	I show passion and willingness to achieve my goals.	1	2	3	4	5
58	I am determined and persevere when trying to achieve my (or my team's) goals.	1	2	3	4	5
59	I am not afraid of working hard to achieve my goals.	1	2	3	4	5
60	I do not give up and I can keep going even when facing difficulties.	1	2	3	4	5
		1	2	3	4	5
	Extrinsic factors	1	2	3	4	5
61	Lack of opportunity to pursue further education would motivate me to start my own business	1	2	3	4	5
62	Lack of employment opportunity would motivate me to start my own business	1	2	3	4	5

63	Gaining public recognition would motivate me to start my own business	1	2	3	4	5
64	Continuing the family tradition in business would motivate me to start my own business	1	2	3	4	5
65	Increasing personal income would motivate me to start my own business	1	2	3	4	5
66	I can provide examples of inspiring communication campaigns.	1	2	3	4	5
67	I can discuss how different media can be used to reach audiences in different ways.	1	2	3	4	5
68	I can use various methods, including social media, to communicate value-creating ideas effectively.	1	2	3	4	5
69	Taking up challenging work would motivate me to start my own business	1	2	3	4	5
G	Venture in mobile phone stores					
70	Ability to give special prices, coupons, offer alerts at the store entrance	1	2	3	4	5
71	Easy product search in physical store	1	2	3	4	5
72	Ability to introduce products to customers easily	1	2	3	4	5
73	I will have more interaction with customers	1	2	3	4	5
74	This business venture will bring positive returns	1	2	3	4	5
75	Venture in mobile phone stores is a good option	1	2	3	4	5