

FACTORS THAT CAN INFLUENCE YOUNG WOMEN'S INTENTION TO BECOME ENTREPRENEUR

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ABSTRACT

The primary aim of this study is to analyse the relationship between the women entrepreneurs' intention with family support, social recognition, femininity, risk taking tendency and government's incentives. 720 samples were collected by using self-administrative questionnaire via convenience sampling. The targeted participants were women aged between 18-45 years old from 4 different states in Malaysia (Pahang, Terengganu, Kelantan and Sabah). The results from Regression analysis have shown that social recognition followed by government incentives and tendency towards risk taking are the three factors that have significant impact on the women's intention to be an entrepreneur. However, the results have not shown any significant relationship between the level of family support and femininity. These findings can be helpful for government agencies to provide a more targeted and organized support for the women who have intention to start-up their own business. In addition, the results can be applicable for relevant agencies to promote entrepreneurship among young women in Malaysia. Overall, the developed measurement instrument showed a good level of reliability and validity. However, it is advisable that future study considers a wider range of geographical data collection so that it can have more accurate outcome and a higher level of generalizability.

Keywords: *Women entrepreneurs' intention, family support, social recognition, femininity, risk taking tendency, government's incentives.*

INTRODUCTION

The importance of entrepreneurship has caught the government's attention to further emphasize on entrepreneurship development as reviewed in a growing number of studies, researches, conferences and seminars pertaining to entrepreneurship which is held and presented at both local and international level (Ahl & Nelson, 2015; Henry, Treanor, Iakovleva, Solesvik, & Trifilova, 2013). As the studies in entrepreneurship grow, it also causes a growing interest and research in women's entrepreneurship such as the studies done by many researchers (i.e., García & Welter, 2013; Jennings & Brush, 2013; Rao, Venkatachalm, & Joshi, 2012). However, these researches are mostly recent and mostly

focused on factors that influence the success of women entrepreneurs and motivation among the women to be entrepreneurs. In Malaysia, researchers such as Alam et al., (2011), Hassan et al., (2014) and Isa and Jusoff, (2009) also have contributed empirical evidence on Malaysian women entrepreneurs, but their focus were on women and ICT, and women and opportunities, respectively.

According to Manolova et al., (2012) women entrepreneurs are becoming more significant in the entrepreneurial field with the rising number of businesses owned by women. Studies done in Africa, Asia, Europe and Latin America showed an increasing percentage of women entrepreneurs. Malaysia is also not excluded from this phenomenon since there is a growing number of a women entrepreneur in the last three decades. The Economic Census 2011 prepared by Malaysian Department of Statistics, between the periods of 2003 and 2010, the number of Malaysian SMEs increased by about 100,000 to around 645,000 establishments; an increase of 17.7% with 19.7 % of total SMEs in Malaysia is women-owned. Furthermore, according to the same statistics, in the year 2010, there were 13,453,154 women who represented 49% of the total population and approximately 48% of them contributed to the employment sector (Department of Statistics, Malaysia, 2011). This shows that the women, in Malaysia, have become more active in entrepreneurial activities and thus, taking an active role in the nation's economic growth, particularly in relation to employment in both public and private sector either as consumers or as entrepreneurs, who provide employment opportunities in Malaysia.

Therefore, to encourage and motivate the women to continuously be active in entrepreneurial activities and significantly contribute to the country's economy, factors that encourage the women's intention should be analysed. According to Krueger et al., (Krueger, Reilly & Carsrud, 2000), it is significantly important to analyse the factors that influence the decision on the actions of entrepreneurship since a decision to become an entrepreneur is considered as intentional. In doing so, it would help the policy makers and government to provide necessary tools such as support system and policy that can further facilitate the women in entrepreneurial activities. Hence, this study aimed to analyse the relationship between the women entrepreneurs' intention with family support, social recognition, femininity, risk taking tendency and government's incentives.

LITERATURE REVIEW

Entrepreneurial Intention

Entrepreneurial intention is defined as individual's feelings to setup their own business by the time that they have opportunity (Douglas, 2013). Psychological research reveals that intention can be a good predictor of behaviour in many cases if other required factors be in place (Kautonen, Van Gelderen, & Tornikoski, 2013). Thus, entrepreneurial intention is a state of mind of an individual to setup new business which is planned throughout the time. A person may have the capacity or some level of interest to setup her own business though may not make it due to lack of intention (Kautonen et al., 2013).

Based on Theory of Planned Behaviour (TPB) (Ajzen, 2001), entrepreneurial intention can be explained as the attitude towards the behaviour which refers to the degree of individual's personal evaluation in being an entrepreneur. It includes not only the value of its effectiveness but also the evaluative consideration. In TPB, Perceived Social Norms (SN)

is used to measure perceived social pressure in carrying out the entrepreneurial behaviour (Ajzen, 2001). Family members, in particular, may affect the individual's decision to become an entrepreneur. Other than that, Perceived Behaviour Control (PBC), which is quite similar to perceived self-efficacy (SE) concept by Bandura (1977), is defined as perception towards the level of difficulties in executing the behaviour of interest (becoming an entrepreneur). PBC would also affect the intention of an individual to become an entrepreneur. These variables, as described in TPB, in the end, can be the factors that influence the realization of the individual's entrepreneurial intention (Kautonen et al., 2013).

Previous studies also revealed that intention is a voluntary and conscious action which is influenced by personal desire for economic freedom, autonomy, self-actualization and the desire to exercise authority (Kautonen et al., 2013). The result from other studies showed that entrepreneurial intention can be influenced by many factors such as family, education (Bae, Qian, Miao, & Fiet, 2014; Kautonen et al., 2013), personal attributes and environment (Bae et al., 2014; Summers, 2013).

Over the years, research on entrepreneurship has developed and many had done an extensive research on factors that influence the entrepreneurial intention and the success of entrepreneurial activities. However, studies on entrepreneurship based on gender are basically under developed. In comparison between male and female entrepreneurs, studies on female entrepreneurs are less developed.

Women and Entrepreneurship

Traditionally, women's roles in life were limited to family affairs. Nevertheless, the modern world landscape has altered society's perception on women's roles as more women joined the employment sector either being employed or self-employed. Due to various factors, more women are encouraged to become entrepreneurs as reviewed through the rising number of businesses owned by women (Shinnar, Giacomini, & Janssen, 2012).

Women entrepreneurs are considered innovative and creative in their approach towards achieving economic independence either collaboratively or independently. They are able to adopt and imitate entrepreneurial activities and generate employment opportunities for others. These women, who are successful entrepreneurs, are those with strong personality, family support and visionary leadership (Shinnar et al., 2012). They are able to balance their social roles as a mother, a daughter and a wife, and at the same time able to spend their time and focus on their business. However, despite these attributes, women's entrepreneurial intention is the factor that motivates the women to be involved in entrepreneurship and thus, in order to encourage more women to be involved in entrepreneurial activities, a study should be carried out to identify the factors that influence the intention among women which could actually encourage them to be entrepreneurs (Brush & Cooper, 2012; Shinnar et al., 2012).

Family Support

Family is very important to women and it is an integral element in their life. It also can be the motivational factor that encourages the women to be involved in various activities such as entrepreneurship (Altinay, Madanoglu, Daniele, & Lashley, 2012). There are two types of

values that influence the motivation of an individual; the intrinsic and extrinsic values. Intrinsic values can be defined as inner self values which can motivate an individual to do something because it gives satisfaction and pleasure. As an entrepreneur, the challenges in entrepreneurship can be overwhelming but being able to overcome them, would give a sense of achievement to an individual. Extrinsic values, on the other hand, come from external elements such as the surrounding and the way one was being brought up, which provide motivational factors that can influence the individual's intention in doing something (Altinay et al., 2012).

Entrepreneurship can fulfil the women's need for achievement, employment and overcome the economic implication due to the loss of income provider (husband or parents). According to Nguyen (2005), having their own business, the women would have flexibility in managing their time. Being their own boss, they would be able to divide their time for the business and family and at the same time, fulfil their roles as a wife, a mother and a businesswoman. Being a woman, it is very important that she is able to complete the tasks set upon her based on family values and social expectation. Entrepreneurship can provide the women, not only flexibility in time management but also freedom and economic independence. In addition, women's desire to have control and make their own decision is a part of self-fulfillment that encourages women to start-up a business (Itani, Sidani, & Baalbaki, 2011).

Various studies also had found that family background influences the intention to be entrepreneurs among women. Previous studies revealed that women who have parents, mostly the father, who were entrepreneurs, are most likely successful in entrepreneurship (Gundry, Kickul, Iakovleva, & Carsrud, 2014; Itani et al., 2011). This is due to the fact that the example set by their parents has influenced not only their intention to be entrepreneurs but also motivated them to participate actively in entrepreneurial activities. Other studies done by Belcourt et al., (1991) also found that 33% of Canadian women entrepreneurs have fathers who were entrepreneurs. In addition, the rising number of women's involvement within the employment sector is also due to the fact that the women have parents and husband whose positive perception encourages them to be involved in entrepreneurial activities. Positive perception does motivate women in starting their own business as it influences individual's characteristic. Positive perception is also a form of support and encouragement that can influence the women to act upon their intention to be active in entrepreneurial activities (Altinay et al., 2012).

Furthermore, many studies had shown that women rely on family support to start and grow in entrepreneurship. Thus, being employed or self-employed are choices made by women after considering all factors especially those which are family related. Decision to be employed or unemployed or self-employed depends heavily on the support the woman gets from their family. It is very important to them that their family is able to support them emotionally and financially since being in entrepreneurship is challenging. Other than that, having family support can help the women in their confidence to start up their own business (Altinay et al., 2012).

Circumstances such as divorce or death of a husband or parents can cause loss of income for women. Thus, to gain economic stability and independence, women need to be proactive but not at the cost of their family's welfare. Entrepreneurship provides opportunities for these women to do both. Moreover, family members' support in terms of emotional and financial, not only motivates them to be active and successful in

entrepreneurship but women with families who own businesses tend to influence the women's decision in becoming entrepreneurs. The need to continue the family legacy encourages the women to be involved in entrepreneurship. Statements such as 'I want to continue my family business tradition' is reason for the statements that signify as entrepreneurial intention (Chrisman, Sharma, Steier, & Chua, 2013). Therefore, to study the relationship between the family support and women's intention in becoming entrepreneurs, the following hypothesis has been developed;

H₁: There is a significant relationship between family support and women's entrepreneurial intention.

Social Recognition

Society's perception has changed tremendously concerning women's involvement in the employment sector since nowadays, it has become a common view of women to lead companies or successfully developed a new enterprise (Hayton & Cacciotti, 2014). This is in line with a study carried out by Fahed-Sreih and Djoundourian (2006) which revealed that in Lebanon, two-third of the companies are led by female Chief Executives Officer (CEO). According to Heffernan (2007), successful women entrepreneurs possess similar characteristics in managing and leading business due to strong entrepreneurial attributes such as discipline, systematic, focus and creative.

Entrepreneurship is also able to improve the women status in the society. The women are no longer subjected to poverty because entrepreneurship is able to influence the economic level of their family and indirectly the society and nation. Loss of income provider, whom they depended on, can influence their capability to care for the family. Therefore, they need to find a source of income to support their family. The opportunities presented through entrepreneurial activities can empower them to be financially independent. Beside, women entrepreneurs, unlike the men entrepreneurs, tend to invest more in their family health, education and wellbeing (Bae et al., 2014). Thus, being entrepreneurs, women are empowered to care for themselves and their family and in return they are able to contribute to the society and the nation's economic growth and development.

Empowerment of women is essential as their thoughts and their value systems lead to development of good family, good society and ultimately good nation. Kalam and Rajan (2014) indicated that the development of entrepreneurship among women is very important to the development and growth of the society. This is due to the fact that women are exposed to poverty and by empowering them to do what is necessary to survive economically; they are able to make contributions to the society and nation such as providing employments. Nowadays, the society has begun to recognise the roles that women play in the nation's economical growth and thus enable the society to evolve in order to stay relevant in the economic globalization.

Entrepreneurship enables women to fulfil their economic needs and attain social status. However, the emerging of women entrepreneurs depends of the change in social, psychological, economics and cultural dimensions which would have positive effect on the women's participation in entrepreneurship and economic development (Itani et al., 2011). Society's approval and acceptance is as important to the women as the support they could

get from their family. Therefore, to test the relationship between the importance of social recognitions and entrepreneurial intention the following hypothesis has been developed;

H₂: There is a significant relationship between social recognition and women's entrepreneurial intention.

Femininity

According to Heilman (1998), society's expectations on the different qualities possessed by men and women dictate's occupation characteristics as 'Men's Work' or 'Women's Work'. For example, occupations such as engineering and surgery are perceived as masculine while occupations such as nursing and servicing are perceived as feminine. In addition, research carried out by Mirchandani (1999) stated that society perceived occupation such as entrepreneurship that carries power and authority as masculine. Thus, less favourable statements such as "When there's an important job to be done, I'd prefer to have a man take the leadership than a woman" are categorized as feminism that encourages women entrepreneurial intention (Eagly, Eaton, Rose, Riger & McHugh, 2012).

On the other hand, research by Scherer et al., (1990) found that women perceived they are less capable of becoming an entrepreneur compare to men and the environment for women to perform entrepreneurs' action is more difficult and unfavourable to women. On contrary, studies conducted by Kristiansen and Indarti (2004) found that there is no differences between men and women entrepreneurial intention. Thus, less favourable statements such as 'When men and women are in the same organization, women should let the men take the lead and not try to take over' are categorized as feminism that encourages women entrepreneurial intention (Wilson, Marlino, & Kickul, 2004).

To test the relationship between the level of femininity and the women's intention in becoming entrepreneurs, the following hypothesis has been developed;

H₃: There is a significant relationship between the level of femininity and women's entrepreneurial intention.

Risk Taking Behaviour

The common thing about all entrepreneurs is they take risk and born substantial risk when they participate in entrepreneurial activities (Jain, 2015). In the past, women were labelled as risk averse. Thus, taking risk is a factor that could hold women back in moving forward with their intention to be entrepreneurs or to grow as entrepreneurs (Huybrechts, Voordeckers & Lybaert, 2012). However, during recent three decades, the number of women entrepreneurs in developed and developing countries had increased due to more women willing to take actions in their intention to be entrepreneurs as to gain freedom and independence. Therefore, as more women are encouraged to participate in entrepreneurial activities, the perception that women are risk averse is challenged (Lim & Envick, 2013).

According to studies done by Canadian Task Force for Women's Business Growth (2011), lack of capital and information does have an impact on risk assessment for growth and opportunities. This can affect the women entrepreneurial intention to participate in

entrepreneurial activities. Another study conducted by Javadian and Singh (2012) found that successful women entrepreneurs had overcome the challenges caused by stereotyping and the tradition of Iranian society. Since entrepreneurial activities are usually associated with high level of risk and uncertainty, in majority of cases it has been assumed that women who are risk adverse do not have the tendency to be entrepreneurs and start their own business. However, this type of stereotyping might not be fair as there are many factors that can influence risk taking behaviour of an individual. Therefore, to test the impact of risk taking behaviour on women intention in becoming entrepreneurs the following hypothesis has been developed;

H₄: There is a significant relationship between willingness to take risks and women's entrepreneurial intention.

Government Incentives

In Malaysia, the growth of women entrepreneurship has encouraged establishment of associations and society in catering the needs for strong social network among women entrepreneurs such as the Federation of Women Entrepreneurs Association Malaysia (FEM), National Association of Women Entrepreneurs of Malaysia (NAWEM), Persatuan Usahawan Wanita Bumiputera (USAHANITA) and the Women's Wing of the Malay Chamber of Commerce Selangor, Malaysia. This provides avenue for women entrepreneurs to grow and develop social network hence ensuring the success of their business endeavours.

The growth of number of women entrepreneurs in the past three decades, showed that women have high intention in entrepreneurship and they are encouraged to actively participate in entrepreneurial activities due to the incentives and the changed of policies by the government (Jyoti et al., 2011). In order to further encourage entrepreneurship among Malaysian women particularly in rural industries, the government provides various supports through its agencies such as the Ministry for Women, Family and Community Development, Department of Community Development (KEMAS), Department of Agriculture (DOA), Ministry of Rural and Regional Development and the State Economic Development Corporation (SEDC).

Thus, government supports through more liberal and open policies and incentives have made a clear path for the women to participate in entrepreneurship and enable them to realize their intention for entrepreneurship either individually or in groups. However, the impact of government incentives on motivating women to be entrepreneurs has not been well studied in literatures and therefore, government sometimes faces criticism that the policy could not be effective to promote women to start up their own business (Henry et al., 2013). Therefore, to study the impact of government incentives on women in becoming entrepreneurs, the following hypothesis has been developed;

H₅: There is a significant relationship between government incentives and women's entrepreneurial intention.

Conceptual Framework

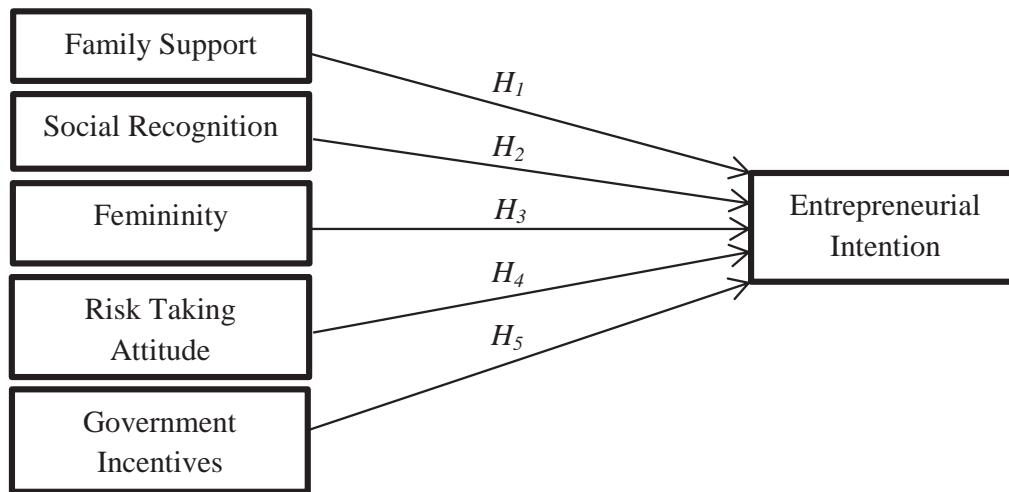


Figure 1: Proposed Conceptual Framework

Women intention in entrepreneurship influenced by many factors that related to intrinsic and extrinsic motivation values. Thus, the purpose of this study is to identify what factors influence the intention to be entrepreneurs among young women. This study would focus on family support, society recognition, femininity, risk taking nature and government incentive and identify their relationship with women entrepreneurial intention.

RESEARCH METHODOLOGY

This study adopted a non-experimental survey methodology to collect necessary information to test the relationship between the family support, social recognition, femininity level, risk taking behaviour, government incentives as independent variables and intention to become the entrepreneur as dependent variable of the proposed model. Quantitative approach was administered in this study to ascertain accurate data.

The main instrument of this study was a structured questionnaire which was developed and adapted based on previous studies. The questionnaire consists of two sections. The first section covers the questions related to family support, social recognition, level of femininity, willingness to take risk (risk attitude), government incentives (government support) and the intention of becoming an entrepreneur by women. Six likert scale measurement has been designed for this part ranging from “1” means “strongly disagree” to “6” means “strongly agree”. The second part of the questionnaire covers information that is related to demography factors such as age, marital status, education background, race, and previous experience of entrepreneurship.

This study applied convenience-sampling method and the targeted samples were female aged from 18 to 40 years old from the four states at the east coast of Malaysia and East Malaysia; Pahang, Terengganu, Kelantan and Sabah. A total of 720 sets of the questionnaires were sent out and 703 sets were collected. Both descriptive and inferential analyses were carried out to seek answers for the research questions and hypotheses.

RESULTS

Validity and Reliability Analysis

The internal validity of the instrument can be measured by performing Principal Component Analysis and use Artlett's Sphericity test and the KMO index (Kaiser-Mayer-Olkin) results. To confirm the internal validity of the measurement, the KMO index of the Principal Component Analysis should be more than 0.7 while the p-value of Artlett's Sphericity test is less than 0.05 or 5%. In addition, the factor load of each item for all variables should be more than 0.5 or 50% (Hair, Black, Babin, Anderson, & Tatham, 2010).

Table 1 shows the instrument has an acceptable level of internal validity. However, four questions from femininity and one question from risk attitude have been removed as their factor loading was less than 0.5 thresholds. The reminding questions all have good level of factor loading and were kept for the final analysis. The overall level of Cronbach's alpha for all questions are 0.92 which can be considered as good. According to the Hair et al., (2010), the Cronbach's alpha at 0.70 is acceptable and shows a good level of internal validity.

Table 1: Reliability and Validity Analysis

Variable	Items	Factor Loading	Cronbach's Alpha
Social Recognition	SR1	0.88	0.76
	SR2	0.86	
	SR3	0.88	
	SR4	0.69	
Family Support	FS1	0.79	0.62
	FS2	0.67	
	FS3	0.83	
	FS4	0.76	
Femininity	F1	Removed	0.85
	F2	Removed	
	F3	Removed	
	F4	0.70	
	F5	0.77	
	F6	0.78	
	F7	Removed	
Risk Attitude	R.A1	Removed	0.84
	R.A2	0.85	
	R.A3	0.83	
	R.A4	0.82	
	R.A5	0.79	
Government Support	G.S1	0.78	0.86
	G.S2	0.84	
	G.S3	0.84	
	G.S4	0.79	
	G.S5	0.76	
Intention	IN1	0.81	0.90
	IN2	0.83	
	IN3	0.90	
	IN4	0.88	
	IN5	0.82	
Total Cronbach's Alpha = 0.92 KMO = 0.93			

Descriptive Analysis

Overall 720 questionnaires were distributed for this study in four different states in Malaysia (Pahang, Kelantan, Terengganu, and Sabah). Seventeen samples (2.4%) were excluded from the final data analysis as they were incomplete and several questions were not answered by the participants. 703 samples (97.6%) were used for the final analysis. Among them 145 (20.6%) from Pahang, 188 (26.7%) from Terengganu, 220 (31.3%) from Kelantan and 150 (21.4%) of them are from Sabah. As such, the summary of the 703 respondents' demographic profile is shown in Table 2.

Table 2: Demographic Profile (N = 703)

Age	N	%	Marital Status	N	%
18-24	105	14.9	Single	160	22.8
25-30	136	19.3	Married	488	69.4
31-35	176	25.0	Single Mother	55	7.8
36-40	166	23.6			
41-45	120	17.1			
Education	N	%	Occupation	N	%
Primary School	24	3.4	Jobless	111	15.8
Not Finish Secondary School	40	5.7	Part Time	79	11.2
SPM/STPM	265	37.7	Private Sector	207	29.4
Diploma	198	28.2	Public Sector	172	24.5
Degree	156	22.2	Self-employed	134	19.1
Post-Graduate	20	2.8			
Religion	N	%	Race	N	%
Muslim	590	83.9	Malay	554	78.8
Buddhist	30	4.3	Chinese	29	4.1
Hindu	10	1.4	Indian	7	1.0
Christian	73	10.4	Others	112	15.9
Income	N	%	State	N	%
Less than Rm300	86	12.2	Pahang	145	20.6
Rm301-750	58	8.3	Terengganu	188	26.7
Rm751-1500	104	14.8	Kelantan	220	31.3
Rm1501-2500	153	21.8	Sabah	150	21.3
Rm2501-4000	266	37.8			
Rm4001-6000	29	4.1			
Above Rm6000	7	1.0			

About 67.9% of participants of this study are individuals age between 25- 45. In addition, the results from Table 2 indicates that 90% of participants have education level up to a degree level whilst about 10% of them have some level of education less than Secondary school certifications. Moreover, the results show that 57.1% of participants declare income less than RM 2500 per month.

Correlation Analysis

To test the correlation level between the independent and dependent variables of this study, Pearson Correlation test was performed. The correlation between two variables is measured by the r which can be between -1 and +1. In case that the r is close to either -1 or +1, it shows the high level of correlation between variable while the r around Zero (0) is the indicator of no correlation between variables. The results show that all independent variables (social recognition, family support, risk taking attitude, femininity and government support), have significant correlation with the dependent variable (Intention to be entrepreneurs).

Table 3: Correlation Analysis

		SR	FS	Fem.	RA	GS	Int.
Social Recognition (SR)	Pearson Correlation	1	.644**	.234**	.546**	.542**	.525**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	703	703	703	703	703	703
Family Support (FS)	Pearson Correlation	.644**	1	.242**	.489**	.495**	.399**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	703	703	703	703	703	703
Femininity (Fem.)	Pearson Correlation	.234**	.242**	1	.340**	.418**	.261**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	703	703	703	703	703	703
Risk Attitude (RA)	Pearson Correlation	.546**	.489**	.340**	1	.619**	.509**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	703	703	703	703	703	703
Government Support (GS)	Pearson Correlation	.542**	.495**	.418**	.619**	1	.507**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	703	703	703	703	703	703
Intention (Int.)	Pearson Correlation	.525**	.399**	.261**	.509**	.507**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	703	703	703	703	703	703

** Correlation is significant at the 0.01 level (2-tailed).

Regression Analysis

To test the proposed hypotheses of this study, the regression analysis was performed. The results shown in Table 4, Table 5 and Table 6.

Table 4: ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	328.237	5	65.647	82.991	.000 ^b
	Residual	550.551	696	.791		
	Total	878.788	701			

a. Dependent Variable: Intention

b. Predictors: (Constant), Government Support, Femininity, Family Support, Risk Attitude, Social Recognition

Table 4 shows that since the calculated significant value is less than 0.05, therefore, it can be concluded that the proposed conceptual from this study is significant and at least one of the independent variables have a significant relationship with the dependent variable ($F = 82.99$, $p < 0.01$).

Table 5: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.611 ^a	.374	.369	.88939

a. Predictors: (Constant), Government Support, Femininity, Family Support, Risk Attitude, Social Recognition

Table 5 indicates that calculation of R-Square for the proposed model is 0.374. It means that 37.4% of variation behaviour of dependent variable can be explained by independent variables. In other words, 62.6% of entrepreneurial intention behaviour of targeted population cannot be explained by the current model.

Table 6: Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.827	.235		3.523	.000
Family Support (H ₁)	-.003	.049	-.002	-.058	.954
Social Recognition (H ₂)	.308	.045	.292	6.844	.000
Femininity (H ₃)	.043	.038	.037	1.116	.265
Risk Attitude (H ₄)	.232	.044	.213	5.210	.000
Government Support (H ₅)	.252	.052	.203	4.802	.000

a. Dependent Variable: Intention

H₁: There is a significant relationship between family support and women's entrepreneurial intention.

The calculated p-value from Table 6 is more 0.05 ($p = 0.954$), which indicates that the hypothesis H₁ should be rejected. Therefore, it can be concluded that there is no significant relationship between family support and intention to be entrepreneur among young women from targeted population.

H₂: There is a significant relationship between social recognition and women's entrepreneurial intention.

The calculated p-value from Table 6 is less than 0.05, which indicates that hypothesis H₂ is supported. Therefore, it can be concluded that there is a significant relationship between social recognition and women's entrepreneurial intention ($p < 0.01$) at 95% interval confidence. Furthermore, this result shows that for each unit increase in the social recognition perception, it can increase the level of intention to be an entrepreneur is around 0.308 units ($\beta = 0.308$).

H₃: There is a significant relationship between femininity level and women's entrepreneurial intention.

The calculated p-value from Table 6 is more 0.05 ($p = 0.265$), which indicates that hypothesis H₃ should be rejected. Therefore, it can be concluded that there is no significant relationship between level of femininity and intention to be entrepreneur among young women from the targeted population.

H₄: There is a significant relationship between willingness to take risks and women's entrepreneurial intention.

The calculated p-value from Table 6 is less than 0.05, which indicates that hypothesis H₄ is supported. Therefore, it can be concluded that there is a significant relationship between

willingness to take risks and women's entrepreneurial intention ($p < 0.01$) at 95% interval confidence. Furthermore, this result shows that for each unit increase in the risk taking attitude perception can increase the level of intention to be an entrepreneur is around 0.232 units ($\beta = 0.232$).

H₅: There is a significant relationship between government incentives and women's entrepreneurial intention.

The calculated p-value from Table 6 is less than 0.05, which indicates that hypothesis H₅ is supported. Therefore, it can be concluded that there is a significant relationship between the level of government support and women's entrepreneurial intention ($p < 0.01$) at 95% interval confidence. Furthermore, this result shows that for each unit increase in the confidence on government support can increase the level of intention to be an entrepreneur is around 0.252 units ($\beta = 0.252$).

DISCUSSION AND CONCLUSION

The results from the regression analysis show that there is no significant relationship between family support and women's entrepreneurial intention. This result is different from some of the current studies which found that having family support can help the women in their confidence to start up their own business (e.g. Altinay et al., 2012). Even though the results indicate that there is no linear relationship between family support and intention to start their own business among women but yet family support can have high impact on women's decision, since the means of family support are about 5.

Another notable result is that there is a significant relationship between social recognition and intention of women to be entrepreneurs. This finding is in line with other researches' finding in this field such as Itani et al (2011) and Heffernan (2007). These findings show that, higher level of recognition of female entrepreneurs by society will encourage more women to consider to start their own business rather than to work for others.

This study also found that there is no significant relationship between the level of femininity and entrepreneurial intention. This result supports the finding by Kristiansen and Indarti (2004) who found that there is no difference between men and women entrepreneurial intention. On the other hand, the finding is in contrast to the finding by Scherer, et al., (1990) who found that women perceived, they are less capable of becoming an entrepreneur compared to men and the environment for women to perform entrepreneurs' activities is more difficult and unfavourable.

Interestingly, this study showed that there is a positive relationship between the risk taking attitude by woman and the possibility of the decision to be an entrepreneur. Overall, establishing a new business or venture is associated with high level of risk especially if the idea is innovative and novel. Thus, women with higher level of risk taking have more courage to start their own business compared to women with lower level of risk taking. This result supports the previous studies in this field that risk taking attitude has positive relationship with intention to establishing new business (e.g. Huybrechts et al., 2012).

Finally, this study found that government incentives and support have the highest impact on the intention to be an entrepreneur after social recognition. It could be, because women needs more financial and non-financial support compared to men since men have higher level of access to resources. The result is in accordance with the findings of the previous researches (e.g. Henry et al., 2013; Jyoti et al., 2011) that showed higher level of support from the government and providing incentives can lead to higher level of intention by women to start their own business.

This study was done using cross sectional method due to the time limitation and lack of financial support. This study tried to test a proposed framework by employing quantitative methods. However, the R^2 of the regression analysis of the proposed model is about 37% which shows that 63% of this phenomenon is not explained yet. Therefore, future studies should be considered for developing a more comprehensive model by adding more relevant independent variables to the current model.

The data of this study is collected by using self-administrative questionnaire and by applying cross-sectional time horizon. However, the perception and attitude of an individual may change throughout different stages of life. Therefore, future studies may be considered in conducting a longitude research and study the different types of attitude towards entrepreneurship at various stages of life. Moreover, samples of this study were selected from four states (Pahang, Terengganu, Kelantan and Sabah) in Malaysia which cannot be a true representative of the Malaysian society. Therefore, it would be advisable that future study involves samples from a wider geographical area.

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