

Youth Entrepreneurs Characteristic and Motivation

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Abstract--- *Regardless of any countries, entrepreneurship contributes to the economic growth of a nation. Nevertheless, the number of people involved in entrepreneurial remains low, instead of high unemployment rate. This contradiction between youth attitudes and action highlights the need for programs that support the development of entrepreneurship in today's youth. Suitable program or incubator can be designed for these youth. But before suitable program can be designed for this target group, we have to understand their personality and motivation. Data for this study was collected using qualitative method. The qualitative data come from semi-structured interviews. This interview was conducted by inviting five young entrepreneurs that consist of three part time entrepreneurs from the Master in Applied Entrepreneurship in UiTM, and the other two entrepreneurs actively involved with business currently. The results show that youth's characteristics are influenced by self-efficacy, initiative and information seeking, while their motivation is driven by passion and family support are important for promoting entrepreneurial intent among young adults. Youth, has a creative way of thinking and is motivated to run their businesses with an appropriate exposure in the higher learning institution.*

Keywords--- *Youth, Age, Characteristic, Motivation.*

I. INTRODUCTION

Entrepreneurship is the processes that involve risk, creativity, innovation, opportunity exploitation and pro-activeness. Entrepreneurs need to take risk and faces uncertainty of revenue through the opportunity that they have exploit. Therefore, in order to be an entrepreneur, the individual need to equip themselves with these characters. On the other hand, the motivation level of entrepreneurs plays an important role to enable the sustainability of their interest and intention. Even though the interest in entrepreneurship as a career seems to be increasing but the sustainable of this entrepreneur to survive is a big issue. Since entrepreneurship creates jobs and driving economic development of a nation, it is worthwhile to explore in depth the issue of entrepreneurs characteristic and motivation (1, 2). Previously, the most research topic focus on entrepreneurship intentions studies (3). Entrepreneurial intention and motivation is two different issues (4). Therefore, this study examined the characteristic and the motivation of youth entrepreneurial in two groups; the first group consists of students at university level that managed their own business; and the second groups focus on graduate young entrepreneurs that has successfully involved with a business more than three years in the market.

The issues of unemployment in Malaysia has reach 3.4% in January 2018 (5). Therefore, it is important to find alternative and opportunities in self-employment in order to ensure graduate youth has a sustain career. At present, the inadequate career opportunities and lower wages offer is the main cause of unemployment among youth graduate

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(6, 7). Youths in Malaysia have considerably reacted to this challenge. The level of youth involvement in entrepreneurship and self-employment has achieved 5,195 youth graduates out of 141,257 graduate in the year 2017 (8). Government sectors such Ministry of Education and Ministry of Youth and Sports Malaysia, have organised various of entrepreneurship programmes, training and research in public and private universities to cultivate entrepreneurship potentials among the young (9). As a result, the support and involvement of government in formulating several policies to assist young entrepreneurs such as 1 Malaysia Young Entrepreneurs Challenge (1MYEC) that focus among the university degree holders to encourage them to involve in entrepreneurial activities (10).

Higher institutions that have been exposed their students with entrepreneurial education has proven to impact significantly in motivating students to choose entrepreneurial as a career after graduating (11). These graduate youth serve as role models for other youth who are anticipating on business ventures. Simultaneously, these graduate youth might change the perception of many other youth that have less confidence in being an entrepreneur. This study presented the finding from the conducted interviews among five youth entrepreneurs. The aim of this study is to shed some ideas on the characteristics and motivation that lead towards a choice among youth toward becoming an entrepreneur.

This paper has been divided into five parts. The first part is the introduction, the second part deal with the reviewing of literature in youth entrepreneurship. The third section explains on the methodology of the research. The fourth part present on the respondents' feedback and discussion from the outcome that has been drawn based on the qualitative data that highlight the individual and contextual factors that may nurture the development of entrepreneurial tendencies in youth. This is followed by the conclusion of the current outcome in the last section.

II. PROCEDURE FOR PAPER SUBMISSION

A. Youth Entrepreneurship in Malaysia

Entrepreneurship appears to be one of the most selected topics in conducting research in academic circles as it is regarded to be the best pushing factor in economic development. Binks, Starkey (12) and Jesselyn Co and Mitchell (13) as cited in Keat, Selvarajah (14) stated that numerous researches have highlighted that universities must be actively involved in promoting entrepreneurship and has a functional role to develop regional and society economies. Agreed by Chik, Ab Wahab (15) on the involvement played by schools and universities in developing and supporting entrepreneurial cultures and aspirations among students thus encourage future youth entrepreneurs to engage in entrepreneurial activities since young.

Youth entrepreneurship appears to be very significant to boost the entrepreneurship development agendas in many developing countries including Malaysia although the level of youth engagement in self-employment or entrepreneurship is still low if compared to other countries (16). A study on Malay youth entrepreneurship in Malaysia found that most of Malaysian youth entrepreneurs comprised of Malay males, aged between 25 to 40 who possessed upper secondary and university education had the willingness to take risks, to work hard, able to learn continuously and face entrepreneurial challenges. The result was found to be consistent with the findings of Jesselyn Co and

Mitchell (13) where young people were found to have developed more entrepreneurial dispositions and developed a distinct understanding of risks and rewards, teaching opportunity seeking and recognition skills as well as creation of enterprises.

Interesting findings by Keat, Selvarajah (14) evidenced that there is a significant relationship between entrepreneurship education and entrepreneurial inclination among Malaysian university students. Parents' occupation seems to be one of the influential factors. Students whose mothers are self-employed tend to be more entrepreneurially-inclined. Similar findings can be excerpted from Turker and Sonmez Selçuk (17) that parental influence and work experience do affect entrepreneurs of the future. It is suggested that more focus should be given to the development and promotion of youth entrepreneurship in Malaysia. Promotional efforts that can be carried out include developing entrepreneurial skills, providing information, advice, coaching and mentoring, providing financial support and developing infrastructure for entrepreneurship (15).

B. Youth Entrepreneurship and Self-Employment

Individual that involves in entrepreneurship will experience the entrepreneurial impact through the importance of education in fostering creative spirit and special qualities. Borjas (18) defined self-employed person as one whose primary job was in the self-employment sector. However, self-employed workers are not necessarily entrepreneurs. Specific data is needed to further differentiate using rigorous definitions.

It is found that entrepreneurs do have a higher level of education than those their counterparts working as employees (19). In line with higher levels of education increase both the probability of becoming self-employed and getting more earnings, hence moving in parallel with experience. This research supports previous researches that males involved more in business compared to their opposite gender. De Wit and Van Winden (1989) as cited in Phan, Wong (20) observed in their study that male students in Singapore have stronger entrepreneurship aspirations than females. Blanchflower (21) found similar findings that the probability of being self-employed is higher among men than women. Adding more to that, self-employed individuals have higher levels of job satisfaction than employees.

Chigunta (22) has depicted entrepreneurial Malay youths to have enterprising qualities in terms of attitudes and behaviours. The government is in the right pathway to introduce entrepreneurship programme among graduates and non-graduates in order to uncover the potential of young generation to become an entrepreneur in the near future. The Malaysian government has given utmost encouragement and support to entrepreneurs by providing trainings to facilitate the success of young graduates through direct subsidies, loan guarantee programmes, cheap credit and venture capital models (23). The concept of business support does not merely come from the government but it also generates from social surroundings. A study on fostering youth entrepreneurship revealed that having an entrepreneurial role model may support young people in developing entrepreneurial intent (24).

C. Entrepreneurship Education (EE)

Entrepreneurship education (EE) is growing at an increasing rate and become popular in Social Science and Science & Technology schools (25, 26) thus requires commitment, intellectual and emotional investment and passion that include the educators, instructors and all the people engaged in making EE coherent and relevant in the future. An

interesting fact to note that, entrepreneurs can be taught and made or at least be encouraged by EE but major evolutions are much needed for robust theoretical and conceptual foundations to support entrepreneurship programmes and courses. Fayolle (25) has proposed in detail the teaching model framework on philosophical and didactical level.

It is gained that philosophical level concentrates on the teaching object and the conceptions of education that exhibits the roles of educators and participants in EE intervention. Within this context, didactical level is more on the audiences of EE, objectives, contents, methods and evaluation. Combining both knowledge on entrepreneurship and education is of importance to better access the effects of EE. On the other hand, Kirkpatrick (27) is seen to be the most influential evaluation model in the field of education evaluation.

Looking at the above mentioned frameworks, it can be integrated to the findings of youth entrepreneurship in Malaysia. Findings by Keat, Selvarajah (14) and Lucky and Minai (28), showed that university has an important role to promote entrepreneurship along with the entrepreneurial curriculum and content. This is supported by Wilson, Kickul (29) that the effectiveness of EE is to think in a holistic way and programming the sequence to give a more realistic sense of starting a successful venture and the necessary skills needed. Furthermore, Kuratko (30) emphasized that entrepreneurship has contributed a pivotal role in influencing the economy over the last two decades. He reasoned that EE is now part of the mainstream that integrates innovation and creativity.

D. Entrepreneurial Characteristics and Motivation

In general, entrepreneurs possess motivations in various ways and relate to environmental factors. Conceptualizing these ideas, Jayawarna, Rouse (31) found that entrepreneur motivation profiles are amalgamated to three concepts; individual's career, influenced by family of origin, education and work experience. Their findings showed that the relationship between entrepreneur motivations and three dynamic life course domains that include career, household and business appear to be very significant in segmenting the market. Entrepreneurial motivations can also come in two ways, the economic and non-economic motivations but the latter are often the most powerful if compared to the former.

Motivation stimulates action and entrepreneurs are likely to create lifestyle to complement each element. According to Deci and Ryan (32), motivation theories must be created on assumptions about the nature of human agency and the factors that generate action. It is reiterated from previous researches that motivation is seen imperative for new business ventures to psychological, socio psychological, cognitive value and economic theories (33-35). In essence, the desire for economic gain may affect business strategy in creating growth, fostering motivation through entrepreneurship. Literature review showed that motivation and skills is the important driver of the entrepreneurial behaviour and the needs of entrepreneurs to ascertain skills in order to sustain in entrepreneurial environment (36).

A multi-factor model of motivation explains the associations between entrepreneur motivation profiles with business characteristics, business life course during early establishment stage, career and household life course. Life course is intersecting social domains that cover family and work. (31) claimed from their findings that entrepreneur motivations are related dynamically to the three life course domains mentioned above. The development of small

businesses is related in one way or another within a business life course. Furthermore, motivations are also connected to business resources, behaviour and performance. Supported by Turker and Sonmez Selçuk (17) that perceived relational support affect entrepreneurial intention of university students in Turkey where young person might be influenced by family members and friends.

The relationship discussed earlier not only affected start-ups in developed countries but developing countries like Malaysia. Taking youth entrepreneur as an example, motivations is a prevalent factor to open a business. A research done on new generation entrepreneurship in Malaysia found that young people are in need of “soft” support that include information, advice, coaching and mentoring to bridge the gaps in entrepreneurial knowledge (15, 37). These young entrepreneurs are seeking for motivations to enhance their knowledge and skills ranging from basic entrepreneurial, business and marketing knowledge to comprehensive financial and technical skills for starting up their businesses and sustaining in the market place. It is also highlighted in their findings that the highest factor for starting own business is about passion, networking, experience, personal background, encouragement from family members and business influence from colleagues.

III. METHODOLOGY

This study employ qualitative method to gather information on youth characteristic and motivation that focus on the current students in the higher learning institution and graduated entrepreneur.

A. Qualitative Methods

This method will involve face to face semi structured interview to collect data. The main purpose of this interview is to explore additional insight of students’ expectation and needs in terms of education and support. The questions asked to the interviewees are related to their characteristics, motivation, experience and expectation that move them forward in becoming an entrepreneur. The interview was conducted with five graduated entrepreneurs.

B. Sample selection

For the purpose of this study, youth is defined as any person between the aged of 22 – 40 years old who possessed university qualification. This group of youth is categorised based on the age of the higher learning institution students in the level of post-graduate students. All youths were selected as interviewees who has involved with a business. They are 24 – 38 years old and come from different industries. Three of them are taking part time course in UiTM and doing their own business, while they are working full time in an organization. They are taking part time study in the Master in Applied Entrepreneurship in UiTM. The main reason for selecting UiTM students that enrolled in the Master in Applied Entrepreneurship program is because it is convenient of access by the researcher. Another group of youth that was chosen to be interviewed were graduated entrepreneurs that operated their business for more than two years.

There are two main ways of taking samples: probability and non-probability (38). According to these authors, probability sampling occurs when all members of the population are known, while non-probability sampling entails participants being selected based on the researcher’s personal judgment or convenience. Sekaran and Bougie (39)

suggested that convenience sampling is the fastest and most efficient way of obtaining information, and so this study used convenience sampling to select youth entrepreneurs. The participants come from different background of education and experience, which increased the diversity of samples. They were informed about the study before the interview and agree to participate in the research after learning the purpose of the study.

C. Interview and Data collection

The interviews took place individually face to face. The advantage of taking interviews face to face is that the interviewer can see the body language and facial expression of the interviewees. The time of interview were booked in advance with interviewees to ensure they have enough time and take the interview seriously. The whole process of the interview was recorded and transcribed. The purpose of the study was introduced to interviewees in advance so as to keep them clear in mind what the interview is about. Questions were sent to interviewees earlier so that they can answer the question objectively without any stress or worries.

Questions are focused on the interviewee's current age and the age when they started their business, their background, motivation of starting up own business, their short and long term goal for their business and *etc.* Most of questions are open questions and adjusted at any time according to their answers in order to obtain the real opinions and actual situations. Every interview lasts around one hour. Data audit was conducted after the study by examining the data collection and analysis procedures, as well as makes judgements about the potential for bias or distortion.

D. Data analysis

Analytic induction is introduced in this study for data analysis which is a most common data analysis method that the researcher pursues universal explanations for various phenomena. The procedure of analytic induction follows three steps below. First, collect and accumulate a series of objects' knowledge and experience. Second, analyse the characters of obtained objects and find out the common rules that they follow with. The third is to describe and summarize (make systematic judgments) rules and characteristics of the collected information, which will predict the basic principles of these rules as similar to other things.

Each of the interview questions was coded into nodes using Nvivo. These nodes represented the issue or points that have been highlighted by the interviewees.

IV. RESULTS AND FINDINGS

After the interview was transcribed, the data was organised according to the following five themes: *early experience, influence and motivation; future goal; entrepreneurial qualities; attitudes about entrepreneurship and support system.* In each of the five case interviews, the findings that was identified, how these interviewees manifested their journey towards their intention being an entrepreneur. The following cases describe the characteristics and motivation among youth between the age of 24 until 38 years old. The cases were organised thematically according to the five themes that were used for this analysis. The interviewees were anonymous. Names of participants have been changed to protect confidentiality. In this section, the quotations of the interviewees are presented in quotation marks with italic font.

YUSLIN. Yuslin is a 24 years old lady that is currently talking a part time study in the Master in Applied Entrepreneurship in UiTM. She has a Degree in Chemical Engineering.

Early experience, influence and motivation. One of Yuslin's early experiences in entrepreneurial is when she was nine years old when she started selling attractive business card. Later, during her university years in 2015 she started investing several amount of her saving to design fashion clothing and since there, the business still remain until today(2019). She is working full time in an engineering company. Then on weekends she has to attend her master classes, the only time she has to focus on her business is during night time, where she will update her business Instagram. Yuslin get lots of support and motivation from her family and partner. According to Yuslin her friend is less supportive *"They don't really encourage me for being an entrepreneur."*

Future goal. She describe of choosing entrepreneurship as a *"future full time career"* because she wants to be independent. She started being serious in business when she was doing her degree, when she started selling clothing. However she cannot push her business forward since she has limited knowledge in doing business at that time. That is her main reason in furthering her study in Master in Applied Entrepreneurship so that she can learn what it takes to be an entrepreneur. She started with clothing business since the year 2015 and the business is still operating until the day of the interview (in 2018). Yuslin found it difficult in managing a business without sufficient knowledge. Thus, her main aim is to learn in terms of operating and managing a business. Yuslin believed that she will always be an entrepreneur. In fact, speaking about her future business goals, is *"to have a fashion brand that can compete with the popular brand in the market such as ZARA"*. In order to remain sustainable in the market, Yuslin plan to *"use a recycle material and go for eco-friendly fabric"*, and *"innovation"* is the key in her business value proposition.

Entrepreneurial qualities. Yuslin has involved with the fashion clothing business since the year 2015 and it has been 3 years Yuslin has been operating that particular business. However, the biggest challenge that she has to face as an entrepreneur is when she has lack of knowledge in managing a business. According to Yuslin *"Financial is not a big issue if I know how to manage the business, thus I need to learn to solve in managing the internal function of the business"*. Therefore, she strives to learn and gather as much as knowledge as she can in this master course.

Attitudes about entrepreneurship. Currently, Yuslin is working full time in an engineering company, just because she wants to apply her current knowledge in the field. At the same time, she needs to earned constant income in order to pay her debts. But her passion has always been an entrepreneur. According to Yuslin *"I am enthusiasm and more productive if I love doing thing that I like"*. Since she feels like there is no freedom of doing thing according her way if she works with others. Simultaneously, Yuslin believe that to be an entrepreneur, it is important to have the right *'intention'*. If entrepreneurs have good intention rather than focusing on profit oriented, it will give a better impact to the community.

Support system. Yuslin had never got any financial support for her business previously since she wants to be independent. According to her, the most important support before new entrepreneurs kick start their business is *"to have the right knowledge... Without a proper knowledge your business will not sustain"*. It is also important to

increase entrepreneurial enculturation program at the university level, so that students will be exposed to entrepreneurship.

WANIS. Wanis is a 26 years old young entrepreneur, that owned a Diploma certificate in Banking, before completing her Degree in Marketing both at Universiti Teknologi MARA. While the interview took place, she is currently enrolled as a part time student in Master in Applied Entrepreneurship. Her family background is more on agriculture business, focusing on paddy and rock melon plantation that was establish more than 6 years ago. She joined her family business in 2017.

Early experience, influence and motivation. At the age of 13 years old, Wanis started selling a colouring book to her friends in the school. While in the university she joined multilevel company by selling health products. Currently, she is working full time in the construction company in Damansara, and during weekend she has to attend classes. She has limited time to handle her family's agriculture business in Melaka. At one point, she enjoys continuing his family's business. She has been getting all the knowledge and moral support from the family members.

Future goal. At present, Wanis is aiming to get a mobile food kiosk grant so that she can open a food kiosk at Melaka by introducing their new product that is a rock melon chips. However, for long term plan, she is planning to develop paddy factory to process the rice at Melaka. According to Wanis, there are only three paddy factory throughout the country, and there is none paddy factory in Melaka. The processing of the paddy is a bit higher and it is lowering the margin. To own more paddy processing machine is Wanis's long term goal, so that she can run a paddy processing factory. In order to ensure the business remain sustainable in the market, Wanis plan to market un-bleach paddy to the consumer since it is much healthier and taste better. Wanis's company is working closely with Malaysian Agricultural Research and Development Institute (MARDI) currently in producing a new breed of paddy that has a similar texture to the Japanese paddy that is long and big.

Entrepreneurial qualities. Wanis has join his family business since the year 2017. Her family business needs more financial aid in order to survive and remain sustained. But according to Wanis, the learning experience that comes with that is incomparable. That is why she is trying to gain as much knowledge while working with others, since the learning benefit to be gained from the experience will be benefiting when she is managing her family business.

Attitudes about entrepreneurship. Wanis's opinion on being an entrepreneur is "*the effort will be more compare with working with others*", since her aim working with other is to gain experience in handling problems and issues. Wanis is enthused in helping to promote other Bumiputra entrepreneur. She also thinks that "*normally new business will bring lots of benefit to the community, since customers are looking for new product in the market, therefore it will be more convenience for the customer to get these products*".

Support system. Wanis is in the process of applying a grant to get a mobile food kiosk. Previously, she is unaware of any kind of support that her family has been getting. But according to Wanis, the most important support that government or university can provide is a "*sharing knowledge from experience entrepreneur*". The knowledge and experience is to keep updated the newly entrepreneurs so that they can prepare, what to expect while doing business.

Concurrently, she feels that it is important for university *“to expose students to more practical rather than theory. The university should give priority for students to run the business in the university itself”*.

MANAN. Manan is a 34 years old guy completed his Diploma in Business Studies and Degree in Marketing both in UiTM. Currently he is a part time student in UiTM taking Master in Applied Entrepreneurship.

Early experience, influence and motivation. Manan started selling nasi lemak at school at the age of nine years old. While in the university, he sells Maggi and Nescafe in hostels. It started from there when he got an offer to a program called ‘Siswa Bistari’ and he managed to get a grant to expand on the product offering. Later, when he did his degree, he seriously involved with selling yogurt. Manan has been getting a strong support from the family members, friends and lecturers, but most of the support is in terms of moral and knowledge assistance and not in terms of monetary.

Future goal. Manan involved in entrepreneurship is because of *“the interest to save money... I don’t really get the privilege in getting frequent money in a weak because of the status of my family”*. Therefore he has to face the hardship in life to buy things that I wanted to buy *“thus I involve with business to gain extra income and impulse on business”*. Manan started the training and development centre in the year 2014. His aim for that current year is to focus on building material supply. Since, Manan is operating two businesses at once: building material supply and training business, he is *“quite satisfied with the amount of job that I get through the network for the training business”*, however, for the building material supply business, he needs to have a sales person to focus on the marketing aspect of that business. Manan is trying to get two big projects supplying building material in Johor Baharu and Setia Wangsa. He plans to quit his current full time job in the building material industry that he worked currently for more than seven years if he manages to secure these projects. Manan’s long term plan is to focus on the training and development business, because *“my enthusiasm is in developing people in sports development, team building and teamwork”*. According to Manan, three of these training are high in demand. So as to remain sustainable in the training and development industry, he will improvise the current existing modules and create more modules for the same programs so that *“I have various modules to offer to my clients”*. Currently, Manan realizes that *“many competitors in the training and development business are using almost the similar module for program that has been done 20 years back”*. As a result, *“I have new ideas on how to improvise the new modules to make it different from others and most of all the approaches are more relevant for the generation nowadays”*.

Entrepreneurial qualities. Manan has involved with the training and development business since the year 2014. At present, Manan finds it difficult to get skill workers to help him managed the business. Manan feels that *“having skill workers is more important rather than financially...in my situation”*. However, Manan biggest challenge is when *“I might jeopardise my current job. The market in building material is big, but the player is small, so your name will be here and there. That is why I am trying to get the two big projects so that I can quite my current job”*.

Attitudes about entrepreneurship. Manan has been working full time with building material industry for more than seven years, and he is so passionate in doing his own business. Manan believes that *“every entrepreneur that wants to start a business, the main aim is not only profit but, to contribute to the community... some entrepreneur with*

ethic they will make sure the welfare of the customer will be taken care of". Manan feels there is not much different working with others and being an entrepreneur. He believe that an entrepreneur, need to go all out for the things that they do and *"the difference will be at the level of risk that you take"*.

Support system. Manan has been doing his business using the capital of his own and he never got any financial support from any institution. According to Manan *"Knowledge will be the priority, and then the monetary support and grant will be helpful"*. He feels that *"new entrepreneurs are hunger for knowledge, thus a proper knowledge need to be transfer to these new entrepreneurs"*. Meantime, Manan's believe that university help significantly will promote those interested students to be an entrepreneur. *"The university should get the students to get involved with all sorts of activity that is being organized in the university so that these students will be exposed with working experience and most probably these will create the interest for these students to become an entrepreneur one day, since they have experience of handling the projects"*.

DINA. Dina did her diploma in Interior Architecture at Limkokwing University. Her passion is in arts. During the three months semester break; she works with Beauty Company where she learned how to organised staff, management, marketing and latest beauty product. Since there, her passion in beauty started. She is currently 33 years old.

Early experience, influence and motivation. Dina started to show interest in entrepreneurship since she was 11 years old when she started selling cosmetic set, accessories and also perfume. Her mother will be helping out in supplying those products. Later in the university, during semester break, she gain experience from 'Topshop' and also as a promoter for cosmetic brand from Singapore. Dina's mother started a Beauty Training Centre had a significant influence on Dina's growth as an entrepreneur. She described how her mother encouraged her to pursue work that was intrinsically motivating: *"I am being train by my mother to meet and communicate with people. I will normally follow my mother whenever she meets her clients. I watch and learn how deals were made"*. Dina learns from her mother's entrepreneurial experiences. Even though, Dina's mother has handed the business to her in the year 2011, Dina is enthused to improvise the business to a better level. Talking about her principal motivator, Dina emphasis on her mother as her strongest motivator beside that, she spend almost RM75, 000 to be mentored by an entrepreneur. She feels that it is important for every new entrepreneur to have a proper guidance from a mentor.

Future goal. The business stated in the year 2007 with the Beauty Training Centre that is own by Dina's mother, before they upgraded it to Beauty Academy in 2011. Dina plan to penetrate into different market segment focusing customers from vocational schools and government agency as her long term goal. Dina aims is to create her academy as a platform for women and youth, *"I need to build up good networking with various parties...to help these group of people to identify their strength... my ambition is to bring them to the highest level of achievement"*. In order to remain sustainable in the market, Dina thinks that her beauty academy has the strength since *"I am master in all four aspect of beauty: hair treatment, massage, skin aesthetics and make up. Whereas, the other Malay competitors provide beauty aesthetics training alone"*. Since most of her competitors consist of non-Malay business, thus it makes her beauty academy as the preference among customers. Dina strategy is to expend her academy to Beauty College.

Entrepreneurial qualities. It has been more than eight years since the year 2011, Dina runs the Beauty Academy business. She has been facing the most challenging moment when she has to move out from their current shop lots to another location. This is because the rental for the previous shop lots at Jalan Keluli Shah Alam, is very expensive and the rental cost is RM5000. On top of that, she has to deal with Department of Skills Development (JPK) that makes a late payment that delay until six months. This situation really impacts her business operation. It is quite tough operating with a very high overhead, therefore she decided to move to Puncak Alam, a double story shop lots with a rental of RM1500. Throughout her business operation, the biggest risk that she has to make is *“to move our business from Kuantan to Shah Alam when all the expenses increased by three times”*. Dina and her mother decided to move to Shah Alam in the year 2010 after her father passed away.

Attitudes about entrepreneurship. Dina has a strong believe that *“being an entrepreneur it is much more in contributing towards improve the cost of living of an individual, family and country....entrepreneur must have their own aims in doing their business”*. Dina also differentiates between being an entrepreneur and working with others. She thinks that *“being an entrepreneur, we have to work extra hours to get higher return ...and you need to be mentally tough and focus”*. When working with others, workers are more in a comfort zone with a fixed salary, working hour and workload.

Support system. Dina has been getting grant and project from networking with individual and government. Dina also managed to get loan from the government. According to Dina, the most important support that she had received is from state government. Selangor state government has given loan to students that want to learn in the beauty aspect. Therefore, the students will be paying the fees for the training with the loan that they received. Dina has been attending training from private companies and also university/government. She feels that

“training done by the private company is much more relevant, since most of the participants are willing to shares and contribute ideas for solutions to our problems. Unlike, training done by the university”, According to Dina the some of the trainer has zero experience in business, thus, making the class more theoretical rather than practical. Dina highlighted that university should include those from the industries to share their experience with the students/participants. She also thinks that it is important to educate these new entrepreneurs to explore on their passion first. Before any loan or grant is given to these new entrepreneurs, appropriate training in managing the business by an experience mentor should be given.

JESSY. Jessy is a 38 years old entrepreneur that completed her Bachelor Degree in Food Studies (Food Services Management) from Universiti Putra Malaysia (UPM). She has been exposed to science, management, production and also food processing while studying. Jessy have been working with three different companies after graduating from the university before setting up her own food truck business in the year 2005. She switches jobs to get a quick increment in salary.

Early experience, influence and motivation. Jessy started selling watches to her friends when she was 17 years old. Her father helps her with the capital during that time. She has started being exposed with entrepreneurship when *“I always follow my mom to a “Tupperware Party”. So I will be watching her selling the “Tupperware” to the*

customers. From there I learn to sell thing". During her matriculation years, she sells sandwich and Maggie to the other students. Jessy mention that *"I involve with selling thing is because I can see there is an opportunity in the school and matriculation, since there is an existing customers during that time and I feel the excitement in generating my own income"*. Jessy become an entrepreneur, since her parents have opened up the path for her. According to Jessy *"I got support from my dad and mom where they started giving me the capital to start the food truck business"*. Her families and friends are very supportive in her business. But in the first place when she ventures into business, she used to get negative feedback from friends.

Future goal. Jessy is planning to set up her own marketing team to focus on retail market. Currently the marketing is being done by herself, her stockist and agents. Jessy is aiming *"to strengthen her networking to penetrate in to the grocery, sundry shop and petro mart"*. However, her long term goal is to sell the company. She mentions that the reason *"why we need to identify and penetrate into these markets...our product needs to be accepted in the major market, so that people will notice the product and the brand"*. Jessy feels that in order to be sustain in the market, she need to make sure that her product is a market leader and *"we have to make sure we have a strong brand and distribution channel"*.

Entrepreneurial qualities. Jessy started a food truck business in the year 2005, by selling fruit smoothies and juices. Simultaneously, she produces fruit puree at home based. These purees are used to make the smoothies and at the same time she will sells this puree to restaurants and shops who demand for it. In 2009, Jessy started doing R&D in jelly drink and in the year 2010, she started selling this jelly drink. Then in 2015 she started focusing on the jelly drink production and stops the food truck business and fruit puree. So it has been 4 years she have been producing and selling jelly drink and it is still operating until now. Currently, she owns several machines and few workers in the factory. Jessy will never take or make any risky decision regarding the business if the she does not understand of the impact. *"I can't remember of taking any bigger risk throughout my journey as an entrepreneur"*. Based on her experience, her biggest challenge is actually to develop the brand and the marketing side, *"since I don't master the marketing aspect, so it is a challenge for me. I am afraid to invest money in marketing since I have limited knowledge in that area"*.

Attitudes about entrepreneurship. Jessy thinks that entrepreneurship contributes for the better of the world as; it increases the economic condition of a country and improves the cost of living. Jessy also believes that those who involve with business will normally contribute back to the society by giving donation. However, *"business that does not practice business ethically and they don't have integrity in doing business; definitely it will contribute towards the negative impact"*. Jessy highlights the difference between self-employed and working with others, *"Working with others, you will have limited source of income,...and more time But being an entrepreneur, you can decide how much you want to earn and you will work towards the aim...but you will have lack of free time"*. Jessy consider that being an entrepreneur, you need to put in more effort to you job since you owned that business. Jessy further optimised her chances for success by taking advantage of resources and integrating them in innovative way.

Support system. Jessy used to get assistance in terms of training in operation, account, marketing and halal from Ministry of Agriculture and Agro-Based Industry (MOA), Ministry of Rural Development (KKLW), Standard and

Industrial Research Institute of Malaysia (SIRIM) and Ministry of Science, Technology and Innovation (MOSTI). She managed to get few grants to help in terms of renovation, production, buying machines, upgrade packaging and upgrade product quality. She thinks that it is really helpful with the support and help from the government. Jessy senses that it is important *“to expose these new entrepreneurs with training in financial management, but not in accounting. It is important to expose new entrepreneurs to managed their financial and make their capital grow, how much profit should they take and how much money that they need to invest back to the company. The process is very important for new entrepreneur... Secondly, strategic plan and also troubleshooting the process is also important to be exposed to new entrepreneur”*. Jessy also believe that university should educate students to understand the reality of being entrepreneur. It is the process of hard work and passion. While, government support in terms of organising, training and program that involve SMEs without having to pay for the exhibition booth. MOA is an example of an entrepreneur friendly agency those days.

V. DISCUSSION

In this section five interviewees respond were analysed through cross-case analysis. The cross-case analyses examined further than the single individual impressions of each interview so that conclusions can be made. The results of the cross-case analysis address the characteristic and motivation of youth entrepreneurs. The factors shown in the Table 1 have influence on different aspects of entrepreneurship motivation, finally affecting interviewees' character in different ways.

Table 1: The Main Analysed Factors from the Empire

Factors	Sub-factors
Early experience, influence and motivation	-Early age exposure - Passion - Family support
Future goal	- Networking connection - Innovative
Entrepreneurial qualities	-Taking financial risk less significant - Knowledge and experiences - Information seeking - Self-efficacy
Attitudes about entrepreneurship	- Importance of financial assistance - Responsible and ethical
Support system	-Practical and hands-on training -Appropriate training and relevant knowledge by experience mentor -Knowledge transfer, grants and relevant assistants to new entrepreneurs.

According to the interviewees, interest in entrepreneurship among students as careers appear to be rising, however there is few appropriate channels for these students in terms of support and assistance while in the university. All five of the interviewees largely supported the importance of assistance and support from the university and government to encourage students to be an entrepreneur. In regards to **early experience, influence and motivation**, the

interviews highlighted that all of the participants has been exposed with entrepreneurship since they are in their early age. All five youth has been selling things since school days because of passion and their parents have been the backbone of the initial operation. Dina and Jessy saw their ambitious mother as a role model in terms of strong and ambitious entrepreneur. Consecutively, Dina and Jessy are pursuing an entrepreneurial path out of enthusiasm and pure interest and the models provided by their entrepreneurial parent. Wanis started to connect with her father through their shared interest in agricultural business. Manan and Yuslin has a supportive parent who encouraged them to pursue their dreams, and provided them a safety net that enabled them to take risks in doing so. Youths who have an entrepreneurial parents are more likely to start their own business than the others (40). Compared to Manan, Yuslin and Wanis goal, who choose to work with others full time and being an entrepreneur as part time because of impulse and ambition. Their aim is to gain knowledge and experience in their field.

Regarding the second themes **future goal**, all the participants have a set of short and long term plan in their entrepreneurial career. Manan pursued need-fulfilling goals, starting a training and development center to adapt with the new generation lifestyle. He is taking advantage of the networking connection to improvise the material from his courses to develop an innovative training module. Yuslin, long term goals is innovative in designing fashion clothing from recyclable materials. All the interviewees also displayed high levels of goal optimization, with Wanis and Jessy finding novel solutions using available resources in innovative ways, and Dina describing herself as a self-starter who is driven to succeed. Finally, our interviewees displayed high levels of self-efficacy in order to remain sustainable in the market, with Yuslin, Wanis and Manan redirecting their effort to focus on new product out of an innovation and Dina together with Jessy strategizing in sustainability of their business through networking by expending their business to be a market leader in their own field.

Apart from that, the **entrepreneurial qualities**: Manan, Yuslin and Wanis did not emphasize any financial support but spoke on the knowledge benefits gained by entrepreneurs through learning. When asked about challenges they face, Manan, Wanis and Yuslin find it difficult operating a business with insufficient knowledge. All interviewees believe knowledge and experiences are important factor to entrepreneurship thus, they are proactive in information seeking. Manan discovers it is very challenging in operating a business without skilful workers. Whereas Dina, face biggest challenge to move the location of her business to another state. All five youths have high enthusiasm to overcome the challenges that they faced by utilising those intrinsic abilities to solve problems. These youth have shown the image of self-efficacy that has been revealed to the main characteristic of youth entrepreneur (41).

All the interviewees cite similar reason for starting their business. These youth are university graduates and they are motivated primarily by passion and flexibility and not necessarily money and this is consistent with Herrington, Kew (42) notion. The theme on **attitudes about entrepreneurship** topic highlighted that financial matters does not majorly impact their intention of being an entrepreneur. Additionally, all five of the interviewees show the attitudes and initiative described in their interviews suggested their business taking financial risk might be less significant currently. For instance, Yuslin, Wanis and Manan acknowledge the importance of financial support in their business but one that they cannot fully relate to yet applicable to them. Most probably this is because they are doing the

business as part time and at the same time they are earning constant income from their full time job, which is a safety net. As for, Jessy and Dina, both of them recognized the need for financial assistance in entrepreneurship and considered they are lucky to get support and help in every aspect from the government including grant. Lack of cash flow was a reality for Dina, and she adapted by finding ways to solved the problems, while Jessy use money wisely and come up with plans that require minimum investment rather than taking risks with money. All of them emphasised on the principals of being an entrepreneur is towards improving the economic condition of an individual and country rather than making profit solely. These interviewees understand the responsibilities of entrepreneurs in developing the nation. All of interviewees agree that being an ethical entrepreneur is essential. Dina, Manan and Jessy tend to start their business when they feel the relevant experience is enough, which make them feel safe and confident. They are unlikely to start up a business in a field they are not familiar with or have little experience. In contrast, Wanis and Yuslin, are more prone to follow their passion to learn and improve on the way with the business as long as they like and enjoy the business they are running. Recognising the various reasons why young people decide to start a business is important for the promotion of youth entrepreneurship

In terms of the **support system** issue, all five of them acknowledge that the university plays an important role in enculturation and engagement process among students. The syllabus and curricula that were designed helps to create the awareness; however it is not sufficient to give an experience or exposure on the real world of doing business. These students need more practical and hands-on training to be an entrepreneur. All five of them agree that exposure on appropriate training and relevant knowledge by experience mentor or trainer is important to motivate graduate youth entrepreneur to kick start their business. According to all interviewees, the government should be more sensitive and proactive in helping new entrepreneurs by providing knowledge transfer in the form of information, advice, coaching and mentoring; and relevant assistance such as grants to new entrepreneurs to bridge the gaps in entrepreneurial knowledge. This study supports evidence from previous observations (e.g. 15, 37).

VI. CONCLUSION

The main aim of this research is to understand youth characteristic and motivation towards being an entrepreneur. Entrepreneur's normally has different motivation in starting their business, but the interviewees motivations are mainly from passion and family support. Consistent with the literature, (e.g. 15, 37) this research found that passion is the main intrinsic motivator while family support is the extrinsic motivator. The word passion, is the most frequently mentioned when talking about their business journey. Youths with entrepreneurial parents are more likely to start their own business than the others (43-45), which in turn explained the scenario of three youths out of five interviewed.

Two out of five youths have strong passions on entrepreneurship and work independently, freely and do whatever they like through self-employment. However, three youths expressed their passions on entrepreneurship and will only willing to turn their part time business into their full time job after they have gain sufficient knowledge. They seek opportunities for entrepreneurship in the work and pursue a better career and operate their own business depending on their competency and opportunity. These three youths choose entrepreneurship because of opportunities, interest and want to pursue success and wealth that they might not get when working with others.

All five youths have similar opinion on entrepreneurship as an advanced career after having appropriate experience and knowledge to run a business. The characteristics of proactive about the dynamic environment increase the self-efficacy, initiative and information seeking in these entrepreneurs to build the confidence among these youths. This study supports evidence from previous observations by Rasheed and Rasheed (46) and Hussain, Bhuiyan (36) that motivation and appropriate characters contributes towards the entrepreneurial behaviour with the support of conducive university environment (curriculum and content) (14, 28). The participants' belief, the more experience a person have, they are more confidence to start a business or to be success in the business. Skills and experience are usually gained from life and work. Even though youths have passion and motivation on entrepreneurship, they still believe that having relevant experience and networking is a big challenge. This notion is consistent with Gümüşay and Bohné (47) and (48).

Monetary capital as economic resource is an important factor affecting entrepreneurs, however all five youths does not take any financial risk in borrowing money from financial institution or investing too much money for expansion. All five youths save their own money or borrow from parents to start the business and to expend their business. Two out of five youths managed to get few grants from the government agencies and it is helpful and impactful to their business. Therefore, it is crucial for the university and government to design program that will nurture youth's passion towards entrepreneurship and support assistance that suits the youths, needs and expectations and the approach taken to assist them need to be youth-friendly.

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