







## DEMOGRAPHIC FACTORS INFLUENCE ON THE TENDENCY TO BECOME ENTREPRENEUR: ESTIMATING THE ANTECEDENTS AND CONSEQUENCES OF ENTREPRENEURIAL TENDENCY

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### ABSTRACT

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#### Keywords

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The essence of this study deals with identifying the major demographic factors for the tendency to become an entrepreneur. Our survey data from 132 randomly selected respondents were used to investigating the factors for the tendency to become an entrepreneur. In this study, a quantitative method was used to improve research strength. This study identified some major factors which increase an individual's entrepreneurial tendency. The study found a significant relationship between educational degree specialization, nationality, gender, entrepreneur parent, child position, marital status, age towards the tendency to become an entrepreneur. Moreover, the study further didn't find any relationship between performance (CGPA), religion and abroad experience towards the tendency to become an entrepreneur than earlier findings. Moreover, the entrepreneur is the combination of risk and willingness to find success but it's not easy to be like that because of both effects of internal and external business environments and therefore this study is conducted to identify core factors, which may influence on the willingness of an individual for being an entrepreneur. It is truly noticed the business-oriented scope for female compared to male in the same region that supports the other major factor called nationality. However, this study is conducted over postgraduate students studying in Malaysia that may focus a limitation but its overall results will fairly demonstration tendency to become an entrepreneur based on the international business environment perspective.

**Contribution/Originality:** This study is one of the very few studies which have investigated the relationship between demographic factors of students and their tendency to become an entrepreneur through empirical analysis and analyses whether students become influenced to become an entrepreneur through the core demographic factors.

### 1. INTRODUCTION

Since long before, entrepreneurship is a common phenomenon around the world. It has a huge effect on GDP economic growth. University students, academics, economists, policymakers all are talking about this topic. To raise the awareness about the importance of entrepreneurship, various TV shows, training, workshops, seminars are being held across the country every year for society and individual development (Fayolle, 2013; Solesvik *et al.*,

2014). It is stated that for the development of any economy entrepreneurship has a key role. To sustain the country's competitiveness, entrepreneurship plays an important role (Basu, 2014; Pilkova *et al.*, 2014). Entrepreneurship creates wealth and produces job opportunities (Ghazali *et al.*, 2013; Espíritu-Olmos and Sastre-Castillo, 2015; Moses *et al.*, 2016).

The major objective of this study is to identify the major demographic factors for the tendency to become entrepreneur. Many researchers indicated student's tendency to become entrepreneur in their study. Ayodele (2013) conducted a study among some Nigerian adolescents to figure out the entrepreneurial tendency. He investigated the relationship between sex, socioeconomic status, age, locus of control, entrepreneurial self-efficacy and entrepreneurial intentions. Furthermore, Koe *et al.* (2012) showed in their study about the determinants of Entrepreneurial Intention among the Millennial Generation. They figured in their study by extending Ajzen (1991) theory of planned behavior (TPB) to study entrepreneurial intention among the millennial generation. Specifically, they mentioned to make the relationship between knowledge, experience and ties, attitude, social norm, perceived behavioural control and personality traits towards entrepreneurial tendency. After that, Ismail *et al.* (2009) illustrated in their study about entrepreneurial Intention among Malaysian Undergraduates where they explored the relationship between the Big-Five personality factors, contextual factors and entrepreneurial intention. Adding most importantly, Rasli *et al.* (2013) assumed in their study about factors affecting entrepreneurial intention among Graduate Students in Malaysia. They investigated the relationship between work experience, vicarious experience, general attitude, an image of entrepreneurship and other demographic variables towards entrepreneurial tendency. Likewise, many researchers conducted huge studies to know about the entrepreneurial tendency among students, but study investigating demographic factors are not enough for the understanding of entrepreneurial tendency. Moreover, in doing so, we tried to figure out the relationship between demographic factors and tendency to become entrepreneur and how demographic factors affect the students' entrepreneurial tendency.

## 2. REVIEW OF LITERATURE

There are some factors connected with the tendency of people to engage in entrepreneurial activity. Among them, demographic factors are the most significant. These factors are strategically important for the tendency to become an entrepreneur.

### 2.1. Demographic Factors

Different researches have been stated that demographic characteristics and family background influence on individuals to become entrepreneur (Remeikiene *et al.*, 2013; Atef and Al-Balushi, 2015). However, there is a significant relationship between demographic characteristics and tendency to be entrepreneur who contributes to entrepreneurial detour (Espíritu-Olmos and Sastre-Castillo, 2015; Ismail *et al.*, 2015). Besides, some other researchers also mentioned that there is a significant relationship between education level, age (Cumberland *et al.*, 2015) marital status (Sauer and Wilson, 2016) with a tendency to become entrepreneur. Education level affects the tendency of people to engage in entrepreneurial activities (Crawford *et al.*, 2015; Björklund and Krueger, 2016; Koskimaki, 2018). If people become highly educated, they are more probably to engage in entrepreneurial activity. Because, education helps to learn the new business opportunities (Lindquist *et al.*, 2015) and information and skills acquired from education which raises the expected returns to entrepreneurial activity (Kuratko *et al.*, 2015). In this way, education affects the tendency of people to engage in entrepreneurship.

Nevertheless, people want to be boss my own self. They don't prefer job under others' domination. They want to be self-employed (Llopis *et al.*, 2015). A person engages in the start-up business of the desire for independence. Usually, people engage in start-up business because they want to be boss in their own kingdom and want to be free. They don't like to work with a huge group of the population with others' supervision (Bergmann *et al.*, 2016). Every individual prefers self-employed. They think that it is one of the best career paths for them. They also think that

being an entrepreneur they can execute their personal goals, get financial rewards and innovate own ideas (Palalic *et al.*, 2017).

Moreover, people sometimes start a business because of heritability. Sometimes family business also influences to become an entrepreneur. It is told that heritability is more important even after taking into realization the influence of age, income, education, marital status, race, and immigrant status (Lindquist *et al.*, 2015). Previous research states that women have more probability to become entrepreneur than men because of higher heritability (Shane and Nicolaou, 2015).

## 2.2. The tendency to Become Entrepreneur

Moreover, entrepreneurial tendency stated that people's willingness to act entrepreneurial behavior and tend to entrepreneurial actions, being self-employed and build new venture (Phuong and Hieu, 2015; Oguntimehin and Olaniran, 2017). Individuals must have a tendency to become an entrepreneur. Although they have a probability to become an entrepreneur, they don't participate in any entrepreneurship action (Mohamad *et al.*, 2015). Liñán and Fayolle (2015) suggested that entrepreneurial tendency mentions to one person's mentality which indicates establishing a new business, improving the new business concept, adding new value within an existing business. Entrepreneurial tendency is very important for newly establishment business and it has a positive influence on the business's success and growth.

Scholars provided evidence that entrepreneurial tendency is a valid factor. Many studies show that entrepreneurial tendency gives significant insights for the researcher to realize entrepreneurial process and predict entrepreneurial actions in the best ways through identifying antecedents of entrepreneurial tendency (Yousaf *et al.*, 2015; Ibrahim and Mas'ud, 2016; Farrukh *et al.*, 2017; Gelaidan and Abdullateef, 2017). Generally, no individuals start its a reflection of anything, they start it intentionally. They don't start it accidentally (Santos *et al.*, 2016; Nabi *et al.*, 2017). They also proposed that entrepreneurial tendency assists in describing the reasons why potential entrepreneur emphasize to begin their own venture when they think about the type of business. They also stated that entrepreneurs get facilities from a better thought of their own tendency. There are some factors which drive them to take their decisions to decide about an entrepreneurial career. They further think about how thoughts can be turned into reality (Fayolle *et al.*, 2014).

Many studies stated that university students are given proper training as an initial formulation to access into the business world. Their tendency determines whether they will be employees or entrepreneurs after their studies. The tendency is the predicted results conducted by some actions (Sandri, 2016). Many researchers indicated the student's tendency to become an entrepreneur. The study mentioned that 30.4% of the respondents have the tendency to become entrepreneurs. Most of these studies have done in developed countries at the college level, however less attention by scholars to understand these relationships at university level specially the post graduate business students in developing countries such as Malaysia. Entrepreneurial tendency has vindicated to be the initial predictor of future entrepreneurial actions (Shinnar *et al.*, 2014; Zahra *et al.*, 2014; Manik and Sidharta, 2016). In entrepreneurship study, seeking what are the factors behind the entrepreneurial tendency is very crucial. In total fewer women bend to begin their own business than men because of the influence of gender on entrepreneurship.

For beginning any new business, multi-layered procedures have to be completed for taking the decision (Tiwari *et al.*, 2017). Many studies identified some variables which are the major antecedents for the tendency to become entrepreneur. Demographic factors such as education, age, parent's profession, gender, nationality are considered most crucial factors of entrepreneurial intension (Reuijl, 2013). Similar study indicates that the probability of decrease in entrepreneurial action in those countries which face population maturity.

Beginning a new business is an intentional activity including revolved efforts to practice control over the procedures in case to gain the expected results (McDonald *et al.*, 2015; Mandl *et al.*, 2016). There is a relationship between age and tendency to become entrepreneur. Business succeeds at highest level at early age and decline after

that (Reuijl, 2013). The similar study states that when age rises, individuals loses willingness to give time to actions which provide returns over time such a beginning any business. People between 25 and 34 years old have the most probability to become entrepreneur (Leutner *et al.*, 2014).

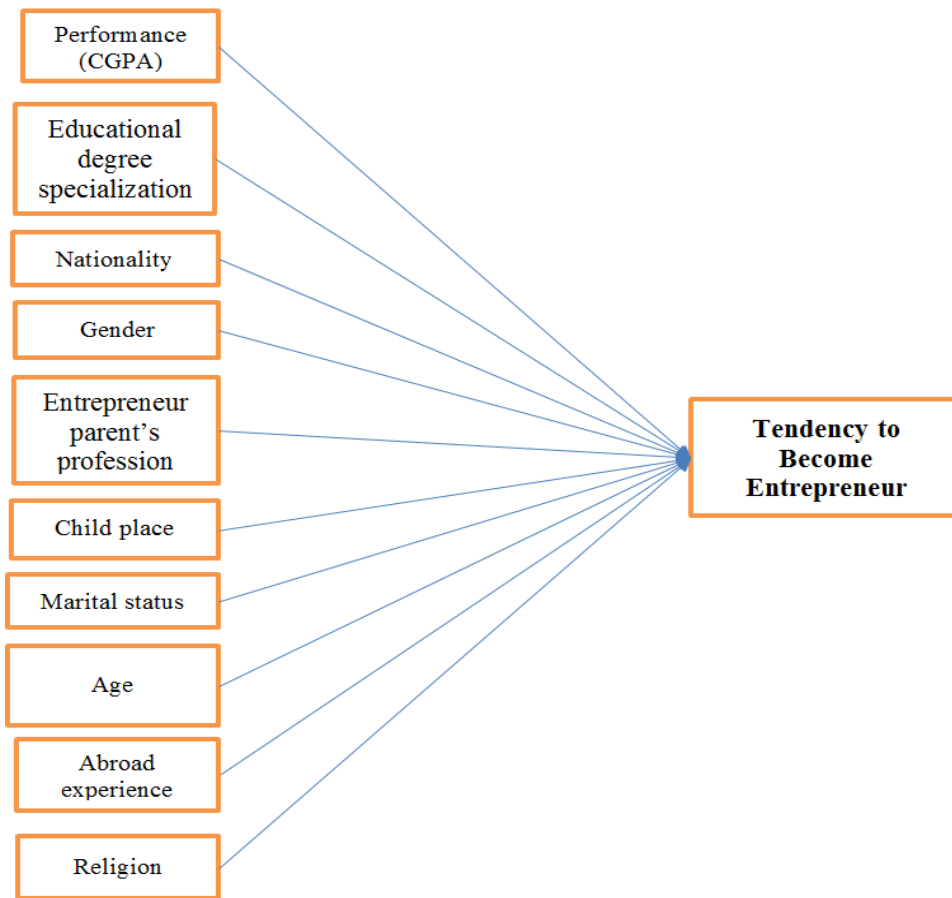


Figure-1. Framework of the study.

Figure 1 indicates that each and every variable in the framework influences ( namely performance as CGPA, educational degree specialization, nationality, gender, entrepreneur parent's profession, child place, marital status, age, abroad experience and religion) on the entrepreneurial tendency of individual especially students. Later, we investigated how these variables affect entrepreneurial tendency.

**H1:** There is a significant relationship between student's CGPA (performance) and their tendency to become entrepreneur.

**H2:** There is a significant relationship between educational degree specialization and tendency to become entrepreneur.

**H3:** There is a significant relationship between nationality and tendency to become entrepreneur.

**H4:** There is a significant relationship between Gender and tendency to become entrepreneur.

**H5:** There is a significant relationship between Entrepreneur parent's profession and tendency to become entrepreneur.

**H6:** There is a significant relationship between Child Place and tendency to become entrepreneur.

**H7:** There is a significant relationship between marital status and tendency to become entrepreneur.

**H8:** There is a significant relationship between Age and tendency to become entrepreneur.

**H9:** There is a significant relationship between Religion and tendency to become entrepreneur.

**H10:** There is a significant relationship between abroad experience and tendency to become entrepreneur.

### 3. RESEARCH METHODOLOGY

The survey was conducted among the Post-graduate students of Limkokwing University of Creative Technology, CyberJaya, Malaysia. The questionnaire consists of fifteen questions adopted from (Leong, 2008; Liñán and Chen, 2009). Five-point Likert scale (with 1=strongly disagree, 2=disagree, 3= neutral, 4=agree, 5=strongly agree) is used as measurement range for every statement. The ten questions have been used as both close ended and open-ended questions. In this study, Pearson's Correlation and hierarchical linear regression has been applied to figure out the result. SPSS software has been applied to analyse the collected primary data.

The population of this study consists of all the postgraduate students of Limkokwing University of Creative Technology, CyberJaya, Malaysia. Firstly, the questionnaire was provided to the students individually. The researchers generally handed over the questionnaire to those students who were interested to contribute in the study. According to Krejcie and Morgan (1970) a sample size of 132 respondents has been considered, where total number of population is two hundred (in number 200). Followed by the sample size table of Krejcie and Morgan (1970) one hundred thirty-two respondents (sharply 132) are the sample size of this research.

Furthermore, by estimating the variance inflation factors (VIF) for all variables of the study (Tabachnick *et al.*, 2007) we investigated the multicollinearity problem. Here, the highest VIF was 1.226, which is relatively below the conventional level of 5. For this reason, collinearity is not a significant problem in this study. After that, we applied a time trend extrapolation test (Armstrong and Overton, 1977) to know the non-response bias. In doing so, there is no conventional proof that our data are subject to non-response bias. Finally, prior to the distribution of survey, we reorganized and assorted the items which were envisioned to measure a certain variable with the items that were intended to measure other variables (Jahanshahi *et al.*, 2017; Polas *et al.*, 2018).

#### 3.1. Variable Measurement

##### 3.1.1. Independent Variable

There are ten independent variables namely CGPA (close ended), Educational degree specialization (close ended), Nationality (open ended), Gender (close Ended), Entrepreneur parent's profession (open ended), Child Place (close ended), Marital status (close ended), Age (open ended), Religion (close ended), Abroad Experience (open ended).

##### 3.1.2. Dependent Variable

In this study, Tendency to become entrepreneur (TBE) is the only one dependent variable. Five statements or questions are used as items of TBE which was adopted from (Leong, 2008; Liñán and Chen, 2009) (namely; I prefer to be an entrepreneur rather than to be an employee in a company, My professional goal is to establish my own business, I'm determined to create a firm in the future, I will make every effort to manage my own business, I have a very serious thought in starting my own business). The five point Likert-scale is followed to measure each item with (1= Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree). The minimum acceptance level of reliability is 0.7, the reliability of dependent variable is found as 0.732 or 73.2% according to the Cronbach's Alpha model of reliability tested on SPSS.

### 4. RESULTS OF STUDY

Descriptive statistics and correlation Table 1 shows that fluxing correlation between independent variables namely CGPA, education specialization, nationality, gender, entrepreneurship of parents, child position, marital status, age, abroad experiences, religion and dependent variable stated as intension to be an entrepreneur. As seen that there were total six independent variables significantly correlated with dependent variable at different level, whereas rest of the independent variables were left out of significant level. Child position was correlated with

dependent variable, which was significant at the 0.268\*\* level. On the other hand, academic CGPA of a person was negatively correlated with dependent variable.

Adding more importantly, gender was found as highest major influential factor of IVs, which was positively correlated with tendency to become an entrepreneur or TBE, the significant of correlation was at the 0.293\*\* level. Like that nationality and age were significantly correlated with TBE at the 0.235\*\* & 0.185\*\* level respectively. Profession of entrepreneur's parent was also significantly correlated with dependent variable namely TBE at the 0.192\*\* level. There was one more independent variable (Marital Status) correlated with TBE at the 0.197\*\* level.

In this study, the exploratory factor analysis (EFA) illustrated that ensuing the theory of (Kaiser Meyer Olkin (KMO) = 0.668; Bartlett's = 0.000 where all the items were gathered and our collected data were best suit to investigate the research objectives. Here, we applied the confirmatory factor analysis (CFA) to figure out convergent validity resulting in the suggestions of Anderson and Gerbing (1988). After that, we want to know whether all scale items applied in this study put on their hypothesized construct factors at the level of significant. The result of this study delivered the proof of convergent validity for our measurement scales. We used hierarchical linear regression to examine the hypotheses of the study.

According to the Table 2, the estimated regression equation for the Tendency to Become Entrepreneur (TBE) is:

$$TBE = 2.470 + (0.061)CGPA + (0.332)EDU.SPECI + 0.437NATIONALITY + 0.499GENDER + 0.513ENT.PAR + 0.339CHI.POSI + 0.443M.STATUS + 0.564AGE + (-0.088)ABR.EXP + (-0.052)RELIGION$$

**Hypothesis 1**, which deals with the direct and positive relationship between cumulative grade point average and tendency to become entrepreneur. As can be inferred from Table 2, the relationship between cumulative grade point average and tendency to become entrepreneur is not positive and statistically significant ( $\beta = -0.061$ ,  $p > 0.05$ ). Thus, hypothesis 1 isn't supported. This means that higher cumulative grade point average, does not increase tendency of students to become an entrepreneur in future.

**Hypothesis 2**, which deals with the direct and positive relationship between educational specialization and tendency to become entrepreneur. As can be inferred from Table 2, the relationship between educational specialization and tendency to become entrepreneur is positive and statistically significant ( $\beta = 0.332$ \*\*,  $p < 0.01$ ). Thus, hypothesis 2 is supported. This means that higher educational specialization increases tendency of students to become an entrepreneur in future.

**Hypothesis 3**, which deals with the direct and positive relationship between nationality and tendency to become entrepreneur. As can be inferred from Table 2, the relationship between nationality and tendency to become entrepreneur is positive and statistically significant ( $\beta = 0.437$ \*\*,  $p < 0.01$ ). Thus, hypothesis 3 was fully supported. This means any increase or decrease in nationality cause increase or decrease in tendency of students to become an entrepreneur in future.

**Hypothesis 4**, which deals with the direct and positive relationship between gender and tendency to become entrepreneur. As can be inferred from Table 2, the relationship between gender and tendency to become entrepreneur is positive and statistically significant ( $\beta = 0.499$ \*\*,  $p < 0.01$ ). Thus, hypothesis 4 was fully supported. This means any increase or decrease in gender cause increase or decrease in tendency of students to become an entrepreneur in future.

**Hypothesis 5**, which deals with the direct and positive relationship between profession of entrepreneur's parent and tendency to become entrepreneur. As can be inferred from Table 2, the relationship between profession of entrepreneur's parent and tendency to become entrepreneur is positive and statistically significant ( $\beta = 0.513$ \*\*,  $p < 0.01$ ). Thus, hypothesis 5 is supported. This means any increase or decrease in profession of entrepreneur's parent increases or decreases in tendency of students to become an entrepreneur in future.



Table-1. Correlation analysis.

SL. NO.	Name of Variables	Mean	STD.	1	2	3	4	5	6	7	8	9	10	11
1	CGPA (Performance)	2.7197	0.1073	1										
2	Educational Specialization Degree	1.6212	0.8783	0.125	1									
3	Nationality	6.9242	4.7833	0.117	-0.005	1								
4	Gender	6.9242	0.4783	0.128	-0.01	-0.005	1							
5	Entrepreneur Parent	1.303	0.4613	0.138	-0.054	-0.021	.694**	1						
6	Child Place	2.25	1.4795	0.062	0.079	0.047	0.016	0.101	1					
7	Marital Status	1.3409	0.5362	.188*	-0.064	0.019	.694**	.906**	0.161	1				
8	Age	28.849	2.482	-0.024	0.051	0.122	.186*	0.067	.177*	0.102	1			
9	Abroad Experience	34.727	30.123	-0.09	-0.052	-0.043	0.018	-0.048	-0.016	-0.073	0.01	1		
10	Religion	2.2348	1.1843	0.155	0.071	-0.167	.218*	.428**	-0.108	.294**	-0.086	-0.019	1	
11	Tendency to Become Entrepreneur	3.9803	0.6713	-0.005	0.003	.235**	.293**	.192*	.268**	.197*	.185*	0.036	0.117	1

Notes: \*\* Correlation is significant at the 0.01 level (2-tailed)  
 \*Correlation is significant at the 0.05 level (2-tailed)

Table-2. Regression coefficient analysis.

Tendency to Become Entrepreneur											
SL. NO.	Name of Variables	Model 1	Model 2	Model 3	Model 4	Model 5	Model 6	Model 7	Model 8	Model 9	Model 10
1	CGPA (Performance)	-0.061									
2	Educational degree Specialization		0.332**								
3	Nationality			0.437**							
4	Gender				0.499**						
5	Entrepreneur parent					0.513**					
6	Child place						0.339***				
7	Marital status							0.443*			
8	Age								0.564*		
9	Abroad experience									-0.088	
10	Religion										-0.052
R <sup>2</sup>		0.445	0.334	0.238	0.569	0.449	0.313	0.261	0.486	0.541	0.379
Adj. R <sup>2</sup>		0.387	0.786	0.345	0.334	0.338	0.221	0.553	0.465	0.449	0.268
F		5.288**	7.431***	6.567***	8.564***	7.456***	4.337**	3.651**	3.159**	6.369***	6.866***

Note: \*p<0.05, \*\*p<0.01, \*\*\*p<0.001; †p < .10

**Hypothesis 6**, which deals with the direct and positive relationship between child position and tendency to become entrepreneur. As can be inferred from [Table 2](#), the relationship between child position and tendency to become entrepreneur is positive and statistically significant ( $\beta = 0.339^{***}$ ,  $p < 0.001$ ). Thus, hypothesis 6 was fully supported. This means any increase or decrease in child position cause increase or decrease in tendency of students to become an entrepreneur in future.

**Hypothesis 7**, which deals with the direct and positive relationship between marital status and tendency to become entrepreneur. As can be inferred from [Table 2](#), the relationship between marital status and tendency to become entrepreneur is positive and statistically significant ( $\beta = 0.449^*$ ,  $p < 0.05$ ). Thus, hypothesis 7 is supported. This means any increase or decrease in child position increases or decreases in tendency of students to become an entrepreneur in future.

**Hypothesis 8**, which deals with the direct and positive relationship between age and tendency to become entrepreneur. As can be inferred from [Table 2](#), the relationship between age and tendency to become entrepreneur is positive and statistically significant ( $\beta = 0.564^*$ ,  $p < 0.05$ ). Thus, hypothesis 8 is supported. This means any increase or decrease in age increases or decreases in tendency of students to become an entrepreneur in future.

**Hypothesis 9**, which deals with the direct and positive relationship between abroad experiences and tendency to become entrepreneur. As can be inferred from [Table 2](#), the relationship between abroad experiences and tendency to become entrepreneur is not positive and statistically significant ( $\beta = -0.088$ ,  $p > 0.05$ ). Thus, hypothesis 9 wasn't supported. This means any increase or decrease in abroad experiences does not increase or decrease in tendency of students to become an entrepreneur in future.

**Hypothesis 10**, which deals with the direct and positive relationship between religion and tendency to become entrepreneur. As can be inferred from [Table 2](#), the relationship between religion and tendency to become entrepreneur is not positive and statistically significant ( $\beta = -0.052$ ,  $p > 0.05$ ). Thus, hypothesis 10 wasn't supported. This means any increase or decrease in religion doesn't cause any increase or decrease in tendency of students to become an entrepreneur in future.



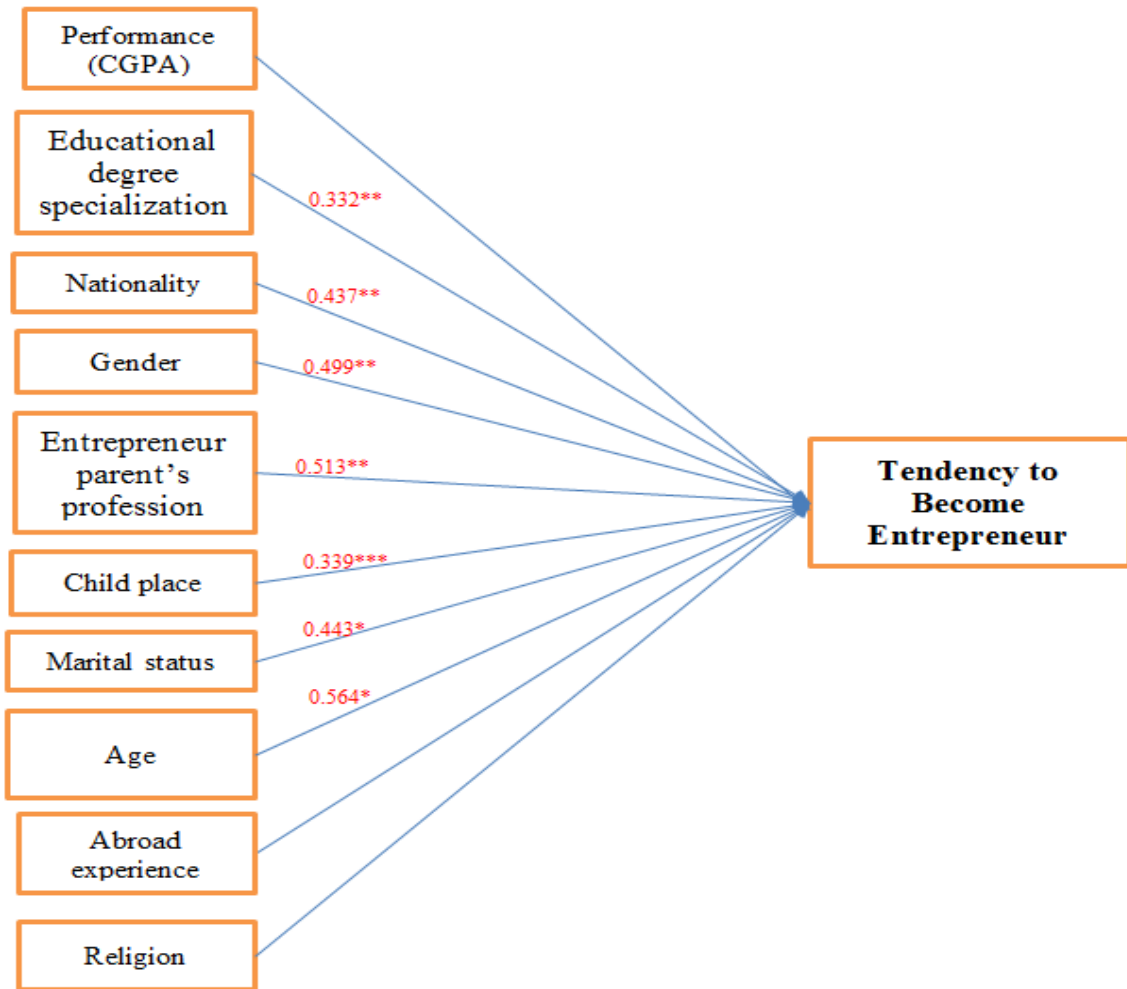


Figure-2. Significant model of the study.

Figure 2 demonstrates that educational degree specialization, nationality, gender, entrepreneur parent's profession, child place, marital status and age influence on the entrepreneurial tendency positively and significantly. Besides, CGPA, abroad experience and religion has no relationship with entrepreneurial tendency.

## 5. CONCLUSION

This study has made a clear scenario on the variables (CGPA, Educational Degree Specialization, nationality, gender, entrepreneur parent's profession, child position, marital status, age, abroad experience, Religion) which affect the students' entrepreneurial tendency. However, Managerial implications will raise the students' tendency to become entrepreneur. Limitations and recommendations will assist the future researchers to conduct their study properly. Socio-economies are changing. Entrepreneurships play a crucial role in developing the nation to alleviate the unemployment rate. Above all, researchers wish that this study will help the university students with essential knowledge how demographical factors influence an individual to become an entrepreneur.

By surveying 132 post graduate students at Cyber Jaya in Malaysia, the current paper found a significant relationship between educational degree specialization, nationality, gender, entrepreneur parent, child position, marital status, age towards tendency to become entrepreneur which indicates any increase in educational degree specialization, nationality, gender, entrepreneur parent, child position, marital status, age improve the entrepreneurial tendency of students. Moreover, the researchers further didn't find any relationship between performance (CGPA), religion and abroad experience towards tendency to become entrepreneur which denotes any increase in performance (CGPA), religion and abroad experience do not improve the entrepreneurial tendency of students.

### 5.1. Limitation and Recommendations for Future Studies

In this study, only higher educational institute located in CyberJaya, Malaysia was selected to collect samples. Thus it has faced the limitation of location-feedbacks. Sample size of this study was only 132 respondents. So, the large sample size would be found different, is considered another limitation of this study. To conduct research on “The impact of entrepreneurial tendency in different countries”, would be brought more accurate findings regarding this issue. Even another suggestion for new investigation is on “A relative study on the impact of entrepreneurial tendency between two regions in the same country”. It will also help to identify the major factors behind the entrepreneurial intension in the different regions in a specific country.

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