



## INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION AND MANAGEMENT

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## THE PRELIMINARY STUDY OF BUSINESS CHALLENGING AS INTERMEDIARY IN ASSOCIATION OF GRAB MARKET OPPORTUNITIES AND BUSINESS INDEPENDENT: MALAYSIA CREATIVE INDUSTRY

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### ABSTRACT

*In this preliminary study, we examined whether creative entrepreneurs perceived importance on the factors of business challenging would be variable that mediate the relationship between grab market opportunities and business independent. Data were collected from 380 creative entrepreneurs belong to 14 branches of Malaysia Handicraft Development Agency (Kraftangan Malaysia). The analysis of data employed path-analysis model in order to determine the factors of grab market opportunities (e.g. study the market environment, strong character to face competitors, and grab opportunities based on strength) that contribute to the explanation of business challenging and business independent. The results indicated that the factor of study the market environment and strong character to face competitors are associated in indirect effect with business challenging. Meanwhile, there is a factor of grab opportunities based on strength is associated in both direct and indirect effect with the business independent. Finally, path-analysis demonstrated that the engagement of business challenging in creative industry led to entrepreneurial development resulting in association of grab market opportunities toward the business independent.*

### KEYWORDS

Grab market opportunities, business challenging, business independent, creative industry.

### INTRODUCTION

The development of Malaysia creative industry consider as a transformation process of social-based activities into focusing on economy-based activities which has been established in several sectors related to the needs of idea development in craft producing through creativity, including; *batek*, *songket*, wood-carving, ceramics, bamboo and rattan craft, pewter, silver, crystal, and leather (Wan Hashim Wan Teh, 1996). Thus, entrepreneurial traits become essential to those creative entrepreneurs in developing and strategizing their business challenging to become highly independent. According to McClelland (1961), good personality traits of entrepreneurs should be capable to grab market opportunities, as well as ability to study the market environment, have a strong character to face competitors, and capable to grab opportunities based on their strength. Although numerous descriptive studies and some valuable empirical research have been undertaken in this regard, however, most of these studies do not provide sufficient guidelines to industrial practitioners on ways to further develop the creative industry in Malaysia. Therefore, the purpose of this study is to measure whether there is significant relationships between the factors of grab market opportunities (e.g. study the market environment, strong character to face competitors, and grab opportunities based on strength), business challenging, and business independent in a way of developing Malaysia creative industry.

One of the latest interesting developments in Malaysia creative industry is the implementation of government policies regarding the promotion of entrepreneurially-oriented competencies to those creative entrepreneurs who are motivated in grabbing the market opportunities. A key issue emphasis by the Ministry of Information, Communication and Culture is the proper development of entrepreneurship skills, knowledge and personality traits as required by the creative industry. As far as study is concerned, Rais Yatim (2006) and Hatta Azad Khan (2006) have claimed that having entrepreneurship skills is vital in developing creative entrepreneurs who would be the main players in the creative industry. Consequently, this study has argued that is there significant relationship between grab market opportunities, business challenging, and business independent?

### MINISTRY OF INFORMATION, COMMUNICATION AND CULTURE

Malaysia has vast cultural and creative resources in the fields of performing arts, visual and fine arts, Islamic calligraphy and *Jawi* writing, films, arts education, literary works and crafts which can be further developed and exploited. According to Rais Yatim (2006), the Ministry of Information, Communication and Culture (MICC) has taken the responsibility to ensure the rapid development of creative industry in Malaysia. In order to facilitate the development of the creative industry and to ensure its contribution to the economy, MICC was provided various facilities at the state level, cultural centers and galleries could be utilized to promote the activities, and also provide business premises to entrepreneurs to promote their crafts and others creative products. Beside that, MICC also was implemented the entrepreneurial development program to encouraged Malaysian creative entrepreneurs in constructing their entrepreneurial personality, knowledge, and skills as well as to fulfill the industrial requirement.

In fact, during the Ninth Malaysian Plan the economic potential of the creative industry would be further developed through close collaboration between the public and private sectors (Kraftangan Malaysia, 2008). In order to instill and enhance entrepreneurship skills among the creative entrepreneurs, the MICC has organized several programs, launched several schemes and provided financial assistance such as; One District One Industry, Incubator Scheme, Up-Grading of Craft Entrepreneurs (Ismail Mat Amin, 2006). However, there are not many of creative entrepreneurs are really aware the programs organized by MICC in ensuring rapid development of Malaysian creative industry, especially in a micro or small craft business scale (Rais Yatim, 2006). In addition, most of them are

not really concerned the ability on how to strategize the grabbing of market opportunities as well as to construct their entrepreneurial personality in achieving the business challenging and independent. Consequently, MICC was designated the vision and specific objectives of revitalizing the micro and small enterprises as a profitable means of livelihood. The development of entrepreneurial personality become as a major factor to develop the business competitive in Malaysia creative industry.

### **MALAYSIAN CREATIVE ENTREPRENEURS AND GRAB MARKET OPPORTUNITIES**

According to Chamhuri Siwar et al (1995), most of Malaysian creative entrepreneurs involved in a self-employment as well as recognized a cottage industry or small and medium enterprise. Hatta Azad Khan (2006) has emphasized that entrepreneurship becomes as an important variable to construct the personality traits of creative entrepreneurs towards the business challenging and independent in creative industry. However, some of Malaysian creative entrepreneurs are less motivated to grab opportunities in a marketplace. Even though some of them are really creative in producing the creative products, but it cannot tailored to fulfill the market demands (Ismail Mat Amin, 2006).

On the contrary, Nieman (2001) have defined that entrepreneur considered as someone who recognizes an opportunity and marshals the resources to take advantage of, or act on that opportunity. Obviously, Malaysian creative entrepreneurs need to change their mindset and ways of thinking in order to become good entrepreneurial personality. As such, grab market opportunities becomes the main component in developing the creative entrepreneurs who are more motivated in creating business challenging and independent.

### **LITERATURE REVIEW**

In the dominant tradition of entrepreneurship literature, creative entrepreneurship has been through a process of theoretical and conceptual development from the multi-dimensional study which understood as a collection of other studies and relate with the theory of entrepreneurship. Therefore, the study of Malaysian creative entrepreneurs was comprised several multi-dimensional study which included the study of; entrepreneurship, psychology, business, and arts. Fundamentally, the term of entrepreneurs is associated with people who start their own business and face challenges and competitions, and have an effort to grab the market opportunities (Shefsky, 1994). Meanwhile, Gartner (1990) describes the entrepreneur theme as the idea that entrepreneurship involves individuals with unique personality characteristics and abilities in a context of creativity, vision, commitment, perseverance, autonomy, locus of control, grab market opportunities, and risk taking.

Meanwhile, Wan Hashim Wan Teh (1996) has been related the development of Malaysia creative industry to the Malays social-history and economy in terms of social-based activities. Wan Abdul Kadir Wan Yusof (1982) also argues that the process of diffusion and assimilation in Malaysia culture previously, has highly affected the utilization of creativity and innovation in a creative industry. Therefore, this study of creative industry in Malaysia is supposed to be much more related to the field of culture in sociology. Basically, the term of culture in sociology refers to the complex pattern of living that we as humans have developed and that we pass on from generation to generation. The pattern of living is different in many unique cultures, which includes the ideas, customs, and values (Stockard, 1997; Schaefer, 1989; Mohd. Taib Osman, 1983). In term of personality, the term of entrepreneurial traits relates to the individuals who have the ability to take risk, innovativeness, knowledge of the market functions, grab marker opportunities, business management skills; an influence of personality traits in a context of business challenging, and also independent in business (Littunen, 2000). Therefore, the term of entrepreneurial traits of this study will focus on the scope of grab market opportunities which cover several traits of motivation, including; the study of market environment, strong character to face competitors, and grab opportunities based on strength.

According to Marx (1992), an entrepreneur is an individual who constantly searches for economic opportunities in the market and who utilizes them in an innovative way to increase prosperity by combining and managing the necessary resources, of which a substantial part is usually contributed personally, within a specific enterprise. Furthermore, McClelland (1961) has argued that a good entrepreneurial trait is individual who are capable to grab market opportunities in a context of; to study and identify the market environment, to grab market opportunities, and must have a strong character to face competitors in a marketplace. Specifically, the terminology of entrepreneurial traits is related to the social or human study on entrepreneurship which analyzes about the attitude, perception, learning, thinking, character and traits of people towards the business issue and situation. Therefore, the previous literature was described that creative entrepreneurs is those individuals who are highly entrepreneurial personality in a context of grab market opportunities, motivated in facing the business challenging, and highly independent in a business management.

### **HYPOTHESIS**

This research has identified several relevant hypotheses in order to determine significant relationships among the variables. Several hypotheses or testable statements have been formulated based on research objective and questions to determine the relationships between the grab market opportunities (e.g. study the market environment, strong character to face competitors, and grab opportunities based on strength), business challenging, and business independent, there are;

- H1: There is a positive relationship between the predictors of study the market environment and business challenging.
- H2: There is a positive relationship between the predictors of strong characters to face competitors and business challenging.
- H3: There is a positive relationship between the predictors of grab opportunities based on strength and business challenging.
- H4: There is a positive relationship between the predictors of study the market environment and business independent.
- H5: There is a positive relationship between the predictors of strong characters to face competitors and business independent.
- H6: There is a positive relationship between the predictors of grab opportunities based on strength and business independent.
- H7: There is a positive relationship between business challenging and business independent.

### **RESEARCH METHODOLOGY**

This preliminary study involved on investigation of grab market opportunities among creative entrepreneurs in Malaysia creative industry. A survey investigation was attempted to describe the perception of respondents toward their grab market opportunities which are associated with the business challenging and business independent. The scope of study focused on creative entrepreneurs who are registered in Malaysian Handicraft Development Agency (Kraftangan Malaysia). According to the statistic produced by Kraftangan Malaysia (2008), there are 1,347 creative entrepreneurs who are registered under this agency from the whole of Malaysia. Most of them are operating as a producer, distributor, agent, and retailer.

In order to provide an equal chance to all populations in Kraftangan Malaysia, researcher has made a decision to use random sampling in this study which comprises 405 respondents. Researcher has divided sub-sample into five zones of operations which have been developed by Kraftangan Malaysia, they are; North-Peninsular Malaysia, East-Coast Malaysia, West-Cost Malaysia, South-Peninsular Malaysia, and East Malaysia. In using of random sampling in zones of operations, researcher has used percentage to give an equal chance to all the creative entrepreneurs in five zones in Malaysia. However, there are only 380 of creative entrepreneurs who have returned the questionnaires to the researcher. Table 1 shows the percentage of sub-population and sub-sample based on zones of operations.

TABLE 1: THE POPULATION AND SAMPLE OF STUDY

Zone of Operation	Populations		Sample		Replied	
	Frequency	%	Frequency	%	Frequency	%
West-Coast Malaysia	136	10.0	40	10.0	33	8.7
East-Coast Malaysia	297	22.2	82	20.2	81	21.3
East Malaysia	439	32.6	125	30.6	114	30.0
North-Peninsular Malaysia	447	33.2	130	31.2	124	32.6
South-Peninsular Malaysia	28	2.0	28	8.0	28	7.4
<b>Total</b>	<b>1347</b>	<b>100</b>	<b>405</b>	<b>100</b>	<b>380</b>	<b>100</b>

## DATA ANALYSIS

As a preliminary study, this research precisely the association of three major variables; there are; grab market opportunities, business opportunities, and business independent. Therefore, the analysis of path become as a prominent study to evaluate the inter-relationship between variables. Basically, this preliminary study will divided into four parts of analysis, there are; reliability analysis to measure the stability and consistency on the instrument; the descriptive study on entrepreneurial profile; regression analysis to measure the association between variables; and path-analysis to look the direct or indirect effect of association.

### RELIABILITY

Reliability becomes as a starting-point in this analysis to study the consistency and stability of questionnaire. The first run of test which administered on 380 respondents, yielded the cronbach alpha was read several variables in this study. It indicates the most of the variables that has been investigated in this study are found to be highly reliability, as mentioned in table 2.

TABLE 2: RELIABILITY ANALYSIS OF VARIABLES

Section	Variable	Number of Cases	Number of Items	Reliability Coefficients ALPHA
Study the market environment	Independent	380	4	.783
Strong to face competitors	Independent	380	3	.717
Grab opportunities based on strength	Independent	380	5	.830
Business challenging	Intermediary	380	3	.698
Business independent	Dependent	380	3	.593

### ENTREPRENEURIAL PROFILE

The second analysis conducted in this research is to identify the description of entrepreneurial profiles among respondents who are already identified as sample in this research. Generally, the total number of respondents of this study is present 405 respondents; however, there are only 380 of respondents who are replied the questionnaires. Then, the number of female entrepreneurs ( $n=193$ ,  $\%=50.8$ ) is slightly higher than male ( $n=187$ ,  $\%=49.2$ ). In terms of age, majority of creative entrepreneurs are in the age range of between 40 – 49 years old. This total number of 126 respondents is equivalent to 33.2 %. Then, it is followed by 96 respondents in a group of above 50 years old that is equivalent to 25.3 %. Furthermore, the frequency of respondents who are in the age range of 30 – 39 years old is 89 which is equivalent to 23.4%. Those who are in the age range of 20 - 29 years old have a frequency of 64 and equivalent to 16.8%. Lastly, there is only a frequency of 5 respondents that is equivalent to 1.3% in the age below 19 years old.

In terms of education, the bulk of respondents have at least completed secondary school education, which comprises 240 (63.2%) of the total respondents. There are 82 respondents (21.6%) that have certificates in a variety of fields and followed by those who have diploma that is equivalent to 44 (11.6%). There are only 12 respondents in the degree levels or 3.2% in Kraftangan Malaysia. Furthermore, this industry has already divided the creative products which are produced by Malaysian creative entrepreneurs into nine types of products that include; *batek*, ceramics, wood carving, forest based fibre, pewter, *songket*, silver, crystal, and leather. Nevertheless, from a total number of respondents, the number of entrepreneurs in the *batik* sector has become as the premier in this industry which has contributed 102 respondents (26.8%), and it is followed by ceramics with 83 respondents (21.8%), 80 respondents (21.1%) in the forest based fiber sector, 72 respondents (18.9%) in the crystal sector, 26 creative entrepreneurs (6.8%), in the wood carving sector, 6 respondents (1.6%), in the *songket* sector, 4 respondents (1.1%) in the leather sector, 3 respondents (0.8%), in the craft-pewter sector, and 1 respondent (0.3%) in the silver-making sector.

### PATH-ANALYSIS

In general, the aim of path analysis is to provide the quantitative estimates of the causal connections between a set of variables. According to Wright (1960), path analysis is a method employed to determine whether or not a multivariate set of non-experimental data fits well with a particular causal model. Basically, this research used path analysis to analyze five variables which were classified either as an independent, intermediary and dependent variables. This research used statistical techniques of stepwise regressions in order to identify the path coefficients to measure the relationship of standardized regression coefficients or Beta value. As the study of stepwise regressions is to measure an equation that represents the best prediction of a dependent variable from several independent variables,  $R^2$  is a value used to predict and explained the value from the factors of independent variables (Coakes & Steed, 2007).

Hence, there were two stepwise regression analyses that would be conducted for an analysis of two layers of relationship in a path analysis. Firstly, the value of  $R^2$  was explained as intermediary variable (business challenge) by the value factors of independent variables (e.g. study the market environment, strong character to face competitors, and grab opportunities based on strength). Meanwhile, the second value of  $R^2$  in this path model would explain business independent (dependent variable) by the independent variables and intermediary variable.

### FIRST LAYER OF PATH-MODEL

TABLE 3: THE R2 VALUE

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.562 <sup>a</sup>	.316	.314	.45807
2	.589 <sup>b</sup>	.347	.343	.44836
3	.597 <sup>c</sup>	.356	.351	.44577

Note; a. Predictors: (Constant), Study The Market

b. Predictors: (Constant), Study The Market, Strong Face Competitors



## c. Predictors: (Constant), Study The Market, Strong Face Competitors, Grab Based Strength

As well as in 1<sup>st</sup>. layer of path model, the results indicated that the multiple correlation coefficient (R) which using all predictors simultaneously is 0.597 and  $R^2$  is 0.356 which means that 35.6 percent of the variance in a business challenge can be predicted from the factors of grab market opportunities, as mentioned in table 4.

The output of table 4 reveals that were all of three variables in grab market opportunities are statistically significant association with the business challenge, including; study the market environment ( $B=.308$ ,  $p=.000$ ), strong character to face competitors ( $B=.179$ ,  $p=.008$ ), and grab opportunities based on strength ( $B=.166$ ,  $p=.021$ ). Therefore, we accept the H1, H2, and H3. The results also suggested that most of creative entrepreneurs in Malaysia creative industry are significance toward the relationship of grab market opportunities and business challenge. These results also supported the literature that was claimed by McClelland (1961), Littunen (2000) and Marx (1992).

TABLE 4: THE BETA VALUE OF VARIABLES

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.977	.179		11.017	.000
Study The Market	.557	.042	.562	13.220	.000
2 (Constant)	1.675	.190		8.826	.000
Study The Market Environment	.377	.059	.381	6.337	.000
Strong Face Competitors	.248	.059	.252	4.190	.000
3 (Constant)	1.513	.201		7.519	.000
Study The Market Environment	.305	.067	.308	4.577	.000
Strong Face Competitors	.176	.067	.179	2.647	.008
Grab Based on Strength	.179	.077	.166	2.323	.021

Note: Dependent Variable: Business Challenging

## SECOND LAYER OF PATH-MODEL

As part of the 2<sup>nd</sup>. layer is to know the significance association between grab market opportunities toward business independent (H4, H5, H6) and business challenge toward business independent (H7), stepwise regression analysis was used to test the hypothesis. The results indicates that the multiple correlation coefficient (R) which using all the predictors simultaneously is 0.495 and  $R^2$  is 0.245 which means that only 24.5 percent of the variance in business independent can be predicted from the factors of grab market opportunities and business challenge, as show in table 5.

TABLE 5: THE R SQUARE VALUE

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.438 <sup>a</sup>	.192	.190	.61614
2	.495 <sup>b</sup>	.245	.241	.59651

Note: a. Predictors: (Constant), Grab Based Strength

b. Predictors: (Constant), Grab Based Strength, Business Challenging

Moreover, the table 6 indicated that only one independent variable and intermediary variables are significantly associated with dependent variable, there are; grab opportunities based on strength ( $B=.293$ ,  $p=.000$ ), and business challenge ( $B=.271$ ,  $p=.000$ ). These findings supported the hypothesis 6 and 7. Furthermore, this result also supported the literature that was claimed by McClelland (1961), Littunen (2000), Wan Hashim Wan Teh (1996), and Marx (1992).

TABLE 6: THE BETA VALUE

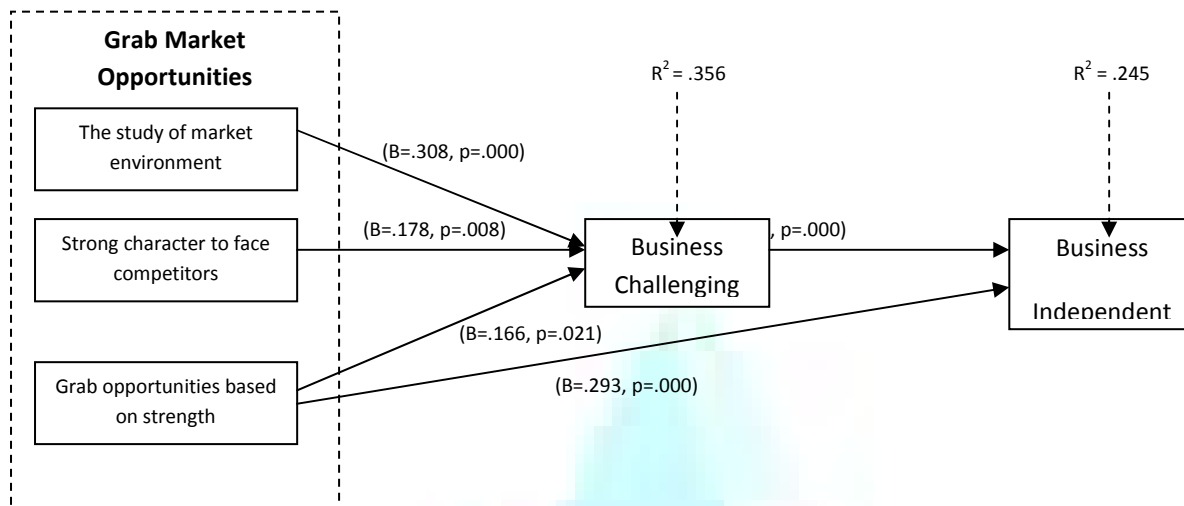
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.292	.269		4.806	.000
Grab Based Strength	.586	.062	.438	9.479	.000
2 (Constant)	.674	.287		2.351	.019
Grab Based Strength	.393	.071	.293	5.545	.000
Business Challenging	.336	.065	.271	5.127	.000

Note: a. Dependent Variable: Business Independent

## PATH-MODEL

The combination of these two layers has inferred that the paths of variables in this study are moved either direct or indirect effect toward the dependent variable. Figure 1 displays the path model of relationship between independent, intermediary and dependent variable which are integrated from the first and second layer of this research. These finding explained two types of path of relationship in this study, there are; direct effect and indirect effect. As the result of this stepwise regression analysis, this study has show that indirect effect was occurred in the relationship of; study the market environment, strong character to face competitors, and grab opportunities based on strength) with the business independent through business challenging. Meanwhile, there are only one variable (grab opportunities based on strength) is significant direct effect toward the business independent. As solution, the factor of business challenging can be interpreted as an intermediary variable in a relationship of; study the market environment, and strong character to face competitors (independent variables) with the business independent (dependent variable). Furthermore, the factor of business challenging become as a moderating variable in a relationship of grab opportunities based on strength toward the business independent. Figure 1 display the direct and indirect effect of association.

FIGURE 1: THE PATH-MODEL (RELATIONSHIP OF GRAB MARKET OPPORTUNITIES, BUSINESS CHALLENGING, AND BUSINESS INDEPENDENT)



## DISCUSSION AND RECOMMENDATION

The Ministry of Information, Communication and Culture has moved forward to structure the policies with the goal of developing the creative industry by embarking upon more serious efforts in research and development focusing on product development, innovation, and marketing strategies (Rais Yatim, 2006). Since the year 1988, the commercialization of creative products has taken continuous initiatives to develop local creative entrepreneurs to be more initiative in grabbing market opportunities, business challenging, and independent.

However, an assistance and support by the MICC in the development of entrepreneurship in the creative industry is not achieved the target that has been designed before. Hence, the MICC should evaluate their policies that have been implemented and structure a new strategy to overcome the weaknesses and thus, be able to increase the sense of entrepreneurial personality in the creative industry. In fact, the Malaysian government has recognized the importance of developing strong entrepreneurs in the creative industry which will be internationally accepted and acknowledged and that this industry is an essential factor in promoting and achieving economic growth (Rais Yatim, 2006).

Therefore, the findings of this study demonstrate that those government's initiatives play a very prominent role to develop factors of grab market opportunities that capable to contribute to the business challenging and business independent. Actually, most of our local creative entrepreneurs can achieve a certain level of professionalism in industry through being an entrepreneur (Rais Yatim, 2006). Hence, the MICC has to take initiatives to collaborate with the others entrepreneurial government agencies to structure a new policy regarding the entrepreneurial development in the Malaysian creative industry.

## CONCLUSION

Generally, the results of this study supported the hypothesis that perceived importance intermediary of business challenging in the relationship of grab market opportunities and business independent. Previous research indicated that the grab market opportunities are part of entrepreneurial personality which is highly significant association with the business challenging and business performance. Therefore, the finding of this study slightly supported the literature that was found by researcher. Consequently, the finding of path-model is applicable to a wide range of Malaysian creative industry and increase the level of business challenge and business independent in creative industry into a new dimension. The MICC can utilize this finding as the basis to explicate and generalize into a new program planning and policies in our country soon.

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