

Motivational Factors of Women to Become Social Entrepreneurs in Lundu District, Sarawak

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Abstract: *Social entrepreneurship has become the attention of the scholars and practitioners for years in various countries as it is a tool which plays important roles in developing individuals, societies, and communities socially and economically. However, it is essential to study the motivations of the social entrepreneurs as it is yet to be theorised. Therefore, this study is to determine what motivates the women to become social entrepreneurs. A set of designed questionnaires with dual languages was used for the data collection. Motivational factors were measured on respondents' agreement by using five-point Likert Scale. This study was targeted at women social entrepreneurs in Lundu District, Sarawak. The data collected was analysed by using the IBM SPSS. Through the samples of 150 women social entrepreneurs, the findings show that "Financial Independence" is the motivational factor that motivates women the most, which followed by "Contribution to Society" and "Need for Affiliation". On the other hand, "Role Models Influence" is the least motivational factor for the women to join the ventures in social entrepreneurship. In a nutshell, this study provides the picture on what motivates the social entrepreneurs which can then be the reference for management to design strategies to attract more people to join social entrepreneurship as well as the reference for future related studies.*

Keywords: *social entrepreneurship, motivation, women, Lundu District, Sarawak*

I. INTRODUCTION

Social entrepreneurship has been a topic of interest for scholars and practitioners many years ago. However, most of the existing definitions for social entrepreneurship are contextual, the standard definition of social entrepreneurship is still yet to reach a consensus among the scholars and practitioners (Austin, Stevenson and Wei-Skillern, 2006).

Basically, social entrepreneurship has two parts, which are the traditional entrepreneurship models and the passion of the social entrepreneurs to solve the ceaseless social issues (Dees, 1998; Wulleman and Hudon, 2016). In fact, the problems addressed are not limited to merely social issues, but it is as well including burning topics of environmental issues too (Malaysian Global Innovation and Creativity Centre (MaGIC) Social Entrepreneurship Unit, n.d.).

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In addition, social entrepreneurship might provide solutions innovatively to solve the social issues addressed (Alvord, Brown and Letts, 2004; Zahra, et al., 2009). Besides, social entrepreneurship aims to achieve sustainability in both terms of the financial condition of the social enterprise (Haugh, 2005) and the crucial lasting social impacts to the beneficial community from the revenues of all means of entrepreneurial ventures (Nga and Shamuganathan, 2010).

Social entrepreneurship is playing significant roles in developing and improving individuals, societies or communities, and even the nations wholly, especially from the aspects of social and economics in which there are many studies done on this (Chamlee-Wright and Storr, 2009). In China, social entrepreneurship is seen working well at the rural areas because the economics of those areas were being improved obviously by the social entrepreneurship activities (Poon, Zhou and Chan, 2009). Furthermore, social entrepreneurship is also being considered as the transformation agent for many rural regions in China and definitely, this phenomenon is still growing (Sengupta and Sahay, 2017).

Undeniably, one of the problems that might have been bothering government and its people is the problem on the social and economic conditions, especially in the developing or undeveloped countries. For this, social entrepreneurship is treated as a way to overcome or relieve the particular matters (Sengupta and Sahay, 2017). A study done by Halim, et al. (2015) shows that social entrepreneurship has successfully improved the well-being and quality of life of the local community socially and economically in a coastal region of Terengganu, Malaysia.

In fact, there are many efforts being dedicated to cultivate the necessary skills for the impoverished youths of the Cambodia through the social entrepreneurship programs (Cheng, 2015). Besides, in Malaysia, there are also programs involving university students and social entrepreneurs which aim to promote and educate more youths to be participated in social entrepreneurship in the future due to the vital benefits that will be brought (Abdullah, et al., 2015).

According to Redzuan (2017), Lundu District of Sarawak has great potential and opportunity for the development of this sector, yet to date, there are still limited people have joined. Besides, in Lundu District, the economic and social conditions are below the average national economic performance. The conditions will probably be improved with the increased number of social entrepreneurs in that area. Furthermore, Malaysia's studies that have done on social entrepreneurship is still rare.



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Hence, it is crucial to conduct a research on the motivational factors to enrich the motivational base of social entrepreneurship (Alcantara and Kshetri, 2013; Germak, 2013). Therefore, this study endeavoured to find out the motivational factors for the women to be the social entrepreneurs in Lundu District. This study focused on women population as it is conformed to the government's vision of empowering women that has been mentioned in the national policies and as well, according to MaGIC Social Entrepreneurship Unit (n.d.), there are indeed more women population in the social entrepreneurship sector in Malaysia. Through the review of literatures and past studies, need for power, need for achievement, need for affiliation, empathy, role models influence, contribution to society, financial independence, and self-sustainability in business are among the motivational factors of social entrepreneurship which would be investigated in this study. Hence, the objectives of this study are listed as the following:

- To identify the socio-demographic characteristics of the women social entrepreneurs in Lundu District.
- To determine the types of motivational factors for the women in Lundu District to become social entrepreneurs.

II. METHOD & MATERIALS

Study Area

The study area of this study is the entire area of Lundu District, Kuching, Sarawak. Lundu District is located in the Northwest of Kuching Division and it is as well situated at the West Kalimantan borders of Indonesia. Lundu is about 100 km away from Kuching City which covering the area of 1962.2 km² including Lundu and Sematan Subdistrict. It is accessible by road since the launching of Batang Kayan Bridge on 7th July 2005 (Wijnen, n.d.). The journey between Lundu and Kuching is roughly two hours and can be accessed by both private cars and public buses. According to Redzuan (2017) again, as mentioned above Lundu is a district rich of resources and has great potential for development. The community in Sarawak is made up of multi-ethnics, and absolutely, Lundu District likewise. In Lundu, there are mainly Bidayuh, Malay, Chinese, Iban, with other sub-ethnics as well. Every ethnic has their own unique culture which is actually the cultural resources for their community (Johari, et al., 2015). Besides, there are a lot of natural resources in Lundu District wholly, as there are uncountable of attractions for the tourists, including nature reserves and sandy beaches. National parks and wildlife sanctuary for examples, Gunung Gading National Park, Tanjung Datu National Park, Bako National Park, and Samunsam Wildlife Sanctuary are among the popular with Gunung Pueh National Park as the newly gazetted national park. In addition, Lundu is as well famous for its beaches and waterfalls as the tourist attraction spots, including Sematan Beach, Telok Melano Beach, Rambungan Beach, Jangkar Waterfall and Gunung Gading Waterfall. Data collection for this study was conducted at their villages (kampung) or at their business locations around the entire Lundu District.

Research Design

This study adopted a quantitative approach. This is because with the quantitative approach, researcher was able to obtain

the importance order of the motivational factors for the respondents to become social entrepreneurs (Braga, Proenca and Ferreira, 2014). A set of questionnaires were designed as a tool for data collection. The questionnaire was in dual languages which are Malay and English (Thoo and Johari, 2016) so that the respondents could be able to comprehend the questionnaire in their preferred language.

To measure the motivational factors of the respondents on social entrepreneurship, Likert Scale was adopted as it is able to measure the levels or degrees of the respondents' opinion on items in the questionnaire instead of the answers of yes or no merely (LaMarca, 2011). The Likert Scale used in this study was as the following:

1=Strongly Disagree; 2=Disagree; 3=Neutral; 4=Agree; 5=Strongly Agree.

In another aspect, measurement scales of categorical and continuous were used for the independent variables for this study. To collect information on socio-demographic characteristics of the respondents, categorical scale was used for the information including marital status, ethnicity, religion, education level, and their engagement of whether full time or part time in their profession as social entrepreneur. Besides, continuous scale was used for the information such as age, number of children and gross monthly income (Yee, et al., 2018). From the aspect of business information, categorical scale was used to know which One District One Industry (ODOI) cluster the respondents belong to, while two more items, which are age of business establishment and courses and training attended, were measured by the continuous scale.

Data Collection

The set of designed questionnaires were then transformed into online Google Forms for the real data collection purpose. In fact, the paperless technology advancement of Google Forms was a good option for data collection as it is convenience, mobile-friendly, relatively lower cost, and easy of getting all the responses in a spreadsheet after the data collection (Randall, 2013).

Purposive sampling technique was used to collect data for this study. This is because purposive sampling would generate results which are more accurate and representative as compared to other sampling techniques as only specific group of the population with certain characteristics were targeted as the respondents (Explorable, 2009). However, the respondents targeted for this study were the women social entrepreneurs in Lundu District who were aged 18 years old and above and able to provide responses to the questionnaires.

Data collection was carried out from April 2018 to July 2018 at the entire Lundu District. Face to face interview was conducted by the researcher and enumerators with the Google Forms as the instrument. Sample size was calculated based on the formula from Cochran (1977) as the sample size calculated from this formula is able to describe the entire population (Singh and Masuku, 2014). From Cochran's formula, minimum sample size required was 89 respondents. However, total responses collected were 153 with three invalid responses. Therefore, total valid responses were 150. Data collected was then analysed by using IBM SPSS Version 23.0.



After data cleaning, descriptive analysis to obtain mean and percentage for all data was performed to achieve both objectives of this study. Results obtained were then discussed at the following section.

III. RESULTS AND DISCUSSION

Social-demographic Characteristics

By using IBM SPSS Version 23.0, the results of the analysis are discussed, started with the socio-demographic characteristics of the respondents. According to Table 1, it indicates that more than 50% of the women social entrepreneurs in Lundu District are aged between 36 – 53

years old. While the younger generation who aged between 18 – 26 years old are merely 7%. This is probably because the women social entrepreneurs need some years of time to gain related experiences and have their modal enough to start up their business ventures. Besides, it is about 87.3% of the respondents are married. In addition, more than 80% of the respondents have at least one child. It explains one of the reasons why majority of the women social entrepreneurs in Lundu District are aged 36 years old and above. Perhaps this can be attributed to women need to take great care of their children especially on the early stage of their childhood.

Table 1: Descriptive statistics of the respondents for this study at Lundu District (N = 150)

Measure	Options	Frequency	Percentage (%)
Age	18 – 26	10	7.0
	27 – 35	36	24.0
	36 - 44	37	25.0
	45 - 53	50	33.0
	54 and above	17	11.0
Marital Status	Single	7	4.7
	Married	131	87.3
	Others	12	8.0
Number of Children	0 (Do Not Have Children)	16	10.7
	1 - 3	68	45.4
	4 - 6	53	35.3
	7 - 9	11	7.3
	10 - 12	2	1.3
Ethnic Group	Bidayuh	14	9.3
	Malay	115	76.7
	Chinese	9	6.0
	Iban	12	8.0
Religion	Islam	121	80.7
	Buddhist	10	6.7
	Christian	18	12.0
	Others	1	0.6
Education Level	Bachelor Degree and Above	1	0.7
	Professional Certificate / Diploma	8	5.3
	Secondary School	96	64.0
	Primary School	36	24.0
	No Formal Education	9	6.0
Profession as Social Entrepreneur	Full Time	121	80.7
	Part Time	29	19.3
Gross Monthly Income	RM 1 - RM 2000	105	73.4
	RM 2001 - RM 4000	20	14.0
	RM 4001 - RM 6000	11	7.7
	RM 6001 - RM 8000	2	1.4
	RM 8001 and above	5	3.5

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Apart from that, Malay women accounts for more than 70% of the women social entrepreneur population in Lundu District, while the other ethnics including Bidayuh, Iban and Chinese are composing of less than 10% respectively. Statistically, it is not accorded to the population distribution of Sarawak as Sarawak Malays account for less than 30% of the entire population in Sarawak (Borneo Post Online, 2014). Yet, through the results of this study, it indicates that Malays are most likely to engage in social entrepreneurship but the other ethnics are probably more incline to venture in other industries, such as agriculture.

Surprisingly, on the education level, there are nine respondents who have never received any formal education in their life, and more than 80% of the respondents are managed to complete their secondary school, while there is only one respondent (0.7%) who had further study until tertiary education. This indicates that the awareness on education is still low few decades ago. In addition, it might as well due to the poor family condition which forbid or could not afford the children to go to school, in which the

children might even have to start working to alleviate the burden of family on their living cost.

Table 2 below shows the distribution of the women social entrepreneurs in Lundu District. Generally, there are about 70% of the women social entrepreneurs from Lundu while merely 30% are from Sematan Sub-district. Specifically, Kampung Stunggang Melayu and Kampung Sileng Melayu accounted the majority women social entrepreneurs in Lundu in which it is aligned to the information from Selako Community Leader, Mina (2017). Furthermore, it attributed to the largest proportion of Malays social entrepreneurs in Lundu District too. From the aspect of Sematan Subdistrict, the results show that women social entrepreneurs are mostly from Kampung Tanah Hitam and Kampung Sebat, in which it is as well corresponding with the data from Thomas (2018). Perhaps it is due to the reason of strategic location that both villages located, which is near to the main road of Jalan Lundu-Sematan, in which the business opportunity is relatively higher.

Table 2: Distribution of villages of the respondents for this study at Lundu District (N = 150)

Area	Village	Frequency	Percentage (%)
Lundu	KampungBajo	6	4.0
	KampungDagang	2	1.3
	KampungJangkar	2	1.3
	KampungMerinyu	2	1.3
	KampungPerian	6	4.0
	KampungPugu	2	1.3
	KampungSampadi	7	4.7
	KampungSebandi Hulu	1	0.7
	KampungSebemban	1	0.7
	KampungSebigu	1	0.7
	KampungSekambal	2	1.3
	KampungSekambalBaru	3	2.0
	KampungSekambalMelayu	5	3.3
	KampungSeketi	2	1.3
Lundu	KampungSelenggok	4	2.7
	KampungSemuninCina	1	0.7
	KampungSemunin Jaya	7	4.7
	KampungSenibong	2	1.3
	KampungSerayanBaru	3	2.0
	KampungSilengDayak	3	2.0
	KampungSilengMelayu	15	10.0
	KampungStoh	2	1.3
	KampungStunggangDayak	4	2.7
	KampungStunggangMelayu	14	9.3
	Kampung Sungai Lundu	5	3.3
Sematan	KampungSebako	4	2.7
	KampungSebatBaru	11	7.3
	KampungSebatMelayu	4	2.7

Kampung Sungai Kilong	1	0.7
Kampung Tanah Hitam	20	13.3
Kampung Temaga Melayu	4	2.7
Kampung Trusan Jaya	4	2.7

B. Business Information

On the aspect of business information, according to Table 3, greater than 70% of the respondents are involved in the Food / Beverage Products Cluster followed by 26% of Craft Products Cluster out of the four clusters in ODOI. These results are in fact consistent to the findings of Omar and Tajuddin (2012) on their study about ODOI. This is probably because the social entrepreneurs do not need to acquire any special skills or techniques as compared to Craft Products Cluster. Mostly who engaged in Food / Beverage Products Cluster are those who operate food or snack stalls and as well those who produce local snacks, biscuits, crackers, and other food and beverages products. Apart from that, most importantly, this cluster needs just small modal for start-up as compared to other clusters, such as Homestay Cluster. Hence, large proportion of women social entrepreneurs in Food / Beverage Products Cluster is probably attributed to its relatively ease of start-up (Omar and Tajuddin, 2012; Rosli, 2000 cited in Kader, Mohamad and Ibrahim, 2009). Apart from that, results show that close to 60% of the respondents just joined the venture for 5 years or

less than that, while there are just 3.3% of the respondents who have started in the past 26 years or more. This is probably because our government has just started the initiatives on promoting social entrepreneurship with a special allocation from government since recent year of 2014 through an agency named Malaysian Global Innovation and Creativity Centre (MaGIC) under their Unit of Social Entrepreneurship.

Table 3 also shows that 62% of the respondents had attended related courses and training organized by government agencies. This is absolutely because, in every business operation, related courses and training are vital for enhancing business operations skills and as well, others necessary soft and hard skills, in which those skills are indeed significant for business sustainability (Azlizam, et al., 2012). Therefore, 38% of the respondents who have never attended to any courses or training prior to this study is probably those who just joined the venture and believed they are ready to participate any related courses and training available to the soonest.

.Table 3: Business information of the respondents for this study at Lundu District (N = 150)

Measure	Options	Frequency	Percentage (%)
ODOI Cluster	Food / Beverage Products Cluster	106	70.7
	Homestay Cluster	1	0.7
	Craft Products Cluster	39	26.0
	Health Products / Services Cluster	4	2.7
Age of Business Establishment	0 – 5 years	85	56.7
	6 – 10 years	25	16.7
	11 – 15 years	20	13.3
	16 – 20 years	9	6.0
	21 – 25 years	6	4.0
	26 years and more	5	3.3
Courses and Training Attended	0 (Never Attend)	57	38.0
	1 - 3	59	39.3
	4 - 6	20	13.3
	7 - 9	4	2.7
	10 and above	10	6.7

C. Motivational Factors

On another aspect, according to Table 4, among the eight motivational factors, the motivational factors with top three highest mean is Financial Independence (mean = 4.40), Contribution to Society (mean = 4.29) and Need for Affiliation (mean = 4.27). This indicates that the main goal for the women to join the social entrepreneurship is to

achieve financial independence in which they want to have their own ability and self-support in term of economics aspect, not just merely depends on their husband or family for their financial source. Secondly, after the motivational factor of Financial Independence, women ventured as social entrepreneurs for the sake to contribute to their society too.

Table 4: Mean of motivational factors based on agreement level of respondents at Lundu District (N = 150)

Motivational Factors	Mean
Need for Power	4.14
Need for Achievement	4.19
Need for Affiliation	4.27
Empathy	4.15
Role Models Influence	3.72
Contribution to Society	4.29
Financial Independence	4.40
Self-Sustainability in Business	4.08
Overall Mean	4.15

This is in fact their social mission where they want to achieve by contributing part of their profits to improve their community. For an instance, there are quite a number of respondents who have Education or Children or Poverty as their social mission(s), some of them contribute by providing daily free lunch for the school children whose family are less affordable. Besides, there are respondents who have the social mission(s) of Poverty or Participation of Women and Youth in the Workforce. Those respondents are hiring certain women or youth populations to help in business in order for them to have own stable income and able to sustain themselves. Among this group of respondents, some of them are as well having Economic and Physical Safety as their social mission. Economic and physical safety of a community can be achieved if every member of the community has a stable income which can support them at the present time and at least for few months, thus, the inclination for them to engage in crime or put other individuals at risk will be greatly reduced (Eurostat, 2018).

While the motivational factor with third highest mean is Need for Affiliation. This is definitely because everyone likes to be liked or cherished by the community and having good relationship with every members of the community. By engage in social entrepreneurship, the women social entrepreneurs can communicate and interact with the others during their daily business operation including suppliers, customers, workers, business partners, or other entrepreneurs as well, instead of being a housewife or being employed as a worker in which the opportunity to meet people might be relatively lesser.

On the contrary, Role Models Influence (mean = 3.72) has the lowest mean among the other motivational factors. This is perhaps due to the newly growth of the social entrepreneurship sector in Malaysia, and definitely, in Sarawak too. Therefore, there is still rare and barely people have joined the venture, and this is the reason why Role Models Influence is relatively less explained the motivational factor for the women to become social entrepreneurs. Apart from that, this is also attributed to the young business age of the respondents in this study, in which more than 70% of them are just started their venture for not more than ten years, and there are at least half of the

respondents who had just joined the sector five years ago or even in a more recent year, as shown in Table 3 above.

IV. CONCLUSION

Through the quantitative approach of study, this study has presented the socio-demographic profile of the women social entrepreneurs in Lundu District, Sarawak, and as well identify the types of motivational factors for the women to participate in social entrepreneurship. The small proportions of the Craft Products Cluster (26.0%), Health Products / Services Cluster (2.7%) and especially the Home stay Cluster (0.7%) indicate that there are still huge involvement and development opportunities at these clusters for the local communities to venture at. The motivational factors which are most motivated the women social entrepreneurs to participate in social entrepreneurship are Financial Independence, and followed by Contribution to Society, and the third is Need for Affiliation. This means that the social entrepreneurs want to sustain themselves from the aspect of financial but as well, they contribute part of their income to improve their community with different social missions respectively. Hopefully, with more government initiatives and approaches, more local communities both females and males will be more motivated to participate in this social entrepreneurship sector. This is because years after, effort that communities have contributed together are believed to bring out the rewards on the improvement of the communities wholly in both terms of social and economics in the entire Lundu District.

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