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## A Qualitative Study of Factors That Influence Entrepreneurial Intention Among Students of Private Higher Education Institutions in Selangor

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### Abstract

Entrepreneurship as a field of study has different sub-dimensions due to its usefulness in society, which makes it difficult to gain a holistic understanding of its key due to practical applications. A shift in generations creates a different yet unique business environment, especially in new business ventures. Younger generations have a different view and insight about entrepreneurship in small business. Thus, this study aims to seek deeper insight into entrepreneurial behaviour and intention among younger generations. Twenty semi-structured interviews with students from a higher private university in Malaysia were performed using the qualitative method. Using Nvivo 12, the interviews' transcriptions were used for content analysis to produce themes. This study highlights the four emerging themes from students' perspectives: expectations for future goals, financial constraints in business venturing, personal growth, and opportunity cost to venture into business. The results of this study add to the body of knowledge in the field of entrepreneurship research since they emphasize students' intentions, worries, and considerations while starting a small firm. Additionally, it contributes to empirical research aimed at improving entrepreneurship ecosystems.

**Keywords:** students, case study, qualitative, small business, entrepreneurship

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## 1.0 Introduction

Entrepreneurship involves changing the status quo and starting something new; as a result, it develops gradually (Frese & Gielnik, 2023). The past literature has highlighted the significance of entrepreneurship in modern times. As entrepreneurship develops, more research in this area is needed to fully understand its multitude of dimensions (Kanaan-Jebna et al., 2022). Small and medium-sized enterprises (SMEs) play a significant part in mass market revolutions through sustainable entrepreneurship (Westman et al., 2023). With shifts of younger generations to join the workforce, entrepreneurship was one of the career opportunities. With this, entrepreneurship education has a vital role in shaping young individuals into competitive and innovative business environments. Previous research showed education offers students applicable entrepreneurial skills, fosters a positive learning atmosphere, and eliminates the stigma associated with failure (Ahmad et al., 2023). However, identifying younger individuals' intentions and interest in entrepreneurship is crucial to providing them with better education expectations and quality as there are various reasons why individuals choose to become entrepreneurs.

The literature shows that entrepreneurship education plays an important role in the study of entrepreneurship. For instance, a study in Vietnam demonstrated that entrepreneurial goals are positively impacted by entrepreneurship education (Hoang et al., 2020). According to Wardana et al. (2020), the curriculum of entrepreneurship courses in universities can collaborate with practitioners as instructors, conducting fieldwork with more compositions than theories. Not only that, but a university can also aid students in developing ideas and prototypes by facilitating various activities. In this context, many Malaysian colleges and universities have begun to embed entrepreneurial activities in various programmes and curricula to raise entrepreneurial awareness and intention among students. According to Liu et al. (2019), numerous factors affect entrepreneurial intention as it is an essential predictor of an individual's entrepreneurial behaviour. However, an understanding of younger individuals' perspectives was lacking due to different thoughts about businesses. Empirical academic studies might have been neglected and it is essential to address this gap for a holistic and comprehensive understanding among young people and entrepreneurship intention. Due to a lack of

research from a qualitative perspective, this study sought deeper insight into entrepreneurial behaviour among younger generations.

To better recognise the students' entrepreneurial intention from a qualitative perspective using the theory of planned behaviours (TPB) as the underpinning theory to explore two research questions:

- i. What are the main concerns and issues that students consider venturing into entrepreneurship?
- ii. What are the students' expectations of venturing into entrepreneurship?

This study explores the entrepreneurial intention among students in the qualitative perspectives which interpret richer and deeper thoughts, views, and opinions, by using 20 semi-structured interviews with university students. These contributions of this study are manifold as it will increase people's understanding towards the younger generation in venturing into entrepreneurship and shape students' entrepreneurial intentions among college and university students, especially in small and medium businesses.

## **2.0 Literature Review**

### **2.1 Previous Studies**

The behavioural theory of entrepreneurial intentions, which offers the foremost specification is integrated with the entrepreneurial intention (Ajzen, 1991). Entrepreneurial intention in this context refers to the act of a person deciding whether to engage in an entrepreneurial activity. For instance, a quantitative study in Saudi Arabia claimed that different personality traits and dimensions influence entrepreneurship intentions among healthcare higher education students (Mohamed et al. 2023). The results showed that risk-taking was not a factor though the rest of the variables (internal locus of control, innovativeness, autonomy, pro-activeness, and problem-solving) were the significant factors. Various research was done quantitatively to investigate students' entrepreneurship intention (Mujanah et al., 2023; Thoti, 2023). Hence, this study

investigated research gaps related to students' opinions and views about students' entrepreneurship intention for new ventures.

According to a study conducted in East Java, Indonesia, entrepreneurial education is crucial in affecting students' attitudes towards entrepreneurship (Handayati et al., 2020). Comparatively, research conducted in Bandung, Indonesia, found that students there want to start their businesses since doing so will allow them to grow personally, be creative, utilize the skills they have learned in school, and lead affluent lives (Kurniawan et al., 2019). On the other hand, the results of the study in China showed that students may not be pleased with various university assistance for entrepreneurial activities, which provided evidence that university entrepreneurship support positively affects students' entrepreneurial intentions (Lu et al., 2021). The authors conclude that encouraging university environments and assistance for entrepreneurs will encourage students' aspirations to start their businesses. Similarly, entrepreneurship education is a crucial topic to encourage entrepreneurial goals and, consequently, entrepreneurial behaviour (Porfirio et al., 2023).

Hassan et al. (2021) state that student empowerment is relatively crucial to nurturing entrepreneurial spirit among students. Universities are safety nets for students to play an essential role in improving attitudes and reducing perceived barriers for younger entrepreneurs (Noor et al., 2021). A study of entrepreneurship education and entrepreneurial behaviour in Sabah, Malaysia summarized several challenges that students perceived in startups, such as financial related, lack of business management skills, personality-based and lack of external support (Fabeil, 2019). The authors continue by saying that to oppose unemployment, entrepreneurship is a better channel for students to venture into businesses which were turning into profitable fields these days.

## **2.2 Underpinning Theory**

The theory of planned behaviour (TPB) has been employed extensively in entrepreneurship studies (Liu et al., 2019). According to Al-Mamary et al. (2020), the

TPB model contains three different categories of factors of intention to behave: attitude, subjective norms, and perceived behavioural control. The authors of the empirical study also implied a favourable relationship between these factors and entrepreneurial intention in Saudi Arabia. Similarly, a study conducted in Vietnam demonstrates that the TPB variables have a greater impact on students' entrepreneurial inclinations than do individual factors (Maheshwari, 2021). Past studies related to students' entrepreneurship intention exhibited that entrepreneurial intention was directly influenced by attitude towards entrepreneurship, perceived societal standards, and perceived entrepreneurial capacity (Lopes et al., 2023; Sampene et al., 2023). Yet, a case study from an Indonesian university shows that subjective norms are not a significant factor in influencing entrepreneurial intention (Sadat & Lin, 2020). The previous research states that opportunity and motivation are vital antecedents to predict entrepreneurial intention, therefore, it is critical to expose and introduce business opportunities to students (Wibowo et al., 2019). However, various entrepreneurial intention studies derived from a quantitative perspective using the TPB (Vafaei-Zadeh et al., 2023; Al-Mamary & Alraja, 2022; Abedelrahim, 2020), this study, therefore, explored entrepreneurial intention from a qualitative perspective. Using TPB in this research allows for deeper qualitative knowledge that impacts students' entrepreneurial intentions.

### **3.0 Methodology**

Turner et al. (2021) claim that qualitative research offers more thorough exploratory inquiry to describe a social phenomenon. Even though qualitative methods have been widely used in both academia and practice, doing so increases the uncertainty and doubt that surround the research process. According to Ritchie, Lewis, Nicholls, and Ormston (2013), it is crucial to understand that there is no one right technique for doing a qualitative study; rather, it depends on a variety of variables. The current study's research approach is based on interpretative research in the context of examining entrepreneurial intention among Malaysia's younger generation who attended a private higher education school. As the qualitative research design focuses on the specifics of the procedures of an interpretative case, the justification is to adopt qualitative and interpretative

approaches to analyse rich, contextual, and detailed data (Alsharari & Al-Shboul, 2019). The information relates to the research topic, which explores students' perspectives on starting a business using a semi-structured interview that incorporates interaction between interviewees who take the entrepreneurship module and an interviewer. One benefit of semi-structured interviews is that they enable the examination of a person's perspective for a thorough knowledge of a personal context within a phenomenon under study.

### **3.1 Data Collection**

Attempts were made to contact the respondents using a purposive sampling technique. Students who studied at a private higher education institution in Malaysia and took the entrepreneurship module comprise the respondents in this study (11 men and 9 women). The goal of the entrepreneurship module is to develop the students' entrepreneurial knowledge and abilities. A brief introduction to the researchers and the goal of the study preceded the semi-structured interview. An introduction, permission for the interview, and open-ended questions are all included in the interview guide. Each interview lasted an average of 30 minutes. The researchers recorded the interviews, and then later transcribed their notes.

### **3.2 Data Analysis**

Qualitative data analysis is utilised to capture the current condition of a phenomenon that involves pulling apart, segmenting, and gathering data to yield meaningful outcomes, (Wahyuni, 2012). The process of dividing and reassembling the gathered texts is guided by the study questions and objectives. One method for analysing textual data that emphasises the informational nature of the data and brings theoretical ideas to bear is qualitative content analysis. The content analysis aimed to investigate the knowledge and comprehension of a scenario within the context of students' intention to pursue entrepreneurship. It was employed in qualitative research and could be applied either deductively or inductively to evaluate data from open-ended data collection techniques

that seek comprehensive and detailed information. The purpose of coding is to categorise and categorise the recorded units according to the selected analytical construct categories.

#### 4.0 Findings

The type and scope of activities that entrepreneurs might engage in vary greatly (Welter et al., 2017), making entrepreneurship study one of the many different topics. To learn the students' opinions on starting a small business, semi-structured interview questions are used. The background of the respondents is shown in Table 1 in terms of gender, age, and nationality. Eleven of the twenty people are male and nine are female. Many respondents are in their third year of study, and others have already earned their degrees.

**Table 1: Summary of Respondent's Background**

<b>Respondent</b>	<b>Gender</b>	<b>Age</b>	<b>Nationality</b>
1	M	23	Malaysian
2	M	22	Indonesian
3	M	22	Malaysian
4	M	24	Chinese Mainland
5	M	21	Indonesian
6	M	21	Indonesian
7	M	22	Malaysian
8	M	21	Indonesian
9	M	21	Malaysian
10	M	21	Indonesian
11	F	24	Malaysian
12	F	22	Chinese Mainland
13	F	27	Malaysian
14	M	23	Malaysian
15	F	21	Malaysian
16	F	23	Malaysian
17	F	20	Pakistani
18	F	24	Malaysian
19	F	22	Malaysian
20	F	22	Malaysian

The students discussed their opinions, worries, and problems related to entrepreneurship and small businesses. The semi-structured interview with 20 college students yielded four main topics (Table 2). The four themes explore students' future goals, personal growth, financial aspects, and opportunity costs.

**Table 2: Summary of Themes**

<b>Themes (After coding)</b>	<b>Sub-themes (After coding)</b>
Personal growth	<ul style="list-style-type: none"> <li>• Recognition and reputation</li> <li>• Family succession planning</li> <li>• Making social impacts</li> </ul>
Financial considerations	<ul style="list-style-type: none"> <li>• Financial Freedom</li> <li>• Financial constraints</li> <li>• Financial stability</li> </ul>
Perceived behavioural control	<ul style="list-style-type: none"> <li>• Improve entrepreneurship skills</li> <li>• Work-life balance</li> <li>• Self- actualization</li> </ul>
Opportunity cost	<ul style="list-style-type: none"> <li>• Self-care (emotions)</li> <li>• Business expansion</li> <li>• Time with family and friends</li> <li>• Comfort zone</li> </ul>

#### **4.1 Thematic Analysis**

##### **Theme 1: Personal growth**

- *Recognition and reputation*

MSEs are essential for successful socioeconomic growth and employment in various nations. Goals that people hope to accomplish in the near or distant future are of concern to them. The younger generation wants to start their businesses rather than continue working. Young individuals start enterprises in the hopes that they will grow and eventually become well-known in the market.

*To become a millionaire in Malaysia is my main objective in all of my endeavours. I have high ambitions for my company, and I've set a key objective for it: in the next five to seven years, I want it to rank among the biggest jewellery shops in Malaysia. (R7)*

*My initial objective is to increase the visibility of my business or product so that more people are aware of it. (R10)*

- *Family succession planning*

One of the main concerns for the younger generation is family influences in the workplace. A lot of people come from households where the grandparents and parents are business owners. They feel that they can still be entrepreneurs in a family business because of this. Younger people view their parents and grandparents as role models for running a business or running a business, and they are equally successful as the older generations.

*In the future, I hope to be a prosperous businessperson who leads the family and the firm well, just like my father did. (R5)*

*I wished to establish a more prosperous business than that of my father. (R14)*

- *Making social impacts*

Younger generations are urged to show compassion for individuals who are in need since society requires their attention. Being an entrepreneur involves not only making money but also having a positive social influence and giving back to the community. A few respondents stated that their desire to launch a new business was to assist others, and they intended to do so. These young respondents' admirable ideas would improve the mood and business climate in the marketplace.

*In the future, I hope to establish a business that will boost the national economy. In Indonesia, I aim to contribute to a decrease in unemployment and poverty. Together with my company, I want to help people develop, and I want to educate them. (R5)*

*My ultimate goal is to enjoy my life as an entrepreneur while doing everything in my power to help others who are jobless find employment. (R16)*

## **Theme 2: Financial considerations**

- *Financial Freedom*

One of the fundamental ideas in the definition of entrepreneurship was that "*one becomes an entrepreneur when one acts.*" The responders progress further in a business endeavour due to the projected profitability of entrepreneurship. The financial appeal of entrepreneurship lies in its upside potential. While it is not a guarantee that it will bring in more money than some conventional occupations, it does have that possibility. The respondents now have more confidence to start their firms, especially when chances present themselves. Regarding their perceptions of their objectives and goals in the corporate environment, respondents are questioned. Because of ongoing market pressures, most people list financial freedom as one of their primary objectives.

*As time passes, I'm sure I'll diversify my interests into other industries as well. For my family and future generations, financial freedom is what I hope to achieve. (R8)*

*I want to start a little business that will provide money so I can provide for my family and live simply. Building a solid brand culture and a secure financial capability are the ultimate goals of my entrepreneurial endeavour. (R12)*

- *Financial constraints*

A business must make sure that it has enough cash on hand to cover short-term obligations like payroll. Smaller businesses may purposefully slow down their growth to prevent cash flow issues. Smaller businesses must therefore have the flexibility to raise finance from a variety of sources because they frequently lack funding. Price competition may also occur if a firm's growth comes at the expense of a competitor's market share.

*I had very little money saved up—still not enough to launch a business. (R6)*

*The challenge I might encounter if I open an internet store is that I might not have enough money to get things going. Without enough money, I might not be able to fill my online boutique with a wide variety of clothing. (R15)*

Growing firms find it more difficult to sustain their operations due to high levels of value, supply chains, and customer services. A growing firm faces competition from more prospects, customers, suppliers, and other stakeholders as well as additional service demands and paperwork.

*Although customer behaviour has been changing from offline purchasing to online purchasing, I do not have enough capital to open my first physical store. (R7)*

*I believe that at the beginning of the venture, I will not have sufficient funds. Instead of using the money, I earn in the first few years. I'm not able to start my own business due to a lack of finances. (R18)*

- *Financial stability*

Smaller organizations are looking into new business models and creative ways to expand to fill any gaps in quality assurance or customer service. Every new company hopes for a profitable return on investment. It also shows how hard an entrepreneur works to build a company.

*To maximise corporate profit is my second objective. (R10)*

*To grow my small business, I may need to invest some of my resources, such as money or capital, or I may need to obtain a loan from the bank. As a result, I must stabilise my finances before I launch my small business. (R11)*

People tend to be motivated and hopeful by the prospect of starting their businesses. The respondents believe and feel that a financial return is crucial for their ability to continue in business and essential for a company's long-term cash flow.

*From the financial perspective, the expectation of return profit is on a long-term basis and slow pace. (R12)*

One responder expressed concern about having inconsistent revenue while running a small business and working a regular job. As a result of financial volatility experienced by entrepreneurs during the initial months or years of a business's establishment, they might not receive a set salary like normal workers.

*I would not be able to get a fixed income like the employed person because of starting up a business. (R15)*

**Theme 3: Perceived behavioural control**

- *Improve entrepreneurial skills*

Many people have no idea what long-term personal goals or improvements they may desire to make. However, business owners must use prudence or set clear goals for their brand-new enterprises. According to some respondents, individuals must build their entrepreneurial skills, which include problem-solving, teamwork, and leadership as well as company management talents. The long-term rewards of mastering these skills will provide positive outcomes for one's business and oneself.

*Some of the strengths I have is being a team player, goal-oriented and punctual. These traits in my business would help shape the business according to my character and assist those who are looking to strengthen their traits by working with me. (R2)*

*From my experience when I make decisions, I want to find the basic facts or principles that apply, without considering the specific circumstances. I will look for all the most reasonable explanations or solutions to solve the problem. (R11)*

These respondents not only concurred that they desire to develop their entrepreneurial talents but also support the development of their way of life. Some of the respondents have agreed that entrepreneurship gives them the chance to discover something about themselves and acts as a roadmap for what they hope to accomplish in a firm. It improves both their interpersonal skills and business knowledge by preparing them psychologically to deal with the advantages and disadvantages of starting a firm.

*I believe it is a fantastic opportunity for me to learn entrepreneurship to further my personal development and make sure that my life is more amazing and meaningful. (R16)*

*I could start by altering my mindset by conducting more market research, which would boost my confidence. I will need to broaden my grasp of psychology and education, which should help me better comprehend the target market. (R20)*

- *Work-life balance*

According to Forbes (2020), the younger generation (millennials) makes up over 50% of the market population, making it challenging for many companies to draw in and keep these customers. Without question, young people value and seek flexibility in their careers. To develop a sense of success while still having fun, it is ideal to consider work-life balance as a fusion. Given this, the respondents learn that becoming an entrepreneur can lead to moments of "success yet fun".

*Regarding my personal development, I wish to bring the same enthusiasm and assurance that I do when I'm getting ready for a game to my business. (R1)*

*It is crucial to distinguish between personal and professional life. Even though some incoming chances may be deemed "attractive," I need to learn how to say "no." (R12)*

- *Self-actualization*

The respondents must wish to assist others while they are starting a business in addition to being self-help or self-motivated. They desire both personal accomplishment and the capacity to benefit others at the same time. These respondents experience a sense of satisfaction from empowering others along their entrepreneurial path.

*I want to contribute my knowledge and abilities to the advancement of humanity and play a part in rethinking how we approach change in our daily lives. (R17)*

According to a respondent, feeling satisfied and happy while building a business gives one a sense of fulfilment. Self-actualizing persons can accept themselves and welcome others by having a clear understanding of their needs.

*Whereas being real, humble, and clear about self-capability will benefit all business scenarios. (R12)*

#### **Theme 4: Opportunity cost**

- *Self-care (emotions)*

Self-care is frequently overlooked by business owners as a crucial component of the startup process. However, managing one's own emotions and maintaining one's mental health are crucial to success. Some respondents concurred that self-care, which includes recognising and caring for one's feelings, is often ignored over time. Business owners and individuals need to be aware of this factor. Some business owners could consider several aspects of success but neglect self-care, which could ultimately result in burnout in the long term.

*Aside from the fundamental components of business development, I believe that tiny particulars like emotions and feelings are sometimes overlooked while launching or maintaining a business. I struggle to effectively communicate my emotions, (R1)*

*My emotions and my intellect are sometimes disrupted, and I feel like I'm terrified of the future. (R5)*

- *Business expansion*

There are a few reasons why respondents believe they cannot satisfy the demand to expand the firm, despite the hope of starting small and increasing it. Many businesses are struggling because of the Covid-19 outbreak, which has an impact on the global economy. Respondents concur that this ultimately caused a business to grow to a larger magnitude.

*I am currently unable to give my firm the resources it needs, especially since my network resources are unstable. Taking this year into consideration, Covid-19 has caused several events to be postponed. Every nation is dedicated to stopping and containing the pandemic's spread. (R4)*

Similarly, a small proportion of those surveyed stated that they would turn down the opportunity for business growth due to several reasons, such as personal issues or human resource management. These business owners or respondents must fully comprehend the moment and opportunity for a business expansion. Due to this, the word "opportunity" is frequently used in the context of entrepreneurship. It is defined as "dollar bills blowing around on the sidewalk, waiting for an alert person to pick it up" (Casson & Wadson, 2007).

*Three years ago, the online market was less competitive, so I passed up the chance to launch a jewellery business on these platforms. A potential investor approached me about working together after learning about my business performance online, but I declined the offer for a few personal reasons. I blew a fantastic opportunity to work with a possible investor. (R7)*

- *Time with family and friends*

They are giving in as an entrepreneur needs time and effort, which are crucial elements. Entrepreneurs must work continuously, unlike those who hold 9 to 5 employment or are employees. Considering this, a few respondents agreed that missing out on time with friends and family was one of the possibilities they lost when starting their business or getting ready to start one.

*Spending time with family and friends over the holidays is another chance I've missed, but I'm willing to let go and go on. (R13)*

*Aside from that, I might miss my family and friends more because I might have to put more time and effort into my business if I want it to succeed. (R15)*

Spending time with family and friends is more important to a person than starting a new business, though. A person who values their family more than focusing only on a new business recognises its importance. The preference is obvious when respondents must choose between a new enterprise and a family.

*I place my family above my career. Because I value my family so much, I won't forget about them. I won't pick to spend my time with my pals over spending it on my business. (R10)*

- *Comfort zone*

Being an entrepreneur requires me to step outside of my comfort zone to continuously acquire and unlearn new business-related skills. It is a common occurrence for entrepreneurs as they start or expand their businesses. Some respondents, however, do not think that it is necessary to leave their comfort zone to adapt to a new professional environment. This may be due to a variety of factors, including mental health or an

unwillingness to stretch their comfort zones. Perhaps younger generations are embracing a new mindset that prioritises mental health over launching a new business.

*I'm stepping outside of my comfort zone because I need to meet some excellent people. For my body to quickly recover from my rest, I need to take some downtime to unwind and lower my stress levels. (R11)*

## **5.0 Discussion and Conclusion**

The study's findings show many viewpoints and opinions on starting a small business. The respondents are anticipating achieving their various business goals, such as brand recognition and reputation, global expansion, family succession planning, having an impact on society, and achieving financial freedom. The results are also in line with McClelland's (1967) contention that entrepreneurs share a need for achievement as a personality trait. Attitude as one of the antecedents of TPB appeared to be a positive factor among the respondents. From the viewpoints of the younger generation, they highly value when their efforts pay off in growing the businesses and making social impacts. Individuals with a positive attitude toward entrepreneurship believe that following these values will promote the prevalence and success of sustainable entrepreneurship (Yasir et al., 2023). Subjective norms served as a fundamental element among the younger generations to predict intention and consequently, predict behaviour. An individual may feel more confident in their ability to establish a business if they see prominent figures providing them with positive encouragement (Nguyen et al., 2023). Thus, spending time with family and friends is important to the respondents as it may cultivate an optimistic outlook on entrepreneurship before stepping up their plan to launch a business.

Likewise, perceived control over one's actions is a significant source of confidence; to increase the likelihood of entrepreneurship intention as it may influence startup founders to value priority and take more control over their business operations from the outset. The respondents also concur that developing one's entrepreneurial skills

is crucial for one's business as well as for oneself. Work-life balance is essential while starting a small business, without disregarding friends and family or free time. Over time, a content entrepreneur can run a business and aid others. This is one of the long-term objectives that some responders want to accomplish. The results added to the current understanding of a behavioural intention towards entrepreneurship.

The results also show certain financial considerations that respondents are concerned about if they decide to start a small business. First, not every person has the financial resources necessary to launch a new firm at their disposal. Second, the respondents are also worried about the startup's financial viability. This is consistent with the claims made by Cook & Nixon (2000) and Abor & Quartey (2010) that insufficient financial resources lead to obvious limitations for new small business owners. The study's findings agree with existing research. Starting a small business requires the same amount of time as working in an office, if not less. As a result, some of the respondents look forward to juggling time spent with friends and family with running a business. Having said that, they speak to self-care (emotions), which is crucial for a business. When a business owner or entrepreneur can manage their emotions while anticipating leaving their comfort zone, the business will be able to operate well. The results show several issues that respondents have brought up when deciding to start a small business. The company may not be large, but it requires work and time that could be compared to a regular day job in a corporation.

The goal of this study is to learn more about how younger people perceive starting a small business. Personal growth, financial considerations, perceived behavioural control, and opportunity cost are the four aspects that this study has examined. The aims of the study have also claimed to have a broad perspective and a deeper understanding of entrepreneurship in small enterprises across the nation as well as motivation to start a business, a thorough literature analysis has been carried out. Semi-structured virtual interviews with the respondents are used in a qualitative methodology. Most responders' future objectives are generally quite relatable.

Along with offering some useful insights, some restrictions must be considered. Because the study was conducted via semi-structured interviews, it has certain

limitations. To acquire a deeper understanding, future research might be conducted in a focus group with more participants. To provide more informative statistics, perhaps the data collection could be expanded to include the various higher education institutions in the nation. The study would be stronger if it included qualitative and quantitative methods. These ideas might be useful for adding fresh data to the existing body of knowledge about entrepreneurship in small firms.

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