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THESIS

BUSINESS START-UP MOTIVATION OF INDIAN ENTREPRENEURS IN BANGKOK, THAILAND

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A Thesis Submitted in Partial Fulfillment of
the Requirements for the Degree of
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This paper aimed to examine and explore significant factors related to business start up motivation of Indian entrepreneurs in Bangkok, and to compare twenty one motivational factors between/among Indian entrepreneurs who have different personal characteristics in terms of age, gender, marital status, religion and community, educational background, family background, previous occupation, prior income and initial investment.

Population in the study was Indian entrepreneurs who were currently running their businesses in Bangkok area. Questionnaire was used as a method of data collection, The data had been analyzed by descriptive statistics included percentage, mean and standard deviation, inferential statistics; t-test, F-test and Post-hoc test were used to test the hypothesis.

The study found that the majority of respondents were male, were aged less than forty years who held bachelors or a master's degree. Almost all of them were married and belong to Hinduism or Sikhism religion. The dimension of work, individual, skill, economic, social and wealth related factors are considered high level of motivation towards business start-up. The result showed that there was significant difference in entrepreneur's motivation towards business start-up among/between Indian entrepreneurs with different personal characteristics including gender, age, religion, educational background, family background, previous occupation, prior income and initial investment. However, there was no significant difference in entrepreneur's motivation towards business start-up among entrepreneurs with different marital status.

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Student's signature Thesis Advisor's signature

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Ashok Kumar Mishra

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LIST OF ABBREVIATIONS

ACD	-	Asia Cooperation Dialogue
ASEAN	-	Association of Southeast Asian Nations
ARF	-	ASEAN Regional Forum
BIMSTEC	-	Bengal Initiative for Multi-Sectoral Technical Cooperation
MGC	-	Mekong-Ganga Cooperation
BOI	-	The Board of Investment
CPA	-	Confirmatory Factor Analysis
EFA	-	Exploratory Factor Analysis
MOIA	-	Ministry of Overseas Indian Affairs
NRIs	-	Non-resident Indians
PIOs	-	Person of Indian Origin
SMEs	-	Small and Medium Sized Enterprises
SPSS	-	Statistical Package for the Social Sciences

CHAPTER I

INTRODUCTION

Background and Statement of the Problem

Thailand has become a global and regional migration centre in South Asia. Migration is a phenomenon that has a multi-faceted impact on societies and cultures, and also has a significant impact on Thailand's development, growth, and stability. The migrant labor force is contributing a significant share of Thailand's economy. A number of economic development projects in Thailand has brought foreign direct investment and migrant laborers to the country. Thailand's Board of Investment (BOI) has a strategy to attract migration through providing tax incentives.

The Indian diaspora in Thailand has emerged as an important factor in further strengthening the bilateral economic relations between India and Thailand. The Indian diaspora in Thailand has a total population of 150,000, which is about 0.00223% of the total Thai population. In this, the number of persons of Indian origin (PIOs) is 60,000, while there are 90,000 non-resident Indians (NRIs), (Ministry of Overseas Indian Affairs, Government of India). Almost all major states of India have made significant contributions to various industries in Thailand, especially gems and jewelry, textiles, and real estate. There are a large number of Indian professionals working with Thai private companies and agencies in information technology. There are also Indians working with various international and UN organizations, multinational companies, banks, and financial institutions (Indian Embassy, Thailand). Historically, Indian migration to Thailand has largely been voluntary as people search for economic opportunities. The Indian population is largely concentrated in the cities of Bangkok, Chiang Mai, and Chiang Rai. Among Indian groups, Sikhs are the most prosperous community in Thailand. They are engaged primarily in the textile sector, while the Tamil Muslims and the Bohras are engaged in trading in precious stones and high-value technology goods, respectively. There are many Indians in the service sector in Bangkok, especially those who come from

Gorakhpur in Uttar Pradesh. However, the number of Indians working in information technology and other high-skilled jobs is increasing significantly.

Thailand-India economic and commercial relations have rapidly expanded with bilateral trade increasing from US$1.05 billion in 2001 to US$4.7 billion in 2007. The next target is to increase trade between the two countries from its 2010 figure of $6.7 billion to double that in 2014 (BOI). Thailand and India are recognizing different ways to work together, such as India's dialogue partnership with ASEAN, the ASEAN Regional Forum (ARF), and the East Asia Summit. India is a member of the Asia Cooperation Dialogue (ACD) initiated by Thailand in 2002, and of the Mekong-Ganga Cooperation (MGC), the sub-regional grouping BIMSTEC involving Bangladesh, India, Nepal, Bhutan, Sri Lanka, Thailand and Myanmar, and trilateral transport linkages with Thailand, Myanmar, and India. India and Thailand agreed to increase their cultural interactions, connectivity, and enhancement of trade through the bilateral and regional frameworks including ASEAN-India, BIMSTEC, and MGC.

The data from the Board of Investment (BOI) shows that Indian entrepreneurs contribute significantly to the Thai economy. If one looks at Indian projects approved by the Board of Investment in the previous 10 years from 2001 to 2011, the total number of approved projects was 170. The total amount of approved budget was about 35.1 billion baht, with an 85.1% approval rate for Indian capital. A total of 155 projects were approved out of 170 projects (91.2%); these were small or medium size projects with values less than 500 million baht (Table 1 shown below).

The data shows in the chart (Figure 1 shown below) that in terms of investment size and the number of projects approved, there were 96 projects approved with < 50 million baht investment, 26 projects approved with 50 - 99 million baht investment, 26 projects approved with investment between 100 - 499 million baht investment, 8 projects approved with investment between 500 - 999 million baht investment, and 7 projects approved with investment between > 1 billion baht investment. The data shows that most of the investment approved was related to small and medium-sized businesses (SME).

Table 1 Indian Investment Projects approved by BOI: 2001-2011 (in million baht)

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	Total (2001-2011)	
No. of Projects	12	5	11	19	16	18	23	21	17	13	15	170	
Total Investment	1954.4	92.3	3519.3	1615.2	1105.9	2670.6	7398.3	9591.6	3680.2	1740.2	1693.0	35061.0	(%)
Total Registered Capital	431.7	23.5	1258.2	562. 8	434.0	482.5	1056.1	2558.4	155.9	246.9	159.0	7369.0	100.0
--Indian	379.1	14.1	1245.6	278.0	407.6	346.7	799.0	2363.3	101.2	201.7	134.0	6270.3	85.1

Note: "Indian Investment Project" refers to projects with Indian capital at least 10%

Source: BOI, Thailand

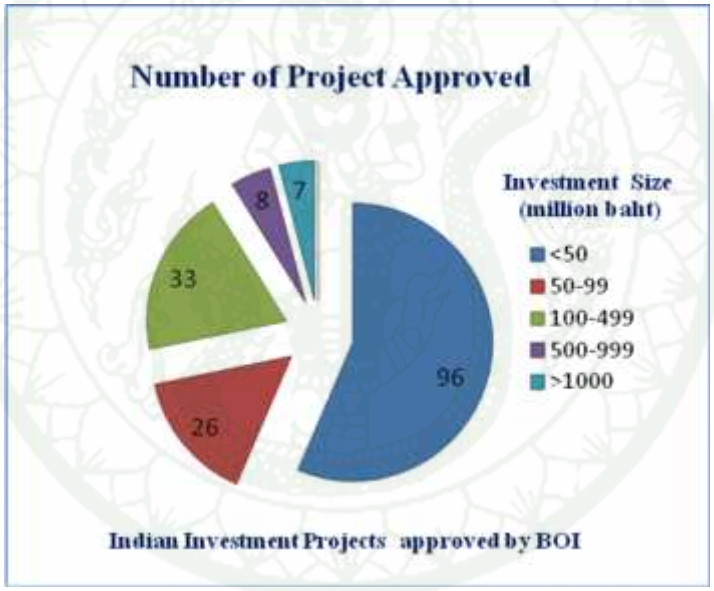

Figure 1 Indian Investment Projects approved by BOI

Source: BOI, Thailand

These projects involved agricultural products (8.9%), minerals and ceramics (3.5%), light industries/textiles (22.9%), metal products and machinery (10%), electric and electric products (18.2%), and others. The investment amounts were well-balanced, including metal products and machinery (30.8%) followed by chemicals and paper (27.0%), minerals and ceramics (15.5%), services (11.0%), and light industries and textiles (9.5%). The total investment, including all sectors, totaled

35.0601 billion baht. This data shows that Indians invested in various sectors such as agricultural products, minerals and ceramics, light industries/textiles, metal products and machinery, electric and electric products, chemicals and paper, and services (Table 2 shown below).

Table 2 Indian Investment Projects approved by BOI classified by Sector, 2001-2011 (Million Baht)

Sector	Number	%	Amount	%
Agricultural Products	19	8.9	1417.1	4.0
Minerals and Ceramics	6	3.5	5451.0	15.5
Light Industries/Textiles	39	22.9	3328.1	9.5
Metal Products and Machinery	17	10.0	10793.1	30.8
Electric and Electric Products	31	18.2	741.5	2.1
Chemicals and Paper	35	20.6	9465.7	27.0
Services	23	13.5	3863.6	11.0
Total	170	100.0	35060.1	100.0

Source: BOI, Thailand

This study proposed to gain insight into the factors that motivate Indian entrepreneurs to start businesses in Bangkok, Thailand. However, the development of entrepreneurship is an important phenomenon in contemporary economics. Entrepreneurship is strongly linked to small and medium-sized enterprises (SMEs), which are the main developing force of the developed market economics. SMEs usually represent the majority of all the enterprises, and accordingly, they are the main driving force of entrepreneurship development and economy.

This research provides valuable information to both academic and business practitioners in terms of business start-up motives and driving factors in developing countries such as Thailand. They will gain a deeper understanding of the reasons why Indian immigrants in Thailand chose self-employment. The immigration department can use the results to determine whether the skilled migrants who are venturing into entrepreneurship are doing so because of a lack of skilled jobs in the labor market or for other motivational reasons. The outcome of the study is significant in confirming

whether or not the theories of immigrant entrepreneurship that have been tested in other countries can be applied to Thailand as well. It also provides empirical results as to the factors motivating entrepreneurship among Indian immigrants in Bangkok.

Business start-up motivation of Indian entrepreneurs in Bangkok, Thailand, has not been clearly addressed in the literature on business start-ups in the international business arena. However, the business opportunities for Indian entrepreneurs prove to be a valuable topic of investigation.

Objectives

The objectives of the study are as follows:

1. To examine the business start-up motivation of Indian entrepreneurs in Bangkok, Thailand.

2. To explore significant factors related to business start-up motivation of Indian entrepreneurs.

3. To compare motivational factors (need of achievement, to be free and independent, to get more money than a salaried position, to do something creative/innovative, previous experience, risk-taking ability, to be a boss, to be a leader, passion, self-efficacy, to utilize concessions or loans from the government, stable political and social environment, hard to find appropriate job, opportunity, affluent life, to create job for others, to provide job to family members, to stay closer to family, to earn enough money to support family abroad, to attain high social status, to do something different from others) between/among Indian entrepreneurs who have different personal characteristics in terms of age, gender, marital status, religion and community, educational qualifications, family background, previous occupation, prior income, and initial investment.

Scope of the Study

Scope of Content

This research study examined the motivational factors (need of achievement, to be free and independent, to get more money than a salaried position, to do something creative/innovative, previous experience, risk-taking ability, to be a boss, to be a leader, passion, self-efficacy, to utilize concessions or loans from the government, stable political and social environment, hard to find appropriate job, opportunity, affluent life, to create job for others, to provide job to family members, to stay closer to family, to earn enough money to support family abroad, to attain high social status, to do something different from others) of Indian entrepreneurs, which motivated them to make the decision to start a business in the Bangkok area.

Scope of Area and Population

This research targeted all Indian entrepreneurs who are running their business organizations in the Bangkok area, with a special focus on the areas of Phahurat, Phra Nakhon, Silom, Sukhumvit, and Pratunam.

Period of Study

The researcher conducted the questionnaire by himself and friends during the months of July and August 2014.

Definitions of Terms

Entrepreneur is a person who attempts to profit by risk and initiative. The term also has the connotation of somebody who has an idea and then finds the money to back it. (Dictionary of International Business Terms, 2001)

Immigrant entrepreneurship comes from the people who come to live permanently in a foreign country (www.oxforddictionary.com).

Business start-up is defined by Low and McMillan (1988, p.141) as the "creation of new enterprise". In some cases, it is understood as a business or an undertaking that begins operation.

Motivation refers to "the reason underlying behavior" (Guay et al., 2010). In this study, the factors of motivation were grouped in seven dimensions as entrepreneur, work, skill, individual, economic, social, and wealth, which motivates Indian entrepreneurs to become self-employed.

Bio-characteristic are the factors that generally influence an entrepreneur, such as age, marital status, religion and community, and caste and religion to which a person is affiliated.

Socio-demographic is nothing more than characteristics of a population. Generally it is the characteristics of Indian entrepreneurs such as educational background, family background, and previous occupation.

Economic variables: are those variables involving or pertaining to one's personal resources of money (Oxford Dictionary).

CHAPTER II

LITERATURE REVIEW

This chapter discusses entrepreneurship and motivation using the existing literature in the same area. Key motivational factors which influence entrepreneur to make decision to start up a business are discussed. The literature looks at the topic of entrepreneurship, immigration and entrepreneurship, theories of immigrant entrepreneurship and models of immigrant entrepreneurship, literature on motivations for entrepreneurship as well as the concept of factor analysis and then come across the conceptual framework developed under the topic of entrepreneurship motivation.

Entrepreneurship

In this section discussed about the history of definition used for entrepreneurship and role of an entrepreneur in terms of economic and empirical theory.

A. Defining an Entrepreneur

The study of entrepreneurship has provided many definitions of the word “entrepreneur”. However, no theory of entrepreneurship has been developed that would explain or predict entrepreneur, by any of the definitions, might appear or engage in entrepreneurship. Indeed, the search for a best definition may have obstructed the development of theory.

First, entrepreneur defined that entrepreneur as ‘anyone who has founded his or her own business (Kirkwood, 2001). Second, entrepreneurship drives innovation and technical change, and therefore generated economic growth (Schumpeter, 1934). Third, entrepreneurship is an important process by which new knowledge is converted into products and services (Shane & Venkataraman, 2000).

Fourth, entrepreneurship agree it embraces a kind of behavior that includes acceptance of risk and failure; organizing the social and economic procedures; and initiative-taking (Hisrich and Peters, 2002). Fifth, entrepreneurs as people who create new business take risks and achieve goals (Weng and Hsu, 2010). Entrepreneurship has been defined in a different way by different people over the last several years. Since “entreprende” was in use in the twelfth century.

The first theory of entrepreneurship was introduced in 1725 (Cantillon, 1964). Cantillon defined an entrepreneur as anyone who was self-employed and was not working for wages. Then, in the twentieth century, the Cantillon views were visited through the works of two economists, Von Thunen and Joseph Schumpeter (Vries, 2007). This was known as German-Austrian tradition and this school of thought differentiated between entrepreneurship and business. Von Thunen developed a theory and introduced ‘risk’ and ‘uncertainty’ into the entrepreneur’s definition (De Vries, 2007). Schumpeter introduced the concept of innovation to his theories of entrepreneurship and stated that only extraordinary events (Schumpeter, 1949). In recent years, theories have focused on the financial sphere of entrepreneurial activities. Kirzner saw entrepreneurs as people aware of opportunities that can generate profit (De Vries, 2007).

With the evolution of business administration since the seventeenth century, scholars have not been able to reach an agreement on the definition of entrepreneurship (Wartman, 1987). Others have viewed entrepreneurs as individuals who are critical to increasing a firms’s productivity and help it recover from an economic slump (Drucker, 1985; Liu, 2002). Entrepreneurship has also been described as a main reason for innovation (Drucker, 2002).

The study of entrepreneurship has provided many definitions. However, definitely it would be useful to define entrepreneurship in context of Indian entrepreneurs in Bangkok. The definition of entrepreneur used in this thesis has been set up after reviewing the entrepreneurship literature. In order to consider someone be as an entrepreneur. Must know the position that makes them to become self

employed. For defining entrepreneurship the first requirement is that the person must be a business founder, which common definition used in previous study of entrepreneurship. The second requirement is that the person must be employed at least one employee or who are created job for others, who have need of affluent life. it is not possible to get enough money in paid job that why they move find the opportunity to earn enough money in aspect of supporting family members as well as to maintain their social status.

B. Role of an Entrepreneurship

There are two important theories which is discussed in the literature are; economic theory and empirical theory (Rapaso, Do Paco & Ferreira, 2008). In the economic theory, the entrepreneur is the individual person who creates the business, puts it to work and makes it survive. In empirical theory the term “entrepreneur” has been associated with the state of the new business and sometimes also with innovation as an additional criteria (Veciana, 1988). McClelland (1961) did an empirical study on the hypothesis that the motivation to achievement is a conditional factor for economic development. A society that has higher level of motivation will have a higher number of active entrepreneurs. According to McClelland (1961) and entrepreneur has characteristics as follow:

1. Original and innovative;
2. Takes individual responsibility;
3. Plans on long term basis;
4. Is aware of the results of his acts; and
5. Is a moderate risk avoider.

Entrepreneurship research has tried to identify traits of successful entrepreneurs or characteristics of their successful ventures (Politis, 2008). Focus shifted in the 1990’s to a view of entrepreneurship as an activity that continues the learning process (Politis, 2008). In this perspective, having a stable trait or characteristic is not exclusive to, nor does it comprise, entrepreneurship. Instead,

entrepreneurship is regarded as an ability which builds up overtime during the working life of enterprising individuals (Politis, 2005). One of the considerations has focused on the role of an entrepreneur's previous career experiences. It is seen that individual who have had experience in doing business before, have developed the problem solving skills and mindset of an entrepreneur that increase a person's ability to identify and exploit opportunities (Shane, 2000; Wright & Binks, 2003).

In the economic theory the emphasis is given on the function of the entrepreneur rather than the individual and more interest is shown in the macroeconomic meaning of the entrepreneur (Kirzner, 1983). In the history of economic theory Herbert and Link identifies 11 roles for the entrepreneurs as follow (Davidsson and Wiklund, 1999):

1. The person who undertakes risk associated with uncertainty;
2. The person who supplies the financial capital;
3. Innovator;
4. Decision maker;
5. Industrial leader;
6. Manager;
7. Organizer of economic resources;
8. Business owner;
9. Contractor;
10. Referee; and
11. Locator of resources

Baumol (1983) differentiates two roles of entrepreneurs. They are:

1. The person who created, organizes and operated the start-up firm, which can be innovative or not;

2. The person who transforms ideas and inventions in an economically viable way, even if the person did not create the business.

Immigration and Entrepreneurship

This section looks at the literature on motive for migration and entrepreneurship that move after migration, who known as "Immigrant entrepreneurship"

A. Migration

Migration involves movement of people from one place to another place with prospect to increase lifetime earnings, to access better housing condition, to enjoy better climate/environment, to access better school standards as well as to access better social networks. Migration is as old as human evolution, and in the past it was slow and a gradual process and took centuries or more to establish a significant population in a region or country, and the populations had homogeneous characteristics or race, religion, culture or language (Collier & Dollar, 2002).

Thailand is also a land of large immigrant community of foreigners, mostly from Europe and North America as well as Increasing numbers of migrants from neighboring Burma, Laos, and Cambodia, Nepal and India. The "Indian Diaspora" is estimated to be approximately 21 million according to the ministry of overseas Indian affairs, Government of India. Total Indians living approximately 150,000 (90000 NRI and 60000 PIO) in Thailand. The majority of Indians migrated to Thailand by their own spirit or with outstanding personality that is quite different from the Indians who migrated to Malaysia, Singapore, or Myanmar mainly as plantation workers.

B. Immigrant Entrepreneurship

The main concern is about the immigrant entrepreneurs which is one of the rising people who come to live permanently in a foreign country. In immigrant and ethnic entrepreneurship literature (Najib, 1999; NUTEK 2001a) it is concluded that if an immigrant found a business in that host country then per definition, he/she

becomes an immigrant entrepreneur and the business an immigrant business (Dalhammar, 2004:8) some scholars have also used the term ‘ethnic entrepreneurs’ to explain the immigrant entrepreneurs.

In contemporary economies, especially the larger cities, have acquired a cosmopolitan outlook in the closing decades of the twentieth century (Kloosterman and Rath, 2004). Japan in Asia, Canada and the United States in North America, Australia and New Zealand in Oceania, and European countries are considered advanced economies or developed regions according to United Nations grouping (United Nations, 2010). The demographic of the cities in these countries have also changed with significant flows of migration from distant places in the second half of the twentieth century (Koosterman and Rath, 2004). Many of these immigrants have introduced their own native exotic products and started businesses in the country of settlement, thus becoming self-employed.

Most immigrants leave their home to search for a better life for themselves and their children (Singh and Denoble, 2004). In past decades, these immigrants were viewed as workers and immigration was seen as cheap low-skilled labor (Singh and Denoble, 2004). Some find employment in the general labor market, depending on the education and language skills, or in the ethnic labor market (Portes, Guarnizo & Haller, 2002).

Immigrant entrepreneurship is an important research topic from many perspectives, but it has taken time for this view to become widespread (Kloosterman & Rath, 2004). Immigrants do not generally move to the mainstream open market for self-employment (Singh and Denoble, 2004). Waldinger, Aldrich and Ward (1990) argue that, if immigrants move into a mainstream market, it is in one of the four niches.

1. Under-served markets that corporations have abandoned;
2. Business sectors that have low economies of scale;
3. The market for exotic food: and
4. Segmentation market targeting immigrant customers.

Researchers have reported that businesses started by immigrant entrepreneurs are smaller and produce lower levels of revenue (Butler and Greene, 1997). Most immigrant entrepreneurs participate in the ethnic closed market which is characterized by import and export of, or retail shops for, ethnic products (Butler and Green, 1997). A study done on immigrant entrepreneurs from various backgrounds like Hispanic, Korean, non-Hispanic white, Middle Eastern and South Asian entrepreneurs in the United States, revealed that the reason for becoming self-employed was to improve their economic condition (Raijman and Tienda, 1996).

An Indian Diaspora context, the large number of people who migrated in Thailand from almost all major city of India and they made significant contributions in various fields especially in textiles, real state, jewellery and gems etc. all have different migration history. The great majority establish their businesses in Pahurat district, a large fabric market, is Bangkok's Little India (adjacent to the Chinatown), a centre of the Indian commercial community, There are a number of Indian community organizations run by different groups. There are a large number of Indian professionals working with Thai private companies and with other agencies in Information Technology and other professional fields such as in various international and UN organizations, multinational companies, banks and financial institutions.

Theories of Immigrant Entrepreneurship

This section of looks at the theory of Immigrant entrepreneurship is discussed, and also looks at the literature of sociology, anthropology and labor economics literature have each contributed theory which effect of ethnicity and race on entrepreneurship.

Enclave theory and middleman minority theory are two of the primary explanatory frameworks. Ethnic business typically starts when an entrepreneur begins serving other members of the ethnic community and satisfies their specific ethnic needs (Greene and Owen, 2004). The disadvantage theory and the cultural theory are

also two major theories that can be drawn from this field to explain ethnic entrepreneurship (Volery, 2007).

A. Middleman Minority Theory

'Middleman minority theory' is one of the theoretical approach which refers to the role a minority group has played in becoming a middleman between the immigrant market and suppliers of the dominant group (Bonacich, 1987). The majority of 'middleman minorities' live in a society where distinct boundaries exist between people of different races and socioeconomic backgrounds (Mckee, 2003). Typically Jews, Indians, Chinese, Arabs and Koreans are examples of middleman minorities, as their overrepresentation in self-employment is a result of having customers outside their limited ethnic markets (De Raijman, 1996).

Middleman minority theory is an important explanation for immigrant entrepreneurship and the immigrant businesses given by Volery (2007) are: fast foods, garment shops, travel agents, and specialized grocery shops. Immigrant businesses catering to the immigrant population will only be started and stay balanced if two conditions are met, according to this theory. Firstly, there must be enough customers for the products sold by these businesses, and secondly, the immigrant business people should have the intention of permanently remaining in the host country, bringing their families along too. Otherwise, the immigrant community may be too small to generate demand for the products

In context of Indian Diaspora, Most of Indian entrepreneur act a middleman between suppliers or the immigrant market. Most of Indian entrepreneurs and the immigrant businesses are: restaurant, garment shops, travel agents, and specialized grocery shops. Immigrant businesses catering to the immigrant population will only be started to satisfying the need of that group. Indian Diaspora has a large community and enough customers and their demand must be satisfied by the immigrant businesses.

B. Enclave Theory

The term “ethnic enclave” offered that locations where immigrants are employed by business owners of the same ethnicity (Lee, 2003). Opportunity for a new immigrant can be found in locations where there are already businesses set up by the same ethnic group. This has been theoretical as ‘ethnic enclave theory’ (Altinay, 2008). The enclave theory concentrates on geographically self-contained ethnic communities within a metropolitan area (Butler & Greene, 1997), Ethnic enclaves of entrepreneurs have three prerequisites: entrepreneurial skills, capital, and the supply of ethnic labor (Lee, 2003).

The first enclave theory was published by Wilson and Portes (1980) in an article on Cuban ‘immigrant enclave’ in Miami in the United States. They studied of newly arrived Cuban migrants and their labor market experiences. Wilson and Portes found that number of migrants moved to work for co-ethnics. They observed that the new migrants learnt the tools of the trade working with the same ethnic employer and later set up their own businesses. Also, Zhou and Logan (1989) did study on ethnic labor market advantages in the context of Chinese immigrants in New York City. They found that immigrant workers in ethnic enclaves had more chances of increasing their earnings.

In this study found that Indian entrepreneurs start up their business after observed tools and techniques of doing businesses and later found an opportunity to serve the market within the same ethnic group. They had great chances to increase their earnings through start-up their own business.

C. Disadvantage Theory

Disadvantage theory, also called ‘Blocked mobility theory’, is where immigrants face disadvantages comparatively with native born people in the primary labor markets (Min & Bozorgmehr, 2003). According to this theory, except self employment, immigrants have no alternative option who can economically survive.

From this perspective, the theory supplies the answer to the question, “why do immigrants turn to self-employment?” (Min & Bozorgmehr, 2003).

The studies of immigrant entrepreneurship group have made through surveys and interviews by Le and Miler (2000) called Population and Housing which found that labor market experience was an important factor for choosing self-employment. A similar study was done by De Raijman (1996); the study explored and tested the “blocked mobility” hypothesis. The results show that Korean and Middle Eastern/South Asian immigrants had chosen entrepreneurship to overcome labor market disadvantages such lack of language proficiency and unrecognizable foreign degrees. According to another study, immigrants who were proficient in English and one other language had more chances of becoming self-employed. Second generation immigrants were also participants in this study, which may explain the positive effect of English language proficiency in choosing self-employment in Australia.

In this study found that the labor market experience was an important factor for choosing self-employment. Most of Indian entrepreneurs have working experience and having knowledge of markets prior to start-up their own business.

D. Cultural Theory

The cultural theory suggests that ethnic and immigrant groups are equipped with culturally determined features such as dedication to hard work, membership of a strong ethnic community, economical living, acceptance of risk, compliance with social value patterns, solidarity and loyalty, and orientation towards self-employment (Masurel et al., 2004). These features provide an ethnic resource that facilities and encourages entrepreneurship and supports the immigrant entrepreneur (Fregetto, 2004). Research made by leung (2002) on the Chinese catering trade in Britain concurs that Chinese are advantages because of their cultural values and family structures that contribute to successful entrepreneurship. The strong presence of Chinese people in the catering sector in the UK has led many to believe that certain

traits of Chinese are an important factor determining their participation in specific economic sectors (Leung, 2002).

The study has emphasized that cultural theory is not as useful as one might think in explaining immigrant entrepreneurship, because it only focuses on cultural aspects by Okonta and Pandya (2007), which did a study on the poor entrepreneurial performance of African Caribbean people in the United Kingdom. The study showed that entrepreneurial attributes are not dependent on ethnicity, but on individually and are influenced by other conditions, such as the political and socioeconomic environment, and also resources and personal qualities, including character. Jones et al. (2002) have mentioned that the superior work ethics of some cultures are open for discussion, giving the example that the long working hours recorded by Asian business owners are because of an in-built work ethic.

This study found that the Indian Diaspora are equipped with culturally determined features such as dedication to hard work, membership of a strong ethnic community, economical living, acceptance of risk, orientation towards self-employment. These features provide an entrepreneurs resource that facilities and encourages entrepreneurship to become self employed.

The next section will discuss the models developed in an attempt to explain the phenomenon of immigrant entrepreneurship as a whole, such as opportunity structure and cultural theory, have been integrated into the model.

Models of immigrant Entrepreneurship

Previously described many theories of ethnic entrepreneurship have been integrated into models to explain the phenomenon as whole. The two commonly used models will be discussed: the interactive model and the mixed embeddedness model.

A. The Interactive Model

The interactive model, conceptualized by (Waldinger et al., 1990a), Suggests that, the development of an ethnic business cannot be traced back to a single characteristic, which is responsible for the entrepreneurial success of an ethnic group. Instead, the ethnic enterprise success depends on a complex interaction between opportunity structures and group resources (Volery, 2007). These two dimensions steer the strategies an ethnic entrepreneur has to implement in order to create a viable business in an alien environment. The opportunity structure is made up of market conditions, access to ownership, job market conditions and legal and institutional frameworks. Typically, opportunities emerge from the development of a new ethnic community. These communities have specific needs which only co-ethnic group are capable of satisfying.

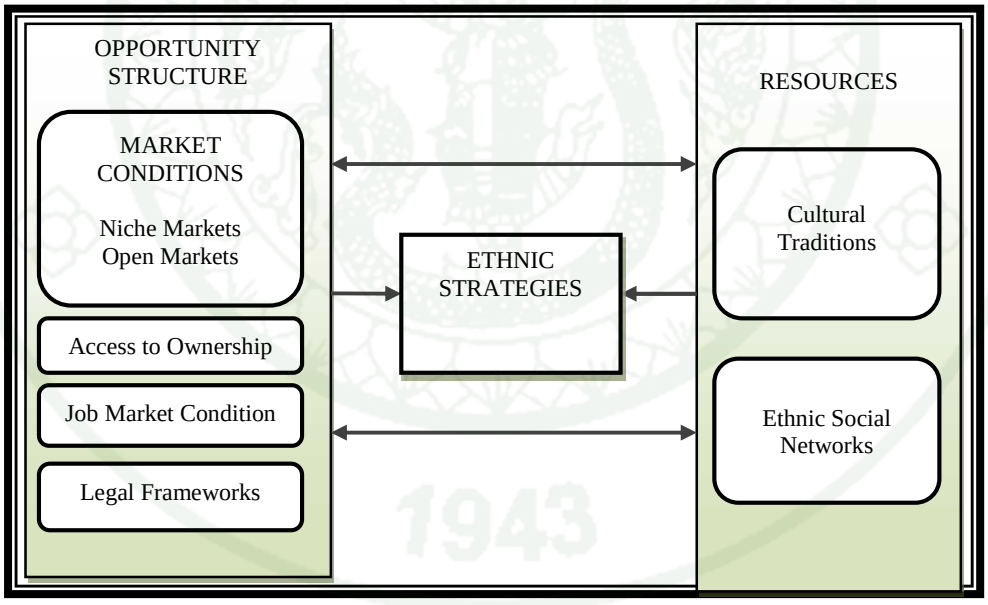

Figure 2 Interactive model of ethnic entrepreneurship development
Source: Putz (2003) and Waldinger et al. (1990)

Opportunity structures of the host country and ethnic resources continuously interact, as shown in figure above, where some aspects of opportunity structures can be influenced and improved by ethnic resources like a strong ethnic network. This

interaction between the two may be determining factor in ethnic entrepreneurship (Volery, 2007).

The group resources are the resources provided by the cultural traditions and social networks, Putz, (2003). Cultural tradition assumes that self-employement in certain groups is the result of specific cultural inclinations. Volery (2007) argues that the importance of cultural traditions should be considered carefully and should not be emphasized excessively. The significance of the ethnic network and family is undisputed, and can play a critical role in the success of ethnic businesses, not to mention compensating for disadvantages faced by foreigners in a new environment.

B. The Mixed Embeddedness Model

The concept of mixed embeddedness model is a further development of ethnic resources and opportunity structure. It recognizes that the structures of a local economy and legal-institutional factors exert a strong influence of these factors on the access of immigrants to small business is even greater (Razin, 2002). The economic environment, however, differs widely on a national scale, offering substantially different opportunities from one region to another. This phenomenon was emphasized by Razin and Light (1998), who provided evidence for spatial variations among the same immigrant groups and variations between different ethnic groups in the same economic milieu. The local influence depends not only on the local economy such as the specific location of ethnic networks.

The mixed embeddedness model is based on three assumptions:

1. Opportunities must not be blocked by too high barriers of entry or government regulations;

2. An opportunity must be recognized through the eyes of an potential entrepreneur as one that can provide sufficient returns; and

3. An entrepreneur must be able to seize an opportunity in a tangible way.

The main weakness of this model is that it is still in an experimental phase. The validation of the phenomenon has not yet gone beyond descriptive ease studies (see, for example, Collins, 2002; Jones et al., 2002; Peters, 2001). This model views the rise of immigrant entrepreneurship as an intersection of two frameworks (Peters, 2002). One is the socio-cultural framework and the other is the institutional one (Kloosterman, Leun & Rath, 1999). These include case studies on Islamic butchers in the Netherlands (Kloosterman, Leun & Rath, 1999) and on Chiese catering business in Germany (Leung, 2002).

The next section will discuss the motivating factors for entrepreneurship which is derived from previous study. the factors significantly influence entrepreneur to start-up business.

Motivation and Entrepreneurship

People with certain characteristics of these traits tend to act differently in similar situations. Successful entrepreneurs have: the ability to take risks; a knowledge of the market; an innovative nature; marketing skills; business management skills; and the ability to co-operate (Shane, 2003). Theories that are applied to the study of entrepreneurship are McClelland's (1961) "theory of the need to achieve" and Rotter's (1966) "Locus of control theory". According to McClelland's theory, individuals with a high need to achieve are those who like to solve their own problems, set targets and meet those targets, and it is these who are going to be successful entrepreneurs. The theory states that individual who have a strong need to achieve become entrepreneurs and succeed better than others, Immigrants are thought to have a high need of achievement after migrating to a new country, and are more likely to become entrepreneurs, according to this theory (Maritz, 2004).

An individual's locus of control can be internal or external. Internal control refers to control over one's own life (Ratter (1996). where the results of one's actions

are dependent on the characteristics of the individual's behavior. External control refers to the thinking process that focuses on the actions of other people, luck, fate or chance. Generally, Entrepreneurs have internal control expectations whereby they are willing to learn and motivate themselves instead of blaming others for their results. Immigrants who have migrated to a new country show the characteristics of internal control necessary for entrepreneurship (Maritz, 2004).

Robichaud, McGraw and Roger (2001) have studied North American entrepreneurs and have grouped motivational factors into four categories.

1. Extrinsic rewards- motivation is for economic reasons
2. Independence/autonomy
3. Intrinsic rewards- motivation is for self-fulfillment and growth and
4. Family security

Wang, Walker and Redmond (2006) did a study on motivations of small business owners in Western Australia, and put 17 motivational factors into four groups.

1. Personal development motivations
2. Financial motivations
3. Motivations related to work and family, and
4. Flexible lifestyle motivations

A. Motivating Factors

The most important motivating factors which is available in the empirical research. Motivating factors which are appear most frequently in the literature regarding motivation for entrepreneurship. They are need for achievement; desire for independence; wealth creation/money; risk taking; self efficacy; passion; assistance from government; political and social stability; labor market; opportunity; work-related factors; family related factors. Factors like need of achievement, desire for

independence and wealth creation/money, are straightforward, but for other factors like family-related motivators and work-related, the differences between the various studies are pointed out.

1. Need of Achievement

Within the research domain of personality traits and entrepreneurship, the concept of need for achievement has received much attention. McClelland (1961) argued that individuals who are high in need for achievement more likely than those who are low in need for achievement to engage in activities or tasks that have a high degree of individual responsibility for outcomes require individual skill and effort, have a moderate degree of risk, and include clear feedback on performance. Johnson (1990) conducted a traditional review of 23 studies, which varied regarding samples, measurement of need for achievement, and definitions of entrepreneurship. Fineman (1977) concluded that both projective and questionnaire measures of need for achievement significantly predict firm founding.

Collins, Locke, and Hanges (2000) conducted the first and only meta-analysis of need for achievement and entrepreneurship studies, examining 63 needs for achievement and entrepreneurship studies. The overall finding of the meta-analysis is that need for achievement is significantly related to founding a company.

Moreover, Collins et al. (2000) found that the relationship between need for achievement and entrepreneurial activity was moderated by several factors. first, need for achievement was a more robust predictor of group-level effects (e.g., mean differences between firm founders and another profession, mean differences between high-performing and low-performing founders) than individual-level effects (e.g., predicting the performance of individuals). Second, they found that while need for achievement is a strong differentiator between firm founders and non- managerial employees.

Based on the results, Collins et al. (2000) concluded that need for achievement is an effective tool for differentiating between firm founders and the general population but less so for differentiating between firm founders and managers. Further, they concluded that need for achievement might be particularly effective at differentiating between successful and unsuccessful groups of firm founders. Thus, need for achievement could play a very useful role in explaining entrepreneurial activity.

2. Desire for Independence

Desire for independence is an important motivating factor for studies of immigrant entrepreneurship. Khosravi (1999) did a study on Iranian small businesses in Stockholm, and found that well-educated, middle class Iranians after migration were attracted to self-employment. Independence has been found to be a factor both in developing countries such as turkey (Hisrich & Ozlurk, 1999) and developed countries like the United Kingdom (Mallon & Cohen, 2001) and Canada (lee-Gosselin & Grise, 1990).

Desire for independence is an aspect of personality in which people prefer to engage in independent action rather than action involving others. People with a strong desire for independence are more likely to exploit entrepreneurial opportunities because entrepreneurial activity entails following one's own judgment as opposed to following the judgment of others.

3. Money/wealth creation

However, money is found to be an important motivating factor in studies of immigrant entrepreneurship (Lofstrom, 2002). It accompanies other motivating factors such as independence and work-related aspects (Kirkwood & Walton, 2010). Research done on the reasons why people work, however, has found that money is not the only factor (Vroom, 1995). Factors like interaction in the society and the worker's social status are also important (Vroom, 1995).

Lofstrom did research in the United States on the labor market assimilation of self-employed immigrants from 1980-1990. Self-employed immigrants were found to be doing better than wage/ salary earner immigrants. It was revealed that wage-earning immigrant's lifetime earnings were not on par with a wage-earning native's salary. This study highlights a financial incentive of immigrants to become self-employed. Yet another study done by Li (1997) on self employment of visible minority immigrants and white immigrants in secondary tertiary industries of Canada, with data from the 1991 Census supplied by Statistics Canada, found that self-employed offered higher economic returns for all immigrants. Li (1997) suggests that visible minority immigrants entered self-employment for higher economic returns, along with work-related issues, and white immigrants entered self-employed for economic advantage but did not suffer the same negative experiences in the labour market that visible minority immigrants suffered.

4. Risk taking

Risk-taking propensity is another motivation of interest, which emerged from McClelland's (1961) original research on entrepreneurs. McClelland claimed that individuals with high achievement need would have moderate propensities to take risk. This claim by McClelland is especially interesting for entrepreneurship research because the entrepreneurial process involves acting in the face of uncertainty Liles (1974) argued that entrepreneurs often must accept uncertainty with respect to financial well-being, psychic well being, career security, and family relations. Moreover, several theories of entrepreneurship view the entrepreneur as bearing residual uncertainty (Venkataraman, 1997).

Atkinson (1957) argued that individuals who have higher achievement motivation should prefer activities of intermediate risk because these types of activities will provide a challenge, yet appear to be attainable. On the other hand, individuals who score high on the motive to avoid failure will avoid intermediate risks. Instead, they will prefer easy and safe under-takings (because there is a high chance of success) or extremely difficult and risky ones (because it will be easy to

explain failure without accepting personal blame). Following the lead of Atkinson, risk-taking propensity has been defined in the entrepreneurship literature as the willingness to take moderate risks (Begley, 1995).

Despite these theoretical claims, previous research suggests that firm owners do not differ significantly from managers or even the general population in risk taking (Low & Macmillan, 1988). While these empirical findings suggest that risk taking may or may not be an entrepreneurial motivation.

5. Self-efficacy

Self-efficacy is the belief in one's ability to muster and implement the necessary personal resources, skills, and competencies to attain a certain level of achievement on a given task (Bandura, 1997). In other words, self-efficacy can be seen as task-specific self-confidence. Self-efficacy for a specific task has been shown to be robust predictor of an individual's performance in that task and helps to explain why people of equal ability can perform differently. An individual with high self-efficacy for a given task will exert more effort for a greater length of time, persist through setbacks, set and accept higher goals, and develop better plans and strategies for the task.

Baum (1994) assessed firm founders in the architectural woodworking industry on a number of variables including general traits and motives (e.g., tenacity and positive affectivity), specific skills and competencies (e.g., industry experience and technical skills). Situation-specific motivation (e.g., goal setting and self-efficacy), vision, and strategic action (e.g., quality and service emphasis). In a LISREL model, Baum found that self-efficacy (measured as the self-efficacy to grown the company) had a strong positive relationship with realized growth. In fact, it was the single best predictor in the entire array of variables.

6. Egoistic passion

More precisely, it is a passionate, selfish love of the work; some commentators like to pretend that businessman's core motive is to selflessly serve their employees and society. We argue, in contrast, that ego is a central motive. The true or rational egoist passionately loves the work; the love the process of building an organization and making it profitable. They are motivated to do what is actually in their won interest-that is, to do everything necessary.

Surprisingly, there have been virtually no quantitative studies of the role of passion in entrepreneurship. One exception is the study by Baum et al. (2001). Although not shown in that report, when Baum entered passion for the work as a separate variable along with 29 other variables form five domains (personality, situational motivation, skills, strategy, and environment), passion had a direct significant effect on the firm growth.

7. Work related factors

Previous research on entrepreneurship shows that work related factors like job dissatisfaction are an important factor motivating people to start a business (Cromie, 1987; Marlow, 1997; DeMartino & Barbato, 2003). At an individual level it could be factors like job dissatisfaction or instability in a job that motivate people to leave employment and become entrepreneurs (Borooah, Collins, Hart & MacNabb, 1997). The next level involves career and employment issues such as wanting career flexibility (DeMartino & Barbato, 2003); being unhappy with one's career (Marlow, 1997), having difficulty finding employment; and redundancy (Borooah et al., 1997; Marlow, 1997).

Previous research on entrepreneurship has also found that job dissatisfaction and underemployment are among the factors motivating entrepreneurship (De Raijman, 1996; Agrawal & Chavan, 1997). Bauder (2008) did a study on attitudes towards entrepreneurship through a survey of 509 Vancouver

residents living in one of these neighborhoods, South Asians in another, and non-immigrants in the third. The study emphasized that individuals who are more dissatisfied with their current jobs can be forced into opening a business for economic survival.

8. Family related factors

A family related factor is also one of the important factors to become entrepreneurs. The chances of owning a business increase if there is a family background in business ownership (Aldrich & Cliff, 2003), for example, parents owning a business (Kirkwood, 2009). Kirkwood also highlights that the impact of this influence has not been researched fully. Many studies have focused on the demographic nature of the family like birth order and social class of family (Belcourt, 1987).. Immigrant entrepreneurs are also motivated by family-related factors for entrepreneurship. Agrawal and Chavan (1997) did a questionnaire study on 105 ethnic entrepreneurs in Sydney, and found that different ethnic groups had various reasons for self-employment. Lebanese respondent in this study mentioned that family background was an important motivator to go into business, as their uncles, fathers or brothers were already in business and they helped them.

Family-related factors like childrearing have also been observed to influence entrepreneurship motivation, especially on women entrepreneurs. It could be related either to delaying having children (Breen, Calvert & Oliver, 1995) or starting a business in order to obtain more flexibility in childrearing (Caputo & Dolinsky, 1998).

9. Opportunity

The literature on motivation indicates that the final category of factor motivating entrepreneurship is that of seeing opportunities in the market (Kim, 1996). Identifying gaps in the market (McGregor & Tweed, 2000) and taking advantage of one's skills (Borooah et al., 1997) are related factors that are mentioned in the

literature. For instance, a study conducted by Shinnar and Yound (2008) on foreign-born Hispanic entrepreneurs in the Las Vegas metropolitan area revealed that one of the main motivating factors to become entrepreneurs for the participants was taking advantage of their skills in the market. They also wanted to start a business because the saw an opportunity to exploit a commercial situation.

A set of twenty one motivational factors developed relevant to the Indian context to measure entrepreneurial motivation. The fourteen motivational factors derived from previous study are need of achievement, to be free and independent, to get more money than paid job, to do something creative/innovative, previous experience, risk-taking ability, to be a boss, to be a leader, passion, self-efficacy, to utilize concessions or loans from the Government, Banks etc., stable political and social environment Hard to find appropriate job and opportunity and additional seven factors derived from exploratory research are affluent life, to crate job for others, to provide job to family members, to stay closer to family, to earn enough money to support family abroad, to attain high social status and to do something different from others. These twenty one motivational factors help to develop a conceptual framework for this study.

The next section will discuss the concept and model of factor analysis which develop to apply in this research to reduce data in a factor.

The Concept of Factor Analysis

A factor analysis is performed by examining the pattern of correlations (or covariance's) between the observed measures. Measures that are highly correlated (either positively or negatively) are likely influenced by the same factors, while those that are relatively uncorrelated are likely influenced by different factors.

Charles Spearman pioneered the use of factor analysis in the field of psychology and is sometimes credited with the invention of factor analysis. He discovered that school children's scores on a wide variety of seemingly unrelated

subjects were positively correlated, which led him to postulate that a general mental ability, or g, underlines and shapes human cognitive performance; his postulate now enjoys broad support in the field of intelligence research, where it is known as the g theory. Raymond Cattell expanded on Spearman's idea of a two-factor theory of intelligence after performing his own tests and factor analysis. He used a multi-factor theory to explain intelligence. Cattell's theory addressed alternate factors in intellectual development, including motivation and psychology. He believed that all theory should be derived from research, which supports the continued use of empirical observation and objective testing to study human intelligence.

While exploratory factor analysis and principal component analysis are treated as synonymous techniques in some field of statistics, this has been criticized (e.g. Fabrigar et al., 1999; Suhr, 2009). In factor analysis, the researcher makes the assumption that underlying causal model exists, whereas PCA is simply a variable reduction technique. Researchers have argued that the distinctions between the two techniques may mean that there are objective benefits for preferring one over the other based on the analytic goal.

Factor analysis is a collection of methods used to examine how underlying constructs influence the responses on a number of measured variables. There are basically two types of factor analysis: exploratory and confirmatory.

1. Exploratory factor analysis (EFA): exploratory factor analysis attempts to discover the nature of the constructs influencing s set of responses.

2. Confirmatory factor analysis (CPA): confirmatory factor analysis tests whether a specified set of constructs is influencing responses in a predicted way.

Both types of factor analysis based on the Common Factor Model, illustrated in figure 2. This model proposes that each observed response (measure 1 through measure 5) is influenced partially by underlying common factors (factor 1 and factor 2) and partially by underlying unique factors (E 1 through E5). The strength of the

link between each factor and each measure varies, such that a given factor influences some measures more than others.

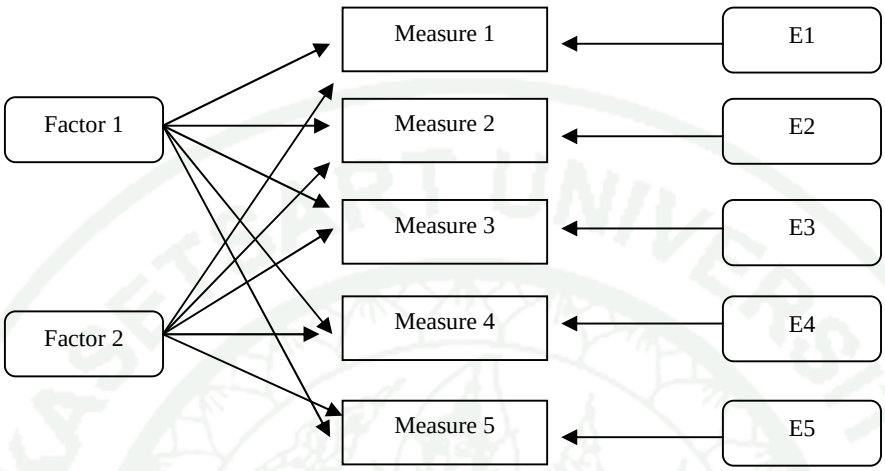

Figure 2 The Common Factor Model
Source: De Coster (1998)

The analysis will isolate the underlying factors that explain the data using a matrix of associations. Factor analysis is a n interdependence technique. The complete set of interdependent relationships is examined. There is no specification of dependent variables, independent variables, or causality. Factor analysis assumes that all rating data on different attributes can be reduced down to a few important dimensions.

Conceptual Framework

According to empirical studies (McClelland 1961, Bianchi's 1993, Wang 1999, Bygrave 1989, Ismail 1998), entrepreneurs with different profile have a different motivation toward business start-up. This research proposes a conceptual model (Figure 4 shown below).

A set of nine factors is used in the study are categorized into bio-characteristics variables which are composed of gender, age, marital status and, religion, and socio-demographic including educational background, family background; fathers occupation, mothers occupation and spouse occupation, and

previous occupation, and economic variables including prior income and initial investment. These nine factors which make believed to affect on business start-ups motivation.

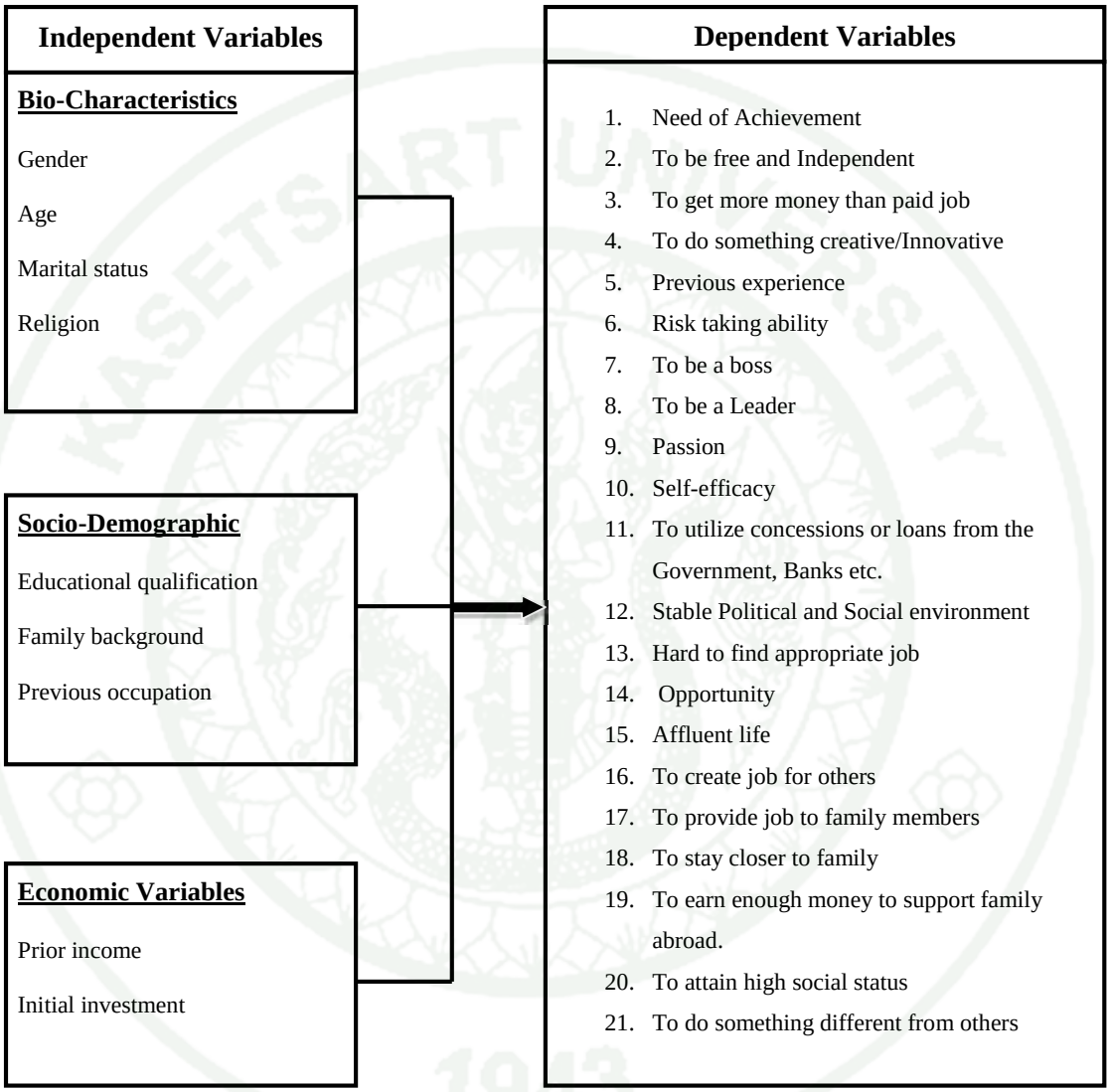

Figure 4 Conceptual Framework

Hypotheses

H1. Entrepreneurs with different gender have different motivation toward business start-up

H2. Entrepreneurs with different age have different motivation toward business start-up

H3. Entrepreneurs with different marital status have different motivation toward business start-up

H4. Entrepreneurs with different religion have different motivation toward business start-up

H5. Entrepreneurs with different educational qualification have different motivation toward business start-up

H6. Entrepreneurs with different family background have different motivation toward business start-up

H6.1. Entrepreneurs fathers' occupations have different motivation toward business start-up

H6.2. Entrepreneurs mothers' occupations have different motivation toward business start-up

H6.3. Entrepreneurs spouse occupations have different motivation toward business start-up

H7. Entrepreneurs with different previous occupation have different motivation toward business start-up

H8. Entrepreneurs with different prior income have different motivation toward business start-up

H9. Entrepreneurs with different initial investment have different motivation toward business start-up

CHAPTER III

METHODOLOGY

The purpose of this chapter is to describe the methodology used to examine business start-up motivation of Indian entrepreneurs. The following steps are used in this study:

I. Research Design
II. Population and Sampling
    A. Population
    B. Sampling method
    C. Sample size
III. Research Instrument
    A. Questionnaire
    B. Instrument testing
        1. validity
        2. reliability
IV. Data collection
V. Data Analysis

Research Design

The model tested based on descriptive research used constructed questionnaires as the instrument to survey opinion. The researcher analyzes data variables using SPSS program to compute for the results. Descriptive statistics was used to describe personal profile of Indian entrepreneurs and to test hypothesis is used inferential statistics. The main objective of this study is to examine the factors of Indian entrepreneurs which motivated to start-up their own business A survey was administrated to selected samples from Indian entrepreneurs and designed a constructed-questionnaires and distributed among Indian entrepreneurs (business

owners, executives making decisions on business start-ups internationally) in Bangkok area (Phahurat, Phra Nakhon, Sukhumvit, Silom and Pratunam).

Population and Sampling

A. Population

The target population for this study was Indian entrepreneurs who are currently running their business in Bangkok area (Phahurat, Phra Nakhon, Sukhumvit, Silom and Pratunam).

B. Sampling Method

Primary data used constructed questionnaires as the instrument to survey contacted with Indian association in Bangkok province which is located in Phahurat, Phra Nakhon, Sukhumvit, Silom and Pratunam distributed among the Indian business owners or executives are making decisions on business start-ups internationally with using convenience sampling method. For getting high response rate of the survey making phone call to the Indian community and associations as well as personally contacted at business location which is located in (Phahurat, Phra Nakhon, Sukhumvit, Silom and Pratunam).

C. Sample Size

The purpose of this research was to identify the motivational factor of Indian entrepreneurs who are currently running their businesses in Bangkok, Thailand. The target population for this study was Indian entrepreneurs, business owners or executives making decisions on business start up internationally. Total number of Indian-owned enterprises operating in Bangkok is unknown. In that case researcher gets the sample size with using W.G. Cochran's formula that is;

$$n = \frac{P(1-P)Z^2}{d^2}$$

Where n = Sample size,

Z = Z statistic for a level of confidence

The Z-values for confidence levels are:

1.645 = 90 percent confidence level

1.96 = 95 percent confidence level

2.576 = 99 percent confidence level

In this case use confidence level = 95%, so Z = 1.96,

P = Expected prevalence or proportion, and

d = Precision (In this case, precision is 5%, then d = 0.05)

$$n = \frac{0.5(1-0.5)1.96^2}{0.05^2} = 384.16 \sim n = 385$$

As a result, the researcher took sample size for this study was at least 385 Indian entrepreneurs, owners or executives located in Bangkok area.

Firstly, based on the expected sample size calculated above, researcher tried to collect at least 385 questionnaires, but only a total of 357 questionnaires were returned practically. There were 15 incomplete surveys, as a result only 342 questionnaires were useable.

Research Instrument

The research instrument of this study is closed-ended questionnaire that used data collection to identify the motivational factor of Indian entrepreneurs. The principal advantages of survey methods are the great assortment of data of an individual respondent at one time. The questionnaire also provides a quick, inexpensive efficient and accurate means of assessing information about a population.

Thus, in this study this type of survey research methodology is being used. The questionnaires were used and distributed to Indian entrepreneurs, owners or executives.

A. Questionnaires

The questionnaires were set up from conceptual framework by studying from a review of previous research and from exploratory research. There are number of characteristics delineated as entrepreneurial motives were listed from the literature available. The researcher initially had done exploratory research to get insight the motivational factors in context of Indian entrepreneurs. Researcher interviewed ten Indian entrepreneurs, executives as well as business owners to get their opinion. Perhaps India culture framework can be useful to rationalize the findings. The questionnaires composed of two parts including:

1. **General Information of Respondent**

Consists of questions asking about the general information including: age, gender, marital status, religion and community, educational qualification, family background (father's occupation, mother's occupation, spouse occupation), previous occupation, prior income, initial investment, working experience, types of business, age of business and number of employees.

The data analyzed using frequency to indicate distribution data and presented and interpreted by percentage,

$$\text{Percentage} = \frac{\text{number of collected data} \times 100}{\text{Sample Size}}$$

2. **Motivational Factor**

Consist of questions asking respondents marking agreement level of motivational factors; need of achievement, to be free and independent, to get more money than paid job, to do something creative/innovative, previous experience, risk-taking ability, to be a boss, to be a leader, passion, self-efficacy, to utilize concessions or loans from the government, Banks etc., stable political and social environment, hard to find appropriate job, opportunity, affluent life, to crate job for others, to provide job to family members, to stay closer to family, to earn enough money to support family abroad, to attain high social status, to do something different from others.

A Likert scale, which was used closed-ended questions in survey research because of the ease on counting the frequency of each response. The respondent was given a list of predetermined responses from which to choose their answer. The researcher defines the criteria to measure level of variable according to the separate of five levels following Likert's scale.

Level of Motivation	**Rating**	**Scores**
Very high	5	Scores
High	4	Scores
Moderate	3	Scores
Low	2	Scores

The scale used in this part is class interval as follows:

$$\text{Class interval} = \frac{\text{Highest score- Lowest score}}{\text{Number of class}}$$

$$\text{Substitute value} = \frac{5\text{-}1}{5}$$

$$\text{Substitute value} = 0.80$$

Then, the class interval of 0.80 was used to separate the scores in to 5 levels of motivations. Each level describes the motivation of the sample (Table 1 shown below).

Table 3 Evaluation level of start-up motivation of Indian Entrepreneurs

Average mean	Meaning	Interpretation/level of motivation
1.00-1.80	Very low	Very low level of start-up motivation
1.81-2.60	Low	Low level of start-up motivation
2.61-3.40	Moderate	Moderate level of start-up motivation
3.41-4.20	High	High level of start-up motivation
4.21-5.00	Very high	Very high level of start-up motivation

B. Instrument testing

1. Validity

Validity is the extent to which an instrument measure. For make sure that an instrument be 100% valid. so after adjustment of questionnaires. The researcher was distributed 30 questionnaires to Indian entrepreneurs who were owners or executives, located in Sukhumvit and Phahurat Indian market, Bangkok. To assess the validity of quantitative instruments used SPSS software for finding alpha Cronbach's coeffiecient to establishing the external and content validity. The theoretical value of alpha as a rule of thumb, require a reliability of 0.70 or higher (obtained on a substantial sample) before using as instrument. Cronbach's a coefficient is used to examine the reliability of the questionnaire. In the questions there was 21 motivational factors mentioned in the likert scale based on a five point scale

2. Reliability

The objective of the reliability assessment to make sure that the results of this research is reliable; Data was analyzed by SPSS software for windows to find out alpha coefficient. The result of Cronbach's Alpha by statistical package for social sciences was 0.72 (N of items = 30). The Cronbach's alpha = 0.72 that means all questions are acceptable level of reliability. Moreover, the researcher also asked respondents randomly about personal opinion towards questionnaire and suitability of questionnaire in order to adjust with real questionnaire.

Data Collection

The questionnaire was attached with cover letter outlining the research purpose was distributed to collect 385 questionnaires with using personal (face to face) survey. The questionnaires was distributed among the Indian association or business owners or executives at their business place which is located in Phahurat, Phra Nakhon, Sukhumvit, Silom and Pratunam through friends or by researcher.

Data Analysis

The researcher collected data from population which sampling size is equal to 342 samples. The data analyzed based on quantitative method and Statistical software was used to compute statistic values, and descriptive research used for analysis the data and to reveal the research result which is divided into four parts.

1. General information of respondent (descriptive statistics was used in the forms of frequency distribution and percentage)

2. Motivational factors of Indian entrepreneurs towards business start-up (descriptive analysis was used to find the frequency, mean and standard deviation)

3. Data reduction (exploratory factor analysis was used)

4. Hypothesis testing (using inferential statistics i.e. t-test and F-test)

The statistics used in this study are:

I. Descriptive statistics:

Sekaran (2003) says that descriptive statistics is used to transformation of new raw data into a form that would provide information to describe a set of factors in a situation. Descriptive statistics are provided by frequencies, measures of central tendency, and dispersion.

A. **Frequencies:**

Frequencies refer to the number of times various subcategories of a certain phenomenon occurs: the percent is used to count the subcategories of the phenomenon.

B. Measure of central tendency:

Arithmetic mean used to measure central tendency of interval variables. The arithmetic mean of the average is measure of central tendency that offers a general picture of the data without unnecessarily inundating one with each of the observation in a data set.

C. **Measure of dispersion:**

Measuring the dispersion and knowing about the variability that exists on set of observation, standard deviation used to measures dispersion for interval and rational scale data, offers an index of the spread of a distribution or variability on the data.

II. Exploratory Factor Analysis

In this research have taken overall twenty one motivating factors, the data collected was subject to factor analysis which can merge into a group to make ease to analyze data in the right manner. The exploratory factor analysis, normalized varimax rotations were used to compute in a factor, which provides a tool for analyzing the structure of interrelationships (Correlations) among variables by defining a set of variables which are highly correlated know as factors.

Factors are assumed to represent dimensions within data. When the dimensions/factors are theoretically unknown exploratory factor analysis (EFA) is a statistical approach to determining the correlation among the variables in a dataset. This type of analysis provides a factor structure (a grouping of variables based on strong correlations). Researcher used to test hypothesis involving issues as which variables should be grouped together on a factor.

III. Inferential Statistics:

Sekaran (2003) states that inferential statistics useful for researcher to infer from data through analysis the relationship between two variables, differences in a variable among different subgroups and how several independent variables might explain the variance in a dependent variable.

A. t-Test:

t-test applied to testing difference of mean between two independent groups of a hypothesis stating that the means scores on some variable is significantly different for two independent groups at 95% level of significant.

Decision making basis is to compare the computed t-test value with the critical values from table of t-test distribution at the same probability level and the

same degree of freedom. If value of t-test from calculating is smaller than the absolute critical t-value from table, then it was considered that the hypothesis is substantiated.

B. One-way analysis of variance (ANOVA) (F-test):

F-test applied to testing a hypothesis stating the difference of mean among three or more independent groups at 95% level of significant. The total variance in the observations is partitioned into two parts that from within group variation and that from between group variation. That ratio of variance between groups to the variance within groups gives an F-statistic. The F-distribution is a measure used to determine whether the variability of two samples differs significantly.

In ANOVA, if the observed statistics is less than the test value for some level of significance, the hypothesis that has no significant difference in the means of the sample groups may be accepted. On the other hand, if the observed statistic is less than the test value for some level of significance, the hypothesis that has significant difference in the means of the sample groups may be rejected.

C. Least Significant Difference Method (LSD)

Fisher's LSD method is used in ANOVA to create confidence intervals for all pair wise differences between factor level means while controlling the individual error rate to significance level which specified. Fisher's LSD method then uses the individual error rate and number of comparisons to calculate the simultaneous confidence level for all confidence intervals. This simultaneous confidence level is the probability that all confidence intervals contain the true difference.

CHAPTER IV

RESULTS AND DISCUSSIONS

The researcher analyzes data variables using SPSS program to compute for the results. The outputs of the program are presented in Chapter Five and the results of response would be presented as follows:

I. General information about respondent analyzed using descriptive statistics (frequency i.e. percentage)

A. Bio-Characteristics (Gender, age, marital status and religion)

B. Socio-Demographics (Educational background, family background; father's occupation, mother's occupation and spouse occupation, and previous occupation)

C. Economic Variables (Prior income and initial investment)

D. Business information of respondents (working experience, types of business, age of business and number of employees)

II. Motivational factors of Indian entrepreneurs towards business start-up measured using descriptive statistics (mean and standard deviation)

III. Data reduction (used exploratory factor analysis)

IV. Hypothesis testing (using inferential statistics i.e. t-test and F-test)

General information of respondents

Samples of the survey in this study were entrepreneurs, business owners or executives making decision internationally for business start up in Bangkok, Thailand. In this section including bio-characteristics, socio-demographic, economic variable as well as business information of respondents. The respondents in the study were summarized and analyzed by using percentages which is shown below;

A. **Bio-characteristics**

Bio-characteristics refer that generally influence an entrepreneur are gender, age, marital status, religion to which a person is affiliated to serve as one of the contributing factors to entrepreneurship. bio-characteristics of Indian entrepreneurs including gender, age, marital status and religion. Frequencies showed to the number of times various subcategories' of a certain phenomenon occurs, the percent is used to count the subcategories' of the phenomenon.

1. Gender

If we split the respondents into comparing groups based on data variable, we can see that the majority of respondents are male, there are 204 respondents or 59.6% of total 342 respondents are male, 6 respondents amounting 40.4% are females (Table 4 shown below).

Table 4 Gender of respondents

Gender	**Frequency**	**Percentage**
Male	204	59.6
Female	138	40.4
Total	**342**	**100.0**

2. Age

Age is divided into four ranges, which include: range 1 (up to30 years), range 2 (31-40 years), range 3 (41-50 years), range 4 (more than 50 years).

Data analysis showed the frequency of respondent age. 18 respondents are age of 20-30 old, amounting 5.3% of the total respondent, range 31-40 years old with 166 respondents, or 48.5% of total respondents, range 41-50 years old with 94

respondents, or 27.5% of total respondents, and more than 50 years old with 64 respondents which are 18.7% of total respondents. Frequency table showed that the majority of respondents are age of 31-40 years old (Table 5 shown below).

Table 5 Age of respondents

Age	**Frequency**	**Percentage**
Up to30 years	18	5.3
31-40 years	166	48.5
41-50 years	94	27.5
more than 50 years	64	18.7
Total	**342**	**100.0**

3. Marital Status

We can see that the majority of respondents are married with 294 respondents amounting to 86% of the total respondent, and 48 respondents amounting to 14% of total are single (Table 6 shown below).

Table 6 Marital Status of respondents

Marital Status	**Frequency**	**Percentage**
Single	48	14.0
Married	294	86.0
Total	**342**	**100.0**

4. **Religion**

Religion is divided into five different categories which are Hinduism, Christianity, Islam, Buddhism, and Sikhism. Which do not fall into these five categories, the answer was put as ‘others’. From the results obtained, major portion of

the respondents (60%) was belonging from Hinduism Religion. Second major group of the respondents were belong from Sikhism Religion which was 39%. 10% of respondents belong from other categories (Table 7 shown below)

Table 7 Religion of respondents

Religion	**Frequency**	**Percentage**
Hinduism	171	50.0
Sikhism	134	39.2
Others	37	10.8
Total	**342**	**100.0**

B. Socio-Demographic of respondents

Socio-demographic including characteristics of respondents are educational background, family background and previous occupation. Frequencies showed to the number of times various subcategories' of a certain phenomenon occurs, the percent is used to count the subcategories' of the phenomenon.

1. Educational Qualification

Educational qualification is divided into five levels which are composed of Higher Diploma/Association, Bachelor Degree, Master Degree, Doctoral Degree and others. (Table 8 shown below). The Educational qualification of Indian entrepreneurs, the majority of entrepreneurs is educated up to Bachelor Degree with 132 respondents, amounting to 38.6% of total 342 respondents. There are 63 respondents who hold Higher Diploma/Association, occupying 18%, and 82 respondents that hold Master Degree, amounting to 24 % of total 342 respondents and next 65 respondents who hold Other Degree, amounting 19% of total 342 respondents,

Table 8 Educational Qualification of respondents

Educational Qualification	Frequency	Percentage
Higher Diploma/Association	63	18.4
Bachelor Degree	132	38.6
Master Degree	82	24.0
Others	65	19.0
Total	**342**	**100.0**

2. Family Background

The family background of respondents was divided into three sub categories which are father's occupation, mother's occupation and spouse occupation (Table 9 shown below).From the frequency analysis carried out on the data, 56% respondent's fathers was entrepreneur, 28% was employee and 50% entrepreneurs mother was house wife, 16%, 17%, 16% were employee, entrepreneur and others occupation respectively. Majority of spouse occupation was entrepreneur 33% and house wife 30%.

Table 9 Family background of respondent

Family background	Frequency	Percentage
Father's Occupation		
Employee	98	28.7
Entrepreneur	192	56.1
Retired	34	9.9
Other	18	5.3
Total	**342**	**100.0**
Mother's Occupation		
Employee	55	16.2
Entrepreneur	61	17.8

Table 9 (Continued)

Family background	**Frequency**	**Percentage**
House Wife	171	50.0
Other	55	16.0
Total	**342**	**100.0**
Spouse Occupation		
Employee	74	21.6
Entrepreneur	114	33.3
House wife	105	30.7
Other	49	14.4
Total	**342**	**100.0**

3. Previous Occupation

Previous occupation of Indian entrepreneurs before start-up their own business is categories in three sections which are composed of Employee, Entrepreneur, and Others (Table 10 shown below).

The frequency distribution of previous occupation of Indian entrepreneurs shows that 175 respondents' whose previous occupation was as an employee, amounting to 51% of total 342 respondents, and 95 respondents whose previous occupation was an entrepreneur, amounting to 27.7% of total 342 respondent, 72 respondents whose previous occupation is belong to others and 27 respondents are missing, amounting to 21% of total 342 respondents.

Table 10 Previous Occupation of respondents

Previous Occupation	**Frequency**	**Percent**
Employee	175	51.3
Entrepreneur	95	27.7

Table 10 (Continued)

Previous Occupation	Frequency	Percent
Others	72	21.0
Total	**342**	**100.0**

C. Economic Variables

Economic variables are involving or pertaining to entrepreneurs personal resources of money which are including here prior income and initial investment**.** Frequencies showed to the number of times various subcategories' of a certain phenomenon occurs, the percent is used to count the subcategories' of the phenomenon.

1. Prior Income

Prior income is divided into four ranges. In that category first range is up to 100,000 baht, second range is 100,001 baht - 400,000 baht, third range is 400,001 baht - 700,000 baht, and fourth range is above700, 000 baht.

The frequency distribution showed prior income of Indian entrepreneurs (Table 11 shown below). Prior income of 42 respondents amounting 12.3% of total 342 respondents was up to 100,000, 160 respondents whose prior income was between ranges of 100,001-400,000 amounting 47% of total 342 respondents. Prior income of 76 respondents was between ranges of 400001-700000, amounting 22% of total 342 respondents. Prior income of 64 respondents was above 700,000, amounting 18.7% of total 342 respondents. The majority of respondents whose income was up to 400,000 baht per year

Table 11 Prior income of respondents

(In Thai baht)

Prior Income	Frequency	Percent
Up to 100,000	42	12.3
100,001-400,000	160	46.8
400,001-700,000	76	22.2
Above 700,000	64	18.7
Total	**342**	**100.0**

2. Initial Investment

The frequency table shows initially investment of Indian entrepreneurs at the time of business start-up, data shows that the majority of respondent's initially invested up to 500 thousand baht of 103 respondent or 30% of total 342 respondents, and 500,001 to 1,000,000 initial capital invested with 86 respondents, or 25% of total 342 respondents, range 1,000,001 to 1,500,000 initial capital invested with 66 respondents, or 19% of total 342 respondents, and above 1,500,000 initial capital invested with 87 respondents, or 25% of total 342 respondents.

Table 12 Initial Capital Invested by Respondents'

(In Thai baht)

Initial Capital	Frequency	Percent
Up to 500,000	103	30.1
500,001-1,000,000	86	25.2
1,000,001-1,500,000	66	19.3
Above 1,500,000	87	25.4
Total	**342**	**100.0**

D. Business Information

The questionnaire was concerned about the business information of the respondents. Among the questions asked were concerning working experience before self employed, type of business, age of business, and number of employees. The result showed below;

1. Working Experience

Working experience is divided into three ranges, which include: range 1 (up to 5 years), range 2 (6-10 years), range 3 (above 10 years). From the frequency analysis carried out on the data 50% or 179 of respondents working experience were up to 5 years, range 6-10 years with 64 respondents, or 19% of total 342 respondents and the range above 10 years with 108 respondents, or 31% of total 342 respondents (Table 13 shown below).

Table 13 Working experience of respondents

Working Experience	Frequency	Percent
Up to 5 years	170	49.7
6-10 years	64	18.7
Above 10 years	108	31.6
Total	**342**	**100.0**

2. Types of Business

Types of Business are divided into six categories which are Food, Manufacturing, Groceries, Services, Construction, and others.The frequency table shows the distribution of types of businesses (Table 14 shown below), 38 respondents amounting 11% of total 342 respondent are engaged in food business, 46 respondents amounting 14% of total 342 respondent are engaged in manufacturing business, 13

respondents amounting 4% of total 342 respondent are engaged in groceries businesses, 104 respondents amounting 30% of total 342 respondent are engaged in services business, 8 respondents amounting 2% of total 342 respondents are engaged in construction business, and others 133 respondents amounting 40% of total 342 respondents are engaged in food trading business. The data shows that the majority of respondents are engaged in service and trading business.

Table 14 Types of Business of respondents

Types of Business	**Frequency**	**Percent**
Food	38	11.1
Manufacturing	46	13.5
Groceries	13	3.8
Services	104	30.4
Construction	8	2.3
Trading	133	38.9
Total	**342**	**100.0**

3. Age of Business

Age of Business is divided into five ranges, which include: range 1 (up to-3 years), range 2 (3-4 years), range 3 (4-5 years), range 4 (4-5 years), range 5 (more than 6 years). The frequency table shows distribution of age of business (Table 15 shown below), the percentage is slightly different if we compare the respondents' age of business. The data shows that the majority of entrepreneurs business starts up over six years old. The range up to 3 years with 14 respondents, or 4% of total respondents, range 3-4 years with 29 respondents, or 9% of total respondents, range 4-5 years with 11 respondents, or 3% of total respondents, range 5-6 years with 19 respondents, or 6% of total respondents, range over 6 years with 269 respondents with 79% of total 342 respondents.

Table 15 Age of business of respondents

Age of Business	Frequency	Percent
Up to 3years	14	4.1
3-4 years	29	8.5
4-5 years	11	3.2
5-6 years	19	5.6
Over 6 years	269	78.7
Total	**342**	**100.0**

4. Number of Employees

The frequency table shows the numbers of employees were working with Indian entrepreneurs owned companies (Table 16 shown below). The data shows that majority of respondents have up to 10 and 20 employees which is depend on the size of business. The range up to 10 employees with 123 respondents, or 36% of total 342 respondents, range 11-20 employees with 116 respondents or 33% of total 342 respondents and range 21-30 employees with 43 respondents or 13% of total 342 respondents and so on.

Table 16 Number of employees of respondents

Number of Employees	Frequency	Percent
Up to 10 Employees	123	36.0
11-20 Employees	116	33.9
21-30 Employees	43	12.6
31-40 Employees	30	8.8
41-50 Employees	16	4.7
Above 50 Employees	14	4.1
Total	**342**	**100.0**

Motivational factors of Indian entrepreneurs towards business start-up

The average score of questions for each dimension are calculated in order to measure the tendency of Indian entrepreneur's motivation regarding to the mean score, overall of motivation for 21 motivational factors toward business start is presented high level of motivation at $\bar{X}$=3.80. For each motivational factor like need of achievement, to be free and independent, to get more money than paid job, to be own boss, passion, affluent life is considered very high level of motivation at mean $\bar{X}$ 4.25, 4.40, 4.44, 4.39, 4.44, and 4.33. The other factors are to do something creative/innovative, previous experience, to be a leader, Self efficacy, Opportunity, to create job for others, stay closer to family, to do something different from other, to attain high social status, and to earn enough money to support my family abroad is considered high level of motivation at mean $\bar{X}$ 3.84, 3.56, 3.63, 4.14, 3.62, 3.48, 3.46, 4.04, 3.90, 3.51 and risk taking ability, to provide job to family members, stable political and social environment, hard to find appropriate job, to utilize concession or loans from the Govt., Banks etc considered neutral level of motivation at mean $\bar{X}$3.36, 3.06, 3.26, 3.40, and 3.23 respectively. Indian entrepreneurs tend to think that they will beneficial from making decision of business start-ups in Bangkok. (Table 17 shown below).

The average score seven dimensions of motivational factors which is are calculated in order to measure the tendency of Indian entrepreneur's motivation regarding to the mean score, The dimension of entrepreneur related factor of Indian entrepreneurs motivation towards business start-up is presented moderate level of motivation at $\bar{X}$=3.32. The dimension of work related factor of Indian entrepreneurs motivation towards business start-up is presented high level of motivation at $\bar{X}$=4.15. The dimension of skill related factor of Indian entrepreneurs motivation towards business start-up is presented high level of motivation at $\bar{X}$=3.58. The dimension of individual related factor of Indian entrepreneurs motivation towards business start-up is presented very high level of motivation at $\bar{X}$=4.33. The dimension of economic related factor of Indian entrepreneurs motivation towards business start-up is presented high level of motivation at $\bar{X}$=3.57. The dimension of social related factor of

Indian entrepreneurs motivation towards business start-up is presented high level of motivation at $\bar{X}$=3.97. The dimension of social related factor of Indian entrepreneurs motivation towards business start-up is presented high level of motivation at $\bar{X}$=3.80.

Table 17 Motivational factors of Indian entrepreneurs towards business start-up.

(n= 342)

Motivational Factors	**Mean**	**S.D**	**Level of Motivation**
Entrepreneurial			
To provide job to family members	3.40	.74	Moderate
To stay closer to my family	3.46	.80	High
Stable political and social environment	3.26	.75	Moderate
To utilize concession or loans from the Govt., Banks etc	3.06	.52	Moderate
To create job for others	3.48	.76	High
Hard to find appropriate job	3.23	.81	Moderate
Average	**3.32**	**.73**	**Moderate**
Work			
Passion	4.44	.59	Very High
Self efficacy	4.14	.84	High
To be a leader	3.63	.92	High
To be a boss	4.39	.60	Very High
Average	**4.15**	**.73**	**Very High**
Skill			
Risk taking ability	3.36	.82	Moderate
Previous experience	3.56	.77	High
To do something creative/innovative	3.84	.84	High
Average	**3.58**	**.81**	**High**
Individual			
To be free and independent	4.40	.57	Very High

Table 17 (Continued)

Motivational Factors	**Mean**	**S.D**	**Level of Motivation**
Need of achievement	4.25	.50	Very High
Average	**4.33**	**.54**	**Very High**
Economic			
Opportunity	3.62	.87	High
To earn enough money to support my family abroad	3.51	1.15	High
Average	**3.57**	**1.01**	**High**
Social			
To attain high social status	3.90	.76	High
To do something different from others	4.04	.77	High
Average	**3.97**	**,77**	**High**
Wealth			
Affluent life	4.33	.64	Very High
To get more money than paid job	4.44	.71	Very High
Average	**4.39**	**.68**	**Very High**
Overall	**3.80**	**.75**	**High**

Discussion on level of motivation towards business start-up of Indian entrepreneurs

1. **Need of achievement**

The motivation factor need of achievement is considered very high level of motivation towards business start-up at mean $\bar{X}$ 4.25. Need of achievement is belief that who are high level in need of achievement significantly predict firm finding. Personality traits and entrepreneurship within the field of research, the concept of need of achievement has received much attention. Our study also supports that need of achievement play a supportive role with entrepreneur to make a decision of firm

finding. McClelland (1961) argued that individuals who are high in need of achievement more likely than those who are low in need for achievement to engage in activities or tasks that have a high degree of individual responsibility for outcomes require individual skill and effort, have a moderate degree of risk.

2. Desire to be free and independent

The motivation factor desire to be free and independent is considered very high level of motivation towards business start-up at mean $\bar{X}$ 4.40. Desire to be free and independent is an important motivating factor for studies of immigrant entrepreneurship. Our study shows that Indian entrepreneurs with a strong desire to be free and independent to developed entrepreneurial opportunities because their activity bring them to their own platform where they could feel freedom or make decision freely without any pressure. Khosravi (1999) did a study on Iranian small businesses in Stockholm, and found that well-educated, middle class Iranians after migration were attracted to self-employment. Our study also supports that desire to be free and independent is significantly related to business start-up.

3. To get more money than paid job

The motivation factor to get more money than paid job is considered very high level of motivation towards business start-up at mean $\bar{X}$ 4.44. This study found that to get more money than paid job is an important motivating factor to exploit entrepreneurship opportunities. Data analysis shows that to get more money than paid job is very high level of motivation towards business start-up. Entrepreneurs entered self-employment for higher economic returns, because the majority of entrepreneurs started their own business after getting some experience in the labor market.

Some other factors also influenced like family responsibility, social status and affluent life, all these factors mutually motivate to exploit entrepreneur opportunity. But study does not show that entrepreneurs had negative experience in the labor market. (Vroom, 1995), research done on the reasons why people work,

however, has found that money is not the only factor but other factors like interaction in the society and the worker's social status are also important.

4. To do something creative/innovative

The motivation factor to do something creative/innovative is considered high level of motivation towards business start-up at mean $\overline{X}$ 3.84. The study found that to do something creative/innovative is also an important factor for firm finding. Creativity and innovative also reveal talent or an idea that makes them confident to do differently from others cannot do. Such things accomplish something difficult, the need to master, control or organize substantial objects, people, ideas and judgments as independently as possible. In business sense has been required as a sharp and effective way of dealing with money and material resources which may be seen as a cognitive quality just like creativity and problem-solving skills.

5. Previous Experience

The motivation factor previous experience is considered high level of motivation towards business start-up at mean $\overline{X}$ 3.56. This study found that previous experience of entrepreneurs gained abundant self-confidence to become self - employed. The majority of entrepreneurs had work experience prior start-up their own enterprises. This is findings evidence that learner of today are entrepreneurs of tomorrow, most of the entrepreneurs viewed that it was better to get the training as an employee's instead of straight away setting up an enterprise. Such experience makes confidence an early stages, serves as the nursery for the building enterprise, and accelerates the process of generation of entrepreneurship.

6. Risk-taking ability

The motivation factor risk-taking ability is considered moderate level of motivation towards business start-up at mean $\overline{X}$ 3.36. Risk-taking ability tendency is another motivation factor of entrepreneurship opportunities however requires

moderate level of motivation. McClelland claimed that individuals with high need of achievement would have moderate propensities to take risk. This study found that risk-taking ability of Indian entrepreneurs has moderate level of motivation to start-up their own enterprises. Atkinson (1957) argued that individuals who have higher achievement motivation level should prefer activities of intermediate risk because these types of activities will provide a challenge, so this study suggests that risk-taking ability alone may or may not be an entrepreneurial motivation.

7. To be a boss

The motivation factor to be a boss is considered very high level of motivation towards business start-up at mean $\bar{X}$ 4.39. To be a boss is another factor of motivation for start up business. This study found that entrepreneurs motivated to start up their own business because having a creative control can get to make all of decisions ourselves. No one else is telling what to do or not. Whatever you like, whenever you like can do but it's a lot of hard work needed. Because a person who wants to keep gaining experience and income, obviously make them to take challenge to reach higher and higher levels. After becoming own boss with self-employed can go to see their family abroad whenever they want or can spend more time with their family.

8. To be a Leader

The motivation factor to be a leader is considered high level of motivation towards business start-up at mean $\bar{X}$ 3.63. This research found that the motivation factor, to be a leader have high level of motivation of Indian entrepreneurs to take initiative for start-up own enterprises. Leadership role where one has access to power and influence over others, those who have ability to take a risk or personal responsibility and effectively using the skills associated with successful individual entrepreneurs. The best leaders empower their employees to act on their vision for the organization. The entrepreneurial leader executes through inspiration and aligns

relationship to achieve common goals. This study also support that those who want to be a leader more chances to entrepreneurs.

9. Passion

The motivation factor passion is considered very high level of motivation towards business start-up at mean $\overline{X}$ 4.44. More precisely, it is a passionate, those who are obsessive with love of the work. They are motivated to do what is actually in their own interest that is, to do everything necessary. Passion is also a factor which directs significant effect on business start-up. Baum et al. (2001. Some commentators viewed that ego is a central motive the true or rational egoist passionately loves the work; they love the process of building an organization and making it profitable.

10. Self-efficacy

The motivation factor self efficacy is considered high level of motivation towards business start-up at mean $\overline{X}$ 4.14. This research found that the factor self-efficacy have high level of motivation. Self-efficacy is the belief in one's ability to gather and implement the necessary personal resources, skills and competencies to attain a certain level of achievement on a give task. So we can say that those who want to get more money, affluent life, must have to self-efficiency for gather information for start-up business. Self-efficacy can be seen as task-specific self-confidence.

11. To utilize concessions or loans from the Government, Banks etc.

The motivation factor to utilize concessions or loans from the government, banks etc. is considered moderate level of motivation towards business start-up at means $\overline{X}$ 3.06. The role of government policy in creating business opportunities has been highlighted by many studies. Those who are looking opportunity for self-employment if there is no financial support from elsewhere like a government and

bank, it is hard to get benefit of that opportunity. This study found that entrepreneurs have moderate level of motivation. So this study suggests that to utilize government concessions or loans from the government, banks etc. may or may not be an entrepreneurial motivation.

12. Stable political and social environment

The motivation factor stable political and social environment is considered moderate level of motivation towards business start-up at mean $\overline{X}$3.26. The stable political and social environment found motivates entrepreneurs to start up their own business. Our findings suggest that stable political and social environments may or may not be an entrepreneurial motivation.

13. Hard to find appropriate job

The motivation factor hard to find appropriate job is considered moderate level of motivation towards business start-up at mean $\overline{X}$3.23. Hard to find appropriate job is another factor which motivate entrepreneurs for self-employment. In context of Indian entrepreneurs, study found that hard to find appropriate job have moderate level of motivation towards business start-up. At an individual level it could be factors like job dissatisfaction or instability in a job that motivate people to leave employment and become entrepreneurs (Borooah, Collins, Hart & MacNabb, 1997). Our study does not support that hard to find appropriate job significant effect on start-up business. Reason is that majority of entrepreneurs had work experience before start-up their own business. So they have not any negative experience in the labor market.

14. Opportunity

The motivation factor opportunity is considered high level of motivation towards business start-up at mean $\overline{X}$3.62. Previous study on motivation indicates that the factor opportunity also significant effect on business start-up. This study found

that the factor opportunity in context of Indian entrepreneurs have high level of motivation towards business start-up. Identifying gaps in the market and taking advantage of one's skills are related factors are mentioned in the literature. Study conducted by Shinnar and Yound (2008) on foreign-born Hispanic entrepreneurs in the Las Vegas metropolitan area revealed that one of the main motivating factors to become entrepreneurs for the participants was taking advantages of their skills in the market. Our study also support that opportunity is the main factor to become entrepreneur.

15. Affluent life

The motivation factor affluent life is considered very high level of motivation towards business start-up at mean $\overline{X}$ 4.33. This research found that affluent life is also one of the factors which influence entrepreneur towards business start-up. The people who want to be a rich or also concerned about their families well off. Significantly motivate to find the opportunity to become economically strong.

16. To create job for others

The motivation factor to create job for others is considered high level of motivation towards business start-up at mean $\overline{X}$ 3.48. This research found that to create job for others is also one of the factors which motivate entrepreneur towards business start-up. Those who have high need of achievement want to be free and independent that tendency leads to someone through creating or providing jobs.

17. To provide job to family member

The motivation factor to provide job to family member is considered moderate level of motivation towards business start-up at mean $\overline{X}$ 3.40. This study found that the tendency of providing job to family member is not significant effect to become entrepreneurs. In context of Indian entrepreneurs previously we discussed about the factor affluent life and get more money than paid job which motivate them

to find opportunity to become entrepreneurs. This study suggests that provide job to family member may or may not be an entrepreneurial motivation.

18. To stay closer to family

The motivation factor to stay closer to family is considered high level of motivation towards business start-up at mean $\overline{X}$ 3.46. Finding of this study shows that entrepreneurs are motivated with staying closer to their family that's the reason to become entrepreneur. Own boss or as an entrepreneurs gives freedom to do want or when you want. No one can handle or regulate. This study suggests that to stay closer to family significant to become entrepreneur.

19. To earn enough money to support family abroad

The motivation factor to earn enough money to support family abroad is considered high level of motivation towards business start-up at mean $\overline{X}$ 3.51. People migrated to another country for betterment of their life where can earn good salary or wages to support their family abroad as well. The study in the field of entrepreneurial motivation found money/wealth creation is significantly related to firm findings. But study does not say that why people need more money, this study found that Indian entrepreneurs want to earn enough money where can support their family abroad. So this study suggests that to earn enough money to support family abroad is significantly related to firm findings.

20. To attain high social status

The motivation factor to attain high social status is considered high level of motivation towards business start-up at mean $\overline{X}$ 3.90. Regarding socio–cultural dimensions, several of them have been suggested, including placing a high value on innovation, risk taking, and independence, personal values, the importance placed on work in a society and failure, meaning loss of face. This study found that entrepreneurs are agreed that failure is associated with a loss of respect so they want

to maintain their status in their society where they live. In every human society, people differ from one another in status. Those with higher status have greater power and money. Due to the fitness-enhancing benefits of having higher-status, the drive to high status, and the emotions, traits and behaviors that facilitated that drive, run deep in our blood. On the stage of life, the knowledge one learns can have more of a societal impact, and people with high prestige tend to be recognized for their skills, success, and knowledge. This study found that the motivation factor to attain high social status is considered high level of motivation towards business start-up at mean regarding socio-cultural dimensions several of them.

21. To do something different from others

The motivation factor to do something different from others is considered high level of motivation towards business start-up at mean $\bar{X}$ 4.04. The person who wants to as the desire to accomplish something difficult or differently than other cannot do, the need to master, manipulate or organize physical objects people or ideas as independently as possible, the urge to overcome obstacles and attain a high standard of excellence and the drive to rival and surpass others. To utilize the amount of keen business sense one assumes oneself to possess and to get complete job satisfaction.

Data Reduction

The seven factors that emerged out of the analysis are Entrepreneur, work, skill, individual, economic, social and wealth related factor, In this research have taken overall twenty one motivating factors, the data collected was subject to factor analysis which can merge into a group to make ease to analyze data in the right manner. The exploratory factor analysis, normalized varimax rotations were used to compute in a factor, which provides a tool for analyzing the structure of interrelationships (Correlations) among variables by defining a set of variables which are highly correlated know as factors.

Researcher used to test hypothesis involving issues as which variables should be grouped together on a factor. An exploratory factor analysis was conducted on all of the twenty one items, the factor analysis was conducted using the principal component axis technique and the result was rotated using the varimax rotation method, the minimum factor loading observed was 0.306 and the maximum loading was seen to be 0.830. The method helped to determine the items which should be included or excluded in determining factors. Items that were retained then individually grouped or loaded into components or factors, which will then be analyzed.

SPSS Output shows several very important parts of the output: The Kaiser-Meyer-olkin measure of sampling adequacy and Bartlett's test of sphericity (Table 18 shown below).

Table 18 KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.746
Bartlett's Test of Sphericity	Approx. Chi-Square	2.211E3
	df	210
	Sig.	.000

Bartlett's measure tests the null hypothesis that the original correlation matrix is an identity matrix. For factor analysis to work we need to identify some relationships between variables and if the R-matrix were an identity matrix then all correlation coefficients would be zero. Therefore, we want this test to be significant (i.e. have significance value less than 0.05). For these data, Bartlett's test is highly significant ($p<0.001$), and therefore could be concluded that the factor analysis is appropriate. Their respective items with the numbers and their corresponding factor loading and the factors emerged into seven dimensions (Table 19 shown below).

Table 19 Factors and the Corresponding Items with Factor Loadings

Dimensions (Motivation)	Item No.	Items	Factor Loadings
Entrepreneur	17	To provide job to family members	.770
	18	To stay closer to my family	.758
	12	stable political and social environment	.686
	11	To utilize concession or loans from the Govt., Banks etc	.566
	16	To create job for others	.569
	13	Hard to find appropriate job	.532
Work	9	passion	.818
	10	Self efficacy	.629
	8	To be a leader	.689
	7	To be a boss	.577
Skill	6	risk taking ability	.700
	5	previous experience	.649
	13	To do something creative/innovative	..455
Individual	2	To be free and independent	.802
	1	need of achievement	.761
Economic	14	Opportunity	.722
	19	To earn enough money to support my family abroad	.717
Social	20	To attain high social status	.830
	21	To do something different from other	.785
Wealth	3	To get more money than paid job	.530
	15	affluent life	.730

Discussion of the Factors

The researcher detailed on the various motivational components of the factors.

1. Entrepreneur

Exploratory factor analysis is resulted and grouped six factors which was highly correlated with each other. the motivations classified under this dimension are to create job for others, to stay closer to my family, to profile job to family members, stable political and social environment, hard to find appropriate job as well as to utilize concession or loans from the government, banks etc. The possible explanation under this dimension are entrepreneurs who makes their contribution to society and for economy through creating employment and by creating a stable local economy working to provide the structure and backbone of a strong society. For creating, growing and for expanding of their new venture needed financial support or loans from the government, banks etc. under this dimension entrepreneur are motivated to start-up their own business with creating job and staying closer with their family which was significant effect on entrepreneurs decision.

2. Work

The dimension of work grouped four factors was highly correlated. The motivations classified under this factor are passion, self efficacy, to be a leader, to be a boss. It's commonly assumed that successful entrepreneurs are driven by money. But most of them are fueled by a passion for their product or service, by the opportunity to solve a problem and make life easier, better and cheaper with their own self confidence make them to take a decision effectively or efficiently. Entrepreneurs have to have a lot of self-confidence and have their own making decision power to managing their ventures and should be understanding in every aspects of business process.

3. Skill

The dimension skill related factors are grouped with three factors was highly correlated. The motivations classified under this factor are risk-taking ability, previous experience, to do something creative/innovative. Entrepreneurs need skills

of decision making, problem solving in a career and need to be creative and innovative in an Endeavour. Entrepreneurs also must be able to develop business plans to meet goals in a variety of areas, including finance, marketing, production, sales and personnel as well as entrepreneurs should be able to explain, discuss, sell and market their goods or service. Entrepreneurs need to search purposefully for the sources of innovation, the changes and their symptoms that indicate opportunities for successful innovation. And they need to know how to apply the principles of successful innovation. This classic trait is the definition of risk-taking—the ability to withstand the fear of uncertainty and potential failure. “It all boils down to being able to successfully manage fear. He sees the ability to control fear as the most important trait of all. “Fear of humiliation, fear of missing payroll, running out of cash, bankruptcy and the list goes on.

4. Individual

The entrepreneur’s motivation grouped two factor in a dimension of individual related factors are to be free and independent, and need of achievement refers to an individual’s desire for significant accomplishment, mastering of skills, control, or high standards. Indian entrepreneurs have very high level of motivation because they want to be a work independently to achieve their need or goals. This personality trait is characterized by an enduring and consistent concern with setting and meeting high standards of achievement. This need is influenced by internal drive for action (intrinsic motivation), and the pressure exerted by the expectations of others (extrinsic motivation). Need of achievement is related to the difficulty of tasks people choose to undertake and tend to taken as a challenge but within reach.

5. Economic

In dimension economic grouped two factors which were highly correlated with each other**.** One of the defining traits of entrepreneurship is the ability to spot an opportunity and imagine something where others haven’t. Entrepreneurs have a curiosity that identifies overlooked niches and puts them at the forefront of innovation

and emerging fields. The motivations classified under this factor are opportunity and to earn enough money to support my family abroad. Most of Indian entrepreneurs are motivated by their family so they want to earn more money can send to their family abroad. This is in intrinsic motivation willing to see their family rich or can maintain their status in the society.

6. Social

The motivations classified under this factor are to attain high social status and to do something different from others. These prominent social motivations of many individuals can be explained in terms of the psychogenic needs of dominance and exhibition. Entrepreneurs are trendsetters and not followers. The motivation to be able to employ and not be employed, an individual who wants to maintain the social status and to show differently with their talent or skills consider in a social focus motivation. Indian entrepreneurs is highly motivated with to attain high social status and can do something differently from others or eagerness to show their capability or skills what they have it.

7. Wealth

The motivations classified under this factor are affluent life and to get more money than paid job. The results support the view that entrepreneurs for which increase wealth is the prime motive for becoming self-employed tend to be job growth and export oriented, which suggests that such a strategy is needed for these type of entrepreneurs with an independence motive and which tend to have a strong focus on growth. Indian entrepreneurs have very high level of motivation with affluent life or to get more money than paid job. That is the main reason that most of entrepreneurs prefer to move toward their own business. After getting some experience or knowledge make them confident to take prominent step to success in their endeavor.

Hypothesis testing

Hypothesis 1: Entrepreneurs with different gender have different motivation towards business start-up

Ho: Entrepreneurs with different gender have no significant different motivation towards business start-up

Table 20 Comparison of entrepreneur's motivation classified by Gender

Dimensions (Motivations)	Gender		t	Sig.
	Male (n=204)	Female (n=138)		
	Mean (S.D.)	Mean (S.D.)		
Entrepreneur	3.39 (.54)	3.20 (.40)	12.456	.000*
Work	4.11 (.51)	4.20 (.56)	2.137	.145
Skill	3.75 (.56)	3.33 (.60)	43.103	.000*
Individual	4.39 (.42)	4.22 (.47)	11.551	.001*
Economic	3.81 (.79)	3.20 (.78)	49.975	.000*
Social	4.08 (.63)	3.80 (.71)	13.881	.000*
Wealth	4.43 (.47)	4.31 (..60)	5.003	.026*
Overall	3.88 (.36)	3.67 (.31)	31.346	.000*

Note: *, the means difference is significant at the .05 level.

Independent sample t-test was performed to compare mean between groups of two independent variables of gender to determine the differences of motivational factors towards business start-up. The result of testing proved that the null hypothesis was rejected at significant level of 0.05 [t =31.346, p=.000] related to all dimensions of motivational factors towards business start-up. So it could be concluded that male and female have statistically significant different motivation towards business start-up. The mean score for males and female was 3.88, and 3.67 respectively. Meanwhile, male was tending to high level of motivation toward business start-up rather than female;

The result of independent sample t-test shows that the mean value is statistically significant difference between male and female in dimensions of entrepreneur [t =12.456, p=.000], skill [t =43.103, p=.000], individual [t =11.551, p=.001], economic [t =49.975, p=.000], social [t =13.881, p=.000] and wealth [t =5.003, p=.026] motivation factor towards business start-up was rejected at the significance level of 0.05. Meanwhile, the null hypothesis was not rejected in dimension of work [t =2.137, p=.145] motivation factor.

Table 20 showed that the mean differences between different gender group of respondents' which is significantly different level of motivation towards business start-up at the level of 0.05. The dimension of work motivation factor, the respondents who were female had statistically significant different level of motivation towards business start-up. The respondents who were female had high level of motivation rather than the respondent who were gender. In other dimension rather than work dimension, male group had high level of motivation than female group.

Hypothesis 2: Entrepreneurs with different age have different motivation toward business start-up

Ho: Entrepreneurs with different age have no significant different motivation toward business start-up

Table 21 Comparison of entrepreneur's motivation classified by Age

Dimensions (Motivation)	Age				F	Sig.
	20-30 Years (n=18)	31-40 Years (n=166)	41-50 Years (n=94)	More than 50 (n=64)		
	Mean (S.D.)	Mean (S.D.)	Mean (S.D.)	Mean (S.D.)		
Entrepreneur	3.33 (.71)	3.37 (.54)	3.21 (.41)	3.30 (.35)	1.959	.119
Work	4.43 (.45)	4.14 (.54)	4.16 (.53)	4.04 (.84)	2.608	.051*
Skill	3.79 (.61)	3.60 (.66)	3.50 (.61)	3.58 (.42)	1.286	.278
Individual	4.22 (.59)	4.43 (.44)	4.28 (.45)	4.14 (.32)	7.484	.000*
Economic	3.69 (.87)	3.67 (.87)	3.57 (.78)	3.22 (.73)	4.653	.003*
Social	4.05 (.76)	3.99 (.66)	4.04 (.67)	3.76 (.68)	2.478	.061
Wealth	4.13 (.68)	4.42 (..49)	4.51 (.46)	4.17 (..60)	6.761	.000*
Overall	3.87 (.48)	3.84 (.39)	3.78 (.33)	3.69 (.23)	3.366	.019*

Note: *, the means difference is significant at the .05 level.

ANOVA was performed to determine whether there are differences between motivational factors of entrepreneurs based on their age (Table 21 shown above), the result of testing proved that the null hypothesis was rejected at significant level 0.05 in overall [F =3.366, p=.019] related to all dimensions of entrepreneur motivation towards business start-up. The entrepreneurs who belong to age group of 20-30 years

old (M=3.87, SD=.48) tend to high level of motivation toward business start-up rather than other age group of entrepreneurs.

The result of analysis shows that there is significant difference between age groups of entrepreneurs in dimensions of work [F =2.608, p=.051], individual [F=7.484, p=.000], economic [F=4.653, p=.003] and wealth [F=3.366, p=.000], motivation factors towards business start-up was rejected at the significant level of 0.04. The result of analysis shows that there is no significant difference between age groups of entrepreneurs in dimensions of entrepreneur [F=1.959, p=.119], skill [F=1.286, p=.278], and social [F=2.478, p=.061] motivation factors towards business start-up. The null hypothesis was not rejected at the significant level of 0.05. So it could be concluded that entrepreneurs with different age have different motivation towards business start-up in dimensions of work, individual, economic and wealth motivation factor. Therefore, Post Hoc analyzed to compare mean between different age group of entrepreneurs to measure the level of motivational factor which is statistically significant as shown in table 22.

Table 22 Comparison of entrepreneur's motivation classified by different ages.

Dimensions (Motivation)	**Age (I)**	**Age (J)**	**Mean Difference (I-J)**	**Sig.**
Work	20-30 years	31-40years	0.281	0.139
		41-50years	0.266	0.205
		Over 50 years	0.388	0.031*
	31-40years	20-30 years	-0.281	0.139
		41-50years	-0.016	0.996
		Over 50 years	0.106	0.519
	41-50years	20-30 years	-0.266	0.205
		31-40years	0.016	0.996
		Over 50 years	0.122	0.482

Table 22 (Continued)

Dimensions (Motivation)	Age (I)	Age (J)	Mean Difference (I-J)	Sig.
	Over 50 years	20-30 years	-0.388	0.031*
		31-40years	-0.106	0.519
		41-50years	-0.122	0.482
		41-50years	0.081	0.845
Individual	20-30 years	31-40years	-0.209	0.223
		41-50years	-0.070	0.925
		Over 50 years	0.082	0.898
	31-40years	20-30 years	0.209	0.223
		41-50years	0.138	0.072
		Over 50 years	0.290	0.000*
	41-50years	20-30 years	0.070	0.925
		31-40years	-0.138	0.072
		Over 50 years	0.152	0.143
	Over 50 years	20-30 years	-0.082	0.898
		31-40years	-0.290	0.000*
		41-50years	-0.152	0.143
Economic	20-30 years	31-40years	0.023	1.000
		41-50years	0.115	0.949
		Over 50 years	0.468	0.148
	31-40years	20-30 years	-0.023	1.000
		41-50years	0.092	0.825
		Over 50 years	0.445	0.002*
	41-50years	20-30 years	-0.115	0.949
		31-40years	-0.092	0.825
		Over 50 years	0.353	0.043*
	Over 50 years	20-30 years	-0.468	0.148
		31-40years	-0.445	0.002*
		41-50years	-0.353	0.043*

Table 22 (Continued)

Dimensions (Motivation)	Age (I)	Age (J)	Mean Difference (I-J)	Sig.
Wealth Factor	20-30 years	31-40years	-0.283	0.128
		41-50years	-0.372	0.029*
		Over 50 years	-0.041	0.991
	31-40years	20-30 years	0.283	0.128
		41-50years	-0.089	0.548
		Over 50 years	0.242	0.009*
	41-50years	20-30 years	0.372	0.029*
		31-40years	0.089	0.548
		Over 50 years	0.331	0.001*
	Over 50 years	20-30 years	0.041	0.991
		31-40years	-0.242	0.009*
		41-50years	-0.331	0.001*

Note: *, the means difference is significant at the .05 level.

Table 22 showed that the mean differences between different age group of respondents' which is significantly different level of motivation towards business start-up at the level of 0.05. The dimension of work motivation factor, the respondents who were aged group between 20-30 years old and the respondents who were aged over 50 years old had statistically significant different level of motivation towards business start-up. The respondents who were aged 20-30 years old had high level of motivation rather than the respondent who were over 50 years old. The dimension of individual motivation factor, the respondents who were aged group between 31-40 years old and the respondents who were aged over 50 years old had statistically significant different level of motivation towards business start-up. The respondents who were aged 31-40 years old had high level of motivation rather than the respondent who were over 50 years old.

The dimension of economic motivation factor, the respondents who were aged 31-40 years, 41-50 years old and the respondents who were aged over 50 years old had statistically significant different level of motivation towards business start-up. The respondents who were aged 31-40 years old and 41-50 years old had high level of motivation rather than the respondent who were over 50 years old. The dimension of wealth motivation factor, the respondents who were aged group between 31-40 years, 41-50 years old and the respondents who were aged over 50 years old had statistically significant different level of motivation towards business start-up. The respondents who were aged 31-40 years old, 41-50 years old had high level of motivation rather than the respondent who were over 50 years old. The respondents who were aged 41-50 years old and the respondents who were aged 20-30 years old had statistically significant different level of motivation towards business start-up. The respondents who were aged 41-50 years old had high level of motivation rather than the respondent who were 20-30 years old.

Hypothesis 3: Entrepreneurs with different marital status has different motivation toward business start-up

Ho: Entrepreneurs with different marital status has no significant different motivation toward business start-up

Table 23 Comparison of entrepreneur's motivation classified by Marital Status

Dimensions (Motivations)	**Marital Status**		**t**	**Sig.**
	Single (n=48) Mean (S.D.)	**Married (n=294) Mean (S.D.)**		
Entrepreneur	3.24 (.49)	3.32 (.49)	1.214	.271
Work	4.24 (.50)	4.13 (.53)	1.850	.175

Table 23 (Continued)

Dimensions (Motivations)	Marital Status		t	Sig.
	Single (n=48)	Married (n=294)		
	Mean (S.D.)	Mean (S.D.)		
Skill	3.61 (.62)	3.58 (.61)	0.154	.695
Individual	4.26 (.49)	4.33 (.44)	1.236	.267 .
Economic	3.48 (.76)	3.57 (.85)	0.441	507
Social	3.89 (.55)	3.97 (.69)	0.625	.430
Wealth	4.30 (.59)	4.39 (..52)	1.382	.241
Overall	3.77 (.32)	3.80 (.36)	.304	.582

Note: *, the means difference is significant at the .05 level.

Independent sample t-test was performed to compare mean between groups of two independent variables of marital status to determine the differences of motivational factors towards business start-up. (Table 23 shown above). The result shows the mean score between the groups of marital status of Indian entrepreneurs. The result of testing proved that the null hypothesis was not rejected at significant level 0.05 in overall [F =.304, p=.582] dimension of entrepreneur motivation towards business start-up. The entrepreneurs who are married (M=3.80, SD=.36) were tending to high level of motivation toward business start-up.

Hypothesis 4: Entrepreneurs with different religion have different motivation toward business start-up

Ho: Entrepreneurs with different religion have no significant different motivation toward business start-up

Table 24 Comparison of entrepreneur's motivation classified by Religion

Dimensions (Motivation)	Religion			F	Sig.
	Hinduism (n=171)	**Sikhism (n=134)**	**Others (n=37)**		
	Mean (S.D.)	**Mean (S.D.)**	**Mean (S.D.)**		
Entrepreneur	3.39 (.58)	3.28 (.37)	3.09 (.37)	6.100	.002*
Work	4.16 (.52)	4.17 (.53)	3.97 (.55)	2.197	.113
Skill	3.66 (.67)	3.51 (.56)	3.49 (.39)	2.594	.076
Individual	4.38 (.48)	4.29 (.43)	4.22 (.34)	2.758	.065
Economic	4.06 (.55)	2.91 (.67)	3.60 (.88)	119.462	.000*
Social	4.09 (.60)	3.83 (.70)	3.91 (.82)	5.634	.004*
Wealth	4.47 (.46)	4.29 (.57)	4.31 (.61)	4.738	.009*
Overall	3.90 (.39)	3.70 (.28)	3.66 (.30)	16.710	.000*

Note: *, the means difference is significant at the .05 level.

ANOVA was performed to determine whether there are differences between motivational factors of entrepreneurs based on their religion (Table 24 shown below), the mean score between the religion groups of Indian entrepreneurs. The result of testing proved that the null hypothesis was rejected at significant level 0.05 in overall [F =16.710 p=.000] related to all dimensions of entrepreneur motivation towards

business start-up. The entrepreneurs who belong to Hinduism religion (M=3.90, SD=.39) was tend to high level of motivation towards business start-up rather than religion group of entrepreneurs.

The result of analysis shows that there is significant difference between religion of entrepreneurs in dimension of entrepreneur [F =6.100, p=.002], skill [F =2.594, p=.076] economic [F=119.462, p=.000], social [F =5.634, p=.004] and wealth [F =4.738, p=.009] motivation factors towards business start-up was rejected at the significant level of 0.05. Meanwhile result of analysis shows that the null hypothesis was not rejected at the significant level of 0.05 in dimensions of work [F =2.197, p=.113], individual [F =2.758, p=.065], motivation factors towards business start-up. So it could be concluded that entrepreneurs with different religion have statistically significant different motivation towards business start-up in dimensions of entrepreneur, skill, economic, social and wealth motivation factor. Therefore, Post Hoc analyzed to compare mean between different religion groups of entrepreneurs to measure the level of motivational factor which is statistically significant as shown in table 25.

Table 25 Comparison of entrepreneur's motivation classified by different entrepreneur's religion

Dimensions (Motivation)	**Religion (I)**	**Religion (J)**	**Mean Difference (I-J)**	**Sig.**
Entrepreneur	Hinduism	Sikhism	0.108	0.134
		Other	0.296	0.003*
	Sikhism	Hinduism	-0.108	0.134
		Other	0.188	0.099
	Other	Hinduism	-0.296	0.003*
		Sikhism	-0.188	0.099
Economic	Hinduism	Sikhism	1.150	0.000*
		Other	0.456	0.000*

Table 25 (Continued)

Dimensions (Motivation)	Religion (I)	Religion (J)	Mean Difference (I-J)	Sig.
	Sikhism	Hinduism	-1.150	0.000*
		Other	-0.694	0.000*
	Other	Hinduism	-0.456	0.000*
		Sikhism	0.694	0.000*
Economic	Hinduism	Sikhism	1.150	0.000*
		Other	0.456	0.000*
	Sikhism	Hinduism	-1.150	0.000*
		Other	-0.694	0.000*
	Other	Hinduism	-0.456	0.000*
		Sikhism	0.694	0.000*
Social	Hinduism	Sikhism	0.256	0.003*
		Other	0.182	0.293
	Sikhism	Hinduism	-0.256	0.003*
		Other	-0.073	0.826
	Other	Hinduism	-0.182	0.293
		Sikhism	0.073	0.826
Wealth	Hinduism	Sikhism	0.179	0.010*
		Other	0.163	0.206
	Sikhism	Hinduism	-0.179	0.010*
		Other	-0.016	0.985
	Other	Hinduism	-0.163	0.206
		Sikhism	0.016	0.985

Note: *, the means difference is significant at the .05 level.

Table 25 showed that the mean differences between different religion group of respondents' which is significantly different level of motivation towards business start-up at the level of 0.05. The dimension of entrepreneur motivation factor, the

respondents who were Hinduism religion and the respondents who were belonging to other religion had statistically significant different level of motivation towards business start-up. The respondents who were Hinduism religion had high level of motivation rather than other group of religion. The respondents who were Sikhism religion and the respondents who were belonging to other group of religion had statistically significant different level of motivation towards business start-up. The respondents who belong to Sikhism religion had high level of motivation rather than other group of religion.

The dimension of economic motivation factor, the respondents who were Hinduism religion and the respondents who were belonging to Sikhism and other religion had statistically significant different level of motivation towards business start-up. The respondents who were Hinduism religion had high level of motivation rather than Sikhism and other group of religion. The respondents who were belonging to other group of religion and the respondents who were belonging to Sikhism religion had statistically significant different level of motivation towards business start-up. The respondents who were belonging to other group of religion had high level of motivation rather than other group of religion.

The dimension of social motivation factor, the respondents who were Hinduism religion and the respondents who were belonging to Sikhism religion had statistically significant different level of motivation towards business start-up. The respondents who were Hinduism religion had high level of motivation rather than Sikhism religion.

The dimension of wealth motivation factor, the respondents who were Hinduism religion and the respondents who were belonging to Sikhism religion had statistically significant different level of motivation towards business start-up. The respondents who were Hinduism religion had high level of motivation rather than Sikhism religion.

Hypothesis 5: Entrepreneurs with different educational qualifications have different motivation toward business start-up

Ho: Entrepreneurs with different educational qualification has no significant different motivation toward business start-up

Table 26 Comparison of entrepreneur's motivation classified by educational background

Dimensions (Motivation)	Educational Background				F	Sig.
	Higher Diploma (n=63)	Bachelor Degree (n=132)	Master Degree (n=82)	Other (n=65)		
	Mean (S.D.)	Mean (S.D.)	Mean (S.D.)	Mean (S.D.)		
Entrepreneur	3.28 (.52)	3.27 (.40)	3.47 (.50)	3.24 (.60)	3.941	.009*
Work	3.95 (.47)	4.10 (.53)	4.19 (.55)	4.36 (.49)	7.497	.000*
Skill	3.43 (.57)	3.56 (.58)	3.71 (.66)	3.62 (.63)	2.863	.037*
Individual	4.21 (.36)	4.35 (.44)	4.35 (.51)	4.34 (.46)	1.651	.177
Economic	3.19 (.85)	3.57 (.82)	3.72 (.76)	3.71 (.87)	6.055	.001*
Social	3.73 (.78)	3.99 (.59)	4.03 (.67)	4.07 (.70)	3.471	.016*
Wealth	4.40 (.50)	4.35 (.50)	4.47 (.58)	4.36 (.56)	1.291	.733
Overall	3.66 (.36)	3.77 (.29)	3.89 (.37)	3.84 (.40)	6.290	.000*

Note: *, the means difference is significant at the .05 level.

ANOVA was performed to determine whether entrepreneurs with different educational qualification have different motivation toward business start-up. (Table 26 shown above). The result of testing proved that the null hypothesis was rejected at significant level 0.05 in overall [F =.6.290 p=.000] dimensions of motivations factor. The entrepreneur who held master degree (M=3.89, SD=.37) was tending to high level of motivation toward business start-up rather than other degree holder.

The result of analysis shows that there is statistically significant difference between different educational qualification of Indian entrepreneurs in dimension of entrepreneur [F =3.941, p=.009], work [F =7.497, p=.000], skill [F =2.863, p=.012], economic [F=6.055, p=.001], and social [F=3.471, p=.016], motivation factor towards business start-up. The null hypothesis was rejected at the significant level of 0.05. Meanwhile, the null hypothesis was not rejected the dimension of individual [F =1.651, p=.177], and wealth [F =.428, p=.733], motivation factor at the significant level of 0.005. So it could be concluded that entrepreneurs with different educational background have statistically significant different motivation towards business start-up in dimensions of entrepreneur, work, skill, economic, and social motivation factor. Therefore, Post Hoc analyzed to compare mean between different educational backgrounds of entrepreneurs to measure the level of motivational factor which is statistically significant as shown in table 27.

Table 27 Comparison of entrepreneur's motivation classified by different entrepreneur's educational background

Dimensions (Motivation)	**Educational background (I)**	**Educational Background (J)**	**Mean Difference (I-J)**	**Sig.**
Entrepreneur	Higher Diploma	Bachelor Degree	0.009	0.999
		Master Degree	-0.200	0.073
		Other	0.032	0.983
	Bachelor Degree	Higher Diploma	-0.009	0.999

Table 27 (Continued)

Dimensions (Motivation)	Educational background (I)	Educational Background (J)	Mean Difference (I-J)	Sig.
		Master Degree	-0.209	0.014*
		Other	0.023	0.990
	Master Degree	Higher Diploma	0.200	0.073
		Bachelor Degree	0.209	0.014*
		Other	0.231	0.024*
	Other	Higher Diploma	-0.032	0.983
		Bachelor Degree	-0.023	0.990
		Master Degree	-0.231	0.024*
Work	Higher Diploma	Bachelor Degree	-0.154	0.211
		Master Degree	-0.240	0.030*
		Other	-0.417	0.000*
	Bachelor Degree	Higher Diploma	0.154	0.211
		Master Degree	-0.086	0.636
		Other	-0.263	0.005*
	Master Degree	Higher Diploma	0.240	0.030*
		Bachelor Degree	0.086	0.636
		Other	-0.177	0.166
	Other	Higher Diploma	0.417	0.000*
		Bachelor Degree	0.263	0.005*
		Master Degree	0.177	0.166
Skill	Higher Diploma	Bachelor Degree	-0.132	0.490
		Master Degree	-0.291	0.024*
		Other	-0.192	0.283
	Bachelor Degree	Higher Diploma	0.132	0.490
		Master Degree	-0.159	0.249
		Other	-0.060	0.916
	Master Degree	Higher Diploma	0.291	0.024*

Table 27 (Continued)

Dimensions (Motivation)	Educational background (I)	Educational Background (J)	Mean Difference (I-J)	Sig.
	Other	Bachelor Degree	0.159	0.249
		Other	0.099	0.762
		Higher Diploma	0.192	0.283
		Bachelor Degree	0.060	0.916
		Master Degree	-0.099	0.762
Economic	Higher Diploma	Bachelor Degree	-0.381	0.014*
		Master Degree	-0.529	0.001*
		Other	-0.525	0.002*
	Bachelor Degree	Higher Diploma	0.381	0.014*
		Master Degree	-0.148	0.578
		Other	-0.143	0.658
	Master Degree	Higher Diploma	0.529	0.001*
		Bachelor Degree	0.148	0.578
		Other	0.004	1.000
	Other	Higher Diploma	0.525	0.002*
		Bachelor Degree	0.143	0.658
		Master Degree	-0.004	1.000
Social	Higher Diploma	Bachelor Degree	-0.258	0.060
		Master Degree	-0.300	0.040*
		Other	-0.347	0.020*
	Bachelor Degree	Higher Diploma	0.258	0.060
		Master Degree	-0.042	0.971
		Other	-0.088	0.822
	Master Degree	Higher Diploma	0.300	0.040*
		Bachelor Degree	0.042	0.971
		Other	-0.046	0.976

Table 27 (Continued)

Dimensions (Motivation)	Educational background (I)	Educational Background (J)	Mean Difference (I-J)	Sig.
	Other	Higher Diploma	0.347	0.020*
		Bachelor Degree	0.088	0.822
		Master Degree	0.046	0.976

Note: *, the means difference is significant at the .05 level

Table 27 showed that the mean differences between different educational backgrounds of respondents' which is significantly different level of motivation towards business start-up at the level of 0.05.The dimension of entrepreneur motivation factor, the respondents who had master degree and the respondents who had bachelor or other degree had statistically significant different motivation towards business start-up. The respondents who had master degree had high level of motivation towards business start-up.

The dimension of work motivation factor, the respondents who had higher diploma and the respondents who had master or other degree had statistically significant different motivation towards business start-up. The respondents who had master degree or other degree had high level of motivation towards business start-up. The respondents who had bachelor degree and the respondents who had other degree had statistically significant different motivation towards business start-up, the respondents who had other degree had high level of motivation towards venture creation.

The dimension of skill motivation factor, the respondents who had higher diploma and the respondents who had master degree had statistically significant different motivation towards business start-up. The respondents who had master degree had high level of motivation towards business start-up.

The dimension of economic motivation factor, the respondents who had higher diploma and the respondents who had bachelor, master and other degree had statistically significant different motivation towards business start-up. The respondents who had bachelor, master and other degree had high level of motivation towards business start-up. The dimension of social motivation factor, the respondents who had higher diploma and the respondents who had master and other degree had statistically significant different motivation towards business start-up. The respondents who had master and other degree had high level of motivation towards business start-up.

Hypothesis 6: Entrepreneurs with different family backgrounds have different motivation toward business start-up

Sub Hypothesis 6.1: Entrepreneurs fathers' occupation has different motivation towards business start-up

Ho: Entrepreneurs father's occupations have no significant different motivation towards business start-up

Table 28 Comparison of entrepreneur's motivation classified by Father's Occupation

Dimensions (Motivation)	**Father's Occupation**			**F**	**Sig.**
	Employee (n=98)	**Entrepreneur (n=192)**	**Other (n=52)**		
	Mean (S.D.)	**Mean (S.D.)**	**Mean (S.D.)**		
Entrepreneur	3.25 (.48)	3.27 (.37)	3.62 (.71)	12.973	.000*
Work	4.10 (.48)	4.17 (.54)	4.16 (.58)	.468	.627
Skill	3.65 (.57)	3.47 (.58)	3.88 (.70)	10.532	.000*

Table 28 (Continued)

Dimensions (Motivation)	Father's Occupation			F	Sig.
	Employee (n=98)	Entrepreneur (n=192)	Other (n=52)		
	Mean (S.D.)	Mean (S.D.)	Mean (S.D.)		
Individual	4.28 (.45)	4.30 (.44)	4.52 (.45)	6.351	.002*
Economic	3.89 (.67)	3.18 (.77)	4.36 (.51)	71.878	.000*
Social	4.07 (.58)	3.84 (.72)	4.25 (.59)	9.542	.000*
Wealth	4.33 (.56)	4.35 (.53)	4.61 (.46)	5.879	.003*
Overall	3.81 (.33)	3.72 (.30)	4.07 (.48)	23.762	.000*

Note: *, the means difference is significant at the .05 level.

ANOVA was performed to determine whether entrepreneur's whose father has different occupation have different motivation towards business start-up. (Table 28 shown above). The hypothesis was examined by F-test and the result of testing proved that the null hypothesis was rejected at significant level 0.05 in overall [F=23.762 p=.000] dimensions of motivational factors towards business start-up. The entrepreneurs fathers who had other occupation (M=4.07, SD=.53) tend to high level of motivation toward business start-up rather than other father's occupation.

The result of analysis shows that entrepreneur's father occupations had significant different motivation in dimensions of entrepreneur [F =12.973, p=.000], skill [F =10.532, p=.000], individual [F =6.351, p=.002], economic [F=71.878, p=.000], social [F =9.542, p=.000] and wealth [F =5.879, p=.003] motivation factor towards business start-up. The null hypothesis was rejected at significant level of 0.05. Meanwhile the null hypothesis was not rejected in dimension of work related

factor. So it could be concluded that entrepreneur's fathers with different occupation had statistically significant different motivation towards business start-up in dimensions of entrepreneur, skill, economic, and social motivation factor. Therefore, Post Hoc analyzed to compare mean between different occupations of entrepreneurs father to measure the level of motivational factor which is statistically significant as shown in table 29.

Table 29 Comparison of entrepreneur's motivation classified by different entrepreneur's father's occupation

Dimensions (Motivation)	**Fathers Occupation (I)**	**Fathers Occupation (J)**	**Mean Difference (I-J)**	**Sig.**
Entrepreneur	Employee	Entrepreneur	-0.016	0.963
		Other	-0.378	0.000*
	Entrepreneur	Employee	0.016	0.963
		Other	-0.363	0.000*
	Other	Employee	0.378	0.000*
		Entrepreneur	0.363	0.000*
Skill	Employee	Entrepreneur	0.177	0.045*
		Other	-0.235	0.058
	Entrepreneur	Employee	-0.177	0.045*
		Other	-0.412	0.000*
	Other	Employee	0.235	0.058
		Entrepreneur	0.412	0.000*
Individual	Employee	Entrepreneur	-0.016	0.953
		Other	-0.248	0.004*
	Entrepreneur	Employee	0.016	0.953
		Other	-0.232	0.003*
	Other	Employee	0.248	0.004*
		Entrepreneur	0.232	0.003*

Table 29 (Continued)

Dimensions (Motivation)	Fathers Occupation (I)	Fathers Occupation (J)	Mean Difference (I-J)	Sig.
Economic	Employee	Entrepreneur	0.705	0.000*
		Other	-0.478	0.000*
	Entrepreneur	Employee	-0.705	0.000*
		Other	-1.183	0.000*
	Other	Employee	0.478	0.000*
		Entrepreneur	1.183	0.000*
Social	Employee	Entrepreneur	0.233	0.014*
		Other	-0.179	0.261
	Entrepreneur	Employee	-0.233	0.014*
		Other	-0.411	0.000*
	Other	Employee	0.179	0.261
		Entrepreneur	0.411	0.000*
Wealth	Employee	Entrepreneur	-0.020	0.950
		Other	-0.284	0.005*
	Entrepreneur	Employee	0.020	0.950
		Other	-0.264	0.004*
	Other	Employee	0.284	0.005*
		Entrepreneur	0.264	0.004*

Note: *, the means difference is significant at the .05 level.

Table 29 showed that the mean differences between different entrepreneurs fathers occupation is significant significantly different level of motivation towards business start-up at the level of 0.05. The dimension of entrepreneur motivation factor, the respondents who fathers had other occupation and the respondents who father were an employee and entrepreneur had statistically significant different

motivation towards business start-up. The respondents who fathers had other occupation had high level of motivation towards business start-up.

The dimension of skill motivation factor, the respondents who father was an entrepreneur and the respondents who father was an employee and who had other occupation had statistically significant different motivation towards business start-up. The respondents who father was an employee and who had other occupation had high level of motivation towards business start-up. The dimension of individual motivation factor, the respondents who father had other occupation and the respondents who father were an employee and were an entrepreneur had statistically significant different motivation towards business start-up. The respondents who fathers had other occupation had high level of motivation towards business start-up.

The dimension of economic motivation factor, the respondents who father had an entrepreneur and the respondents who father were an employee and had other occupation had statistically significant different motivation towards business start-up. The respondents who fathers had employee and other occupation had high level of motivation towards business start-up. The respondents who father had an entrepreneur and the respondents who were an employee had statistically significant different motivation towards business start-up. The respondents who fathers had employee had high level of motivation towards business start-up. The dimension of social motivation factor, the respondents who father had an entrepreneur and the respondents who father were an employee and had other occupation had statistically significant different motivation towards business start-up. The respondents who fathers had employee and other occupation had high level of motivation towards business start-up.

The dimension of wealth motivation factor, the respondents who father had an entrepreneur or an employee and the respondents who father had other occupation had statistically significant different motivation towards business start-up. The respondents who fathers had other occupation had high level of motivation towards business start-up.

Sub Hypothesis 6.2: Entrepreneurs mothers' occupation has different motivation towards business start-up

Ho: Entrepreneurs mother's occupations have no significant different motivation towards business start-up

Table 30 Comparison of entrepreneur's motivation classified by Mother's occupation

Dimensions (Motivation)	Mother's Occupation				F	Sig.
	Employee (n=55)	Entrepreneur (n=61)	House wife (n=171)	Other (n=55)		
	Mean (S.D.)	Mean (S.D.)	Mean (S.D.)	Mean (S.D.)		
Entrepreneur	3.23 (.47)	3.20 (.35)	3.48 (.50)	3.01 (.43)	16.962	.000*
Work	4.18 (.52)	4.19 (.54)	4.17 (.53)	3.99 (.52)	1.979	.117
Skill	3.74 (.59)	3.33 (.60)	3.66 (.63)	3.46 (.50)	6.022	.001*
Individual	4.28 (.50)	4.32 (.48)	4.31 (.44)	4.40 (.40)	.682	.564
Economic	3.76 (.77)	3.23 (.81)	3.47 (.85)	3.99 (.65)	10.177	.000*
Social	3.95 (.69)	3.78 (.65)	4.04 (.66)	3.92 (.71)	2.422	.064
Wealth	4.43 (.53)	4.36 (.48)	4.36 (.57)	4.40 (.47)	0.227	.878
Overall	3.81 (.35)	3.69 (.28)	3.86 (.38)	3.70 (.32)	4.739	.003*

Note: *, the means difference is significant at the .05 level.

ANOVA was performed to determine whether entrepreneur's whose mother has different occupation have different motivation towards business start-up. (Table 30 shown above). The result of testing proved that the null hypothesis was rejected at significant level 0.05 in overall [F =4.739 p=.003*****] dimensions of motivational factor of Indian entrepreneur's motivations towards business start-up. The entrepreneurs whose mother was an employee (M=3.81, SD=.35) tend to high level of motivation toward business start-up.

The result of analysis shows that entrepreneur's mothers occupation had significant different motivation in dimensions of entrepreneur [F =16.962, p=.000], skill [F =6.022, p=.001], economic [F =10.177, p=.000], motivation factor towards business start-up. The null hypothesis was rejected at significant level of 0.05. Meanwhile the null hypothesis was not rejected in dimension of work, individual, social and wealth related factor.

So it could be concluded that entrepreneur's mothers with different occupation had statistically significant different motivation towards business start-up in dimensions of entrepreneur, skill, and economic motivation factor. Therefore, Post Hoc analyzed to compare mean between different occupations of entrepreneurs mothers to measure the level of motivational factor which is statistically significant as shown in table 31.

Table 31 Comparison of entrepreneur's motivation classified by different entrepreneur's mother's occupation

Dimensions (Motivation)	**Mother's Occupation (I)**	**Mother's Occupation (J)**	**Mean Difference (I-J)**	**Sig.**
Entrepreneur	Employee	Entrepreneur	0.028	0.988
		House wife	-0.252	0.003*

Table 31 (Continued)

Dimensions (Motivation)	Mother's Occupation (I)	Mother's Occupation (J)	Mean Difference (I-J)	Sig.
		Other	0.218	0.068
	Entrepreneur	Employee	-0.028	0.988
		House wife	-0.280	0.000*
		Other	0.190	0.126
	House wife	Employee	0.252	0.003*
		Entrepreneur	0.280	0.000*
		Other	0.470	0.000*
	Other	Employee	-0.218	0.068
		Entrepreneur	-0.190	0.126
		House wife	-0.470	0.000*
Skill	Employee	Entrepreneur	0.390	0.003*
		House wife	0.079	0.834
		Other	0.279	0.073
	Entrepreneur	Employee	-0.390	0.003*
		House wife	-0.311	0.003*
		Other	-0.111	0.754
	House wife	Employee	-0.079	0.834
		Entrepreneur	0.311	0.003*
		Other	0.200	0.140
	Other	Employee	-0.279	0.073
		Entrepreneur	0.111	0.754
		House wife	-0.200	0.140
Economic	Employee	Entrepreneur	0.526	0.003*
		House wife	0.284	0.108
		Other	-0.227	0.454
	Entrepreneur	Employee	-0.526	0.003*
		House wife	-0.242	0.187

Table 31 (Continued)

Dimensions (Motivation)	Mother's Occupation (I)	Mother's Occupation (J)	Mean Difference (I-J)	Sig.
		Other	-0.511	0.000*
	Other	Employee	0.227	0.454
		Entrepreneur	0.753	0.000*
		House wife	0.511	0.000*
Social	Employee	Entrepreneur	0.159	0.588
		House wife	-0.107	0.736
		Other	0.018	0.999
	Entrepreneur	Employee	-0.159	0.588
		House wife	-0.266	0.043*
		Other	-0.140	0.679
	House wife	Employee	0.107	0.736
		Entrepreneur	0.266	0.043*
		Other	0.125	0.629
	Other	Employee	-0.018	0.999
		Entrepreneur	0.140	0.679
		House wife	-0.125	0.629

Note: *, the means difference is significant at the .05 level.

Table 31 showed that the mean differences between different entrepreneurs mothers occupation is statistically significant different level of motivation towards business start-up at the level of 0.05. The dimension of entrepreneur motivation factor, the respondents whose mother was an employee, entrepreneur and other occupation, and whose mother was a house wife had statistically significant different motivation towards business start-up. The respondents whose mother was an employee, entrepreneur and others occupation had low level of motivation rather than the respondent whose mother was a house wife. The dimension of skill motivation

factor, the respondents whose mothers was an entrepreneur and the respondent whose mother was an employee and house wife had statistically significant different motivation towards venture creation and the respondents whose mother was an entrepreneur had low level of motivation. The dimension of economic motivation factor, the respondents whose mother was an entrepreneur and the respondents whose mother was an employee or others occupation had statistically significant different motivation towards venture creation. The respondent whose mother was a house wife and the respondents whose mother had other occupation had statistically significant different motivation towards business start-up. The respondents whose mother's occupation was an entrepreneur and a house wife had low level of motivation towards start-up. The dimension of social motivation factor, the respondents whose mother was an entrepreneur and the respondents whose mother was a house wife had statistically different motivation towards business start-up. The respondents whose mother was an entrepreneur had low level of motivation than the respondents whose mother was a house wife.

Sub Hypothesis 6.3: Entrepreneurs spouse occupation has different motivation towards business start-up

Ho: Entrepreneurs spouse occupations have no significant different motivation towards business start-up

Table 32 Comparison of entrepreneur's motivation classified by Spouse Occupation

	Spouse Occupation					
Dimensions (Motivation)	**Employee (n=74) Mean (S.D.)**	**Entrepreneur (n=114) Mean (S.D.)**	**House Wife (n=106) Mean (S.D.)**	**Others (n=48) Mean (S.D.)**	**F**	**Sig.**
Entrepreneur	3.29 (.45)	3.20 (.40)	3.50 (.58)	3.23 (.39)	7.537	.000*

Table 32 (Continued)

Dimensions (Motivation)	Spouse Occupation				F	Sig.
	Employee (n=74)	Entrepreneur (n=114)	House Wife (n=106)	Others (n=48)		
	Mean (S.D.)	Mean (S.D.)	Mean (S.D.)	Mean (S.D.)		
Work	4.19 (.52)	4.13 (.56)	4.07 (.52)	4.29 (.46)	1.932	.124
Skill	3.74 (.52)	3.31 (.61)	3.76 (.58)	3.63 (.61)	13.248	.000*
Individual	4.38 (.44)	4.28 (.46)	4.42 (.42)	4.16 (.36)	4.452	.004*
Economic	3.72 (.79)	3.19 (.76)	3.85 (.86)	3.59 (.75)	13.522	.000*
Social	4.03 (.64)	3.85 (.74)	4.08 (.67)	3.90 (.56)	2.574	.054*
Wealth	4.36 (.51)	4.37 (.55)	4.48 (.49)	4.27 (.60)	1.884	.132
Overall	3.84 (.30)	3.67 (.29)	3.91 (.42)	3.78 (.32)	9.822	.000*

Note: *, the means difference is significant at the .05 level.

ANOVA was performed to determine whether entrepreneur's whose spouse has different occupation have different motivation towards business start-up. (Table 32 shown above). The result of testing proved that the null hypothesis was rejected at significant level of 0.05 [F=9.822 p=.000]. It could be concluded that the entrepreneurs spouse occupation have different motivation towards business start-up. The mean score (M=3.91) of entrepreneur spouse who was house wife tend to high level of motivation towards business start-up.

The result of analysis shows that entrepreneur's spouse occupations have significant different motivation in dimensions of entrepreneur [F=7.537, p=.000], skill [F =13.248, p=.000], individual [F =4.452, p=.004], and economic [F =13.522, p=.000] motivation factor towards business start-up. Meanwhile the null hypothesis was not rejected in dimensions of work, social and wealth motivation factor.

So it could be concluded that entrepreneur's spouse with different occupation had statistically significant different motivation towards business start-up in dimensions of entrepreneur, skill, individual and economic motivation factor. Therefore, Post Hoc analyzed to compare mean between different occupations of entrepreneurs spouse to measure the level of motivational factor which is statistically significant as shown in table 33.

Table 33 Comparison of entrepreneur's motivation classified by different entrepreneur's spouse's occupation

Dimensions (Motivation)	Spouse Occupation (I)	Spouse Occupation (J)	Mean Difference (I-J)	Sig.
Entrepreneur	Employee	Entrepreneur	0.089	0.607
		House Wife	-0.205	0.028*
		Other	0.058	0.917
	Entrepreneur	Employee	-0.089	0.607
		House Wife	-0.294	0.000*
		Other	-0.031	0.982
	House Wife	Employee	0.205	0.028*
		Entrepreneur	0.294	0.000*
		Other	0.263	0.010*
	Other	Employee	-0.058	0.917
		Entrepreneur	0.031	0.982
		House Wife	-0.263	0.010*
Skill	Employee	Entrepreneur	0.433	0.000*
		House Wife	-0.008	1.000
		Other	0.111	0.732
	Entrepreneur	Employee	-0.433	0.000*
		House Wife	-0.442	0.000*

Table 33 (Continued)

Dimensions (Motivation)	Spouse Occupation (I)	Spouse Occupation (J)	Mean Difference (I-J)	Sig.
		Other	-0.322	0.008*
	House Wife	Employee	0.008	1.000
		Entrepreneur	0.442	0.000*
		Other	0.120	0.641
	Other	Employee	-0.111	0.732
		Entrepreneur	0.322	0.008*
		House Wife	-0.120	0.641
Individual	Employee	Entrepreneur	0.102	0.415
		House Wife	-0.041	0.927
		Other	0.212	0.051
	Entrepreneur	Employee	-0.102	0.415
		House Wife	-0.143	0.080
		Other	0.110	0.479
	House Wife	Employee	0.041	0.927
		Entrepreneur	0.143	0.080
		Other	0.253	0.006*
	Other	Employee	-0.212	0.051
		Entrepreneur	-0.110	0.479
		House Wife	-0.253	0.006*
Economic	Employee	Entrepreneur	0.523	0.000*
		House Wife	-0.128	0.714
		Other	0.122	0.841
	Entrepreneur	Employee	-0.523	0.000*
		House Wife	-0.651	0.000*
		Other	-0.401	0.019*
	House Wife	Employee	0.128	0.714
		Entrepreneur	0.651	0.000*
		Other	0.251	0.272
	Other	Employee	-0.122	0.841
		Entrepreneur	0.401	0.019*
		House Wife	-0.251	0.272
Social	Employee	Entrepreneur	0.187	0.248
		House Wife	-0.046	0.969
		Other	0.128	0.738
	Entrepreneur	Employee	-0.187	0.248
		House Wife	-0.234	0.052*
		Other	-0.060	0.956
	House Wife	Employee	0.046	0.969
		Entrepreneur	0.234	0.052*

Table 33 (Continued)

Dimensions (Motivation)	Spouse Occupation (I)	Spouse Occupation (J)	Mean Difference (I-J)	Sig.
	Other	Other	0.174	0.450
		Employee	-0.128	0.738
		Entrepreneur	0.060	0.956
		House Wife	-0.174	0.450

Note: *, the means difference is significant at the .05 level.

Table 33 showed that the mean differences between different entrepreneurs spouse occupation is statistically significant different motivation towards business start-up at the level of 0.05. The dimension of entrepreneur motivation factor, the respondents whose spouse was a house wife and the respondents whose spouse was employee, entrepreneur and had other occupation, had statistically significant different motivation towards business start-up. The respondents whose spouse was a house wife had high level of motivation rather than the respondent whose spouse was an employee, entrepreneur other occupation.

The dimension of skill motivation factor, the respondents whose spouse was an entrepreneur and the respondents whose spouse was employee, house wife or other occupation, had statistically significant different motivation towards business start-up. The respondents whose spouse was an entrepreneur had low level of motivation rather than the respondent whose spouse was an employee, house wife or other occupation.

The dimension of individual motivation factor, the respondents whose spouse was a house wife and the respondents whose spouse another occupation had statistically significant different motivation towards business start-up. The respondents whose spouse was a house wife had high level of motivation rather than the respondent whose spouse had other occupation.

The dimension of economic motivation factor, the respondents whose spouse was an entrepreneur and the respondents whose spouse was an employee, house wife

and had other occupation statistically significant different motivation towards business start-up. The respondents whose spouse was an entrepreneur had low level of motivation rather than the respondent whose spouse was an employee, house wife and had other occupation.

The dimension of social motivation factor, the respondents whose spouse was an entrepreneur and the respondents whose spouse were a house wife had statistically significant different motivation towards business start-up. The respondents whose spouse was an entrepreneur had low level of motivation rather than the respondent whose spouse was a house wife.

Hypothesis 7: Entrepreneurs with different previous occupation have different motivation towards business start-up

Ho: Entrepreneurs with different previous occupation have no significant different motivation towards business start-up.

Table 34 Comparison of entrepreneur's motivation classified by Previous Occupation

Dimensions (Motivation)	**Previous Occupation**			**F**	**Sig.**
	Employee (n=175) Mean (S.D.)	**Entrepreneur (n=95) Mean (S.D.)**	**Other (n=72) Mean (S.D.)**		
Entrepreneur	3.33	3.39	3.17	4.133	.017*
	(.52)	(.49)	(.40)		
Work	4.12	4.20	4.12	.688	.503
	(.51)	(.54)	(.58)		
Skill	3.72	3.53	4.16	13.814	.000*
	(.56)	(.58)	(.66)		
Individual	4.35	4.38	4.20	3.740	.025*
	(.46)	(.45)	(.39)		

Table 34 (Continued)

Dimensions (Motivation)	Previous Occupation			F	Sig.
	Employee (n=175)	Entrepreneur (n=95)	Other (n=72)		
	Mean (S.D.)	Mean (S.D.)	Mean (S.D.)		
Economic	3.63 (.83)	3.60 (.81)	3.34 (.86)	3.114	.046*
Social	4.00 (.64)	4.01 (.76)	3.83 (.66)	1.800	.167
Wealth	4.37 (.53)	4.50 (.47)	4.25 (.59)	4.645	.010*
Overall	3.82 (.36)	3.85 (.36)	3.64 (.30)	8.341	.000*

Note: *, the means difference is significant at the .05 level.

ANOVA was performed to determine whether entrepreneurs with different previous occupation have different motivation towards business start-up (Table 34 shown above). The result of testing proved that the null hypothesis was rejected at significant level 0.05 in overall [F =8.341 p=.000] dimensions of motivational factor of Indian entrepreneurs towards business start-up. The previous occupation of entrepreneur's who was an employee (M=3.82, SD=.36) tend to high level of motivation towards business start-up rather than the respondent who was an entrepreneurs, and who had other occupation.

The result of analysis shows that entrepreneur's previous occupation had significant different motivation in dimensions of entrepreneur [F =4.133, p=.017], skill [F=13.814, p=.000], individual [F=3.740, p=.025], economic [F=3.114, p=.046], and wealth [F=4.169, p=.010], motivation factor towards business start-up. The null hypothesis was rejected at significant level of 0.05. Meanwhile the null hypothesis was not rejected in dimension of work, and social related factor. So it could be

concluded that entrepreneur's with different previous occupation had statistically significant different motivation towards business start-up in dimensions of entrepreneur, skill, individual, economic and social motivation factor. Therefore, Post Hoc analyzed to compare mean between different previous occupations of entrepreneurs to measure the level of motivational factor which is statistically significant as shown in table 35.

Table 35 Comparison of entrepreneur's motivation classified by different entrepreneurs previous occupation

Dimension (Motivation)	**Previous Occupation (I)**	**Previous Occupation (J)**	**Mean Difference (I-J)**	**Sig.**
Entrepreneur	Employee	Entrepreneur	-0.049	0.717
		Other	0.164	0.048*
	Entrepreneur	Employee	0.049	0.717
		Other	0.212	0.017*
	Other	Employee	-0.164	0.048*
		Entrepreneur	-0.212	0.017*
Skill	Employee	Entrepreneur	0.112	0.299
		Other	0.435	0.000*
	Entrepreneur	Employee	-0.112	0.299
		Other	0.323	0.002*
	Other	Employee	-0.435	0.000*
		Entrepreneur	-0.323	0.002*
Individual	Employee	Entrepreneur	-0.028	0.880
		Other	0.150	0.045*
	Entrepreneur	Employee	0.028	0.880
		Other	0.178	0.031*
	Other	Employee	-0.150	0.045*
		Entrepreneur	-0.178	0.031*

Table 35 (Continued)

Dimension (Motivation)	Previous Occupation (I)	Previous Occupation (J)	Mean Difference (I-J)	Sig.
Economic	Employee	Entrepreneur	0.026	0.967
		Other	0.284	0.041*
	Entrepreneur	Employee	-0.026	0.967
		Other	0.258	0.119
	Other	Employee	-0.284	0.041*
		Entrepreneur	-0.258	0.119
Wealth	Employee	Entrepreneur	-0.131	0.127
		Other	0.117	0.252
	Entrepreneur	Employee	0.131	0.127
		Other	0.248	0.008*
	Other	Employee	-0.117	0.252
		Entrepreneur	-0.248	0.008*

Note: *, the means difference is significant at the .05 level.

Table 35 showed that the mean differences between entrepreneurs previous occupation is statistically significant different motivation towards business start-up at the level of 0.05. The dimension of entrepreneur motivation factor, the respondents who's had other occupation and the respondents who was an employee and entrepreneur had statistically significant different motivation towards business start-up. The respondents who were an employee and an entrepreneur before business start-up had high level of motivation rather than the respondent who had other occupation.

The dimension of skill motivation factor, the respondents who's had other occupation and the respondents who was an employee had statistically significant different motivation towards business start-up. The respondents who were an employee before business start-up had high level of motivation rather than the respondent who had other occupation.

The dimension of individual motivation factor, the respondents who's had other occupation and the respondents who was an employee and entrepreneur had statistically significant different motivation towards business start-up. The respondents who were an employee and an entrepreneur before business start-up had high level of motivation rather than the respondent who had other occupation.

The dimension of economic motivation factor, the respondents who's had other occupation and the respondents who was an employee had statistically significant different motivation towards business start-up. The respondents who were an employee before business start-up had high level of motivation rather than the respondent who had other occupation.

The dimension of wealth motivation factor, the respondents who's had other occupation and the respondents who was an entrepreneur had statistically significant different motivation towards business start-up. The respondents who were an entrepreneur before business start-up had high level of motivation rather than the respondent who had other occupation.

The dimensions of entrepreneur, skill, individual, economic, and wealth have significant different motivation towards business start-up. Meanwhile the dimensions work and social related factors were not significant towards business start-up. The difference shows that the previous occupation of entrepreneurs prior to become self-employed has been significant effect on entrepreneur's decisions.

Hypothesis 8: Entrepreneurs with different prior income have different motivation toward business start-up

Ho: Entrepreneurs with different prior income have no significant different motivation toward business start-up.

Table 36 Comparison of entrepreneur's motivation classified by Prior Income

(In Thai baht)

	Prior Income					
Dimensions (Motivation)	**Up to 100,000 (n=42)**	**100,001-400,000 (n=160)**	**400,001-700,000 (n=76)**	**0ver 700,000 (n=64)**	**F**	**Sig.**
	Mean (S.D.)	**Mean (S.D.)**	**Mean (S.D.)**	**Mean (S.D.)**		
Entrepreneur	3.32 (.60)	3.30 (.53)	3.41 (.39)	3.23 (.45)	1.694	.168
Work	4.26 (.52)	4.13 (.51)	4.21 .(55)	4.05 (.56)	1,618	.185 .
Skill	3.64 (.66)	3.69 (.55)	3.50 (.60)	3.39 (.38)	4.382	.005*
Individual	4.30 (.48)	4.40 (.46)	4.29 (.39)	4.20 (.45)	3.087	.027*
Economic	3.82 (.84)	3.67 (.83)	3.42 (.87)	3.29 (.73)	5.151	.002*
Social	3.89 (.66)	4.04 (.66)	4.05 (.66)	3.72 (.71)	4.019	.008*
Wealth	4.29 (.62)	4.42 (.52)	4.44 (.49)	4.29 (.56)	1.486	.218
Overall	3.84 (.40)	3.83 (.36)	3.82 (.30)	3.65 (.34)	4.101	..007*

Note: *, the means difference is significant at the .05 level.

ANOVA was performed to determine entrepreneurs with different prior incomes have different motivation towards business start-up. The result of testing proved that the null hypothesis was rejected at significant level 0.05 [F =4.101 p=.007] in overall dimension of motivational factor of Indian entrepreneur's towards business start-up. The entrepreneur's who prior income was up to 100,000 (M=3.84,

SD=.44) tend to high level of motivation towards business start-up rather than other entrepreneur's prior income.

The result of analysis shows that entrepreneur's prior income had significant different motivation in dimensions of skill [F=4.382, p=.005], individual [F =3.087, p=.027], economic [F=5.151, p=.002], and social [F =4.019, p=.008], motivation factor towards business start-up. The null hypothesis was rejected at significant level of 0.05. Meanwhile the null hypothesis was not rejected in dimension of entrepreneur, work, and wealth related factor. So it could be concluded that entrepreneur's with different prior incomes had statistically significant different motivation towards business start-up in dimensions of skill, individual, economic and social motivation factor. Therefore, Post-hoc analyzed to compare mean between different prior incomes of entrepreneurs to measure the level of motivational factor which is statistically significant as shown in table 37.

Table 37 Comparison of entrepreneur's motivation classified by different entrepreneurs prior income

Dimensions (Motivation)	**Prior Income (I)**	**Prior Income (J)**	**Mean Difference (I-J)**	**Sig.**
Skill	Up to 100,000	100,001-400,000	-0.045	0.974
		400,001-700,000	0.134	0.657
		Over700,000	0.257	0.142
	100,001-400,000	Up to 100,000	0.045	0.974
		400,001-700,000	0.179	0.149
		Over700,000	0.302	0.005*
	400,001-700,000	Up to 100,000	-0.134	0.657
		100,001-400,000	-0.179	0.149
		Over700,000	0.123	0.626
	Over700,000	Up to 100,000	-0.257	0.142

Table 37 (Continued)

Dimensions (Motivation)	Prior Income (I)	Prior Income (J)	Mean Difference (I-J)	Sig.
		100,001-400,000	-0.302	0.005*
		400,001-700,000	-0.123	0.626
Individual	Up to 100,000	100,001-400,000	-0.087	0.673
		400,001-700,000	0.013	0.999
		Over700,000	0.106	0.628
	100,001-400,000	Up to 100,000	0.087	0.673
		400,001-700,000	0.101	0.369
		Over700,000	0.194	0.019*
	400,001-700,000	Up to 100,000	-0.013	0.999
		100,001-400,000	-0.101	0.369
		Over700,000	0.093	0.611
	Over700,000	Up to 100,000	-0.106	0.628
		100,001-400,000	-0.194	0.019
		400,001-700,000	-0.093	0.611
Economic	Up to 100,000	100,001-400,000	0.153	0.710
		400,001-700,000	0.394	0.064
		Over700,000	0.525	0.008*
	100,001-400,000	Up to 100,000	-0.153	0.710
		400,001-700,000	0.241	0.156
		Over700,000	0.372	0.013*
	400,001-700,000	Up to 100,000	-0.394	0.064
		100,001-400,000	-0.241	0.156
		Over700,001	0.131	0.786
	Over700,000	Up to 100,000	-0.525	0.008*
		100,001-400,000	-0.372	0.013*
		400,001-700,000	-0.131	0.786
Social	Up to 100,000	100,001-400,000	-0.151	0.566
		400,001-700,000	-0.160	0.603

Table 37 (Continued)

Dimensions (Motivation)	Prior Income (I)	Prior Income (J)	Mean Difference (I-J)	Sig.
		Over700,000	0.166	0.597
	100,001-400,000	Up to 100,000	0.151	0.566
		400,001-700,000	-0.009	1.000
		Over700,000	0.317	0.008*
	400,001-700,000	Up to 100,000	0.160	0.603
		100,001-400,000	0.009	1.000
		Over700,000	0.326	0.023*
	Over700,000	Up to 100,000	-0.166	0.597
		100,001-400,000	-0.317	0.008*
		400,001-700,000	-0.326	0.023*

Note: *, the means difference is significant at the .05 level.

Table 37 showed that the mean differences between entrepreneurs prior income is statistically significant different motivation towards business start-up at the level of 0.05. The dimension of skill motivation factor, the respondents who had prior income rage 100,001-400,000 and the respondents who had prior income range over 700,000 had statistically significant different motivation towards business start-up. The respondents who had prior income range 100,001-400,000 had high level of motivation rather than the respondent who had prior income range over 700,000.

The dimension of individual motivation factor, the respondents who had prior income rage 100,001-400,000 and the respondents who had prior income range over 700,000 had statistically significant different motivation towards business start-up. The respondents who had prior income range 100,001-400,000 had high level of motivation rather than the respondent who had prior income range over 700,000.

The dimension of economic motivation factor, the respondents who had prior income rage up to 100,000 and range 100,001-400,000 and the respondents who had prior income range over 700,000 had statistically significant different motivation

towards business start-up. The respondents who had prior income rage up to 100,000 and range 100,001-400,000 had high level of motivation rather than the respondent who had prior income range over 700,000.

The dimension of social motivation factor, the respondents who had prior income range 100,001-400,000 and range 400,001-700,000 and the respondents who had prior income range over 700,000 had statistically significant different motivation towards business start-up. The respondents who had prior income range 100,001-400,000 and range 400,001-700,000 had high level of motivation rather than the respondent who had prior income range over 700,000.

Hypothesis 9: Entrepreneurs with different initial investments have different motivation towards business start-up

Ho: Entrepreneurs with different initial investments have no significant different motivation towards business start-up

Table 38 Comparison of entrepreneur's motivation classified by Initial Investment

(In Thai baht)

	Initial Investment					
Dimensions (Motivation)	**Up to 500,000 (n=103)**	**500,001-1,000,000 (n=86)**	**1,000,001 -1,500,000 (n=66)**	**Above 1,500,000 (n=87)**	**F**	**Sig.**
	Mean (S.D.)	**Mean (S.D.)**	**Mean (S.D.)**	**Mean (S.D.)**		
Entrepreneur	3.16 (.47)	3.47 (.49)	3.43 (.49)	3.26 (.48)	8.095	.000*
Work	4.09 (.53)	4.16 (.51)	4.22 (.53)	4.15 (.55)	0.752	.522
Skill	3.44 (.56)	3.83 (.58)	3.55 (.67)	3.55 (.60)	6.898	.000*

Table 38 (Continued)

Dimensions (Motivation)	Initial Investment				F	Sig.
	Up to 500,000 (n=103)	500,001-1,000,000 (n=86)	1,000,001 -1,500,000 (n=66)	Above 1,500,000 (n=87)		
	Mean (S.D.)	Mean (S.D.)	Mean (S.D.)	Mean (S.D.)		
Skill	3.44 (.56)	3.83 (.58)	3.55 (.67)	3.55 (.60)	6.898	.000*
Individual	4.35 (.41)	4.31 (.49)	4.36 (.50)	4.29 (.42)	0.443	.723
Economic	3.83 (.79)	3.67 (.87)	3.24 (.79)	3.39 (.80)	8.694	.000*
Social	3.97 (.69)	4.05 (.68)	4.05 (.67)	3.82 (.66)	2.087	.102
Wealth	4.44 (.53)	4.44 (.49)	4.42 (.44)	3.23 (.62)	3.165	.025*
Overall	3.75 (.32)	3.90 (.37)	3.82 (.34)	3.72 (.36)	4.041	.008*

Note: *, the means difference is significant at the .05 level

ANOVA was performed to determine whether Entrepreneurs with different initial investments have different motivation towards business start-up (Table 38 shown above). The result of testing proved that the null hypothesis was rejected at significant level 0.05 [F =4.041 p=.008] in overall dimensions of motivational factor of Indian entrepreneurs towards business start-up. The mean score (M=3.90, SD=.37) of entrepreneur's initial investment was range 500,001-1,000,000 tend to high level of motivation towards business start-up rather than other entrepreneurs initial investment.

The result of analysis shows that entrepreneur's prior income had significant different motivation in dimensions of entrepreneur [F =8.095, p=.000], skill [F =6.898, p=.000], economic [F =8.694, p=.000], and wealth [F =3.165, p=.025], motivation factor towards business start-up. The null hypothesis was rejected at significant level of 0.05. Meanwhile the null hypothesis was not rejected in dimension of work, individual and social related factor. So it could be concluded that entrepreneur's with different initial investments had statistically significant different motivation towards business start-up in dimensions of entrepreneur, skill, economic and wealth motivation factor. Therefore, Post Hoc analyzed to compare mean between different initial investments of entrepreneurs to measure the level of motivational factor which is statistically significant as shown in table 39.

Table 39 Comparison of entrepreneur's motivation classified by different entrepreneurs initial investment

Dimension (Motivation)	**Initial Investment (I)**	**Initial Investment (J)**	**Mean Difference (I-J)**	**Sig.**
Entrepreneur	Up to 500,000	500,001-1,000,000	-0.306	0.000*
		1,000,001-1,500,000	-0.271	0.002*
		1,500,001-2,000,000	-0.093	0.545
	500,001-1,000,000	Up to 500,000	0.306	0.000*
		1,000,001-1,500,000	0.035	0.972
		1,500,001-2,000,000	0.212	0.021*
	1,000,001-1,500,000	Up to 500,000	0.271	0.002*
		500,001-1,000,000	-0.035	0.972
		1,500,001-2,000,000	0.178	0.110
	1,500,001-2,000,000	Up to 500,000	0.093	0.545
		500,001-1,000,000	-0.212	0.021*
		1,000,001-1,500,000	-0.178	0.110

Table 39 (Continued)

Dimension (Motivation)	Initial Investment (I)	Initial Investment (J)	Mean Difference (I-J)	Sig.
Skill	Up to 500,000	500,001-1,000,000	-0.389	0.000*
		1,000,001-1,500,000	-0.109	0.659
		1,500,001-2,000,000	-0.119	0.525
	500,001-1,000,000	Up to 500,000	0.389	0.000*
		1,000,001-1,500,000	0.280	0.023*
		1,500,001-2,000,000	0.270	0.017*
	1,000,001-1,500,000	Up to 500,000	0.109	0.659
		500,001-1,000,000	-0.280	0.023*
		1,500,001-2,000,000	-0.010	1.000
	1,500,001-2,000,000	Up to 500,000	0.119	0.525
		500,001-1,000,000	-0.270	0.017*
		1,000,001-1,500,000	0.010	1.000
Economic	Up to 500,000	500,001-1,000,000	0.157	0.551
		1,000,001-1,500,000	0.583	0.000*
		1,500,001-2,000,000	0.429	0.002*
	500,001-1,000,000	Up to 500,000	-0.157	0.551
		1,000,001-1,500,000	0.426	0.008*
		1,500,001-2,000,000	0.272	0.125
	1,000,001-1,500,000	Up to 500,000	-0.583	0.000*
		500,001-1,000,000	-0.426	0.008*
		1,500,001-2,000,000	-0.154	0.652
	1,500,001-2,000,000	Up to 500,000	-0.429	0.002*
		500,001-1,000,000	-0.272	0.125
		1,000,001-1,500,000	0.154	0.652
Wealth	Up to 500,000	500,001-1,000,000	0.000	1.000
		1,000,001-1,500,000	0.018	0.997
		1,500,001-2,000,000	0.206	0.039*

Table 39 (Continued)

Dimension (Motivation)	Initial Investment (I)	Initial Investment (J)	Mean Difference (I-J)	Sig.
	500,001-1,000,000	Up to 500,000	0.000	1.000
		1,000,001-1,500,000	0.018	0.997
		1,500,001-2,000,000	0.206	0.052
	1,000,001-1,500,000	Up to 500,000	-0.018	0.997
		500,001-1,000,000	-0.018	0.997
		1,500,001-2,000,000	0.189	0.129
	1,500,001-2,000,000	Up to 500,000	-0.206	0.039*
		500,001-1,000,000	-0.206	0.052
		1,000,001-1,500,000	-0.189	0.129

Note: *, the means difference is significant at the .05 level

Table 39 showed that the mean differences between entrepreneurs initial investment is statistically significant different motivation towards business start-up at the level of 0.05. The dimension of entrepreneur motivation factor, the respondents who had initial investment range up to 500,000 and the respondents who had initial investment range 500,001-1,000, 000 and range 1,000,001-1,500,000 had statistically significant different motivation towards business start-up. The respondents who had initial investment range up to 500,000 had low level of motivation rather than the respondent who had range 500,001-1,000, 000 and range 1,000,001-1,500,000. The respondents who had initial investment range 1,500,001-2,000,000 and the respondent who had initial investment range 5,000,001-1,000,000 had statistically significant different motivation towards business start-up. The respondents who had initial investment range 1,500,001-2,000,000 had low level of motivation rather than the respondents who had initial investment range 5,000,001-1,000,000.

The dimension of skill motivation factor, the respondents who had initial investment range 500,001-1,000,000 and the respondents who had initial investment range up to 500,000, range 1,000, 001-1,500,000 and range 1,500,001-2,000,000 had

statistically significant different motivation towards business start-up. The respondents who had initial investment range 500,001-1,000,000 had high level of motivation towards business start-up.

The dimension of economic motivation factor, the respondents who had initial investment range up to 500,000 and the respondents who had initial investment range 500,001-1000,000, range 1,000, 001-1,500,000 and range 1,500,001-2,000,000 had statistically significant different motivation towards business start-up. The respondents who had initial investment range up to 500,000 had high level of motivation towards business start-up.

The dimension of wealth motivation factor, the respondents who had initial investment range 1,500,001-2,000,000 and the respondents who had initial investment range up to 500,000 had statistically significant different motivation towards business start-up. The respondents who had initial investment range up to 500,000 had high level of motivation towards business start-up.

Table 40 Comparison of entrepreneurs motivation toward business start-up classified by personal profile of Indian entrepreneurs

Personal Profile	Dimensions (Motivation)							
	Entrepreneur	Work	Skill	Individual	Economic	Social	Wealth	Overall
Gender	√	.	√	√	√	√	√	√
Age	.	√	.	√	√	.	√	√
Marital Status	.	.	.	.	.	.	.	.
Religion	√	.	.	.	√	√	√	√
Educational Background	√	√	√	.	√	√	.	√
Father's Occupation	√	.	√	√	√	√	√	√
Mother's Occupation	√	.	√	.	√	√	.	√
Spouse Occupation	√	.	√	√	√	√	.	√
Previous Occupation	√	.	√	√	√	.	√	√
Prior Income	.	.	√	√	√	√	.	√
Initial Investment	√	.	√	.	√	.	√	√

Remark: The mean difference is significant at the 0.05

CHAPTER V

CONCLUSION AND RECOMMENDATIONS

There are two sections in this chapter, which are the conclusion (including limitations) and the recommendations. The conclusion section begins with an overview of the research and concludes the results of the research according to the questions asked in the research hypotheses. The last section is the suggestion for further research in related fields.

Conclusion

This study found that the majority of Indian entrepreneurs were male. A majority of entrepreneurs were aged less than forty years old. Most of them have higher education, earning a bachelor's degree or a master's degree. Almost all of them were married and belong to Hinduism or Sikhism religion. The majority of entrepreneurs worked in different fields prior to starting their own businesses. Most of the Indian entrepreneurs came from families with business backgrounds. Many of the Indian entrepreneurs were engaged in the service or trading industry. The majority of respondents started their own businesses for more than last six years, which could be considered as the largest group.

The findings showed that entrepreneur-related factors such as "to stay closer to family and create job for others" have a high level of motivation towards start-ups. However other factors like "to provide job to family members," "stable political and social environment," "to utilize concession or loans from the Govt.," as well as "hard to find appropriate job" have moderate levels of motivation, indicating that the dimension of entrepreneurs has a moderate level of motivation to support firm founding.

According to the findings, it was indicated that work-related factors like passion, self-efficacy, and to be a leader as well as to be a boss, have very high levels of motivation. This shows that the entrepreneurs are very passionate, and they have a selfish love of work; some commentators like to pretend that a businessman's core motive is to selflessly serve their employees and society. They are motivated to do what is actually in their own interest, that is, to do everything necessary. The results also showed that entrepreneurs must have the ability to muster and implement the necessary personal resources, skills, and competencies to attain a certain level of achievement on any given task (Bandura, 1997). Moreover, entrepreneurs must have a leadership quality to create or execute their organizational goals.

The findings showed that skill-related factors like previous experience, and to do something creative/innovative, have a high level of motivation, while risk-taking abilities have a moderate level of motivation, as well as entrepreneurs are in need of high achievement. McClelland claimed that individuals with high achievement needs would have moderate propensities to take risk because the entrepreneurial process involves acting in the face of uncertainty. Liles (1974) argued that entrepreneurs often must accept uncertainty with respect to financial well-being, psychic well-being, and career security. This study suggests that risk-taking ability, except other skill-related factors, may or may not be an entrepreneurial motivation.

The results indicated that individual related factors such as to be free and independent, and the need of achievement, could play a very useful role in explaining entrepreneurial activity. Those who prefer to engage in independent action rather than action involving others are more likely to exploit entrepreneur opportunities because entrepreneurial activity entails following one's own judgments as opposed to following the judgments of others.

According to the results of this study, economic related factors like opportunity, and earning enough money to support family, significantly predict firm founding. The study shows why people work? However, it was found that money is not the only factor (Vroom, 1995). Factors like interaction in the society and the

worker's social status are also important (Vroom, 1995). That is mentioned in the social-related factors in the next paragraph.

The results indicated that social-related factors such as to attain high social status, and to do something different, were found to be important motivating factors. It accompanies other motivating factors such as independence and work-related aspects (Kirkwood & Walton, 2010). But, this study also found that entrepreneurs are motivated differently from each other. This shows that an entrepreneur's skills and experience make them confident to do things differently.

According to the findings, wealth-related factors like an affluent life, and to get more money than paid, were found to be a significant motivating factor. Li (1997) suggests that visible minority immigrants entered self-employment for higher economic returns, along with work-related issues. This study also supported the idea that entrepreneurs entered self-employment for economic advantage but did not suffer the negative experience in the labor market because most of the Indian entrepreneurs had at least six years of work experience before moving to self-employment.

The dimension of work, individual, skill, economic, social and wealth related factors are considered high level of motivation towards business start-up. Meanwhile, the dimensions of entrepreneur motivation factors are considered moderate level of motivation.

The results showed that the gender, age, religion, educational background, family background, previous occupation, prior income, as well as initial investment were significant with reference to the motivational factors. On the other hand, marital status was of no significance. According to a study made by Hofer and Sandberg (1987), the educational level of entrepreneurs has a very strong influence on entrepreneurs to initiate start up.

The hypotheses of this study aimed to investigate whether there was a significant difference in entrepreneurs' motivation towards business start-up

among/between different groups of personal factors. The results showed that there was a significant difference in an entrepreneur's motivation towards business start-up among eight personal factors including gender, age, religion and educational background, family background, and previous occupation, prior income and initial investment at a level of significance of 0.05. As a result, the hypotheses H1, H2, H4, H5, H6, H7, H8 and H9 were supported. However, there was no significant difference in entrepreneurs' motivations toward business start-up in respect to marital status at a significance level of 0.05. As a result, the hypothesis H3 was not supported.

Limitations of the Study

It is appropriate to address the difficulties and limitations that occur in the undertaking of the research, which are as follows:

1. The difficulty to access respondents. Since respondents are entrepreneurs, business owners, executives, or decision-makers, it is not easy and simple to approach, contact, and get information from them due to their time constraints and workload, even though they are willing to answer.

2. Some respondents were not willing to give information about initial investment or information relating to financial issues due to a concern of confidentiality.

3. This study only focused on those Indian entrepreneurs who were running their businesses in Bangkok province, including the areas of Phahurat, Sukhumvit, Silom, and Pratunam. There are more Indian entrepreneurs who are running their businesses in other provinces, such as Chiang Mai, Phuket, and Pattaya. The findings may not be applied broadly to all entrepreneurs in Thailand.

Recommendations

This research identified significant motivating factors, which resulted in seven dimensions based on exploratory factor analysis that influenced Indian entrepreneurs to make decisions related to business start-up in Bangkok. The recommendations of this research conclude that motivation is a key to the start-up and success of the business. To make Indian entrepreneurs successful, the following recommendation are made:

The dimension entrepreneur factors, such as, to create job for others, as well as staying closer to my family, significantly related to founding a company. So, entrepreneurship plays an important role in creating employment, and it also promotes economic growth. For recommendations, the government should create policy in order to change the socio-economic landscape of the country in order to support a concerted effort to develop entrepreneurship.

The motivation related to work factors, such as, passion, to be my own boss, self-efficacy, as well as to be a leader, are important factors in entrepreneur decisions to create new business. Entrepreneurs are needed to develop leadership quality, self-confidence, and should be passionate about their work.

According to the findings, the dimension of skill-related factors, such as, to do something creative/innovative, and previous experience and risk-taking ability, are major factors which affect entrepreneurs' decisions to do a start-up business. A number of initiatives could develop to encourage through basic education and training, which enable them to gain skill and basic educational training.

The results showed that the dimension of individual-related factors such as, to be free and independent, and need of achievement, is strongly recommended to entrepreneurs' development or firm findings.

The motivations related to economic factors, such as, opportunity and earn enough money to support family abroad, have significant influence on entrepreneurs to become self-employed.

According to the findings, the dimensions of social factors, such as, to do something different from others, and to attain high social status, were highly recommended for firm findings. Entrepreneurs are looking for ways to increase their social standing, and entrepreneurship is one way of achieving this. One must be strongly motivated by the wealth factor in order to make more money than a salaried position. Moreover, education is an essential element for entrepreneurship development.

In conclusion, this study contributes to both theoretical and practical aspects of motivational factors affecting the start-up of businesses by Indian entrepreneurs. It appears that a better understanding of the important factors influencing the start-up of businesses and implications for Indian entrepreneurs is important to broaden their businesses successfully in this globalised environment. It is possible to further develop these communities through sharing resources, ideas, networks, and expertise to grow and develop entrepreneurship.

Recommendations for Further Research

This research is concentrated on the motivational factors that influenced Indian entrepreneurs' decisions to start up new businesses in Thailand. Therefore the researcher used descriptive research using constructed questionnaire to collect data. Moreover, this research examined only motivational factors on entrepreneurs' business start-ups but not on the determinants of other factors like start-up success or obstacles in setting up a business internationally. Consequently, recommendations for further research are as follows:

1. Further research can be undertaken to include a region comprising many cities.

2. Further research could be done to identify motivations that can provide clear entrepreneurial vision. A survey instrument would be most appropriate for this kind of research.

3. A comparative study could be done to check whether the motivations in this study differ from the motivations of the general population of entrepreneurs and the reason for these differences.

4. Further research could be done on similar entrepreneurs in other countries and of other ethnic groups.

5. Further research could be done related to the effect of gender issues on immigrant entrepreneurship motivation.

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APPENDICES

Appendix A

Letter for Survey

Ref. No.0513.10310/130

Kasetsart International MBA Program
Facutly of Business Administration
Kasetsart University
50 Ngamwongwan Rd.. Chatuchak,
Bangkok 10900, THAILAND

March 12, 2014

TO WHOM IT MAY CONCERN

This is to certify that Mr. Ashok Kumar MISHRA ID: 5515353129 is a student of Kasetsart International MBA program, Kasetsart University. He is doing a research on the topic of "Business Start-up Motivation of Indian Entrepreneurs in Bangkok Thailand". Hereby, he would like to request some information from you sincerely. The information will be used for academic purpose only.

Your kind cooperation will be highly appreciated.

Should you have any questions regarding the student, please do not hesitate to contact us.

Sincerely yours,

Mrs. Haruthai Numprasertchai, Ph.D.
Director
Kasetsart International MBA Program
Kasetsart University

KIMBA Office-Kasetsart International MBA Program
3rd Floor, Faculty of Business Administration, Kasetsart University
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Appendix B

Letter for Questionnaire Survey

Letter for Questionnaire Survey

Date…….

To whom it may concern:

My name is Ashok Kumar Mishra, full time MBA student of Kasetsart University, I am conducting a research titled as "Business start-up motivation of Indian Entrepreneurs in Bangkok, Thailand" to fulfill my MBA degree. The main purpose of my research is to find out what factors motivate Indian entrepreneurs to make decision to start a business in Bangkok, Thailand. I would be very grateful if you fill in the questionnaire in order to complete the research process.

This questionnaire is a part of the research to investigate entrepreneurs' information on potential business start-ups in Bangkok, Thailand. There will be no right or wrong for the answers as they depend on each applicant's opinion and experience. Your response will be treated confidentially and this will only be used for academic purpose.

The questionnaire is divided into two parts as follows:

Part I: General Information
Part II: Factors motivating entrepreneur's business start-up

Please answer all the questions and return it back as soon as possible, if you have any suggestion please feel free to contact me at 0824574476 or at e-mail address: ashokmishra52@gmail.com

Thank you for your participation in this questionnaire.

Sincerely yours,

Ashok Kumar Mishra
Student ID: 5515353129
Kasetsart International MBA Program (KIMBA),
Kasetsart Univeristy, Bangkok, Thailand

Appendix C

Questionnaire

Questionnaire

Title: Business Start-up Motivation of Indian Entrepreneurs in Bangkok, Thailand

This questionnaire is a part of the individual research of MBA Program at Kasetsart Univeristy, Bangkok, Thailand. The purpose of this research is to identify motivational factors on business start-ups of Indian entrepreneurs in Bangkok, Thailand. Your assistance is highly appreciated and your response will be treated confidentially. This survey will take only 15 minutes of your time.

PART I-GENERAL INFORMATION

1. Gender

Male	( )	Female	( )

2. Age

20-30 years	( )	31-40 years	( )
41-50 years	( )	More than 50 years	( )

3. Marital Status

Single	( )	Married	( )

4. Religion

Hinduism	( )	Christianity	( )	Islam	( )
Buddhism	( )	Sikh	( )	Other……	

5. Highest Education Qualification

Higher Diploma/Association ( )	Bachelor Degree ( )	Master Degree ( )
Doctoral Degree ( )	Others (Please Specify)……	

6. Father's occupation

Employee ( )	Entrepreneur ( )	Retired ( )
Other……		

7. Mother's occupation

Employee ( )	Entrepreneur ( )	House wife ( )
Other……		

8. Spouse occupation

Employee ( )	Entrepreneur ( )	House wife ( )
Other…….		

9. Previous occupation prior to self-employed in Thailand

Employee ( )	Entrepreneur ( )	Other……

10. Income from previous job (in Baht)

Less than 1,00,000 ( )	1,00,001-4,00,000 ( )	4,00,001-7,00,000 ( )
7,00,001- 10,00,000 ( )	Over 10,00,001 ( )	

11. How much would be your initial capital to start up a business in Bangkok

Up to 500,000 ( )	500,001-1,000,000 ( )	1000,001-1,500,000 ( )
Above 1,500,000		

12. Working Experience before setting up your own business in Thailand

Less than or equal to 5years ( )	6- 10 years ( )	11-15 years ( )
16-20 years ( )	More than 21 years ( )	

13. Type of Business

Food ( )	Manufacturing ( )	Groceries ( )
Services ( )	Construction ( )	Other……

14. Age of Business

Less than or equal to 1years ( )	2-3 years ( )	3-4 years ( )
4-5 years ( )	5-6 years ( )	More than 6 years ( )

15. Number of employees

Up to 10 employee ( )	11-20 employee ( )	21-30 employee ( )
31-40 employee ( )	41-50 employee ( )	Above 50 employee ( )

PART II- FACTORS MOTIVATING ENTREPRENEURS BUSINESS START-UPS

Please tick in the box respectively that best represent your answer.

I started my own business in Thailand because (of)……..

	Motivating Factors	**Strongly disagree**	**Disagree**	**Neutral**	**Agree**	**Strongly agree**
1	Need of achievement					
2	Desire to be free and Independent					
3	I can get more money than paid job					
4	I want to do something creative/innovative					
5	I am able to use my past experience					
6	I would like to take risk					
7	I want to be my own boss					
8	I want to be a Leader					
9	Having passion to be a own successful business					
10	I want to prove I can do it					
11	I want to utilize the concessions or loans from the Government , Banks etc.					
12	Stable political and social environment					

13	It is Hard to find appropriate job in Thailand					
14	I found an opportunity to serve the market					
15	I needed affluent life					
16	I wanted To create job for other					
17	I wanted to provide jobs to family members					
18	I wanted to stay closer to my family					
19	To earn enough money to support my family abroad					
20	I want to attain high social status					
21	I want do something different from others					

Thank you very much for your assistance

BIOGRAPHICAL DATA

NAME:	Mr. Ashok Kumar Mishra
DATE OF BIRTH:	June 10, 1975
PLACE OF BIRTH:	Buxar Bihar, India
GRADUATION:	Bachelor of Commerce with First Class Honours, Vinoba Bhave University since 1996