

# The Entrepreneurial Behavior of *Orang Asli* Youths in South Peninsular Malaysia

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**Abstract**— As Malaysia enters the twenty first century, interests and concerns about the subject of entrepreneurship have been highlighted among others. Entrepreneurship is seen as a solution to the ever-growing problem of unemployment and low economic standard among the *Orang Asli*. The *Orang Asli* are the indigenous minority people of Peninsular Malaysia. The name is a Malay term which transliterate as ‘original people’ or ‘first people’. It is a collective term introduced by anthropologists and administrators for the 18 sub-ethnic groups. This study investigates the entrepreneurial behavior of the *Orang Asli* youths in the southern part of Peninsular Malaysia. The entrepreneurial behavior is divided into cognitive and non-cognitive aspects. The data of this survey was collected from 203 *Orang Asli* youths from nine different sub-ethnic; *Kintak* (n=1), *Bateq* (n=18), *Orang Kuala* (n=39), *Orang Seletar* (n=8), *Jakun* (n=21), *Semelai* (n=2), *Temuan* (n=110), *Temiar* (n=1), and *Jah Hut* (n=2). The respondents make up of 3.3 percent of the *Orang Asli* youths who are living in south of Peninsular Malaysia (N=6092), from three different states Melaka (n=32), Negeri Sembilan (n=89), and Johor (n=83). The findings of this study showed that *Orang Asli* youths in the south Peninsular Malaysia possess high level of cognitive and non-cognitive entrepreneurial behavior. Despite, they should be given more information and knowledge regarding the function of entrepreneurship career.

**Keywords**—Business, Entrepreneurship, Entrepreneurial Behavior, Human Capital, , *Orang Asli* Youths.

## I. INTRODUCTION

The Economic Transformation Programme or ETP has been introduced by Malaysia Prime Minister recently as a comprehensive effort that will transform Malaysia into a high-income nation by 2020. Successful implementation of the ETP will see Malaysia’s economy undergo significant changes to resemble other developed nations.

On the other hand, emphasis on the development of human capital is the main core in achieving the National Mission. The concept of human capital refers to the right of each individual to develop their own ability or the ability in developing oneself to achieve better quality of life [1], [2].

As the structure of the economy changes, so will the profile of the business sector. Small Medium Enterprises (SMEs) will play a more significant role across the economy. For instance, in education, agriculture, and electronics and electrical, SME participation will be actively encouraged through financial support, better access to research and technologies, and improving infrastructure [3].

Entrepreneurs are very synonym to SMEs. There is tremendous interest in entrepreneurship around the world.

Many people are motivated to start new firms, but motivation alone is not enough, it must be coupled with good information, a solid business idea and effective execution to maximize chances for success [4].

It is ever mentioned in the ETP that more than 3.3 million new jobs will be created by 2020, spread across the country in urban and rural areas [3]. In other words, Malaysia will become a more urbanized country. Hence, the *Orang Asli* (aborigines in Peninsular Malaysia), who most of them live in the rural area will also be involved in the changes of new structure of Malaysian economy.

In this research, the entrepreneurial behavior of *Orang Asli* youths will be studied to identify their readiness to venture into business. Study on the entrepreneurial behavior is important in order to ensure that they have the ability and determination to become successful entrepreneurs.

## II. LITERATURE REVIEW

According to [5], [6], [7], [8], [9] entrepreneur is an individual who is responsible in arranging, managing, and willing to take risk when running a business. Entrepreneur sees everything around him as a business opportunity and grabs the existing chances, to generate and create something new.

Entrepreneurship field is important in boosting the socio economic development of a community. Apart from that, entrepreneurship can be an important element in individual development or human capital development and can help to resolve social issues [10], [11].

Government’s investment in entrepreneurship education has the potential in granting long-term result through the birth of young entrepreneurs in the country [12]. Changes occurred in the job market has caused many youths nowadays to choose different career prospects, such as to venture into the field of entrepreneurship [13]. A strong support and encouragement from various parties are greatly needed to create young entrepreneur groups [14].

Although much attention has been given to inculcate Malaysian youths to choose entrepreneurship as a career, the *Orang Asli* youths were still left behind [15], [16], [17], [18]. *Orang Asli* (aborigines) are the indigenous people of Peninsular Malaysia. *Orang Asli* have diverse cultures, traditions and ways of living, beliefs and language. Research done in 2007 by UNICEF showed dropout was rapid decreased in past 15 years, however 80 percent of *Orang Asli*

children still not completed their secondary school [19].

Entrepreneurship basic knowledge is needed by the *Orang Asli* because this knowledge can be used as guidance when entering the job market, either working with an employer or self-employed [10] Therefore, it is necessary for the *Orang Asli* youths to have the knowledge on entrepreneurship, directly or indirectly.

Based on the studies from past researches, some of the factors which cause an individual to choose entrepreneurship as a career have been recognized [13]. The main factors are encouragement from teachers, knowledge obtained which are related to entrepreneurship and entrepreneurship career guidance. However, one important aspect which will help the *Orang Asli* youths in entrepreneurial field is for them to have higher level of entrepreneurial behavior.

Entrepreneurial behavior is a type of organizational behavior [20]. Entrepreneurial behavior involves the activities of individuals who are associated with creating new organizations rather than the activities of individuals who are involved with maintaining or changing the operations of on-going established organizations [21], [22].

In the process of identifying and designing the entrepreneurial behavior's instrument, [23] has taken into account various factors and theories. Among the factors referred were theories of entrepreneurship, theories of human development and the characteristics of successful entrepreneurs. This study utilized the entrepreneurial behavior index by [24]. The entrepreneurial behavior indexes were divided into cognitive and non-cognitive dimensions.

[25] who was an expertise in educational psychology divided learning intellectual behavior into three domains or dimensions which are cognitive, affective and psychomotor. Cognitive entrepreneurial behavior is the perception on the ability of oneself in venturing into business which leads him to be an entrepreneur and this beliefs are obtained through knowledge and experience [26].

Moreover, [27] stated that cognitive entrepreneurial behavior can be referred to the knowledge possessed in the matter concerning with business management such as company registration, business plan preparation, promotion and sale, stock purchase and control, and record keeping.

Whereas, the non-cognitive entrepreneurial behavior dimensions are related to the characteristics of entrepreneurs and external factors that influence entrepreneur's career. This dimension consisted of external controlling factors, can be controlled by something factors, self-control, tolerance towards ambiguity and self evaluation [23].

Based on the literature from past researches, this study attempts to identify the level of entrepreneurial behavior of the *Orang Asli* youths. The results obtained can help the government and other stakeholder in Malaysia to plan suitable programs to improve and train the *Orang Asli* youths in venturing into entrepreneurship and at the same time expand their career choices.

### III. METHODOLOGY

This study used descriptive survey method. Data were collected through instruments developed by researchers. The original instruments were designed based on the Entrepreneurial Indexes, The Carland Entrepreneurial Index, The Entrepreneurial Orientation Inventory, Am I An Entrepreneur: Self Assessment, Entrepreneurial Quiz and General Tendency Test. Besides, feedback and views from the experts were also taken into account. This instrument is quite different from the others because it incorporates good values encouraged by all religions [24].

The level of *Orang Asli* youths' entrepreneurial behavior was measured by a 100 items instrument, using five point Likert-scale instrument, developed by the researchers, based on literature reviews and entrepreneurship model by [23], [28], [29]. The questionnaire has two major parts, namely cognitive entrepreneurial behavior and non-cognitive entrepreneurial behavior. There is also demographic part including several questions such as gender race, age, educational level, experience in conducting business, entrepreneurship as a career choice, and attendance in courses related to entrepreneurship.

The reliability of this instrument is found to have Cronbach's Alpha value of .96. The data was collected from 203 *Orang Asli* youths from nine different tribes. Their ages are between 15 to 40 from the *Orang Asli* villages located in three main states in south Peninsular Malaysia. Respondents were selected by purposive sampling technique.

### IV. RESULTS

The data for this study was collected from 203 respondents, which comprises of 106 males (52%) and 97 females (48%). Only 70 respondents or 34.5 percent of them have the experience in conducting businesses or have entrepreneurship experience. While the other 133 (65.5%) did not have any experience in business or entrepreneurship. 145 respondents (71.4%) chose entrepreneurship as their career choice whereas 58 (28.6%) did not select entrepreneurship as a career. 34 respondents have attended courses related to entrepreneurship while the other 169 have not attended such courses.

The results of this study will comprise into two elements of entrepreneurial behavior, cognitive and non cognitive.

#### A. Cognitive Entrepreneurial Behavior

In this study, the level of cognitive entrepreneurial behaviors were measured using several dimensions namely, knowledge on the function of entrepreneurship career, entrepreneur personality, starting a business, marketing, administration, financial management and entrepreneur's creative thinking skills. Interpretation of the entrepreneurial behavior level according to mean score is shown in the Table I below:

Table I interpretation of entrepreneurial behavior level

Mean score	Level of interpretation
1.00 – 2.00	Low
2.01 – 3.00	Moderately low
3.01 – 4.00	Moderately high
4.01 – 5.00	High

Table II below shows the mean and Standard Deviation (SD) scores for the element of respondents' knowledge on the function of entrepreneurship career. The average mean score is 3.97 on a five point Likert-scale instrument and the SD is .88. Based on the level of interpretation, the *Orang Asli* youths' knowledge on the function of entrepreneurship career is moderately high.

This means, the respondents were quite homogeneous in the aspect of knowing the purpose of entrepreneurship career. The highest mean score for this factor is the item of 'entrepreneur have to know how to count money' with mean score 4.31, whereby the lowest score is the item of 'entrepreneur is related to creating new products'.

Table II mean and SD scores for knowledge on the function of entrepreneurship career

Items	Mean	SD
1. Entrepreneur is related to creating new products.	3.83	.96
2. An entrepreneur determine his own future to be able to succeed	4.15	.79
3. An entrepreneur has many friends.	4.00	.85
4. An entrepreneur has to know how to use computer.	4.01	.88
5. Entrepreneurship is about giving customers what they want.	4.01	.79
6. Business involves trade between two parties.	4.04	.84
7. A businessman is an entrepreneur.	3.98	1.0
8. Entrepreneurs are richer than businessmen.	3.89	.91
9. Businessmen are profit oriented.	3.57	1.1
10. Entrepreneur have to know how to count money.	4.31	.70

Table III shows the mean and SD scores for the element of Entrepreneur Personality. The average mean score is 4.17 and the SD is .83, which shows that the respondents' entrepreneurial personality is high which could drive them to be successful entrepreneurs.

Table III mean and SD scores for entrepreneur personality

Items	Mean	SD
1. An entrepreneur should know the meaning of entrepreneurship.	4.05	.95
2. To venture into entrepreneurial field, One needs to know the task of an entrepreneur.	4.23	.80
3. Businessmen should have attractive	3.97	.91

Items	Mean	SD
appearance		
4. Businessmen are required to have skills and knowledge related to entrepreneurship.	4.19	.83
5. An entrepreneur is smart to grab the opportunities in business.	4.31	.67
6. Appearance is important in business.	4.15	.78
7. Motivation influences individual's passion to venture into the field of entrepreneurship.	4.10	.86
8. An entrepreneur has to be equipped with entrepreneurship knowledge.	4.31	.78
9. An entrepreneur utilizes all the ability in himself to achieve success.	4.25	.90

Referred to Table III, the lowest mean score is for the item 'businessmen should have attractive appearance' and items that have highest mean score are 'an entrepreneur has to be equipped with entrepreneurship knowledge' and 'an entrepreneur is smart to grab the opportunities in business'.

On the other hand, Table IV below shows the mean and SD scores for the element of starting a business. The average mean score is 4.23 and the SD is .75 which shows that the respondents highly agreed that being ready before starting a business is important. There are many things to be considered before starting a business such as preparing a good business plan, formulating the business strategies and knowing the regulations provided in the Business Act.

Above all, the item 'applying for business license is important' has the highest mean score of 4.39, and the lowest is 'tax payment is important'.

Table IV mean and SD scores for starting a business

Items	Mean	SD
1. Before starting business, one needs to write business plan.	4.26	.70
2. An entrepreneur needs to plan to avoid difficulty.	4.24	.70
3. A plan should be clear and detailed.	4.15	.83
4. Preparing a business plan is important.	4.32	.66
5. Applying for business license is important.	4.39	.69
6. It is important for an entrepreneur to know the law and regulations related to business matters.	4.34	.71
7. An entrepreneur should know how to register his business.	4.24	.76
8. An entrepreneur should obey government rules.	4.32	.76
9. Tax payment is important.	4.05	.91
10. Knowledge on tax is important.	4.15	.76
11. One needs know about the type of business ownership he/she is venturing	4.29	.73
12. Identifying customer and their behavior are important as a business strategy.	4.07	.86
13. One should be able to know well about their suppliers and competitors.	4.27	.73

Table V shows the mean and SD scores for Marketing. The lowest mean score is 4.15 and the highest is 4.29. The average mean score for this dimension is 4.21 and the SD is .75 which shows that the respondents highly agreed that an entrepreneur should have some knowledge related to marketing elements.

Table V mean and SD scores for marketing

Items	Mean	SD
1. Study on market is important to ensure products can be sold to the targeted buyers	4.15	.83
2. Advertising is important to promote products.	4.22	.76
3. The skills of producing and selling are equally important	4.15	.76
4. Planning is important in maintaining the profit and loss rate.	4.24	.70
5. Effective promotional strategy determines profit in a business.	4.29	.72

The other dimension of cognitive entrepreneurial behavior is the element of administration. Table VI shows the mean and SD scores for this element. The average mean score is 4.31 and the SD is .71 which gives the highest level of cognitive behavior. This indicates the respondents were highly agreed that knowledge in administration is important yet is a necessity to be a successful entrepreneur.

Table VI mean and SD scores for administration

Items	Mean	SD
1. Skill in running business is important.	4.34	.67
2. In running a business, one is required to have excellent communication skill.	4.36	.68
3. A successful entrepreneur must be wise in decision- making.	4.32	.78
4. Having a good bargaining skill is an advantage for achieving success.	4.34	.75
5. Buying and selling skills are important in a business.	4.27	.66
6. Managing business using information technology is important.	4.23	.77

Table VII shows the mean and SD scores for the element of Financial Management. The average mean score is 4.26 and the SD is .76 which shows that the respondents also highly agreed that in maneuvering businesses, entrepreneurs should have knowledge related financial management.

The item 'financial management is important in businesses' scored the highest mean score of 4.42, while item 'accounting is related to financial flows' gave the lowest mean score of 4.12, for this financial management element.

Table VII mean and SD scores for financial management

Items	Mean	SD
1. Accounting is related to financial flows.	4.12	.82

2. Financial management is important in businesses.	4.42	.65
3. Every financial transactions has to be recorded.	4.22	.76
4. Capital is an important element before starting business.	4.39	.74
5. Knowledge related to the flow of capital is important in managing capital.	4.19	.84
6. An entrepreneur should know from where to get loan.	4.22	.78

Last but not least, entrepreneur's creative thinking skill is the last dimension studied in the cognitive entrepreneurial behavior of the *Orang Asli* youths. Table VIII shows the mean and SD Scores for the element of Entrepreneur Creative Thinking Skill. The average mean score is 4.18 and the SD is .76 which shows that respondents also highly agreed that entrepreneurs are required to have high creative thinking skills in ensuring their businesses remain competitive and innovative.

Table VIII mean and SD scores for entrepreneur's creative thinking skill

Items	Mean	SD
1. An Entrepreneur needs to have inventing skill.	3.98	.82
2. An entrepreneur should have problem solving skills.	4.15	.77
3. An entrepreneur should have the ability to solve problem in various ways	4.24	.75
4. An entrepreneur is capable of seeing problem as an opportunity to succeed.	4.20	.71
5. Knowledge and skill of computer and information technology, as well as communication skill, are important to enable one to diversify business activities (promotion, information management, business strategy, marketing network).	4.33	.77

Based on the results in Table VIII, the item 'an entrepreneur needs to have inventing skill' scored the lowest mean of 3.98 which fall under moderately high in the level of entrepreneurial behavior.

#### B. Non-Cognitive Entrepreneurial Behavior

Besides cognitive entrepreneurial behavior elements, there are non-cognitive entrepreneurial behavior elements in this study which consisted of external controlling factors, can be controlled by something factors, self-control, tolerance towards ambiguity and self evaluation.

Table IX below shows the mean and SD scores for the first non-cognitive entrepreneurial behavior's element which is External Controlling Factors. The average mean score is 4.11 and the SD is .80 which shows that the respondents highly agreed that prudent management and control of risks could be the basis of success in businesses.

Table IX mean and SD scores for external controlling factors

Items	Mean	SD
1. Risks is the basis for a successful entrepreneurship	3.97	.94
2. A successful entrepreneur is one who manages to use rule and culture, not one who is controlled by rule and culture.	4.06	.83
3. An entrepreneur needs freedom and the capacity to get resources.	4.12	.74
4. An entrepreneur tries for something new and waits for the result.	4.23	.73
5. The possibility or difficulty (risk) encourages me to be more successful.	4.19	.77

Moreover, the item ‘can be controlled by something’ is shown in Table X indicates the average mean score is 4.20 and the SD is .77. This shows that the respondents also highly agreed that entrepreneurs have to see challenges and risks in a positive way to be more advanced in their business.

The item ‘an entrepreneur must quickly act to a problem’ showed the highest mean score of 4.35, but the lowest is the item ‘an entrepreneur needs skills to manage multi-information simultaneously’.

Table X mean and SD scores for can be controlled by something

Items	Mean	SD
1. An entrepreneur has to be willing to do things in spite of the difficulty and risks.	4.16	.84
2. An entrepreneur has to be the first in breaking fresh grounds.	4.24	.78
3. An entrepreneur cannot succeed without vision.	4.14	.80
4. An entrepreneur must fight the battle sincerely (a volunteer fighter).	4.21	.68
5. An entrepreneur needs skills to manage multi-information simultaneously.	4.12	.85
6. An entrepreneur must quickly act to a problem.	4.35	.67

Table XI mean and SD scores for self-control

Items	Mean	SD
1. Failure is not a hindrance for someone to succeed in future.	4.32	.90
2. The desire to achieve success is the key which triggers someone to be successful.	4.36	.68
3. One needs to acknowledge weaknesses and strengths in oneself to be able to succeed.	4.30	.71
4. One needs to strive hard towards success and to be able to be among the best.	4.45	.68
5. The individual can succeed despite lacking in experience, as long as there is effort.	4.31	.82

According to Table XI above, the highest mean score (4.45) is for the item ‘one needs to strive hard towards success and to

be able to be among the best’. This table shows the mean and SD scores for the element of Self-Control. The average mean score is 4.34 and the SD is .75 which shows that respondents highly agreed that failures are not a hindrance to achieve success in business and endeavor is the key to victorious.

Table XII shows the mean and SD scores for the element of Tolerance towards Ambiguity. The average mean score is 4.17 and the SD is .77 which indicates that the respondents also highly agreed that success or failure in businesses depends on oneself.

Among the items studied in this dimension, item ‘success depends on oneself’ scored the lowest mean (4.07), meanwhile the highest mean score is for the item ‘an entrepreneur always thinks in a unique or innovative way in all matters’ which scored 4.27 in the mean.

Table XII mean and SD scores for tolerance towards ambiguity

Items	Mean	SD
1. Success depends on oneself.	4.07	.86
2. Strong desire or intrinsic motivation enables someone to master the surroundings, as an effort towards entrepreneurship.	4.18	.70
3. One should know from where to get help when facing problems.	4.19	.71
4. An entrepreneur likes to be involved in difficult situations.	4.08	.86
5. An entrepreneur always thinks in a unique or innovative way in all matters	4.27	.69
6. An entrepreneur should always strive to do something new.	4.24	.83

The final dimension in non-cognitive entrepreneurial behavior is self-evaluation. Table XIII shows the mean and SD scores for this dimension. The average mean score is 4.10 and the SD is .83 which indicates that the respondents have high competency level, highly independent and competitive.

Nevertheless, the score mean for item ‘I like to invent’ and ‘I know how to merge’ were moderately high. On the other hand, the respondents highly agreed that they are confident of becoming someone successful which the mean score is 4.37.

Table XIII mean and SD scores for self-evaluation

Items	Mean	SD
1. I know how to merge (merging skill).	3.59	1.2
2. I like to invent (creative and innovative).	3.56	1.09
3. I am easy to approach.	4.13	.92
4. I strive to work hard, am persistent and determined in doing work.	4.29	.71
5. I am responsible.	4.17	.74
6. I am organized.	4.19	.79
7. I welcome any proposals, ideas and criticism.	4.20	.74
8. I like challenges as they can be a test for me	4.19	.745
9. I have a strong desire to succeed.	4.32	.76
10. I am confident of becoming someone successful	4.37	.63

Overall, from the dimension of cognitive and non-cognitive entrepreneurial behavior, the highest mean score for non-cognitive is the item 'one needs to strive hard towards success and to be able to be among the best' with 4.45 mean score and SD .68. Whereas, for the cognitive dimension, item 'financial management is important in businesses' obtained the highest mean score of 4.42 and SD .65.

## V. DISCUSSION

The findings of this study indicated that the entrepreneurial behavior among the *Orang Asli* youths is high, aligned with the data has been discussed earlier. High average scores are found in almost all elements related to cognitive and non-cognitive entrepreneurial behavior dimensions.

In discussing about the cognitive entrepreneurial behavior dimensions, this study found that all elements studied have average mean score between 4.01-5.00 which indicated that *Orang Asli* youths possess high entrepreneurial behavior. In a study on the cognitive entrepreneurial behavior of disabled people, the researchers mentioned that respondents' knowledge could be considered on their career readiness, products or services being offered, marketing, accounting and technology. This study found that in career readiness, mental preparation is ultimate rather than physical preparation. Knowledge preparation instead includes entrepreneurial skills and business management [26].

In this study, cognitive entrepreneurial behavior dimensions consist of seven elements. The first element related to the knowledge on the function of entrepreneur career showed that *Orang Asli* youths have moderately high knowledge on this. This shows that the respondents do not truly know the definition and function of an entrepreneur. This finding is in line with a study by [30] that showed 56.8 percent of indigenous people, respondents on the study conducted, has no knowledge in areas of business.

Refer to [31], [32] shows entrepreneurial is important in building the economy of a country. Basic knowledge of entrepreneurship is needed by each individual as this knowledge can be used as a guide when entering the job market, either working with an employer or being self-employed [31].

In addition, [17] has highlighted this issue and recommended that facilities and knowledge should be provided to *Orang Asli* as the guidance for them to be successful entrepreneurs.

A study by [16] pointed that there are 305 entrepreneurs among *Orang Asli* based on the JHEOA record. However, most of these *Orang Asli* who live in the rural area still applying their traditional economic system based on self-sufficiency and dependence on the forest products [16], [17].

Another item which showed high mean score is the element of 'administration' in cognitive part. The average mean score for 'administration' is 4.31 and the SD is .71. This indicated the respondents agreed that knowledge in administration is

vital and is a necessity for an entrepreneur. As an example, in running a business, one is required to have high communication skills. This statement is supported high mean scored which is 4.36 as one of the item in the administration element.

'Financial management' element also showed a high average mean score of 4.26 and the SD is .76. This showed that respondents agreed that in maneuvering business, an entrepreneur should have the knowledge related to finance. A study by [26] found essentially that all the respondents recorded their business transactions and have some basic knowledge in accounting.

Furthermore, other elements of cognitive entrepreneurial behavior and their average mean scores, respectively, as shown in: 'entrepreneurial personality' (4.17), 'starting a business' (4.23), 'marketing' (4.29) and 'entrepreneur creative thinking skills' (4.18). The average mean score for 'entrepreneur creative thinking skills' showed that the respondents were in the agreement that as an entrepreneur, one is required to have strength in creativity in ensuring a competitive and innovative business.

In the element of 'starting a business', the findings showed that item 'applying for business license is important' has the highest mean score, whereas the lowest is item 'tax payment is important'. This means, the respondents were not exposed with the taxation requirement in business.

This study also showed that the respondents strongly agreed that entrepreneurs should have some knowledge related to marketing. The highest mean score was for the item 'effective promotional strategy determines profit in a business'.

Overall, this findings showed that *Orang Asli* youths have high level of cognitive entrepreneurial behavior. This result is parallel with the finding of the same study on the adolescent students which showed high level of cognitive entrepreneurial behavior with average mean score of 4.18 and SD equal to .39 [23].

From this study, it is recommended that formal entrepreneurship education should be based on the needs of *Orang Asli* youths in order to increase the number of potential entrepreneurs among them. According to [33], [34] only them who know their strengths and weaknesses that they analyzed before their involvement in business.

Entrepreneurial behavior could also be studied in the dimension of non-cognitive. Non-cognitive behavior is defined as the special characteristics of entrepreneurship which could not be taught by others [23]. Besides that, the culture and environment are also factors that contribute to the non-cognitive entrepreneurial behavior. According to [35], both family factors and personal factors are important in developing *Orang Asli* because the effort from government on their education or facilities improvement, should have their support and interest whether from themselves or their families in order to make it successful.

In this study, the dimensions of non-cognitive entrepreneurial behavior also showed a high level of non-

cognitive behavior. Elements included in this dimension were 'External Controlling Factors', 'Can Be Controlled By Something', 'Self-Control', 'Tolerance towards Ambiguity' and 'Self-evaluation'. These elements of non-cognitive entrepreneurial behavior also indicated high mean score between 4.01 to 5.00.

This result showed that *Orang Asli* youths highly agreed that failure is not a hindrance to be successful in business. The respondents also strongly agree that to succeed, one has to struggle to be able to be among the best.

The element of 'self-evaluation' has average mean score of 4.10, which showed that the respondents should have fairly high competency and are able to be independent and competitive. The average mean score for 'external controlling factor' is 4.20 and the SD is .77, which indicated that the respondents agreed that entrepreneur have to face challenges and take risks in positive ways to be able to advance in business. The element of 'can be controlled by something' and 'entrepreneur personality' share the same average mean score which is at 4.17.

Finally, to become a successful entrepreneur is not easy yet possible to achieve. They need to be prepared with basic knowledge in business and they also must have technical expertise in those fields to meet all the challenges and problems as entrepreneurs [36], [37]. Government's investment in entrepreneurship education can be seen as an action which will provide long-term profits through the birth of many more young entrepreneurs in this country later on [38], [39].

## VI. CONCLUSION

Increasing the capacity among the *Orang Asli* (Malaysian aborigines) youths is necessary to enable them to develop in entrepreneurial, as one of the ways they can increase their socio-economy. This study has found that there is a strong readiness among the *Orang Asli* youths in the three states in venturing into entrepreneurship. The results of this study can be referred to by certain parties when regulating or planning strategies to increase *Orang Asli*'s youths potential in entrepreneurship field to a higher level.

Efforts in building and instilling entrepreneurship knowledge among *Orang Asli* youths can be a continuous effort to produce quality human capital and to contribute in the economic development for the country. Therefore, for an *Orang Asli* youth to become a successful entrepreneur, he or she needs to be bolder, highly motivated, creative, have deep interest in the area of business, have the knowledge, and is constantly ready to face the challenges of business environment which are extremely competitive.

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