

Assessing the Roles of Entrepreneur's Psychology and Competencies: The Critical Analysis Factors of Emergence E-Commerce New Ventures in Malaysia

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Abstract

The leading agent of entrepreneurship is an entrepreneur who is accountable for the creation of a new venture. A plethora of research is conducted on entrepreneurial cognitive, personality traits, and motivation that creates new ventures creation, but the previous researcher ignores e-commerce. The previous researchers paid the least concern for entrepreneurial skills that contribute to new venture developments in e-commerce. The purpose of this study is to see the role of entrepreneurs' psychology and competencies towards the emergence of e-commerce ventures in Malaysia. Twelve entrepreneurs were interviewed by using the case study method from May 2013 to December 2014. The study resulted that personal background, work, and business skills are essential in establishing new e-commerce ventures in Malaysia. Seven factors of personalities such as creativity, risk-taking, inspiration, need for autonomy and freedom, tolerance of ambiguity, hardworking and persistence, and optimism are vital aspects of developing an e-commerce new venture in Malaysia. The motivation of the study has two types of internal and external motivation. Internal motivation includes (a) the need for achievement, (b) interest. In contrast, external motivation resulting from interactions with conducive environments such as consumers, members of the family, and industries increased the entrepreneurs' motivation impacting business success.

Key-words: New Venture Creation, Entrepreneur Psychology, E-commerce.

1. Literature Review

In the area of entrepreneurship studies, several topics have recently been discussed. Within the perspective of entrepreneurship, this still respects other viewpoints. As a new entry (Lumpkin & Dress, 1996), new enterprise development (Low & MacMillan, 1988), organization formation (Gartner, 1988), a very different creation process with significance (Hisrich & Peters, 1989), Davidsson (2005) defined numerous meanings of entrepreneurship by several scholars. These concepts illustrate the development of new ventures based on the answer to Gartner (1988) question, which is "How does an organization come into existence." This involves a complicated mechanism by the interaction of multiple materials."

Nevertheless, some of the previous entrepreneurship studies have concentrated on entrepreneurs' psychology, which is also a significant factor in developing new organizations. Shane (2003) investigated how individual differences can affect decision-making by the entrepreneur. She also added that individual attributes could influence entrepreneurs in making decisions to discover and exploit business opportunities.

Cognition, personality characteristics, and motivation are three core psychological components in entrepreneurship studies and integrate current economic and sociological insights into theory. Human cognition varies from individual to individual because of their knowledge from past experiences and history, which significantly influences their decision to launch a new business and their opinion. Initially, the cognition of entrepreneurs is claimed by many known scholars, such as Baron (1998). He claimed that entrepreneurship's cognitive and thinking mechanism addresses questions in several ways about why and why entrepreneurs think differently from others. Baron (2004), primarily two entrepreneurship issues, were mainly posed. Some wish to become entrepreneurs, and why, when others can not, others can see ways to create new enterprises. A similar study by Ahmad Firdause Md Fadzil, Mohd Rafi Yaacob, & Mohd Nazri Muhayiddin (2017) and Ahmad Firdause Md Fadzil, F. S., Mohd Rafi Yaacob, Ahmad Shukri Yazid, Hasimi The cognitive elements were extracted from two related factors identified by Sallehudin (2020); a) personal context and b) experience. Recent trends by Ahmad Firdause Md Fadzil (2018), Amber Waqar (2020), and Mahwish Jamil (2020) showed characteristics of an entrepreneur, i.e., imagination, risk-taking, motivation, need for autonomy and freedom, appreciation of the uncertainty, a hard-working and persistent mindset, and optimism. These characteristics contributed vigorously to new projects, new social ventures, and the entrepreneurial family's survival.

Entrepreneurship study is required entrepreneurial motivation. Previous studies have shown that motivation is a vital element that leads entrepreneurs to exploit much business (Shane, Locke, & Christopher, 2003). Segal, Borgia, and Schoenfeld (2005) have also supported this. They find that one explanation for being an entrepreneur is one's profound urge to launch a new company (to raise additional income). In reality, one's personality is also vital to run a profitable business. According to Cromie (2000), focused on the need for success, individuality, risk-taking, locus of influence, creativity, and tolerance for uncertainty, it is the 'psychological theory' that pushes a person to build their own company.

Some scholars claimed that only psychological factors are insufficient for creating a new business. For a good businessman, an entrepreneur must also be trained with communication and computer skills. . This study has found that entrepreneurs' communication and computer skills play an essential role in developing new ventures among Malaysian e-commerce entrepreneurs. Therefore, the current research attempts to determine the roles of psychology and competencies in Malaysia towards the emergence of a new e-commerce venture. Dheeriya (2009) showed that e-commerce is defined as an activity carried out exclusively on the Internet. Compared to the brick-and-mortar industry, e-commerce business primarily uses computer systems focused on the internet and technology. Dheeriya (2009) argued that several previous researchers also address the conceptual framework for online entrepreneurship to date compared to standard entrepreneurship. Gartner (1985) clearly stated that the creation of new businesses would differ depending on the type of company that influences new businesses' development, whether industry or individual entrepreneurs. Therefore, it is vital to investigate how entrepreneurial skills have affected a new venture in commerce.

Based on previous studies, entrepreneurship can be defined as a factor in economic growth (Carree & Thurik, 2005; Wennekers & Thurik, 1999). Business behavior and the economic environment were affected by the entrepreneurship trend (Davidsson, 2008) due to wealth creation (Drucker, 1985; Morris, 1998) entrepreneurial practice in the field of products and services has been encouraged (Shane, 2003). While entrepreneurship is not termed a country's resource, several scholars believe that entrepreneurship is the economic growth engine.

In this digital age, e-commerce and other related companies are thriving as ICT and telecommunications advance further. As it offers many advantages, e-commerce has gained more popularity. This has now become an essential component of global marketing companies. (Dheeriya, 2009). Besides, an interview with Mr. Azizan Mohd Findi, General Secretariat of the Planning and Coordination Board, published in the Sinar Harian newspaper on 30 July 2013, explained that from 2010 to 2011, e-commerce trade in Malaysia was close to \$2 billion and increased to \$3 billion in

2012. (Mohd Firdaus Hashim, 2013). It has now become an integral part of the global sales industry (Dheeriya, 2009). Moreover, an interview with the General Secretariat of the Planning and Coordination Council, Mr. Azizan Mohd Findi, published in the Sinar Harian newspaper on 30 July 2013, clarified that from 2010 to 2011, e-commerce trade in Malaysia was close to \$2 billion and rose to \$3 billion in 2012. (Mohd Firdaus Hashim, 2013).

Enterprise is a component of a country's economic development engine (Baron & Shane, 2008; Gartner & Bellamy, 2009); by creating new ventures, jobs, and innovation, many researchers have explored why an entrepreneur has targetted to starting a new venture (Townsend, 2010). Many researchers also are studying the role of psychology and skills that motivate new business growth in entrepreneurship.

2. Methodology

For the present study, the 2012 Malaysian Communications and Multimedia Commission (MCMC) taken twelve influential entrepreneurs as a participant. Informant demographic information, as shown in Figure 1 below. Depending on the company, gender, location, and history of the e-commerce business, the answer was different. Nevertheless, These informants share some common ground. They are classified as micro and small businesses with several employees not exceeding RM30 million or total sales per year. Both are also active in the e-commerce sector, where both run a full-time company and work for one to six years (start-up period). We conducted semi-structured interviews for this study. The interviews that were reported were transcribed in literal form, and the interpretation of the interviews attempted to respond to the report's intent (Merriam, 2009).

The preliminary themes were inductively discovered in the data study's early stages. When the topics were developed, a comparative category-based data analysis has performed some measures to evaluate the data inductively (category structure) start with open codes in the interview transcripts to answer research questions (Merriam, 2009). Corbin and Strauss (2008) added the coding to one division, formally known as axial coding. The development of themes involves three stages; open coding, axial coding, and selective coding. This correlates to what Corbin and Strauss (2008) proposed in the Basic Theory. Therefore the researcher continues to examine data using open code, identifying the subjects with a continuous line-by-line analysis of the interview transcripts. In answering the study's research questions, the constructed themes are central. "After the interview, transcripts are carefully checked, and open coding is then placed under axial coding," coding derived from analysis and reflection of sense. In other words, axial coding is derived from several open codes

that share common significances that establish a basic theme. Selective coding is the ultimate step in this data processing. The scientist carefully codes the major axial coding types, which helped develop the main categories.

Table 1 - Entrepreneurs' Demographics

Entrepreneurs	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12
Gender	M	M	F	F	M	F	M	M	F	M	F	M
Age	36	44	34	50	27	36	28	28	34	34	27	28
Education	SPM	C	DEG	SPM	DEG	DIP	DEG	DEG	DEG	SPM	DEG	MAS
Race	M	M	M	M	M	M	M	M	M	M	M	M
States	KDH	N9	KL	PRK	KDH	SRK	SEL	SEL	SEL	SEL	SEL	SEL
Established	2011	2009	2007	2011	2011	2009	2010	2012	2008	2013	2009	2012
Monthly Income (RM)	80,000	30,000	40,000	30,000	30,000 - 40,000	5,000	125,000	200,000	200,000	30,000 - 50,000	-	200,000
Worker	4-5	6	2(3-4)	3(12)	6	1(3)	13	4(1)	15	2	25	25
Definition: P: Informer; M: Male, F: Female ; SPM: Sijil Pelajaran Malaysia, C: Certificate from Institut Kemahiran Belia Malaysia, DIP: Diploma, DEG: Degree, MAS: Master; M: Melay; KDH: Kedah, N9: Negeri Sembilan, KL: Kuala Lumpur, PRK: Perak, SRK: Sarawak, SEL: Selangor, -: No information; (-): Part-time; ()												

3. Findings

The research showed that four of the twelve entrepreneurs linked their previous training to establishing a new e-commerce enterprise. Before deciding to start a new company, an entrepreneur's education plays essential roles as the primary guidelines previous experience provided them with basic concepts for creating innovative companies and effective business plans. Earlier research into P9 at MMU provided a unique platform for developing interactive graphics and digital media competencies, which are essential to launching the new e-commerce company.

"My previous study at Malaysia Multimedia University (MMU) helped me a lot in this business. I am like a computer. It highly impacts because, during my studies, I was taught about graphics, multimedia, and digital media. So I can create graphics, take pictures, edit the pictures. I can do it. So during the early stages of startup my business, that knowledge helps me. All about graphic skills. This is an online business." (P9)

"My previous study can be used to create my business now. So I know a little bit about marketing and branding. When I want to start up my business, I can recall back the things I learned before. Oo, I learned about this before. I learned about target marketing, market reach. I learned about branding, word of mouth. Like that. So I can use back for my business" (P11)

UiTM's Degree in Tourism offers it the ability to start up a new company because it knows marketing campaign knowledge;

"Yes. That is influence is (previous education). It may be an advantage to me. Maybe not all people learned about branding, right? So, it is an advantage. How I am going to make the customer remember and know about our business" (P11)

According to P3, the trend has been observed; she also holds academic qualification in digital computer art from the Malaysia Multimedia University (MMU) (same college with P9). At the university, she revealed e-commerce as a mandatory subject. After graduating, she also reported that nearly all MMU students in the e-commerce industry already had the necessary e-commerce skills.

"I am exposed since studying at Malaysia Multimedia University. So if you know, many Malaysia Multimedia University (MMU) students start an online business. We are already exposed to doing business online since at university. That is a good advantage we are studied MMU" (P3)

There was a different situation with P2. At the Kemahiran Belia Malaysia Institute (IKBM), a training institution, he did not get a degree but had a high-level technical designer certificate. During the institution's training phase, P2 learned many things about building the product based on steel. The necessary skills can be applied to what he uses in the current business for the wood-based product. Since 2009 he has been selling the product through e-commerce with his expertise in parang (Machete). He had no experience doing parang when he first started the business based on the wood-based product, recalling the memories because he had no access to the process. He tried to make parang after learning from the expert with baseline skills as a steel-based artist. Then, along with his event, he made a good quality parang that surpassed customers' standards. P2 got the confidence to penetrate the potential market through e-commerce after five years in its activity after realizing the opportunities via e-commerce business in 2009. P2 was a former student at Seremban Islamic religious school, Negeri Sembilan. During schooling, P2 learned about the value of Muslims doing business to better their lives. Hence, he decided in the future to be a successful capitalist. In order to satisfy his views and take opportunities, the technological developments, particularly online, spurred him to create a new e-commerce enterprise that reaches a potential market due to its rising industry.

Due to the family life history involved in the business, the second cognitive factor was linked to the personal background. Tacit awareness that they acquired and built deeply embedded inside their mindset due to success in entrepreneurship. Conscious and subconscious minds regarding early consumer exposure sparked during the company's initial production can be seen as their advantages that others would not achieve quickly. Seven out of the 12 interviewees decided on their entrepreneurial engagement as an essential element in the company directly connected to family

history. He has a brother and sister who links with the business as far as P1 is concerned. More than 20 years ago, his mother invented the kapok pillow in his hometown. He took over the business until the year 2011, after his mother retired in 2006. Then, in 2011 he started his business through e-commerce. His late grandfather also had a place, and he had a great mother as the founder in the village of the firm kapok pillow maker. When he was the pioneering business that began at the rice processing plant in Alor Star, Kedah, his home town's Internet connectivity factor has made him realize the e-commerce business's promise. He was interested in finding out more about how market share can be improved.

"... When we have a product to sell, the primary concern is how are we going to market the product? That affects my decision to do online business" (P1)

As the mother of P12 was from a family business background. That encouraged him to join the company with them. The father of P10 was a small businessman who sold classic cakes. The circumstance does not deter him from becoming an entrepreneur. He is still inspired to be a successful businessman. Family history plays a significant role in becoming an entrepreneur. In other terms, like a candle flame burning inside, only waiting to explode, sooner or later, to become entrepreneurs.

According to P5, because almost all his family was related to a family business. P5 was possibly born to be a businessman.

"What I said earlier I was born to be a businessman ... my blood flow ... is an entrepreneur, because most of my family is a businessman" (P5)

He said that he still helped his mother's company during school break when he was a child. Later, his experience gave him greater confidence and the courage to work on his own business.

"It teaches me... brave, more confident with yourself" (P5)

P11 stated that she used to help her mother sell the traditional biscuits, particularly during the celebration of Hari Raya. The situation has given her experience since she was a child and developed an interest in pursuing entrepreneurship. She polished her entrepreneurship skills during the study at UITM campuses ;

"...It was the (family background) influence. Yeah. Yeah. My mother is very involved in making biscuits, particularly during the celebration of 'hari raya. In the custom of my village, she makes biscuits. My mother also had a big demand for a thousand things sold for gifts from gates, not only at Hari Raya Festival but also...." (P11)

Three entrepreneurs out of twelve mentioned that they were forced into entrepreneurship activities by failing to get a job where they applied. According to P12, because of limited work prospects based on Malaysia's qualification, he began his new business.

"One reason I started this business because of employment opportunities in Malaysia is limited. I looked at the limited job because of what? When I'm done my master tried to find work, challenging..." (P12)

Likewise, for a few years, P10 had been unemployed and launched a new endeavor.

"So when I finish my study, I was unemployed. I tried all kinds of jobs. I am worked as a canteens school assistant and helped my father at market night. I also work as salesman walk home by home sell to the product..." (P10)

P2's previous work experience contributed very significantly to the development of the new e-commerce company. He works in the warehouse as a designer and an executive. He was exposed to monochrome era computer skills to do repeated jobs as a professional assistant during his last employment. The core tech expertise helped him to start a new company, particularly in e-commerce with the computer.

"I realize my previous work is the greatest experience to start a new business in e-commerce. I already know a computer since my office used the computer as black and white (monochrome)" (P2)

One of the main elements in creating a new business through e-commerce in Malaysia is the entrepreneurs' experience in past businesses. Any of the e-commerce firms began with other companies before launching a new e-commerce firm. In this instance, P1 has had experience in brick and mortar business since 2006. E-commerce is a viable distribution tool for selling the commodity.;

"Based on my experience, what I had said, e-commerce enables us to market the product outside. So through the internet, we can expand the market to the outside. So, if before we are only at the local market like in Pahang, Perak. But by doing business online, we just only ship the product to the customer via post nationwide. Thus it greatly simplifies" (P1)

Until starting up a new e-commerce business in 2012, P12 has invested in other companies. He started the business at KL;

"Before starting my online business, I am always a joint business in bazaar. I was going everywhere. But before the bazaar start, I will use the online platform to inform the customer that I will open a small shop in the bazaar at everywhere in Kuala Lumpur..." (P12)

The same was true of P10, who had much expertise with other businesses before founding a new company based on cosmetics. He has operated for seven years in consultancy and commerce, starting in 2006 and ends in 2013, and founded a new enterprise in 2014.

"Before this, I was in trading (business). I am also a consultant business consultant. I was a trainer in IPTA (public university) and IPTS (a private university). Many universities call me for talk sharing in an entrepreneurship issue. I started to sell other people's products before creating my product..." (P10)

E-commerce is also discussed as he successfully sold his products online to the external market through ebay.com in the lead-up to develop a new beauty product business in 2014. He learned how to sell his brand online already;

"A lot of kind of business I had tried. I had sold all kinds of things involved in consumer products, households, and accessories. I start my first product by selling to the overseas market. I sold in e-bay..." (P10)

The P5, after studying at a nearby university, had started a business and had found ways to solve its problems. He realized that the student's printing t-shirt, stock ready to be produced from outsourced suppliers, could be marketed. After that, before starting up an e-commerce printing company in 2011/2012, he also tried to participate in other businesses such as contractors and training. In the same case as P5, after resigning from employment in 1998, P2 worked in all businesses. He worked in many firms, including restoring machines, plumbing, and welding workshops, but they were unsuccessful. According to him, business experience, particularly how to manage and treat clients properly, has been helpful. His knowledge of e-commerce can also be applied in the past.

"But the experience in terms of business principles. That meaning it more contributed to the business principles, we can also apply it to online business. Business online is easier because we do not deal with customers directly..." (P2)

After getting orders for the customers in your village to sew traditional clothing, P4 began to work. Her interest in starting up a company then started as she was thinking about the future. And in the year 2005, she began the business in a traditional bakery. By selling traditional biscuits through the online market, she realized the potential opportunity and decided to create an e-commerce venture in 2011.

As for P11 and P8, after their university studied a few years ago, they have had business experience. P8 started the company online during the last semester of Universiti Teknologi MARA (UiTM) and realized online business possibilities.

"From the start of business (business history)? Okay, I started studying for a degree in tourism at UITM Shah Alam last semester. I see at the time, and business online is still not established. So I tried to start, at that time people did not know about online business..." (P8)

The findings show that as a theoretical phase of entrepreneurship, there are seven themes under personality traits. Here are specifics on the emergence of themes promoting the identity of entrepreneurs;

a. Creativity

Creativity is the first theme of entrepreneurs developing ideas for business goals and incorporating those ideas into business. The entrepreneurs' interpretation of creativity in e-commerce presents two main concepts. P1 usually gives an innovative sense to a philosophy that takes precedence over other people. Entrepreneurs ought to be imaginative in thinking and behaving ahead of others. In industry, entrepreneurs need to be innovative in thinking about new ideas, without others needing to pursue the same strategies. Therefore they need to think of a market plan with some variations relative to other entrepreneurs to have competition. The differences meant by P1 are the selling of the product in e-commerce, which other entrepreneurs in the industry have not explored. Although P5's meaning refers to creativity, entrepreneurs can turn existing ideas into something better. It relates to advertisement creativity by positioning attractive product photos to encourage consumers to purchase across used business platforms. Here's an excerpt from P1 and P5;

"The creativity is the idea that no one has created" (P1)

"That's creative, and we changed something in other business concepts..." (P5)

The first creativity is the selling of goods through specific e-commerce platforms. By focusing on marketing strategies to bring goods to consumers, some entrepreneurs have developed their ideas. The entrepreneurs' creativity in e-commerce business is demonstrated by putting photos, using digital symbols, using phrases, and providing attractive price packages through used online advertisement platforms. Successful promotion with the right advertising techniques will help businesspeople gain customer attention and produce high sales amounts to the business channel. Here's an excerpt from P1 and P5;

"The first creative, the way marketing is. The way how to market the goods to customers; how to do, why we have to do it, and for whom we do..." (P1)

Creativity to create a word, creativity to write sentences, design creativity to be advertised. If the picture is too blur, that is not interesting. Our creativity to create an engaging sentence that people want to read and play with Facebook icons and so on with creativity ..." (P5)

The second creativity is seen as innovative in producing goods that have a highly competitive market place. The process of product design involves entrepreneurs having ingenuity in their ideas to

deliver products appropriate to clients. The product design process requires business owners to think about solutions according to specific customer needs from different information sources. Entrepreneurs need to plan for modern design to meet the demands of today's consumers. The inability of entrepreneurs to manufacture the product to meet their customers' needs will face the challenges of meeting customer demand, continuously changing according to current fashion or design. Here's a quote by P9 and P2;

"It means we need to lead, to create the right product compare to others. We show when others are don't think to come with something new. In fashion, it's very fast-changing. Then easily to be imitated. So, I have to think a step forward before someone else starts doing something. So I need always one step ahead "(P9)

"Yeah ... actually, as an entrepreneur, we are like a designer. We have to be creative. Creative is what it means; we are trying to produce a variety of product designs. Although it seems simple, we need to generate the idea and sometimes do to make it different. So creative entrepreneurs will lead the business to fulfill customer needs. They're always do something to make it change from others. It's a creative person "(P2)

b. Risk-taking

The desire of entrepreneurs to explore business opportunities is taking risks. E-commerce companies are also subjected to possible uncertainties that warrant a high incidence of risk. The capacity for e-commerce entrepreneurs to bear the burden has also demonstrated their willingness to embrace the effects of uncertainty.

The first risk that often exists in e-commerce because cyber-fraud attempts to take advantage of the sellers' and buyers' vulnerabilities. The effect of cybercrime through trading transactions has affected e-commerce entrepreneurs. Buyers are losing their confidence with enhancements in cyber-scaling, which affect the e-commerce industry profile. P1 acknowledges this fact said P10 said:

"Online business must have the risk ...Goods received by customer by money did not receive in the transaction ... unlucky if our money lost in the account too" (P1)

"That's right ... business online has its own risk. When we deliver the goods to the customer, they are cheating us. Claim the goods received broken. So they want the money back. If there is no proof, that is the risk for us. Sometimes, products are delivered, but our customers are unsatisfied. So they return. It is our costs... "(P10)

The second risk requiring entrepreneurs' ability to take risks concerns the supply of products to customers. E-commerce businesses need to be assessed by mail order as a means of consumer delivery, which exposes them to risks beyond the entrepreneur's reach. The risk obligation often faced is the loss, disruption, and delay of the products to customers with a financial or non-financial effect on the company during the distribution process. P6 said:

"Ok, sometimes may happen in terms of delivery, the delivery of goods to customers. Sometimes we have good packing; then, maybe the box is broken when it comes to customers. If it happens, we need to deal with the customer on how to create a win-win situation. The point is when something happens, please do not blame 100% of customers. We try to negotiate with customers how to solve a problem (replace the item), and each party gets the benefits "(P6)

Other related risks faced by firms are complexity in manufacturing product designs capable of attracting needs from consumers. Failure to deliver a product that satisfies customer requirements will risk losing unsold products on the market. Risk also arises if the service provider removes the e-commerce business platform without warning because of policy infringement. E-commerce entrepreneurs must, therefore, accept that the entire business faces the risk of loss. E-commerce entrepreneurs must also promote products without expecting an intense miracle to happen. Promotion activities will involve higher costs, which will burden entrepreneurs with sales generation. If the promotional expenditure does not substantially affect sales volumes, then the possibility of losing the market will arise. Only high-risk entrepreneurs can handle what's going on and ensure market survival. The quotes from P12, P8, and P5 are below to explain the above situation;

"Customers, it hard to get our customer satisfaction. So, we know in which our customers are interested. That's hard! Until now, I still fail to understand what customer needs is. Our product sometimes fails; sometimes, it is excellent. To find our customer's needs is challenging. So, we need to learn a little bit about customers' needs. Which one they like and not... "(P12)

"First, Facebook is still not stable. So, we don't need to only depend on Facebook because anytime, Facebook will shut down. It was the most significant risk for online entrepreneurs who solely relied on online. If they are relying on Facebook or others, social media are popularity dropped sharply ... "(P8)

"Ok, we need to dare to take the risk in business, especially in online marketing. Online, we can't wait for our buyers to purchase. The roles of marketing are crucial. But we need to spend a lot on marketing, especially on social media. I paid Facebook close to a thousand dollars. We are not sure whether customers are interested in buying or not. But I am brave ... "(P5)

c. Inspiration

The next theme under personality concerns the motivation of entrepreneurs' desires to exploit the potential of e-commerce. This study found that most of the entrepreneurs interviewed have a high degree of motivation to achieve Malaysia's business development goals. P1, which is very interested in exploring e-commerce potential in Malaysia, acknowledges this fact;

"This is a new thing; broadband ... the internet is all those things... I am so curious about something new... I want to explore all these things" (P1)

Inspired entrepreneurs are individuals who always look forward to creating a profitable business. Several entrepreneurs' motivation is highlighted by several potential targets, such as foreign market penetration, brand development, expansion of operations, and market leadership. The inspiration allowed them to move forward and attain business success. An entrepreneurial company can't succeed without a vital mission and vision without the drive to achieve a goal. The quotes from P2, P10, and P8 are below to explain the above situation;

"I want to see my brand is active with other popular brands in the world...To be a big name. The main goal is to make sure my beauty product hits the target. I want to sell the product runs 1 million in sales soon. That's my plan ... "(P10)

"In terms of competition... There are so many competitors outside. But we want to win the competition. We want to be first. This means we want to be the market leader in the industry, especially in online business. So, does it ..." (P2)

"... My goal is to bring our branding to the international stage. It means we don't want only to sell on Facebook but in the megamall boutique. We want to open a boutique in New York and Dubai. So, I have a vision, a goal. So when we have a clear goal, we will not easily give up..." (P8)

c. Need for Autonomy and Freedom

The following personality theme is the need for autonomy and independence, which refers to one's desire to achieve independence, particularly concerning career choice aspects. Entrepreneurs' personalities are notable as they decide to start new projects to pursue an opportunity impossible in other fields. Entrepreneurs are those who enjoy personal freedom without having to share income generation with others. Several interviewees have revealed this reality that they are not interested in working with others because they do not want to obey specific orders that may restrict innovation,

independence, and individual acts while using. The quotes from P12 and P7 are below to explain the above situation;

"I had experienced work with others...I worked under someone for six months. From there, I learned how hard to work with someone. I realize I couldn't work under someone else. Whatever the boss says, I need to follow his instruction without my consent. It hard to accept all of it. I cannot work under anyone, and I will try to do my business without always depending on someone else" (P12)

"...I am from an accountant background. I just realized that I'm not interested in working with someone. I don't like to follow people's time. I always prefer someone to follow my time. That's my attitude. So I think that it is not suitable for me to find a job with others. So, starting a business is a good deal. In the beginning, I don't know what types of business to start, but when I realized the potential of e-commerce, I learned more. We read a lot. We learned from experiences peoples. I met them..." (P7)

E-commerce has become an excellent forum for entrepreneurs. Due to their flexibility, they are valued for their job's freedom to coordinate their jobs without others' pressure or instructions. All the job done in the company is to assess the progress that will be achieved soon by its preparation. P2 has accepted the fact;

"The freedom in the online business is much broader than in the regular business. It means that we are more flexible in terms of the time we have to work. In terms of business online, we are trading is more freedom. Meaning our store is open 24 hours. We want to update our blog anytime, anywhere, out of place, out of date. Which means we don't have to wait for someone else. So it's free. We can do it at night, out of office hours. We can connect with customers every day. They can leave messages, so on. So it's exciting. Something that means we can handle it well. So it does give you more autonomy than a regular business" (P2)

d. Tolerance for Ambiguity

The fifth personality theme is tolerance for uncertainty, about entrepreneurs' ability to cope with uncertainties after choosing a business path. Some entrepreneurs are interviewed with a high degree of uncertainty tolerance as they can take on business difficulties. Often exposed to possibilities that require entrepreneurs to have a high degree of tolerance for uncertainty relative to other professions, e-commerce industries face the risk. The P12 and P6, who began in e-commerce projects without a solid knowledge base and history to face the possibility, evidenced these. But after

engaging in the e-commerce venture, trust and courage have started to grow, while customer reviews are still a good thing;

"I didn't expect that Cala Qisya could grow up like this. It was not sure what to do at the beginning of my business. Because I don't have a background in business, But when I do, I enjoy it. People are coming in for a positive response. From there, I feel a little brave. So this is my kind of stuff I don't like to say. It's hard for me to work under anyone. So I think this is a good career for me. I try to fulfill the customer's expectations and the challenges; it never stops coming" (P12)

"I start into this business without ... with basic information. It tried as I could. If we don't try, we don't know what happens. In the beginning, I don't expect something, but once I realize customer feedback is positive. So this thing makes me happy, and then to be main income" (P6)

Instead of those who want a safe way of working with others, entrepreneurs are expected to be more willing to face any possible sector situation. A career as an entrepreneur allows them to satisfy all the expectations regarding profits, potential employment, and no disadvantages. Previous experience from the factory's P2 job has been encouraging with a decent wage and promotion. Still, they have decided to take on a challenge to participate in a sector that does not guarantee a decent future income. In the beginning, P2 had experienced repeated incidents of company failure. But he's continuing to pursue success for another business;

"Well ... we have to try different fields of business ... I don't want to say my first business was going to be successful...Not always, we succeed ... In business, sometimes we tried 2-3 times to succeed. There is no success without failure. So don't afraid to fail in business ..." (P2)

A similar problem with P3, a local university graduate, has decided to start his own business, despite earning a good income through private-sector jobs. When income earned is unknown, the entrepreneurs should recognize that, which required her to face every possibility. Here is a quote from P3, which says;

"When we are involved in the business, we need to be patient. Because I know when I start a business, I know my income is not very much. Second, everyone says I dare to take action. With my degree certificate, I can earn more than RM2000 at that time ... But I decided to do this (business). which is no expectation to received high income ..." (P3)

Business insecurity is not a deterrent for entrepreneurs to invest in their own business, hazardous situations. This point is evident from interviews with some entrepreneurs who face different challenges while having safer choices. They chose to disregard all possible conditions to fulfill goals, ambitions, and accomplishments. Without a high degree of tolerance for the uncertainty

of acknowledging uncertainties, it would be hard for them to become successful entrepreneurs who would face potential difficulties.

e. Optimistic

The sixth personality theme is optimism, which is the faith of the entrepreneur in the expected result. Entrepreneurs are assured about the possibility of a potential outcome despite having to deal with uncertainty in business. High trust is born from constructive thinking to achieve a goal despite industry challenges. Positive thinking has given due to strong optimism by dismissing all the negative possibilities for entrepreneurs to succeed in the future.

Some of the entrepreneurs interviewed were defined as having a positive outlook when met with challenges to succeed in business. Compared to others, keeping optimistic thoughts gives them the courage to grow. Belief in yourself is the secret to the success of P1, in continuing to succeed in the market of today;

" We need positive thoughts, nothing impossible to do it... We can do it!" (P1)

Entrepreneurs with a great mindset are more confident about pursuing something without considering achieving a particular sector target. Entrepreneurs with a positive attitude, though the drawbacks are, would be more determined. This reality is acknowledged by the P6, who, considering their insecurity regarding their potential success, dared to start the venture into e-commerce;

"I want to say that if we want to do something, don't overthink about it. Just do it. Start from beginning what have..." (P6)

Therefore, the ambitious entrepreneur has a positive attitude and is courageous in making decisions regardless of the possibility of anticipated profitability. P9 demonstrated that he is so confident about running a company based on the anticipated return on profitability, rather than merely looking at any possibilities.

"I am determining a person. I do when I decide something, and I do whatever is risky or not. Suppose I decide to make something, no compromise what matters. I will do it right away till success. Just like that" (P9)

Optimistic entrepreneurs have described themselves as having high stubbornness levels that affect their decision-making to achieve the goals while facing different obstacles. Having a high degree of commitment led P12 to set up its own company and face all possibilities;

"I'm kind of stubborn. When we are stubborn, we don't care about obstacles. We will try to overcome those obstacles too" (P12)

Possessing the same mindset as P12, making P11 ready to run its own business while being obstructed at the start of a company by family members. The obstinacy has made P11 more optimistic about its possible right decisions;

"As I said before, the one I am stubborn. I didn't hear anyone say anything. I mean, my dad's mom. When I first started the business, everyone disagreed with me to take it seriously. My parent disagrees with my decision..." (P11)

f. Hard Working and Persistence

The last theme of entrepreneurs' personalities is hard work and persistence in overcoming uncertainties. Hard work and dedication are the main attributes that drive entrepreneurs' commitment during the start-up period to achieve their goals. Without the elements of hard work and persistence, entrepreneurs cannot deal with the uncertainties. The subsequent delay requires the entrepreneur's willingness to face all challenges, particularly those concerning marketing aspects. Marketing requires a great deal of work to ensure goods are distributed in the marketplace. This point is acknowledged by P9 who, despite having difficulties, especially in marketing efforts, are hard at doing something;

"I was the kind of hard-working person. I am stubborn to take the risk in business. I will face all challenges especially in marketing" (P9)

P2 has different situations, the hard work needed in early business phases to manufacturing quality products. A customer has always criticized him for his intention to increase goods' quality. P2 also worked in the late evening to ensure that the product was configured and delivered without delaying the market to satisfy its needs. Production of goods is necessary promptly for the parties to avoid discomfort;

"Well ... Once I do something, I continuously work hard. Regardless of a specific time. I will do my work till to end" (P2)

In addition to their hard work, entrepreneurs often persist in meeting every expectation, especially in the early business phases. At the beginning of the market, entrepreneurs should be more cautious in managing all facets of marketing, product creation, or customer relations. Starting a new company is challenging and allows the entrepreneur not to give up to guarantee success. According to the P7, We cannot give up easily and have to make continuous efforts;

"We, as an entrepreneur, cannot give up. Some people say we need persistence. So, we need to high effort how to make sure our business is growing" (P7)

The e-commerce industry is not as open to generate substantial profits for entrepreneurs as anticipated. The challenges entrepreneurs face in e-commerce projects are persistence, enthusiasm, and flexibility when managing the company. According to P11, because of a lack of flexibility in the face of difficulties that require a high degree of dedication, many of those involved in the business failed;

"For online entrepreneurs, first of all, we need to be patient. Then, not to easily give up and higher motivation. Some peoples said online business is easy to generate profit. But no! It's challenging..." (P11)

The study found many motivating elements that significantly promoted Malaysia's creation of new e-commerce firms. Motivation comes from specific influences that impact entrepreneurs' behavior. This study showed that the business's enhanced morale is divided into two variables: internal and external stimulation. The internal stimulation is motivated by the entrepreneurs, capable of satisfying their desires and independently manipulating their actions to accomplish an aim. External stimuli are the impetus that determines their actions from the external environment.

g. Need for Achievement

This concerns the initial internal impetus for entrepreneurs to succeed in the future of the industry. The inspiration of entrepreneurs derived from the success driven by motivating factors

Historical history was indeed a tool that sparked entrepreneurs' desire to achieve a goal in the future. Via business opportunities, anyone who has a low-income family would be more open to entrepreneurial dedication for improving life, respectively. The interview shows that before venturing into entrepreneurship, few entrepreneurs have a history of family difficulties. This can be proven to result from P1, P2, P5, P7, P9, and P12 with the hope for potential success.

P1, who wants to improve its living conditions by selling pillow-based kapok products, acknowledged this argument. P1 belonged to a low-income family in Kedah's countryside, and since 2006, he has taken over a family business. P1, armed with a lot of passion and spirits, has been active since 2011 in changing the market landscape after e-commerce. Further, after having the least economic opportunity for Kapok Pillows, his self-motivation is angry. P1 seeks to modify the present business model for e-commerce, where:

"first try looking at these areas... the way people do business ... will it go forward? Selling a pillow with a traditional platform? That motivated me to change the current business approach to e-commerce"(P1)

P9 was also facing the same situation and was determined to succeed. He was also a low-income family who inspired P9, who later operated his own business, to be a successful entrepreneur. P9 rationalized that collaborating with others would not mean future success. He was determined to take upon himself the inability of another person to change his living standards. He became more of an entrepreneur, enabling him to gain productive profits. P9 quotes:

"Since a child, I was interested in doing business. My family comes from the lowest background. So I was determined since I was a child to be rich through my own business. I don't want to work with someone else because I know it won't change anything. When I retire, I don't want just to have a proton car. I don't want to be insulted, but I have seen it since I was a child. If you're going to be rich, do business. I remember the wealthiest person in my village. Doing a start-up petrol station business. ". (P9)

As such, P9's aspiration to thrive has been associated with the 2008 pattern in e-commerce, which provides good opportunities. Referring to P9:

"At that time in 2008 ... The trend was using a blog shop as a business platform. So, I took that opportunity. I know that online business is a good business platform. So, I make it. It's not about online business, but it's about profitable business. I do that looks to the new future. "(P9)

P2, who was not keen to collaborate with others, nonetheless encouraged her to become a wealthy entrepreneur in his household. The company's career has been family pride, not worked by those who don't regulate living conditions. Entrepreneurs will increase their earnings and raise their living conditions much more than those who work for others:

"It's a matter of family motivation, my dad, even though my father is a farmer, but he has a spirit of enthusiasm for our siblings. It's no word to work with people, which is our family pride Greater. Half of the family say working with the government is better than doing business; with business, one is not certain. But for us, government work is just temporary. I have four male siblings; all four of us resigned as government servants" (P2)

The family history aspect influenced P10, P12, and P5 to alter their future destiny in life. All of them knew that without drive and effort, it's not easy to improve things. Given their family history, while planning, the desire to change their lives' fate has always been a priority. To explain this case, here is one quote by P12:

"I was raised in a low-income family. It means nothing special with my family, the same as others. My father was a lower-class worker. So I tried to change my life. I want to feel how happy, rich people feel. From there, I become passionate about doing business. From there, I tried my best to grow my business" (P12)

Entrepreneurs are those who are exceptionally optimistic about success in their companies. In addition to the family's past motivation, the need for achievement is often driven by individual motives carried out by e-commerce businesses. These reasons decide the goals that everybody wants to achieve financially or otherwise in life. For this analysis, entrepreneurs are those with high business growth expectations and have explicit goals. This scenario is clarified by some of the P4, P5, P6, P7, P8, P10, and P11 interview statements, which have specific objectives to be accomplished concerning their potential business performance. However, the investigators cited only two excerpts from P11 and P8 to support the investigators' assertion. The primary aim of P11 is to be the brand king. A successful potential plan to extend the brand on the Malaysian market is to pursue numerous follow-up on the current business platform:

"The thing that motivates me to become number one, I mean, is like my brand, is to be number one amongst the tops, that makes me want to plan. I think that's why I want to be a top brand and I'm famous for it. "(P11)

P8 expresses the same opinion, which has vital objectives to achieve on the ground despite opposition to family members. In addition to being competitive in e-commerce, P8 also wants to enter the international market through a business network in Dubai, New York, and London. This has made it harder for P8 to work towards its goals:

"The most motivating thing for me is the goal that can be achieved.... I want to go international, and I want to open a network up to Dubai, New York, and London. So it's a mission. So I do not stop till I succeed. "(P8)

The primary component for achieving entrepreneurial objectives is self-determination. Entrepreneurs can't succeed in business without a clear objective. Entrepreneurs who have a plan will be more open to seeking business potential. The ability of entrepreneurs to identify potential businesses depends on the information they receive. P10, who wants to become a successful businessman through e-commerce as an income generator, accepts this:

"I see that (success) ... because I'm getting the information in the book. I realize the potential to generate a lot of money, being able to enjoy doing business. I read not just one book, but many books. All the business book stories. Who are the rich people we see in the world? Most millionaires in the world or Malaysia, all of those are businessmen ... "(P10)

The P3 took the same view, stating that the Internet factor showed e-commerce companies' achievements. Several stories from companies starting up from abroad tell standard characteristics: several international business start-ups with standard characteristics. What should be emphasized is the good aspirations for other entrepreneurs: computer skills, marketing techniques, and methods.

"Because I was searching on the internet ... I read, I did some research in the US, in the UK what all of them did business and went through the same process. Starting a business at the house, no need much money, free. But they used the internet for marketing..."(P3)

If it allows people in business to boost money, the potential of an e-commerce company is indescribable. Based on market advantages, entrepreneurs who risk pursuing viable e-commerce companies will be more competitive. The benefits of e-commerce provide excellent revenue for entrepreneurs. P10, which describes the high commitment of living in cities that inspired them to start an e-commerce venture in order to generate income quickly, is recognized:

"It can give a better income. Living in the city is very expensive, and we might fail to deal with commitments of surviving here...So how? How can we make sure that we have enough income every month to pay our commitments? So I see that e-commerce is potential, and that motivated me to do so. I'm interested in online business; I see the potential of being very easy with the knowledge, make money via online business"(P10)

The group of higher income from e-commerce is selling limitless quantities of goods sold to some locations while also allowing more significant markets. It would indirectly increase the number of commodity sales to clients for entrepreneurs with greater market penetration. P7 and P4 acknowledged this fact, reflecting that available e-commerce (sales volume) is due to high market penetration rates compared with traditional businesses. P7 stated this situation:

"Online marketing is unlimited. If you sell a burger a day for at least 100 pieces, tomorrow 150 pieces, after that 120 pieces, this is an average quantity, but the income is unlimited if you sell online. It's fun doing online business; we have no average. unlimited quantity of selling"(P7)

Thus, many entrepreneurs tried to generate substantial profits to generate higher revenue. To create massive business profits, entrepreneurs can prioritize marketing aspects by presenting their products to their customers. Hence the initial proposal of P1 and P5 to set up an e-commerce company is because of the desire to sell goods and produce higher profits. The E-commerce sector allows higher-income production as a result of its unrestricted expansion of the industry. Two quotes from P1:

"As I said before, start from marketing ... emphasize on marketing. So we introduce our goods, customers are out there "(P1)

"To succeed, we need to sell our goods. So if we do not sell our goods, how can we get profit? The way of marketing... which is the way of our product is marketed (online) ... "(P1)

The most popular route in today's industry is e-commerce marketing trends, where entrepreneurs need to explore ways to keep growth going. Company performance is based more

readily under the premise that greater consumer size contributes to more significant sales volumes. In this way, e-commerce marketing strategies supplement traditional marketing methods to introduce and encourage consumers to purchase goods on the market. The quote from P2:

"It's about business success, and we need to go through an online platform. This online business is one of the latest marketing techniques nowadays, so if you want to be successful today, online business is more comfortable to succeed. It's easy for us to sell our products if we have an online business ... "(P2)

The companies success is often calculated based on the commodity sales market volume. Marketing elements should emphasize the distribution of items to consumers for entrepreneurs wishing to thrive in the industry. The number of products sold by market penetration relies on sound revenue generation in the sector. In this way, entrepreneurs can start e-commerce to explore new business ways to generate more profit. Thus, P1 is optimistic that it will develop the company and extend the product only through e-commerce business to the global market. Here is evidence from P1:

"So if we want to expand our market. We can't only depend on the existing market. We need to improve ourselves by having a good marketing plan. Emphasize marketing first. So, that why marketing is important to entrepreneurs "(P1)

"If you do not do online business, the product market spread is lesser. So we need to introduce our product. It's essential to be marketed. So the current situation in this era need everyone uses online to good move "(P1)

P12, which saw the potential of selling goods via e-commerce venture to generate more revenue, acknowledges the same reality. Entrepreneurs now depend heavily on e-commerce businesses to make higher profits than the traditional businesses. E-commerce company has created a forum for business people across Malaysia to sell their goods to customers. E-commerce is the best option for extending the product to draw customers far away from business locations. The Internet connects entrepreneurs and consumers. An excerpt by P12;

"As I said, we want to market our brand, our products, and we use online. If we are not using online, how do we get buyers from all over in Malaysia? From there, we can see online is very important in terms of helping our business. It means we use it online as well. We know online; we understand how buyers use online to buy our goods. We can generate more revenue "(P12)

h. Interest

The second issue concerns the interest of a businessman who has a significant effect on Malaysia's emerging e-commerce ventures. Interest is a real chance to launch new projects aside from the ability to succeed. The discrepancy between the motivations of the entrepreneurs and the need for results is motivated. Interest arises from the urge or wishes to do something without a particular incentive, which meets individual needs. Instead, other factors such as changes in life, the urge to become wealthy and other factors that affect the individual's behavior are the inspiration for the need to achieve. The personal interest in something would, therefore, contribute to Malaysia's e-commerce process.

Seven of the twelve contractors interviewed demonstrated their commitment to new e-commerce ventures in Malaysia. Entrepreneurs' priorities are typically split into two areas: market and IT. The new e-commerce ventures involving industry and IT entrepreneurs are combined effectively by the two forms of interest.

Corporate interests are an essential cornerstone that inspires an individual to become an entrepreneur and establish new companies. Interest follows the intentions of an individual. Even without having a specific purpose, it is to do something according to intent. Interests are also aligned with historical contexts where they are expected to function in this manner. P1, the self-revelation of acquired companies is the explanation of interest because smaller family businesses support. This confirms the truth. Based on its upbringing, P3 has an extraordinary business interest. Having a hard-working mentality was an asset when launching new projects as continuously established at present. Referencing P1 and P3 here;

"Business knowledge is original because of an interest ... When you are interested in business it comes too ... Because I was born my mom was already involved in small business ... she was selling a variety of goodies such as cakes"(P1)

"I like doing business since I am a child. I always think about business matters. I'm workaholic. I work as hard as I could ... So if I doing business, the more money I can get ... So, I do business "(P3)

P11, who learned of his interest in business following a few marketing documents as he studied tourism, took a slightly different situation. The information gained in marketing boosted P11's stake in the business, and he took advantage of that interest after the study completion:

"So, Alhamdulillah, that degree in tourism required me to take a few marketing courses... After that, I know what I'm interested in after my graduation. That's time I know my interests in doing business. "(P11)

The interest revealed that once the company was successful, P11 and P8 were trustworthy. An individual can hardly become an entrepreneur without a keen interest and run a difficult business. Corporations' interest has proved to be rational and enduring, even in the face of considerable losses. P11 and P8 understand this, saying:

"I have an interest in the business, but I do not know. Because in the beginning, I don't think seriously! When doing business. When I give up, I will stop doing business. But everything changed when I was involved with hijab stuff. I never want to stop doing business". (P11)

"Both... passion ... deep interest. But some people may not see them as necessary, but love and interest have caused me to become despair quickly. My losses were not RM50 or RM100 ... But hundreds of thousands. I stay on making t-shirts and not to do anything else "(P8)

In the case of P7, there is more substantial scope for an interest in the e-commerce industry. A lot of online gaming has opened your eyes to other, better things, like e-commerce. It turned out that P7's interest in e-commerce has been created, and its change in mindset has led to business growth. An extract of P7 is here:

"One, the main point is in deep interest. We are interested in doing online business because it can give a good income. So, from there, I think we could get money quickly from online business. So, the main point is to be interested in the business "(P7)

In addition to corporate interests, entrepreneurs are renowned for their presence in the IT market, the e-commerce industry's backbone. If a person is involved in IT, his partnership is more likely to be vulnerable to e-commerce. It is unlikely that companies which are least engaged in IT will conduct an often challenging e-commerce business which needs full dedication to computers:

"Interest in IT.... If we are not interested in IT or computers, we can't do online. Better to go offline ... conventional business. There are people like that "(P9)

The same fact is admitted by P10, who's keen on computers. When he started running a big sales-generating e-commerce company, interest eventually rose to a certain degree. In P10, this is a quote:

"But I'm interested in computers, and I'm interested in the internet... My father was angry with me because I forgot to eat and to do prayers. He disconnected from the internet at home. I did not lose hope. So I went to the cyber cafe, from morning to night "(P10)

i. External Stimulus

The third sub-theme applies to external motivation, which stimulates entrepreneurs' external stimuli. Apart from internal motivation, motivated by the need for achievement and interest, external motivation is caused by stimuli affecting decisions and behaviour. Interview results suggest that external influences influenced the morale of the founders during their company creation. They have difficulties raising the company spirit without external assistance. P12 embraces this point, where the response of consumers to goods sold encouraged the firm to carry on business till now. P12 contributed to a constant stream of customer service, developing an innovative product concept to fulfill the demands of customers and supporting emerging innovations continually. Customers who have a high interest in the goods offered are a symbol of consumer faith, which P12 has chosen to go forward without caring about customer demand. Here's the vocabulary of P12:

"The main reason is the strong support from my regular customers who are always demanding for new products from Cala qisya. From there, I was motivated to continue my business"(P12)

"When we've created an attractive product, and we market it, we've got buyers, so our customers never stop purchasing. They need to know what is the new product line, and this makes them eager and waiting. From there, we can proceed with our business. We feed our customers with information on our new items as well as update them with the current trend "(P12)

In addition, consumer service may be viewed as additional external support to entrepreneurs providing an intrinsic reward. The current situation has been seen by other entrepreneurs interviewed as a catalyst that will motivate them to become more motivated to fix the company's existing market gap. For example, P2 tried to foster a legacy of near-extinct traditional crafts because of the lack of interest among today's generation. The most prosperous businessmen now lose and become less competitive in the distribution of goods on the market. In order to increase the traditional craft industry, the difference in the demand must therefore be considered, in line with the demands of the fresher group:

"An example (of moral support) comes from customers who want us to continue this business because the current generation seems to be able to it ... Most are old businessmen, so customers had to wait a long time for parang making ...So we tried to solve the gap. We would try to fulfill customers' orders within 1-2 months. So we try to reach our target. Each order will be not more than two months. then, the customer will receive the items ordered"(P2)

The legal status of the craft industry is now intimidating, monopolized by mediators who are usually the price of power on the market. As a result, unlike the expected date, the monopoly has impacted conventional craft manufacturers' lives facing hardship, and orders are completed late. Oppression by mediators against conventional craft entrepreneurs has inspired P2 to close the void. One approach to address this issue is by e-commerce adaptation to overthrow the hegemony of the intermediate and actually sell the goods by e-commerce. A quotation from P2 here:

"Kelantan has a lot of artisans ... but all of them are poor... Why? The main reason is the role of middlemen. The middlemen mainly control the market price. Customers would contact the middlemen to order the products. As an entrepreneur, I don't like what is happening, why the middlemen are playing too much in this industry "(P2)

The motivational degree relies not only on the internal factor but also the external factor in which the relationships and support system of the closest family boost efficiency. A group of positive individuals can impact motivation and affect the business practices of entrepreneurs. For an entrepreneur to move towards a successful business, such gestures as personal support, advice, motivation, and dissemination of knowledge are reasons. This outcome focuses on situations faced by P4 and P10, who are supported in addressing business issues by their family members:

"In terms of friends, surrounding people ... or my family, significantly – they always push me to change in life and give me money to run the business start-up "(P4)

"But the wife is ... she always motivates me to succeed in business. So the motivation comes back. When it comes back, and I will be more vital to face any business challenges... "(P10)

The analysis also showed that most of the samples believed that their interpersonal ability had contributed greatly to the success of their new projects. Communication skills are important for any entrepreneur when growing a company, especially when generating sales. The potential of an entrepreneur to communicate efficiently will benefit from enticing customers to buy their products. An entrepreneur should have the necessary communication skills when attracting clients, such as using words properly in emails or social media chat pages. This is because practical communication skills can influence consumer purchasing decisions. According to P2, for example, he has excellent communication skills compared to his workers while encouraging consumers to purchase his goods:

"Maybe it is the way we interact with the customers. It makes a difference when we can explain well. How good we are when we are communicating with our customers..." (P2)

That is, when dealing with investors, entrepreneurs should use the right choice of terms. This is to ensure that the corporate transaction phase also serves consumers. In comparison, P2 also shows

its clients a lot of respect, regardless of their social context. He is also good at negotiating with consumers, especially in price changes, product quality, and other special requirements.

"When we contact our customers via emails, we use proper words. We do not use any short forms. Customers are valuable. We do not know the age of the customers who email us. They might be professionals, like doctors. We could never know. All we know is their names, not their status. Therefore, we must use the standard form while communicating with them to show our respect." (P2)

Sharing similar views with P2, P3 also indicated that entrepreneurs ought to think about internet marketing to draw clients to buy goods. This is because listening abilities are also a component of marketing strategies.

"We need to talk wisely; [we] must have high communication skills to convince the customers, to attract them... We must learn about internet marketing. It will not cost anything, only a good time spent" (P3)

P3 also observed that an ability not many have, she could communicate well with her customers. Communication skills have made her more customer-friendly.

"As an entrepreneur, I always improve my communication skills. Entrepreneurs need to be friendly at all time... Very friendly, customers are always right..." (P3)

To ensure that they are satisfied with their services, she also maintains good contact with her customers. She needs to communicate well to gain customers' confidence, especially when negotiating pricing and product quality. It is also essential that each entrepreneur knows how to make his clients feel unique, valued, and respected.

"We cannot be timid... We should not be shy, and when we talk to the clients, we want our customers to feel fun shopping at our store. They come here to buy goods. Door gifts that they have to buy (for a wedding). How can we be sure that they will buy those things here and not next door (other shops)? The key is to have a good communication skill..." (P3)

E-commerce entrepreneurs require good listening skills to communicate with clients, according to P8. Only when there is good interaction during business negotiations will a healthy relationship be formed between the seller and the customer. Among the samples, this pattern of responses is manifest. E-commerce entrepreneurs require good networking skills to communicate with clients, according to P8. A stable relationship between the provider and the client can only be built where there is good contact during commercial dealings.

"For online business (communication skills), the relationship isn't fixed. The customers come to our store, greet, and entertain them formally. No, it is more to the informal type of relationship. We

treat them like friends, not customers. We use informal language with them but still respect them. Address them politely; call them, sir." (P8)

Communication skills are not impossible for entrepreneurs to have since they can be learned. Nevertheless, to be a good communicator, one should act spontaneously instead of pretending. This would convince the clients that when doing their business, the vendor is genuine, implicitly attracting the customers to purchase the products. Good listening skills can also be a primary selling strategy to attract and keep consumers.

"It is straightforward, just be our self... The way we talk shows who we are, so do not act wrongly. We need to be friendly when we are dealing with our customers..." (P8)

In addition, that leads to e-commerce entrepreneurs successfully launching new projects is getting programming skills. According to P2, due to work experience in a factory, he has the competencies to use computers, Which needed him to work with the MS-DOS computer's operating system, which later tremendously helped him launch his online business.

"Because during my previous work in a factory, we have always used the computer software even without the internet access... we started to use the computers since MS-DOS time, we know that already..." (P2)

In reality, he launched a new e-commerce firm in 2008/2009, which took him almost four years to develop a brick and mortar store after discovering the business possibilities, even though the internet continued to boom. Therefore, in establishing their businesses, technological skills serve as an advantage for many Malaysian entrepreneurs. Compared to those who do not possess the skills, entrepreneurs who can use computers are typically more noticed in their company.

"I realized the opportunity since I am used to working with computers since the monochrome operating system era. So I was one step ahead of other people. I used the computers when others knew nothing about it..." (P2)

The P8 has clarified how important it is to have necessary programming skills when starting a new e-commerce venture. Recently, as their primary platform, entrepreneurs beginning their business using Facebook usually need to create a fan page as a portal to connect with their customers. Thus in their company, being computer literate would help them.

"We should know how to build a fan page (Facebook) in the online business, where we need to go through a process of "trial and error" to get it done. In doing business online, we need to consider the opportunity to maximize the company's revenue. How to keep our clients coming back for more, in other words. That is the real challenge ..." (P8)

4. Discussion

Human cognitive mechanisms have generated knowledge from past encounters and personal backgrounds that have much informed their judgment and decision about launching a new company. This study has shown that the growth of modern e-commerce firms in Malaysia is strongly affected by cognition. A cognitive viewpoint of the thinking and reasoning of an entrepreneur is closely related. Cognitive roles such as personal background due to family involvement in business and own interactions with knowledge, computers, and technology were recognized as critical elements to influence entrepreneurs with the development of new ventures in Malaysia.

This research further illustrates that the personality of entrepreneurs greatly influences the development of new e-commerce companies in Malaysia. A modern e-commerce company in Malaysia is driven by seven personality elements such as imagination, risk-taking, ingenuity, individuality and freedom, awareness of uncertainty, hard work and commitment, and confidence.

Moreover, entrepreneurs' motivation and expertise also have a major impact on the growth of new e-commerce ventures in Malaysia. The need for success or the ability to succeed is a motivating factor that affects new e-commerce companies in Malaysia. High levels of motivation are based on those factors that fuel progress for entrepreneurs. The two stimulus elements are motivated by push factors such as the personal background) and pull factors, where entrepreneurs' desires for the greatest returns have been induced to achieve.

In e-commerce start-up ventures, the personal experience of entrepreneurs born from low-income families plays a part. In order to improve their lives and make themselves more competitive in the future, entrepreneurs have been encouraged. A superior experience can be attained by taking advantage of business opportunities rather than working with others. Revenue earned through business is unlimited compared to a company's employee, which is considered static and does not rise significantly. They must then take the chance to launch an e-commerce company that aims to transform their lives with available profits. The second aspect is their intention to earn a high profit by investing in the business. E-commerce provides many advantages for entrepreneurs, especially the selling aspects of products that have been widely circulated around the world. Entrepreneurs need to take advantage of the opportunity to launch an e-commerce company that promises to be able to thrive in business with a more surplus product on the market. Extensive market penetration will improve sales and produce higher profits.

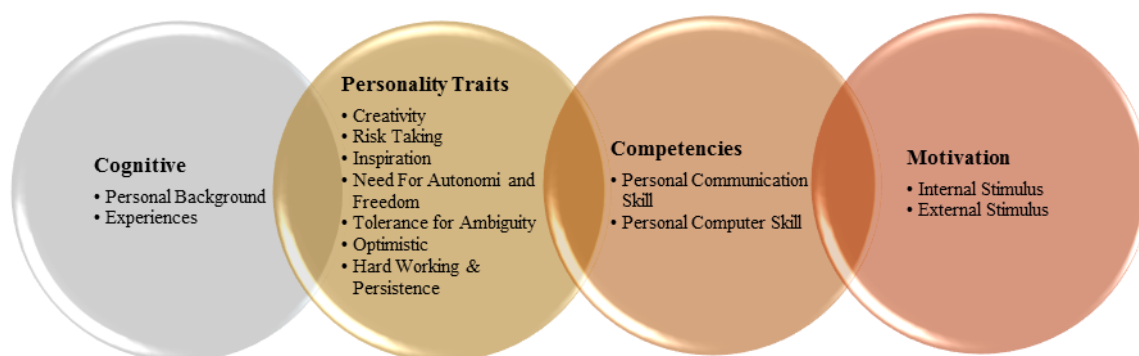
Interest is a critical element of entrepreneurial action to start new ventures in e-commerce. According to some tendencies, interest influenced decisions and actions. Based on this study's

context, the entrepreneurs established new e-commerce ventures based on historical factors, motives, and so on, having a high interest in the business. They are still involved in IT, such as computers, the Internet, and other related aspects impacting the introduction of new ventures.

The external incentive is one of the elements shaping the inspiration and behaviour of entrepreneurs at the start-up of new ventures. In their decision-making processes, a high external motivation to connect with the world will give entrepreneurs trust. Instead of those with a pessimistic atmosphere that will guarantee the sustainability of entrepreneurs' success in the future, the effects of engaging with clients, family members, and industries have improved their motivation.

Entrepreneurial skills rely heavily on two main elements: their previous interactions with computers and their communication skills, which have a significant effect on their judgment and the decision to launch a new company. This study has clearly demonstrated that entrepreneurship abilities are closely linked to the personal contact and computer skills of entrepreneurs, which is an asset for them when starting a new e-commerce venture. The computer is the primary instrument in an e-commerce sector that needs entrepreneurs to have unique experience in Internet discovery. To create an e-commerce portal (i.e., such as blogs, Facebook, website) and marketing during the start-up period, these skills are required. In addition, personal networking is another critical aspect of driving the growth of new e-commerce ventures as well. This is factual because, when working with their clients, business people need to have unique skills. In choosing the right words when interacting with their customers, particularly when purchasing them, they should be imaginative. The structure of the entrepreneurial drive and skills perspective, which is of great importance for the early development of new e-commerce projects, Figure 2 showed:

Figure 1 - Entrepreneur's Psychology and Competencies that Contribute to the e-commerce New Ventures in Malaysia



As illustrated in Figure 2, the cognitive perspective's roles arise from two main factors relating to creating new e-commerce ventures in Malaysia. Personal background, such as primary education and family background, is the first crucial cognitive function factor. The second mental aspect is connected to entrepreneurs' previous work and business experience before deciding to start an e-commerce business in Malaysia.

The personal historical context, such as schooling, where they receive before starting their business, is an essential factor in leading their decision to establish a new e-commerce company. Education provides them with data to produce fundamental ideas and knowledge about how to launch new e-commerce projects. The background of the family business is an influential element in the engagement of entrepreneurs. The family business history gave them business knowledge, information, and exposure when they were young, mainly about product development and business management.

The work experience gained in the past time is also an essential factor in the new development of Malaysia's entrepreneurs of e-commerce. Their previous working experience gave them knowledge, particularly on the computer; establishing the e-commerce venture is fundamental. Many entrepreneurs still find their job daunting, leading them to start new e-commerce companies as revenue sources. Before beginning e-commerce ventures, there were also company executives who had diverse experiences with other firms. They already have a viable market base, and for the creation of new e-commerce ventures, this would be a valuable and vital experience.

The entrepreneur's personality is connected to creativity in online marketing campaigns through social networking such as Facebook, Twitter, and YouTube. In formulating marketing strategies, entrepreneurs must be creative and not just expect consumers to contact them without generating purchasing interest. Thus, in developing marketing campaigns such as launching online advertisements, using intriguing passages to interest purchasers, and placing beautiful images online, entrepreneurs need to be innovative. Instead of verbal contact in e-commerce, the essence of e-commerce allows entrepreneurs to use virtual communication in writing and to insert good photos as marketing techniques. As it is the primary medium for industry, the idea of innovation needs more entrepreneurs to connect with computers and the Internet. Creativity occurs when developers can combine all the applications to sell their machines and online products as catalysts. Therefore, in developing business strategies and online applications to attract customers, entrepreneurs must be innovative.

Second, personality is connected to the desire to take chances from what the organization initiates. In Malaysia, e-commerce is relatively new, and entrepreneurs must take every opportunity

beyond expectations. The unforeseen risk relates to the mode of payment during the business transaction. As they want to take advantage of e-commerce vulnerabilities to bargain with dishonest buyers, entrepreneurs face the problem. Entrepreneurs still incur losses if goods are delivered, but payment is still not obtained via electronic transfer as a primary transaction process. Entrepreneurs also bear the risk of posting dangerous goods without lacking the scheduled destination time. That is why entrepreneurs must replace the new product to attract market attention. Entrepreneurs must also realize, in addition to payment and distribution concerns, that the cost of returning on internet media expenditures such as Facebook or Google ads is worse without any revenue effect. Unlike established companies, in e-commerce businesses, entrepreneurs' challenges cannot be as difficult as implicitly arising due to client relationships, requiring the ability to embrace high risk for dynamic transaction processing. Therefore, such problems that carry additional risks to entrepreneurs must be of high readiness standard.

The third personality is related to entrepreneur motivation, particularly on potential e-commerce expectations. Many Malaysian entrepreneurs realize the tremendous potential of e-commerce, especially for the global promotion of the product. Therefore, they set up an aggressive business plan to be more successful in Malaysia's e-commerce market opportunities to build a new business model. Some entrepreneurs have set goals for selling goods overseas through e-commerce in their sector and plan to expand rapidly by setting up new branches over the coming years. The motivation is basically inspired by the expansion of businesses across the e-commerce network, theoretically attributed to the broad market. The level of consumer access powered by improvements to the internet infrastructure and lifestyle has made Malaysia's e-commerce transactions more vibrant. Business opportunities need to be explored by e-commerce entrepreneurs as internet connectivity, and lifestyle changes in Malaysia increase their market share.

Entrepreneurs' fourth personality has to do with the desire for individuality and equality. As an entrepreneur, self-employed, without being controlled by an employer that gives satisfaction, is intended to work independently without employer control and enjoy unlimited profits. Entrepreneurs have gained more than doubled sales by selling the commodity through the e-commerce site. They also gain flexibility in performing daily work through e-commerce business, without being constrained by regular working hours. This is because time and effort are versatile and not limited to a certain amount of time in the e-commerce industry. Potential customers can contact the entrepreneur as a 24-hour communication channel at any time, via email or Facebook.

The fifth factor of personality is awareness of ambiguity, an entrepreneur's ability to acknowledge the business uncertainty. Given that the e-commerce industry is still the newest in

Malaysia, with limited awareness, entrepreneurs need to face the tensions in the market even if e-commerce offers infinite consumer possibilities, which is not a guarantee of business success. In e-commerce, various techniques need to be created because of the many threats that will come into being. After preferring to resign from earlier jobs and refusing to earn a comparatively high payroll based on their education level, entrepreneurs are often interviewed with a company loss record almost a few times. This indicates that when they decide to be entrepreneurs, they have a high degree of uncertainty awareness. They made a drastic decision about their confusion if they were to become a prosperous businessman.

The sixth, hard work and determination are essential features that drive entrepreneurial ambitions to attain new projects' goals. It is challenging for entrepreneurs to face the world's challenges without possessing hardworking and determination qualities. The underlying environmental uncertainty requires the entrepreneur, especially in marketing and product development, to face the challenges. Entrepreneurs are highly needed to introduce creative marketing strategies to ensure the highest-selling products in the industry. Any initiative that is not yet acknowledged by clients should be deducted from sales marketing. Creating market appetite or sustaining damages where a product is not sold is one of the most critical obstacles for companies in the early stages of a new venture. Entrepreneurs must work hard to deliver the goods and ignore the time spent working to ensure that consumers accept orders without unnecessary delays. Besides, entrepreneurs are also highly persistent in meeting all risk requirements, particularly in a startup business's early stages. Entrepreneurs need to be more proactive in handling all marketing facets, product creation, or customer relationships at an early stage of a new venture. It is demanding to start a new business and encourages entrepreneurs not to give up to guarantee future success. Despite generating lucrative profits, e-commerce remains one of the most challenging industries to run. The problems of e-commerce do not always require entrepreneurs to give up easily, be ready, and be vigilant while running the business.

Finally, the entrepreneur's mood is related to optimism; this is the degree of faith in the future against the target of the company's result. Entrepreneurs remain confident about what they plan to do in the future, despite facing business obstacles. The outcomes of the interviews show that founders have a high degree of confidence and bravery in making a decision because of the uncertainty. Because of their optimistic attitude and their high degree of stubbornness, the confidence of entrepreneurs in decision-making is. Entrepreneurs with an optimistic quality are more pragmatic in embracing business uncertainty, while entrepreneurs with a determination would be braver in business decision making. Both behaviors have influenced entrepreneurs to become opportunists to

exploit the e-commerce described as having tremendous potential in the future. It is also not uncommon for founders to be bold and vigilant in meeting any obstacles when they are too confident about what they hope to do in the future.

The current study also illustrates the inspiration factor that emerges from crucial factors relevant to the growth in Malaysia of new e-commerce ventures. The first critical aspect was the internal stimulus, which consists of two basic elements: the need for achievement and (ii) the motivation for achievement. A low-income family will become more open to entrepreneurship's dedication to improving lives through business opportunities. The previous experience inspired them when starting their own companies to become prosperous entrepreneurs. Some entrepreneurs claim that partnering with others doesn't guarantee potential life-changing rewards. In other words, to help them earn higher income faster, they are more interested in becoming an entrepreneur. Next is the ability to get significant revenue from its company participation. E-commerce provides a platform that offers entrepreneurs several advantages, especially in terms of product marketing aspects, where products can be widely marketed. Hence greater consumer penetration would increase the number of sales to produce more revenue. A major impact on Malaysia's latest e-commerce ventures is also the hunger of entrepreneurs. Hope is an intrinsic incentive to launch new entrepreneurial inspiration projects, apart from the ability to achieve. In the present study, interests were divided into two considerations, namely company and IT. Both categories of interest are the right mix of e-commerce ventures that involve entrepreneurs in industry and information technology.

The external inspiration pushes entrepreneurs to develop new e-commerce projects as well. External motivation is driven by three significant elements based on this analysis: family, customer service, and situational factors that help entrepreneurs succeed. The people around who always provide full support will influence the company's drive and behavior. Entrepreneurs are expected to flourish with personal encouragement, direction, motivation, and experience. Continuous consumer service for current products can also be viewed as an additional factor that will give entrepreneurs an external incentive to create various product designs in the future. Simultaneously, the industry's situation is daunting, where mediators who regulate retail prices sometimes monopolize the retail. Modern art entrepreneurs, often exploited by intermediaries, are impaired by the monopoly. The solution to this gap is to use e-commerce to turn the product's approach and break those relations with the intermediary.

Figure 2 showed the talents of entrepreneurs emerging from crucial factors connected to the fast development of a new e-commerce company in Malaysia. The first element is the contact or personal skills of the merchant in communicating with customers during trading. The second aspect

refers to the entrepreneur's technical skills, mainly dealing with computers while setting up a new website, doing online marketing, and trying new things.

In Malaysia's new e-commerce projects, personal communication skills are essential. Having strong communication skills gives entrepreneurs an edge when it comes to recruiting clients to buy their goods. A close relationship between the seller and the customers would be established to trust the seller on the basis of good contact. There's no question that when working with their customers, entrepreneurs need skills and tactics, particularly when discussing their product choices. The specialized expertise of these unique e-commerce ventures, however, differs from brick-and-mortar enterprises because they do not need direct communication. E-commerce is all about non-verbal contact, where the conversation takes place online most of the time (via emails, social chat rooms, and newsletters). Therefore, entrepreneurs must write appropriately and rhetorically in order to keep customers happy and satisfied. This is because a successful piece of writing would undoubtedly win the confidence of consumers and yield massive income.

The technological skills of entrepreneurs are one of the key factors leading to the growth of new venture creation among e-commerce entrepreneurs in Malaysia. Their past work experience using computers helped them build up the organization a lot. Moreover, computer literacy has also improved its internet technology skills to build new channels to grow their business, such as blogs, websites, and social media. As they are more seasoned in working with this technical power, it is usually one step toward entrepreneurs with the necessary programming skills.

5. Limitation of the Study

This study was conducted by interviewing twelve e-commerce entrepreneurs based on purposeful sampling and the snowball approach described by MCMC 2012. This is the downside of the analysis since the tiny sample was selected. For this study, it would seem impractical to adapt small sample sizes based on case studies for different locations and samples. Davidsson (2008, pp. 54-56) believes that there are many issues with limited available information in performing process studies. Research of entrepreneurship entails a longitudinal analysis that requires a long period of data collecting, beginning with the concept's generation before the projects are created. And the time is taken for an entrepreneur to start a new venture often varies. Therefore after developing new projects, this thesis used data collection techniques based solely on cross-sectional methods without the researchers being linked to the process during the early phases of a start-up. According to Bryman and Bell (2011), the issue of "generalization" is less important in qualitative research since it relies

more on a detailed review. As a consequence, this research does not reflect the entire population of e-commerce entrepreneurs in Malaysia but is actually exploratory research to establish how this phenomenon happens. This analysis, therefore, stresses the explanation offered in the sense of the interviews in more depth.

6. Conclusion

In summary, individual stories from a cognitive perspective, such as schooling and family history, and job and business experience, play important roles. It offers a reliable source of knowledge for founders to launch a new business in the future, opposed to others that do not have any company records.

Then, seven personality elements, e.g., imagination, risk-taking, motivation, the need for autonomy and independence, tolerance to uncertainty, hard work and determination, and optimism, are qualities of an entrepreneur to be deciding factors in Malaysia's participation in e-commerce entrepreneurship.

Entrepreneurial motivation is connected with the internal stimulation that comprises two vital factors; the need for achievement (ii) the desire. There are two components to achieving achievement: push variables (such as the personal background) and pull variables. Entrepreneurs have been pushed to thrive by the need for maximum sales. The next aspect in the internal stimulation is interesting; one of the crucial elements contributing to the intervention of entrepreneurs in launching new Malaysian e-commerce projects. Because of the strong interest in the industry and IT, such as computers, the internet, and others, entrepreneurs are starting a new e-commerce initiative focused on this report's history. One of the factors impacting entrepreneurial enthusiasm and action, while new ventures are underway is external motivation. High external stimulation has improved entrepreneurs' enthusiasm due to contact with a favorable atmosphere such as clients, family members, and markets, contributing to potential business success instead of a hostile setting.

Strong communication skills can significantly impact consumers' trust and trust before they decide to buy the products. The essence of the e-commerce industry needs entrepreneurs to understand the value of indirect approaches to successful communication. In order to focus more on attracting new buyers through online platforms such as blogs, portals, or interactive chat rooms at various places, the situational business climate requires e-commerce entrepreneurs. If the entrepreneurs fail to interact effectively with the buyers, the sales will not be carried out. This is due to the loss of faith due to poor contact with the clients. During the entire e-commerce start-up process,

every entrepreneur must use computers, mainly as it is essential to set up and manage blogs, websites, and other social media.

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