Psychological Determinants of Entrepreneurial Intention: The Role of Personality, Self-Efficacy, and Achievement Motivation Across Demographic Groups

[1]**Ravinjit Singh Pritam Singh,** Tun Razak Graduate School (Trgs), Universiti Tun Abdul Razak (Unirazak)

[2]**Dr. Siri Roland Xavier, Professor,** Tun Razak Graduate School (Trgs), Universiti Tun Abdul Razak (Unirazak)

ABSTRACT

This study examined the psychological determinants of entrepreneurial intention by analysing the roles of personality traits, Self-Efficacy, and Achievement Motivation across diverse demographic groups in Malaysia. Data were collected from 506 respondents representing varied ages, educational levels, employment categories, marital statuses, household incomes, ethnic backgrounds, and geographic locations. Descriptive results indicated generally high mean scores across all constructs, suggesting that respondents perceive themselves as confident, motivated, imaginative, and capable—attributes conducive to entrepreneurial engagement. One-way ANOVA findings showed no significant differences in personality traits, Self-Efficacy, Achievement Motivation, or Entrepreneurial Intention across demographic variables, indicating that these psychological characteristics remain stable regardless of socio-economic background; the only exception was a significant location-based effect on Extraversion. Correlation analysis revealed strong, positive, and statistically significant relationships among all variables, demonstrating that personality traits are closely linked to both Self-Efficacy and Achievement Motivation, which in turn strongly relate to Entrepreneurial Intention. Overall, the findings highlight that psychological factors—rather than demographic attributes—play a central role in shaping entrepreneurial intention, emphasizing the importance of internal dispositions, confidence, and motivation in driving entrepreneurial aspirations.

Keywords: *Entrepreneurial Intention, Personality Traits, Self-Efficacy, Achievement Motivation*

INTRODUCTION

Entrepreneurship plays a pivotal role in shaping economic resilience, innovation, and employment generation, making it a vital area of inquiry across disciplines such as psychology, management, and economics. Understanding why individuals choose to pursue entrepreneurial careers has become increasingly important in today's competitive and rapidly changing global environment. While early theories emphasized demographic and socio-economic factors—such as age, education, gender, and income—as predictors of entrepreneurial behaviour, more recent theoretical and empirical developments highlight the significance of psychological determinants. Among these, personality traits, Self-Efficacy, and Achievement Motivation have received substantial attention for their ability to influence entrepreneurial thinking, behaviour, and decision-making processes.

The Big Five personality framework offers a robust theoretical foundation for examining individual differences that shape behaviour across diverse contexts. Traits such as Extraversion, Openness, Conscientiousness, Agreeableness, and Neuroticism influence how individuals perceive opportunities, respond to uncertainty, and engage in social interactions—all of which are critical components of entrepreneurship. Similarly, Self-Efficacy, defined as an individual's belief in their ability to successfully execute tasks, has been widely regarded as one of the strongest cognitive predictors of entrepreneurial action. High self-efficacy enables individuals to

persist in the face of challenges, adapt to unforeseen circumstances, and remain motivated during periods of uncertainty and risk. Achievement Motivation further complements these constructs by capturing the internal drive to accomplish goals, demonstrate competence, and excel in challenging situations—traits closely aligned with entrepreneurial pursuits.

Although the influence of personality and psychological factors on Entrepreneurial Intention has been well-documented, there remains an ongoing debate regarding the extent to which demographic characteristics continue to shape entrepreneurial tendencies. Some studies suggest that factors such as age, education level, and socio-economic background may contribute to variations in entrepreneurial intention, while others report negligible or inconsistent relationships. These mixed findings underscore the need for more comprehensive, context-specific investigations that examine psychological and demographic predictors simultaneously. In multicultural and socio-economically diverse environments, such as Malaysia, the interplay between personality, cognitive beliefs, motivation, and demographic characteristics offers a valuable opportunity to explore how entrepreneurial intentions develop across different population groups.

Against this backdrop, the present study aims to examine the relationships between personality traits, Self-Efficacy, Achievement Motivation, and Entrepreneurial Intention, while also assessing whether demographic variables such as age, education, employment status, marital status, income, ethnicity, and geographic location contribute to meaningful differences in these constructs. By integrating descriptive analyses, ANOVA comparisons, and correlational insights, the study provides a holistic understanding of the psychological foundations of entrepreneurial readiness. The findings contribute to ongoing theoretical discussions on the role of personality and cognition in entrepreneurship, while offering practical implications for educators, policymakers, and entrepreneurship development programs seeking to identify and nurture potential entrepreneurs. Ultimately, this research deepens our understanding of the complex interplay between psychological attributes and entrepreneurial intention, reinforcing the importance of fostering internal capabilities alongside external opportunities in cultivating a vibrant entrepreneurial ecosystem.

LITERATURE REVIEW

Akhtar et al. (2020) explored the factors influencing individuals' entrepreneurial intentions, emphasizing the importance of personality traits such as the need for achievement and self-efficacy in driving entrepreneurial actions. The study aimed to understand how these traits impact the intention to establish new entrepreneurial ventures, which is crucial for economic growth. A quantitative analysis was conducted using Smart PLS, based on data collected from 123 responses from small and medium-sized new entrepreneurs. The results revealed that both the need for achievement and self-efficacy had significant direct effects on entrepreneurial intentions. Additionally, the study found that the need for achievement positively influenced entrepreneurial intentions when mediated by self-efficacy. These findings contributed to the theoretical understanding of the relationship between personality traits and entrepreneurial intentions, while also offering practical insights for fostering entrepreneurship, particularly through the development of self-efficacy and achievement motivation.

Alhiassah, Abdul Halim, Omar, and Abd Hamid (2024) examined the influence of entrepreneurial education and personality traits on entrepreneurial intentions among senior students at Jordanian public universities, with a specific focus on entrepreneurial self-efficacy as a mediator. They sampled 389 students using stratified random sampling and analyzed the data using SmartPLS 3. The study revealed significant positive relationships between entrepreneurial education and entrepreneurial intention, personality traits and entrepreneurial intention, and entrepreneurial self-efficacy and entrepreneurial intention. Additionally, both entrepreneurial education and personality traits were found to significantly affect entrepreneurial self-efficacy. The results indicated strong predictive power and relevance for both entrepreneurial intention and entrepreneurial self-efficacy. These findings suggested that universities should integrate entrepreneurial education and personality development into their curricula to effectively promote entrepreneurial intentions. This research contributed to the academic

understanding of the interplay between entrepreneurial education, personality traits, and entrepreneurial self-efficacy, providing practical recommendations for educational institutions seeking to foster entrepreneurial intentions among students.

Alshebami and Seraj (2022) investigated the impact of selected personality traits—innovativeness, internal locus of control, need for achievement, and propensity to take risks—on entrepreneurial intention among Saudi students. The study involved 165 students from an applied college at King Faisal University, with data collected through an online self-administered questionnaire and analyzed using partial least squares structural equation modeling (PLS-SEM). The results showed that innovativeness, internal locus of control, and propensity to take risks positively influenced entrepreneurial intention, whereas the need for achievement did not have a significant relationship with entrepreneurial intention. The study model explained approximately 25% of the variance in entrepreneurial intention. The authors suggested that future research should increase the sample size and expand the scope of the study to further explore these relationships.

Austin and Nauta (2016) examined the role of entrepreneurial role-model exposure and self-efficacy in predicting women's entrepreneurial intentions. Their study, involving 620 female college students, found that both self-efficacy and the number of entrepreneurial role models were positively associated with stronger entrepreneurial intentions. Among the 105 women who had at least one entrepreneurial role model, the intensity of interactions with their most influential role model also correlated with entrepreneurial intentions. Consistent with Social Cognitive Career Theory, self-efficacy mediated the relationships between role-model exposure and entrepreneurial intentions. However, contrary to Bandura's similarity hypothesis, the association between role-model exposure and self-efficacy was not stronger when the role model was a female entrepreneur. The findings highlighted the significance of role-model exposure and self-efficacy in shaping entrepreneurial intentions, offering insights for future research and career interventions aimed at fostering women's entrepreneurial aspirations.

OBJECTIVES OF THE STUDY

- To examine the descriptive profile of personality traits, Self-Efficacy, Achievement Motivation, and Entrepreneurial Intention among respondents.
- To analyze whether demographic variables such as age, educational qualification, employment status, marital status, household income, ethnicity, and geographic location significantly influence personality traits, Self-Efficacy, Achievement Motivation, and Entrepreneurial Intention.
- To investigate the relationships among personality traits, Self-Efficacy, Achievement Motivation, and Entrepreneurial Intention using correlation analysis.

METHODOLOGY

The target population consisted of adults residing in Malaysia across various demographic backgrounds. A total of 506 respondents participated in the study. Respondents represented diverse characteristics in terms of age, education level, employment status, marital status, household income, ethnicity, and geographic location, allowing for broad generalizability within the Malaysian context. A non-probability convenience sampling method was adopted due to the practical constraints of accessing a large and diverse adult population.

DATA ANALYSIS

Table 1: ***Demographic Characteristics of the Respondents***

Variable	*Category*	*Frequency*	*Percent*
Age	Under 18	35	6.92
	18-24	41	8.10
	25-34	82	16.21
	35-44	160	31.62
	45-54	104	20.55
	55-64	58	11.46
	65 or Older	26	5.14
Educational Background	SPM	166	32.81
	Foundation / Diploma	134	26.48
	Bachelor's Degree	117	23.12
	Master's Degree	64	12.65
	Doctoral Degree	25	4.94
Employment Status	Employed	166	32.81
	Self-employed	86	17.00
	Unemployed	37	7.31
	Student	78	15.42
	Retired	65	12.85
	Homemaker	74	14.62
Marital Status	Single	108	21.34
	Married	296	58.50
	Divorced	78	15.42
	Widowed	24	4.74
Household Income	Under RM 25,000	64	12.65
	RM 25,000 - RM 49,999	93	18.38
	RM 50,000 - RM 74,999	82	16.21
	RM 75,000 - RM 99,999	86	17.00
	RM 100,000 - RM 149,999	85	16.80
	RM 150,000 or more	96	18.97
	Under RM 25,000	64	12.65
Ethnicity/Race	Malay	234	46.25
	Chinese	163	32.21
	Indian	64	12.65
	Other	45	8.89
Geographic Location	Rural	94	18.58
	Suburban	167	33.00
	Urban	245	48.42

(*n=506*)

The demographic profile of respondents reveals a predominantly adult sample, with the largest proportion falling in the 35–44 age group (31.62%), followed by those aged 45–54 (20.55%) and 25–34 years (16.21%), indicating that the dataset is largely composed of individuals in their mid-career and mature life stages, while younger (Under 18 and 18–24) and older (65 or above) respondents constitute smaller segments. Educational attainment varies widely, with the highest representation at the SPM level (32.81%), followed by Foundation/Diploma holders (26.48%) and bachelor's degree holders (23.12%), while a notable minority possesses postgraduate qualifications (master's 12.65%; Doctorate 4.94%). Employment status reflects considerable diversity: 32.81% are employed, 17.00% are self-employed, and 15.42% are students, with retirees, homemakers, and unemployed individuals also represented. More than half of the respondents are married (58.50%), while 21.34% are single and the remainder are divorced or widowed. Household income is well distributed across all categories, with the largest proportions in the RM 150,000 or more bracket (18.97%) and

the RM 25,000–RM 49,999 bracket (18.38%), suggesting a mix of middle- and high-income households. Ethnic representation aligns closely with Malaysia's demographic composition, with Malays forming the largest group (46.25%), followed by Chinese (32.21%) and Indians (12.65%). Geographically, the sample is predominantly urban (48.42%) and suburban (33.00%), with rural respondents comprising 18.58%. Overall, the demographic distribution indicates a diverse and largely representative sample spanning multiple socio-economic, educational, and demographic backgrounds.

Table 2: ***Descriptive Statistics (Mean and Standard Deviation) for Statements***

Statements	Mean	Std. Deviation
Extraversion		
Am the life of the party.	3.89	1.054
Don't talk a lot.	3.89	1.084
Talk to a lot of different people at parties.	3.98	1.035
Keep in the background.	4.03	1.054
Agreeableness		
Sympathize with others' feelings	3.97	1.061
Am not interested in other people's problems.	3.95	1.034
Feel others' emotions.	3.98	1.058
Am not really interested in others.	3.96	1.049
Conscientiousness		
Get chores done right away.	3.97	.981
Often forget to put things back in their proper place.	3.91	1.046
Like order.	3.96	1.060
Make a mess of things /Mess up.	3.97	1.012
Neuroticism		
Have frequent mood swings.	3.96	1.059
Am relaxed most of the time.	3.92	1.137
Get upset easily.	3.87	1.098
Seldom feel blue.	4.03	1.015
Openness		
Have a vivid imagination.	3.93	1.041
Am not interested in abstract ideas.	4.03	1.023
Have difficulty understanding abstract ideas.	4.01	1.021
Do not have a good imagination.	3.94	1.013
Self-Efficacy		
I can always manage to solve difficult problems if I try hard enough.	3.95	1.004
If someone opposes me, I can find the means and ways to get what I want.	4.00	.988
It is easy for me to stick to my aims and accomplish my goals.	3.98	1.061
I am confident that I could deal efficiently with unexpected events.	3.99	1.037
Thanks to my resourcefulness, I know how to handle unforeseen situations.	3.93	1.071
I can solve most problems if I invest the necessary effort.	3.96	1.058
I can remain calm when facing difficulties because I can rely on my coping abilities.	3.92	1.061
When I am confronted with a problem, I can usually find several solutions.	4.00	1.058
If I am in trouble, I can usually think of a solution.	3.96	1.050
I can usually handle whatever comes my way.	4.00	1.046
Achievement Motivation		

I like situations in which I can find out how capable I am.	3.92	1.044
When I am confronted with a problem I can possibly solve, I am enticed to start working on it immediately.	3.97	1.057
I enjoy situations in which I can make use of my abilities.	3.96	1.045
I am appealed by situations allowing me to test my abilities.	3.93	1.068
I am attracted by tasks in which I can test my abilities.	3.98	1.015
I am afraid of failing in somewhat difficult situations when a lot depends on me.	3.92	1.018
I feel uneasy to do something if I am not sure of succeeding.	3.95	1.056
Even if nobody would notice my failure, I'm afraid of tasks I'm not able to solve.	3.94	1.066
Even if nobody is watching, I feel quite anxious in new situations.	3.99	1.001
If I do not understand a problem immediately, I start feeling anxious.	3.91	1.064
Entrepreneurial Intention		
I am ready to do anything to be an entrepreneur.	4.10	1.041
My professional goal is to become an entrepreneur.	4.08	1.041
I will make every effort to start and run my own firm.	4.05	1.055
I am determined to create a firm in the future.	4.05	1.090
I have very seriously thought of starting a firm.	4.01	1.084
I have the firm intention to start a firm someday.	4.06	.978

The descriptive statistics indicate that respondents generally reported moderately high levels across all psychological constructs measured. For Extraversion, mean values ranged from 3.89 to 4.03, suggesting that participants see themselves as reasonably outgoing while also acknowledging tendencies to stay in the background. Agreeableness items also showed relatively high means (3.95–3.98), indicating that respondents describe themselves as empathetic and emotionally attuned to others, even though some items reflect lower interest in others, revealing a balanced trait expression. For Conscientiousness, the means clustered tightly between 3.91 and 3.97, suggesting respondents perceive themselves as orderly, responsible, and capable of completing tasks efficiently. Neuroticism displayed mean scores between 3.87 and 4.03, reflecting moderate emotional variability and occasional mood fluctuations. Openness items also reflected moderately high endorsement (3.93–4.03), suggesting that respondents view themselves as imaginative and capable of handling abstract ideas. Across Self-Efficacy, mean values were consistently high (3.92–4.00), showing strong confidence in problem solving, coping ability, and goal accomplishment. Achievement Motivation scores were similarly elevated (3.91–3.99), indicating a strong desire for mastery, capability demonstration, and ability testing, despite some anxiety-related tendencies. Entrepreneurial Intention items showed some of the highest means (4.01–4.10), demonstrating that respondents possess strong intentions and determination toward starting a business in the future. Across constructs, standard deviations close to 1.00 indicate moderate variability among respondents, suggesting meaningful differences while maintaining overall consistency in perceptions.

Table 3: ***One-Way ANOVA Results for Personality Dimensions, Self-Efficacy, Achievement Motivation and Entrepreneurial Intention Across Age Groups***

Factors	F	df (Between, Within)	p
Extraversion	1.075	(6, 499)	.376
Agreeableness	.131	(6, 499)	.992
Conscientiousness	.236	(6, 499)	.965
Neuroticism	.380	(6, 499)	.892
Openness	.100	(6, 499)	.996
Self-Efficacy	.299	(6, 499)	.937

Achievement Motivation	.340	(6, 499)	.915
Entrepreneurial Intention	.630	(6, 499)	.706

The one-way ANOVA results presented in Table 3 indicate that age does not significantly influence any of the measured psychological constructs, including the Big Five personality dimensions, Self-Efficacy, Achievement Motivation, and Entrepreneurial Intention. Specifically, the F-values for Extraversion (F = 1.075, p = .376), Agreeableness (F = .131, p = .992), Conscientiousness (F = .236, p = .965), Neuroticism (F = .380, p = .892), and Openness (F = .100, p = .996) were all non-significant, suggesting that personality traits remain stable and do not vary across different age groups. Similarly, no significant age-related differences were found for Self-Efficacy (F = .299, p = .937) or Achievement Motivation (F = .340, p = .915), indicating that individuals across age categories exhibit comparable levels of confidence and achievement drive. Entrepreneurial Intention also did not differ significantly across age groups (F = .630, p = .706), suggesting that the motivation to engage in entrepreneurship is relatively uniform irrespective of age. Overall, the findings demonstrate no statistically significant age-related variation in personality, psychological factors, or entrepreneurial intention within the sample.

Table 4: ***One-Way ANOVA Results for Personality Dimensions, Self-Efficacy, Achievement Motivation and Entrepreneurial Intention Across Educational Qualifications***

Factors	F	df (Between, Within)	p
Extraversion	.798	(4, 501)	.527
Agreeableness	.123	(4, 501)	.974
Conscientiousness	.163	(4, 501)	.957
Neuroticism	.440	(4, 501)	.780
Openness	.020	(4, 501)	.999
Self-Efficacy	.224	(4, 501)	.925
Achievement Motivation	.236	(4, 501)	.918
Entrepreneurial Intention	.397	(4, 501)	.811

The one-way ANOVA results presented in Table 4 show that educational qualification does not have a significant effect on any of the personality traits, Self-Efficacy, Achievement Motivation, or Entrepreneurial Intention. The F-values for Extraversion (F = .798, p = .527), Agreeableness (F = .123, p = .974), Conscientiousness (F = .163, p = .957), Neuroticism (F = .440, p = .780), and Openness (F = .020, p = .999) were all statistically non-significant, indicating that personality characteristics are consistent across individuals with varying levels of educational attainment. Similarly, no significant differences were observed for Self-Efficacy (F = .224, p = .925) or Achievement Motivation (F = .236, p = .918), suggesting that confidence levels and achievement-oriented tendencies do not vary by education level. Entrepreneurial Intention also did not differ significantly across educational groups (F = .397, p = .811), implying that the desire to engage in entrepreneurial activities is relatively stable regardless of one's qualification. Overall, the findings indicate that educational background is not a differentiating factor in shaping personality traits, psychological dispositions, or entrepreneurial motivations in this sample.

Table 5: ***One-Way ANOVA Results for Personality Dimensions, Self-Efficacy, Achievement Motivation and Entrepreneurial Intention Across Employment Status***

Factors	F	df (Between, Within)	p
Extraversion	.503	(5, 500)	.774
Agreeableness	.865	(5, 500)	.505
Conscientiousness	.187	(5, 500)	.967

Neuroticism	1.288	(5, 500)	.268
Openness	.767	(5, 500)	.574
Self-Efficacy	.562	(5, 500)	.730
Achievement Motivation	.204	(5, 500)	.961
Entrepreneurial Intention	.661	(5, 500)	.653

The one-way ANOVA results displayed in Table 5 show that employment status does not significantly influence any of the personality traits, Self-Efficacy, Achievement Motivation, or Entrepreneurial Intention. Extraversion ($F = .503$, $p = .774$), Agreeableness ($F = .865$, $p = .505$), Conscientiousness ($F = .187$, $p = .967$), Neuroticism ($F = 1.288$, $p = .268$), and Openness ($F = .767$, $p = .574$) all yielded non-significant results, indicating that individuals demonstrate similar personality tendencies regardless of whether they are employed, self-employed, unemployed, students, retired, or homemakers. Likewise, the psychological constructs of Self-Efficacy ($F = .562$, $p = .730$) and Achievement Motivation ($F = .204$, $p = .961$) did not differ significantly across employment categories, suggesting that confidence levels, problem-solving abilities, and achievement drive remain relatively uniform across diverse occupational groups. Entrepreneurial Intention also did not vary by employment status ($F = .661$, $p = .653$), implying that motivation to pursue entrepreneurship is not dependent on current work conditions. Overall, these findings highlight that employment status is not a distinguishing factor in shaping personality, psychological capabilities, or entrepreneurial motivation within this sample.

Table 6: ***One-Way ANOVA Results for Personality Dimensions, Self-Efficacy, Achievement Motivation and Entrepreneurial Intention Across Marital Status***

Factors	F	df (Between, Within)	p
Extraversion	1.528	(3, 502)	.206
Agreeableness	.515	(3, 502)	.672
Conscientiousness	.416	(3, 502)	.741
Neuroticism	.324	(3, 502)	.808
Openness	.277	(3, 502)	.842
Self-Efficacy	.718	(3, 502)	.542
Achievement Motivation	.312	(3, 502)	.817
Entrepreneurial Intention	.656	(3, 502)	.580

The one-way ANOVA results in Table 6 indicate that marital status does not significantly affect any of the personality traits, Self-Efficacy, Achievement Motivation, or Entrepreneurial Intention. All personality dimensions—Extraversion ($F = 1.528$, $p = .206$), Agreeableness ($F = .515$, $p = .672$), Conscientiousness ($F = .416$, $p = .741$), Neuroticism ($F = .324$, $p = .808$), and Openness ($F = .277$, $p = .842$)—showed non-significant differences across marital groups (single, married, divorced, widowed). This indicates that respondents display similar personality characteristics regardless of their marital status. Likewise, Self-Efficacy ($F = .718$, $p = .542$) and Achievement Motivation ($F = .312$, $p = .817$) did not vary significantly, suggesting comparable confidence levels, coping abilities, and achievement-oriented tendencies among individuals with different marital backgrounds. Entrepreneurial Intention also did not differ significantly ($F = .656$, $p = .580$), implying that one's intention to pursue entrepreneurship is unaffected by whether they are single, married, divorced, or widowed. Overall, marital status does not appear to be a meaningful differentiator of personality, psychological factors, or entrepreneurial motivation in this sample.

Table 7: ***One-Way ANOVA Results for Personality Dimensions, Self-Efficacy, Achievement Motivation and Entrepreneurial Intention Across Household Income***

Factors	F	df (Between, Within)	p
Extraversion	.792	(5, 500)	.555
Agreeableness	.129	(5, 500)	.986
Conscientiousness	.489	(5, 500)	.784
Neuroticism	1.276	(5, 500)	.273
Openness	.440	(5, 500)	.820
Self-Efficacy	.248	(5, 500)	.941
Achievement Motivation	.173	(5, 500)	.973
Entrepreneurial Intention	.552	(5, 500)	.737

The one-way ANOVA results presented in Table 7 indicate that household income does not significantly influence any of the personality traits, Self-Efficacy, Achievement Motivation, or Entrepreneurial Intention. All personality dimensions showed non-significant variations across income groups, including Extraversion ($F = .792$, $p = .555$), Agreeableness ($F = .129$, $p = .986$), Conscientiousness ($F = .489$, $p = .784$), Neuroticism ($F = 1.276$, $p = .273$), and Openness ($F = .440$, $p = .820$). These findings suggest that individuals from different income brackets exhibit similar personality characteristics. Furthermore, Self-Efficacy ($F = .248$, $p = .941$) and Achievement Motivation ($F = .173$, $p = .973$) did not differ significantly, indicating that confidence, problem-solving ability, and achievement orientation remain consistent across income levels. Entrepreneurial Intention also showed no significant variation across household income categories ($F = .552$, $p = .737$), implying that income does not influence respondents' desire or intention to start a business. Overall, the results demonstrate that household income is not a distinguishing factor in shaping personality traits, psychological dispositions, or entrepreneurial motivations within this sample.

Table 8: ***One-Way ANOVA Results for Personality Dimensions, Self-Efficacy, Achievement Motivation and Entrepreneurial Intention Across Ethnicity/Race***

Factors	F	df (Between, Within)	p
Extraversion	.670	(3, 502)	.571
Agreeableness	.694	(3, 502)	.556
Conscientiousness	.249	(3, 502)	.862
Neuroticism	1.150	(3, 502)	.328
Openness	.224	(3, 502)	.880
Self-Efficacy	.194	(3, 502)	.900
Achievement Motivation	.266	(3, 502)	.850
Entrepreneurial Intention	1.208	(3, 502)	.306

The one-way ANOVA results in Table 8 reveal that ethnicity or race does not significantly affect any of the measured constructs, including personality traits, Self-Efficacy, Achievement Motivation, or Entrepreneurial Intention. All personality dimensions showed statistically non-significant differences across ethnic groups, including Extraversion ($F = .670$, $p = .571$), Agreeableness ($F = .694$, $p = .556$), Conscientiousness ($F = .249$, $p = .862$), Neuroticism ($F = 1.150$, $p = .328$), and Openness ($F = .224$, $p = .880$). These results indicate that personality characteristics remain largely consistent regardless of ethnic background. Likewise, psychological constructs such as Self-Efficacy ($F = .194$, $p = .900$) and Achievement Motivation ($F = .266$, $p = .850$) did not vary significantly, suggesting comparable levels of confidence, coping ability, and achievement orientation across ethnic groups. Entrepreneurial Intention also showed no significant differences ($F = 1.208$, $p = .306$),

implying that entrepreneurial motivation is similar across Malay, Chinese, Indian, and other ethnic categories. Overall, the findings highlight that ethnicity does not serve as a differentiating factor for personality traits, psychological dispositions, or entrepreneurial intention within this sample.

Table 9: ***One-Way ANOVA Results for Personality Dimensions, Self-Efficacy, Achievement Motivation and Entrepreneurial Intention Across Ethnicity/Race***

Factors	F	df (Between, Within)	p
Extraversion	3.201	(2, 503)	**.042**
Agreeableness	1.104	(2, 503)	.332
Conscientiousness	1.864	(2, 503)	.156
Neuroticism	.937	(2, 503)	.392
Openness	.564	(2, 503)	.569
Self-Efficacy	1.624	(2, 503)	.198
Achievement Motivation	.596	(2, 503)	.551
Entrepreneurial Intention	1.923	(2, 503)	.147

The one-way ANOVA results in Table 9 indicate that geographic location shows a significant effect only for Extraversion, while all other constructs remain unaffected. Specifically, Extraversion differed significantly across rural, suburban, and urban respondents ($F = 3.201$, $p = .042$), suggesting that individuals' sociability and outgoingness vary depending on where they live. However, follow-up post hoc tests would be required to determine which geographic groups differ from one another. In contrast, no significant differences were observed for Agreeableness ($F = 1.104$, $p = .332$), Conscientiousness ($F = 1.864$, $p = .156$), Neuroticism ($F = .937$, $p = .392$), or Openness ($F = .564$, $p = .569$), indicating that personality traits, other than Extraversion, do not vary by location. Similarly, Self-Efficacy ($F = 1.624$, $p = .198$) and Achievement Motivation ($F = .596$, $p = .551$) showed no significant differences, suggesting comparable psychological confidence and achievement orientation across rural, suburban, and urban areas. Entrepreneurial Intention also did not differ significantly across locations ($F = 1.923$, $p = .147$). Overall, the results indicate that geographic location influences only Extraversion, while all other traits and psychological constructs remain stable irrespective of where respondents reside.

Table 10: ***Pearson Correlation Matrix***

Variable	1	2	3	4	5	6	7	8
1. Extraversion	1							
2. Agreeableness	.730**	1						
3. Conscientiousness	.747**	.683**	1					
4. Neuroticism	.701**	.687**	.675**	1				
5. Openness	.704**	.689**	.692**	.673**	1			
6. Self-Efficacy	.792**	.791**	.775**	.754**	.749**	1		
7. Achievement Motivation	.774**	.778**	.773**	.767**	.746**	.848**	1	
8. Entrepreneurial Intention	.672**	.662**	.688**	.678**	.653**	.751**	.744**	1

The Pearson correlation matrix in Table 10 reveals strong and statistically significant positive relationships among all measured variables. The Big Five personality traits—Extraversion, Agreeableness, Conscientiousness, Neuroticism, and Openness—were all significantly correlated with one another ($r = .673$ to $.747$, $p < .01$), indicating substantial interrelatedness among personality dimensions. These traits also demonstrated strong positive associations with Self-Efficacy ($r = .749$ to $.792$, $p < .01$) and Achievement

Motivation ($r = .746$ to $.778$, $p < .01$), suggesting that individuals with more adaptive personality characteristics tend to possess higher confidence levels and stronger achievement drive. Importantly, Entrepreneurial Intention showed significant positive correlations with all personality traits ($r = .653$ to $.688$, $p < .01$), Self-Efficacy ($r = .751$, $p < .01$), and Achievement Motivation ($r = .744$, $p < .01$). These results indicate that higher levels of personality strengths, self-belief, and motivation are associated with stronger entrepreneurial intentions.

FINDINGS

- Across all demographic variables—including age, educational qualification, employment status, marital status, household income, and ethnicity—the ANOVA results demonstrated no statistically significant differences in personality traits, Self-Efficacy, Achievement Motivation, or Entrepreneurial Intention. This indicates that these psychological constructs remain stable and uniform across diverse demographic groups, suggesting that entrepreneurial intention and related psychological characteristics are not shaped by socio-economic or personal background factors. The only exception was a location-based difference observed for Extraversion, implying that individuals' sociability may vary slightly depending on rural, suburban, or urban residence.
- The descriptive statistics reveal consistently high mean scores across all personality dimensions, Self-Efficacy, Achievement Motivation, and Entrepreneurial Intention. Respondents generally view themselves as confident, motivated, imaginative, outgoing, and emotionally stable, with strong beliefs in their problem-solving capabilities and ability to cope with challenges. Entrepreneurial Intention also recorded some of the highest mean values, reflecting a strong inclination toward entrepreneurship within the sample. These results suggest that the respondents possess a psychological profile conducive to entrepreneurial engagement and personal development.
- The correlation analysis identified strong, positive, and statistically significant relationships among all studied variables. Personality traits were highly correlated with both Self-Efficacy and Achievement Motivation, indicating that individuals with more adaptive personality profiles tend to exhibit greater confidence and motivation. Crucially, Entrepreneurial Intention was strongly linked with personality traits, Self-Efficacy, and Achievement Motivation, suggesting that these psychological factors collectively influence an individual's readiness and determination to pursue entrepreneurial activities. The findings support a model in which personality contributes directly and indirectly to entrepreneurial intentions through cognitive and motivational pathways.

CONCLUSION

The findings of the study shows that personality traits, Self-Efficacy, and Achievement Motivation play a central role in shaping individuals' Entrepreneurial Intention, while demographic factors such as age, education, employment status, marital status, income, and ethnicity exert no significant influence on these psychological constructs. Respondents reported consistently high levels of personality strengths, confidence, and motivation, alongside strong entrepreneurial inclination, indicating a psychologically driven rather than demographically driven pathway toward entrepreneurship. The strong intercorrelations among personality dimensions, Self-Efficacy, Achievement Motivation, and Entrepreneurial Intention further highlight the interconnected nature of these variables, suggesting that adaptive personality characteristics enhance confidence and achievement drive, which in turn strengthen one's intention to pursue entrepreneurship. Overall, the study underscores the importance of psychological factors over demographic backgrounds in understanding entrepreneurial readiness and behaviour.

REFERENCES

1. Akhtar, M.W., Nawaz, M., ul Hadi, N. and Ahmed, A., 2020. Factors influencing entrepreneurial intentions: The role of personality traits and self-efficacy. Journal of Entrepreneurship Education, 23(3), pp.1–12.
2. Al-Ghazali, B. M., Shah, S. H. A., & Sohail, M. S. (2022). The role of Big Five personality traits and entrepreneurial mindset on entrepreneurial intentions among university students in Saudi Arabia. Frontiers in Psychology, 13, 964875.
3. Alhiassah, F.R., Abdul Halim, H., Omar, N.A. and Abd Hamid, N.H., 2024. Entrepreneurial education, personality traits, and entrepreneurial self-efficacy as predictors of entrepreneurial intentions among Jordanian university students. Journal of Entrepreneurship Education, 27(1), pp.1–15.
4. Alshebami, A.S. and Seraj, A.A., 2022. Personality traits and entrepreneurial intention: Evidence from Saudi Arabian university students. Journal of Entrepreneurship Education, 25(4), pp.1–12.
5. Austin, C. and Nauta, M.M., 2016. Entrepreneurial role-model exposure, self-efficacy, and women's entrepreneurial intentions. Journal of Career Development, 43(3), pp.260–272.
6. Awwad, M. S., & Al-Aseer, R. M. N. (2021). Big Five personality traits impact on entrepreneurial intention: The mediating role of entrepreneurial alertness. Asia Pacific Journal of Innovation and Entrepreneurship, 15(1), 87–100.
7. Choo, L. S., Chan, A. M. L., Lam, J. M. S., & Kaliappen, N. (2022). Does self-efficacy and achievement motivation predict entrepreneurial intention among undergraduate students? Journal of Sustainability Science and Management, 17(7), 46–61.
8. Collins, C. J., Hanges, P. J., & Locke, E. A. (2004). The relationship of achievement motivation to entrepreneurial behavior: A meta-analysis. Human Performance, 17(1), 95–117.
9. Johnson, B. R. (1990). Toward a multidimensional model of entrepreneurship: The case of achievement motivation and the entrepreneur. Entrepreneurship Theory and Practice, 14(3), 39–54.
10. Juhari, H. S., Ismail, N., Roslan, S., & Zaremohzzabieh, Z. (2023). Personality traits, entrepreneurial self-efficacy, and entrepreneurial intention among vocational students. International Journal of Evaluation and Research in Education, 12(1), 9–14.
11. Karadağ, H., Şahin, F., & Tuncer, B. (2019). Big Five personality traits, entrepreneurial self-efficacy and entrepreneurial intention: A configurational approach. International Journal of Entrepreneurial Behavior & Research, 25(6), 1188–1211.
12. Laouiti, R., Haddoud, M. Y., Nakara, W. A., & Onjewu, A.-K. E. (2022). A gender-based approach to the influence of personality traits on entrepreneurial intention. Journal of Business Research, 142, 819–829.
13. Murugesan, R., & Jayavelu, R. (2017). The influence of Big Five personality traits and self-efficacy on entrepreneurial intention: The role of gender. Journal of Entrepreneurship and Innovation in Emerging Economies, 3(1), 41–61.
14. Thuc, N. N. (2024). Influencing factors on entrepreneurial intention: Intermediary role of achievement motivation, risk-taking propensity and innovativeness. Nurture, 18(4), 722–734.