

Success of the Cosmetics Entrepreneurs in the Perspectives of Career Commitment and Career Aspiration

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ABSTRACT: Several success factors have been documented as determinants of entrepreneurial success across the industries since it has come to view that emergent entrepreneurial businesses are threatened with failure and early exit within the first five years of the business. Thus, the study examines the effect of behavioural factors namely career commitment and career aspiration on both dimensions of entrepreneurial success in the context of the cosmetics industries in Malaysia. An estimated sample of 301 cosmetics entrepreneurs in Malaysia were selected as respondents of this research using a simple random sampling method. The analysis was based on the multiple linear regression technique using the SPSS software. The results indicated that there is a positive relationship between career commitment and extrinsic entrepreneurial success as well as intrinsic entrepreneurial success. While the relationship between career aspiration and extrinsic entrepreneurial success is supported, the relationship between career aspiration and intrinsic entrepreneurial success is not supported. Some implications of this research are discussed based on the study findings at the end of this study.

Keywords: *Entrepreneurial Success, Career Commitment, Career Aspiration.*

1. INTRODUCTION

Many small businesses including the cosmetics industry are known to start every year in developing economies including Malaysia. However, over one quarter of them closed up within a year of their existence, while only a small number among them grew rapidly and were able to create values in the form of employment and incomes [1]. It is of great interest for investors, business owners, and policy makers to identify the behavioural factors (career commitment and career aspiration) that influence the success of businesses. As a result, this research can encourage the policy efforts to attempt to change these factors in individuals lacking them. The increasing demand, high import dependence and the large potential market for cosmetic products implies a gap in market and the need of local cosmetic industries to fulfil this gap. Despite the fact that entrepreneurship opportunities continue to grow deeply in the cosmetic business, with emergence of ground-breaking products of environment-friendly resources and good manufacturing practice, the survival of the emerging cosmetic entrepreneurs in the business industry is still a challenge hence, the success factors are

still questionable. Only few established cosmetic owners can survive in this industry and majority of them only survive within 5 years of operation despite the huge profits recorded by few successful entrepreneurs in this industry. Although there is a significant market demand for cosmetic products, over 50 percent (USD 1.3 billion) of the market demands for cosmetic products in Malaysia is met by imports. These products were mainly supplied from China, France, Thailand, the European Union, South Korea, United States, and Japan [2]. Moreover, many new entrepreneurs are threatened by failure and early exit from the business as it is the case generally with start-up entrepreneurial businesses [3]. More than half of start-ups have shown a high rate of failure within their initial five years. Hence, understanding factors responsible for success and long-term sustainability of the newly created businesses such as the case of Malaysia's cosmetic industry becomes important.

2. LITERATURE REVIEW

Success is referred to as a prosperous or favourable termination of efforts or endeavours [4]. Although, what a particular individual considers as favourable may not be considered favourable by another. Furthermore, what indicates an achievement of prosperity could vary across metrics, domains and viewpoints. Therefore, the different form of success achievements can be considered as subjective (intrinsic) or objective (extrinsic) [4]. Limited factors of entrepreneurs' behaviours have been investigated in the domain of entrepreneurial success in the local context especially in terms of behavioural factors. Career commitment created an influence on success among employees from the Hazelnut processing industry [5]. Having a clearer understanding of how employees strive to meet their career goals (career aspiration) also contributed to the development of employee's entrepreneurial success. Based on the existing literature, a limited number of the Malaysian researchers have been interested to investigate the influences of the behavioural factors (career commitment, career aspiration) on both dimensions of entrepreneurial success.

3. METHODOLOGY

The data used in this study was obtained from a questionnaire administered to 301 selected cosmetics entrepreneurs registered with the National Pharmaceutical Regulatory Agency (NPPRA) in Malaysia. The questionnaire consists of adapted

questions on socio-demographics, the independent variables (career commitment, career aspiration) and the dependent variables which is entrepreneurial success (extrinsic and intrinsic). The questionnaire follows the 5 Likert-scale design. The multiple regression analysis for extrinsic success (annual profit, customer size and professional honors) and intrinsic success (career satisfaction, life satisfaction) were carried out as the dependent variables. Meanwhile, career commitment and career aspiration are the independent variables in the model.

4. RESULTS

The detailed results of the profile for the respondents is presented in Table 1.

Table 1: Profile of the Respondents (N=301).

Profile	Description	Frequenc y	Percentag e
Gender	Male	146	48.5
	Female	155	51.5
Age	18–25	4	1.3
	26–35	128	42.5
	36–50	124	41.2
	51 and above	45	15
Marital Status	Single	4	1.3
	Married	267	88.7
	Widow/Divorced	30	10
Experience (Years)	≤ 1	11	3.7
	2–4	26	8.6
	5–7	76	25.2
	8 and above	188	62.5

The outcome of the multiple regression analysis of the relationship between career commitment and career aspiration with both dimensions of entrepreneurial success is as presented in Table 2.

Table 2. Result of Regression Analysis.

Hypotheses	Relationships	Beta	SE	T- Value	P- Value
H1	CC-> Extrinsic ES	0.258	0.054	2.937	0.004
H2	CA-> Extrinsic ES	0.121	0.058	1.319	0.019
H3	CC-> Intrinsic ES	0.229	0.052	4.432	0.000
H4	CA->Intrinsic ES	0.029	0.092	0.315	0.377

Table 2 shows that career commitment positively relates with extrinsic entrepreneurial success ($\beta=0.258$, $t=2.937$, $p=0.004$), reveals a positive and significant relationship hence, the findings of the study supports the hypothesized relationship. Also, the result indicates the relationship between career aspiration and extrinsic entrepreneurial success is positive and significant ($\beta=0.121$, $t=1.319$, $p=0.019$). Next, the result of the relationship between career commitment and intrinsic entrepreneurial success is positive and significant ($\beta=0.229$, $t=4.432$, $p=0.00$). However, results of the relationship between career aspiration and intrinsic entrepreneurial success shows insignificant; hence the findings of the study did not support the hypothesized relationship ($\beta=-0.029$, $t=0.315$, $p=0.377$).

5. CONCLUSIONS

The major purpose of this investigation is to assess the effects of career commitment and career aspiration on entrepreneurial success among cosmetic entrepreneurs in Malaysia. Although the link between another factor (eg. age, education, experience, financial) and career in general entrepreneurial success has attracted a lot of studies, little effort is done to examine both dimensions of entrepreneurial success especially in the context of cosmetic entrepreneurs. Although [6] did a study to reveal the relationship between emotional intelligence and entrepreneurial success, those authors focused more on the intrinsic dimension of entrepreneurial success. Therefore, this research is conducted in order to fill this gap and to provide empirical evidence on the hypothesized relationships using the case of cosmetic entrepreneurs in Malaysia.

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