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Exploring the creativity of bumiputera's furniture entrepreneurship

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ABSTRACT

This research aims to examine the factors that influencing the Bumiputera Furniture Entrepreneurial Creativity in Kelantan, Malaysia. There are four (4) factors being studied, which is personality traits, environment, behavior and challenge. Based on some previous research, these four elements are very effective in assessing the level of creativity and innovation among entrepreneurs, especially those involving the manufacturing and production industries. Questionnaires were used as a method of data collection and were distributed to 57 furniture entrepreneurs. Then the data were analyzed using Statistical Package for Social Science (SPSS) 14.0 to test the reliability, the further analyzed using frequency analysis, descriptive-mean tests, Pearson Correlation Coefficient and Regression Analysis. In general, the result of this study shows that there is a significant relationship between personality traits, environment and behavior with creativity of Bumiputera's furniture entrepreneurship in Kelantan. This study is expected to produce a creative entrepreneur in the furniture production, thus will contribute to long-term success. In the academic world, researchers could then see how far the value of creativity among entrepreneurs furniture influenced by four factors referred to.

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Introduction

He development of the furniture entrepreneur programmed was created by the Malaysian Timber Industry Board (MTIB). For instance, Furniture Industry Technology Center (FITEC) has been developed in assisting and strengthening small and medium sized Bumiputera companies in the timber industry, in line with the Government's aim to build up a commercial and industrialized Bumiputera society. This program provides common facilities such as kiln drying and treatment plants, furniture finishing centers and factories within the Furniture Industrial Parks, market expansion and pioneering project as well as skills enhancement project. These three projects were allocated a sum of RM29.90 million or 74% of the total sum of RM40.40 million allocated under the Ninth Malaysia Plan.

According to the plan, the timber industry in Malaysia is expected to remain a major contributor to export earnings. By 2020, export earnings from downstream and value-added products, such as furniture, panel products, Medium-density fibreboard (MDF) and plywood, are projected to reach 53 billion Ringgit (\$14.4 billion). To remain competitive, the timber industry would require expanding the utilization of technological automation as well as enhancing the use of human capital. Although such technology is already available, the industry is reluctant to invest in automation as cheap foreign labors are available and most of small and medium enterprises (SMEs) face financial constraints. Furthermore, the furniture industry would need to move up the value chain in order to remain competitive in the global marketplace. This would require the industry to undertake design and branding of its own products to become own design manufacturers (ODM) and own brand name manufacturers. (International Log & Sawwood Prices, <http://www.globalwood.org>)

MTIB and the Malaysian Timber Council (MTC) has throughout the years provided continuous support in the form of

advisory services and technical expertise to the industry, contributing greatly to its current success by continuously designing a lot of programs to help the manufacture to increase participation in the future local and export market. The establishment of Malaysian Furniture Industry (MFPC) has seen showcase at various fairs and exhibitions around the globe and also inculcating designing skills enhancement potential. The companies that are involved in the furniture industry are Majlis Amanah Rakyat (MARA), Malaysian Timber Industry Board, Malaysia Timber Council (MTC) and Malaysian Furniture Promotion Council (MFPC).

Issue

Phenomenon during production achievements among Bumiputera furniture was much lower than non-Natives. Now, there are more than 3,000 furniture entrepreneurs who are operating in Malaysia. Of these, approximately 530 of whom are indigenous furniture entrepreneurs, and only 25 companies managed to venture into export markets. Mostly indigenous companies to market its products to local markets, while the company is regulated, more focused on the export market. This scenario proves that Bumiputera companies are less competitive, particularly involving the export value. Involvement of Bumiputera companies in the furniture industry in the open market is still low, and Bumiputera companies still tend to operate to secure the market. For example, they are still interested just to market their products through 'umbrella scheme' and have the government supply contracts. Thus, they were by themselves, limiting their market reach, and not try to find other markets; also all planning, strategy and pattern production purely on market needs a very limited security. For instance, In 2003 also, exports of furniture by Bumiputera companies under the Company Guthrie only RM5.1 million or 0.1% of total furniture exports.

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An issue here is Bumiputera furniture makers have failed to exploit the lucrative export market unlike their non-Bumiputera counterparts. Some of the award winners in Malaysian International Furniture Fair (MIFF, 2009) believe that Malaysian furniture makers must work harder to develop more innovative and well designed products if they want to achieve world-class standards. Issues concerning lack of creativity and innovation among Bumiputera furniture entrepreneurs are going to cause a local furniture less successful and failed to penetrate the global market. Creativity and innovation is the only way to move forward to become a leading manufacturer locally and internationally.

Apart from that International Trade and Industry admit that competition for awards like these would help elevate the image and quality of Malaysian-made furniture internationally with its emphasis on the presentation of the design and development of original, innovative and creative products. This will also assist Malaysian manufacturers gaining and expanding their foothold in the international market, and establishing a mark of excellence for Malaysian products that we can be proud of. Obvious by Marzuki (2008), apart from marketing side, native furniture entrepreneur also lagged in aspects of design because they only produce furniture through "immediate process". Means that entrepreneur carrier through overseas such as magazines, catalogue or through visits to furniture exhibitions. Consequently, the furniture designs that they produce are very low quality and categorized under low cost furniture market. Based on the issues raised, this study attempts to look at what factors contribute to the creation of creative among Bumiputera entrepreneurs.

Based on previous studies, there are four factors that should be reviewed to assess the production of creative products among entrepreneurs which are personality traits, environment, behavior, and a challenge. The first independent variable is personality traits. Earlier investigations of the 16PF test have found that the five factors 'Openness to change', 'Dominance', 'Social boldness', 'Perfectionism' and 'Abstractedness' strongly correlate with other measures of creativity (Rieke et al., 1994). The second one is the environment. One common way of structuring creativity research is to divide it into *a person*, *process*, *product* and *press*, where the person approach includes research on personal characteristics and traits; process research is more behavioral and involves creative thinking and techniques; research on creative products assumes that products can be investigated through measures of their quality and quantity and press refers to factors within and especially outside individuals which affect the creativity. The next independent variable is behavior. Berglund, H. and Wennberg, K., (2006) stated that entrepreneurship and innovative business behaviors have long been associated with creativity and the two are often used interchangeably. In the business context creative novelty and appropriateness often translates into idea development, new product innovations and adapting or improving existing innovations. The last factor is challenge entrepreneur to become more creative which is the capital, risk and product quality. Hamidi, Berglund, and Wennberg (2008), Entrepreneurship is inherently risky compared with working in an established business, and most definitions of an 'entrepreneur' emphasize the risk willingness of these individuals.

The Research

Research Aims

The study of creativity factors aims to investigate how far is the influence of the pre-determined factors which are personality

traits, environment, behavior and also challenge towards creativity of entrepreneurship in the furniture industry in Kelantan and measuring the most factors that contribute to the creativity of entrepreneurs in the furniture industry.

The Research Questions

It is within the context of the above developments that the focus of the research is aimed at the key issue of how the personality traits influence the Creativity of Bumiputera's Furniture Entrepreneurship in Kelantan? Do environmental factors influence the Creativity of Bumiputera's Furniture Entrepreneurship in Kelantan? How does behavior factor influence the Creativity of Bumiputera's Furniture Entrepreneurship in Kelantan? Does the challenge factor help entrepreneurs to become more creative?

Survey of the previous study

Personality

According to the Wikibooks website (2006), the factors that enhance creativity in the individual or organization can be divided into two categories, personal and environmental. Personal characteristics that enhance the creative capabilities including the assessment of high aesthetic quality, broad interest, curiosity and a penchant for openness findings, recommendations, and the attraction of complexity, have the freedom of thought and action judgment, love for autonomy, intuition, self-confidence, the ability to accommodate ambiguity and to resolve their differences, intrinsic motivation and a firm belief in yourself as a creative. Several cognitive studies have focused on the personality of entrepreneurs and their contribution to the success of entrepreneurial effort.

Runco (2007) asserts that the creative personality include: preference for openness complexity, autonomy, flexibility, tolerance of ambiguity, experience, sensitivity, playfulness, risk taking or risk tolerance, intrinsic motivation, psychological androgyny, self-efficacy and interests and feel want to know the area. He said the creative personality is different from domain to domain. However, he pointed out that certain features depending on the values, intentions and choices. A person has the possibility of trying to enhance their creativity or not. In addition, Berglund and Wennberg (2006) factor Openness to change the 'dominant' will create a variety of creative elements.

Russel (1997) emphasized that those who scored high on 'openness to change'(S1), tend to think of ways to improve things and they enjoy experimenting with the status quo or the current state of things. If things are not good or boring, they will try to find the change and innovate. People who scored high on 'Social courage' (H) more adventurous in social groups and showed little fear of social situations. They are not ashamed to start social relationships and may have a need, exhibitionism in interpersonal skills. They are easy to adapt to new environments. People who scored high on the 'dominant' (E) tends to dominate and aggressive in imposing their will on others. They are very aggressive, assertive, outspoken and demanding to get what they want. They offer their opinions even if not asked, and they felt free to criticize others. Such extreme levels may alienate those who do not want to control. People who scored high on the activity of passionate, spontaneous, and getting attention. They have been prepared to stimulate the social situation. Emotional Stability (C) measures feelings about coping with everyday life and challenges. People who scored high on the emotional stability of life and feel more control of their surroundings and to create a good environment from its previous state. In the context of creativity and creation, this element is very important to change the existing structure to the production of quality goods

and services and received. Emotional management will proactively ensure the maximum benefit

Environment

While precise operations differ between disciplines, creativity is usually defined as a combination of novelty and appropriateness and has been associated with problem-solving and novelty generation as well as with reactive and adaptive behavior that allows people to come up with turbulent environments. Even if psychological perspectives are most common, research on creativity is highly dispersed and multidisciplinary. One common way of structuring creativity research is to divide it into *a person, process, product* and *press*, where the person approach includes research on personal characteristics and traits; process research is more behavioral and involves creative thinking and techniques; research on creative products assumes that products can be investigated through measures of their quality and quantity and press refers to factors within and especially outside individuals which affect the creativity. (Berglund and Wennberg, 2006).

Isaksen (as quoted in Firestien, 1993) introduced the concept of [people, processes, products, press (environment)] 4P, creativity as overlapping circles, and this approach was the basis for most research on creativity. These factors interact on an ongoing basis, whenever a creative use of the creative process to develop a product that already exists in the environment. Then, after the elements of creativity and innovation involved, then the new environment will exist which essentially will provide more benefits to users and customers. All four of these tools allows one to define the concept of creativity and see the interconnections between various types of influential criteria. Set of criteria, including the motivation, personality factors, environmental conditions, the factor of opportunity, and the product is effective on the topic of creativity. Despite the relative uncertainty in the essence of creativity itself (Gilbert & Penshaw, 1996), one can understand the concept by considering the influential factors. John Ruscio and Teresa Amabileit (1995), it is the social, work and educational environments in which creativity is nurtured or stifled that determines the extent to which our ability to be creative expands or contracts. They examine past 'creativity' research on the influences of these environments and the direct effect on motivation and creativity. They describe the componential model of creativity which includes three distinct stages, and advance a fourth stage in the process. One factor in this study stood out among all others, intrinsic motivation (internal desire) was one of the most important factors contributing to creativity.

Finally, just as creativity depends importantly on skills and special talents that must be developed in individuals, it also depends very importantly on the social environment, and the context in which those individuals find themselves. Even gifted children, and maybe especially gifted children, are strongly influenced by the constraints, inducements, and social supports that they find in their environment. In order to help them achieve their highest levels of potential-including not just brilliant technical performance but also the highest levels of creativity. It is going to be extremely important to carefully craft the environments in which they learn and in which they work.

Behaviors

According to Villalba (2008), creativity opens up the door to consider another type of measures of creativity far away from the psychological methods and constructs. In particular indicators pointing to innovation and entrepreneurship become possible measures of creativity levels. Rolfte (2000), stated that,

although certain personality factors are necessary for an entrepreneur, they are not sufficient for entrepreneurs as the creator of a new coalition will need more of certain personal characteristics. These factors need to be supported by the economic climate and a strong financial control. Thus, personality factors can be developed. While Drucker (1986) has agreed that entrepreneurs need to develop skills and abilities and will be subject to restraints as well as impetuses as they learn to create. In other words, it may be more useful to view entrepreneurship as behavior rather than the result of personalities.

Apart from that, Daniel, Berglund and Wennberg, (2008), understanding of entrepreneurial behavior are closely related to the experience and action to a particular object (goal) or the path to reach (way). They found that creativity has never been considered in the intention-based model. However, the entrepreneurial and innovative behavior has long been associated with creativity, and the recent literature shows that creative individuals are more likely to engage in entrepreneurial behavior. Although not yet have empirical evidence, researchers found that high scores on tests of creativity to produce a strong positive effect on entrepreneurial intentions (as evidenced by the discovery of various statistical models).

Challenge

Involvement in entrepreneurship is closely related to the level of acceptance of the possibility and risk willingness. Entrepreneurship is inherently risky than working in a business established, and most definitions of 'entrepreneurs' willingness to emphasize the risk of these individuals. That is, they are usually portrayed as risk takers who are trying to achieve rapid business growth and profits above the average. According to Daniel Yar Hamidi, Berglund and Wennberg, (2008), they said that based on social cognitive theory argues that the entrepreneur is not the intention of actually more risk-averse, but they only tend to associate business situations with cognitive abilities suggest more features encouraging. Thus, the tendency to take risks can be regarded as personal ability to optimism. Among the challenges highlighted by Galina M., and Hugo A. (2006) are, loans are the constraints, the existence of outside opportunities and endogenous risk choice. Self-financed entrepreneurs choose each period how much to invest in projects selected from a set of alternatives. All projects have the same yield as expected, but a different variance. After the return is realized, entrepreneurs decide whether to go out and take advantage of outside (for example, being a worker) or to remain in business. They thought that the possibility of no continuation entrepreneur value beyond providing an opportunity for a higher utility for higher levels of wealth than entrepreneurial activities selected. As an increase in wealth, entrepreneurs invest in less risky projects. It is a relatively poor entrepreneurs who decided to take the risk. At the same time, due to finance themselves, they invest less in their projects from a wealthy entrepreneur. Hugo (2002) expresses, in order to stress the role of risk taking, their model allows entrepreneurs to choose completely safe projects with the same expected return. All exits in the model occur precisely because low wealth entrepreneurs purposefully choose the risk. If risky projects were not available, no exit would occur. As mentioned above, three features are key to our model: the existence of an outside opportunity, financial constraints and the endogenous choice of risk. They've put together these three elements although it is never done by other researchers (e.g: Albuquerque and Hopenhayn, 2002).

A survey on creativity elements

Creative people

Basically, creativity is seen from several perspectives: a style in which a person expresses creativity, the characteristics of creative personality and perspective. Creativity is a natural part of man. It is owned by all people with different levels. The level of creativity can be translated through various types of questions such as, "How can I be creative?" and to determine the specific style, the question may be, "How am I creative?" The tool can be used to help one to determine how a creative person. Individuals tend to test the innovative style of creativity and the level of 'trying' new processes and methods and often untested, may violate accepted guidelines. From the organizational perspective, Ellen M. Raineri, (2005) says that innovation is often regarded as "the questions, discipline or ignore the rules, unique, insightful and wise".

Creative press

Rhodes (1987) states that the paper refers to the relationship of humans and their environment. The influence of these media may be common, and may operate through implicit evaluation and tradition (which will be pressing the case for culture, organization, or family), or more specifically (which will be the case in interpersonal exchanges or environmental setting). Most research on the media to focus on social dynamics. Newspapers do not, however, the overall social and even a part of objective experience. Murray (1938) distinguishes between alpha and beta pressure. Pressure reflects aspects of the former a more objective press, and individual interpretation of the latter pressure some context. This is significantly different, but the difference was not always recognized. Thus, researchers view that creativity press is not concerned with the research questions because they are more concentrated in the production of creative writing. (Elizabeth, 2011). However, Mark (2004) found that the best creativity is understood by taking into account the various perspectives (e.g., people, processes, products, or the press). Research on creativity is his help in this matter, because it shows that the vision is often inhibited by 'functional fixity' or 'fixedness', and this commitment can be avoided through flexibility. Individuals who study and apply creativity to maintain a flexible approach and to avoid depending too much on one perspective. Consider how confusing it would depend on the perspective of creative media. This perspective may help to objective factors and context involved in some settings, but if work personality or process ignored because they belong to another category theory (that is, categories of people or processes), a realistic view can not be achieved. Have to be realistic, both the press and the factors need to be recognized.

Creative product

According to Ellen (2005), the product approach to creativity and focus on results and the matters arising from the creative process. The assumption here is that the study product (e.g. Publications, drawings, poetry, design) are very objective, and therefore agree with the scientific method. This product can be calculated, for example, and sometimes it is just the quantity of a measured effort. The problem with this approach is that it often tells us only about productivity and not on creativity. This can be misleading because of what it takes to be productive may differ from what is needed to be creative. An individual can be productive without being original and originality is needed the most widely recognized for creating. Some researchers have examined from the standpoint of producing creative products that emerge from creative work. Products resulting from the creativity including many tangible forms such as books, music,

poetry, and so forth. Creativity can also produce intangible products such as command structure, primal imagination, vision, and domain changes.

Creative process

Some researchers believe that creativity can be nurtured and grew to understand creativity as a learnable methodology. Other researchers have identified various process steps that were followed in creative discovery. Examination of a variety of formal methods and processes will be made. It begins with a reflection on the quality of the product to be produced, which also involves customer perceptions and ideas through sketching the picture until a product is produced. Creative process certainly produces creative and innovative products recognized by the various parties, including lovers of products (Ellen M. Raineri, 2005).

Entrepreneur

Ahmad and Seymour (2008) define entrepreneurs as people who (business owner) seeks to generate value, through the creation, expansion in economic activity, by identifying and exploiting new products, processes or markets, different definitions of innovation. Whereas innovation refers to new products or processes significantly better, particularly in respect to the entrepreneurial value creation of these resources. Entrepreneurship, and indirectly also involves creativity, because it requires a capacity for vision to exploit new opportunities.

Entrepreneurship becomes more and more recognized as an important driver of growth creation, innovation and jobs as a result of this is that policies increasingly interested in how to enhance entrepreneurship in different ways, not least through entrepreneurship education. More precisely, the traditional business education tends to focus on the dissemination of information and analytical capability training, and skills that are important to entrepreneurs is lack of processing and analysis of information and more about creativity and action (Berglund and Wennberg (2006).

Researchers usually trace the intention of entrepreneurship to three common factors. First, precipitated by a person intent on behavior. This is seen as the sum of the weights of different possible outcomes of behavior, including the intrinsic reward - as part of the nature or character of a person. The second factor is social norms. This means that faith groups and relevant actors, such as family, friends, colleagues and customers, will give effect to the intentions of entrepreneurs. The third factor is that a self-efficacy will influence intention. Self-efficacy has been found to greatly influence entrepreneurial behavior, and increase the likelihood of certain courses considered that action was seen as important to promote increased entrepreneurial intentions. Previous studies show that has not been proven empirically about the impact of the different entrepreneurial program for subsequent entrepreneurial behavior of students, although participation in the program seems to increase the entrepreneurial intention. (Daniel Yar Hamidi, Berglund and Wennberg, 2008).

Innovative

Vilalba (2008), defines innovation as new products are essential to a better (good or service), or processes, new marketing methods, or new organizational methods, business practices, workplace organization or external relations. Innovation requires creativity because it implies something new and there is a significant addition and renovation. There are differences between products, processes, marketing and organizational innovation. This means that the 'new' does not

necessarily need to be a marketable product, but something that _ different from those previously used. The problem of 'relativity' of what is new, as in the case addressed in the case of creative innovation. Clearly, it shows the difference in terms of meaning and concepts. In addition, innovation in this definition differs from the invention as it was introduced into the market, either by using it (organizational innovation has been implemented) or by placing it into the market (new products). In other words, innovation is the improvement and reform that impact in terms of use.

Theorists often describe innovation as the innovation process consists of two main phases: initiation and implementation. Between the two parts of this phase is believed to be the point where the idea was first adopted, namely the point at which the decision to implement the innovation is made. The first stage ends with the production of an idea, while the second stage ends as soon as the idea was implemented. Many studies have focused mainly on the creative or innovative idea generation. This indirectly sparked a scientific debate that innovation and creativity are closely linked. Precision, innovation also includes the implementation of ideas. Here, we define innovative behavior as behavior towards the beginning and the application (within the role of the working group, or organization) of new ideas and useful information, processes, products or procedures. Thus, defined as an innovative behavior can be seen as a multidimensional construct, which describes the behavior that leads to innovation. Jeroen PJ de Jong, Deanne N. Den Hartog, (2007) focuses on innovations to the two core behaviors that reflect the innovative two-stage process: idea generation and application behavior. Behavior are key steps in the process of individual innovation. Further behavior is closely related to employee creativity. Innovation is the development and introduction of a new product, a new process, or a new service to a market.

An innovative process that replaces the old should be able to do something with a more efficient, effective, or produce more than the minimum cost. Innovation does not occur in a completely new products and services, but a transformation or new combinations of existing things, they consist of different approaches to old problems. A more pragmatic idea of entrepreneurship, rather than dogmatic and modest compared to the creation of a long entrepreneurial forces will result in improvements in production. Innovation also results from the formation of new markets, rather than using the existing product range from a more competitive process manufacturing different from the distribution system, the new marketing strategy, or the transfer of certain business model from one industry to another. According to Günter Faltin and Liv Kirsten Jacobsen, (2008), the elements of an innovative business idea that is reliable and an important factor for survival. Anything that is unique in the approach of an entrepreneur and business that make them stand out against stiff competition. Basic business is innovation, and it is a clear market advantage.

Methodology

A population selected for participation in the study represented the whole population stated. For this study, a minimum number of respondents that the researcher used are 57 and it should be enough to be selected in studying the problem solving research. A population is the aggregate of all elements, sharing some common sets of characteristics, comprising the universe for the purpose of the marketing research problem (Malhotra: 1999).

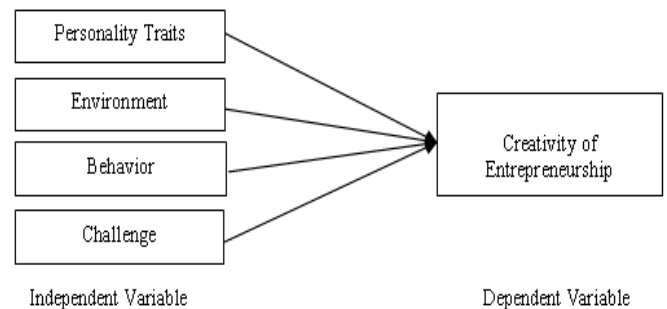
For this study, the researcher used a list of Bumiputera’s furniture entrepreneurs in Kelantan by MARA, MTIB, and other sources in order to decide the right respondent to distribute the questionnaires. This is to ensure the data collected are accurate as possible. The analysis for this study was carried out by using SPSS, a computer program that helps to accelerate the statistical figures such as generating frequency tables, descriptive statistics and many more. The information collected would serve as essential inputs.

Data was collected through the distribution of questionnaires which consist of six sections (Section A-Section F). It is constructed from a few dimensions that was adapted from previous studies: Malhi R. S (2004) and Timmons. J &. Morris M. H. (2006) for personality traits, Vesa Puhakka and Malhi R. S (2004) on enhancing personal quality, Thuaibah @Suaibah et. al (2004) on behavior factor, Vesa Puhakka (2005) and Accelerating Creative Entrepreneurs (2007) Journal for the challenge to become creative Entrepreneurs.

The questionnaires that analyzed which focus on Frequency Distribution consist on Descriptive - Mean Test, It is used to estimate the average when the data have been collected using an interval or ratio scale. Reliability analysis also used as an indicator of a measure’s internal consistency (Zikmund and Babin, 2007). The researcher used reliability test to test whether each item in the independent and dependent variable is accepted or reliable or not in this study regarding to the topic of interest. For the purpose of hypothesis testing, a few analyses have been done such as Correlation Coefficient, Simple Regression Analysis, Coefficient of Determination (R²), Durbin Watson, F-Statistic and T-Statistic.

Research Framework

Based on the literature, a framework is developed and hypothesized:



All items were measured by responses on seven-point Likert scale of agreement with statements, ranging from 1=strongly disagree to 7 = strongly agree.

Development of hypotheses

- H1: There is no relationship between personality traits and the creativity of entrepreneurship
- H2: There is no relationship between the environment and the creativity of entrepreneurship
- H3: There is no relationship between behavior and the creativity of entrepreneurship
- H4: There is no relationship between challenge and the creativity of entrepreneurship

Results

Based on the reliability analysis of the independent items, The questions about personality traits are not reliable and the questions set by the researcher do not fully cover to determine the findings of this study. The result indicates that the Cronbach’s Alpha for six items in personality traits (independent variables) measure is .56. The result shows that this independent variable is ranged as poor. For the environment, Cronbach’s

alpha for independent variable is poor at 0.496. It shows that 49.6% of the questions about the environment are not reliable and the questions set by the researcher do not fully cover the findings of this study. According to reliability analysis of behavior, The result indicates that the Cronbach's Alpha for six items in behavior (independent variables) measure is .865. The result shows that this dependent variable is ranged as very good. It can be concluded that the questionnaire about behavior is acceptable.

While, The result indicates that the Cronbach's Alpha for six items in challenge (independent variables) measure is .685. The result shows that this dependent variable is ranged as moderated and accepted. Reliability analysis of creative entrepreneurship, the result indicates that the Cronbach's Alpha for three items in Creative Entrepreneurship (dependent variables) measure is .902. The result shows that this dependent variable is ranged as very good. It can be concluded that the questionnaire about creative entrepreneur is acceptable. Even though both items of personality traits and environment is poor, the researchers are still considered as the important variables since many scholars found that these elements have a strong relationship in evaluating the creativity of entrepreneurs as explained by K. Mackillop (2009) and Woodman, Sawyer and Griffin (1993).

I. Hypothesis Testing for Personality Traits using Correlation

Based on the correlation coefficient test in the table 3 and 4, it shows that personality trait is positively associated with the Creativity of Bumiputera's Furniture Entrepreneurship in Kelantan. The result from the table shows the correlation between personality traits and Creativity of Bumiputera's Furniture Entrepreneurships in Kelantan which is *being* = .583. Looking at the theory from Guilford's, this result has a moderate correlation. Therefore, personality traits and Creativity of Bumiputera's Furniture Entrepreneurships has a substantial relationship. From the correlation, it shows that the null hypothesis of no association is rejected with indication that the association is statistically significant at the 0.05 levels. It is clearly stated that:

Level of significant < 0.05 = Null hypothesis (H0) is rejected

In this study, the result is: $0.000 < 0.05 = H_0$ is Rejected From the result, hypothesis 1 are accepted as there is a substantial correlation between the two variables. The conclusion of this finding is personality traits are an important factor being considered by the entrepreneurs to determine Creativity of Bumiputera's Furniture Entrepreneurship and it has a substantial relationship.

II. Hypothesis Testing for Environment using Correlation

From the hypothesis testing based on the correlation coefficient test in the table 5.5, it shows that environment has a very low relationship associated with the Creativity of Bumiputera's Furniture Entrepreneurships. From the table, it shows the result of correlation between the environment and the Creativity of Bumiputera's Furniture Entrepreneurships which is *being* = .061. Interpretation of value "r" that being proposed by Sekaran (2003) is very low relationship This means that, between environment and creative entrepreneur relationship are slight, almost negligible relationship. From the correlation, it shows that the null hypothesis of no association is accepted with the indication that the association is statistically significant at the 0.05 level. From the result, hypothesis 2 are not accepted as there is a low correlation between the two variables. The conclusion of this finding is environment is a less important factor being considered to influence the Creativity of Bumiputera's Furniture Entrepreneurship.

III. Hypothesis Testing for Behavior using Correlation

From the hypothesis testing based on the correlation coefficient test in the table 5.5, it shows that behavior is positively associated with the Creativity of Bumiputera's Furniture Entrepreneurship. It shows the result of correlation which is *being* = .791. It means that it has high correlation, marked relationship according to the interpretation of value "r" being proposed by Guilford (1956). From the correlation, it shows that the null hypothesis of no association is rejected with the indication that the association is statistically significant at the 0.05 levels.

IV. Hypotheses Testing for Challenge using Correlation

Table 3 and 4 shows the hypothesis testing for the fourth independent variable, which is challenge. From this finding, it shows that there is a positive relationship between challenge and Creativity of Bumiputera's Furniture Entrepreneurship. Moreover, from the table, it shows the result of correlation challenge and Creativity of Bumiputera's Furniture Entrepreneurship is equal to .460 ($r = .460$). Looking at the theory from Guilford's, this result has a moderate correlation and proves to have a substantial relationship between challenge and Creativity of Bumiputera's Furniture Entrepreneurship. From the correlation, it shows that the null hypothesis of no association is rejected with the indication that the association is statistically significant at the 0.05 levels. From the result, hypothesis 4 is acceptable although it has a moderate correlation and substantial relationship as statistically the association is significant at the level of significant value. The conclusion of this finding is challenge is an important factor that influences the Creativity of Bumiputera's Furniture Entrepreneurship.

Interpretation of objective I

Table 5 explains how far is the contribution of the pre-determined factors which are personality traits, environment, behavior and challenge that influence creativity entrepreneurship in the furniture industry in Kelantan. Both analyses show that 3 independent variables are significant and have a positive relationship between with dependent variable in this study and 1 variable is not significant. On personality traits, the Beta value in regression analysis for personality traits is 0.250 and the significant value is 0.013. Since, the significant value is 0.000 or less than 0.05, personality traits are significant predictors on the Creativity of Bumiputera's Furniture Entrepreneurship. This is supported by the Pearson Correlation analysis that resulted personality traits had a moderate correlates and it has a substantial relationship. On Environment, it is not positively correlated with Creativity of Bumiputera's Furniture Entrepreneurship. It has a slight, almost negligible relationship.

Based to Table 6, the Beta value in regression analysis of environment is 0.194 and the regression result rejects H_0 , so this independent variable is a significant predictor on Creativity of Bumiputera's Furniture Entrepreneurship. In the items of behavior, the Beta value in regression analysis of reliability is 0.694 and the significant value is 0.000. Since, the significant value is 0.000 or less than 0.05, behavior is a significant predictor on Creativity of Bumiputera's Furniture Entrepreneurship. The challenge is less positively correlated with Creativity of Bumiputera's Furniture Entrepreneurship. It also has a moderate correlation and substantial relationship. The beta value in regression analysis for the challenge is 0.008 and the significant value is 0.933. Since, the significant value is 0.933 or more than 0.05, challenge is not a significant predictor on Creativity of Bumiputera's Furniture Entrepreneurship.

Interpretation of Objective II

To measure the most factors that contribute to creativity of entrepreneurship in the furniture industry. Referring to Table 6, the highest Beta value obtained is behavior with 0.694 which means that it is the most factors that influence *creativity entrepreneurship in the furniture industry*. The second most factor that influence *creativity entrepreneurship in the furniture industry* is personality traits with $\beta=0.250$ which is after the behavior. Furthermore, it is followed by an Environment Beta value which is 0.194. It indicates environment is the third factors that influence creativity entrepreneurship in the furniture industry, in this research, Challenge with Beta is 0.008 are the lowest. It means that this variable has the lowest impact of factor that influence creativity entrepreneurship in the furniture industry.

According to Cropley (2000), in an evaluation of creativity test methods found that personality and behavioral tests generally had the most valid results but recommended a mixed methods' approach. Thus, while psychometric tests are regarded as somewhat blunt instruments for measuring creativity they are still useful as indicators of general creative potential and may be useful in combination with more specific instruments.

Conclusion and Recommendation

Based on these findings, it shows that the variables that influence the entrepreneurial creativity of Bumiputera furniture in Kelantan is the behavior. This can be trusted with their own responses from furniture entrepreneurs involved and have experience in the furniture industry. Among the major sources of local furniture does not get attention is because the design does not satisfy the needs and tastes. Therefore, the researcher suggests entrepreneurs to enhance the personality to be more creative and innovative. Various designs and colors can be added by the entrepreneurs. In addition, creative entrepreneurs have the courage to change and explore new ideas in creating a Bumiputera furniture industry competitive.

In an effort to increase the production of furniture, the researchers found that the network environment to be improved regularly. Network environment is important to entrepreneurs. This is because the network of contacts in the furniture industry can highlight the advantages of this activity. Many entrepreneurs have to work with a lot of people in the business industry that can contribute to high achievement in targeting the needs of consumers. This study is optimistic that the issues can be addressed through various means such as participating in entrepreneurial training in order to give more exposure to the entrepreneurial skills and knowledge of furniture. Based on observation, there are some problems with the current training program as entrepreneurs who lack the exposure and experience as they are not really exposed to what they should be. In the future, the government and relevant agencies to provide programs and seminars that will increase the number of training schemes.

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Table 3: Correlation Coefficient Tests of Hypothesis

		Creative entrepreneur	Personality traits	Environment	Behavior	Challenge
cre	Pearson Correlation Sig. (2-tailed) N	1 57	.583(**) .000 57	.061 .654 57	.791(**) .000 57	.460(**) .000 57
pt	Pearson Correlation Sig. (2-tailed) N	.583(**) .000 57	1 57	.325(*) .014 57	.566(**) .000 57	.328(*) .013 57
env	Pearson Correlation Sig. (2-tailed) N	.061 .654 57	.325(*) .014 57	1 57	.250 .060 57	-.042 .754 57
beh	Pearson Correlation Sig. (2-tailed) N	.791(**) .000 57	.566(**) .000 57	.250 .060 57	1 57	.522(**) .000 57
cha	Pearson Correlation Sig. (2-tailed) N	.460(**) .000 57	.328(*) .013 57	-.042 .754 57	.522(**) .000 57	1 57

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

Table 4: Summary of Pearson Correlation

Independent Variables	r value	Relationship	Level of significance	Accept or Reject Ho
Personality Traits	0.583	Moderate Correlation, Substantial Relationship	0.000<0.05	Ho rejected
Environment	0.061	Slight, almost negligible relationship	0.654>0.05	Ho accepted
Behavior	0.791	High correlation, marked relationship	0.000<0.05	Ho rejected
Challenge	0.460	Moderate Correlation, Substantial Relationship	0.000<0.05	Ho rejected

Table 5: Summary of Pearson Correlation and regression

Variables	Pearson Correlation	Regression
Personality Traits	Moderate Correlation, Substantial Relationship	Reject Ho
Environment	Slight, almost negligible relationship	Reject Ho
Behavior	High Correlation, Marked Relationship	Reject Ho
Challenge	Moderate correlation, substantial relationship	Fail to reject Ho

Table 6: Standardized Coefficients of the Research Model

Hypotheses	Variable	Beta	Sig	Result
Personality traits influence creative entrepreneur	Personality Traits	0.250	0.013	Reject Ho
The environment influences creative entrepreneur	Environment	0.194	0.026	Reject Ho
Behavior influences creative entrepreneur	Behavior	0.694	0.000	Reject Ho
Challenge influence creative entrepreneur	Challenge	0.008	0.933	Fail to reject Ho