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## Night-Market Traders Are They Entrepreneurial or Just Making Ends Meet?

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# Night-Market Traders Are They Entrepreneurial or Just Making Ends Meet?

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## Abstract

**Research Aims** - Night-market is a popular type of micro-business in Southeast Asia. The purpose of this research is to examine night markets from the perspective of business development, a perspective that has received limited attention from the literature.

**Design/methodology/approach** - A total of 300 questionnaires were distributed amongst night-market business owners in a selected venue around Penang. Data were analyzed using SEM-PLS to measure the variables proposed in the study.

**Research Findings** - The results of this study showed that commitment and business experience is significantly related to business development while government assistance yields no relationship. The age of the business owner has a significant moderating impact on the effect of commitment and business experience on business development and, again, no impact on the effect of government assistance.

**Theoretical Contribution/Originality** - This study argues that the presumption that all micro-businesses have an entrepreneurial character should be treated with skepticism. It is important to differentiate between being entrepreneurship and making end meets.

**Managerial Implication in the South East Asian context** - Managerial Implication in the South-east Asian Context: The present study suggests that operating a night-market business and passing it down from generation to generation while at the same time aiming for it to grow bigger is unrealistic.

**Research limitation & implications** - This study has several limitations. First, due to time and geographical constraints, the sample size was limited to 300, and the data were collected only in Penang. Secondly, the study did not consider whether the business owners (night-market traders) were first generation owners, second generation, or beyond.

**Keywords** - Night market, entrepreneurial, making ends meet, age.

## INTRODUCTION

Hot and humid weather year round (Feng & Wu, 2016) makes Southeast Asian night markets a perfect place to buy and sell unique local delicacies, sweets, art products, toys, and various other low-end products. Initially visited mostly by locals residing in nearby areas, they now attract international travelers from all over the world. Considered an exciting nightlife activity, a visit to a night market is appealing to tourists (Hsieh & Chang, 2006). An increasing number of people local and international visiting night markets means more money-making opportunities for sellers.

The strategic location of night markets (Abdaziz & Lye, 2011) along main streets, in residential areas, and in the hearts of cities makes them even more inviting to people. In a night market, the individual sites do not permanently belong to the petty traders. The traders must pay a site fee, and sometimes an additional amount determined by local authorities or the land owner. Malaysian night markets are based on the concept of open-air shopping (Ishak et al., 2012) and are thus easier to establish and operate. This system means that traders can change locations from time to time and do not have permanent business premises.

Night-market businesses are usually family based (Ishak et al., 2012; Yu, 2004). A typical petty trading business consists of a husband and wife and their children. The possibility for future expansion with this structure is high should the petty traders have an entrepreneurial mindset, at least in the case of the children. According to Suhaimi et al. (2016), Malaysian night-market traders are actually informal micro-entrepreneurs. Typically, entrepreneurs grow from small beginnings by establishing a succession of businesses, each new one at an improved scale and sophistication as time goes on (Rosa, 2019).

In Southeast Asia, night market traders are basically business micro-units. However, few studies have been conducted about these night-market traders, especially from the perspective of entrepreneurship. The reason for this is that entrepreneurial studies often focus on micro businesses from the perspective of manufacturing (Akbar et al. 2017), food (Rani et al., 2019), and services (Zakariya et al., 2020). This highlights the importance of this study. Operationally, night-market trading requires business-management, marketing, and accounting skills, skills needed by any successful business. A steady pool of customers and cash-based transactions give traders plenty of opportunity for future growth. In line with this assumption, the objectives of this paper are threefold. The first is to examine whether these night-market traders are being entrepreneurial, with a vision to further develop their businesses, or just making ends meet. The second is to examine the factors that influence the traders to grow further. The third objective is to test the moderating effect of age on business development and the influencing factors proposed in this study.

## LITERATURE REVIEW

### *Business development*

Being entrepreneurial means being prepared to embrace opportunity that may arise from accumulation of large profit or additional capital injection from financial institution (Shapero, 1982; Reynolds, 1992). Along with preparedness come other more prevalent characteristics such as innovativeness, tolerance towards ambiguity, and a high propensity to risk (Hian, 1996). While innovativeness, ambiguity tolerance, and risk taking are psychological characteristics, entrepreneurial inclination is also significantly associated with demographic (e.g. age) and family characteristics and family entrepreneurial inclination (Koh, 1995).

To have a vision is more essential than the aforementioned entrepreneurial characteristics (psychological, demographic, and family). Therefore, vision is beyond

and over opportunity recognition (Ensley et al., 2000). A night-market trader's strategy must embody his or her vision of where the company is going, not where it is (Bhide, 1996). Being complacent with current performance is not permissible, as it may impede further development. The resources available to a business owner also need to be managed strategically for further growth. This is in line with Witt's (2007) suggestion that "to successfully organize resources into the envisioned businesses—be it via firms or markets—resource owners must be coordinated on the entrepreneur's conception of the business and be motivated to perform properly" (p. 3). After all, the majority of these small traders depend upon their own family savings as their main source of capital, making developing their businesses even more challenging (Kamunge et al., 2014).

In the context of this study, "business development" refers to "trader" development. Development in this sense covers the following: increases in sales, business expansion, buying more equipment for business, having a strategy to attract new customers, and maintaining loyal customers. Only traders who have business vision and are entrepreneurial should progress further in business.

### *Commitment*

Commitment relates to the personal importance that one places on thinking about something, gathering information about it, and using that information, as well as one's attitude in making relevant decisions and the ability to design one's actions according to that attitude (Howe & Krosnick, 2017). Meyer and Herscovitch (2001) describe commitment as a force that binds an individual to a course of action of relevance to one or more targets. Consequently, by setting up a business, small traders feel in control of their destiny as they pursue their dreams (Bezzina, 2010). Connecting commitment to business sustainability, Jansson et al. (2017) suggest that commitment is evident in several of a firm's processes and procedures, such as its overall management philosophy, strategic product decisions, competitiveness, and strategic planning.

Being entrepreneurial certainly relates to one's learning orientation (Nasution et al., 2011). Committed entrepreneurs always strive for excellence by aligning market demand/requirements with their own learning orientation (Keskin, 2016). At the same time, they are also willing to learn from past mistakes and continue improving over occasionally.

In this study, we examine different aspects of business commitment: 1) the feeling of happiness among night-market traders that comes from owning a business, 2) the amount of commitment devoted to a business emotionally, socially, and economically, 3) the seeking of opinions on improving a business, and 4) the aim of excelling in night-market business. Based on these aspects, we propose that:

H1: Business commitment is positively related to night-market traders' business development

### ***Business experience***

Business experience in this study refers to the business owner's experience. Tesluk et al. (1998) consider the following components of experience: work-based knowledge, skills, attitudes, and motivation, as well as secondary outcomes such as performance. These components accrue over time and become experience. Accrued experience gives entrepreneurs with previous business experience significantly different views from those without business experience (Huck & McEwan, 1991).

With regard to business inheritance, a study by Zellweger et al. (2011) found that people with a family business are more likely to pursue an entrepreneurial career. As highlighted by Fairlie and Robb (2007), the success of a small business owner largely depends on prior work experience in a family member's business, which is one method of acquiring general and specific business human capital. Early exposure ensures the sons and daughters of business owners are well prepared to take over the family business when the time is right or when needed (Lentz & Laband, 1990).

In discussing entrepreneurial inclination among university students, Hasan (2007) reported that motivation, attitude, and skills are the primary factors influencing a person's inclination to be an entrepreneur. Motivation in this context refers to the encouragement given by family members, especially parents. As suggested by Bloemen-Bekx et al. (2019), parental preferences and encouragement in regard to entrepreneurship significantly enhances the entrepreneurial inclination of young adults with entrepreneurial parents. In addition, for those who recognize entrepreneurship as an opportunity to shine and strive forward, the internal locus of control becomes an attraction (Asante & Affum-Osei, 2019). Individuals with an internal locus of control believe that the outcome of an event, to a greater extent, is influenced by their actions or behaviors (Judge et al., 2002), and these individuals usually possess high self-esteem. In this study, "self-esteem" means the drive to achieve greater success and to excel in a given field.

Our definition of experience is similar to that of Tesluk et al. (1998), who define it as a combination of work-based knowledge, skills, attitudes, and motivation, as well as secondary outcomes such as performance. Based on this definition, we suggest that night-market traders who have enough business experience should be inclined to grow their business further. Because they might have an entrepreneurial character, we can hypothesize that:

H2: Business experience is positively related to night-market traders' business development.

### ***Government assistance***

The fact that small-scale trading is a sector that provides employment to a large number of people has caused the Malaysian government to pay serious attention to this sector. The establishment of SME Corp to deal with small and medium enterprises directly is hard evidence of commitment by the government. In addition,

many smaller agencies were established to assist micro businesses. In general, the assistance provided is both financial (loans and grants) and non-financial (training and coaching). Detailed information on the agencies is presented in Table 1.

Scholars have studied the impact of government assistance to small traders and reported several findings. Roper and Hewitt-Dundas (2001) found that grant aid boosted employment. Additionally, systematic reviews by Cravo and Piza (2016) found that grants not only create employment, but that the support received helps improve firm performance. Financial assistance from the government is needed because business owners have a limited amount of capital (Anwar et al., 2020), and thus the assistance is vital not only during start-up but also for ongoing operations (Muske & Woods, 2004). Financial assistance should be less bureaucratic, tailored to the needs of micro-businesses, and accessible when growth opportunities arise (Gherhes et al., 2016). Furthermore, adequate training programs improve the competitiveness of micro-businesses (Gherhes et al., 2016). Apart from financing and training, assistance with marketing related activities is also needed (Anwar et al., 2020; Muske & Woods, 2004).

A study by Chan (2005) analyzed the impact of micro-credit lender Amanah Ikhtiar Malaysia (AIM) on micro-businesses. He concluded that such initiatives by the government really help micro-businesses flourish, create employment, and reduce poverty. On this note, government assistance programs should be targeted to and specialized for groups who are already successful in business (Soontornthum, 2007). Based on this premise, we propose the following:

**H3: Government assistance is positively related to night-market traders' business development.**

Agency	Support program
AIM	<ul style="list-style-type: none"> <li>Provides financial guidance and training to poor and low-income entrepreneurs. AIM provides capital financing, compulsory savings, and welfare funds to achieve this objective.</li> </ul>
MARA	<ul style="list-style-type: none"> <li>Conducts entrepreneurship training to produce global entrepreneurs.</li> <li>Develops technopreneurs in high-tech fields through strategic partnerships.</li> <li>Provides business advisory services to increase the capacity of entrepreneurs and businesses to meet global standards and demand.</li> <li>Provides an integrated marketing program to penetrate the global market.</li> <li>Establishes a strategic network for holistic entrepreneurship development.</li> </ul>
TEKUN	<ul style="list-style-type: none"> <li>Providing Microfinance and Entrepreneurship Development Support</li> </ul>
PUNB	<ul style="list-style-type: none"> <li>Provides opportunities for Bumiputera entrepreneurs to achieve business success through the provision of financial and corporate support</li> </ul>
MAVCAP	<ul style="list-style-type: none"> <li>Invests in small companies with the potential to succeed.</li> </ul>
MTDC	<ul style="list-style-type: none"> <li>Provides opportunities for the new generation of technopreneurs through comprehensive nurturing services that support them all the way from laboratory ideas to full commercialization.</li> </ul>
MDV	<ul style="list-style-type: none"> <li>Provides innovative, flexible financing solutions and specialized funding programs for SMEs.</li> <li>Provides industry expertise and advisory services.</li> </ul>
MDeC	<ul style="list-style-type: none"> <li>Creates an ideal and conducive platform to nurture Malaysian SMEs in the ICT sector to become world-class businesses whilst attracting investment from global ICT companies in cutting-edge digital and creative solutions in Malaysia.</li> </ul>

Source: Information gathered by the authors. AIM: Amanah Ikhtiar Malaysia, MARA: Majlis Amanah Rakyat, TEKUN: Tabung Ekonomi Kumpulan Usaha Niaga, PUNB: Perbadanan Usahawan Nasional Berhad, MAVCAP: Malaysia Venture Capital Management Berhad, MTDC: Malaysia Technology Development Corporation, MDV: Malaysia Debt Ventures Berhad, MDeC: Multimedia Development Corporation, ICT: Information Communication and Technology

**Table 1**  
Agencies and Support  
Programs

### *Moderating role of age*

A moderation effect is a causal model that postulates “when” or “for whom” an independent variable causes a dependent variable (Baron & Kenny, 1986; Frazier, et al., 2004). In essence, the moderator modifies the strength or direction (i.e., positive or negative) of a causal relationship (Wu & Zumbo, 2008). Baron and Kenny (1986) describe the moderator as “a third variable that affects the zero-order correlation between two other variables” (p. 1174).

According to Culpin et al. (2015), the impact of age on the entrepreneurial potential of older employees seems to limit the potential in an aging workforce of entrepreneurship as a strategy to strengthen companies’ innovativeness and their competitiveness. Entrepreneurial intention may increase with the age until a certain threshold and decrease afterwards (Tsai et al., 2016). Owners who are younger are likely to be more growth oriented, yet mature OMEs are more likely to run businesses with greater longevity (Cressy, 1996). In their systematic review, Gherhes et al. (2016) stated that an owner’s age is one of several factors that determine business growth for micro-businesses. Highlighting age, a study by Alvarado Lagunas et al. (2018) suggested that a micro-entrepreneur increases his or her likelihood of continuing with a micro-business by 1.05 times for every year older he or she is, keeping all other factors constant. Based on this discussion of age, we posit that the age of a night-market trader affects the development of his or her business. Accordingly we suggest the following:

- H4: Age moderates the relationship between business commitment and night-market traders’ business development.
- H5: Age moderates the relationship between business experience and night-market traders’ business development.
- H6: Age moderates the relationship between government assistance and night-market traders’ business development.

### **RESEARCH METHOD**

A survey method was used for data collection. A structured questionnaire was developed for the survey method. Night-market locations around Penang were selected for this study. In the field study, the researcher approached potential respondents (night-market traders) and explained the purpose of this study. Upon consent, the respondent was given the questionnaire to be filled out. The respondents were then given some time to read and answer the questionnaire. The researcher was ready to answer any questions the respondents had about the questionnaire. In total, data collection took one month. In the end, 300 questionnaires were obtained and analyzed. In our sample, males were more dominant, comprising 57.7% of the sample while females comprised 42.3%. Regarding age, 42% were aged 20 and under, 27% were 21 to 30, 19.3% were 31 to 40, and 11.7% were above 40. A total of 55.3% were still single, while 44.7% were married. As for business experience, the majority of respondents (90%) had 15 years or less of experience as a night-market trader. Only 10% had more than 15 years of business experience.

### *Measures*

The constructs proposed in this study were measured using 5-point Likert scales drawn and modified from the existing literature. To achieve the desired reliability for the questionnaire, this study conducted back-to-back translation of English and Bahasa Melayu. The back translated English version was then checked against the original English version. Ten night-market traders were asked to check the validity of the questionnaire and necessary corrections were made accordingly. It is important to note that although the majority of the items were adapted from the existing literature, the modifications were crucial in making the questionnaire suit the context of the study. Appendix 1 illustrates the measures devised to test the suggested research hypotheses. The details of the sources of measurement are as follows: business development (Kamunge et al., 2014), commitment (Bezzina, 2010), business experience (Hasan, 2007) and government assistance (Soontornthum, 2007).

## **RESULTS AND DISCUSSIONS**

### *Reliability and Validity*

This study employs partial least square-structural equation modeling (PLS-SEM) for data analysis. Hair et al. (2011) regard PLS-SEM as “a silver bullet” for estimating causal models in many theoretical models and empirical data situations if applied appropriately. PLS-SEM has experienced increasing use in a variety of fields in recent years, with non-normal data, small sample sizes, and the use of formative indicators being the most prominent reasons for its application (Hair et al., 2014). Unlike other covariance-based SEM techniques, PLS is not sensitive to the problem of small sample sizes (Hsu et al., 2006). Confirmatory factor analysis was done to obtain more reliable and valid results (Afthanorhan, 2013).

Hair et al. (2011) provide some guidance on how to read the scores for PLS-SEM. According to them, composite reliability values of 0.60 to 0.70 in exploratory research and values from 0.70 to 0.90 in more advanced stages of research are regarded as satisfactory (Nunnally and Bernstein, 1994), whereas values below 0.60 indicate a lack of reliability. Furthermore, each indicator’s reliability needs to be taken into account, and each indicator’s absolute standardized loading should be higher than 0.70. Generally, indicators with loadings between 0.40 and 0.70 should only be considered for removal from the scale if deletion leads to an increase in the composite reliability above the suggested threshold value. Weaker indicators are sometimes retained on the basis of their contribution to content validity. Indicators that exhibit very low loadings of 0.40 and lower should, however, always be eliminated from reflective scales. Adhering to these rules, this study has fulfilled all the recommended criteria (please see Table 2 for details).

Regarding discriminant validity, Fornell and Larcker (1981) suggest that the “square root” of AVE of each latent variable should be greater than the correlations among the latent variables. Table 3 shows the discriminant validity of the constructs used in this study.



### Hypothesis Testing

Based on the fact that all prerequisites were fulfilled, we developed a model for hypothesis testing, as shown in Figure 1. The results are shown in Table 4.

Business commitment ( $t$ -value = 6.767) and business experience ( $t$ -value = 4.617) have an impact on night-market traders' business development. In terms of business commitment, many traders are committed to further developing their business. As the majority of traders have low levels of educational attainment (no tertiary education), about 86.3% of the traders view their business as their only source of

Latent variables	Items	Loadings	bAVE	aCR	Cronbach's alpha
Business experience	C1	0.737	0.562	0.92	0.903
	C10	0.749			
	C2	0.77			
	C4	0.74			
	C5	0.735			
	C6	0.773			
	C7	0.711			
	C8	0.771			
	C9	0.761			
Business development	A2	0.786	0.6	0.9	0.867
	A3	0.798			
	A4	0.734			
	A5	0.761			
	A6	0.789			
	A1	0.779			
Commitment	B1	0.739	0.586	0.919	0.899
	B3	0.758			
	B4	0.768			
	B5	0.78			
	B6	0.77			
	B7	0.787			
	B8	0.775			
	B9	0.743			
	D1	0.804			
D2	0.801				
D3	0.833				
D4	0.803				
D5	0.804				
D6	0.804				
D7	0.795				

**Table 2**  
Results of Measurement Model

	Business experience	Business development	Commitment	Government assistance
Business experience	<b>0.75</b>			
Business development	0.73	<b>0.775</b>		
Commitment	0.752	0.762	<b>0.765</b>	
Government assistance	0.572	0.497	0.555	0.807

**Table 3**  
Correlation and Discriminant Validity

Relationship	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	$t$ -statistics ( O/STDEV )	$p$ -values	Hypothesis
H1 Commitment → business development	0.48	0.481	0.071	<b>6.767</b>	0	Accepted
H2 Business experience → business development	0.352	0.35	0.076	<b>4.617</b>	0	Accepted
H3 Government assistance → business development	0.029	0.034	0.053	<b>0.556</b>	0.578	Rejected

**Table 4**  
Results of Direct Hypotheses Testing

income and their future. The traders are justified in focusing their full energy (time and money) on their business. As for business experience, exposure to business activities and encouragement by parents affect a trader's inclination to develop his or her business. This finding is in line with the findings of other scholars (Yusuf, 1995; Staniewski, 2016; Handler, 1994). Contrary to the literature, this study found that government assistance has no impact on night-market traders' business development ( $t$ -value = 0.556). Practically speaking, this means money obtained from

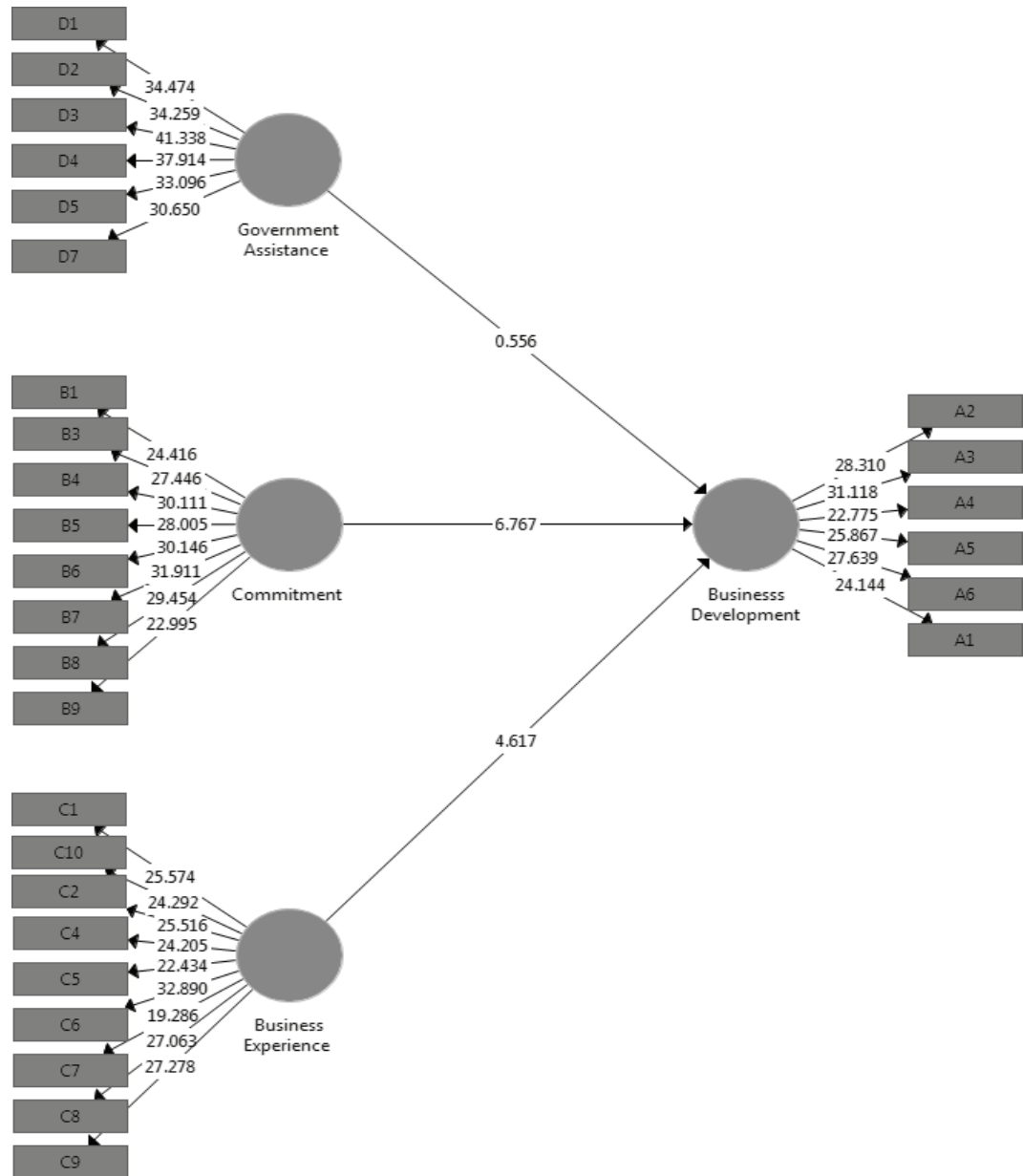


Figure 1  
Structured Model

	Relationship	beta	t-value	Hypothesis
H4	Age moderates the relationship between commitment and business development	-0.0803	-2.2924**	Accepted
H5	Age moderates the relationship between business experience and business development	0.2296	1.8321*	Accepted
H6	Age moderates the relationship between government assistance and business development	-0.0132	-0.2160	Rejected

Table 5  
Moderating Effect of Age

government agencies like MARA and TEKUN does not boost business growth. For night-market traders, there is a fine line between the money that belongs to the business and the money that belongs to the owner. Correctly managing money from the government is essential in this context.

In the following section, the moderating effect of age is examined using SPSS modprobe (Hayes & Matthes, 2009). Age has been determined to be a moderator in this study. This is an important technique for analyzing the interaction effect between a moderator and specific patterns of independent variables. The results are shown in Table 5.

Age moderates the relationship between commitment and business development (-2.2924\*\*) and the relationship between business experience (1.8321\*) and business development. The demographic background of the respondents may provide some explanation of these results. The majority of respondents were under 40 years of age. This suggests that young traders are very committed, while the negative values suggest that as the independent variable increases, the dependent variable decreases. Specifically, the data show that commitment to business development may increase with age until a certain threshold and decrease afterward. With regard to business experience, these results conform to the mainstream literature, which affirms that experience increases along with age. Ultimately, as a business owner's age increases, he or she may have more ideas on how to develop his or her business. Additionally, age does not moderate the relationship between government assistance and business development (-.216). This finding solidifies the argument that regardless of the age of the business owners/traders, government assistance has no impact on business development.

### MANAGERIAL IMPLICATIONS IN THE SOUTHEAST ASIAN CONTEXT

Night-market traders in Southeast Asia share similar operational, economic, and social environments. Thus, the findings of research on night-market traders in Malaysia have some implications for night-market traders in all Southeast Asian countries. The nature of night markets and business owner character should be the main focuses when discussing the managerial implications of this study. Firstly, the level of commitment from business owners is certainly closely related with age. Past a certain age, commitment to developing one's business declines. This is because running a night-market business takes a lot of energy and time. A business owner needs to relocate their business almost every day. Space constraints and limited capital inhibit further development of night-market businesses even when the business owner possesses a high level of commitment. In this context, starting a night-market business and passing it down from generation to generation, while at the same time aiming for it to grow bigger is unrealistic. The business owner should find another business model, such as renting/buying retail premises. Business owners should view night markets as a "training ground," not a place for a permanent career if they have the vision to excel in business and become an entrepreneur.

Furthermore, as night-market trading is one of the main economic activities of

people in Southeast Asia, many countries see an immediate need for government agencies to get involved in lending money to micro-business owners (night-market traders). The main objective of this lending is to help traders grow bigger and eventually become entrepreneurs. For this reason, this study deems necessary the development of a psychometric assessment for borrowers. The purpose of such an assessment would be to correctly identify those who are eligible to be given an entrepreneurial loan, as well as to assist in the drafting of a viable strategic plan for potential traders.

### **THEORETICAL IMPLICATIONS**

Entrepreneurship has always been regarded as a means of poverty reduction (Si et al., 2020). However, in describing entrepreneurship, Sikalieh (2012) emphasized that an entrepreneur must be action oriented and, at the same time, involved in immense creativity and innovation. In studying entrepreneurship, many scholars focus on micro-businesses as launch pads for entrepreneurs (Alonso et al., 2020; Buckley, 2020; Chatterjee & Das, 2016). Their main assumption is that micro-business owners possess the skills, knowledge, personality, and vision to be successful entrepreneurs (Chatterjee & Das, 2016; Baluku et al., 2016). A study on night-market traders by Subhan et al. (2017) argued that not all micro-businesses are entrepreneurial in the sense that they have an ongoing, ever-growing commitment to further develop their business. Thus, commitment to business development is supposed to increase with age, not the opposite. Certainly, business development for this type of micro-business is mainly to make ends meet.

### **CONCLUSION**

This paper highlighted a type of micro-business, night-market trading that has received little attention from scholars. The findings contribute to our understanding of night market trading in relation to commitment, business experience, and government assistance of business development. Furthermore, these findings emphasize that the presumption that micro-business owners such as night-market traders have an entrepreneurial character—for example, an inclination to grow their business in an ongoing way—should be made with caution. It is important to differentiate between being entrepreneurial and just making ends meet because they are entirely different in term of vision and may have different theoretical and managerial implications.

Although this study offers useful findings, several limitations need to be acknowledged. First, due to time and geographical constraints, the sample size was limited to 300, and the data were collected only in Penang. Second, this study did not consider whether a night-market trader was a first generation business owner, second generation business owner, or beyond. Third, only three independent variables were included in this study. Considering these limitations, future research can 1) expand the data collection area to include other states like Kedah and Perlis, 2) study different generations of business owners to gain a better understanding of night-market traders' business development, and 3) add business planning as a variable.

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## APPENDIX

Construct	Items
Business development	<ul style="list-style-type: none"> <li>• Our business increased its sales volume from last year.</li> <li>• We have significantly expanded our night-market business.</li> <li>• We are planning to buy more equipment for our night-market business.</li> <li>• We are planning to expand our business to many night markets in our area.</li> <li>• We keep attracting many new customers.</li> <li>• We have many loyal customers.</li> </ul>
Commitment	<ul style="list-style-type: none"> <li>• I am happy to be a night-market trader.</li> <li>• Being a night-market trader is my life's work because I have put a great deal into it, emotionally, socially, and economically.</li> <li>• I enjoy discussing my business with people around me.</li> <li>• It would be really difficult for me to leave my business right now.</li> <li>• I am very happy being a night-market business owner.</li> <li>• I am sticking with night-market trading out of necessity.</li> <li>• Changing from my current business to another is not acceptable.</li> <li>• I want to shoot for excellence in my business.</li> <li>• I always try to learn lessons from my failures.</li> <li>• For me, anything is possible if I believe I can do it.</li> </ul>
Business experience	<ul style="list-style-type: none"> <li>• My family is involved in business; I come from a business family.</li> <li>• I was exposed to this business as a kid.</li> <li>• Experience helping my family run their business made me more interested in operating my own business in the future.</li> <li>• I come from a poor background.</li> <li>• Excellent academic qualifications encouraged me to become an entrepreneur.</li> <li>• My parents encouraged me to venture into the field of business.</li> <li>• My skills and experience in managing my business ensure business stability.</li> <li>• I aspire to become a successful entrepreneur.</li> <li>• I want greater success and excellence through my own efforts.</li> <li>• I want to be an extraordinary person in society.</li> </ul>
Government assistance	<ul style="list-style-type: none"> <li>• I believe the government has done a lot to help small traders.</li> <li>• I believe the government has come up with various programs to help my business grow.</li> <li>• I believe government support via local authorities is making a big difference in my business.</li> <li>• I believe the government via local authorities has done a good job of providing strategic locations for night-market traders.</li> <li>• I have faced problems in obtaining financial assistance from government agencies for my business.</li> <li>• I believe the government via local authorities provides good facilities for night-market traders to operate.</li> <li>• I am not clear on the incentives offered by government agencies for my business.</li> </ul>