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An Exploratory Case Study of Non-Entrepreneurs (Thematic Analysis)

Abstract

Non-entrepreneur refers to a person who is non-actor and absent from entrepreneurial actions and not making intention towards entrepreneurship. An exploratory case study method (Yin, 2014) was used to carry out the research. Unstructured interviews were conducted with four non-entrepreneurs and field notes were written down on the notebook with the pencil to save the data. Thematic analysis was applied to the text to reach the important themes deducted from views and perceptions of the participants. Finding of the study depicted that lack of personal intention and will, lack of knowledge and information about entrepreneurship, lack of understanding the entrepreneurship, no familial association with business, family involvement in the selection of career and education were major impediments. In the end, important implications were drawn i.e. seminars and conferences must be conducted to overcome the hurdles of lacking the understanding of entrepreneurship.

Key Words: Non-entrepreneurs, lack of entrepreneurship knowledge and understanding, family involvement in career selection, lack of personal desire and will, family business, self-efficacy, culture,

Introduction

The word non-entrepreneur refers to a person who is non-actor and absent from entrepreneurial actions (Kazmi et al., 2017). By differentiating between both terms entrepreneurs and non-entrepreneurs (Gartner, 1989) states that non-entrepreneurs don't think about to develop any organization either entrepreneur put their intention to take business initiative and develop an organization.

Entrepreneurship knowledge prevails on the intention of entrepreneurs through education; learning basic skills to overcome various business problems equip more entrepreneurial knowledge to understand the different stages of entrepreneurial development (Gnyawali & Fogel, 1994). Employment success occupies not only a single plan but it covers complete act, motivation, and capacity to identify different opportunities for sustainable economic growth and creation of employment (Yildirim et al., 2016). Knowledge and understanding enhance and re-introduce the entrepreneurial notion so the diffusion of knowledge is mandatory and plays a critical role in economic development and resource generation (Braunehrjem, 2008; Hitt et al., 2013).

Family members live together bound with the entrepreneurs, share ideas, and discuss the process involved in entrepreneurship behavior and support in entrepreneurship activities (Aldrich & Cliff, 2003) as more concern significant potential transforms modern thinking and behavior for re-shaping entrepreneurial mind (Reuf, 2010). Common goal achieves whole success rather than combine the effortless work without following the shared process put more entrepreneurs away from entrepreneurship behavior (DiscuaCruz et al., 2013).

Opportunity potential desires entrepreneurship behavior and qualities of the entrepreneurs these are developed in an entrepreneurial environment (Pant, 2015) either diverse attitude and behavior exert risk propensity in a particular way to develop entrepreneurial intention (Herrero, 2017), similarly

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the experience transforms into the next generation more members of the family will engage in entrepreneurship.

Career choice option depends on parental will and families' gets involved in an individual education that makes them sensitive to creativity and feels reluctant to make personal will pursuing entrepreneurial efforts (Joseph, 2012). Education decision is also the domain of family selection and parents decide the education of students that hinders developing intention towards creativity resulted in the loss of confidence and self-determination fall (Teng et al., 2001).

The study uses an open approach to make a complete insight of non-entrepreneurs who don't have any experience and family entrepreneurial intention to meet the required resources of economic development, so the objective of the study illustrates the importance of the subjects under this empirical work for developing policy to promote entrepreneurship culture in our society.

Main Objective of the Study

- To explore social impediments of entrepreneurship that restrict non-entrepreneurs to take entrepreneurial initiatives.

Research Questions

1. Why did you never think about starting your business?
2. What do you know about the word entrepreneurship?
3. How personal desire affects actual behavior?
4. Why you did not develop your intention about entrepreneurship or venture creation.

Review of Literature

In past studies, many researchers contended that self-efficacy and cognitive aspects are influenced by family background, entrepreneurship knowledge, parents' involvement in education and career selection have significant importance for non-entrepreneurs to develop entrepreneurship belief and confidence. Boyd and Vozikis (1994) affirmed that new business actions produce entrepreneurship intentions only when self-efficacy or self-belief is towering concerning to an explicit occasion for acting. Furthermore, Shinnar et al. (2014) added that with advanced entrepreneurship self-efficacy mindset encompassed and prominent their commitment to establish new business and having the strength of mind tempered from entrepreneurial belief into entrepreneurial actions.

A study conducted by these scholars (Schwarz et al., 2009; Athayde, 2009) and reported that different aspects influenced on entrepreneurial attitude and belief. These aspects are interconnected as necessary achievement, individuals have power over and self-confidence on the thoughts determined on earning money to the attitude toward creativity, leadership, intuition, and entrepreneurship inspiration. Fairlie & Robb (2007) concluded that successful entrepreneurs had entrepreneurial parents as maybe a mother or father provides an environment for learning entrepreneurial actions. This work endorsed by Nguyen (2018) that parental self-employment and experience put solid intuition to make the habit of entrepreneurship endeavor in the future.

Davidson (2016) reported that entrepreneurial knowledge about something if an individual has the knowledge and develops careful thoughts; one can assess and make good judgment to evaluate opportunities to start venture creation and its growth. It is thoroughly explained that the role person plays in the procedure of entrepreneurship, yet entrepreneurial culture may provide a valuable instrument to discover and explicate the phenomena.

This work confined by Yousaf et al. (2017) found cultural linkages with other implications, as mindset influences to explicate entrepreneurial activities as success in business, the description of entrepreneurs by separating them from other non-entrepreneurs. Cultural attitude enhances the belief in position, education, experience, risk-taking, and person ambitions related to the range of entrepreneurial beliefs. Learning aspects of individuals may produce more important results, because

of the study of entrepreneurship emerged as another way to understand trait orientation, it may be contradictory and introduced new aspects of individual interest.

Research Design and Setting

The study in hand was qualitative into its nature and the exploratory case method ([Yin, 2014](#)) was approached to complete this piece of work. The study was conducted in District, Faisalabad, and the universe of the study was non-entrepreneurs who never started any business activity. The sample of the study was four non-entrepreneurs who never thought about to start any business. The objective of this qualitative study was to take a holistic picture from the subject perspective, views, and perceptions that may not be possible by using a quantitative approach because of its limitations. Convenience sampling technique was used to approach non-entrepreneurs where they were easily available and convenient to participate in the study, therefore, initially, rapport was build up with the participants through giving the understanding of research purpose and verbal consent was also taken by putting a question either ever he started any business or no if the answer was no then went through the next phase of the study.

Data Collection

Unstructured personal interviews (refers to as in-depth interviews for holistic views) were conducted by using open-ended questions. Unstructured interviews were conducted due to limited numbers of topics, as about getting the answer to why and how questions. Questions also emerged while conducting interviews and researchers went through the experience of the subjects' perspective. Data was recorded personally by the researcher in the form of field notes, these field notes were written down on the notebook with pencil. Probing technique was also used during the interview by asking questions repeatedly to make a clear understanding of their views and perception.

Data Analysis

Thematic analysis the same was used in earlier published work by ([Ashraf, et al: Waheed et al., 2019](#)) was applied to generate themes form the interview. The collected data of each case study were written down in story format starting from a description of individual views and perception about how, why, and what questions and leading it into the final stage of themes. By sequence, in the initial phase of the analysis, demographic information (table 1) was discussed, and after this, in this stage, the collected data and text were read repeatedly to familiarize with the meaning of the text it is called transcription. In the second step manual coding procedure was done, its tarts from reading, understanding, and transcribing the data ([Kelly, 2004; Seale, 2000](#)) in which important featured text patterns were labeled and coded. In the final stage, these repeated patterns were accompanied by important themes. In qualitative research, analysis of data in the form of field notes has been taken into its final consideration started during the interview, and transcription of the discussion of participants help to make familiarize with the data text that brings research into its final stage. Five important themes were drawn based on the subject perspective according to a real-life context. These themes are discussed below in rich detail for developing a holistic picture.

Table 1. Demographic description of non-entrepreneurs

Participants denoted by C	Age	Education	Residential Location	Business Experience	Family Business	Financial Assistance
1C	29	M. Phil	Rural	No	No	No
2C	26	MA	Urban	No	No	No
3C	24	BS	Urban	No	No	No
4C	27	FA	Urban	No	No	No

The table shows that all participants were between the age of 24-29, while their educational level was varying as participants 1C hold M. Phil degree, while participant 2C holds MA, participant 3C holds BS, and participant 4C had low educational level as he holds FA. All respondents belonged to the urban area of Faisalabad except 1C who was residents of rural areas. In response to questions about the business experience, they all reported they had no kind of business experience, no family business exposure, and also no financial assistance from their families.

Themes and Discussion

Theme 1 Lack of Understanding about Entrepreneurship

In developing countries, lack of vivid understanding of the word, entrepreneurship creates obstacles in the formation of intention towards doing business. The intention is correlated with the cultural development of an individual. Without understanding and developing intention individuals cannot contribute to the economic development of the native country. Understanding the process of entrepreneurship postulates personal knowledge, value, attribution, and characteristics of entrepreneurs. These characteristics and attributes develop through affective cultural aspects (Nassif et al., 2010). These aspects are dynamic traits and characteristics are assembled by personal attributes and environment by the involvement of family background (Bygrave, 2004).

One of the participants shared that:

I had never thought about to start entrepreneurship because I was being non-familiar with this term. I never thought about what it is and how it can do? Prior knowledge promotes know-how about the term, then this can possible to start entrepreneurship. I was not committed and motivated by others who introduce me to this word. The mindset was not bright enough with the term and did not know the entrepreneurial intention."

In response to explain individual behavior, entrepreneurial traits, and attributes as self-efficacy and learning styles examine productive work for entrepreneurial research (Sanchaz et al., 2015). Self-efficacy refers to the influence of individual beliefs and sentiments on his actions which can capture an important role in establishing individual intentions toward vital life goals. Meanwhile, Bandura (1997) revealed that behavior changes the state of belief in which self-employment and personal efficacy prospects and were derived from most important channels of information: presentation events, explicit practice, spoken persuasion, and physiological states. Crucial aspects affecting the cognitive indulgence of efficacy information developed from exhortative, enactive, and emotive sources. Krueger et al. (2000) concluded that profound beliefs can be prompted based on self-efficacy, self-fortitude, and self-identification.

Theme 2 Lack of knowledge and Information about Entrepreneurship

Threshold, entrepreneurial activity has been considered as a permanent solution to economic development. But on the contrary, entrepreneurial attitude and perception have a mere impact on entrepreneurial knowledge. Know-how about entrepreneurial procedure makes a prosperous assert for nascent entrepreneurs.

"Surprising for a researcher, when heard from the participants' words they don't know about entrepreneurship.

As one of the participants shared that:

"I heard this word (entrepreneurship) for the first time, but he had an understanding of the term business. So, no doubt if I had made any intention towards doing any business, definitely I could do that was more profitable for me as well for my family, self-satisfaction. But, unfortunately, I was stuck with my education, to complete a degree and obtain any employment in government department".

The themes make an inference with the study of (Draghichi et al., 2015a) that entrepreneurial strategy might be appreciatively utilized through proper understanding and knowledge about the

entrepreneurial process. An acquaintance of knowledge postulates the total process of formation, storing, learning, and distribution of information, which is rooted in a person's action and desire, even though entrepreneurship is the progression in which individuals follow opportunities lacking observe to assets, presently controlled ([Mansur, 2002](#)). The European Commission has stated entrepreneurship as a general view that is being appropriated now, but any kind of business actions and routine lifetime comes under the description of the understanding of entrepreneurship ([Fuchs et al., 2008](#); [Draghichi et al., 2012](#)).

Another participant said:

“Because I was unaware of entrepreneurship terms, so I could not make clear intention and boost up my confidence about doing entrepreneurship. If an individual has confidence based on the knowledge it would further be made the will power of taking entrepreneurial or business initiative. Another side of this coin is this, I was never discussed with my friends and family members about business, because I was belonged to the lower middle class, I brought up intending to take a position in public or private sector. Mostly, I thought about myself alone to get a job in public office, because after getting job in public sector, an individual did not have any doubt or create uncertainty to lose money.”

The entrepreneurial belief promotes understanding the entrepreneurial behavior and about doing something to the complexity or patience perceived by oneself from belief and to perform a definite action; in this scenario, becoming an entrepreneur. It is a belief of an individual on his capabilities to bring about an activity or to create a company or business (Krueger & Barazeal, 1998; Linen et al., 2011). Moreover, high self-efficacy for a planned task do work harder, further expected to follow and after that persevere with the purpose of activity than of those with inconsistency in self-belief ([Chen et al., 1998](#); [Bandura, 1997](#))

Theme 3 Having no personal desire and intention towards doing entrepreneurship

Business idea desires a lot of intention towards launching the business into real success. If a person has a business idea, he/she needs to consult it with the experienced persons, they must go for locating the market for selling purposes, after becoming familiar with market behavior having a plan on processing the idea into practice. In our schools and colleges never taught about entrepreneurship or business idea, so how a person can develop their intention towards business? An individual has no personal desire to take the initiative of business he or she may not be an entrepreneur.

One of the participants shared his experience as:

“I cannot develop my intention towards business because of my father, who ought to be claimed that I have no business experience, so I cannot take step about to start a business. Once my father's friend came our home, i met him and he advised me to start business, while I was talking with my father's friend, my father suddenly came into the room and convey the words that my son has no business experience, I was confused after having these words. This behaviour propounded on me and on my thinking also severely hit”.

Willingness and attitude correlate with personal desire and influence on behavior and actions toward profitable activities. Feasibility and social stability require intention that strengthens the behavior according to risk-taking activities ([Paunescu, 2018](#)). While subjective norms having a greatly influence on entrepreneurial intention, desire, and attitude of an individual depends on the psychological factor ([Peng et al., 2012](#)) stated about the word “entrepreneurial intention” and “entrepreneurial desire” are most widely used in past studies interchangeably. The word refers to entrepreneurial intention as “a psychological course like aspiration, desire, and expectation influencing an individual's choice of entrepreneurship”.

Another participant told that:

“I had no desire to initiate any business, because my father was a government servant. When I was 8 years old, I wish to become an engineer because my father treated me as to make my intention towards engineering or doctor. The choice of selection of my education was the function of my

parents, even I wanted to become a lawyer, when I shared my wish with my father, my father said this is not a big choice, and advised me to first I got completed degree in engineering and afterward you can go for LLB. Thus, I could not do engineering but completed FA and get a job in a private firm as quality checker of export garments”.

Another participant shared his views as:

میں نے کبھی انٹر پرائز کے بارے نہیں سوچا، اس کی کچھ وجوہات ہیں جو میں آپکو بتانا چاہوں گا، میرے خاندان میں کوئی کاروبار نہیں کرتا، میرے قریبی عزیز مزدوری کرتے ہیں، مجھے کسی کاروبار کا تجربہ نہیں اور نہ ہی کوئی ہنر ہے کہ بندہ کاروبار کر لے، اور ایک بات یہ کہ والدین نے پڑھا یا اس لیے تھا کہ میں کوئی اچھی سی جاب کر لوں، میرے ابو جی کہتے ہیں کہ کاروبار میں نقصان کا خطرہ رہتا ہے اس لیے رسک نہیں لینا، تو پھر جاب کرنا ہی مناسب سمجھا۔

Translation into English

I did not think about to start entrepreneurship, it had some reason that I would like to tell you. None one of any businessmen in my family, my near relatives did the job. I have no experience of any business and no any kind of skill that otherwise a person can do any kind of work relevant to his experience. This is very important, my parents allow me to get a higher education, and they wished me to attain a job. My father also said that there is a high probability of loss in the business; we must not take any kind of risk, so I considered myself to do any job. The desire to become an entrepreneur has been expressed as a choice selection but influenced by parental selection and choice. The interest of entrepreneurship throws back the degree of personal attraction to establish a business.

This theme was endorsed by ([Schlaegel & Koenig, 2014](#); [Krueger & Carsrud, 1993](#)) distinguishing the desirability linking with attitude as desired by parental guidance and motivation. Moreover, [Krueger et al. \(2000\)](#) concluded that contemplative measures of professed attractiveness, which is related to the conception of perceived desirability and aspiration, explicitly, but “how it is desirable for an individual who desires to initiate his own business?” This comes into sight to encapsulate further for the personal attitude and value that has attached with initial action of starting a business, rather individual motivation. The attractiveness of entrepreneurship is speculated, on the single hand, by attitude relating to the consequences of creating a business and, in contrast by beliefs relating to the shared environment ([Ajzen, 1991](#)).

Theme 4 No Familial Association with Business

Families associate with business become stronger an individual intentionally, more motivated, and visionary power to pass it to their next generations is inevitable. In Pakistan, the class system exists and families consist of different socio-cultural and economic backgrounds.

Culture refers to the set of standards of a nation, a county, or a business; culture also helps and strengthens social institutions, with time, these institutions; emphasize cultural morals ([George & Zahra, 2002](#)). Moreover, [Russell et al. \(2010\)](#) identify culture as an amalgamation of prescribed and unceremonious institutions of a nation-state and is connected with the application embraced by people in all segments of life. For the time being, [Pinillos and Reyes \(2011\)](#) concluded that the arrangement of values for a particular group or society, which is the progress of convinced individuality, and motivates individuals concerning behavior so as might be not evident in other societies. Dominant culture recognizes more of the country's people with their values, attitudes ideas, norms that influence their lives.

Another participant shared his life experience as:

“As I completed my stud, my father pushed me towards going for searching for a job. My father sent me to his boss who was manager in a private firm. The manger had experienced of management in different organizations. When I reached to him (manager), I could observe him very busy with his colleague with discussion, he indicated me to sit, after few minutes a subordinate of manager told me that you would like to work as personal assistant of CEO, I got time to think about proposal, I made a call to my father who sent me here, my father insisted me to join, and said, this is an opportunity for you that did not meet as easy as you can and we have no family business and any

experience, and economic situation of a out is not good enough for doing self business, so please done ok to this proposal. I has stuck and got very confused that what I must do. At last I agreed with proposal and same day joined and found a job but as servant, desire and hope myself diminished got engaged with as assistant.”

Cultures of different families influence the behaviour, attitude and action of individual. In the above case newly graduated belonged to private job shared his experience, and confessed that he had no association with family business, even his father pushed him toward job.

Inextricably, families are linked with entrepreneurs and rely on an ancestor's support in following their business ventures ([Rogoff & Heck, 2003](#)). Members of a family share out a widespread uniqueness to entrepreneurs, have physically powerful pledges of reliance, and frequently contain opportunities to talk about venture ideas ([Aldrich & Cliff, 2003](#); [Ruef et al., 2003](#)). Despite this, the family composes of one the most familiar entrepreneurial group ([Ruef, 2010](#)) and other have asserted that essential entrepreneurial perspective might be found inside the family values ([Nordqvist & Melin, 2010](#)). The value of the family as an entrepreneurial bond is also corroborated by the truth that a considerable allocation of all companies are established and sprint by families in the order of the world around (Porta et al., 1999) such as consorted couples or family persons attached jointly by other types of family relations ([Chang et al., 2008](#); [Ruef, 2010](#)).

There have been discussed three reasons for the importance of family in entrepreneurial outcomes. First, while engaging in business obligations, the family composes an extremely explicit category of an entrepreneurial group. In terms of kinship, strong ties of relationships connecting people members connect the family nearer mutually than any other kind of entrepreneurial group ([Discua-Cruz et al., 2013](#)). Second, the family furnishes the entrepreneur by way of a varied set of possessions ([Dyer & Handler, 1994](#)), which have diverse perspectives and potential to influence individual entrepreneurs including the family business. Third, the ancestor business thinker has exhorted that the family and the business are entangled, reflected as a family influence ([Dyer, 2006](#); [Konig et al., 2013](#)). As the family entrepreneurship is constituted of numerous family persons and family ties will trickle above to the venture ([Arregleat et al., 2007](#)).

Theme 5 Family Involvement in Education and Career Selection

Parental involvement to seek education for their siblings is positively associated with enrolment success ([Oomen, 2016](#)). But the parental decision-making process put harm and negatively associated with the career path of individuals. All parents in under developing societies as in Pakistan socialize their children to get higher education for seeking jobs in public and private sectors. All concern as internal conflict and uncertainty condition restricts the individual to start his own business. In this regard, parents get involve and discuss the matter to get an education for living a better life and business career. In reality, no country without providing a better environment to business bodies can survive with entrepreneurial success. Education and career selection connect with age when an individual can decide on professional education and career planning.

One interviewee said:

“My parents are fully involved in seeking my education and job as concern. How this will be possible that a person who have associate with parents will and could not be a good career selector. I am not saying my parents are wrong but my intention was fully develop as job seeker not job producer.”

Another Participant shared that:

“I grow up with my parental intention and desire to become a doctor or engineer, my parents decides about my education and career because they told me that they have life experience, I am young and no life experience, so that's why my personal desire was hidden and offside from myself and just followed the thinking to meet my education career with the eyes of my parents”.

This observation was verified by a study conducted by [Josph \(2012\)](#) and stated that family values involvement to get education and career selection is positively associated with age and schooling of

individuals. People naturally construct their primary career-related decisions during teenager or adolescence. Teenagers and adolescent individuals have to formulate decisions regarding their option of secondary or high school and elective courses. These influence the students' learning and professional opportunities (Gati& Saka, 2001). Teenagers understanding and involved identifying their career comfort with relations to constructive student attainment. Parents and further considerable others openly or involved in the teenager's decision. Consequently, parents and teenagers require extending a clear sketch for probing high school professional and educational strategies.

Conclusion

This study concludes the importance of entrepreneurial knowledge and understanding that promotes entrepreneurial intention. The intention of an individual does not develop without his willingness and desire. Thus, ambition from a parental choice of selection for education and career is highly motivated by family background. The influence on personal desire must be minimized because every human being has its nature and opposite forces ruin his talent to do something, even a master's degree holder does not possess himself to make entrepreneurial decisions. Poor knowledge and understanding lay down with willingness and career choice towards implication to locate jobs in private or public institutions, where an institution is unable to provide jobs as graduates complete degrees in different fields. The integration of entrepreneurial education and economic development instead of the responsibilities of universities and must start an entrepreneurial degree in entrepreneurship.

Implications

- Entrepreneurship seminars and conferences must be conducted at the university level to boost up the intention of youth towards understanding entrepreneurship education.
- Successful entrepreneur's case studies must be telecasted on electronic media, for a general understanding of entrepreneurship electronic and print media can take part in its role to promote awareness about self-employment or entrepreneurship.
- Through parents counselling individual freedom must be provided to make a selection of their careers and education according to their interests and ambition.
- The information and importance of technical education and skill must be provided to the university students studying at a different level or degree programs. It will make sure some exposure and experience of any skill; in this way, they can create self-business and can create employment opportunities for others rather than wandering for a job.
- Entrepreneurship education must be provided to the university students; in this regard, the curriculum must be looking forward to seeking awareness and understanding of entrepreneurship planning and process.
- Career counselling must be done through providing business planning and ideas sharing platform must be provided by business incubation centers established in major universities of Pakistan.

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