

Abstract

This purpose of this research is hence to identify the personal characteristics of entrepreneurs in the trucking business in the district of Bangkok. The finding of this thesis will be used as the basic to launch a business successfully from the perspective of success or growing businesses. The objectives of the study are to serve as working guideline for: to determine the respondents' demographic profiles; to identify the personal characteristics of entrepreneurs; to examine the success or business growth for the trucking business; to determine whether the relationship between respondents' demographic profiles and personal characteristics of entrepreneurs; and to examine the personal characteristics of entrepreneurs toward the success or business growth for trucking business.

There are five personal characteristics of entrepreneurs that this study aimed to look at the Achiever, Creativity, Independence, Tolerance, and Risk-Taker. As the target group of primary respondents was the owners or managers of the trucking business. There were around one hundred and fifty trucking companies which were registered under the Transportation Association together with another few hundred companies registered with Ministry of Commerce under the transportation (trucking) business as well as a few hundred companies, which are not registered with both places.

Out of 550 copies of questionnaires being distributed, 282 completed copies were returned represented 47% of total expected population and represented 51% returned rate.

The results of this study are the respondents with age over 41 years old had more favorable on creativity and risk-taker. Thai respondents had neutral perceptions on independence while they had favorable perception on risk-taker. The respondents who

obtained high school background had more favorable perception on creativity. The respondents who had more than 16 years of experience in this business had favorable perception on creativity and risk-taker; The respondents who had been working for more than 16 years gave neutral perception on profit; The respondents who had trucks less than 10 units and had employees between 10 to 50 persons had favorable on achievement and creativity. While the respondents who had clients less than 50 companies had favorable on risk-taker; Risk-taker had relationship with all characteristics while it had more relationship with tolerance when compared with others. Meanwhile, independence had weak correlation only with risk-taker; The respondents of age more than 41 years old had more favorable perceptions in independence than other groups. While the respondents of age less than 30 years old had more favorable in risk-taker than other groups. Additionally, the respondents of age between 36 to 40 years old had more favorable perception in profit than other groups; and the respondents who graduated from primary school had more favorable perception in achievement and independence than other groups. The respondents who had been working between 6 to 10 years had more perception in creativity, tolerance, and profit than other groups. Whereas, Chinese male had more favorable perceptions with independence than female. And Chinese respondents had more favorable perception with profit than Thai respondents.