



University of Venda

**The Impact of Sociocultural Factors on the Development of Entrepreneurship in
Thulamela Local Municipality**

By

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Declaration

I, **Murimwa Chenjerai**, student number **17023721**, hereby declare that the project titled, **The Impact of Sociocultural Factors on the Development of Entrepreneurship in Thulamela Local Municipality** submitted to the School of Management Science for the MCom in Business Management degree at the University of Venda, has not been previously submitted at any University, and that it is my own work, own design and execution, and all reference materials contained therein have been duly acknowledged.

Signature



Date: 21/07/2020

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Abstract

Entrepreneurship has become the backbone of every economy in the modern era; essential for employment creation, revamping national economic performance and generating wealth. Despite it being taught in tertiary institutions and trained in vocational institutions, studies show that entrepreneurship is not achieving its full potential in contributing to economies especially in rural settings. It needs to be fostered and nurtured in sociocultural perspectives to maximise its contribution towards the economy of South Africa. The aim of the study was to establish the importance of sociocultural factors in the development of entrepreneurship in rural settings of South Africa. The study area was Thohoyandou Central Business District, Tshaulu, Tshilamba and Khubvi in Thulamela Local Municipality, Limpopo Province, South Africa. A mixed method approach was used, combining both quantitative and qualitative data collection methods to better understand the relationship between entrepreneurship development and sociocultural dimensions involved and address the research objectives. The sample for this study comprised of 100 entrepreneurial initiatives in Thulamela Local Municipality, Limpopo Province, South Africa. The researcher used a stratified purposive sampling technique, where questionnaires with both open and closed ended questions was administered as the instrument for data collection. Predictive Analytics Software (PASW) version 25, formerly known as SPSS was used for quantitative data analysis and Thematic Content Analysis was employed to analyse qualitative data.

The findings indicated social impedances, lack of confidence in the services offered, gender discrimination, role models and the support system as key influencers of entrepreneurship advancement. The study also showed that culture contributes to entrepreneurship development in Thulamela Local Municipality through aspects such as resistance, traditional beliefs and looking down upon others. The study also established that entrepreneurship is considered as better than conventional day-to-day jobs because of its ability to give financial stability to individuals and consolidate and empower the community. The researcher recommended that the following factors be considered: market expansion, funding, training and skills development, community development, teaching entrepreneurship in communities and internal business adjustments.

Key words: Development, Entrepreneurship, Sociocultural factors

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Acronyms and abbreviations

CBD	-Central Business District.
GEM	-Global Entrepreneurship Monitor
ILO	-International Labour Organisation.
NPC	-Non-Profit Company.
SASSA	- South Africa Social Security Agency.
STEM	- Science, Technology, Engineering and Mathematics.
UNICEF	- United Nations Children Emergency Fund.

CHAPTER 1: Introduction

1.1 Background of the study

Entrepreneurship has become part of the lifeline of every economy in this modern era. It has become an essential driver for employment creation, revamping national economic performance and generating wealth (European Commission, 2006; Ernst and Young Global Limited, 2013). Scholars in entrepreneurial studies like Acs, Astebro, Audretsch and Robinson, (2016) have proven that entrepreneurship has immensely contributed towards the growth of economies. It is increasingly recognized as a fundamental component of economic growth, employment generation, and innovation (Carree and Thurik, 2010). It is a strong catalyst for economic growth (Bosma and Levie, 2010), and has potential to revitalize the economic development of peripheral rural areas (Iorio and Corsale, 2010) and have become an important contributor for many economies (Konrad, 2013). According to Hayton and Cacciotti (2014), entrepreneurial actions are facilitated by both formal institutions and socially shared beliefs and values, which influence human behavior. Entrepreneurial activity leads to the decline of unemployment (Kautonen, Hatak, Kibler and Wainwright, 2015), an improved work-life balance, encourages active ageing and generation of income (Kautonen, 2012). Entrepreneurship goes beyond economic value creation in its pursuit of strategic objectives, where it includes the generation of social and natural forms of value (Bacq and Janssen, 2011).

Literature highlights the positive contribution made by entrepreneurship activities towards the growth and development of developed countries (Acs, Szerb and Autio, 2012). According to Fritsch and Storey (2014), two-thirds of employment expansion in the United States between 1969 and 1976 was a result of entrepreneurial activities. In the developed world, entrepreneurship has been making significant contributions to the developed economies for years dating back to the 20th century. By mid-1990s, policymakers at national and regional levels had become aware of the importance of new ventures in inspiring employment and wealth creation, hence they started implementing policies to encourage more venture start-ups (Fritsch and Storey, 2014). Entrepreneurship has emerged as the remedy for unemployment (Pilkova and Jancovicova, 2016). The world's population is comprised of 370 million people in 70 countries who are natives in enterprising (United Nations, 2016).

In the new millennium, public policy authorities agree on the urgent need to develop enterprises located in rural areas (Steiner and Atterton, 2014). These are business ventures that will generate income for the rural environment, by using and providing local services as well as employing local

people (McElwee and Smith, 2014). In the United Kingdom entrepreneurship has been increasing since the 1960s, but rapidly accelerated since 2008 to a point where the self-employed amounted to nearly 15 per cent of overall capacity of employment in 2014 (D'Arcy and Gardiner, 2014). Northern and Southern Italy had huge regional economic and cultural differences: Northern Italy was much more entrepreneurially driven and richer than Southern Italy (Tabellini, 2008). USA also experienced the same situation in their second-generation migrants. The social norms of their countries of origin significantly affected their entrepreneurial activity (Foreman-Peck and Zhou, 2013).

China has been going through swift societal changes especially with rural communities experiencing rapid transformation (Webber, 2012). The transformation in China evolved through replacement of the commune system with the household responsibility system that allocated land to individual households for agro-production and business. This was also replaced by voluntary cooperatives that emphasized new business cooperation among villagers. China also developed through village enterprises and their connection with markets which then evolved to the new countryside development, which did not only seek to develop the economic growth of rural communities, but also for the well-being of its rural societies. This included developing education, health care, infrastructure and services and ecological sustainability, (Lan, Zhu, Ness, Ke Xing and Schneider, 2014).

In Africa, there is an urgent need for an effective adoption of entrepreneurship to alleviate systematic problems of economic growth, inequality, high graduate unemployment, prevalent poverty, where 22 African countries ranked among the 25 poorest countries in the world in GDP (World Bank, 2015), corruption, ineffective infrastructure and a lack of business environment support mechanisms (Jones, Maas, Dobson, Newbery, Agyapong and Matlay, 2018). Entrepreneurship would stimulate economic growth, replace the collapsing state-owned businesses, create jobs and generate employment as well as empower the disadvantaged population (Honjo, 2015). In Nigeria there is the Igbo tribe, they are one of the four predominant ethnic tribes in Nigeria and have a population of approximately 32 million people within South East Nigeria (CIA, 2016). They are considered as naturally enterprising, with businesses in transportation, pharmaceuticals, automotive spare parts, the movie industry and the import trade (Olakunle, Iseolorunkanmi and Segun, 2016). The success factors in their ventures are trading networks and social networking, while they maintain strong family and ethnic ties. The southern region of Africa has been characterised by high unemployment and youth unemployment,

culminating into a slow growth in the countries' economies. The growth of industry and commerce have remained abstract (Ncube, Shimeles and Verdier-Chouchane, 2014). The existence of structural bottlenecks tends to underscore the growth of the private sector and entrepreneurship development (Rodrigo and Moreno, 2014).

In South Africa, entrepreneurship has immensely contributed to the economy of the country. Both scholars (Solomon, 2007) and the government of South Africa, (Planning Commission, 2012) have invested efforts to establish ways to effectively synchronize entrepreneurship into the economy, to enhance the performance of the economy. South Africa is characterized by high unemployment and poverty levels, especially in the rural areas (Herrington, Kew and Kew, 2015). The fact that job creation and rural poverty reduction are top priorities has been acknowledged on the country's national agenda (National Planning Commission, 2012). This shows that policy makers should pursue policies that are aimed at increasing the amount of entrepreneurial activities (Acs, Astebro, Audretsch and Robinson, 2016).

Although, South Africa's entrepreneurship performance having increased in the past several years, its capacity or level is still very low when compared to other developing countries (Herrington *et al.*, 2015). There is need to encourage entrepreneurship more than conventional jobs. This is because entrepreneurship cultivates job creation, which in itself is a solution to the ever-rising unemployment rate. South Africa has a social grant system that benefit millions every year, in 2014, social grants benefited over 16 million people per month (SASSA, 2014). These have emerged as the main source of income for many rural households. Social grants have become a cause of negative entrepreneurial attitudes because the system fosters entitlement and encourage dependency on the government amongst individuals who are expected to focus on establishing entrepreneurial ventures for their sustenance (Gomersall, 2013). In as much as social grants seek to alleviate poverty (SASSA and UNICEF, 2012; Abel, 2013), it poses a challenge on the growth of entrepreneurship.

South Africa has a diverse culture spread in its populace and Limpopo Province is not immune to this cultural diffusion. Since the attainment of independence to date, the country has made great strides in social cohesion and economic advancement. However, little is known on how sociocultural factors have embraced entrepreneurship as a career alternative for economic advancement to conventional employment in industry and commerce. In Limpopo ethnic diversity persists; the Province is characterized by tolerance, respect for diversity and open-mindedness

(Figueira, Theodorakopoulos and Caselli, 2016). In as much as indigenous cultures have managed to positively integrate and interact socially and support each other, there is a need to establish how sociocultural factors impact the development of entrepreneurship in local economies and ultimately the economy of South Africa.

1.2 Statement of the research problem

Entrepreneurial activities are not attaining their full potential in the rural settings of South Africa, despite the immense contribution and impact that entrepreneurship has on the economy. Little is known about enterprise interaction with the complex sociocultural system that characterizes a local community, or with the larger environmental context (Bosworth and Atterton 2012). Literature on entrepreneurship portrays prejudice that needs to be addressed towards the developed world (Jones, 2017). The socio-cultural system constitutes an imperceptible attribute that influences behaviours, relationships, perceptions and ways of life within communities (Anggadwita, Ramadani and Ratten, 2017). Educational initiatives, instrumental as they are in making individuals attentive and aware of available career options (Linan, Rodriguez and Rueda, 2011), coupled with entrepreneurial thrust, are still insufficient to fully fuel the development of entrepreneurship in rural areas. Sociocultural factors have not been fully acknowledged in entrepreneurship research (Thornton, Ribeiro-Soriano, and Urbano, 2011). Cultural and institutional specifics of an area, if not fully understood can be barriers and obstacles to transferring innovative efforts into economic development (Guerrero and Pena-Legazkue, 2013). Ethnic, immigrant and migrant entrepreneurship has been researched on (Deakins, Ram, Smallbone and Fletcher, 2015), but the studies have not fully established the linkages between tribal and entrepreneurial behaviour in the complex and heterogeneous African context (Jones 2017). The rise in unemployment and the lack of new job opportunities for young people, especially in rural areas, is testament of the social and economic costs of youth inactivity (Vogel, 2015).

Despite several researches on ethnic, immigrant and migrant entrepreneurship (Deakins, Ram, Smallbone and Fletcher, 2015), the entrepreneurship research field has not been able to formulate an indigenous theory (Suddaby, 2014). There is need for entrepreneurship research to focus more on sociocultural factors and their effect on entrepreneurship development (Skokic, Lynch and Morrison 2016), also inclusive of women. There is a need to integrate entrepreneurship with sociocultural rooting of a population to ensure the sprouting and development of

entrepreneurship at grass root levels, which will boost the innovative capacity of the local and national economy (Maritz and Eager, 2017). Entrepreneurship as a tool for innovation and the economic development of a country faces constraints not from the market side only, but also institutional and cultural draw backs (Guerrero, Urbano and Fayolle, 2016). There is, therefore, a need to study these draw backs to propagate the growth of entrepreneurship and its contribution to national economies.

When entrepreneurship is undertaken by the native community members, it is rooted in a context that jointly entails the sociocultural and mainstream entrepreneurship contexts (Dana, 2015). When individuals become entrepreneurs, they maintain certain practices that are unique to their own cultures, which jointly entail the sociocultural and mainstream entrepreneurship contexts (Dana, 2015). They hold on to socio-political and cultural practices that limit their abilities and capabilities in contributing to the development of their communities. Ram, Jones and Villares-Varela (2017) noted that there is failure to integrate ethnicity, gender, class, religion and disability in entrepreneurship approaches. It is in this light that the study sought to highlight how native and mainstream cultural settings affect and impact the development of entrepreneurship in Rural South Africa.

Rural communities are slow to embrace the fundamental principles that unshackle the chains of poverty and under achievement. This is further perpetuated by the education system that moulds learners to be employees rather than employers. There were different measures taken towards conscientising the people of South Africa on the importance of entrepreneurship skills. This has been done through educational forums on entrepreneurship introduced in high school and tertiary institutions curriculums. However, this is not sufficient because entrepreneurial skills develop at an early age, when children are in primary school. Entrepreneurial skills should be harnessed and guided at an early development stage to ensure a well nurtured entrepreneurship background. The study therefore, sought to better understand the impact that sociocultural factors have on entrepreneurship and use it to propagate the development of entrepreneurship in rural South Africa.

1.3 Justification / Rationale of the study

The study developed ways to ensure the development of entrepreneurial traits at the grass root level, nurture them and warrant the growth of a sustainable entrepreneurial approach in the

business environment. This will anchor the local economies and ultimately increase the contribution of entrepreneurship to the economy of South Africa. The study will help nurture and grow entrepreneurship capabilities within the rural business settings and thus, help develop rural South Africa to become a sustainable and competitive industry that will contribute to the economy of South Africa.

1.4 Aim of the study

The study sought to investigate the impact of socio-cultural factors on the development of entrepreneurship in Thulamela Local Municipality, which will ultimately contribute to the growth of the economy of South Africa.

1.5 Research objectives

According to (Kumar 2014), research objectives are specific statements of goals set out to be achieved at the end of a research journey or the goals set to be attained in a study. Research objectives inform the reader of what has to be achieved in the study. They relate to the overall thrust of a given study and are also concerned with the main associations and relationships that the study seeks to discover or establish.

The specific objectives of the study are:

- To establish the effects of social environment on the development of entrepreneurship in Thulamela Local Municipality.
- To investigate the effects of cultural practices on the development of entrepreneurship in Thulamela Local Municipality.
- To establish the merits of entrepreneurship as a shift from conventional work.
- To expound measures to improve the contribution of entrepreneurship in Thulamela Local Municipality

1.6 Research questions

The research questions are:

- What are the effects of social environment on the development of entrepreneurship in Thulamela Local Municipality?
- What are the effects of cultural practices on the development of entrepreneurship in Thulamela Local Municipality?

- What are the merits of entrepreneurship as opposed to conventional work in the development of entrepreneurship in Thulamela Local Municipality?
- What measures can be used to improve the development of entrepreneurship in Thulamela Local Municipality?

1.7 Conceptual framework

In order to investigate and attempt to resolve the research problem, the conceptual framework consolidating sociocultural factors and entrepreneurship development is discussed in detail in Chapter 2.

1.8 Operational definitions of key terms and concepts

Entrepreneur: an individual with the ability to identify opportunities and create new markets (Smith, 2014). Lippmann and Aldrich (2016) defined entrepreneurs as community developers who are agents of economic and social change. An entrepreneur is the individual who partakes to be the agent of economic change or the economy's engine (Mari, Poggese and De Vita, 2016). Entrepreneurs are individuals who create and respond to economic discontinuities, wherever opportunities exist through innovation and creativity (Gutterman, 2012).

An entrepreneur is a driver of an organisation and the economy by virtue of traits of creativity, innovation, forecasting and risk-taking (Nagarajan, 2011). For the study, the researcher used the definition by Gutterman (2012) who defined entrepreneurs as individuals who create and respond to economic discontinuities, wherever opportunities exist through innovation and creativity.

Entrepreneurship: the process of creating something different by allocating the necessary time and effort, while assuming the associated risks which include financial risk, psychic risk and social risk and receiving the end result in terms of money and personal satisfaction (Frese and Gielnik, 2014). Entrepreneurship is a deliverer of uncertainty in the future and an entrepreneur is the individual who partakes to be the agent of economic change or the economy's engine (Mari, Poggese and De Vita, 2016). Entrepreneurship focuses on creation of value through innovation (Schumpeter, 2017). Gutterman (2012) defined entrepreneurship as an economic function of merchants to undertake risk through novelty, buying and selling merchandise at a profit with innovation and creativity as the bedrock.

Akhuemonkhan, Raimi and Sofoluwe (2012) stated that entrepreneurship is a systematic process of idea discovery, idea development, idea improvement, idea evaluation and idea exploitation of business opportunity through setting up of a viable business for the purpose of making profit. Anyadike, Emeh and Ukah (2012) described entrepreneurship as a process of identifying 'unmet' economic opportunities, allocating the required resources and creating value for self and the society, by starting a viable commercial venture. For the study the researcher used the definition by Akhuemonkhan *et al.* (2012), which says entrepreneurship is a systematic process of idea discovery, idea development, idea improvement, idea evaluation and idea exploitation of business opportunity through setting up of a viable business for the purpose of making profit.

Culture: the combination of social practices, traditions and beliefs that influence the mind set of individuals, groups and nations (Liyanage, Dale and Dulaimi, 2016). It is the glue that sticks economic development together with social factors and livelihood (Huggins and Thompson, 2014). Culture forms the social structure, way of living and dominant mindset in a particular place that influences the ways and means of interaction individuals use within that area and shape their environment (Huggins and Thompson, 2014). Culture encompasses beliefs and norms regarding how individuals are expected to contribute to the society and local development (Huggins and Thompson, 2014). In the study, the researcher used the definition by Liyanage, Dale and Dulaimi (2016), that says it is the combination of social practices, traditions and beliefs that influence the mind set of individuals, groups and nations.

1.9 Research design

A research design is the road map that researchers follow during their research journey to find answers to their research questions as validly, objectively, accurately and economically as possible, to sufficiently and efficiently tackle the research problem (Creswell and Creswell, 2018). It is a procedural turned operational plan that details what and how different methods and procedures are applied during the research process (Kumar, 2014).

A mixed approach method was used for the study where both the quantitative and qualitative research methods were employed concurrently. It helped researcher get a more complete analysis and understanding of the research problem (Teddlie and Tashakkori, 2009), as it enabled quantitative and a qualitative research to be carried out, successively (Creswell, 2013), though it was done concurrently for this study. Qualitative measures may be used to inform quantitative

inquiries and vice versa (Frels and Onwuegbuzie, 2013). Mixed method research was also used because of its ability to address different research objectives, explaining the relationship among variables, generating and testing new theories and developing new measurement instruments.

Mixed method approach helped the researcher develop an in-depth analysis of the impact of sociocultural factors on the development of entrepreneurship in Thulamela Local Municipality.

Questionnaires with both closed and open-ended questions were administered to participants. The method enabled the researcher to institute the attitudes and perspectives of participants on entrepreneurship and the impact of sociocultural factors on the development of entrepreneurship.

1.10 Sampling procedure

A sample is a finite part of a statistical population whose properties are studied to gain information about the whole (Creswell, 2013). It comprises of the few individuals selected from a larger population, from whom the required information will be collected (Kumar, 2014).

A sample of 100 participants, 40 from Thohoyandou Central business District, 30 from Tshilamba, 15 from Khubvi and 15 from Tshaulu was used. The researcher used stratified sampling to divide the population of Thulamela Local Municipality into separate subgroups namely: Thohoyandou CBD, Khubvi, Tshaulu and Tshilamba, from which sub samples were drawn using purposive sampling. The researcher looked at the level of business activities in the different areas, there was no data base available for business activities therefore there was no frame to select businesses from.

Stratified sampling enabled the researcher to group entrepreneurial zones in geographical locations according to their levels of entrepreneurship activity, growth rate, infrastructural development and institutional support available. Stratified sampling was ideal for this study as it provided greater precision and as it often requires a smaller sample, saved financial resources.

To meet all the objectives of the study, the researcher employed stratified purposive sampling. This method helped the researcher give justification on generalizations of the sample under study. Its main drawback was its subjectivity and non-probability based nature of unit selection, which may lead to biased results.

1.11 Data collection methods

The researcher administered questionnaires as the instrument for data collection. A questionnaire with both open and closed ended questions was used for both qualitative and quantitative research. Questionnaires were an efficient way of collecting data, were practical as the researcher managed to gather a lot of data from a large audience, were cost effective and have an easy mode of delivery. They also enabled the researcher to retain respondent anonymity. The questionnaires consisted of both closed ended and open ended questions to ensure that both objectivism and subjectivism was reflected in the study. The use of a both, quantitatively and qualitatively oriented questionnaire enabled the generalizability of results from the sample representative of a larger population as well as enabling a deeper understanding and insights of entrepreneurship development issues in these strata.

The researcher hired an assistant to administer the questionnaires. English language was the medium of communication throughout the research process and accordingly, the questionnaires were written in English. Respondents were given a time lag of two weeks to fill in the questionnaires.

1.12 Data analysis method

Data analysis was done for both quantitative and qualitative data. Quantitative data analysis was done through the use of IBM, SPSS Statistics, version 25. Data presentation was done using tables, bar graphs and pie charts. The study explored correlation on the responses given by the respondents and how it impacted the development of entrepreneurship in the whole macro-economic environment.

For qualitative data analysis, the researcher used the steps of Creswell (2012, 2014) of thematic content analysis that emphasize pinpointing, examining and recording pattern or themes within data. Qualitative data was evaluated using the six phases of analysing data namely; Familiarisation with your data, Coding, searching for themes, reviewing themes, defining and naming themes and writing up the report.

1.13 Validity and reliability of instruments

Validity and reliability are key aspects that enable the researcher to achieve improved quality and meaningful conclusions. For the purpose of this study, the researcher was looking to achieve statistical conclusion validity, internal validity and external validity. To achieve this, the researcher employed a questionnaire with both open and closed ended questions for the collection of data from various entrepreneurs in Thohoyandou CBD, Tshilamba, Khubvi and Tshaulu. No undue influence on the respondents was used to ensure that responses were independent and unbiased. To achieve the validity of the research itself (internal validity), the study area was divided into smaller business strata where entrepreneurship activity was observed to establish its relevance, strength and level of entrepreneurship development. For external validity, the researcher looked at the generalisability of the findings to other rural business communities in South Africa.

Reliability is about being able to perform a set standard over and over again, that is, will the measure produce similar results on different instances. In this study, reliability was addressed through a pilot study carried out prior to the collection of data to ensure that questions asked addressed the research problem as well as ensuring that the sample chosen was representative enough of the target population.

1.13.1 Measures to ensure trustworthiness of data

There are four criteria used to measure the validity and reliability of data in qualitative research which are credibility, transferability, dependability and confirmability (Kumar, 2011). These are the equivalence of validity and reliability in quantitative research.

1.13.2 Credibility

In order to achieve credibility, the researcher encouraged the participants to provide valid and descriptive accounts of their entrepreneurial journeys, the challenges they faced and the measures they put to surpass them.

1.13.3 Transferability

To ensure transferability, the depth of the responses included in the study and the amount of detailed information provided by the researcher were assessed.

1.13.4 Dependability

In the study, dependability was established through the questionnaires. The researcher used the triangular mixed methods design to get the same answer. This had the advantage of taking less time in data collection, also it allowed for data collection and data analysis to be done separately and independently.

1.13.5 Confirmability

To ensure confirmability, the researcher certified that the research findings were confirmed by others through the selection of reliable participants, justifying the use of particular research methods, techniques and tools. The researcher ensured that a similar sample size, respondents and similar research instruments were used. The researcher also ensured the participants' confidentiality.

1.14 Limitations of the study

- Since the study was limited to Thulamela Local Municipality, the findings were not sufficient to generalize as a sample that can be fully representative of the whole of South African rural setting.
- Some respondents from the chosen sample were not willing to participate and withdrew from the research project.

1.15 Ethical considerations

Ethical clearance (certificate number SARDF/15/IRD/05/0610) was received from the University of Venda Research Ethics Committee. Thereafter, permission to conduct the study was sought from the relevant business and property owners. The participants were assured that the information from the study would be used for academic purposes only and they were guaranteed anonymity and confidentiality.

1.15.1 Informed consent and confidentiality

The researcher obtained permission from the respondents after thoroughly and truthfully informing them about the purpose of the questionnaire and the study. The researcher asked for permission from the property and business enterprises' owners before administering the questionnaires. Prior to the issuing of questionnaires, the researcher first explained the various

aspects involved to the respondents. The researcher informed the respondents that participation was voluntary and that respondents were allowed to withdraw from the study at whatsoever time they deemed necessary. The respondents were also told about the purpose of the study, risks, benefits confidentiality and that they would remain anonymous. After thoroughly explaining what their participation encompassed the respondents were asked to sign informed consent forms.

1.15.2 Anonymity

The researcher used pseudonyms and the respondents were labelled as respondent A, B, C, D, E, F and G, so that people would not be able to identify given responses and respondents from the data. When participants were aware that their real names were not going to be used, they expressed themselves freely without fear of victimization.

1.15.3 No harm

For the purpose of the study, the researcher ensured that the participants would not be harmed physically, psychologically or emotionally. If harm was realized, the participants would have to be removed from the study and offered counselling if there was the need. The researcher avoided inflicting anxiety and psychological discomfort by asking questions in an appropriate manner as well as not judging the respondents.

1.15.4 Dissemination of results

The researcher reported his findings in a complete and honest fashion, without misrepresenting issues and processes or intentionally misleading others on the nature of the findings. The researcher under no circumstances fabricated data to support a particular conclusion, no matter how seemingly noble that conclusion was.

1.16 Chapter organization

1.16.1 Chapter 1: Introduction of the study

This chapter is made up of background of the study, statement of the research problem, justification of the study, aim of the study, research objectives broken down into the primary objective and secondary objectives and the research questions. It also included the operational definitions of key terms and concepts, the research design, the sampling procedure, data

collection, data analysis, validity and reliability of instruments, limitations, ethical considerations and chapter organisation of the study.

1.16.2 Chapter 2: Literature review

This chapter focuses on literature review. The researcher undertook a textual investigation of the impact of sociocultural effects on the development of entrepreneurship across the globe. The literature was extracted from journal publications, articles, books and dissertations written by other researchers.

1.16.3 Chapter 3: Research methodology

This chapter focuses on the research methodology used in the study. It gave a description of the study area, research paradigm, research design, target population under study, sampling procedure, data collection, data analysis, research methodology summary and the pilot study. Also discussed are: validity and reliability of instruments, ethical considerations, limitations of the study and expected outcomes.

1.16.4 Chapter 4: Data presentation

This chapter presents the collected data from respondents. It is composed of demographical information of all the respondents and presents the findings. Data collected was presented using narratives, tables, bar graphs and pie charts from questionnaires which were administered to reach the required 100 respondents.

1.16.5 Chapter 5: Discussion

This chapter focuses on discussion of the themes that emerged from the questionnaires looking at the importance of sociocultural factors to the development of entrepreneurship in Thulamela Local Municipality. In the discussion, the literature review was infused.

1.16.6 Chapter 6: Summary, conclusions and recommendations

This chapter summarises, concludes and gives recommendations. It focuses on the overview of the study, conclusions on research objectives and research problems, limitations of the study, recommendations of the study, suggestions for future research and chapter summary.

1.17 Summary

This study comprises 6 chapters. Chapter one contains the background, which sets the scene for the study. Objectives and the research design that underpin the study are highlighted. In Chapter 2, the literature related to the study is reviewed. The literature encompasses international, regional and local perspectives. In the third chapter of the study, the methodological approaches used in the entire study are explained. In the chapter, description of the research design, methods, data collection and analysis tools, techniques, as well as ethical considerations applied for the study, are given. Chapter 4 presents the results of the study findings. Chapter 5 discusses the results of the study findings. Chapter 6 summarises the key findings of the entire study. Conclusions and recommendations of the study are also distilled. References and appendices are included after Chapter 6.

CHAPTER 2: LITERATURE REVIEW

2.1 Introduction

This chapter explores written literature on the effects and impact of sociocultural factors on the development of entrepreneurship in both developed and developing economies. The literature was taken from journals, articles, publications and dissertations done by other researchers.

Entrepreneurship has emerged as the solution to the persistence of structural unemployment (Ahmad and Xavier, 2012). Entrepreneurial activities create employment and income to the otherwise 'would be' unemployed population and increases overall growth of industry and the economy (Katz and Krueger, 2017). Entrepreneurship enables organisations to be innovative and thus be able to survive in the marketplace (Cadar and Badulescu, 2015). Entrepreneurship has been recognized as an extensive and persistent feature of the developing world, equivalent to some 40–60% of GDP in developing nations (Schneider and Williams, 2013).

2.2 Conceptual framework of the study

In order to resolve the research problem, the following conceptual framework consolidating sociocultural factors and entrepreneurship development was proposed in figure 2.1:

The social factors, cultural factors, merits of entrepreneurship in comparison to conventional jobs and the measures to improve the contribution of entrepreneurship to the economy have been outlined (Figure 2.1) and categorised in sections 2.3 below.

The conceptual framework of these sociocultural factors impact on entrepreneurship development presented in Figure 2.1 below assumes that the level of entrepreneurship development is influenced by the diverse sociocultural factors that characterize the business zones in Thulamela Local Municipality. This is especially true for women living in 'traditional' societies, as Mboweni (2015) observed, face negative attitude from the community in starting or running their own ventures stemming from stereotypical traditional values and norms in terms of their domestic roles and subordinate status to men. Thus, the differences in the levels of how sociocultural factors influences entrepreneurial intuition in communities brings about the homogenous groups (clusters - 1 up to infinite) on how social factors influence the development of entrepreneurship in Thulamela Local Municipality.

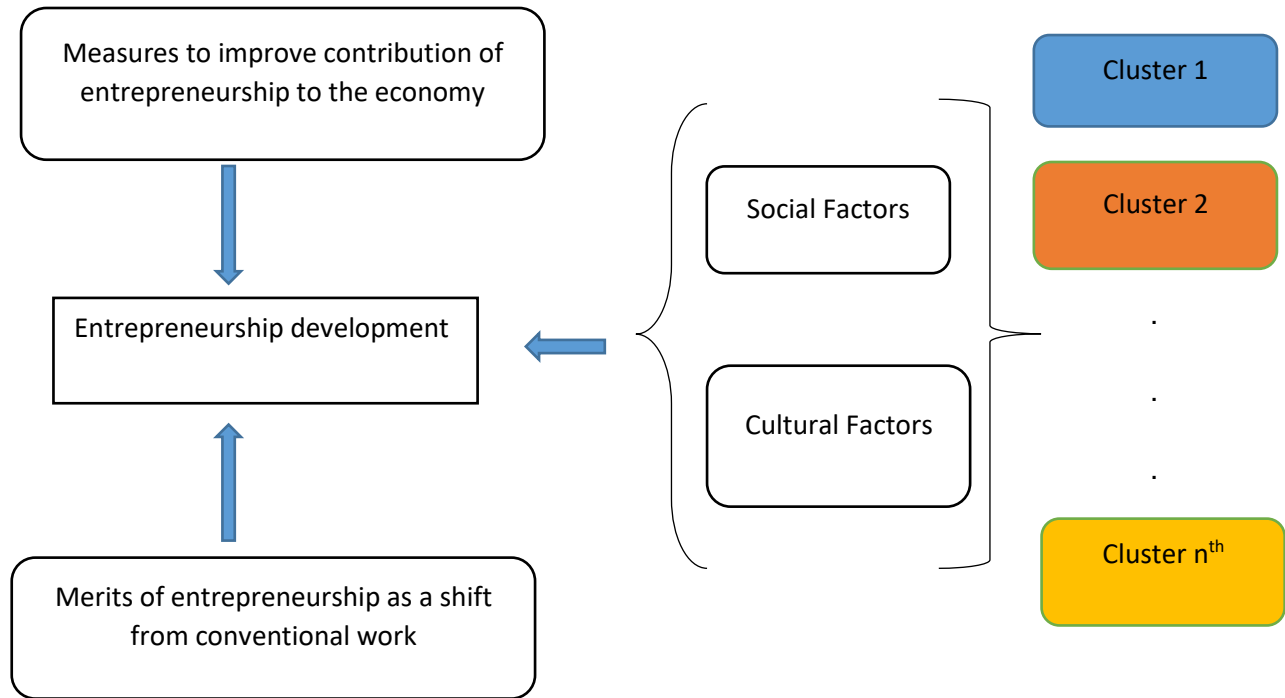


Figure 2.1: Conceptual framework

Source: Generated by the author 2018

2.3 Entrepreneurship: An institutional approach

Entrepreneurship is a deliverer of uncertainty in the future and an entrepreneur is the individual who partakes to be the agent of change or the economy's engine (Mari, Poggese and De Vita, 2016). May (2013) defined entrepreneurship as the commercialization of innovation. Lippmann and Aldrich, (2016), defined entrepreneurs as community developers who are agents of economic and social change. In essence, entrepreneurship focuses on creation of value through innovation (Schumpeter, 2017). Modern day scholars have come up with several definitions but they agreed on attributes like idea generation and implementation or execution of these novel ideas to create new products, processes and services which mediates the growth and development process of an economy (Carlsson, Braunerhjelm, McKelvey, Olofsson, Persson and Ylinenpaa, 2013). Other definitions are mostly based on the functional roles of entrepreneurs that include innovation, resource allocation, coordination, capital supply, uncertainty bearing, ownership and decision-making (Ghani, Kerr and O'connell, 2014). Siqueira, Webb and Bruton (2016) and Ketchen, Ireland and Webb (2014) defined entrepreneurship looking specifically at the informal sector, as the start-up or ownership and management of an enterprise, which may not be registered with

the relevant governing bodies or declare some or all of its production to the authorities for tax, economic benefit or labour law purposes when it should do so.

An entrepreneur personifies creativity, passion, purpose, perseverance, commitment, courage, the will to pursue, strategy and flexibility and these traits together with willingness to take risks, need for achievement, as well as self-efficacy and locus of control make up entrepreneurs (Obschonka and Stuetzer, 2017). More importantly, entrepreneurship has transformed from the scope of individual products/services to mediation of value-creation processes (Hagiu and Altman, 2017), with thrust on value creation for consumers (Jacobides, Cennamo and Gawer, 2018).

Opportunity identification and entrepreneurial intentions are also fundamental traits of potential entrepreneurs (Karimi, Biemans, Lans, Chizari and Mulder, 2016), also looking at how viable they are to pursue (Nambisan, 2017). It is estimated that most enterprises in the developing world start up unregistered (Autio and Fu, 2015), and that at least half of all enterprises are unregistered (Acs, Desai, Stenholm and Wuebker, 2013). Unregistered enterprises may lack formal legality but have social legitimacy (Godfrey, 2015). Entrepreneurship is viewed as a socially constructed behaviour (Webb and Ireland, 2015). It is a spectacle that is rooted socially and culturally (Welter and Smallbone, 2011), where sociocultural and competitive undercurrents are both fundamental (Jennings, Greenwood, Lounsbury and Suddaby, 2013).

Norms, values, beliefs and engagements of individuals and groups (informal entrepreneurship) are fashioned and steered by the institutional environment (Scott, 2014). From an institutional perspective, entrepreneurship can either be formal or informal (Dau and Cuervo-Cazurra, 2014). Formal institutions are the collated laws and regulations that set out the climate for business operations and informal institutions are the socially shared and accepted rules enforced outside of officially sanctioned channels (Williams, Martinez–Perez and Kedir, 2017). Informal entrepreneurship is viewed as new unregistered and unregulated businesses by law but meet all other legal facets (Dau and Cuervo-Cazurra, 2014), enterprising outside formal institutional prescriptions but having the same norms, values, and beliefs as formal institutions (Kistruck, Webb, Sutter and Bailey, 2015; Siqueira, Webb and Bruton, 2016). Entrepreneurship research has only recently started to explore informality (Webb, Ireland and Ketchen, 2014). It is common knowledge in the developing world that formal and informal institutions do not always align, the greater the nonalignment, the higher the level of informal entrepreneurship (Williams and Shahid,

2016), thus the perpetuation of informal entrepreneurship which is socially legitimate although deemed formally illegal (Siqueira *et al.*, 2016).

According to Urbano and Alvarez (2014), informal institutions have more influence on entrepreneurship development than formal ones. Informal entrepreneurship has less procedures and regulation requirements on new venture creation thus widening the platform for economic growth. Studies have shown that informal entrepreneurs have a competitive edge over formal entrepreneurs in the business environment, they can undercut formalized enterprises thus creating an unlevelled playing field (Hudson, Williams, Orviska and Nadin, 2012). This is why the informal economy is so significant, especially in developing countries (International Labour Organisation, 2014), though there is still little understanding of business activities within the informal sector (Webb, Ireland and Ketchen, 2014). Education background is key to influencing the level of informality of firms (Williams and Shahid, 2016). Informal entrepreneurship activities in developing economies suffer more deficiencies in their institutional configurations thus they need to be researched more on (Webb, Ireland and Ketchen, 2014). Given that developing economies have under-developed formal institutions, entrepreneurs' inspiration comes from existing norms, values, and beliefs to help them structure their economic activities instead of relying on formal institutions (London, Esper, Grogan-Kaylor and Kistruck, 2014). As engraved in the institutional theory, businesses are subject to institutional pressures that influence their values, norms, organizational structures and actions.

Entrepreneurs are the main growth engines of a healthy economy (Ernst and Young Global Limited, 2013). The institutional environment will affect the personal decision to initiate a start-up (Gohmann, 2012) and as such, any institutional constraints in the business environment may adversely affect the socioeconomic setting and could restrict economically beneficial behaviours of entrepreneurs (Khoury and Prasad, 2016). In recent years, institutional constraints to entrepreneurial activities have been prevalent as evidenced by a deterioration in wages and an increase in wealth concentration (Dabla-Norris, Kochhar, Suphaphiphat, Ricka and Tsounta, 2015). Entrepreneurship broadens the range of alternatives available and enables the identification and exploitation of business opportunities for the human capital (Haynie, Shepherd and McMullen, 2009), thus entrepreneurship increasingly became more socially accepted (Kibler, Kautonen and Fink, 2014).

In entrepreneurship, entrepreneurial activities convey meaning and are an expression of an individual's identity or self-concept and entrepreneurial passion on which entrepreneurial identity

is centred (Cardon, Marshal and Poddar, 2013). Entrepreneurship seeks to close up formal institutional imperfections found in the economy. Two types of formal imperfections highlighted by Webb and Ireland (2015), are formal institutional voids, including the lack of, or poorly defined, property rights, lack of basic utilities and poor social protection which forces citizens into necessity-driven informal entrepreneurship as a survival strategy (Kistruck, Webb, Sutter and Ireland, 2011). There is also formal institutional uncertainty when technology and sociocultural changes outpace changes in the ability of formal institutions to accommodate new domains of activity. Informal entrepreneurship is more extensive in developing than developed economies and they use informal institutions as an alternative guiding framework (Godfrey, 2015).

Enterprises operating informally are less efficient and lesser performing than those operating in formal institutional environments (La Porta and Schleifer, 2014). Entrepreneurship seems to respond more to informal as compared to formal factors and for this reason informal institutions tend to endure for longer than formal ones (Urbano and Alvarez, 2014).

2.4 Social factors

Social factors are the facts and experiences that influence an individual's personality, attitudes and lifestyle. They are the values that ultimately characterize a society or group, they affect lifestyle, such as religion, family or wealth. Entrepreneurship is a strong social practice (Ansari, Munir and Gregg, 2012), resulting from collective organizing and social interaction (Stam, Arzlanian and Elfring, 2014). Despite the fact that entrepreneurship thrust is on wealth creation (Welter, Baker, Audretsch and Gartner, 2017), the social value-added role of entrepreneurship has in recent years stirred inquisitions (Zahra and Wright, 2016). Research has shown that social support does influence an entrepreneur's devotion to their start-up (Kim, Longest and Aldrich, 2013).

Reviewed literature on social factors looks at the following aspects; education and entrepreneurship development, impact of role models, background and self-efficacy on entrepreneurship development, family, business and entrepreneurship development, attractiveness of entrepreneurship opportunities in urban areas, social settings' effect on

entrepreneurship, social networks and entrepreneurship, women and entrepreneurship and migration and entrepreneurship.

2.4.1 Education and entrepreneurship development

Entrepreneurship education and training systems provide a platform on which students can base for choosing entrepreneurship as a career pathway (Pandit, Joshi and Tiwari, 2018). It nurtures entrepreneurial intentions of scholars and helps promote sustainable development of entrepreneurship within a country's economy. However, it needs to put more emphasis towards more practical and learner-centred approaches of learning. For example, in India, (Times of India, 2017), the youth and more of their productive workforce are keen on being entrepreneurial (83% compared to the global average of 53%). Despite this high potential for entrepreneurship development, there lacks collaboration between entrepreneurial potential and higher education in India (Mukesh, Rao and Rajasekharan Pillai, 2018). Through the process of academic spin-offs results the transfer of knowledge (Schmitz, Urbano and Dandolini, 2017). As an individual endeavors to be an entrepreneur, institutional settings and policies also add to the academic spin off (Schmitz *et al.*, 2017). However, it remains cynical whether local practices influence government and university policies (Epure, Prior and Serarols, 2016). University settings encourage creativity, critical thinking and skills transfer through the opportunities they offer students of experiential education (Conner, Becot, Kolodinsky, Finley, Woodruff and Resnicow, 2014). For entrepreneurial success, academics identified attitudes, skills, knowledge and experience as essential features, even though scholars often fail to highlight the importance of real-world experience for entrepreneurs (Neck and Greene, 2011). Entrepreneurial learning remains a topic for discussion in the academic world with context and contingencies pivotal in determining outcomes (De Clercq, Meuleman and Wright, 2012). It should be noted that students are barely seen as participants, essential to entrepreneurship development and evolution of entrepreneurship education curricula and programs but only as beneficiaries of entrepreneurship education. Interesting enough, the relevant accrediting organizations such as government entities in many nations and potential employers have developed an interest in evidence that students learn the relevant content of an entrepreneurship course or program (Accreditation, 2013). Entrepreneurship education leads to an increase in entrepreneurship-related human capital assets, skillset and entrepreneurship related knowledge, high intent to be entrepreneurial and positive perceptions of entrepreneurship (Martin, McNally and Kay, 2013). However,

entrepreneurs do not consider formal learning as the best source of training (Lans, Biemans, Mulder and Verstegen, 2010).

Current approaches towards entrepreneurship of formal education miss the impact that social agents as influencers of behavioral configurations, activating imitation as a special practice of learning. Shared social norms positively affect entrepreneurial motivation in the work environment (Antonioli, Nicolli and Ramaciotti, 2016). Education and skills are essential determinants of available opportunities amongst young people in the labour market (Biavaschi, Eichhorst, Giulietti, Kendzia, Muravyev, Pieters, Rodriguez Planas, Schmidl and Zimmermann, 2012). Training and skills development have a scope larger than the formal education system that looks to ease the transition into the labour market or to equip individuals with relevant job-specific technical skills and non-technical soft skills, such as self-management, teamwork and communication which are essential for entrepreneurship. Higher value has been placed on these non-technical skills (Manpower Group, 2013).

Entrepreneurship researchers agree that education is vital in determining both entrepreneurial performance and entrepreneurship activities (Van Praag, Van der Sluis and Van Witteloostuijn, 2013). Formal education is not always a prerequisite for becoming an entrepreneur as many uneducated men and women are successful entrepreneurs. However, education is essential in managing a business. Entrepreneurship education presently goes beyond teaching students about business principles to helping them identify opportunities, develop entrepreneurial intuition and manage adversity (Kuratko and Morris, 2018). It extends to practical elements of immersion, business coaching, incubations, entrepreneurial audits and mentoring (Schindehutte and Morris, 2016). A good educational environment together with its shared values and norms can influence entrepreneurial intentions and the ensuing venture start-ups (Guerrero, Urbano and Fayolle, 2016). Formal and informal education help transforming cultural values from one generation to another. Education is one of the key levers to ensure prosperity and competitiveness in a globalised world (Scott, 2015). Entrepreneurship education has become essential in the academic field (Fayolle, 2013). Education provides individuals with the knowledge which aids in new venture creation and market opportunity identification (Barreneche, 2014).

In education, there is a strong consensus that independence leads to higher performance and leadership (Keddie, 2016). The degree of informality of entrepreneurial activities depends on knowledge, skills and perceptions of informal entrepreneurs (Williams and Shahid, 2016). Entrepreneurship education in universities contributes to innovation through knowledge transfer

and provides leadership for the creation of entrepreneurial thinking, actions and institutions (Guerrero, Urbano and Fayolle, 2016). Support mechanisms in universities influence entrepreneurial activities amongst students (Foo, Knockaert, Chan and Erikson, 2016). Research in the USA suggested that students were more likely to venture into entrepreneurship and excel than their professors (Astebro, Bazzazian and Braguinsky, 2012). Education is associated with the acquisition of professional skills and learning from experience (Nielsen and Sarasvathy, 2016).

Education and training activities that encourage entrepreneurial attitudes also boost an individual's confidence and self-worth (García-Rodríguez, Gil-Soto, Ruiz-Rosa and Sene, 2015). Zhang, Duysters and Cloudt (2014) confirm this progressive stimulus that entrepreneurship education has on entrepreneurial activity growth and development especially focusing on the capacity to recognize opportunities. Entrepreneurship helps young people to become responsible, active and open-minded members of society (Informal Meeting of European Union Education Ministers, 2015).

Entrepreneurship education and programs cannot operate in isolation, it requires the support of all stakeholders (Wang and Chugh, 2014) involved to adequately position entrepreneurship development based upon the needs and resources requirement of the entrepreneurial endeavor (Torrance, 2013). There have been shifts within entrepreneurship education from a start-up view to a viewpoint that emphasizes entrepreneurial mindsets and attitudes (Neck and Corbett, 2018), a shift from a dominant intentions perspective to one that is more on learning and evaluation (Loi, Castriotta and Di Guardo, 2016). Entrepreneurship education is diverse, and we cannot seem to match the pace at which its academic innovations contribute toward a greater whole. Martin, McNeely and Kay (2013) observed that academic-oriented programs are more aligned with entrepreneurship education programs' outcomes than in training focused interventions.

Academia and international programmes have been fashioned to encourage development of entrepreneurship (Brixiova, Ncube and Bicaba, 2015). Since the 1970s, specific entrepreneurship programmes have undergone gradual and important changes in all universities across the world (Fayolle and Linan, 2014). Today, the number of institutions of higher learning teaching entrepreneurship education across the globe is more than three thousand as compared to a single digit in the 1970s (Kuratko 2017). The European Commission in its bid to expand entrepreneurship had a program called Twinning in schools that strengthened cooperation, communication and intercultural awareness in school communities across Europe (Grosjean, 2015).

The infusion of innovation and creativity in entrepreneurship in educational programs has become fundamental in addressing turbulent market places and the multifaceted petition for technological and societal changes of today (Vanevenhoven, 2013). Empirical studies suggest that younger individuals are more likely to become entrepreneurs (Lamotte and Colovic, 2013; Minola, Criaco and Obschonka, 2016). Lans, Blok and Wesselink (2014) claim that entrepreneurs through specific entrepreneurship education are able to develop special skills that would enable them to identify opportunities where others would not have found them.

Ibrahim and Lucky (2014) cited entrepreneurial skills as an important factor in the growth and development of successful entrepreneurship. Entrepreneurship education contributes to an increase in basic entrepreneurial skills (Storen, 2014). These specifics circle around ability to identify opportunities, knowledge of new approaches in business strategy and management, use of social networks and knowledge of the industry and market.

As students are exposed to entrepreneurial courses, they develop an interest towards entrepreneurship (Ooi, Selvarajah and Meyer, 2011). Phipps, Prieto and Kungu (2015) emphasised the need for relevant knowledge and skills for entrepreneurial success. It therefore stands that, the curriculum design should aim to fulfil the objective of encouraging the adoption of entrepreneurship as a career pathway as opposed to conventional work. Universities in their curriculum aim to churn graduates who will not only be creative and innovative, but be able to identify opportunities, understand market forces and social challenges and have the skills and competences to exploit them (Morris, Webb and Singhal, 2013). Entrepreneurship education does play a significant role in cultivating entrepreneurial spirit among university graduates (Duval-Couetil, Gotch and Yi, 2014). The thrust is to stimulate the growth of enterprises that will create jobs for others (transformation entrepreneurs), going beyond self-sustenance (Cho, Robalino and Watson, 2014). Entrepreneurship education enhances the acquisition of formal knowledge that is abstract and theoretical focusing on basic business principles and entrepreneurship basics, with the fundamentals of entrepreneurship being opportunity recognition, creativity and problem-solving, risk mitigation and resilience (Kuratko and Morris, 2018).

Training has managed to equip today's generation with skills and expertise to successfully manage their own businesses when compared to previous generations and leads to the creation of an innovative environment (Maladzhi, 2015). Openness to experience is crucial for creativity and entrepreneurship (Ivcevic and Brackett, 2015) and is essential for entrepreneurs to be successful.

Entrepreneurship education provides individuals with the knowledge and tools for new venture creation and assists upcoming entrepreneurs in identifying market opportunities (Barreneche, 2014). Specific entrepreneurial competences at an individual level in universities and the varying technical profiles of students and their gender influence individuals' drive and ability to start new ventures (Zhang *et al.*, 2014). Entrepreneurship educational programs that incorporate learn by doing activities such as engaging individuals in business scenarios help build an individual's entrepreneurial capabilities (Maritz and Brown, 2013). Also observed was the fact that previous education in a field an entrepreneur was interested in provided such individuals with a substantial understanding of how to start up and grow a venture in that particular industry (Ganotakis, 2012). The more an entrepreneur becomes knowledgeable and experienced, the more the entrepreneurship capabilities and confidence to successfully manage their business (Maritz and Brown, 2013).

Powel and Rodet (2012) highlighted that education is not the only cultural factor capable of affecting entrepreneurship and substantiated this by pointing out that early stage entrepreneurship affects cultural legitimation of entrepreneurship and economic freedom. However, indigenous entrepreneurs engaged in trade frequently lack the essential entrepreneurial traits. For example, Padilla-Meléndez and Ciruela-Lorenzo (2018), in a study of Ugandan indigenous entrepreneurs engaged in trade found out that these entrepreneurs lack the necessary entrepreneurial traits like sincerity, innovation, business skills, risk-taking propensity and effective management. Entrepreneurship education can help combine the unique assets of indigenous entrepreneurs with the development of innovative and culturally relevant businesses (Ratten and Dana, 2017).

2.4.2 Impact of role models on entrepreneurship development

A role model is an individual who sets an example and inspires others to make certain decisions, it is someone that the community may emulate. Role models are important for entrepreneurial learning (Zozimo, Jack and Hamilton, 2017). Entrepreneurial role models motivate others to become entrepreneurial which fosters future entrepreneurial activity in the community (Bosma, Hessels, Schutjens, Van Praag and Verheul, 2012). Role models are essential building blocks of an entrepreneurship environment (Isenberg and Onyemah, 2016). Studies have shown that an individual's decision to become an entrepreneur provides information about career options to others in their network and may even directly help others to make similar transitions (Azoulay, Liu and Stuart, 2014). Researchers have observed the importance of role models and mentorship in

promoting entrepreneurship, leadership development and career opportunities (Srivastava, 2015). In areas of intensive new venture creations, the entrepreneurs become role models to the community (Westlund, Larsson and Olsson, 2014).

According to Padilla-Meléndez and Ciruela-Lorenzo (2018), role models are very important drivers of entrepreneurial behaviour, especially in the case of female entrepreneurship (Koellinger, Minniti and Schade, 2013). Role models play a crucial part in shaping the entrepreneurial activity in any given area (Contin, Pilart and Larraza-Kintana, 2015). The availability of role models and mentors helps as a source of inspiration and motivation for aspiring entrepreneurs, also making aspirants aware of entrepreneurship. Studies show that there is a positive link between entrepreneurial role models and entrepreneurial activity (Chlosta, Patzell, Klein and Dormann, 2012).

Role models are more likely to be from the entrepreneurs' immediate environment than from far away (Bosma *et al.*, 2012). This helps boost self-belief and confidence in entrepreneurs starting up. Estrin, Mickiewicz and Stephan (2016) posited that what and from whom we learn is strongly associated with values we attach to different sources of knowledge. If an individual attaches so much value in a role model, that is where they will stem their inspiration from.

2.4.3 Impact of background on entrepreneurship development

The background of an individual and other socio-cultural factors are essential for inspiring entrepreneurial-intention (Noguera, Alvarez and Urbano, 2013). Mathias, Williams and Smith (2015) cited family and friends, as they are the influential people surrounding us, work experiences, hobbies, exposure to technology as an individual goes through the phases of life as the factors that condition them towards entrepreneurial discovery. Research supports that firms more likely to succeed are those founded by individuals with prior entrepreneurial experience (Paik, 2014). MacKeever, Jack and Anderson (2015) observed that entrepreneurial thrust stems from continuous association between an individual and the community. A long-term association with both the geography and local population influences an entrepreneur's decision on initiatives to take. Shou, Chen, Zhu and Yang (2014) indicate that kinship and native ties give entrepreneurs a competitive advantage in successful venture creations.

2.4.4 Impact of self-efficacy on entrepreneurship development

Self-efficacy is associated with entrepreneurial tendencies (Kerr, Kerr and Xu, 2017). It is when one believes in their ability to succeed in specific situations or accomplish a task. It is closely linked to internal locus of control which is associated with enacting novel ideas whereby an individual believes they have control over their actions and its effects (Luca, 2017). This has a major influence on the direction, strategy and performance of the entrepreneurial establishment (Hallak, Lindsay and Brown, 2011). Zhang *et al.*, (2014) highlighted self-efficacy as being so crucial in the development of an entrepreneur, even to the extent of having a greater impact on individuals than entrepreneurship education. Self-efficacy inspires attitudes towards entrepreneurship as a career (Piperopoulos and Dimov, 2015), especially significant in determining entrepreneurial intentions of women. An entrepreneur's confidence unleashes the skills set required for new venture creations and also encourages other entrepreneurs to engage in productive activities (Van Hemmen, Urbano and Alvarez, 2013). In entrepreneurship, self-resolve helps determine decision making on one's career towards entrepreneurs such as after retirement (Morris, Soleimanof and White, 2018).

Self-efficacy is vital in how one approaches goals, tasks and challenges. Sanchez (2013) postulated that the importance of self-efficacy in entrepreneurship, stemmed from four traits namely; risk element in undertaking entrepreneurial activities, a trait required for successful creative idea enactment (Biraglia and Kadile, 2017), an individual's belief in their capabilities, their professional interests, personal effectiveness and perseverance in the face of difficulties (Krueger and Dickson, 1994). Not only do individual traits such as values and motivations, education, self-efficacy, prior experience and risk perception influence entrepreneurial intention, but also making the intentions actionable (Zapkau, Sandu and Jain, 2015).

The desire for independence, an important reason why entrepreneurs start their own ventures (Knorr, Alvarez and Urbano, 2013) and the ability to be independent drives at creative idea activation (Miller, 2015), which helps build belief in one's capabilities. Self-efficacy propels an individual entrepreneur towards the success of a venture even when faced with uncertain environments. It compensates a lack in expertise with perceived entrepreneurial abilities and drive (Engel, Dimitrova, Khapova and Elfring, 2014). Confidence in the feasibility of a business venture is an essential attribute but however, too much of it can contribute to venture failure and negative firm performance (Hayward, Dhliwayo and Griffin, 2013). This is in relation to entrepreneurial

initiatives and individuals' beliefs of attaining superior results and incentives. Noguera *et al.* (2013) stated that the ability to identify opportunities distinguishes entrepreneurial behaviour.

Nabi and Linan (2013) observed the importance of an individual's personality and the environmental context in the start of a new business. Personality influences the preference to become self-employed (Verheul, Bosma, Hessels, Schutjens and Van Praag, 2012) and self-employment entry and exit decisions (Caliendo, Fossen, Kritikos and Wetter, 2014). These are inborn traits that an individual possesses that will propel them to entrepreneurial intention. Karimi (2017) confirmed that attitudes toward entrepreneurship, subjective norms or perceived social pressure and self-efficacy all significantly contribute to the development of entrepreneurship intention in prospective entrepreneurs. They however postulated that social norms are less relevant than attitude towards entrepreneurship and self-efficacy for entrepreneurship intention because entrepreneurs are generally branded as more inward as opposed to externally focused and thus less oriented towards social norms than non-entrepreneurs.

Karimi, Biemans, Mahdei, Lans, Chizari and Mulder (2017) showed risk-taking propensity and internal locus of control as closely linked to the attitudes towards entrepreneurship development especially among students. They also found need for achievement to be positively and significantly related to attitudes towards entrepreneurship. Similarly, Boyles (2012) highlighted the fundamental entrepreneurial competences as cognitive, social and oriented towards business initiatives. Also notable is the observation by Nabi and Linan (2013) as cited in (Karimi 2017), that the valuation of environmental conditions by potential entrepreneurs can shape their intention to start a new business, surpassing factors such as attitude towards entrepreneurship and self-efficacy.

Entrepreneurs in their quest to grow their business ventures face off with established organizations that have more resources to seize market share from rivals (Miller, 2015), thus they need extroversion in order to sell their ideas to investors, partners, employees and customers (Kerr *et al.*, 2017). Extraversion may not be as essential in the long run but it is vital in the start-up stage of a business venture. Extraversion indicates how outgoing and social a person is, it infers sociability and assertiveness (Ker *et al.*, 2017), traits an individual needs to persuade others that their judgement is valid and worth pursuing. Morris *et al.*, (2013) uphold that both traits and cognition impact competences and empower individuals to be potential entrepreneurs. Agreeableness is another trait advantageous in enterprise development (Martinsen, 2011). It is associated with flexibility and is a supportive factor during venture start-up, although not in the

opportunity exploitation phase (Leutner, Ahmetoglu, Akhtar and Chamorro-Premuzic, 2014). However, agreeableness in entrepreneurs is often seen as a weakness. It is associated with gentleness and softness which can affect the entrepreneur's ability to manage business resources, which may negatively affect their entrepreneurial success (Baluku, Kikooma and Kibanja, 2016).

2.4.5 Family, business and entrepreneurship development

Family may be the root on which entrepreneurial traits sprout from. Family may provide a support structure on which entrepreneurial intuition blossoms from. In the case of a family business, Fayolle, Yousafzai, Saeed, Henry and Lindgreen (2015) highlighted family business' importance and economic impact, even though it requires further research (Sciascia and Bettinelli, 2016). Some studies have shown that family businesses are mostly survival ventures and simple lifestyle (Morris *et al.*, 2018), especially in the rural areas. When entrepreneurial, family enterprises can flourish for a long time (Jaskiewicz, Combs, and Rau 2015) but those that are not entrepreneurial, tend to collapse.

In family businesses there are diverse social contexts resulting from demographic and generational disparities amongst members which bring about variations in experiences, values and goals (Basco, 2017). In cultural settings that value certainty, young family business members become more involved and dedicated to the family business. These young members usually become involved in innovation projects and become change champions (Au, Chiang, Birtch and Ding, 2013).

In entrepreneurship, an individual's social environment (family, friends and co-workers) perceptions and views on entrepreneurship will decisively influence that person's decision to become an entrepreneur (Obschonka, Silbereisen, Cantner and Goethner, 2015). Family businesses are portrayed as largely rigid, strategically inertial and resistant to change in some researches (Konig, Kammerlander and Enders, 2013), while others confirm that they can initiate renewal actions (Cucculelli, Le Breton-Miller and Miller, 2016). Madan (2012) observed that family members working and living together, fashion their way of life which in essence becomes their culture.

Many studies posit that individuals who had entrepreneurial relatives have a higher chance of being entrepreneurial themselves (Shirokova, Osiyevskyy and Bogatyreva, 2016). Parental influence has a strong effect on entrepreneurship (Greenberg, 2014). Researchers have also

discovered that having entrepreneurial parents has a strong influence on an individual's decision to become an entrepreneur (Greenberg, 2014), resulting from a combination of nurture and genetics (Nicolaou and Shane, 2014), with the nurture effect twice as large as the genetic effect (Lindquist, Sol and Van Praag, 2015). Parents convey values norms, ideologies, financial and social capital (Laspita, Breugst, Heblich and Patzelt, 2012), they have a strong social stimulus. Heck, Hoy, Poutziouris and Steier (2008) argued that entrepreneurial activity throughout the world has a familial dimension. Kirkwood (2011) postulated that family plays a central role in kindling entrepreneurial spirits in its young members. Harris and Gibson (2014) reported that students with family business experience had developed strong entrepreneurial attitudes from their families whom they looked so much up to.

Family composition and involvement is very crucial, as also evident in the agriculture sector, this can be an important incentive for entrepreneurship (Alsos, Clausen and Solvoll, 2014). There is a strong relationship between family and entrepreneurship with the family structure providing human, social and financial resources as some of the essential entrepreneurship elements (Powell and Eddleston, 2013). The involvement of family at venture start-up and growth reduces initial operational costs because of the established trust and commitment among family members (Shinnar, Cho and Rogoff, 2013), thereby impacting positively on entrepreneurial activities (Powell and Eddleston, 2013).

Research findings portray family firms as generally rigid and resistant to change (Konig *et al.*, 2013), but have the ability to initiate renewal actions (Cucculelli *et al.*, 2016). However, for female entrepreneurs, the greatest barrier for their success in developing countries is to overcome resistance from family (Satre, 2016). They rely so much on family approval and support to get time for the business, they have to prioritise family responsibilities over their entrepreneurial careers. Halkias, Nwajuba, Harkiolakis and Caracatsanis (2011) observed that mental tiredness, balancing family and business life, physical tiredness and excessive expectations from men cause women entrepreneurs to suffer from stress.

2.4.6 Attractiveness of entrepreneurship opportunities in urban areas

Where a business venture is located influences its potential to grow and develop. This was supported by Kelley, Baumer, Brush, Greene, Mah, Majbouri, Cole, Dean and Haevlow, (2017) who posited that a business' geographic location substantially stimulates its growth in relation to the economy's developmental level. As Solesvik, Westhead and Matlay, (2014) observed,

individuals' intentions to become entrepreneurs was predisposed to their environment, resources and processes. Knowledge about the environment, understanding and evaluating its constant changes to determine necessary adjustments required in management and providing national programs (Moradhaseli, Ataei and Norouzi, 2017) will aid the development of entrepreneurship. There is rural to urban migration on entrepreneurship development in the developing countries. Urbanised areas, the favourable environments, pull people in urban areas towards entrepreneurial activities while rural people, due to lack of alternative income opportunities, may take on entrepreneurship out of necessity (Faggio and Silva, 2014). Urban areas generally have liberal social norms and values and resulting from the diversities in the cultural mix, no one set of beliefs dominates the other. No particular culture across an area should be depicted as superior (Huggins and Thompson, 2014). Basically, there is a decay of cultural practices as different cultures come together and in creating a harmonious social environment, so many compromises are made on the tradition and cultural front. This fosters entrepreneurship culture. Urban locations are more likely to be associated with larger pools of resources and denser networks, and therefore are conducive for firm growth. This is why much of the economically active age-group usually migrates to urban areas in search of better work opportunities and better paying jobs.

Economically, urban areas have better infrastructure, better services and growth prospects. Even entrepreneurs are inclined to think that the more developed the infrastructure and services delivery in an area, the better the chances of establishing their enterprises. Fritsch and Storey (2014) posited that there are obvious differences in new venture start-ups between urban and rural areas, with formation rates being higher in urban areas.

North and Smallbone (2011) suggested that geographical location and the place where individuals reside can determine the level of entrepreneurial activities an individual can be involved in. (Akgun, Nijkamp, Baycan and Brons, 2010) observed that individuals in urban areas are more likely to be involved in entrepreneurial activities than individuals residing in the rural areas. Urban areas are more desirable for conducting business because of their liberal social norms and values aided by a decay and compromise of cultural practices. Wagner and Sternberg (2012) discovered that new venture creation is mostly realized in areas with high population density and high population growth rates, which are mainly urbanized locations. Fornahl (2013) observed that there are greater socio-cultural barriers to entrepreneurial activities in peripheral regions thus the attraction to city life that offers professional opportunities which seem more defined and fulfilling. This deters entrepreneurial activities in the rural setting as individuals are discouraged from developing their entrepreneurial intuition in the rural environment (Meccheria and Pelloni, 2012).

2.4.7 Social settings' effect on entrepreneurship

Entrepreneurs have a social identity compulsion to stand out and distinguish themselves from the rest of the community and this determines the type of opportunity they will exploit (Wry and York, 2017; York, O'Neil and Sarasvathy, 2016), the kind of strategic decisions they will make and the quality of output and value created (Fauchart and Gruber, 2011). This may provide a platform on which an individual can elicit their professional strengths and tacit capabilities (Monllor and Murphy, 2017). Network embeddedness and knowledge spillovers that the venture can capture in developing its business model are crucial for sprouting entrepreneurial activities (Chesbrough and Bogers, 2014). Social institutions such as schools, families, religious bodies and the justice system fashion certain psychological adaptations in individuals (Harrington and Gelfand, 2014) that may help shape their entrepreneurial thrust.

2.4.8 Social networks and entrepreneurship

Networks are the links that entrepreneurs require to make their ventures more sustainable and creative in their performance (Vuong, Do and Vuong, 2016). Networking influences entrepreneurial performance (Li, de Zubielqui and O'Connor, 2015). They strengthen the effects of entrepreneurial orientation on creative performance (Chen, Chang and Chang, 2015). Entrepreneurship skills can be learnt through social contacts (Guiso, Pistaferri and Schivardi, 2015). Social networking activities of local entrepreneurs may vary according to one's cultural context (Foley and O'Connor, 2013). Through networks, entrepreneurs can improve their competitive edge and sustainability (Neuhofer, Buhalis and Ladkin, 2015). Social networks are a set of business players, naturally individuals, groups or organisations interconnected through social links. Based on resources, status and complementary skills, both firms and individual entrepreneurs seek out network partners (Vissa, 2012). It should be noted that the combination of informal learning connected and social networking contributes immensely to the development of entrepreneurial competencies (Lockett, Quesada-Pallare`s and Williams-Middleton, 2017).

Entrepreneurs use social and professional networks to improve and build their capacity, be it skill, experience or creativity capacity (Basadur, Gelade and Basadur, 2014). Entrepreneurs networking enables the exchange of ideas and information, which tend to help improve creativity (Runco, 2014). Networks help entrepreneurs to come together and learn from each other thus assisting them avoid making common hazards that may hinder their progression (Aldrich and Yang, 2014). They also essential in the identification of skills within to thrive in a high-growth start-

up (Wapshott and Mallett, 2016). Social networks have been seen as a resource with positive outcomes, but the more the network connections does not always translate to increased productivity, especially in organisations. It should be highlighted that where entrepreneurial activities are concerned, social networks have a positive effect on them.

Padilla-Meléndez and Ciruela-Lorenzo (2018) highlighted the importance of idiosyncrasies and special characteristics of the community. In this light, indigenous entrepreneurship is organised collectively and leads to community-based development goals. Also Padilla-Meléndez and Ciruela-Lorenzo (2018) in their observations posited that strong community ties provide a platform for entrepreneurial businesses to grow based on mutual trust and reciprocity. Ratten and Dana (2017) established that indigenous people prefer to conduct business with members of the same clan or tribe.

Social networks have been found to drive new business opportunities and innovation (Ferguson and Hansson, 2015). Local people leverage culture to facilitate their entrepreneurial networking practices (Klyver and Foley, 2012). If an entrepreneur has an open mind set, it may help create trust-based relationships in the business environment and may turn potential connections into actual value-generating partnerships (Afuah, 2014). Formal and cultural structures seem to impede entrepreneurial efforts (Stenholm and Hytti, 2014). A study conducted in some of Mumbai slums, the potential of whole communities to become enterprising was threatened if certain entitlements and networking channels were not activated (Choudhary, 2015). Due to this crucial element of social cohesion, various forms of state support or innovative social enterprise methods have assisted in stimulating economic development for poor people and nations (Kummitha, Rama, Krishna and Reddy, 2016).

The networks between individuals are collectively referred to as social capital and it increases access to resources which, in turn, has an impact on the performance of the enterprise. (Hitt, Lee and Yucel, 2011). The use of networks for business advice has the potential to improve performance and generate strategic benefits for entrepreneurship. Social networks, for example friends, family and business associates have been noted as some of the most important sources of advice for most small businesses, particularly in developing countries (Jay and Schaper, 2013). This was supported by (Ratten and Dana, 2017) who put forward that social capital is especially important in ethnic communities as the sense of belonging based on ethnicity leads to information being shared among members. (Klyver and Foley, 2012) put forward that culture regulates social networking practices of entrepreneurs. Entrepreneurs depending on their position and legitimacy

in a given social network use their network ties to entice resource holders. As Lopez (2012) posited, strong ties between entrepreneurs and resource holders enable the pooling of resources and is rooted in vigor and mutual positive states. Such entrepreneurs are sought out by the resource holders instead of them personally venturing out to acquire the resources they need (Lopes, 2012). This is contingent on the entrepreneur's importance in the social context (Qian and Kemelgor, 2013). A combination of informal learning and social network is crucial in building entrepreneurial competencies (Lockett *et al.*, 2017).

However, entrepreneurship may result in loss of social contacts obtained in more conventional working situations. D'Arcy and Gardiner, (2014) observed that 83 per cent of entrepreneurs do not employ anyone else, they work in isolation. This has financial implications on entrepreneurship as the self-employed earn less than the employed, are relatively small in scale, insecure and offer poor returns which shows their vulnerability (D'Arcy and Gardiner, 2014).

2.4.9 Women and entrepreneurship

Women have significantly contributed to employment, innovation and economic growth in all economies, they are one of the fastest growing populations of entrepreneurs globally (Tajeddini, Ratten and Denisa, 2017). According to the Global Entrepreneurship Monitor (GEM) Women's Report (2012), approximately 126 million women in 67 economies worldwide had venture start-ups while 98 million had already established ventures (Kelley, Brush, Greene and Litovsky, 2013). This figure ballooned to 274 million women owned new or established businesses in 74 economies (Kelley *et al.*, 2017). Noguera *et al.*, (2013) posited that entrepreneurial activity by women has significantly contributed to the economic and social growth of many nations and continues to grow exponentially. Research shows that female entrepreneurs generally have higher education level than men, with those who acquired post-secondary education with a 9% increase in likelihood of becoming entrepreneurial (Terjesen and Lloyd, 2014).

Women, in their quest to establish a balance in work and life often start a business (Hodges, Watchravesringkan, Yurchisin, Karpova, Marcketti, Hegland and Childs, 2015). This provides them with more flexibility and way to have financial independence in their lives (Tajeddini, Ratten and Denisa, 2017). Women in some countries face difficult social circumstances that make it hard for them to start and run their own businesses (World Bank, 2014). They are expected to be submissive, supportive and subservient as evidenced in patriarchal countries (Maden, 2015). Self-employment plays a critical role for women especially in the rural areas where it enables

them to participate in economic activities and organise their own lives (Witbooi and Ukpere, 2011) as cited in (Padilla-Meléndez and Ciruela-Lorenzo, 2018). Women face more difficulties than men and have different motivations to become entrepreneurs (Padilla-Meléndez and Ciruela-Lorenzo, 2018).

Sociocultural fences shape social gender roles and stereotypes in terms of occupations considered suitable for women (Azmat and Fujimoto, 2016). These sociocultural barriers have been erected in our communities where men are seen as bread winners and therefore, mandated to be family providers. Women in several developing countries have been boxed in domestic boundaries, which perceive them as mothers, wives and caregivers (Sengupta, Datta and Mondal, 2013). Micelotta, Lounsbury and Greenwood, (2017) revealed that the persistence of industry-specific gender imprinting shapes the cultural values, norms, beliefs and creates specific liabilities relating to conformity, uniqueness and differentiation that challenge entrepreneurial activity development in industry. Well nurtured sociocultural infrastructure encourages grass root entrepreneurship development which culminates in improving the overall entrepreneurial climate in a country. Sharma (2013) identified family ties, male-dominated society, exploitation by middle men, insufficient educational background, societal barriers, absence of entrepreneurial aptitude, insufficient managerial capabilities, low risk-bearing capacity and lack of self-confidence amongst others, as barriers to women becoming entrepreneurs. Research has shown that women are characterized by lower risk tolerance in entrepreneurship than men (Sanchez and Hernandez-Sanchez, 2014). This was then echoed by Maina (2015) in a study in Kenya who acknowledged imbalances between business and household responsibilities and insufficient business skills as the major detractors of women being entrepreneurial. Women therefore need to be more involved in entrepreneurship policy making and in the construction of new firms (Orser, Riding and Weeks, 2018).

Traditional gender stereotypes were built on the premise that men are breadwinners and women are primary caregivers (Tlaiss, 2013) and looking after children (Marlow and Swail, 2014). Women entrepreneurs generally have low entrepreneurial competencies and they face numerous challenges in their quest to become entrepreneurial (Dar and Ahmad, 2013). Women are seen as homemakers, physically beautiful, and dependent on men (Negm, 2017), thus limiting the responsibilities of women to the domestic field. This portrayed women entrepreneurs as less capable than men and lacking in many entrepreneurial options, thus becoming entrepreneurs because they were driven by circumstances (Mitchell, 2014). Women are also culturally seen as having a dependency syndrome. This limits their potential. Social structures perpetuate a

systematic discrimination which can be observed in women's unequal opportunities to enjoy rights, goods and resources (Rubio-Banon and Esteban-Lloret, 2016).

Women are subjugated to masculine stereotypes and while they can start business ventures without male members of their community, there is a tendency to adhere to the superiority of elders (Ratten and Dana, 2017). Even for those women who become entrepreneurs, as Kanze, Huang, Conley and Higgins, (2017) observed, they are asked questions focused on prevention as compared to their male counterparts who are asked about how to promote entrepreneurship by investors. This perpetuates disparities in the financing of their business ventures. It was also observed that women entrepreneurs do not actively participate in Science, Technology, Engineering and Mathematics (STEM) industries (Coleman and Robb, 2016). However, female focused accelerators have emerged successfully because they provide women with mentors and role models (Brush and Greene, 2016) and this has positively impacted women entrepreneurs.

Resulting from cultural beliefs, women continue to face gender discrimination as their abilities, capabilities, and suitability for organizational work are continuously questioned (Karam and Afiouni, 2014). An example would be that of India where girls are often prevented from participating in skills-based education by family choice or by social norms (Bhatt, 2012). In Nigeria, where many fathers or husbands would normally restrict their wives or daughters rather than allow them to explore opportunities and acquire resources in the business endeavors (Garba, 2011), as cited in (Padilla-Meléndez and Ciruela-Lorenzo, 2018).

Noguera *et al.* (2013) highlighted fear of failure and perceived capabilities as the most important socio-cultural factors in the probability of becoming a female entrepreneur. Women also need education in the entrepreneurship subject to help them grow in their quest to be successful entrepreneurs (Bae, Qian, Miao and Fiet, 2014). Also noted by Villares-Varela (2017) in a study about Latin American migrants in Spain was that independent business women do not necessarily feel empowered, they feel that programs that empower them through entrepreneurship are not sensitive towards their professional and occupational aspirations. Women are still not seen as being fit to be entrepreneurs running and managing business ventures (Van Eerdewijk and Mugadza, 2015).

Expectations of women entrepreneurs becoming successful are very low in patriarchal communities and those women that become entrepreneurs have a difficult time sidestepping cultural barriers (Ewoh, 2014). Women owned and run enterprises are more likely to fail than those that are owned by men (Zolin, Stuetzer and Watson, 2013). There is therefore a need to

strengthen women's participation and leadership in community life and in production activities, both of which are fundamental aspects in many rural indigenous areas (Castano, Mendez and Galindo, 2016).

Toh and Leonardelli (2012) observed that in cultures that are patriarchal (tight cultures), less women reach leadership positions. Also observed was that tight cultures are more resistant to change than those cultures that are liberal and more accommodating. Tight cultures are less receptive to novel ideas that challenge the existing norms. Gender-based discrimination still prevails in tight cultures and stagnates the development of female entrepreneurs (Mutanana and Bukaliya, 2015). Even when women have been awarded the platform (equal rights) to make independent decisions concerning their livelihood, there have been many contradictions as to the extent of their independence.

Traditional and masculine cultural indicators conflict with conventional feminine requirements for entrepreneurship success (Hechavarria and Ingram, 2016). Women due to cultural inhibitions, especially in under-developed areas and male-dominated societies are subjected to limited access to material, technology, market and resources, lack of knowledge and skill and limited institutional and social apathy which stagnates their entrepreneurial endeavours. (Mas-Tur, Roig-Tierno and Soriano, 2016). For example, Saudi Arabia is ranked 141 out of 144 countries in the world for gender parity (Global gender gap report 2016). Saudi Arabian women have only been allowed to drive since June 2018, but for them to apply for a driving license, guardianship laws dictate that they need consent from their male relatives (Cairo and Philp, 2017).

Even in marriages, a wife is entitled to an independent financial security and full rights to her property, but the legal structure of guardianship allows for male guardians to revoke any financial arrangements that wives may make without their consent (Chaudhry, 2016). Activities like travel, seeking medical treatment and opening a bank account requires the consent of the male counterpart (Shalaby and Moghadam, 2016). It stands that the combination of gendered attitudes, social norms and beliefs hinder women's entrepreneurial activities (Gender-GEDI executive report, 2013). Cook and Butz (2017) agree that women have been restrained to traditionally prescribed and socially accepted roles as a result of many sociocultural factors.

Patriarchal systems in the construction of their social structures and practices enable men to dominate, oppress and exploit women (Hechavarria and Ingram, 2016), thus downplaying women's self-assurance and achievement motivation which are critical for female entrepreneurial success. In African countries, women's entrepreneurial behaviours have subconsciously been

conditioned (Tundui, 2012), to resist taking opportunities through socialisation and upbringing (Fayolle *et al.*, 2015). To this day gender inequalities remain pervasive in African countries and may presumably have affected women entrepreneurial behaviours.

UKAID (2013) observed key changes in male perceptions towards women earning their own income and this increased women's financial stability. Culturally in Nigeria, most communities pronounce women as enterprising (Akinbami, 2013) despite having women entrepreneurship development ranked as one of the lowest rates in sub-Saharan Africa (Okechukwu, 2013). However, Australia is ranked second to the United States of America in terms of woman entrepreneurship since 2013 (Terjesen and Lloyd, 2015). In the rural areas in Nigeria, the majority of women are concentrated in casual, low skilled and low paid informal sector employment (Nkechi, Ikechukwu and Okechukwu, 2012). Women today still face discrimination in social and legal structures that restrict them daily in their endeavours (Kelly and Breslin, 2010).

Women as professionals are faced with the perceived difficulty in advancing beyond entry-level positions. They are less likely to receive training or career advancement opportunities when hired and are not involved in decision-making processes (Forstenlechner, Madi, Selim and Rutledge, 2012). In the Middle East and North Africa, most entrepreneurial ventures are run by men, about 70% of men manage and own the entrepreneurial ventures at start up while women make up 40% (International Labour Organization, 2016). Women have however shown that they can overcome challenges arising from traditional and cultural contexts, and they should not therefore be seen as having little or no power over their lives (Ezzedeen and Zikic, 2015). Female entrepreneurs have been able to integrate their cultural attributes such as the importance of family and community, religious beliefs and hard work with the entrepreneurial thrust.

Absence of role models amongst women in business is a critical limiting factor restricting junior women professionals and women in business from benchmarking and pursuing entrepreneurship as career pathways successfully. Role models are not sufficient enough to bridge the gap, women entrepreneurs also need mentors. In patriarchal communities, women struggle to become entrepreneurs, their confidence is downplayed and they have an inordinate fear of failure (GEM Global Report 2016/2017). Bugshan (2012) found that access to mentors triples the likelihood of women to start a business. Specifically, in the Arab world, Karam and Afiouni (2014) observed that family network is critical to entrepreneurial success, job opportunities and career advancement for women.

Also observed was the lack of support of women in sports entrepreneurship. Sports entrepreneurs started women's leagues as a revenue stream, where teams of female athletes in sports similar to men's leagues would compete (Fort and Quirk, 1995). This initiative struggled to become established and has in a lot of cases failed. (Ring, 2015). There seems to be an equilibrium between conformity and distinctiveness in the women's leagues (Zhao, Fisher, Lounsbury and Miller, 2017), but the assumed advantage does not translate to more viewership and profitability. When entrepreneurs do not evaluate sufficiently the social appraisals of industry constituents, conformity and distinctiveness can become liabilities (Durand and Kremp, 2016; Zhao *et al.*, 2017). The issue of gender still stands out as not being fully addressed (Thebaud, 2016). Gender imprinting adversely affects the ability of new ventures to obtain resources to sustain their operations (Marlow and McAdam, 2015).

Brush, Duffy and Kelley (2012), in their research of 59 countries, established that there are over 40% more men than women entrepreneurs in all but one of the countries. Women have different socialization experiences from men thus the variance in strategic choices such as their prior professional experience and social network affiliation (Koellinger *et al.*, 2013). Women entrepreneurs do not start business ventures mainly for financial gain but to pursue intrinsic objectives like independence and flexibility with domestic lives (Gindling, 2014), thus the mediocre performance in quantitative measures like sales turnover, job creation and profitability.

Entrepreneurship for women migrants is marginalized and rarely mentioned in mainstream entrepreneurship research (Langevang, Gough, Yankson, Owusu and Osei, 2015). This could have resulted from the ignorance of literature on gender dimensions of ethnic entrepreneurship (Verduijn and Essers, 2013). However, ethnic and migrant entrepreneurship has immensely contributed to the economic activities of the host nation (Beckers and Blumberg, 2013) and also the platform on which immigrants integrate with the natives in the host society (De Vries, 2012).

2.4.10 Migration and entrepreneurship

There has always been the challenge of relating within two or more cultural contexts for immigrant entrepreneurs. Ethnic groups are more able to act naturally within the local structure to which they belong than outsiders or newcomers (Marti, Courpasson and Dubard Barbosa 2013). Immigrant entrepreneurship has been theorised as a survivalist activity in the informal economy (Moyo, 2014) Interactions may require more entrepreneurial capabilities to identify opportunities that will be profitable (Vandor and Franke, 2016), which may bring about entrepreneurship growth and contribute economically to the host nation (Aliaga-Isla and Rialp, 2013). Immigrant entrepreneurs

face the drawback of adaption to a new culture (Sirin, Ryce, Gupta and Rogers-Sirin, 2013), which includes both sociocultural and psychological adaptation (Demes and Geeraert, 2014). If immigrant entrepreneurs' capabilities are limited (Ndofor and Priem, 2011), may adversely impact the immigrants' business ventures (Zolin, Chang, Yang and Ho, 2015). Immigrant capabilities are a critical element for identifying entrepreneurial opportunities (Wilson and Martin, 2015) and enhancing the global operation of their business ventures (Sui, Morgan and Baum, 2015). These capabilities may be difficult to achieve considering that immigrants have in them certain cultural traits from their home nation (Aliaga-Isla and Rialp, 2013) which may hinder the development of the competencies.

Immigrant entrepreneurs tend to maintain business related transnational economic activities with both their country of origin and host country (Wang and Liu, 2015), this leads to the integration of different resources in both host and home countries which fosters their competences (Brzozowski, Cucculelli and Surdej, 2014). Immigrant entrepreneurs stimulate social renewal and economic revitalisation (Aliaga-Isla and Rialp, 2013). They may encounter negative social attitudes in the community such as marginality and discrimination in the host country, which will determine their subjective well-being (Seva, Vinberg, Nordenmark and Strandh, 2016).

2.5 Cultural factors

Cultural factors are customs, lifestyles and values that characterize a society or group. If entrepreneurship is embraced in different cultures, this will promote economic freedom and foster early stage entrepreneurship (Powel and Rodet, 2012). Culture looks at the approaches toward entrepreneurship, with a positive cultural stance balancing entrepreneurship risks and fostering new venture creation and a negative outlook hindering entrepreneurship development (Fritsch and Storey, 2014). Culture on a national level inspires entrepreneurial intent (Stenholm, Acs and Wuebker, 2013).

This section looks at the effect of tradition and culture on entrepreneurship, innovation and creativity as advocates of entrepreneurship development and effect of 'fear of failure' on entrepreneurship development.

2.5.1 Effect of tradition and culture on entrepreneurship

Culture is a combination of social practices, traditions and beliefs that influence the mind set of individuals, groups and nations (Liyanage, Dale and Dulaimi, 2016). Some studies refer to it as

the glue that sticks economic development together with social factors and livelihood (Huggins and Thompson, 2014). Through it, entrepreneurial activities can be made more acceptable and better rewarded through legitimation (Wennberg, Pathak and Autio, 2013). Scholars suggested that culture has the ability to influence the amount of entrepreneurial activity in a given area (Moriano, Gorgievski, Laguna, Stephan and Zarafshani, 2012). Small areas of people may have their own culture. This local culture may influence the ethnic group's start-up motivation and entrepreneurial self-efficacy (Hopp and Stephan, 2012). The local culture forms the social structure, way of living and dominant mindset in a particular place that influences the ways and means of interaction individuals use within that area and shape their environment (Huggins and Thompson, 2014). It encompasses beliefs and norms regarding how individuals are expected to contribute to the society and local development (Huggins and Thompson, 2014). Kibler (2013) observed that entrepreneurship results from the interaction between personal characteristics and the environmental culture.

Entrepreneurship augments self-determination, fosters economic independence and safeguards traditions in local communities (Bajada and Trayler, 2014). Culture is diverse and therefore largely debated (Schoenmakers, 2012) and cultural factors can be influential in making career choice decisions (Lakovleva and Solesvik, 2014). McCloskey (2010) as cited in (Castano *et al.*, 2016) posited that cultural norms encourage entrepreneurs to embark on an entrepreneurial undertaking. Cultural and social traditions inspire individuals to venture into entrepreneurship (Espíritu Olmos and Sastre-Castillo, 2012).

Thinking outside of the expected norms may be seen as misconduct in social constructs of tradition and culture. However, such thinking may have positive consequences through entrepreneurship, though associated with breaking habits, norms and rules (Wright and Zahra, 2011). Culture is distinct from political, social, technological or economic contexts and has relevance for economic behaviour and entrepreneurship (Thornton *et al.*, 2011). Dhar (2014) found that people fear leaving their familiar home environment. Worse off, people are often found extremely nervous about expressing their fantasies that arise from unconscious processes and thus, institutional intervention may be needed to alter this state of affairs (Kummitha *et al.*, 2016).

Light and Dana (2013) observed that historical contexts may deter the mainstream impact of native entrepreneurial-based development. Kummitha *et al.*, (2016) discovered that the impact of enterprise may be poor due to a well-developed culture of poverty over generations in a community that they cannot bypass obstructions to economic prosperity and break the vicious

circle of poverty. In certain instances, communities may become strongly tangled to prevailing economic cultures (Huggins and Thompson, 2015), thus making it difficult to embrace change. Culturally endorsed transformational leadership activities could help promote entrepreneurship in the social context (Muralidharan and Pathak, 2018).

Culture is informed by the underlying values and principles that stand out to a group or society and motivate individuals to behave in a certain way, such as when starting a new business (Stephan and Pathak 2016). Cultural context shapes entrepreneurial intentions and attitudes (Shinnar, Giacomini and Janssen, 2012), predominantly in the early stages (Zhao, Li and Rauch, 2012), when business ventures start-up. Studies by Huggins and Thompson, (2014) validated that entrepreneurial activities within a given area can be influenced by the local culture.

Culture and social settings that encourage entrepreneurship development can warrant the development of social enterprising. This is the growth of new ventures with a thrust that goes beyond the profit motive but takes into account not only the owners' interests but also the interest of other stakeholders and interested parties who constitute the whole community. A study by Phillips, Lee, Ghobadian, O'Regan and James (2015) suggest that this holistic approach enhances the performance and profitability of entrepreneurial endeavours. Social innovation, defined by Phillips *et al.*, (2015) as the innovative activities and services that are motivated by the goal of meeting a social need, is the resultant state in which entrepreneurship can thrive in.

Customs and traditions are an integral feature of local cultures, which provide a basis for governance of relationships among people in social networks. The basic skills expected of entrepreneurs are traditionally economic ones (Gruber and Macmillan, 2017). Cultural beliefs are a key influence on the everyday socioeconomic circumstances of entrepreneurs (Turner, 2012). There may be instances where business models or products may be incompatible with local cultures (Gao, 2013), especially in tight cultures. This leads to rejection of innovative products as a result of the tightness in culture. It is important for a cultural outsider to calibrate their business if they are locating in a different cultured zone. Tight cultures because of their strong local norms, may be unreceptive to novel ideas (Toh and Leonardelli, 2012).

Indigenous entrepreneurship often occurs in highly collective social and cultural settings (Foley, 2012). Social values are a reflection of choices. Meek and O'Higgins (2010) postulated that social norms have a great effect on the creation of new businesses. Incentives and state of affairs are fundamental for entrepreneurial success (Dollinger, 2006). Herrington *et al.* (2015) cited negative entrepreneurial attitudes as a contributory factor to the low entrepreneurship levels in South Africa

alongside lack of skills, insufficient financial assistance and an unsupportive regulatory framework. These may stem from issues that have a lot to do with marginality and withdrawal of status by other members of the community or the sociocultural perspective of the community. Hayton and Cacciotti (2014) observed that there is a close link between culture and entrepreneurship. Culture or social norms can shape human interaction in a community. It should also be noted that when innovation and success conflict with traditional cultural values and there is no social recognition of entrepreneurship, entrepreneurial decisions will be adversely affected.

It should be noted that cultural diversity has different forms. In a discussion, Efendic, Mickiewicz and Rebmann (2015) pointed out that there are two types of diversity: one representing local ethnic pluralism and the other representing ethnic fractionalization. They noted that entrepreneurship was more aligned with pluralism and not with fractionalisation. Despite the differences, conditions of diversity are conducive to a larger and more diversified pool of underexploited knowledge, which is useful for commercialization of new ideas (Marino, Parrotta and Pozzoli, 2012). Culture plays an important role in the value creation process and use of external knowledge sources (West and Bogers, 2014).

Cultural differences can significantly influence entrepreneurial intentions (Garcia-Rodriguez, Gil-Soto, Ruiz-Rosa and Sene, 2015). In developed countries, there is more cultural emphasis on individualism which translates to increased entrepreneurial activity resulting from a greater sense of social legitimacy. Personal norms, beliefs (culture) and psychographics do influence the decision to become an entrepreneur. It therefore follows that when innovation is not aligned with the tradition and cultural values, the decision to become entrepreneurial by an individual becomes is adversely affected resulting from a lack of social recognition by the community.

2.5.2 Innovation and creativity: advocates of entrepreneurship development

Innovation literature in the context of entrepreneurship has been scarce (Chesbrough and Bogers, 2014). However, strides have been made to build on this literature to make known and understood the phenomena that is innovation. Innovation is the implementation of creative, novel and useful ideas to produce new products and services. It involves the process of creative destruction (Aghion, 2014). Entrepreneurial human behaviour drives innovation (Audretsch, Obschonka, Gosling and Potter, 2017). Du O'Connor (2017) highlighted that new product developments and improvements in entrepreneurship raise national level efficiency of the economy.

It is the change that accelerates and improves the way we configure and access new products, processes and services (Innovation Union, 2013). It is one pillar on which entrepreneurship foundation is laid. Innovation is a crucial factor driving start-up success (Eftekhari and Bogers, 2015). Lages, Marques, Ferreira and Ferreira (2016) and Marques, Ferreira, Ferreira and Lages (2013) identified the psychological factors of creativity and innovation, perseverance, self-confidence, self-autonomy and an optimistic perception of success as crucial to the decision to undertake entrepreneurship with Muehlfeld, Urbig and Weitzel (2017) confirming the importance of perseverance to the entrepreneurship endeavour.

Through innovation, entrepreneurial aspects such as risk taking and motivation are unleashed leading to the growth of entrepreneurial activity (Hampel-Milagrosa, Loewe and Reeg, 2015). When an entrepreneur develops an awareness of the business environment, they are likely to make novel solutions to emerging problems and thus make innovation easier to achieve (Senyard, Baker, Steffens and Davidsson, 2014). Innovation does not only contribute to business performance, but also to wealth creation and the economic well-being of an area, region or country (Huang and Ribeiro-Soriano, 2014). Therefore, fostering an entrepreneurial spirit oriented to innovation is a key element when driving towards economic growth (Guerrero *et al.*, 2016). However, it should be noted that areas low in innovation are seen to have less organisational and institutional density, they will be lacking in innovation-driven business ventures be it in the public or private sector. They tend to depend highly on small and medium-sized enterprises and have a low growth rate (Aranguren, Magro and Wilson, 2017).

Creativity is more than just new idea generation, it involves action beyond the idea generation (Cummings, Bilton and Ogilvie, 2015). It is the production of output that is both novel and useful (Runco and Jaeger, 2012). Innovation and creativity can harness the human capital of individuals which would otherwise not have been put to use. Santandreu-Mascarell, Garzon, and Knorr (2013) revealed that through innovation, entrepreneurs contribute to economic development in the growth of new products, new processes, new supply sources, new market exploitations and the development of new ways to organize business.

The inspiration behind innovation, development of new ways to do things as well as the identification and seizure of opportunities, as Duobiene, Duoba, Kumpikaite-Valiuniene and Zickute, (2015) stated, is self-sufficiency and independence in one's work space, proaction and novelty. (De Jong, Parker, Wennekers and Wu, 2015).

In field studies done in Africa, Rooks, Klyver, and Sserwanga (2016) posited that an entrepreneur's income was likely to be besieged by an increase in demand for support where an extended family existed. This is a plague in the African context and a major blow on the development of entrepreneurship. This can single handedly dismantle entrepreneurship intentions. In New Zealand, De Vries, Hamilton and Voges (2015) noted that among Pacific islanders, community and family obligation usually become a financial burden for the business when employing extended family. A clear line should therefore be drawn to set apart business as a legal entity and family ties. An open mind set is an important instrument that will enable the entrepreneur to identify valuable knowledge sources and integrate them into successful innovation (West and Bogers 2014).

Innovation has been changing forms in recent years, through entrepreneurship there has been co-designing, co-creation and open innovation (Bogers and Horst, 2014). However, the potential of creativity and innovation still lies in the business environment where different individuals with various views interact with each other (Sannino and Ellis, 2014) to develop something new despite differences in backgrounds, knowledge, perspectives and experiences. Innovation, creativity and entrepreneurship foster an entrepreneurial culture promoting socioeconomic development (Kuratko, 2012). Innovations do not become successful in the market place completely as a result of their novelty but also due to how they are received by the audience in the community, the audience's receptiveness to the novel ideas (Mueller, Melwani and Goncalo, 2012). Entrepreneurial individuals can create new ventures or instigate innovation independently or within an existing organization, fashioning social, economic social and cultural value (Shane, 2012).

2.5.3 Effect of 'fear of failure' on entrepreneurship development

Fear of failure is an emotion that has a strong influence on entrepreneurial behaviour (Cacciotti and Hayton, 2015). Emotions are humans' way of responding to survival issues, escaping threats or seizing opportunities (Forgas, 2013). They can be controlled and channeled towards the development of new and creative solutions for entrepreneurship growth (Schlaerth, Ensari and Christian, 2013). Kew, Herrington, Litovsky and Gale (2013) referred to it as the barrier of fear. Fear of failure threatens the realization of entrepreneurial intention (Kew *et al.*, 2013). The less the fear of entrepreneurial failure, the more the willingness to run a business (Koellinger *et al.*, 2013).

Landier (2012) postulated that the chances of an individual becoming an entrepreneur are lower if they come from an area with a high stigma for failure, people tend to be entrepreneurial when they have a high lenience for business failure. However, an individual who aspires to be an entrepreneur and has a role model is more likely to see themselves as entrepreneurs. If entrepreneurs do not succeed in their business endeavors, they dread social stigma (Landier, 2012). Minniti and Levesque (2010) attributed an individual's life cycle as a factor that contributes to how one would respond or react to social stigma of failure. Vaillant and Lafuente (2011) in a study carried out in Spain, established that areas with high levels of the social stigma of failure produce less entrepreneurs thus individuals in rural regions are less likely to take the entrepreneurship initiative as they are more influenced by the perception of a social stigma to entrepreneurial failure when compared to individuals living in urban areas.

2.6 Merits of entrepreneurship as a shift from conventional work

Entrepreneurship is not born only through favorable contexts but may result from serious life challenges. Research has shown an over representation of necessity entrepreneurs among people who cannot find jobs (Block and Wagner, 2015).

Entrepreneurship is not restricted by absence of common career alternatives. Certain social groups like immigrants, cognitive disabilities, the mentally incapacitated and those with physical handicaps may be barred from many positions due to their inability to adapt to conditions in the workplace or the physical demands of the job or may lack the language skills and education to find acceptable employment. Entrepreneurship has the ability to engage people who do not have the required skillset or lack economic opportunities (Block and Wagner, 2015), as well as cognitive disabilities (Dimic and Orlov, 2014). Those with physical disabilities, who the community look upon as objects of curiosity and unwelcome pity on a daily basis (Jones and Latreille, 2011), can become entrepreneurial and make something meaningful of their lives where workplace conditions were not favorable for them.

Entrepreneurs have the need to do things differently from other people. In becoming "entrepreneurial, individuals enhance their market value by building a manageable inventory of competencies and choose careers fitting their personal goals as the market permits (Hoekstra, 2011). They therefore device new ways of doing things, using different methods, or altering the nature of the tasks. Through entrepreneurship, individuals can learn and develop skills that will enable them to be innovative and positively contribute to their local economies. Even individuals

with physical disabilities will be able to adapt and tailor their environments in creative ways to accommodate their handicaps (De Clercq and Honig, 2011). Entrepreneurship will enable them to tap into their creativity, intuition and superior interpretive capability, which helps them develop ways of questioning and redefining situations and seeing opportunities others fail to ever imagine (Logan and Martin, 2012). This may not have been possible had they maintained the resolve of keeping conventional work.

Struggle and failure are common experiences in entrepreneurial ventures. Entrepreneurship makes people confront significant business and life challenges causing them to become well-accustomed to coping with those challenges. Through entrepreneurship individuals become inoculated against failures (Haynie and Shepherd, 2011) and are better able to face life challenges than in conventional work environments. Restrictions have been found to be an important source of entrepreneurial creativity (Lampel, Honig and Drori, 2014).

Entrepreneurship enables individuals to be creative and original as they seek out underserved niches of the market (Block, Kohn, Miller and Ullrich, 2015). It permits the recognition of gaps with inadequate indications and comprises components of imagination and resourcefulness (Tang, Kacmar and Busenitz, 2012). Creative work is regarded as particular in the sense of being closely matched to the entrepreneur's interests and experience (Taylor and Littleton, 2012). In conventional work environments, employees are channeled in their tasks and do not perform to the best of their abilities but only as required. Conventional work does not allow for employees to be creative and instinctive but to execute their duties as is specified in their job descriptions, it does not give room to think outside the box. The desire for independence and autonomy is common amongst entrepreneurs while conventional work encourages dependency.

Entrepreneurship guides individuals to think of their imminent careers with no frontiers and restrictions, these individually motivated and inspired ways are essential for career adaptability in a tentative and changing job market (Savickas and Porfeli, 2012). On the other hand, as research indicates, employees in conventional work experience challenges of uncertain income, fragile career trajectories and lack of job security in their respective cultural and creative industries (Gill and Pratt, 2008). There has been a shift from conventional work to working for yourself in any industry which has functioned as an attraction for creative and innovative workers. Through entrepreneurship individuals can now focus on their aspirations and works as an inducement for them to endure difficulties and uncertainty (Taylor and Littleton, 2012).

Entrepreneurship provides a platform for networking that has a far more over bearing effect than in conventional work. In conventional work, networks may be limited to individuals in the same social group or positions and pay grades unlike in entrepreneurship where no social lines can be drawn. However, entrepreneurship may result in loss of social contacts when compared to those obtained in more conventional working situations. D'Arcy and Gardiner (2014), observed that most entrepreneurs work in isolation. Entrepreneurs seemingly suffer from a lack of direct connections to resource holders, referrals and endorsement from social ties. This negatively affects their access to resources for venture start-up (Wang, 2016).

Entrepreneurship focuses on venture start-ups looking at founding members and joiners who are early-stage employees who join founders in their efforts to start and grow enterprises (Roach and Sauermann, 2015). Entrepreneurship requires the embodiment of distinctive risk preferences and demands different sets of managerial skills (Roach and Sauermann, 2015), unlike in conventional work where the risk burden is on the enterprise and only particular skillset is required for a designated position.

Eesley and Roberts (2012) suggested that talented entrepreneurs are consistently better at identifying and seizing viable entrepreneurial opportunities. On the other hand, an employee might see where there is an opportunity but will not be able to seize and exploit it.

Entrepreneurship and its behavioural norms is less understood than conventional careers, it is difficult to teach and is rarely covered by conventional courses, coaching or career centres (Serro, 2013). Entrepreneurship information accessible is usually shallow or incorrect. Studies show that students have more limited information about entrepreneurship when compared to other types of careers (Sauermann and Roach, 2016). Through their unique insight into the unwritten principles and standards of entrepreneurship, experienced individual entrepreneurs can advise others on such career choices (Campbell, 2013).

Social influence on start-up career choice could vary across organizational roles in entrepreneurship. However, in conventional work, these privileges are unheard of. Founders are distinctive relative to joiners, Roach and Sauermann (2015), find that founders' and joiners' intentions are shaped by different factors with founders being more associated with individual

preferences than with contextual factors. In contrast, joiners or early employees are associated with both individual preferences and contextual factors.

Through empirical research, entrepreneurs have been perceived to have a higher return to education than wage earners (Van Praag *et al.*, 2013). Education better equips an individual to become entrepreneurial and also to be a more attractive employee (Van Praag *et al.*, 2013). The difference may result from the fact that entrepreneurship is more flexible on the returns as profits realised are usually ploughed back into the business to make the venture bigger and more profitable. When compared to conventional work, savings are channelled towards subsistence, no assets to derive value from are acquired.

2.7 Measures to improve contribution of entrepreneurship to the economy

Entrepreneurs in the business environment act as agents who identify opportunities and find ways of exploiting those opportunities through value creation. They mobilise resources and build capacity through the business ventures they create to sustain economic development (Feldman 2014). Their business initiatives, a combination of social capital, labor, capital mobility and income and wealth equity are the drivers for economic development (Fagerberg, Feldman and Srholec, 2014).

Entrepreneurship strengthens economic activities and increases economic output. It also revitalises social benefits through economic dynamism, employment creation and innovation (Acs, Autio and Szerb, 2014). Shapiro (2014) found out that there is a relationship between unemployment level and self-employment growth rate whereby self-employment rises where conventional employment opportunities are limited, which fuels economic growth or recovery for ailing economies.

Government, through public or organisational sponsorship (Jourdan and Kivleniece, 2014), has put in place public policy interventions, where they partner with business stakeholders to alleviate the hazard of market and economic failure. Policies put in place by the Local Municipality need to be refined to accommodate entrepreneurial activities in their portfolio of services and programs (Morris, Santos and Neumeyer, 2018). Public sponsorship is aimed at lowering barriers to entry thus reducing the hazard of exit. Government policy and access to finance are essential attributes of entrepreneurial ecosystems (Hechavarría and Ingram, 2014). This increases the number of new entrepreneurial firms entering and surviving in the market (Amezcuca, Grimes, Bradley and

Wiklund, 2013). The government together with its development partners should also look to boost rural business infrastructure and technology (Gebregziabher, 2015).

When the government and the private sector channel resources towards entrepreneurship development through entrepreneurship training and incubation programs, the insertion is to develop entrepreneurial ability and promote innovation thus revamping the economy through growth of start-ups (Ribgy and Ramlogan, 2013). Research has shown that entrepreneurship programs nurture skills relevant for entrepreneurship (Huber, Sloof, and van Praag, 2014). Contrary to this, other studies found a weak effect in the short-term outcomes (Fairlie, Karlan and Zinman, 2015).

Government is generalist in its support towards new ventures, their thrust is on survival of more businesses to create employment and not on high growth businesses (Cantner and Kösters, 2012). Government's emphasis remains on putting less focus on market imperfections or picking out the best. However, it would yield an interesting outcome if sponsorship was channeled towards a particular industry or business sector as Huggins and Thompson, (2017) hinted, the government also needs to shift its interest towards individual agents to bring about exponential growth towards entrepreneurship and ultimately its contribution to the economy. In this context, we can use technology entrepreneurship, it focuses on technical, novel innovations and the emerging markets. Teaching models for technology entrepreneurship could be the breakthrough tool. These should be insightful of the entrepreneurship learning process envisioned and also understand the elements that build the entrepreneurial process (Thrane, Blenker, Korsgaard and Neergaard, 2016). It follows that government regulations (Zhang *et al.*, 2017) do influence entrepreneurship growth and development in a community. Local Municipalities can charter business regulations to promote commercially viable activities and ultimately foster entrepreneurship in the perceptions of the community (Rodríguez-Pose, 2013)

Spigel (2017) stated culture, social and material as essential attributes constituting an entrepreneurial environment. The material elements included programs that are government sponsored such as entrepreneurship training centers and incubators and even the open markets and legal rights (Bathelt and Glucker, 2011). For entrepreneurship to thrive, it should avoid public-sector venture funds, keep away from traditional incubators and nurture networks and learning (Motoyama and Weins, 2015). Entrepreneurship should always thrive to be innovative, which brings about new and better ways of doing things and not getting stuck up in conventional structures. In its thrust, gender equality must also be addressed as it is vital in determining

entrepreneurial activity (Griffiths, Gundry, and Kickul, 2013). Policy makers must articulate gender-inclusive financing strategies to strengthen entrepreneurial environments (Brush, Greene, Balachandra and Davis, 2014). There is a gap in knowledge as small business policies and innovation programs seldom explore entrepreneurship from a gender-inclusive perspective (Rowe, 2016).

Mason and Brown (2013) highlighted internationalisation and good governance as key to business start-ups' development when fully designed and incorporated into business strategy citing Finland as one country leading in high-growth entrepreneurship policy. Turunen and Nummela (2017) also shared the same sentiment postulating that the entrepreneur's global mindset was the key determinant for successful internationalization. It should also be noted that in international markets, to fully exploit market opportunities, one's language capabilities may come in handy (Hurmerinta, Nummela and Paavilainen-Mantymaki, 2015).

Noe, Clarke and Klein, (2014) stated that up to 80 per cent knowledge to do with an individual's work and skills is learnt in informal settings. Knowledge is acquired through entrepreneurship training programs, interactions amongst entrepreneurs, with mentors and others who are more experienced in business and being immersed in an entrepreneurial environment (Aldrich and Yang, 2014). This learning process is mutual in nature, it is enabled by the lack of competition between start-up firms in many ecosystems. A study by Motoyama and Knowlton, (2016) on entrepreneurship networks shows that there is not much direct competition between local firms and this is as a result of the mutual learning process amongst entrepreneurs. Business start-ups usually share a common technology, but not clients. Even though other business environments experience a higher level of competition between start-ups, these are less common (Spigel, 2017). Stam (2015) postulated that for entrepreneurial initiatives to be successful, entrepreneurs have to lead them.

Entrepreneurship nurtures the development of commercially sustainable ventures that will remedy the challenges of environmental degradation and social injustice (Munoz and Dimov, 2015). They further explained that entrepreneurs are known to be conscious of the environment and create employment thus bringing development to the local communities. Jolink and Niesten (2015)

shared the same sentiments on sustainable entrepreneurs, where entrepreneurship modelling is essential to create an ecological balance of preservation of the planet and also profit making.

Entrepreneurship is responsible for most small business ventures in world economies, both developed and emerging (Gherhes, Williams, Vorley and Vasconcelos, 2016). Its resource capabilities are not fully utilised and it faces the challenge of inadequate support from the business world (Gherhes *et al.*, 2016). This comes in the form of insufficient financing and barriers of entry (Munoz, Welsh, Chan and Raven, 2015). Lofstrom and Bates (2013) further explained these barriers to entry and their differences across industries and how noteworthy their effect is on new venture start-ups. It is also significant to note that countries with relatively low economic development experience high entrepreneurship (GEM report 2013).

Entrepreneurship promotion programs aim to educate and eradicate the barriers and unemployment costs. These programs can target specifically the young and unemployed to stimulate them to start their own business ventures. Encouraging self-employment even among those who are already working may be used as a strategy to curb poverty (Gindling and Newhouse, 2012)

Access to capital is often a primary constraint for young entrepreneurs. Many entrepreneurship programmes address the lack of access to (affordable) finance faced by young entrepreneurs. Finance or lack of it has been sighted by many entrepreneurs as one of the major drawbacks for new venture start-ups (De Clercq *et al.*, 2012). Even though Morales Urrutia and Rodil Marzábal (2015) supported the existence in the European Union of a positive relationship between entrepreneurship and access to finance, it is not the case in the developing world economies.

Entrepreneurship brings about innovation and inspires the development of a free market economy (Iyigun and Keskin, 2015). Entrepreneurs have become trendsetters, who create new products and services through dismantling the status quo of the existing products and services (Sahin and Asunakutlu, 2014).

Besides the individual effort of the entrepreneurs, the institutional settings as well as the business environment are essential in entrepreneurial success (Schmitz *et al.*, 2017). Even though culture and socialization influence entrepreneurship development, it remains debatable whether they

strengthen or restrain government and institutional policy (Epure *et al.*, 2016). It however stands that social norms influence entrepreneurial motivation (Antonioli *et al.*, 2016).

Entrepreneurs in order to improve and grow their businesses, they need to exploit the available digital technologies available. They must adopt business models that incorporate the Information Technology (IT) function (Rai and Tang, 2014). These technologies may be used for marketing through the use of social media platforms and networking. Information technology can be used to establish financing and transacting avenues (Preston, 2018), for example the use of e-commerce has become an indispensable feature of modern business transacting. Entrepreneurs have grown their businesses through the use of digital platforms such as Instagram or Amazon (Cheng, 2017).

2.8 Conclusion

An overview of the literature reviewed shows that the contribution of entrepreneurship to the economy of South Africa can by no means be undermined. This has been shown by an increased focus and advancement of entrepreneurship as a career pathway through both public and private sector petitions. Even the academic world has delved to research on entrepreneurship and help develop pillars on which the sector can stem and grow from. Reviewed literature shows that role models and family background are crucial elements in nurturing entrepreneurship intention and self-efficacy has a strong connection with entrepreneurial tendencies.

Also of note was the fact that urban areas, by virtue of their liberal social norms and values encourage an entrepreneurship culture. Knowledge and understanding of the environment coupled with good social networks enable entrepreneurship to flourish. Women have been restricted in their contribution to the development of entrepreneurship due to past stereotypical blockages constructed in patriarchal societies but they have recently emerged as successful entrepreneurs.

Entrepreneurship is a cultural phenomenon. Innovation accelerates and improves the way we design and access new products. Fear of failure has a strong influence on entrepreneurial behaviour. Social barriers slow the development of entrepreneurship, these need to be eliminated to increase the impact of sociocultural factors on entrepreneurship development. Also discussed are the merits of entrepreneurship over conventional work as well as measures to improve the contribution of entrepreneurship to the economy.

The subsequent chapter focuses on the methodology that was adopted to address the research objectives. It looks at the research design, study area, population under study, sampling

procedure, data collection, data analysis, research methodology summary, validity and reliability of instruments, ethical considerations, limitations of the study and expected outcomes.

CHAPTER 3: RESEARCH METHODOLOGY

3.1 Introduction

Methods are the tools used for collecting data by the researcher (Hesse-Bibber and Leavy, 2011) This chapter gives an outline of relevant methods to be followed in the study, therefore, it provides information on the pragmatic participants. Research methodology is a systematic way used to solve the research problem (Kumar, 2014), and it may be understood as studying how research is done scientifically (Kumar, 2008).

The chapter gives an introduction, description of the study area, research paradigm, research design, target population, sampling procedure, data collection, data analysis, research methodology summary and the pilot study. Also discussed are; validity and reliability of instruments, ethical considerations, limitations of the study and expected outcomes.

3.2 Description of the study area

The researcher investigated the impact of socio-cultural factors on entrepreneurship activities in Thohoyandou Central Business District, Tshilamba, Khubvi and Tshaulu in Thulamela Local Municipality, Vhembe District, Limpopo Province, South Africa. The targeted sample consisted of small enterprises situated in a rural based setting. South Africa is facing unemployment challenges and Thulamela Local Municipality is not immune to these setbacks. Thulamela Local Municipality community thrives on agricultural activities, which are farming, fishing and selling the surplus from their produce. Below is a map of Thulamela Local Municipality.



Figure 3.1: Map of Thulamela Local Municipality

Source: Municipalities.co.za

3.3 Research paradigm

A paradigm is a set of assumptions and beliefs about fundamental aspects of reality that give rise to particular world views, it functions as the standard guidelines on which reality is interpreted (Nieuwenhuis, 2008). To define reality, two trains of thought emerged, namely the scientific method and the emerging world view.

The scientific method views the world as an external reality which exists independent of people's beliefs and understanding. It stresses that the external world is one true reality, has objective and independent laws of nature to which humans are subject to and continually discover and prove through scientific means. It is also referred to as realism. From an objective perspective, true realities of the world may be pursued through observable phenomena, facts, statistics and law-like generalizations. Blumberg and Lin-Hi (2011) posited that the emerging world view looks at the world as a reality knowable through the human mind and socially constructed and experienced meanings (idealism).

The research adopted an ontological realism approach, but also acknowledged that investigation of the social world is not and cannot be the pursuit of disconnected objective truth (Leitch, Hill and Harrison, 2010). This approach allowed entrepreneurs to narrate their experiences. To discover realities, researcher employed questionnaires which consisted of both closed end and open-ended questions. This enabled the extraction of data from opinions, narratives, attributed meanings, individuals and contexts, specifics of the target population. For the purpose of this research, the researcher was more inclined to idealism.

The researcher adopted a pragmatist approach, this was because of its ability to reconcile both objectivism and subjectivism (Fetters and Freshwater, 2015); that is, a combination of both the external world independent of the mind and the internal world lodged in the mind (Creswell, 2009). The pragmatist approach also reconciles facts and values, accurate and rigorous knowledge as well as different contextualized experiences (Saunders, Lewis P and Thornhill, 2016). This world view arises from situations, actions and consequences rather than predecessor conditions, it is concerned with solutions to problems (Patton, 1990).

Pragmatism approach has intensely transformed within the past three decades (Hesse-Biber, 2015). It aims at formulating practical solutions to increase the development of entrepreneurship, given the socio-cultural factors that influence and impact entrepreneurship growth in rural South Africa. The researcher adopted the pragmatism approach because it recognizes that there are

different ways of interpreting the world and no single view can clearly paint the picture of how the world functions. The approach acknowledges that there may be multiple realities thus, the use of methods that enable credible, well founded relevant and reliable data to be collected, which develops the research (Keleman and Rumens, 2008). Below is a table that explains the pragmatism approach.

Table 3.1: Pragmatism approach

Source: Saunders et al (2016)

Complex, rich, external	Practical meaning of knowledge in specific contexts	Value driven research	Following research problems and research question
Reality is the practical consequence of ideas	True theories and knowledge are those that enable successful action	Research initiated and sustained by researcher's doubts and beliefs	Range of methods: mixed, multiple, qualitative, quantitative, action research
Flux of processes, experiences and practices	Focus on problems, practices and relevance	Researcher reflexive	Emphasis on practical solutions and outcomes
	Thrust is on problem solving and informed future practice		

3.4 Research design

A research design is the road map that researchers follow during their research journey to find answers to their research questions as validly, objectively, accurately and economically as possible, to sufficiently and efficiently tackle the research problem (Creswell and Creswell, 2018). It is a procedural turned operational plan that details what and how different methods and procedures are applied during the research process (Kumar, 2014).

A mixed approach method was used for the study where both the quantitative and qualitative research methods were infused concurrently. It helped researcher get a more complete analysis and understanding of the research problem (Teddlie and Tashakkori, 2009), as it enabled quantitative and a qualitative research to be carried out, successively (Creswell, 2013), though it was done concurrently for this study. Qualitative measures may be used to inform quantitative inquiries and vice versa (Frels and Onwuegbuzie, 2013). Mixed method research is a procedure for collecting, analysing and combining both quantitative and qualitative data in the research process, in a single study to understand the research problem entirely (Creswell and Clark, 2011). This method was also used because of its ability to address different research objectives, explaining the relationship among variables, generating and testing new theories and developing new measurement instruments.

Mixed method approach helped the researcher develop an in-depth analysis of the impact of sociocultural factors on the development of entrepreneurship in Thulamela Local Municipality. Questionnaires were administered to participants with both closed and open-ended questions. Open ended questions enabled respondents to elaborate their experiences in their own words (Creswell, 2013). The method enabled the researcher to institute the attitudes and perspectives of participants on entrepreneurship and the impact of sociocultural factors on entrepreneurship development. First-hand information and in-depth information were attained from the selected participants.

3.5 Target population

Population refers to a total number of individuals or units of interest to the researcher (Babbie and Mouton, 2011). The population for this study comprised of entrepreneurship establishments in Thohoyandou Central Business District, Tshilamba, Khubvi and Tshaulu, under Thulamela Local Municipality, Limpopo Province of South Africa.

3.6 Sampling procedure

A sample is a finite part of a statistical population whose properties are studied to gain information about the whole (Creswell, 2013). It comprises of the few individuals selected from a larger population, from whom the required information will be collected (Kumar, 2014).

A sample of 100 participants, 40 from Thohoyandou Central business District, 30 from Tshilamba, 15 from Khubvi and 15 from Tshaulu was used. The researcher used stratified sampling to divide the population of Thulamela Local Municipality into separate subgroups namely: Thohoyandou CBD, Khubvi, Tshaulu and Tshilamba, from which sub samples were drawn using purposive sampling. The researcher looked at the level of business activities in the different areas, there was no data base available for business activities therefore there was no frame to select businesses from. The use of open ended questions in the questionnaires provided a platform for respondents to air their views and opinions on entrepreneurship thus giving a deeper perspective of the importance of entrepreneurship to the development of the local economy. Participants were identified by codes to maintain anonymity.

Stratified sampling enabled the researcher to group entrepreneurial zones in geographical locations according to their levels of entrepreneurship activity, growth rate, infrastructural development and institutional support available. Stratified sampling was ideal for this study as it provided greater precision and as it often requires a smaller sample, saved financial resources. The goal was to find out the different sociocultural factors and how they have affected the development of the entrepreneurial intuition in individuals who start entrepreneurial initiatives in the different strata of Thohoyandou CBD, Tshilamba, Khubvi and Tshaulu. Purposive sampling enabled the researcher to quickly reach the targeted population and enquire into greater insights of entrepreneurship development through its ability to target a specific group in the population, thus, saving time and resources.

To explore the effects of social background and upbringing on the development of entrepreneurship in Thulamela Local Municipality as well as to examine the effects of cultural practices on the development of entrepreneurship in Thulamela Local Municipality the researcher employed stratified purposive sampling. Stratified purposive sampling is the selection of units in a sample for a particular aim, to represent a group or population in relation to a key criterion (Ritchie and Lewis, 2003). This method helped the researcher give justification on generalizations of the sample under study. The sampling method also gave greater insights into a phenomenon

through its wide range of analytical positions which were used to carry out the study. It was also very flexible in this study and can also be used in typical homogeneity, extreme cases and heterogeneity studies. It was also cost and time effective. Its main drawback was its subjectivity and non-probability nature of unit selection, which may lead to biased results.

To investigate how entrepreneurship can be adopted as a career pathway amongst aspiring business people in Thulamela Local Municipality, the researcher used stratified purposive sampling. This method was cost and time effective. It ensured representation of all population sections through subdivisions of strata. The method provided greater precision and greater level of accuracy was achieved even by using small size of samples thus saving resources.

3.7 Data collection methods

Data collection is a technique or method that researchers use to gather information by directly asking respondents to express their views, feelings, or attitudes when conducting an interview (Moreti, 2015). It consists of the final selection of the most relevant methods and measuring instruments to obtain data for the study (De Vos, Strydom, Fouche and Delport, 2011). Integration of methods ensured a better understanding of the research questions as compared to when one method was used (Flick, 2016).

The researcher administered questionnaires as the instrument for data collection. A questionnaire with both open and closed ended questions was used for both qualitative and quantitative research. Data collection was done concurrently. Questionnaires were efficient in collecting data, were practical as the researcher managed to gather data from a large audience, were cost effective and have an easy mode of delivery. They also enabled the researcher to retain respondent anonymity. The questionnaires consisted of both closed ended and open-ended questions to ensure that both objectivism and subjectivism was reflected in the study. The use of a both, quantitatively and qualitatively oriented questionnaire enabled the generalizability of results from the sample representative of a larger population as well as enabling a deeper understanding and insights of entrepreneurship development issues in these strata.

The researcher hired an assistant to administer the questionnaires. English language was the medium of communication throughout the research process and accordingly, the questionnaires were written in English. Respondents were given a time lag of two weeks to fill in the questionnaires. One of the greatest advantages of using questionnaires was their ability to reach out to far and wide areas, reaching across long distances. The response rate was optimal, the

researcher could also easily clarify issues that were not clear to the participants and the questionnaires were generally quick to complete.

3.8 Data analysis method

Data analysis is the process of systematically probing and placing the information collected to increase your own understanding as well as discuss results with others (Boeitjie, 2010). The process involved the use of essential scientific methods to attain results which were meaningful and could be interpreted as essential recommendations. Before data analysis, it was very crucial to process that data in accordance with the outline laid down for the study (Gale, Gemma and Elani, 2013).

Quantitative data analysis was done using IBM, SPSS Statistics, version 25. Data collected was checked for accuracy and reusability, coded, cleaned and stored as Microsoft Excel spreadsheets. To minimise data entry errors, the double entry system was used. Data was analysed using descriptive statistics and frequencies. Data presentation was done using tables, bar graphs and pie charts. The study explored correlation on the responses given by the respondents and how it impacted the development of entrepreneurship in the whole macro-economic environment.

For qualitative data analysis, the researcher used the steps of Creswell (2012, 2014) of thematic content analysis that emphasize pinpointing, examining and recording pattern or themes within data. There are six phases of analysing data (Clarke and Braun, 2013), which are:

Phase 1: Familiarisation with your data

The researcher familiarised with the depth and breadth of the content. He read through the entire data set more than once and organised segments of similar or related text to assist in interpretation and data management before coding. Ideas and identification of possible patterns were shaped through reader immersion as they went through the data over and over again. The use of a template provided a clear trait of evidence for the credibility of the study as the researcher read through.

Phase 2: Coding

This involved generating succinct labels for important features of the data of relevance to the research question guiding the analysis. Coding is not simply a method of data reduction, it is also

an analytical process, so codes captured both a semantic and conceptual reading of the data. The researcher developed a far more thorough understanding of the data through transcribing it. Close reading and interpretative skills were required to analyse and summarise the data (Lapadat and Lindsay, 1999). The researcher coded every data item and collated all the generated codes and relevant data extracts.

Phase 3: Searching for themes

A theme is a coherent and meaningful pattern in the data relevant to the research question. When all data had been initially coded and collated, there was a long list of different codes identified across the data set. It involved suiting the different codes into potential themes and collating all the relevant coded data extracts within the identified themes.

Phase 4: Reviewing themes

This phase involved checking that the themes work in relation to both the coded extracts and full data set. The researcher reflected on whether the themes told a convincing and compelling story about the data and began to define the nature of each individual theme and the relationship between themes. It was necessary to begin again the process of theme development which required other themes to be merged and other themes to be split into two or more. Others were discarded.

Phase 5: Defining and naming themes

In this phase the researcher wrote a detailed analysis of each theme, identifying the essence of each theme and constructing a concise, effective and information name for each theme.

Phase 6: Writing up the report

It was important that the analysis provided a concise, coherent, logical, non-repetitive and interesting account of the stories the data told, within and across themes. Writing up involved weaving together the analytic narrative and data extracts to tell the reader a coherent and persuasive story about the data and contextualising it in relation to existing literature. The write-up provided sufficient evidence of the themes within the data.

3.9 Research methodology summary

Below is a table of the summary of the research methodology

Table 3.2: Summary of the research methodology.

Source: Generated by the author 2018.

Specific objective	Research questions	Variables	Sampling approach	Data collection tool	Data analysis methods
To establish the effects of social environment on the development of entrepreneurship in Thulamela Local Municipality.	What are the effects of social background and upbringing on the development of entrepreneurship in Thulamela Local Municipality?	Education, role models, background and family, self-efficacy, social networks, environmental factors, women, migration and entrepreneurship	Stratified purposive sampling	Questionnaire	Predictive Analytics Software (PASW) version 21
To investigate the effects of cultural practices on the development of entrepreneurship in Thulamela Local Municipality.	What are the effects of cultural practices on the development of entrepreneurship in Thulamela Local Municipality?	Tradition and culture, innovation and creativity, fear of failure and entrepreneurship	Stratified purposive sampling	Questionnaire	Predictive Analytics Software (PASW) version 21.
To establish the merits of entrepreneurship	What are the merits of entrepreneurship	Entrepreneurship and conventional work	Stratified purposive sampling	Questionnaire	Thematic content analysis

as a shift from conventional work.	as opposed to conventional work in the development of entrepreneurship in Thulamela Local Municipality?				
To expound measures to improve contribution of entrepreneurship in Thulamela Local Municipality.	What measures can be used to improve the development of entrepreneurship in Thulamela Local Municipality?	Market expansion, Funding, Training and skills development, Community development, Teaching entrepreneurship in our community and Internal business adjustments and entrepreneurship	Stratified purposive sampling	Questionnaire	Thematic content analysis

3.10 Pilot study

A pilot study is a small study conducted prior to a larger/main research in order to determine whether the methodology, sampling, instruments and analysis are adequate and appropriate (De Vos *et al.*, 2011).

According to Peck *et al.*, (2015), context is vital because it gives a problem a meaning. A pilot study reviewed the validity of the instrument used in the research and eliminated ambiguity in the questionnaire. The researcher employed convenience sampling in the different areas under study

of Thohoyandou CBD, Tshilamba, Khubvi and Tshaulu in Thulamela Local Municipality. The researcher administered ten questionnaires, three in Thohoyandou CBD, three in Tshilamba, two in Khubvi and the last two in Tshaulu. This was done to establish the relevance of the questions asked for the study. The pilot survey increased face and content validity of the research instrument and also determined the time required to complete the questionnaire.

3.11 Validity and reliability of instruments

Validity and reliability are key aspects that enable the researcher to achieve improved quality and meaningful conclusions. Validity is a measure of the degree the research instruments measure what they are purported to measure (Bolarinwa, 2015). Validity is acknowledged when an instrument correctly measures what it is supposed to measure.

For the purpose of this study, the researcher was looking to achieve statistical conclusion validity, internal validity and external validity. For statistical conclusion validity, the thrust was to establish whether a relationship exists between sociocultural factors and the development of entrepreneurship in Thulamela Local Municipality. The questionnaire was suitable for the collection of data from various entrepreneurs in Thohoyandou CBD, Tshilamba, Khubvi and Tshaulu because of its ability to reach across a wide geographical area. Close ended questions were structured to provide a statistical representation of the relationship between sociocultural factors and the development of entrepreneurship in the study area.

Open ended questions helped probe for relevant useful information and clarify on certain entrepreneurial issues. The questionnaires were completed during the respondent's spare time, when they were relaxed and without any work pressure. This was done to increase the likelihood of acquiring reliable information. No undue influence on the respondents was used to ensure that responses were independent and unbiased.

To achieve the validity of the research itself (internal validity), the study area was divided into smaller business strata where entrepreneurship activity was observed to establish its relevance, strength and level of entrepreneurship development. For external validity, the researcher looked at the generalisability of the findings to other rural business communities in South Africa.

Reliability is about being able to perform a set standard over and over again, that is, will the measure produce similar results on different instances. According to Golafshani (2003), reliability is the repeatability or the ability to get the same results if the study is repeated. In this study,

reliability was addressed through a pilot study carried out prior to the collection of data to ensure that questions asked addressed the research problem as well as ensuring that the sample chosen was representative enough of the target population. In administering the pilot study and the actual study, care was taken in the time lag in between to eliminate errors of maturation or memory recall.

3.11.1 Measures to ensure trustworthiness of data

There are four criteria used to measure the validity and reliability of data in qualitative research which are credibility, transferability, dependability and confirmability (Kumar, 2011). These are the equivalence of validity and reliability in quantitative research.

3.11.2 Credibility

Bolanirwa (2015) defined credibility as establishing how believable the qualitative research is from the perspective of the participant in the research. It determines the internal validity in quantitative research. Credibility is the relationship between the findings of the study and reality.

In order to achieve credibility, the researcher encouraged the participants to provide valid and descriptive accounts of their entrepreneurial journeys, the challenges they faced and the measures they put to surpass them. Trust was crucial in ensuring the credibility of the responses given by participants (Hansen and Greve, 2015). The advantage of using a mixed method approach was its ability to have more in-depth information and knowledge of the problem and it provided rich datasets. It also assisted in the findings' reliability and credibility through the triangulation of the different evidence results. The researcher with the aid of his assistant administered the questionnaires to the participants.

3.11.3 Transferability

Bolanirwa (2015) denoted transferability as the degree to which the results of qualitative research could be generalized or transferred to other contexts or settings. Transferability is the equivalence of external validity in quantitative research. To ensure transferability, the depth of the responses included in the study and the amount of detailed information provided by the researcher were assessed.

3.11.4 Dependability

Dependability is very similar to the concept of reliability in quantitative research, it looks at whether the same results can be obtained or observed over and over again. Bolanirwa (2015) defined dependability as the degree to which the reader can be convinced that findings indeed occurred as the researcher says they did.

In the study, dependability was established through the questionnaires. The researcher used the triangular mixed methods design to get the same answer. This had the advantage of taking less time in data collection, also it allowed for data collection and data analysis to be done separately and independently. The researcher used methods that are traditionally associated with qualitative and quantitative research. The researcher checked whether the research process was logical, well documented and audited. This ensured reliability of results and focused on consistency over time.

3.11.5 Confirmability

Bolanirwa (2015) defined confirmability as the degree to which results can be supported by others, it is the reduction in researcher bias in order to realise research objectives. It is equivalent to objectivity in quantitative research.

In the study, the researcher certified that the research findings were confirmed by others. The researcher ensured that a similar sample size, respondents and similar research instruments were used. The researcher provided evidence that substantiated the findings and interpretations by means of auditing. This was achieved through the selection of reliable participants, justifying the use of particular research methods, techniques and tools. Consent was sought from the participants before administering questionnaires. The researcher also ensured the participants' confidentiality. This enabled the participants to feel free to provide information about their personal experiences as entrepreneurs, as well as their cultural backgrounds and upbringing.

3.12 Ethical considerations

The research process creates tension between the aims of research to make generalizations for the good of others, and the rights of participants to maintain privacy. Harm can be prevented or reduced through the application of appropriate ethical principles (Cresswell, 2013). Ambrosino,

Heffernan and Shuttlesworth (2008) defined ethics as a structure from which right and wrong behavioural traits can be determined and how to handle specific situations.

Ethical clearance (certificate number SARDF/15/IRD/05/0610) was received from the University of Venda Research Ethics Committee. Thereafter, permission to conduct the study was sought from the relevant business and property owners in Thohoyandou CBD, Tshilamba, Khubvi and Tshaulu. Identified business people were asked to participate in the study and only those who volunteered participated. The participants were assured that the information from the study would be used for academic purposes only and they were guaranteed anonymity and confidentiality. This was achieved by not asking for the respondents' personal details such as their names, ID numbers or passport numbers.

3.12.1 Informed consent and confidentiality

Informed consent implies that subjects are adequately informed of the type of information the researcher wants from them, why the information is being sought, the purpose, how they are expected to participate in the study and how it will directly or indirectly affect them (Kumar, 2014). The researcher obtained permission from the respondents after thoroughly and truthfully informing them about the purpose of the questionnaire and the study. The researcher asked for permission from the property and business enterprises' owners before administering the questionnaires.

Prior to the issuing questionnaires, the researcher first explained the various aspects involved to the respondents. The researcher informed the respondents that participation was voluntary and that respondents were allowed to withdraw from the study at whatsoever time they deemed necessary. The respondents were also told about the purpose of the study, risks, benefits confidentiality and that they would remain anonymous.

The researcher's aim of equipping the respondents with adequate information was to enable them to make informed decisions. As a result, the researcher worked with willing participants. After thoroughly explaining what their participation encompassed the respondents were asked to sign informed consent forms.

3.12.2 Anonymity

The researcher maintained anonymity by not including respondents' names and other identifying information in the data collection, not disclosing individual identities in any report of the study and not divulging the information to persons or organizations requesting it without the research participants' permission (De Vos *et al.*, 2011).

The researcher used pseudonyms and the respondents were labelled as respondent A, B, C, D, E, F and G, so that people would not be able to identify a given response with a given respondent. When participants were aware that their real names were not going to be used, they expressed themselves freely without fear of victimization.

3.12.3 No harm

No harm refers to no injuries on participants of the study regardless of their voluntary consent for the study (De Vos *et al.*, 2011). For the purpose of the study, the researcher ensured that the participants would not be harmed physically, psychologically or emotionally. If harm was realized, the participants would have to be removed from the study and offered counselling if there was the need.

In the study, the researcher avoided inflicting anxiety and psychological discomfort by asking questions in an appropriate manner as well as not judging the respondents. The researcher was also very patient with the respondents when they explained their ordeals as some of the experiences were sensitive and painful.

3.12.4 Dissemination of results

The researcher reported his findings in a complete and honest fashion, without misrepresenting issues and processes or intentionally misleading others on the nature of the findings. The researcher under no circumstances fabricated data to support a particular conclusion, no matter how seemingly noble that conclusion was.

3.13 Limitations of the study

- Since the study was limited to Thulamela Local Municipality, the findings were not sufficient to generalize as a sample that can be fully representative of the whole of South African rural setting.

- Some respondents from the chosen sample were not willing to participate and withdrew from the research project.

3.14 Expected Outcomes

- To institute the role that social background and upbringing of the rural populace has on the development of entrepreneurship in Thulamela Local Municipality.
- To explore guidelines and principles of adopting entrepreneurship as a career pathway amongst aspiring business people in Thulamela Local Municipality.
- To inform the business community on the merits of entrepreneurial enterprising as a shift from conventional work.
- To establish the impact of entrepreneurship on the socio-cultural setting in Thohoyandou.

3.15 Summary

This chapter focused on the research methodology used in the study. It included the description of the study area, research paradigm, research design, target population, sampling procedure, data collection, data analysis, research methodology summary and the pilot study. The researcher also included validity and reliability of instruments, ethical considerations, limitations of the study and expected outcomes. The next chapter presents the findings from the field.

CHAPTER 4: DATA PRESENTATION

4.1 Introduction

This chapter seeks to present data that was collected from respondents and participants in accordance with objectives pointed out in chapter one, procedures laid out in chapter two and instrument described in chapter three. It gives a presentation of the data collected by the researcher through the administration of questionnaires (Appendix A). The researcher collected data from a total number of 100 entrepreneurs within the specific strata of Thohoyandou CBD, Tshilamba, Khubvi and Tshaulu, all situated in Thulamela Local Municipality.

This chapter is composed of demographical information of all the respondents and data presentation. Data collected was presented using narratives, tables, bar graphs and pie charts. Questionnaires were administered to reach the required 100 respondents.

4.2 Presentation of findings

This section presents the findings of the study, the findings are presented using a mixed method perspective. Quantitative data was presented using tables, bar graphs and pie charts and qualitative data was presented in tabular and thematic form.

4.2.1 The questionnaires had the following sections:

Section A: Demographic Profile.

Section B: Company background.

Section C: Social factors affecting the development of entrepreneurship in Thulamela Local Municipality.

Section D: Cultural factors affecting the development of entrepreneurship in Thulamela Local Municipality.

Section E: Entrepreneurship and the business support environment.

4.2.2 Demographic profiles of the respondents

In section A of the questionnaire the respondents were required to indicate their demographic profile. The following characteristics are reported: gender of respondents, age and their highest qualification.

4.2.2.1 Gender of the respondents

In Thohoyandou CBD, almost half (47.5%) of the respondents are male while there are more than half (56.7%) in Tshilamba. The proportions were the same (53.3%) in Tshaulu and Khubvi. For the whole study, there were slightly more male respondents (51%). Figure 4.1 illustrates the above.

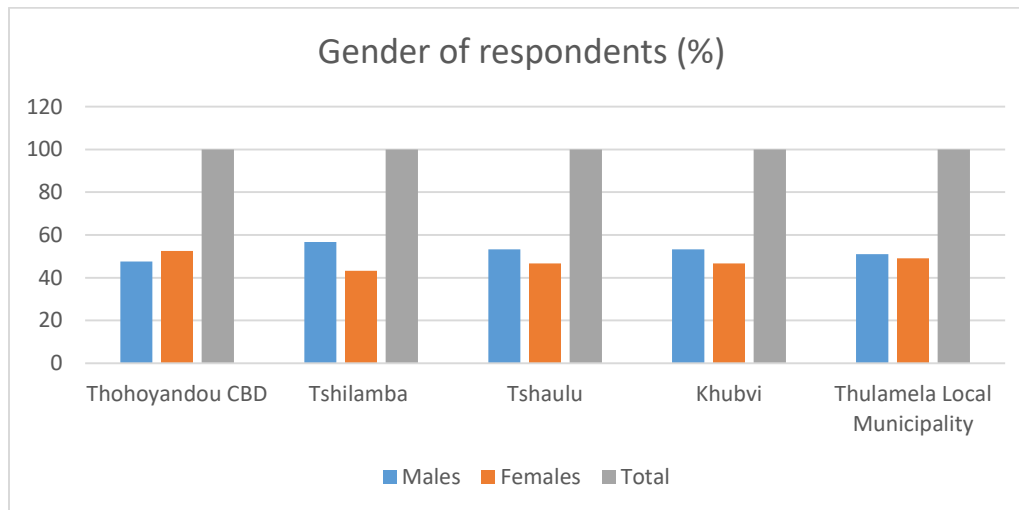


Figure 4.1: Gender of the respondents

Source: Field work 2019

4.2.2.2 Age of respondents

In Thohoyandou CBD, respondents between 20 and 30 years and 31-45 years were the same at 40% each, the rest (20%) were above 45 years of age. In Tshilamba, most respondents (60%) are between the ages of 31-45 while 30% is between 20 and 30 years of age, only 10% is above 45 years of age. In Tshaulu, only 13.3% is between 20 and 30 years of age. 33.3% is between the ages of 31-45 and 53.3% are above 45 years of age. In Khubvi, 26.7% is between 20 and 30 years of age. Another 46.7% is between the ages of 31-45. 26.7% is above 45 years of age.

In the whole of Thulamela Local Municipality, almost half (47%) is in the age range of 31-45 years. 30% is in the age range of 20-30 years and the rest is above 45 years of age as illustrated below.

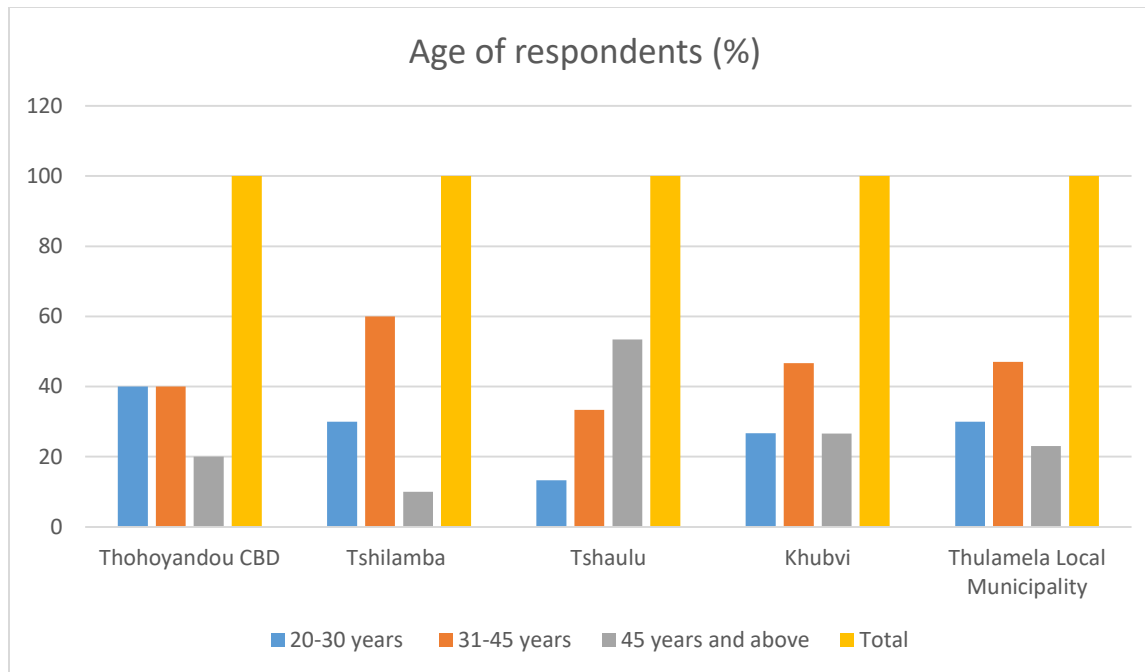


Figure 4.2: Age of the respondents

Source: Field work 2019

4.2.2.3 Qualifications of the respondents

In Thohoyandou CBD, almost half (47.5%) of the respondents are Matriculants, 10% acquired National certificates, 15% have Diplomas and 17.5% have either a Degree or an Honors degree. 2.5% have a Masters degree with 5% having Phd degrees and 2.5% is constituted of school dropouts. In Tshilamba, 36.7% of the respondents are Matriculants, 10% acquired National certificates, 26.7% have Diplomas and 16.7% have either a Degree or an Honors degree. Those that have Masters degrees, Phd degrees and school dropouts are proportionate with 3.3% each. In Tshaulu, almost half (46.7%) the respondents are Matriculants, 13.3% acquired National certificates, another 13.3% have Diplomas and 20% have either a Degree or an Honors degree. 6.7% is constituted of school dropouts. In Khubvi, 33.3% of the respondents are Matriculants, 6.7% acquired National certificates, 33.3% have Diplomas and 13.3% have either a Degree or an Honors degree. The rest (13.4%) is constituted of school dropouts.

Table 4.1 shows the qualifications of the respondents for the whole study. 5% of the respondents are high school dropouts. 42% of the respondents have Matric certificates as their highest level of qualification while 10% of the respondents have National certificates as their highest level of

qualification. 21% of the respondents have Diplomas and 17% of the respondents have either a Degree or an Honors Degree as their highest level of qualification. 2% of the respondents have Masters degrees while 3% of the respondents have Phd Degrees as their highest level of qualification.

Table 4.1: Qualifications of respondents

Source: Fieldwork 2019

		Qualification		Valid Percent	Cumulative Percent
		Frequency	Percent		
Valid	Matric Certificate	42	42.0	42.0	42.0
	National Certificate	10	10.0	10.0	52.0
	Diploma Certificate	21	21.0	21.0	73.0
	Degree/ Honors	17	17.0	17.0	90.0
	Masters degree	2	2.0	2.0	92.0
	PHD	3	3.0	3.0	95.0
	School dropout	5	5.0	5.0	100.0
	Total	100	100.0	100.0	

4.2.3 Business venture background

This section of the questionnaire looks at the background of the entrepreneurial establishment. Its focuses on the following aspects: product or service offered, form of business, size of the business venture, the number of years the business venture has been in operation and the reasons for starting the business.

4.2.3.1 Products and services offered

Entrepreneurship in Thulamela Local Municipality consists mostly of retail business. All of the entrepreneurial initiatives approached are in the retail sector. Participants included 3 toy shops, 5 hardwares, 6 welding establishments, 6 take aways / restaurants, 2 water purifying establishment, 9 fruit and vegetable stalls, 3 grinding mills, 4 auto spares stores, 4 grocery stores, 1 cash loan company, 1 air brakes for heavy vehicles garage, 2 glass and aluminium businesses, 3 coffins and tombstones businesses, 2 catering, decor and gardening businesses, 4 construction companies and 16 spaza shops. In the service industry, there were 2 radiographic services, 3 aircondition installation and maintenance companies, 8 hair salons, 3 fashion designers, 2

computer accessories and IT solutions shops 7 internet cafés, 2 printing and signage companies and 2 general practitioners.

4.2.3.2 Form of business

In Thohoyandou CBD, 45% of the respondents are Sole traders, 17.5% are Partnerships, 5% are Cooperatives and another 5% is made up of Joint ventures, 2.5% are Public Ltd Companies while 25% are Private Limited Companies. In Tshilamba, 23.3% are Sole traders, 23.3% are Partnerships, 3.3% are Cooperatives and another 3.3% is made up of Joint ventures, 46.8% are Private Limited Companies. In Tshaulu, 46.7% are Sole traders, 20% are Partnerships, 13.3% are Cooperatives and 20% are Private Limited Companies. In Khubvi, 40% of the respondents are Sole traders, 13.3% are Partnerships, while 40% are Private Limited Companies and 6.7% are Family businesses.

In the whole study area (Thulamela Local Municipality), as illustrated in Figure 4.3 below, 37% of the respondents are Sole traders, while 19% of the respondents are in a Partnership. 5% of the respondents are in Cooperative while 4% of the respondents are in Joint ventures. 1% of the respondents is a Public limited company, another 1% is made up of Family businesses and 33% of the respondents are Private companies.

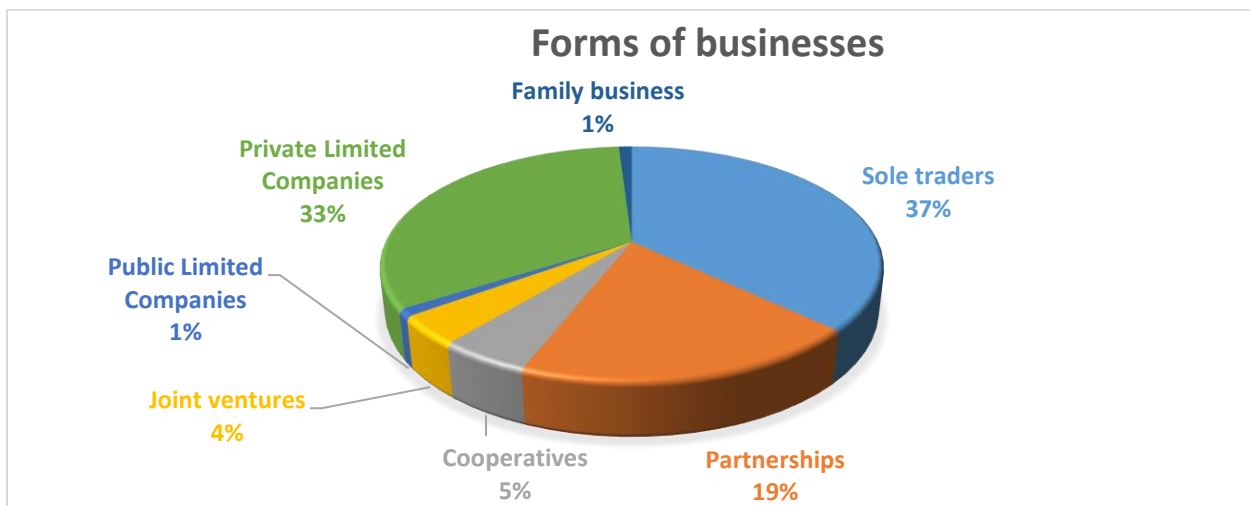


Figure 4.3: Form of business

Source: Field work 2019

4.2.3.3 Size of the business venture

In Thohoyandou CBD, most (87.5%) of the enterprises have 5 or less employees, 10% have between 6-19 employees and just 2.5% has 20 or more employees. In Tshilamba, 86.7% of them have 5 or less employees while the rest (13.3%) have between 6-19 employees. In Tshaulu, 73.3% of the enterprises have 5 or less employees and 26.7% have between 6-19 employees. In Khubvi, 93.3% of the enterprises have 5 or less employees and 6.7% have between 6-19 employees.

Table 4.2 below shows the size of the entrepreneurial initiatives in the whole study area of Thulamela Local Municipality. Most of the entrepreneurial initiatives (86%) have between 1 to 5 employees, 13% of the respondents have between 6-19 employees and only 1% of the respondents had more than 20 employees.

Table 4.2: Size of the entrepreneurial initiatives

Source: Fieldwork 2019

		Size		Valid Percent	Cumulative Percent
		Frequency	Percent		
Valid	1-5	86	86.0	86.0	86.0
	6-19	13	13.0	13.0	99.0
	20 or more	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

4.2.3.4 Period of business operation

In Thohoyandou CBD, a few (12.5%) enterprises are new, having less than a year operating, 17.5% have between 1-3 years operating while most of them (70%) have been operating for more than 3 years. In Tshilamba, only 13.3% have been operating for less than a year, 30% have between 1-3 years operating while 56.7% have been operating for more than 3 years. In Tshaulu, only 6.7% have less than a year operating. Those that have been operating between 1-3 years and more than 3 years are equally proportioned at 46.7% each. In Khubvi, only 6.6% have less than a year operating, 33.3% have between 1-3 years operating while most (60%) have been operating for more than 3 years.

Table 4.3 below shows the number of years in respondents have been in operation for the whole study. Only 11% of the respondents have been in business for less than a year. Most (62%) of the respondents have been in business for more than 3 years and 27% have been in business for between 1 to 3 years.

Table 4.3: Respondents' period in business

Source: Fieldwork 2019

		Period in business		Valid	Cumulative
		Frequency	Percent	Percent	Percent
Valid	<1 year	11	11.0	11.0	11.0
	1-3 years	27	27.0	27.0	38.0
	>3 years	62	62.0	62.0	100.0
	Total	100	100.0	100.0	

4.2.3.5 Reasons for starting the business

Reason for starting the business include frustration with public sector, wanting to better the community, passion and gap in the market, platform to network and create employment for themselves and the community, self sustenance, unemployment, opportunity to provide a much needed service, delight and pride of owning my own business, to sustain the family, escape poverty, wanting to bring a service / development to the community and retrenchment.

4.2.4 Social factors affecting the development of entrepreneurship in Thulamela Local Municipality

This section looks at the social factors affecting the development of entrepreneurship in Thulamela Local Municipality. The following characteristics are reported: preference of location and reasons for location preference, strength of social networks, the social issues surrounding venture development, whether entrepreneurs have role models and mentors who inspired them to be entrepreneurial, how these role models inspired them and the effect of migrant entrepreneurship on the business environment.

4.2.4.1 Preference of location

In Thohoyandou CBD, most of the respondents (60%) prefer to locate in the large cities and Metropolitan district while the rest are satisfied with being in Thohoyandou. Going out to the smaller towns, less and less of the respondents prefer the urban areas, 40% in Tshilamba, 33.3% in Tshaulu and 26.7% in Khubvi. As we move to the smaller towns, the more the respondents are satisfied with their location in the small towns. 60% is content in Tshilamba, 66.7% in Tshaulu and 73.3% in Khubvi respectively.

In Thulamela Local Municipality, more (55%) of the respondents preferred to be located in the nucleus town as compared to Metropolitan settings.

4.2.4.1.1 Reason for location preference

Reason for location preference comprised accessibility to larger market pools and broader market to offer services, bigger income bracket and convenience of business infrastructure in the urban areas as city industry clusters help businesses thrive, employment creation in the respective communities, to appeal to more people / younger generation which is lucrative, profitable and enables competitive pricing. This especially true for metropolitan zones. Other reasons included providing a culturally loved product to the local community and employment creation thus developing the area, lower costs and expenditure, convenience to the local people, less competition, ready and growing market for products and no crime and good market. These were specifically true for rural settings.

4.2.4.2 Strength of social networks

In Thohoyandou CBD, more than half (57.5%) of the entrepreneurs have strong social networks with 22.5% constituted of very strong networks. 27.5% are moderate and 15% are weak. In Tshilamba however, more than half (56.7%) of the respondents have less than strong social networks (50% are moderate and 6.7% are weak). Only 23.3% have strong social networks and 20% strong social networks. In Tshaulu, 6.7% of the respondents have very strong networks, 46.7% have strong networks, 33.3% are moderate and 13.3% are weak. In Khubvi, 26.7% of the respondents have very strong networks, another 26.7% have strong networks, 33.3% are moderate and 13.3% are weak.

Table 4.4 below shows the strength of networks in Thulamela Local Municipality. 53% of the respondents have strong social networks with 20% having very strong social networks. 35% have moderate social networks and only 12% have weak social networks.

Table 4.4: Strength of networks

Source: Fieldwork 2019

		Strength of social networks			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very strong	20	20.0	20.0	20.0
	Strong	33	33.0	33.0	53.0
	Moderate	35	35.0	35.0	88.0
	Weak	12	12.0	12.0	100.0
	Total	100	100.0	100.0	

4.2.4.3 The effects of social environment on the development of entrepreneurship in Thulamela Local Municipality

Table 4.5 below shows how the social environment impacts on the development of entrepreneurship in Thulamela Local Municipality. Participants emphasized social impedances, employment status, lack of confidence in the services offered, support system, gender discrimination (stigmatisation) and role models as key factors in the social environment influencing entrepreneurship advancement.

Table 4.5: Theme and sub-themes: The effects of social environment on entrepreneurship development in Thulamela Local Municipality.

Source: Fieldwork 2019

Main theme	Sub-themes
Social environment and entrepreneurship development.	<ul style="list-style-type: none"> • Social impedances • Employment status • Availability of resources / Opportunity • Responsibility • Intrinsic factors • Lack of confidence in the services offered • Gender discrimination (stigmatisation) • Impact of role models • Support system

4.2.4.3.1 Social impedances

Participants revealed that in their quest to bring innovation and development, are faced with resistance from the community because of these shared social behaviours. When looking at the market exploit, entrepreneurs look at issues like accessibility of the market, its size and its growth potential. However, lucrative it may seem, there is also the hurdle of social perception, for example, one respondent despite having the perfect business idea of supplying and installing air conditioners in Thulamela Local Municipality, where temperatures are always hot, said

“Air conditioners were considered to be for urban areas, not rural settings so it was difficult to break through this barrier.”

It is therefore essential to have insights on the social behaviours of the intended market as this helps to market the product or service the entrepreneur will be offering.

4.2.4.3.2 Employment status

Participants were of the view that the ability to provide and sustain one-self, family and attain financial independence has always been a cushion against dependency on government grants

and poverty. It also is a symbol of status within the communities we live in. Socially it has nurtured the local community to view employment as the best way to become independent and be successful. African tradition perpetuates a culture of employees and not employers. However, resulting from the high unemployment rate in South Africa, there has never been a higher need to embrace entrepreneurship as the best option to remedy this national crisis. One respondent said,

“I have a degree certificate sitting at home, I could not find work but I needed to grow into my own being and sustain myself...so I started my own business.”

Retrenchment was another notable push factor into entrepreneurship. One respondent gladly highlighted how an unfortunate incident turned out to be redefining moment. After a scale down of the plant operation at the motor works factory he was employed, he decided to start an Auto spares business to serve his community. He had this to say,

“A gift or a curse is a matter of perspective, I made good of a bad situation...here I stand, a proud business owner.”

4.2.4.3.3 Availability of resources / Opportunity

The views of the participants were that entrepreneurship has everything to do with the ability to identify and satisfy a market, at a profit. Participants started their business ventures because they identified ready market for their products, or there was a gap in the market or anticipated market demand for seasonal products like market gardening. As was the case with the respondent who got retrenched, he saw potential for auto parts and spares in his community and capitalized on it. Others saw entrepreneurship as a platform to network and opportunity to provide a much needed service.

4.2.4.3.4 Responsibility

Participants commented that with age comes responsibility. In the rural setting, where industry operation is not as strong as in the large, metropolitan cities, communities have to be creative to sustain themselves and their families. One participant said,

“I had to create employment for myself...to sustain myself...to sustain the family and escape poverty and create employment.”

4.2.4.3.5 Intrinsic factors

Business owners revealed that when they search inside of themselves, they draw strength from within and usually come up with novelty to remedy economic woes, only if they believe in themselves. One participant highlighted,

“frustration with the public sector and the need to better the community,”

while another established that it was,

“delight or pride of owning my own business and wanting to bring a service / development to the community”,

that molded their entrepreneurship intuition.

4.2.4.3.6 Lack of confidence in the services offered

Participants observed that the potential market was skeptical and doubtful of product offerings by entrepreneurs. There was also that tendency of the community looking down upon the entrepreneurs, not having confidence in their capabilities to provide quality products at competitive prices. This was evidenced by one respondent who said

“Community lacked confidence in my venture and would take their business elsewhere.”

In some instances, the community was not aware of the product, there was lack of familiarity and therefore product validation by customers was required before confidence in the product and ultimately sales started to boom.

4.2.4.3.7 Gender discrimination (stigmatisation)

Participants reported that in the village around Tshaulu, the community still holds on to stereotypical theories that women are not capable of successfully owning and running a business venture, there still is that societal stigma that women cannot stand on their own but require men’s leadership. One respondent pointed out that,

“...husband wanted me to stay at home.”

4.2.4.3.8 Impact of role models

All the participants had a positive perception about role models. They acknowledged that at some point in time, whether consciously or subconsciously, there was some force that they drew inspiration from and continue to do so, which has made them to be the entrepreneurs that they are today. Role models have been a source of motivation for entrepreneurs,

“...to be my own boss...to improve my marketing skills...encouragement to be independent.”

In their conduct, the participants demonstrated confidence and leadership, showed determination and dedication in their endeavors, they also had creativity drive to serve consumers well, which they attributed to being inspired by a role model. Some participants said that their role models,

“Build my character to persevere, be disciplined and make smart money-making moves”

“Symbol of success, evidence of hard work paying off.”

Role models are indeed very influential in shaping entrepreneurs. In their guidance, they may provide business links or give tips on how to do and run a business, successfully.

4.2.4.3.9 Support system

Most of the participants agree that the community was very supportive of their business initiatives, some even to the extent of having,

“Counsel from community leaders on business principles.”

However, there were marginal cases of the community not being fully supportive due to respondent being a foreigner and not speaking the Native languages, one participants said

“Communication was difficult with the community and they considered me an outsider.”

4.2.4.4 Role models and mentors

In Thohoyandou CBD, most entrepreneurs (72.5%) have role models and mentors. The proportion increases in Tshilamba to 80% and 93.3% in Khubvi. Though lowest in Tshaulu at 66.7%, there still are more than half who have role models and mentors.

Table 4.6 below illustrates the impact of role models and mentors in the lives of entrepreneurs. In Thulamela Local Municipality, most (76%) of the respondents have role models while the rest attribute their success to themselves.

Table 4.6: Role models and mentors

Source: Fieldwork 2019

Role models and mentors					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	76	76.0	76.0	76.0
	No	24	24.0	24.0	100.0
	Total	100	100.0	100.0	

4.2.4.5 Inspiration from role models

Most of the entrepreneurs have role models and these are some of the ways their role models and mentors inspire them; motivation to be my own boss, motivation to improve my marketing skills, demonstrate confidence and leadership, their success motivates the entrepreneurs to work hard, they build determination and dedication in me, build in me a character to persevere and not give up in business, be disciplined and make smart money making moves. Other participants said that their role models provide encouragement to be independent, are a symbol of success, evidence of hardwork paying off, they promote a culture of change and teamwork, provide business links, creativity drive to serve consumers well, give tips on how to do and run business and encouragement to be disciplined and work hard.

4.2.4.6 Strength of migrant entrepreneurship

In Thohoyandou CBD, more than half (55%) of the respondents think that migrant entrepreneurship is strong, with 7.5% of them thinking it is very strong. 27.5% see it as moderate and 17.5% think it is weak. In Tshilamba, 70% think that migrant entrepreneurship is strong with

20% thinking of it as very strong. 23.3% see it as moderate and 6.7% think it is weak. In Tshaulu, just above half (53.3%) think that migrant entrepreneurship is strong, with 13.3% thinking of it as very strong. 26.7% see it as moderate and 20% think it is weak. In Khubvi also, more than half (56.7%) think that migrant entrepreneurship is strong with 40% seeing it as very strong. 26.7% see it as moderate and 16.6% think it is weak.

In the whole of Thulamela Local Municipality as shown in Table 4.7 below, 62% are of the view that migrant entrepreneurship is strong with 17% seeing it as very strong in their communities. 25% believe migrant entrepreneurship to be moderate while 13% see migrant entrepreneurship as weak in their respective business environments.

Table 4.7: Strength of migrant entrepreneurship

Source: Fieldwork 2019

		Strength of migrant entrepreneurship			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very strong	17	17.0	17.0	17.0
	Strong	45	45.0	45.0	62.0
	Moderate	25	25.0	25.0	87.0
	Weak	13	13.0	13.0	100.0
	Total	100	100.0	100.0	

4.2.5 Cultural factors affecting the development of entrepreneurship in Thulamela Local Municipality

This section looks at the cultural factors affecting the development of entrepreneurship in Thulamela Local Municipality. It focuses on entrepreneurship background, the cultural concerns surrounding entrepreneurship development, skills and training acquired to improve business performance and the fear of failure phenomenon.

4.2.5.1 Entrepreneurship background

In Thohoyandou CBD, more than half (57.5%) the respondents have an entrepreneurship background. In Tshilamba, 66.7%, in Tshaulu, 80% and in Khubvi, 66.7% have an entrepreneurship background.

In Thulamela Local Municipality, 65% of the respondents have an entrepreneurship background while the rest do not have an entrepreneurial background. This is shown in Table 4.8 below.

Table 4.8: Respondents' entrepreneurship background

Source: Fieldwork 2019

		Entrepreneurship background			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	65	65.0	65.0	65.0
	No	35	35.0	35.0	100.0
	Total	100	100.0	100.0	

4.2.5.2 The effects of cultural practices on the development of entrepreneurship in Thulamela Local Municipality

Table 4.9 below shows how culture contributes to the development of entrepreneurship in Thulamela Local Municipality. Participants gave emphasis to resistance, traditional beliefs, looking down upon others, support systems, other challenges faced and mistrust as vital in impelling entrepreneurship development in Thulamela Local Municipality.

Table 4.9: Theme and sub-themes: The effects of cultural practices on entrepreneurship development in Thulamela Local Municipality.

Source: Fieldwork 2019

Main theme	Sub-themes
Cultural practices and entrepreneurship development.	<ul style="list-style-type: none"> • Resistance • Traditional beliefs • Looking down upon others

4.2.5.2.1 Resistance

Participants made an observation of a trait common in the rural setting of South Africa; of communities holding on strongly to their norms beliefs and values. Some communities felt disrespected by certain product developments (air conditioners) and their ways of doing business, which had no regards for their social norms and values, as evidenced,

“Community reluctant to try new technology, issue of culture to wear caps during installation was deemed disrespectful irrespective of the blazing sun”

Even with the coming in of change, innovation and technological advancement, certain communities are slow to embrace these new developments offered. They were reluctant to try new product offerings especially in clothes designs and restaurant exotic dishes. Some participants had this to say,

“People are reluctant to try my designs” and “Some potential customers openly criticize my exotic dishes.”

Some participants termed it discrimination because they felt potential customers were not buying their product offerings because of their colour, creed or race.

4.2.5.2.2 Traditional beliefs

Tradition has a bearing on the development of entrepreneurship, it skews the alternatives to choose for an individual to become an entrepreneur in their choice of industry. Even for those already established entrepreneurs, there was the challenge of potential market segments openly revolting against standard business principles. For some participants,

“Some religious sects will not buy food from a restaurant that sells pork on their menu...”

Other participants face this hurdle of discouragement from their family who believe in witchcraft and are fearful that starting a business would attract a bad omen. Some families culturally associate the business with strife and bad things, they say it will bring bad luck or will require cleansing for protection from it. One respondent pointed out the,

“Use of traditional medicines to destroy my business”

Common amongst other participants was the fact that, due to poverty and lack of knowledge on entrepreneurship, there was discouragement from the family rooted from witchcraft and a history of family migrating to big cities to find employment. For such participants, there was no financial or moral support from the family.

4.2.5.2.3 Looking down upon others

Family is the best support system that helps a family member to explore entrepreneurship endeavors. However, some participants found their families not confident in their abilities to do business. For one,

“Family discouraged me to start my business but wanted me to look for employment in other companies”

Family may become so caught up in societal expectations that they become so rigid and ignore each other's passions, talents and skills set. Pointed out amongst other participants was the lack of proper economical or monetary orientation, stereotypes that certain professions (mechanical engineering) were only for the whites.

However, some participants had financial, moral support and encouragement from their family with a couple that came from families that ran small businesses.

“My uncle was a businessman, I had strong business ties”

This is testament to the fact that families were supportive of the business initiative undertaken by the participants.

4.2.5.3 Skills and training acquired to improve business performance

In Thohoyandou CBD, 2.5% matriculated, 35% did entrepreneurial courses, 7.5% acquired degrees and another 7.5% acquired diplomas and vocational certificates. Almost half (45%) did not acquire any skills or training to improve business performance and 2.5% has a Pediatrician treatment specialization certificate (Pharmaceuticals) that gives them a competitive edge over their competitors. In Tshilamba, nearly half (43.3%) did entrepreneurial courses, 6.7% acquired degrees and the other 50% did not acquire any skills or training to improve business performance. In Tshaulu, 13.3% did entrepreneurial courses, 6.7% acquired degrees. The rest (80%) did not acquire any skills or training to improve business performance. In Khubvi, 33.3% did entrepreneurial courses, 6.7% acquired degrees and 13.3% acquired Diplomas and Vocational certificates. Nearly half (46.7%) did not acquire any skills or training to improve the performance of their businesses.

Figure 4.4 illustrates the skills and training acquired by entrepreneurs in Thulamela Local Municipality to improve business performance. 1% has since acquired a Matric certificate to improve the performance of their businesses while 34% have done different entrepreneurship courses to improve the performance of their businesses. 7% attained Degrees and 5% acquired Diplomas and Vocational certificates. More than half (52%) have not acquired any training or skills to improve the performance of their businesses. 1% has a Pediatrician treatment specialization certificate (Pharmaceuticals) that improves the performance of their businesses.

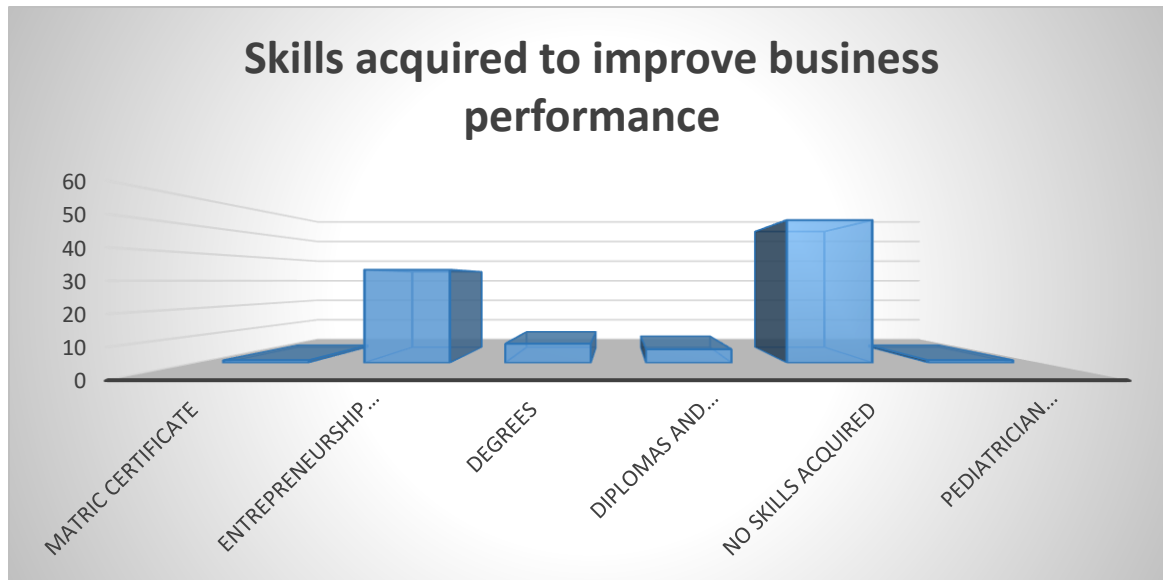


Figure 4.4: Skills and training acquired to improve business performance

Source: Field work 2019

4.2.5.4 Fear of failure phenomenon

In Thohoyandou CBD, 7.5% are affected by the fear of failure phenomenon to a larger extent, more than half (60%) are affected to a lesser extent and 32.5% are immune to the fear of failure phenomenon. In Tshilamba, 16.6% are affected by the fear of failure phenomenon to a larger extent, more than half (56.7%) are affected to a lesser extent and 26.7% are immune to the fear of failure phenomenon. In Tshaulu, 6.7% are affected by the fear of failure phenomenon to a larger extent, 66.7% are affected to a lesser extent and 26.6% are immune to the fear of failure phenomenon. In Khubvi, nearly half (46.7%) of the respondents are affected by the fear of failure phenomenon to a lesser extent and more than half (53.3%) are immune to it.

Table 4.10 shows how the respondents' respond to the fear of failure phenomenon in Thohoyandou Local Municipality. More than half (58%) are affected to a lesser extent, 9% are largely affected by the fear of failure phenomenon and 33% are immune to it.

Table 4.10: Effect of fear of failure phenomenon on respondents

Source: Fieldwork 2019

		Fear of failure phenomenon			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Larger extent	9	9.0	9.0	9.0
	Lesser extent	58	58.0	58.0	67.0
	No effect	33	33.0	33.0	100.0
	Total	100	100.0	100.0	

4.2.6 Entrepreneurship and the business support environment.

This section looks at entrepreneurship and the business support environment. It looks at the challenges encountered by entrepreneurs as they grew their ventures, women entrepreneurs in the business environment, whether entrepreneurship is a better option when compared to conventional work, the merits of entrepreneurship as a shift from conventional work, the contribution of entrepreneurship to the development of the local economy, measures to improve the contribution of entrepreneurship to the economy of South Africa, teaching entrepreneurship in our community and internal business adjustments.

4.2.6.1 Challenges encountered by entrepreneurs as they grew their ventures

Participants cited medical aid not paying accordingly for the medical practitioners, difficulties in marketing the business and boosting confidence of potential clients, security concerns and loss of customers because they did not have automated machines. Other entrepreneurs experienced loneliness, stress and self doubt, inadequate financing for the business to acquire construction equipment, skilled labour to operate the machinery, rise in competition, slow business against high rentals and salaries, lack of equipment, inadequate and expensive marketing costs and power cuts. Also mentioned were challenges of expensive rentals, rates and rising prices of ingredients, no legal space to do business, customers wanting to buy on credit and no finance to expand the business and fraud by employees, hardship that required dedication and patience. As if these drawbacks were not enough, other highlighted poor business location of the business,

nospace and legal position to operate the business, lack of experience, financial illiteracy to run the business and costly registration and tax.

4.2.6.2 Challenges faced by women entrepreneurs in the business environment

In Thohoyandou CBD, 20% believe women entrepreneurs face discrimination in the business environment. 30% see women entrepreneurs as not being properly funded. The other half are proportionately divided with one (25%) saying women entrepreneurs lack role models and mentors, while the other (25%) believes women entrepreneurs still face cultural inhibitions. In Tshilamba, 23.3% believe women entrepreneurs are faced with discrimination in the business environment. Almost half (43.3%) see women entrepreneurs as not being properly funded. 20% say women entrepreneurs lack role models and mentors while 13.4% believe women entrepreneurs still face cultural inhibitions.

In Tshaulu, 13.3% believe women entrepreneurs face discrimination in the business environment. 40% see women entrepreneurs as not being properly funded. 46.7% say women entrepreneurs lack role models and mentors. In Khubvi, 26.7% believe women entrepreneurs are discriminated against in business. 33.3% see women entrepreneurs as poorly funded. 13.3% say women entrepreneurs lack role models and mentors. Another 26.7% believe women entrepreneurs still face cultural inhibitions.

Figure 4.5 shows the challenges faced by women entrepreneurs in Thulamela Local Municipality. 21% believes women entrepreneurs are discriminated against in the business environment. 36% sees women entrepreneurs as not being properly funded. 25% say women entrepreneurs lack role models and mentors while 18% believes women entrepreneurs still face cultural inhibitions.

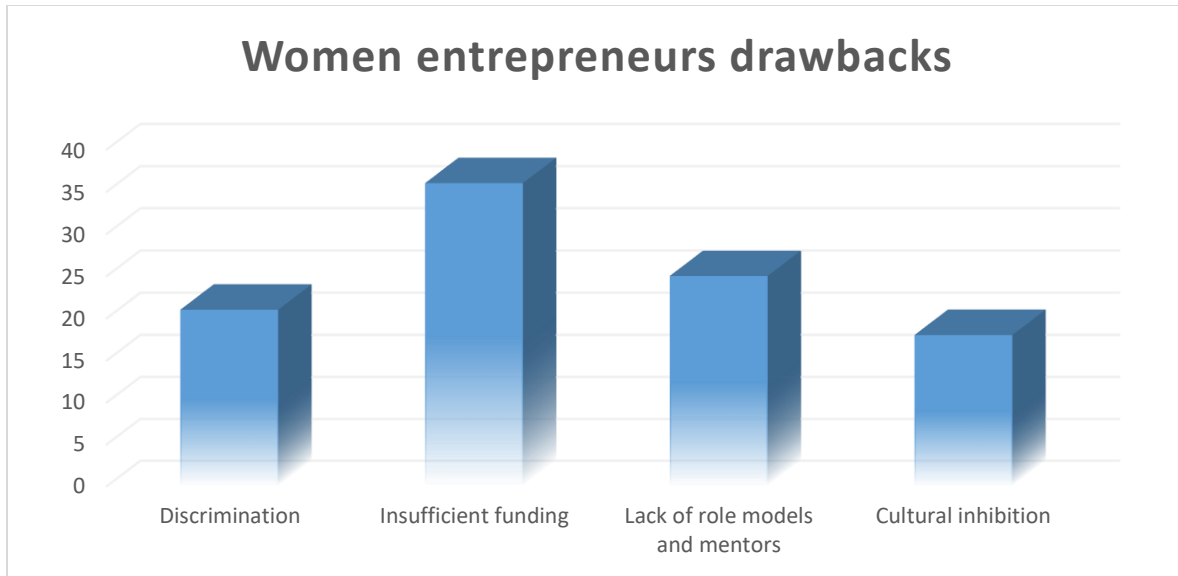


Figure 4.5: Challenges faced by women entrepreneurs in the business environment

Source: Fieldwork 2019

4.2.6.3 Is entrepreneurship a better option when compared to conventional work?

Most respondents in Thohoyandou CBD, (95%) and Tshaulu, (86.7%) agree that starting an entrepreneurial venture is a better option as compared to conventional work. All (100%) respondents in Tshilamba and Khubvi believe entrepreneurship is better than conventional work.

In Thulamela Local Municipality, most (96%) are in tandem that starting an entrepreneurial venture is a better option as compared to conventional work.

4.2.6.4 The merits of entrepreneurship as a shift from conventional work.

Table 4.11 below show the merits of entrepreneurship as compared to conventional work. The participants stressed intrinsic factors, financial stability and community consolidation and empowerment as the main reasons, entrepreneurship is preferable over conventional work.

Table 4.11: Theme and sub-themes: The merits of entrepreneurship as a shift from conventional work.

Source: Fieldwork 2019

Main theme	Sub-theme
The merits of entrepreneurship as a shift from conventional work.	<ul style="list-style-type: none"> • Intrinsic factors • Financial stability • Community consolidation and empowerment

4.2.6.4a Intrinsic factors

All the participants but one had nice things to say about the merits of entrepreneurship when compared to conventional work. As one of the merits, one participant highlighted that,

“You are your own boss”

Participants emphasized that one gets to choose what business they want to do and you get to do what you love and get paid for it. Other responses from the participants were that entrepreneurship enables one to build their own dream and legacy, it’s a platform for unlimited opportunities and one can also set personal targets and have the ability to experiment with new ideas. Another participant pointed out that,

“It allows me to make independent decisions, teaches me discipline, self-growth and also achievement of financial independence.”

The perceptions of participants were that with entrepreneurship, there is freedom of decision making without the ties of company rules and regulations, you make them. As one participant said,

“It enables one to align their business with personal goals, ability to sustain yourself, flexibility in working hours and self-determination of remuneration.”

The participants said that entrepreneurship makes one to think outside the box, is more fulfilling and motivating to work for yourself and works as motivation to work harder, all the while, determining your own destiny and goals. Ultimately, they said entrepreneurship gives one control and independence, sense of pride and satisfaction in pursuing your own goals and it doesn't feel like work because you enjoy it.

4.2.6.4b Financial stability

Participants believed that entrepreneurship enables them to determine their remuneration scale. One participant said,

“The salary may not be so much, but it is directly related to effort and has high profitability potential.”

Participants reported that entrepreneurship is financially rewarding, the more the effort, the more the income and all profits are taken by the business owner. Another participant said,

“It motivates to do your own business and the prospects of making more money are limitless.”

Other responses from the participants were that entrepreneurship enhances liquidity, one does not have to wait for month end to have money and it oils flexibility in business transactions.

4.2.6.4c Community consolidation and empowerment

Community development and growth is the ultimate prize for the entrepreneurship initiative, it is always a good thing to see the community grow as your business grows in that established market. Growth of the business creates employment for the community. One respondent said,

“There is prospect of growth and expansion in the market, thus opening space for employment creation”

Entrepreneurship has enabled individuals to make the most of limited resources at their disposal. For one respondent, they started an eating house business in the village, rural setting of South Africa, they risked the little savings they made from piece jobs. They said,

“It's close to home so I can be with my family, rent free and no transport expenses, there is flexibility in time and work schedules”

However, one respondent felt that a conventional job had the advantage that it came with guaranteed income regardless of whether one had been fully productive or not, all you had to do was show up for work and that there was no expenditure on buying products incurred individually but it was on the company.

4.2.6.5 Contribution of entrepreneurship to the development of the local economy

In Thohoyandou CBD, most respondents (95%) agree that entrepreneurship contributes significantly to the development of the local economy. More than half (62.5%) strongly agreeing. Only 5% disagrees. In Tshilamba, they all (100%) agree that entrepreneurship contributes significantly to the development of the local economy, with 56.7% strongly agreeing. In Tshaulu, most (93.3%) of the respondents agree that entrepreneurship contributes significantly to the development of the local economy, with more than half (60%) also strongly agreeing. Only 6.7% disagrees. In Khubvi, 93.3% agrees that entrepreneurship contributes significantly to the development of the local economy, with just below half (46.7%) strongly agreeing. Only 6.7% disagrees. Figure 4.6 illustrates the above.

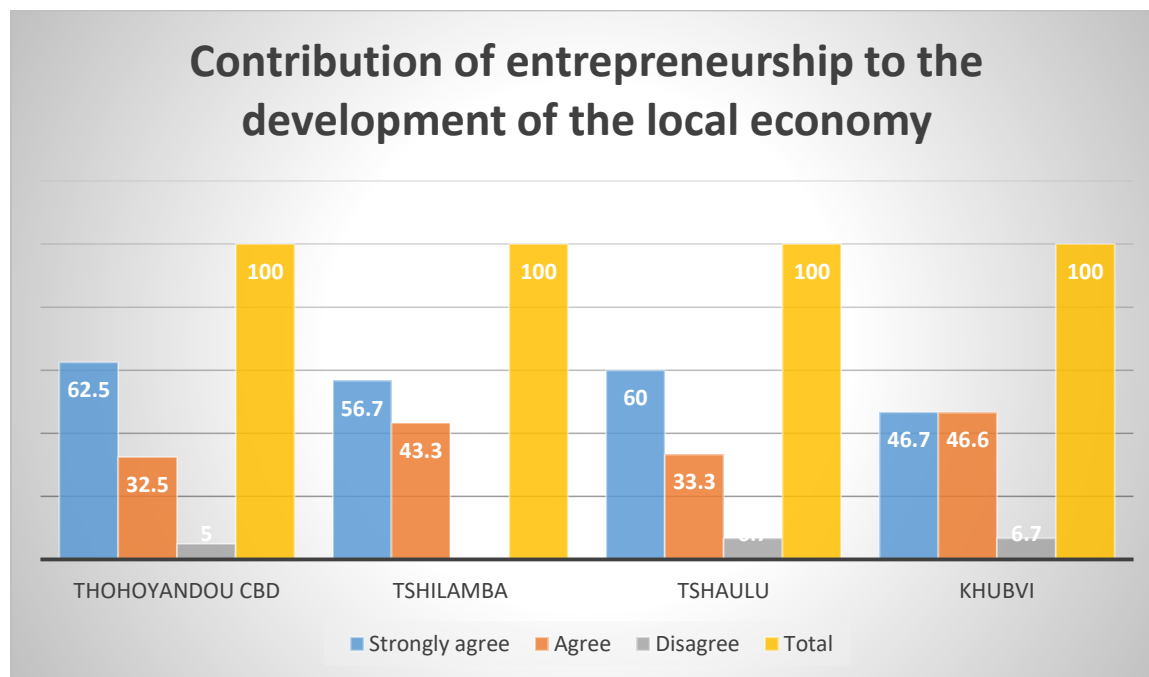


Figure 4.6: Contribution of entrepreneurship to the development of the local economy

Source: Fieldwork 2019

Table 4.12 below shows respondents' view on entrepreneurship's contribution to the development of the local economy for the whole of Thulamela Local Municipality. Most (96%) agree that entrepreneurship contributes significantly to the development of the local economy, with 55% strongly agreeing. Only 4% does not see entrepreneurship as contributing significantly to the development of the local economy.

Table 4.12: Entrepreneurship's contribution to the economy

Source: Fieldwork 2019

Entrepreneurship is contributing significantly to the development of the local economy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	4	4.0	4.0	4.0
	Agree	41	41.0	41.0	45.0
	Strongly agree	55	55.0	55.0	100.0
	Total	100	100.0	100.0	

4.2.6.6 Measures to improve contribution of entrepreneurship in Thulamela Local Municipality

To improve the contribution of entrepreneurship to the local economy of Thulamela Local Municipality, as shown in Table 4.13 below, participants emphasized market expansion, funding, training and skills development and community development as essential. Participants even suggested ways to teach entrepreneurship in the local community and how they would improve the performance of their business ventures.

Table 4.13: Theme and sub-themes: Measures to improve contribution of entrepreneurship in Thulamela Local Municipality

Source: Fieldwork 2019

Main theme	Sub-themes
Measures to enhance entrepreneurship contribution to the local economy	<ul style="list-style-type: none"> • Market expansion • Funding • Training and skills development • Community development

4.2.6.6a Market expansion

Entrepreneurs believed that for them to develop locally, there should be that vision of an expanding market that is not restricted by national borders. One participant said,

“Unlimited access to international markets and advancement of the e-commerce infrastructure in the remote areas.”

Participants said that entrepreneurship should focus on advanced manufacturing, natural gas, service exports and agricultural transformation locally to ensure the growth and expansion of the market.

4.2.6.6b Funding

Participants were of the view that government in their trade policies, must invest more towards entrepreneurship, it must increase funding and reduce tax contribution for entrepreneurship. The government must also prioritize funding the youth and make the funding accessible even to the remote areas of South Africa. One respondent said,

“More funding towards entrepreneurial initiatives and government must accommodate start-ups in tender acquisition”

They further mentioned that government must fund more start-ups and desist from bribery and corrupt tendencies. They must improve on funding models and stop giving out handouts to cut on the culture of dependency fostered by the national grant system.

4.2.6.6c Training and skills development

Participants mentioned that the thrust is to educate and encourage the young people to start their own businesses. Successful business people must share their experiences with new entrepreneurs. There are a lot of entrepreneurship programs that need to be implemented to inform and support young entrepreneurs. Implementation is key to the development of local entrepreneurship. There is need for more skilled entrepreneurs and to achieve this, the youth should be empowered with skills and knowledge. Participants mentioned that they should learn to respect money, use it more wisely and learn basic financial literacy. The government must reach out to deep rural areas to train then fund entrepreneurs to ensure competence and success in those areas. One respondent said,

“Government should also ensure start-ups are able to sell and break even through market research and feasibility studies.”

They should establish a measure to ensure that for a business to be funded it carried out all the relevant research.

4.2.6.6d Community development

Participants were of the perception that business ventures must register and pay tax to the government, this will ensure more revenue for the government and ultimately more funding will be available for entrepreneurship as it will be showing signs of progression. They said that, a culture of self-sustenance must be cultivated in our communities whereby after matriculation, one should start handy jobs and not only rely on companies to recruit them. One participant said,

“Local businesses must be registered to ensure the government can get tax which they can use to develop the local communities’ infrastructure.”

4.2.6.7 Teaching entrepreneurship in our community

Government must come up with an initiative to educate the people on entrepreneurship and funding options available. Appropriation of land should be done by chief to help the less privileged

and upcoming business people in rural South Africa. The local municipality must organize business forums and courses and invite the youth to these business forums to teach them how to create jobs for themselves.

The local business people should come together and arrange for seminars, workshops and mentorship programs on entrepreneurship, engaging the community, encouraging, motivating and teaching them about how to do business, to ensure the transfer of skills to the youth and unemployed to empower them. The local government can also establish cooperatives and develop industries where entrepreneurs can be mentored. One respondent out rightly said,

“Gather the youth and unemployed through entertainment and bring in business people to share their experiences and teach business principles.”

Local business people must join forces and teach the community on how to run businesses, these business seminars and workshops must be arranged more frequently to help foster and solidify the culture of young people learning to create jobs for themselves.

The academic curriculum must be changed, artisan and skills development must be introduced in schools. Business seminars and entrepreneurship must be taught from an early stage (primary and secondary school). Children must be guided into business from a young age i.e. give children foodstuffs to sell at school to expose them to business principalities. The community must foster an environment conducive for creativity, idea generation and encourage risk taking.

Local companies can also sponsor seminars, run brainstorm bins, solution boxes, genius hour programs and TED education clubs to help stimulate entrepreneurship and also partner with the local business people to share with the community their experiences / testimonies on how they became successful.

4.2.6.8 Internal business adjustments

To improve the performance of their business ventures, participants highlighted the need to employ appropriate management and marketing personnel in their ventures through hiring the appropriate staff or employee training and mentoring of employees to help them buy into the vision of the business venture. One participant said,

“There was a need to hire qualified personnel in marketing and management to build the company brand and position ourselves best in the market.”

They also pointed out the importance of stock taking and keeping financial scores while motivating their staff all the time.

Participants also pointed out the need to improve their marketing strategies. One respondent said,

“To grow we need to be more customer focused, be flexible to accommodate all classes of customers.”

Participants said entrepreneurs need to do in-depth market research to understand better their market and better position their products and services. Also highlighted was the need for more marketing to be done through media advertisements on signboards and the use of social media.

To improve the performance of their business ventures, some participants felt the need to equip themselves with entrepreneurship knowledge by enrolling in entrepreneurship and leadership management courses, especially financial management. One participant said,

“I need to learn discipline in financial management and money investment.”

Also suggested was attending business forums and workshops with other business people to brainstorm on ways to grow bigger. Others felt the need to establish mentorship programs for their business and be more customer focused rather than being general in service provision. One respondent wanted to,

“Do an architectural course to be able to make and sell modern architecture plans and even diversify to building such modern structures.”

Others would have rather started smaller to gain experience and then grow the business ventures. To maintain a competitive edge, participants said they are turning to the acquisition of up to date equipment. One participant said,

“We are acquiring better machinery and equipment and investing in financial management training to stay relevant in business.”

Another participant wanted to expand from selling fruits and vegetables to selling potato chips as potatoes are cheaper and accessible from the supplier and there is a lucrative profit margin in undertaking this initiative. Other participants are eager to grow their business ventures into branches and building a brand, opening more shops around the province and establishing agents. Others want to spread the risk into different industries. One respondent, who runs a restaurant want to start a hardware business, back in their hometown, they say,

"The construction industry is forever growing...there will always be community expansion, building material will always be marketable."

Diversification helps spread risk and helps the business grow in operations and ensures full exploitation of available resources. It can also be a way to escape from an unpleasant trade setting.

4.3 Chapter summary

Most of the participants agreed that sociocultural factors are an integral part of entrepreneurial intuition development as in the quest to be independent, responsible community members, individuals tend to look at the available employment opportunities, accessible resources and then they search inside themselves to make a decision on whether to be entrepreneurial. The merits of entrepreneurship as a shift from conventional work, which included intrinsic factors, financial stability, community consolidation and empowerment, seem to have a positive outlook on community development in the long-term thus the need to put measures and controls to nurture entrepreneurship and improve its contribution locally and ultimately, on a national and global scale.

The next chapter discusses the results presented and data analysis will be done based on the findings that emerged from the data. The discussion will also include themes that emerged from the questionnaires and reviewed literature will be infused.

Chapter 5: Discussion

5.1 Introduction

This chapter focuses on the discussion of the results. The aim of this study was to investigate the impact of socio-cultural factors on the development of entrepreneurship in Thulamela Local Municipality which will ultimately contribute to the growth of the economy of South Africa.

The discussion looks at the following aspects; the respondents' demographic profiles, the entrepreneurship establishments' backgrounds, the social factors affecting the development of entrepreneurship in Thulamela Local Municipality, the cultural factors affecting the development of entrepreneurship in Thulamela Local Municipality and entrepreneurship and the business support environment.

5.2 Demographic profiles of the respondents

In the first section of the questionnaire the respondents indicated their demographic profile. The following characteristics were reported: gender of respondents, age and their highest qualification.

5.2.1 Gender of the respondents

Gender distribution is almost balanced in the more developed business areas of Thohoyandou and Tshilamba, with males having a slight edge over females in being more entrepreneurial especially in Tshilamba. This is perpetuated in the less developed business zones of Tshaulu and Khubvi. This is a clear indication that sociocultural fences shape social gender roles and stereotypes in terms of occupations considered suitable for women (Azmat and Fujimoto, 2016). This was confirmed in the whole study, as males seem to be more entrepreneurial than their female counterparts. However, it should be noted that self-employment plays a critical role for women especially in the rural areas where it enables them to participate in economic activities and organise their own lives (Witbooi and Ukpere, 2011) as cited in (Padilla-Meléndez and Ciruela-Lorenzo, 2018). Males opened up more to the prospect of contributing to entrepreneurship development in their communities.

5.2.2 Age of respondents

Entrepreneurship is more common amongst the 31-45 age group in the urban areas where business infrastructure is more established but as we move to the villages and more remote areas,

there are more elderly people (45 and above) owning and running entrepreneurship ventures. This is probably because these individuals would have managed to save up some money while they were working and they decide to go back to their communities and start businesses or after retirement or resigning from their professional jobs, they use their savings and payouts to start business ventures to sustain themselves. As Morris *et al.*, (2018) posited, self-resolve helps determine decision making on one's career towards entrepreneurs such as after retirement.

The youth have not been forthcoming to partake in entrepreneurship endeavors. In the whole study area, almost half the entrepreneurs are in the age range of 31-45 years. Only 30% is made up of the youngest age group, the youth, yet Minola *et al.*, (2016) supposedly observed that younger individuals are more likely to become entrepreneurs. The youth (20-30 years) seemed enthusiastic about entrepreneurship in the urban business environment but decreased as we moved further into the more rural setting South Africa. Their entrepreneurial representation was only 30% and yet they are so hugely affected by unemployment and are the future of the country.

5.2.3 Qualifications of the respondents

There seems to be an educational standard for entrepreneurship to develop. In the whole study, almost half (42%) of the respondents matriculated. This is echoed throughout the business clusters where even in Tshaulu, the most remote business area in the study, almost half (46.7%) the entrepreneurs have matric certificates. This is in tandem with Van Praag *et al.*, (2013) who highlighted education as a key determinant of entrepreneurial performance and entrepreneurship activities. Entrepreneurs in their quest to grow their enterprises have engaged in building their skills and knowledge base. The importance of education seems to have filtered even to the remote areas and still continues to reach deeper and deeper into rural South Africa. The communities seem to understand that education is foundational in new venture creation and market opportunity identification, as was posited by Barreneche (2014).

The number of entrepreneurs who dropped out of school increases as we move out into the remote areas from the urban zones.

There is a need for school dropouts to adopt an attitude of openness to experience which will unlock their creativity, intellect and entrepreneurship, an observation made by Ivcevic and Brackett (2015). There have been some entrepreneurs who have advanced their professional

qualifications but have still endeavored into entrepreneurship to explore and exploit opportunities that entrepreneurship opens up.

5.3 Company background

This section of the questionnaire looks at the background of the entrepreneurial establishment. Its focuses on the following aspects; the product or service offered, form of business, size of the business venture, the period of business venture in operation and reasons for starting the business.

5.3.1 Product/ service

There is a general perception that registering a company is a long and costly process. Institutional constraints in the business environment may adversely affect the socioeconomic setting and could restrict economically beneficial behaviours of entrepreneurs (Khoury and Prasad, 2016). As a result of this, many entrepreneurs have looked for ways to dodge this excruciating process. It also holds true that education background is key to influencing the level of informality of firms, as Williams and Shahid (2016) stated, as many entrepreneurs are not knowledgeable on the fine print implications of company registration, they prefer to operate informally, with as little institutional interference as possible. Resulting from the overemphasis lately on requirements to formalize business entities, many entrepreneurs have seen it as a costly burden to license their ventures, especially in rural South Africa. Institutional constraints to entrepreneurial activities have been prevalent in recent years, as evidenced by a deterioration in wages and an increase in wealth concentration (Dabla-Norris *et al.*, 2015).

5.3.2 Form of business

Sole trader ship is the most common type of venture start-up in Thulamela Local Municipality followed by Partnerships. Cooperatives and Joint ventures are not so common especially in the remote business expanses. There however seems to be a misconception on Private and Public Limited companies. Entrepreneurs do not seem to understand the attributes that constitute these 2 forms of businesses. This seems to connect with William and Shahid (2016), who observed that in the developing world, there is a higher level of informal entrepreneurship. This misconception is perpetuated in rural South Africa where more entrepreneurial establishments are called Private Limited companies. In one of the remote areas (Khubvi) there is a sprout of family owned

businesses, these have managed to develop the community into a reliable business district which aligns with literature that says family businesses can initiate renewal actions (Cucculelli *et al.*, 2016) within the business context. They are also socially legitimate although deemed formally illegal (Siqueira *et al.*, 2016). This misconception is perpetuated by the informal setting of the economic environment where it is not a requirement to fully define the form of the business.

5.3.3 Size of the business venture

Most entrepreneurial entities in Thulamela Local Municipality are small in size, they have 5 or less employees and this is echoed throughout the selected business districts. D'Arcy and Gardiner (2014) observed that 83 per cent of entrepreneurs prefer to work in isolation, they do not employ anyone else and this seems to justify the size of their business ventures. Even though these businesses are small in size, they seem to be thriving very well and providing much needed services and expanding their market. This is in tandem with Godfrey (2015), who highlighted that even though these businesses may lack formal legality, they have social legitimacy. Mostly in the remote business zones, most of these business ventures operate informally and are not registered. This however comes as no surprise as most enterprises in the developing world start up unregistered, as Autio and Fu (2015) observed. Medium sized businesses are relatively few even though they increase in number as we move out to the more remote business districts.

Entrepreneurial initiatives with more than 20 employees are very few; they constitute a paltry (2.5%) in Thohoyandou CBD, the biggest business district in Thulamela Local Municipality and only (1%) in the whole area under study. There are mainly between 1 and 19 employees in the entrepreneurship initiatives approached. Entrepreneurial initiatives in their growth remain small in size and have not experienced much growth for businesses which have 20 or more employees.

5.3.4 Period of business operation

Most of the entrepreneurial initiatives in Thohoyandou CBD have been in operation for more than 3 years and this is evident throughout the other selected business districts. Entrepreneurial human behaviour drives innovation (Audretsch *et al.*, 2017) and through innovation, new product developments and improvements in entrepreneurship raise national level efficiency of the economy, as was highlighted by Du O'Connor (2017). However, entrepreneurs fail to envision

the continued growth of their ideas, they seem to run out of creativity and innovativeness and end up copying each other. In so doing they lose their uniqueness and competitive edge.

It should be noted that in Tshaulu, a remote business area, almost half the entrepreneurs started their ventures not more than 2 years back. This is commendable considering that it is located in rural South Africa where business infrastructure is not so developed. However, a lack in management skills to hold the business together when they experience short term success and growth in the market seems to eventually catch up and slows their growth. Of concern is the observation that not so many new entrepreneurial initiatives are in their start-up phase, in the whole study area, only 11% of the respondents have been in business for less than a year. Many entrepreneurs have brilliant ideas that they implement and enjoy short term success. However, they lose their initial competitiveness as their business grows. They are faced with an expanding market to serve, a higher risk and limited resources. Their returns are generally too low and savings insignificant to fund growth initiatives. This challenge usually pulls them down. This is contrary to the thought posited by Hampel-Milagrosa *et al.*, (2015) that through innovation, entrepreneurial aspects such as risk taking and motivation are unleashed leading to the growth of entrepreneurial activity.

It should be noted that despite their growth and development, most of the entrepreneurial entities operate informally and are not registered, especially in the rural areas. Informal institutions enable them to thrive better as they have less procedures and regulation requirements thus widening the platform for economic growth. Therefore, the informal economy is so significant, especially in developing countries (ILO, 2014).

However, in this case, the number of entrepreneurial activities are too low to conclude that entrepreneurship is growing. There are opportunities out there but entrepreneurs do not seem to be exploring them and starting new businesses.

5.3.5 Reasons for starting the entrepreneurial venture

Common reasons behind individuals choosing to become entrepreneurs and starting their own business ventures include passion, delight and pride of owning a business and the vision to bring a service and development to the communities they live and come from. In entrepreneurship, entrepreneurial activities convey meaning and are an expression of an individual's identity or self-

concept and entrepreneurial passion on which entrepreneurial identity is centred (Cardon *et al.*, 2013). Other entrepreneurs were retrenched or frustrated with the public sector and wanted to better their communities so they decided to start their own business.

Others were looking to escape poverty but were unemployed and needed to sustain themselves and their families, so they decided to create employment for themselves. This was in line with Katz and Krueger (2017), who posited that entrepreneurial activities create employment and income to the otherwise 'would be' unemployed population and increases overall growth of industry and the economy.

Other entrepreneurs saw opportunities they could exploit; these were in the form of a gap in the market, a platform to network, an opportunity to provide a much-needed service, an unsatisfied market demand or simply a ready market. This aligned with Karimi *et al.*, (2016) who stated that opportunity identification and entrepreneurial intentions are also fundamental traits of potential entrepreneurs and that social identity determines the type of opportunity they will exploit (Wry and York, 2017).

As a common trend among entrepreneurs, some take advantage of opportunities more than others. Depending on the motivation and aspirations of the individuals involved, small businesses may be born out of pure passion, perseverance, unemployment, employment with a need for alternative revenues streams or spotting an opening in the market. The push and pull factors are the essence of business start-ups.

5.4 Social factors affecting the development of entrepreneurship in Thulamela Local Municipality

This section looked at the social factors affecting the development of entrepreneurship in Thulamela Local Municipality. The following characteristics were reported: preference of location, reasons for preferring the location, strength of social networks, the social issues that impeded the development of entrepreneurship, whether entrepreneurs have role models and mentors and how they were inspired to be entrepreneurial and the effect of migrant entrepreneurship on the business environment.

5.4.1 Preference of location

In the urban business districts, most of the entrepreneurs are of the opinion that establishing a business in the metropolitan district offers more opportunities for growth and expansion. This is

in tandem with literature that states that urbanised areas attract people towards entrepreneurial activities while rural people, due to lack of alternative income opportunities, may take on entrepreneurship out of necessity (Faggio and Silva, 2014). Amongst the reasons for preferring the metropolitan settings included accessibility to the market to offer services. Also highlighted was the fact that city industry clusters help businesses to thrive better.

However, as we moved to the more remote business environments, less and less of the entrepreneurs believed that locating in the urban areas would grow their businesses or make them better. They preferred and were satisfied with their location in the small towns and this they alluded to the ready and growing market for their products locally, thus making the local market lucrative and profitable. Other entrepreneurs felt that there is a good market locally and the fact that they were providing a culturally loved product gave them the competitive edge. Their insertion was bringing a much-appreciated product or service to the locals and developing the community. Others highlighted that there is no crime, costs are low and expenditure on property rentals and transport logistics made it better and more manageable to establish locally, which was favorable for family integration as well. In the remote areas the market is good and allows for employment creation for the locals.

For the whole study, more than half (55%) of the respondents preferred their business ventures in the small towns as compared to Metropolitan settings. Notable was the fact that entrepreneurial establishments are more sparsely distributed in the remote areas and are not as active as in the metropolitan districts. This is confirmed in the literature that says there are variances in new venture start-ups between urban and rural areas, with formation rates being higher in urban areas (Fritsch and Storey, 2014).

5.4.2 Strength of social networks

Social networks have grown to be strong. They influence entrepreneurial performance indeed as was posited by Li, de Zubielqui and O'Connor (2015). In the urban areas, more than half (57.5%) of the entrepreneurs have strong social networks with 22.5% constituted of very strong networks and this is the trend even as we move to the more remote areas. This has enabled entrepreneurship to develop the local communities, not only in the local economy and infrastructural development, but also their mindset and business capabilities. This was in line with what Basadur *et al.*, (2014) noted, that entrepreneurs use social and professional networks to improve and build their capacity, be it skill, experience or creativity capacity.

In rural South Africa, more effort must be put to grow the strength of social networks to ensure that they do not remain weak or moderate but become strong and very strong, with emphasis put on Tshilamba, which has social networks that are not so strong. For the whole study area, the social networks are generally strong but there is a need to grow these social networks and facilitate the development of entrepreneurship. In the more remote business districts, entrepreneurs are not so keen to do business amongst themselves as Africans, they prefer to network with the foreign, white owned business people. This does not agree with Ratten and Dana (2017), who posited that indigenous people prefer to conduct business with members of the same clan or tribe.

5.4.3 The impact of the social environment on the development of entrepreneurship in Thulamela Local Municipality

This section shows how the social environment impacts on the development of entrepreneurship in Thulamela Local Municipality. It discusses social impedances, employment status, availability of resources / opportunity, responsibility, intrinsic factors, lack of confidence in the services offered, gender discrimination (stigmatisation), role models and the support system as key influencers of entrepreneurship advancement.

5.4.3.1 Social impedances

There are generally accepted social behaviours that communities share. As Ansari *et al.* (2012) put it, these values ultimately characterize a society or group and they affect lifestyle, such as religion, family or wealth. Entrepreneurship is a strong social practice as it involves the collective organization and social interaction of individuals and groups (Stam, Arzlanian and Elfring, 2014). Entrepreneurs, in their quest to bring innovation and development, are faced with resistance from the community because of these shared social behaviours. When looking at the market exploits, entrepreneurs look at issues like accessibility of the market, its size and its growth potential.

However lucrative it may seem, there is also the hurdle of social perception. Despite entrepreneurship thrust being on wealth creation (Welter *et al.*, 2017), the social value-added role of entrepreneurship has been questioned in recent years (Zahra and Wright, 2016).

5.4.3.2 Employment status

The ability to provide and sustain one-self, family and attain financial independence has always been the reason why people go to work. Society has managed to make employment preferable when compared to dependency on government social grants that have benefited over 16 million people per month (SASSA, 2014) and poverty. It also is a symbol of status within the communities we live in. Socially, the local communities view employment as the best way to become independent and be successful. African tradition perpetuates a culture of employees and not employers. This is one issue entrepreneurship seeks to address, to create employment and income to the otherwise 'would be' unemployed population and increases overall growth of industry and the economy (Katz and Krueger, 2017). Resulting from the high unemployment rate and poverty levels, as was highlighted by Herrington, Kew and Kew (2015), there has never been a higher need to embrace entrepreneurship as the best option to remedy this national crisis. Entrepreneurship has emerged as the remedy for unemployment (Pilkova *et al.*, 2016).

Retrenchment was another notable push factor into entrepreneurship. In such cases entrepreneurship enables organisations to be innovative and thus be able to survive in the marketplace (Cadaru and Badulescu, 2015) and not retrench its employees.

5.4.3.3 Availability of resources / Opportunity

Entrepreneurship has everything to do with the ability to identify and satisfy a market, at a profit. As Karimi *et al.*, (2016) highlighted, opportunity identification and entrepreneurial intentions are fundamental traits of potential entrepreneurs. Participants started their business ventures because they identified ready market for their products, or there was a gap in the market or anticipated market demand for seasonal products like market gardening. An entrepreneur needs to reconcile the features in the institutional setting to ensure the attractiveness of an opportunity (Khoury, Cuervo-Cazurra and Dau 2014). As was the case with the participant who got retrenched, he saw potential for auto parts and spares in his community and capitalized on it.

Others saw entrepreneurship as a platform to network and opportunity to provide a much-needed service. Indeed, networks are the links that entrepreneurs require to make their ventures more sustainable and creative in their performance (Vuong *et al.*, 2016). As a result of such networking, these entrepreneurs have managed to position themselves to service their markets better and expand their ventures.

5.4.3.4 Responsibility

With age comes responsibility. In the rural setting, where industry operation is not as strong as in the large metropolitan cities, communities must be creative to sustain themselves and their families. As Herrington, Kew and Kew (2015) observed, unemployment and poverty levels are rife especially in the rural South Africa. Instead of waiting on the government to bring development to these remote areas, entrepreneurs should take it upon themselves to be the agent of change or the economy's engine, as Mari *et al.*, (2016) put it and transform their communities into entrepreneurship sectors.

5.4.3.5 Intrinsic factors

When individuals search inside of themselves, they draw strength from within and usually come up with novelty to remedy economic woes. Embodiment of creativity, passion, purpose, perseverance, commitment and courage, combined with the ability to be independent are attributes required for successful creative idea enactment (Biraglia and Kadile, 2017). Only if entrepreneurs believe in themselves will they become successful.

5.4.3.6 Lack of confidence in the services offered

The potential market was skeptical and doubtful of product offerings by entrepreneurs. Entrepreneurship is a deliverer of uncertainty in the future and an entrepreneur is the individual who partakes to be the agent of change or the economy's engine (Mari *et al.*, 2016). The entrepreneur therefore must aggressively sell their products and services to clear out the cloud of doubt in the market. There was also that tendency of the community looking down upon these entrepreneurs, not having confidence in their capabilities to provide quality products at competitive prices.

The entrepreneur needs to engage in a hard sell of their product offering. This is where willingness to take risks, need for achievement, as well as self-efficacy and locus of control, which are also characteristics of entrepreneurs put forward by Obschonka and Stuetzer (2017) combine with embodiment of creativity, passion, purpose, perseverance, commitment, courage and the will to pursue come out and an individual becomes an agent of change.

5.4.3.7 Gender discrimination (stigmatisation)

In the village around Tshaulu, the community still holds on to stereotypical theories that women are not capable of successfully owning and running a business venture. This was highlighted by Van Eerdewijk and Mugadza (2015), who stated that women are still not seen as being fit to be entrepreneurs running and managing business ventures. There still is that societal stigma that women cannot stand on their own but require men's leadership. Ratten and Dana (2017) wrote about this saying that women are subjugated to masculine stereotypes and while they can start business ventures without male members of their community, there is a tendency to adhere to the superiority of elders in the community.

5.4.3.8 Impact of role models

All the participants had a positive perception about role models. They acknowledged that at some point in time, whether consciously or subconsciously, there was some force that they drew inspiration from and continue to do so. Researchers also observed the importance of role models and mentorship in promoting entrepreneurship, leadership development and career opportunities (Srivastava, 2015).

In their conduct, the participants' demonstrated confidence and leadership qualities which they attributed to being inspired by a role model. Role models play a crucial part in shaping the entrepreneurial activity in any given area (Contin, Pilart and Larraza-Kintana, 2015).

Most of the participants' role models are from their local communities and country of South Africa. There seems to be an element of same identity and common struggles shared between the entrepreneurs and their role models. Bosma *et al.*, (2012) stated that role models are more likely to be from the entrepreneurs' immediate environment than from far away. In their guidance, they may provide business links or give tips on how to do and run a business, successfully so.

5.4.3.9 Support system

Most of the participants agree that the community was very supportive of their business initiatives. Ethnic groups are more able to act naturally within the local structure to which they belong than outsiders or newcomers (Marti *et al.*, 2013).

In Thulamela Local Municipality there were marginal cases of the community not being fully supportive due to participant being a foreigner and not speaking the Native languages. In international markets, to fully exploit market opportunities, one's language capabilities may come in handy (Hurmerinta *et al.*, 2015).

5.4.4 Role models and mentors

Role models play a significant role in the lives of entrepreneurs. In the urban business zones, most entrepreneurs see the need and have role models and mentors. In the most urban business district of Thohoyandou CBD, most (72.5%) of the entrepreneurs acknowledge the importance of role models and mentors. This cements the observations made by Contin, Pilart and Larrazakintana (2015) that role models help shape the entrepreneurial activity in any given area.

This proportion increases in Tshilamba and Khubvi and even though it is lowest in Tshaulu, still more than half the entrepreneurs value the impact that role models and mentors have on entrepreneurship. In the whole study area, most (76%) of the respondents have role models which clearly reflects the importance of role models and mentors. This agrees with Srivastava (2015), who highlighted that indeed role models and mentorship promoted entrepreneurship, leadership development and career opportunities.

When asked who their role models were, the participants cited local successful entrepreneurs and some mentioned family relations. This linked with literature reviewed that role models are more likely to be from the entrepreneurs' immediate environment than from far away, as was suggested by Bosma *et al.*, (2012). Estrin, Mickiewicz and Stephan (2016) further explained it saying what and from whom we learn is strongly associated with values we attach to different sources of knowledge.

5.4.5 How role models and mentors inspire entrepreneurs

Role models and mentors inspire entrepreneurs to be my own boss, they provide encouragement to be independent and are a symbol of success. This was supported by Westlund *et al.*, (2014) who observed that in areas of intensive new venture creations, the entrepreneurs become role models to the community. Role models promote a culture of change and teamwork, as was supported by Padilla-Melendez and Ciruela-Lorenzo (2018), they are very important drivers of

entrepreneurial behaviour and they help shape the entrepreneurial activity in any given area (Contin, Pilart and Larraza-Kintana, 2015).

5.4.6 Strength of migrant entrepreneurship

Migrant entrepreneurship is strong in Thulamela Local Municipality. This is echoed in all the selected business zones, being strongest in Tshilamba. Despite the fact that ethnic groups are more able to act naturally within the local structure to which they belong than outsiders or newcomers (Marti, Courpasson and Dubard Barbosa 2013), migrant entrepreneurship has managed to break through into rural South Africa and establish itself as very influential in terms of entrepreneurship development.

Even though immigrant entrepreneurs face the drawback of adaption to a new culture (Sirin *et al.*, 2013), which includes both sociocultural and psychological adaptation (Demes and Geeraert, 2014), which ultimately may adversely impact the immigrants' business ventures (Zolin *et al.*, 2015), they have managed to harness their entrepreneurial skills and capabilities and overcome these challenges.

In the most remote business district in the study (Tshaulu), migrant entrepreneurship was reasonably moderate and, in some parts, weak. In these areas, immigrant entrepreneurs faced the challenge of social exclusion. This was hinted on by Seva *et al.* (2016) that immigrant entrepreneurs may encounter negative social attitudes in the community such as marginality and discrimination in the host country, which will determine their subjective well-being.

5.5 Cultural factors affecting the development of entrepreneurship in Thulamela Local Municipality

This section looks at the cultural factors affecting the development of entrepreneurship in Thulamela Local Municipality. It focuses on entrepreneurship background, cultural issues affecting entrepreneurship development, skills and training acquired to improve business performance and the fear of failure phenomenon.

5.5.1 Entrepreneurship background

Most of the entrepreneurs in Thulamela Local Municipality (65%) have an entrepreneurship background. This agrees with literature that individuals who had entrepreneurial relatives have a higher chance of being entrepreneurial themselves (Shirokova *et al.*, 2016). This background was in the form of their immediate social environment, with their family, friends and role models moulding them towards entrepreneurship. This also links to the literature where Mathias *et al.* (2015) noted that friends and family act as influences around entrepreneurs, with work experiences, hobbies, exposure to technology as guides towards entrepreneurial discovery. Also discovered by researchers was that having entrepreneurial parents has a strong influence on an individual's decision to become an entrepreneur (Greenberg, 2014), resulting from a combination of nurture and genetics (Nicolaou and Shane, 2014), with the nurture effect twice as large as the genetic effect (Lindquist *et al.*, 2015).

This translated throughout the selected business zones with the highest number of entrepreneurs with entrepreneurship background in Tshaulu, the least developed business zone in the study area. This is a clear indication that entrepreneurial intuition grows through continuous association between an individual and the community, as was stated by MacKeever *et al.*, (2015).

5.5.2 Impact of culture on the development of entrepreneurship in Thulamela Local Municipality

Below is the discussion on how culture contributes to the development of entrepreneurship in Thulamela Local Municipality. Included in the discussion were resistance, traditional beliefs and looking down upon others as vital in impelling entrepreneurship development in Thulamela Local Municipality.

5.5.2.1 Resistance

A trait common in the rural setting of South Africa is that of communities holding on strongly to their norms, beliefs and values. Light and Dana (2013) observed that even though embedded habits, skills and dispositions that individuals perceive the social world allow for individual freedom, they also influence people's group behaviours through pressure from the social environment.

Even with the coming in of change, innovation and technological advancement, certain communities are slow to embrace these new developments offered. As May (2013) defined entrepreneurship as the commercialization of innovation, some groups were reluctant to try new product offerings especially in clothes designs and restaurant exotic dishes. This has greatly underplayed some entrepreneurship initiatives as their ideas, novel as they are, are being met in poor taste.

5.5.2.2 Traditional beliefs

Tradition has a bearing on the development of entrepreneurship; it skews the alternatives an individual has to choose from to become an entrepreneur in their choice of industry. Culture when looking at the approaches toward entrepreneurship may have a negative outlook which may hinder the development of entrepreneurship (Fritsch and Storey, 2014). Even for those already established entrepreneurs, there was the challenge of potential market segments openly revolting against standard business principles. As Gao (2013) posited, there may be instances where business models or products may be incompatible with local cultures, especially in tight cultures. This leads to rejection of innovative products as a result of the tightness in culture. It is therefore important for a cultural outsider to first research and have a full understanding of the different cultured zone. Tight cultures because of their strong local norms, may be unreceptive to novel ideas (Toh and Leonardelli, 2012).

Other participants face this hurdle of discouragement from their family who believe in witchcraft and are fearful that starting a business would attract a bad omen. Considering that an individual's social environment (family, friends and co-workers) perceptions and views on entrepreneurship will decisively influence that person's decision to become an entrepreneur, as Obschonka *et al.*, (2015) identified, it would be difficult for such individuals to become entrepreneurs.

5.5.2.3 Looking down upon others

Family is the best support system that helps a family member to explore entrepreneurship endeavors. As Mathias *et al.*, (2015) asserted, family and friends, as they are the influential people surrounding us, work experiences, hobbies, exposure to technology as an individual goes through the phases of life as the factors that condition them towards entrepreneurial discovery. However, when family and friends do not give this support, entrepreneurs will lose their drive and determination.

Family may become so caught up in societal expectations that they become so rigid and ignore each other's passions, talents and skills set. This is common in family businesses where there is rigidity, strategic inaction and resistant to change in some instances (Konig *et al.*, 2013). In such instances, individual skills, passion and dreams may be ignored for the sake of the family business.

Some participants had financial, moral support and encouragement from their family with a couple that came from families that ran small businesses. For them the choice to be entrepreneurs was not difficult to make. They became involved in entrepreneurship and innovation projects when they were young and still growing up and become change champions (Au *et al.*, 2013).

5.5.3 Skills and training acquired to improve business performance

To keep abreast with industry and commerce trends, there is a need for entrepreneurs to constantly monitor and evaluate changes and shifts in their specific industry sectors and the economy. This agrees with what Moradhaseli *et al.*, (2017) postulated that knowledge about the environment, understanding and evaluating its constant changes to determine necessary adjustments required in management and providing national programs, aids entrepreneurship development. Entrepreneurs need to equip themselves with more knowledge and skillset to ensure that they grow their businesses and maintain their competitive edge. This agrees with Ibrahim and Lucky (2014) who postulated that entrepreneurial skills are essential in the growth and development of successful entrepreneurship. Even though formal education is not always a prerequisite for becoming an entrepreneur, it influences entrepreneurial intentions and the subsequent venture start-ups (Guerrero *et al.*, 2016).

In Thulamela Local Municipality, entrepreneurs have acquired certificates on entrepreneurial courses to improve the performance of their businesses. Others (7%) have gone to acquire Degrees, Diplomas and Vocational certificates. This trend is reflected in the urban business zones of Thohoyandou CBD and Tshilamba. This has improved the position of entrepreneurship in the local economy which is supported in literature that agrees that entrepreneurship education does contribute to an increase in basic entrepreneurial skills (Storen, 2014).

As we move to the more rural business districts, there is a significant drop in entrepreneurs investing in entrepreneurial courses or equipping themselves with any skills or training to improve the performance of their business ventures. This is reflected in the whole study area as more than

half (52%) the respondents have not acquired any training or skills to improve the performance of their businesses. This however goes against Phipps *et al.*, (2015), who emphasized the need for relevant knowledge and skills for entrepreneurial success and this is a cause for concern. Still, entrepreneurship can engage people who do not have the required skillset or lack economic opportunities (Block and Wagner, 2015), as well as cognitive disabilities (Dimic and Orlov, 2014).

Even amongst those who dropped out of school, some have taken the initiative to attain their Matric certificate with special mention to one entrepreneur who acquired a Pediatrician treatment specialization certificate (Pharmaceuticals) to improve the performance of their business.

5.5.4 Fear of failure phenomenon

Fear of failure phenomenon does not affect the development of entrepreneurship that much in Thulamela Local Municipality; it affects entrepreneurs to a lesser extent mostly with (33%) of the respondents immune to it. Given the business environment that is greatly informal in rural South Africa, entrepreneurs have tried to fully utilise and explore the opportunities and resources at their disposal. This sentiment was shared with Solesvik *et al.* (2014), who observed that individuals' intentions to become entrepreneurs was predisposed to their environment, resources and processes. William and Shahid (2016) also stated that irregularities within the business environment may be seen as opportunities and be exploited by informal entrepreneurs without the fear of being charged.

Only a small portion of the respondents (9%) felt fearful whenever they made entrepreneurial decisions. This was reflected in the selected business district with respondents in Tshaulu, the most remote business zone in the study, not fearing failure to a greater extent at all. Fear of failure is an emotion that has a strong influence on entrepreneurial behaviour (Cacciotti and Hayton, 2015), specifically looking at response to survival issues, escaping threats or seizing opportunities (Forgas, 2013) in business. Fear of failure have been discouraged and weeded out in the nurturing and development of an entrepreneurship culture in Thulamela Local Municipality. Literature says some cultures encourage a degree of independence from social groups and freedom (Shinnar *et al.*, 2013) to explore opportunities. However, it should also be highlighted that fear may be looked at as a motivator for an entrepreneur to become the best that they can be. This is supported in literature as the failure may become the trigger that entrepreneurs need to elicit their professional strengths and tacit capabilities (Monllor and Murphy, 2017).

5.6 Entrepreneurship and the business support environment

This section focuses on entrepreneurship and the business support environment. The aspects covered are challenges encountered by entrepreneurs as they grew their ventures, challenges faced by women entrepreneurs in the business environment, whether entrepreneurship is a better option when compared to conventional work and the contribution of entrepreneurship to the development of the local economy.

5.6.1 Challenges entrepreneurs encountered as they grew their businesses

Participants cited difficulties in marketing the business and boosting confidence of potential clients, security concerns and loss of customers because they did not have automated machines. Other entrepreneurs experienced inadequate financing for the business to acquire construction equipment, skilled labour to operate the machinery, lack of equipment, inadequate and expensive marketing costs and power cuts. This was in tandem Jones *et al.* (2018) who identified corruption, ineffective infrastructure and a lack of business environment support mechanisms as prevalent challenges faced by entrepreneurs.

5.6.2 Challenges faced by women entrepreneurs in the business environment

The main challenge that women entrepreneurs face in Thulamela Local Municipality is poor funding. Women are still not seen as being fit to be entrepreneurs running and managing business ventures (Van Eerdewijk and Mugadza, 2015). Despite women having significantly contributed to employment, innovation and economic growth in all economies and being one of the fastest growing populations of entrepreneurs globally (Tajeddini, Ratten and Denisa, 2017), they still face the challenges of discrimination, poor funding, cultural inhibitions and lack of role models. It holds true that women face more difficulties than men and have different motivations to become entrepreneurs (Padilla-Melendez and Ciruela-Lorenzo, 2018). This is still prevalent as women are not being given equal opportunities as men.

There seems to be discrimination towards entrepreneurship funding whereby women are not given an equal opportunity when compared to their male counterparts and this was reflected in the selected business zones. Social structures perpetuate a systematic discrimination which can be observed in women's unequal opportunities to enjoy rights, goods and resources (Rubio-Banon and Esteban-Lloret, 2016).

Also highlighted was the absence of role models and mentors to guide them through their entrepreneurial journeys. According to Padilla-Melendez and Ciruela-Lorenzo (2018), role models are very important drivers of entrepreneurial behaviour, especially in the case of female entrepreneurship (Koellinger, Minniti and Schade, 2013). This was emphasized in Tshaulu, the most remote business zone in the study. There is therefore a need to strengthen women's participation and leadership in community life and in production activities, both of which are fundamental aspects in many rural indigenous areas (Castano *et al.*, 2016).

Lastly, women are also still facing cultural drawbacks. There are still marginal cases where communities still hold on to traditional and cultural values that undermine the girl child's capabilities, especially in the villages and rural South Africa (Khubvi). Women due to cultural inhibitions, especially in under-developed areas and male-dominated societies are subjected to limited access to materials, technology, market and resources. They are also subjected to lack of knowledge and skill and limited institutional and social apathy which stagnates their entrepreneurial endeavours (Mas-Tur, Roig-Tierno and Soriano, 2016). Gender-based discrimination still prevails in tight cultures and stagnates the development of female entrepreneurs (Mutanana and Bukaliya, 2015).

Women have shown the will power to become successful entrepreneurs and prosper in their endeavours, independently so. They have shown they can overcome challenges arising from traditional and cultural contexts and should not therefore be having little or no power over their lives (Ezzedeen and Zikic, 2015).

5.6.3 Is entrepreneurship a better option when compared to conventional work?

Most (96%) of the respondents who participated in the study agree that entrepreneurship is better than conventional day jobs. This was echoed throughout the selected business zones. Where an individual lacks skills or qualifications to be employed, they can start their own business venture for their sustenance and wellbeing. Entrepreneurship can engage people who do not have the required skillset or lack economic opportunities (Block and Wagner, 2015), as well as cognitive disabilities (Dimic and Orlov, 2014). Entrepreneurship will enable them to tap into their creativity, intuition and superior interpretive capability, which helps them develop ways of questioning and redefining situations and seeing opportunities others fail to ever imagine (Logan and Martin, 2012).

However, a paltry few felt that conventional work was better than entrepreneurship because of its guaranteed income as sometimes breaking even in business is a challenge. However, restrictions have been found to be an important source of entrepreneurial creativity (Lampel, Honig and Drori, 2014). Despite the guarantee of income in conventional work, it boxes an individual in with its rules and regulations thus limiting the productivity potential of the individual. Challenges that entrepreneurs face propel them to grow and become better rather than stop them. Entrepreneurship guides individuals to think of their imminent careers with no frontiers and restrictions, these individually motivated and inspired ways are essential for career adaptability in a tentative and changing job market (Savickas and Porfeli, 2012).

Entrepreneurship is all encompassing in terms of skillset, drive, determination, perseverance and requires the embodiment of distinctive risk preferences and demands different sets of managerial skills (Roach and Sauermann, 2015), unlike in conventional work where the risk burden is on the enterprise and only particular skillset is required for a designated position. Of note is the fact that entrepreneurial traits are not common to everyone and is not that simple to grasp, understand and be successful at. Entrepreneurship and its behavioural norms are less understood than conventional careers, it is difficult to teach and is rarely covered by conventional courses, coaching or career centres (Serro, 2013). Education better equips an individual to become entrepreneurial and to be a more attractive employee, the difference being that entrepreneurs have been perceived to have a higher return to education than wage earners (Van Praag *et al.*, 2013).

5.6.4 Merits of entrepreneurship as compared to conventional work

This section discusses intrinsic factors, financial stability and community consolidation and empowerment as the main reasons behind the preference of entrepreneurship over conventional work.

5.6.4.1 Intrinsic factors

As an entrepreneur, one becomes their own boss and chooses what business they want to do. Carlsson *et al.* (2013) highlighted idea generation and implementation or execution of novel ideas to create new products, processes and services which mediates the growth and development process of an economy. You get to do what you love and get paid for it. It enables one to build their own dream and legacy; it's a platform for unlimited opportunities. One can also set personal

targets and have the ability to experiment with new ideas. It allows for independent decision making, discipline and self-growth and also achievement of financial independence. This is similar to what Obschonka and Stuetzer (2017) observed that willingness to take risks, need for achievement, as well as self-efficacy and locus of control are essential traits that define entrepreneurs.

With entrepreneurship, there is freedom of decision making without the ties of company rules and regulations, you make them. It enables one to align their business with personal goals, ability to sustain yourself, flexibility in working hours and self-determination of remuneration. Ghani *et al.*, (2014) put forward roles of entrepreneurs to include innovation, resource allocation, coordination, capital supply, uncertainty bearing, ownership and decision-making. It makes one to think outside the box. Entrepreneurship guides individuals to think of their imminent careers with no frontiers and restrictions, these individually motivated and inspired ways are essential for career adaptability in a tentative and changing job market (Savickas and Porfeli, 2012). It is more fulfilling and motivating to work for yourself and works as motivation to work harder, all the while, determining your own destiny and goals

5.6.4.2 Financial stability

Entrepreneurship enables one to determine their remuneration scale, the salary may not be so much, but it is directly related to effort and has high profitability potential, which are all taken by the business owner. Webb and Bruton (2016) defined entrepreneurship looking specifically at the informal sector, as the start-up or ownership and management of an enterprise, which may not be registered with the relevant governing bodies or declare some or all of its production to the authorities for tax, economic benefit or labour law purposes when it should do so. Entrepreneurship enhances liquidity, one does not have to wait for month end to have money and it oils flexibility in business transactions, making it faster and easier.

5.6.4.3 Community consolidation and empowerment

Community development and growth is the ultimate prize for the entrepreneurship initiative, it is always a good thing to see the community grow as your business grows in that established market. As Ratten and Welppe (2011) put forward, it is an important value of the society to empower people to be part of the commercial sector. Growth of the business creates employment

for the community. Community enterprises are known to fortify and conserve cultural traditions (Dana and Light, 2011). One participant said,

“There is prospect of growth and expansion in the market, thus opening space for employment creation”

These results confirm Acs *et al.*, (2014) observations that entrepreneurship strengthens economic activities and increases economic output and revitalises social benefits through economic dynamism, employment creation and innovation.

5.6.5 Contribution of entrepreneurship to the development of the local economy

Almost all (96%) of Thulamela Local Municipality agrees that entrepreneurship contributes significantly to the development of the local economy. The few others do agree that entrepreneurship contributes to the development of the local economy, however, they question the level of contribution and the significance it has to the local economy.

Entrepreneurs, through their inventiveness, have managed to establish their business ventures and provide much needed services and products to the local communities. They mobilise resources and build capacity through the business ventures they create to sustain economic development (Feldman 2014).

Not only do they provide much needed services and amenities to the locals, but resulting from their establishments, they have created jobs for the local populace as well as develop the local communities in business infrastructure, connectivity to the business globally and convenience in terms of accessibility of these services in rural South Africa. Entrepreneurship besides strengthening economic activities and increasing economic output, also revitalises social benefits through economic dynamism, employment creation and innovation (Acs *et al.*, 2014).

Entrepreneurs in starting their business ventures, identify gaps in the market to exploit and thus create wealth for themselves, as Welter *et al.*, (2017) observed. However, they are continually looking for better ways to improve their product offerings without harming the environment, which is more important in their quest to create wealth. Entrepreneurship nurtures the development of commercially sustainable ventures that will remedy the challenges of environmental degradation and social injustice (Munoz and Dimov, 2015).

5.6.6 Measures to improve the contribution of entrepreneurship to the local economy of Thulamela Local Municipality

This section discussed the measures to improve the contribution of entrepreneurship to the local economy of Thulamela Local Municipality. There were debates on market expansion, funding, training and skills development, community development, teaching entrepreneurship in our community and internal business adjustments.

5.6.6.1 Market expansion

Entrepreneurs are of the perception that trade policies must not restrain the marketing of local products to the local business environment but open trade to the global market. As Huggins and Thompson (2017) implied, the government needs to shift its interest towards individual agents to bring about exponential growth towards entrepreneurship.

Participants said that entrepreneurship should focus on advanced manufacturing, natural gas, service exports and agricultural transformation locally to ensure the growth and expansion of the market. This was supported by Turunen and Nummela (2017), who hypothesised that the entrepreneur's global mind-set was the key determinant for successful internationalization. As Schmitz *et al.*, (2017) posited, institutional settings as well as the business the environment are essential in entrepreneurial success, besides the individual effort of the entrepreneurs.

Entrepreneurs also need to make use and exploit the networks they have at their disposal, be it on the local, regional or national scale to help improve their effectiveness and sustainability (Neuhofer *et al.* (2015).

5.6.6.2 Funding

Participants were of the view that government in their trade policies, must invest more towards entrepreneurship, it must increase funding and reduce tax contribution for entrepreneurship. As Kibler (2013) observed, entrepreneurship results from the interaction between personal characteristics and the environmental culture. The government must prioritize funding the youth and make the funding accessible even to the remote areas of South Africa.

They also mentioned that government must fund more start-ups and desist from bribery and corrupt tendencies. Government must improve on funding models and stop giving out handouts to cut on the culture of dependency fostered by the national grant system. This was contrary to Motoyama and Weins (2015) who stated that for entrepreneurship to thrive, it should avoid public-sector venture funds, keep away from traditional incubators and nurture networks and learning.

Local Municipalities can also charter business regulations to promote commercially viable activities and ultimately foster entrepreneurship in the perceptions of the community (Rodríguez-Pose, 2013).

Investors must also not discriminate according to gender, as was observed by Kanze *et al.*, (2017) that male entrepreneurs are asked promotional questions while female entrepreneurs are asked prevention focused questions by investors. The outcome of such explorations illustrates male entrepreneurs as more fundable.

Issues of gender equality are also worth pondering as they have become a burning subject matter, even though entrepreneurial opportunities should rightfully be funded according to merit, policy makers must articulate gender-inclusive financing strategies to strengthen entrepreneurial environments, as Brush *et al.*, (2014) technically put it. Gender equality, sensitive as it is, remains vital in determining entrepreneurial activity (Griffiths, Gundry, and Kickul, 2013). There is a need to explore entrepreneurship from a gender-inclusive perspective (Rowe, 2016) and incorporate it in entrepreneurship policy making and innovation programs.

5.6.6.3 Training and skills development

Participants mentioned that the thrust is to educate and encourage the young people to start their own businesses. As Lans *et al.*, (2014) said, entrepreneurs through specific entrepreneurship education can develop special skills that would enable them to identify opportunities where others would not have found them. Successful business people must share their experiences with new entrepreneurs. As Guerrero *et al.* (2016) stated, a good educational environment together with its shared values and norms can influence entrepreneurial intentions and the ensuing venture start-ups. Phipps *et al.* (2015) emphasised the need for relevant knowledge and skills for entrepreneurial success. Implementation is key to the development of local entrepreneurship.

5.6.6.4 Community development

Participants were of the perception that business ventures must register and pay tax to the government, this will ensure more revenue for the government and ultimately more funding will be available for entrepreneurship as it will be showing signs of progression. However, it is estimated that most enterprises in the developing world start up unregistered (Autio and Fu, 2015) and that at least half of all enterprises are unregistered (Acs *et al.*, 2013). Thrust must be put on value addition and development of local industry and the community. Also highlighted was the fact that entrepreneurship promotion programs should target the young and unemployed to

stimulate them to start their own business ventures as well as those who are already working, this holistic approach may be effective enough to curb poverty (Gindling and Newhouse, 2012).

Women entrepreneurs who participated in the research were not so outspoken about entrepreneurship initiatives. This was supported by Coleman and Robb (2016) who observed that women entrepreneurs do not actively participate in Science, Technology, Engineering and Mathematics (STEM) industries. Women need to take a leading role in entrepreneurship development programs. They need to take advantage of the emerging female focused accelerators providing women mentors and role models, put forward by Brush and Greene (2016) and become entrepreneurial. Women need to be involved more in entrepreneurship policy making and in new venture start-ups as Orser *et al.*, (2018) observed.

5.6.7 Teaching entrepreneurship in our community

Government through National Youth and Development Association (NYDA) must inform and educate the people on entrepreneurship and funding available. Policies put in place by the Local Municipality need to be refined to accommodate entrepreneurial activities in their portfolio of services and programs (Morris, Santos and Neumeyer, 2018). The education system must incorporate entrepreneurship in its curriculum. Academia and international programmes have been fashioned to encourage the development of entrepreneurship (Brixiova *et al.*, 2015). The local business people should come together and arrange for seminars, workshops and mentorship programs on entrepreneurship, engaging the community, encouraging, motivating and teaching them about how to do business, to ensure the transfer of skills to the youth and unemployed to empower them. As Gebregziabher (2015) stated, the government together with its development partners should look to boost rural business infrastructure and technology. This will help young people to become responsible, active and open-minded members of society, as was posited in the Informal Meeting of European Union Education Ministers (2015).

The local municipality can organize business forums and courses and invite the youth to these business forums to teach them how to create jobs for themselves. The infusion of innovation and creativity in entrepreneurship in educational programs has become fundamental in addressing turbulent market places and the multifaceted petition for technological and societal changes of today (Vanevenhoven, 2013). The local business people should come together and arrange for seminars, workshops and mentorship programs on entrepreneurship, engaging the community,

encouraging, motivating and teaching them about how to do business, to ensure the transfer of skills to the youth and unemployed to empower them.

Worker mentality must be creased out. The academic curriculum must be changed, artisan and skills development must be introduced in schools. Business seminars and entrepreneurship must be taught from an early stage (primary and secondary school). Twinning in schools initiated by the European Commission can be adopted locally and help revamp cooperation, communication and intercultural awareness in school communities as it did across Europe (Grosjean, 2015).

5.6.8 Internal business adjustments

Participants said entrepreneurs need to do in-depth market research to understand better their market and better position their products and services. These results confirm Moradhaseli *et al.*, (2017) findings that knowledge about the environment, understanding and evaluating its constant changes to determine necessary adjustments required in management and providing national programs aids the development of entrepreneurship. To improve the performance of their business ventures, some participants felt the need to equip themselves with entrepreneurship knowledge by enrolling in entrepreneurship and leadership management courses, especially financial management. Academia and international programmes have been fashioned to encourage entrepreneurship development (Brixiova *et al.*, 2015).

Another participant wanted to expand from selling fruits and vegetables to selling potato chips as potatoes are cheaper and accessible from the supplier and there is a lucrative profit margin in undertaking this initiative. This is a fundamental trait of potential entrepreneurs as Karimi *et al.*, (2016) posited as it looks at opportunity identification and entrepreneurial intentions.

Others want to spread the risk into different industries. Risk element in undertaking entrepreneurial activities was cited by Biraglia and Kadile (2017) as a trait required for successful creative idea enactment.

With the dawn of the fourth industrial revolution, entrepreneurs need to position themselves strategically to be able to grow their businesses. They need to exploit the available digital technologies available. As Rai and Tang (2014) posited, entrepreneurs must adopt business models that incorporate the Information Technology (IT) function for them to be successful. Adoption of digitization in entrepreneurship can greatly improve quality of products through 3D printing and brand marketing through platforms such as Instagram or Amazon (Cheng, 2017).

5.7 Conclusion

This chapter discussed the findings and infused the issues drawn from the reviewed literature. In Thulamela Local Municipality, the businesses are mostly individually run, are mostly retail and have been in operation for more than 3 years. Passion and employment creation for self sustenance were the main reasons for starting the entrepreneurial initiatives. Entrepreneurs need to equip themselves with more knowledge and skillset to ensure that they grow their businesses and maintain their competitive edge. Even though women still face more difficulties than men in growing their businesses, they have shown great strength and have significantly contributed to employment creation, innovation and economic growth in all economies of the world.

Entrepreneurship is indeed a better option as compared to conventional work because it enables one to tap into their creativity, intuition and superior interpretive capability, something that one cannot achieve when they are employed. Almost all the entrepreneurs approached agree that entrepreneurship contributes significantly to the development of the local economy. Market expansion, funding, training and skills development and community development were the measures suggested to improve the contribution of entrepreneurship to the local economy of Thulamela Local Municipality. The relevant stakeholders (government, the private sector and the local communities) must come together and draft ways to teach entrepreneurship in the community and the entrepreneurs need to constantly assess and make internal business adjustments to ensure that they remain competitive. The next chapter will give a summary of the major findings, conclusions and recommendations.

CHAPTER 6: Summary, conclusions and recommendations

6.1 Introduction

The previous chapter discussed the findings on the impact of sociocultural factors on the development of entrepreneurship in Thulamela Local Municipality. This chapter summarises, concludes as well as gives recommendations. It is divided as follows: the overview of the study, conclusions on research objectives and research problems, limitations of the study, recommendations of the study, direction for future research and chapter summary.

Entrepreneurship, in pursuit of its strategic objectives, revamps national economies and generates wealth. In the United States, entrepreneurship was responsible for two-thirds of employment creation between 1969 and 1976. Entrepreneurship has contributed significantly to the developed economies for years by using and providing local services, thus the need for policymakers at national and regional levels to incorporate it in the developing world.

In the United Kingdom entrepreneurship started to rapidly accelerate since 2008 and to date, entrepreneurship has been a major contributor to their economy. Between Northern and Southern Italy, even though there were large regional economic and cultural differences, Northern Italy was much more entrepreneurially driven and richer than Southern Italy. In China, rural communities have experienced rapid transformation resulting from swift societal changes focused on agro-production and business. The entrepreneurial thrust did not only seek to develop the rural community for economic growth, but also the well-being of rural societies in the areas of education, health care, infrastructure and services and ecological sustainability.

Even though there is an urgent need for the adoption of entrepreneurship effectively to alleviate systematic problems of economic growth inequality, high graduate unemployment, prevalent poverty in Africa, entrepreneurship has emerged as the economic lifeline that would stimulate economic growth, replace the collapsing state owned businesses, create jobs and generate employment and empower the disadvantaged population.

In Nigeria the Igbo tribe is considered as naturally enterprising, with businesses in transportation, pharmaceuticals, automotive spare parts, the movie industry and the import trade. Their success is as a result of a combination of trading networks, social networking and maintenance of strong family and ethnic ties. The southern region of Africa has been characterised by high unemployment especially amongst the youths. Industry and commerce growth have remained

imaginary because of the existence of structural bottlenecks that underscore the growth of the private sector and entrepreneurship development.

In South Africa, entrepreneurship has immensely contributed to the economy of the country. South Africa is characterized by high unemployment and poverty levels, especially in the rural areas. To mitigate these challenges, job creation and rural poverty reduction have been put as the top priorities on the country's national agenda, a feat achievable through increasing the amount of entrepreneurial activities in the economy. Even though entrepreneurship performance in South Africa increased in the past several years, it is still rated very low when compared to other developing countries. There is need to encourage the local communities to be independent and self-sufficient through entrepreneurship than be dependent on employment and grants from the government. In Limpopo Province, South Africa, there is a diverse culture spread in the population, the Province is characterized by tolerance, respect for diversity and open-mindedness. Indigenous cultures have managed to positively integrate and interact, supportive of each other in building the economy of South Africa.

6.2 Conclusions

The conclusions are based on the issues that have emerged from the findings and from existing literature. The findings are based on the research objectives, namely:

1. To establish the effects of social environment on the development of entrepreneurship in Thulamela Local Municipality.
2. To investigate the effects of cultural practices on the development of entrepreneurship in Thulamela Local Municipality.
3. To establish the merits of entrepreneurship as a shift from conventional work.
4. To expound measures to improve contribution of entrepreneurship in Thulamela Local Municipality.

The findings are in line with the specific objectives and research questions. These inturn speak to the aim of the study which was to investigate the impact of socio-cultural factors on entrepreneurship development in Thulamela Local Municipality which will ultimately contribute to the growth of the economy of South Africa. Literature sources were used to corroborate the findings and to disagree with some of the findings.

6.2.1 The effects of social environment on the development of entrepreneurship in Thulamela Local Municipality

For so long, employment has been the pillar that individuals have leaned on to sustain themselves, their families and attain financial independence. It has been the leverage against dependency on government grants and poverty. However, this was not sufficient and resulting from the high unemployment rate in South Africa, there is the need to embrace entrepreneurship as the best option to remedy unemployment and retrenchment.

Social factors are important in the development of entrepreneurship. They help mold and guide individuals towards entrepreneurship. Social norms and practices are key determinants of the entrepreneurial intuition an individual will possess. Entrepreneurial intuition is built through interaction and socialization with family, friends and the community. As one grows, they are exposed to education and until they feel the need to be independent they make the decision to either get employed or start their own business ventures.

Entrepreneurship has everything to do with the ability to identify and satisfy a market, at a profit. For an entrepreneur to be able to identify and satisfy a market, they need to understand the sociocultural foundations of the target market to ensure that their product offering does not conflict with the values of the intended market. It is through understanding the sociocultural underpinnings that the entrepreneur will be able to identify what the market wants, the market for their products or find a gap in the market.

In the rural setting, where industry operation is not as strong as in the large, metropolitan cities, entrepreneurs must be creative to sustain themselves and their families. They have to use their understanding of the social underpinnings of their intended markets to come up with innovative ways of doing things, products and services merchandisable on the market.

More of the respondents still prefer to be located in the nucleus town as compared to Metropolitan settings. This is a good thing for the local communities as entrepreneurship will continue to grow as opposed to relocation of entrepreneurial individuals to Metropolitan zones leaving the remote areas economically stagnant and underdeveloped.

Social networks are very strong in Thulamela Local Municipality and entrepreneurs should continue to take advantage of these social networks and continue to grow them. Role models and mentors are an integral part of the development of entrepreneurship and continue to inspire individuals to become entrepreneurial in rural South Africa. Migrant entrepreneurship is very strong in Thulamela Local Municipality.

6.2.2 The effects of cultural practices on the development of entrepreneurship in Thulamela Local Municipality

When individuals search inside of themselves, they draw strength from within and usually come up with novelty to remedy economic woes, only if they believe in themselves. The ability to take risks, allocate resources, co-ordinate, responsibility and self-efficacy are culturally constructed.

In Thulamela Local Municipality, having an entrepreneurship background seems to have benefitted most of the entrepreneurs. However, important it is to have an entrepreneurial background, the development of entrepreneurship has not been hindered much by the lack thereof, other attributes such as need for achievement, financial freedom and opportunity identification have channeled individuals into entrepreneurship.

Some of the entrepreneurs in an endeavor to improve the performance of their business ventures have gone out to improve their knowledge and skillset; most of them have not acquired any training or more skills to position themselves better in the market. Even though most of the entrepreneurs value the importance of education, as reflected in their qualifications at start-up, they have not fully embraced the need to acquire more knowledge from the basic education they had when they started.

Given the fact that most of the entrepreneurs are not affected by the fear of failure phenomenon when they venture into business, they use that as their tool to take risks and grow their business ventures and not depend so much on their level of skill and education.

The gender distribution of entrepreneurs is comprised of slightly more males than females. However, women entrepreneurs have continued to increase in numbers as well as their influence in their different industry sectors despite facing the challenges of poor funding, discrimination, a lack of role models and mentors and cultural inhibitions.

6.2.3 The merits of entrepreneurship as a shift from conventional work

Entrepreneurship is a better alternative to conventional work because of its ultimate benefits of enabling an individual to build on their own dreams and legacy, it's a platform for unlimited opportunities and flexibility work schedules. Being able to choose what business one wants to do

and getting to do what one loves or enjoys and getting paid for it also makes entrepreneurship more attractive and fulfilling when compared to conventional work.

The fact that entrepreneurship enables an individual to think of their imminent careers with no frontiers and restrictions; disciplines, builds character and makes an individual more accountable and responsible for their actions. This nurtures individuals into career adaptable and upstanding citizens.

Entrepreneurship enables one to become financially independent and stable. Even though the remuneration scale may not be so lucrative, the fact that it is directly related to effort and has high profitability potential makes it worthwhile and fulfilling. Being able to generate an idea, bring it to life, nurture it and witness its success makes entrepreneurship so striking.

Entrepreneurship enables the growth and development of the community while empowering the local people. Through community entrepreneurship initiatives, the locals are empowered to be the drivers of the development of their communities. As businesses grow through the entrepreneurship, employment opportunities are created for the community. Entrepreneurship strengthens economic activities and increases economic output and revitalises social benefits through employment creation and innovation within communities.

6.2.4 Measures to improve contribution of entrepreneurship in Thulamela Local Municipality

Entrepreneurship initiatives should not be restricted to the local markets and national borders only, trade policies should allow local products to expand their markets to a global scale. E-commerce infrastructure should continue to be developed and advanced, especially in the remote areas. Entrepreneurship should also strive to expand in manufacturing, natural gas, service exports and agricultural transformation locally to ensure the growth and expansion of the global market.

Government must invest more towards entrepreneurship; it must increase funding and reduce tax contribution for entrepreneurship. The government must device a model that will prioritize youth funding and make the funding accessible even to the remote areas of South Africa. In their quest to grow entrepreneurship, the government must fund more start-ups and desist from bribery and corrupt tendencies but rather nurture a non-dependency on government grants culture within the rural communities. Government through National Youth and Development Association (NYDA) must inform and educate the people on entrepreneurship and funding available. The local

municipality must organize business forums and courses and invite the youth to these business forums to teach the community on how to create jobs for themselves. Local companies must also get involved through sponsoring seminars, run brainstorm bins, solution boxes, genius hour programs and TED education clubs to help stimulate entrepreneurship.

Entrepreneurship education has become a vital attribute for economic liberation. Communities, especially the young should be encouraged and guided into starting their own business ventures. Local business people must partner with the government and local companies to engage the communities and foster entrepreneurship. They can also sponsor entrepreneurship programs that will empower the youth with skills and knowledge to help them become entrepreneurial. A culture of self-sustenance must be cultivated in our communities whereby after Matriculation, one should start handy jobs and not only rely on companies to recruit them.

Worker mentality must be crushed. The academic curriculum must be changed. Artisan and skills development must be introduced in schools with business and entrepreneurship being taught from an early stage (primary and secondary school).

For entrepreneurship initiative to improve their competitive advantage, they need to invest more in marketing and market research and development. To improve on operations of the business ventures, entrepreneurs must employ qualified personnel and also adopt employee training and mentoring to improve the quality of their output. Entrepreneurs must also invest in their education and skillset. They can enroll in entrepreneurship and management courses to help them become more competitive in the market. Entrepreneurs should be strategic when handling business matters, be it in marketing, finance or human resources management.

Entrepreneurs need to attend business forums and workshops with other business people to brainstorm on ways to grow and make their brands bigger, become better and share on prospective opportunities for expansion or diversification and networking.

6.3 Recommendations

The following are recommendations based on the findings that were drawn from the questionnaires. The recommendations will help in issues pertaining the integration of sociocultural factors in the development of entrepreneurship in rural South Africa. The recommendations are for the government, the community at large and entrepreneurs.

6.3.1 The government

Government must invest more towards entrepreneurship it must increase funding and reduce tax contribution for entrepreneurship. They must device a model that will prioritize youth funding and make the funding accessible even to the remote areas of South Africa. They must fund more start-ups and desist from bribery and corrupt tendencies but rather nurture a non-dependency on grants culture, especially within the rural communities.

The government through the local municipality in partnership with the private sector (local business people and local companies) can sponsor entrepreneurship programs that will empower the youth with skills and knowledge to help them become entrepreneurial. Government must alter the academic curriculum to include artisan and skills development at Primary school level. Government can adopt twinning in schools as the European Commission did to reinforce cooperation, communication and intercultural awareness in school communities. The local government must start cooperatives and develop industries where entrepreneurs can be mentored.

6.3.2 The community

The community must foster an environment conducive for creativity, innovation and encourage risk taking. They must be open to invitations and partnering with the business community on development of entrepreneurship and employment creation. The community must be more accommodating to entrepreneurial initiatives, they should not have any negative perceptions based on nationality, religion or colour. The community must be liberal and not hold on to stereotypical cultural ideologies, especially that of undermining women's capabilities in entrepreneurship. The community must continue to be supportive of entrepreneurial initiatives. Members of the community, regardless of age, religion or culture and social background must be open to learning and be positive towards the entrepreneurship drive.

More females must come out and become entrepreneurs. Despite the challenges such as poor funding, discrimination, cultural inhibitions and a lack of mentors and role models, women need to rise above these draw backs and start their own businesses. The thrust is on independence and financial freedom. Hence, they can start small and grow their ventures.

The youth especially in rural South Africa must change their mindset and become entrepreneurial. They must be motivated and inspired to start their own businesses instead of waiting on the government to create employment opportunities.

Entrepreneurship is all about opportunity identification and the commercialization of innovation. Individuals in the rural communities must take it upon themselves to identify these opportunities and gaps in their communities and come up with solutions from within, not to wait on external businesses to come and exploit the local markets. Even though the study shows that entrepreneurs are relatively educated, the uneducated and school dropout can also become successful entrepreneurs, they need to believe in themselves and start their own businesses.

6.3.3 Entrepreneurs

Most of the entrepreneurs are retailers. They need to expand their horizon into mining, fossil fuel and digital technology. Most entrepreneurial initiatives operate unregistered. It is advisable to register business ventures as entrepreneurs, because it becomes a prerequisite when expanding the market or trading borders and becoming active on the global market. Entrepreneurs also need to understand the form of business under which they can register their business ventures as well as the underlying principles under each business category, so that they may not get caught up in any legal prosecution.

Since migrant entrepreneurship is strong in the study area, it shows that there is something that they are doing right. Instead of lashing foreign business owners, natives need to embrace them and learn how they do business, so that they can also implement the strategies and grow their own business ventures. Entrepreneurs need to invest more in the acquisition of new skills and knowledge, which is specific to their industry sectors to improve their competitive edge and marketability.

When entrepreneurs establish their markets, they need to do thorough market research to avoid drawbacks such as resistance from the communities because of cultural and religious clashes with the product they intend to offer.

The researcher recommends entrepreneurship as a career pathway because of its ability to create value, innovate and cultivate socioeconomic benefits. The fact that it requires the embodiment of creativity, passion, purpose, perseverance, commitment, courage, the will to pursue, strategy and flexibility; qualities that cannot be taught in class makes it open to anyone and everyone. It is non-discriminating and fulfilling to be an entrepreneur.

6.3.4 Recommendations for future researchers

It is recommended that future research should consider integrating sociocultural factors in the development of entrepreneurship in rural communities. The findings in this regard will go a long way in developing entrepreneurship from the grass root level in rural South Africa. Researchers should come up with ways to assimilate the different sociocultural perspectives and formulate a way to develop and grow entrepreneurship in rural South Africa.

6.4 Limitations of the study

The scope of the study was limited to Thulamela Local Municipality, some of the conclusions on the sociocultural factors that impact the development of entrepreneurship may be accurate and unique to the study area, but may not be sufficient to be generalized to conclude for the whole population of South Africa.

The researcher also faced the challenge of limited information restricted by the business terms of confidentiality among entrepreneurs. Some of the respondents felt some of the questions were too personal and they could not respond in all honesty. Some respondents from the chosen sample were not willing to participate and withdrew from the research project

6.5 Contribution to the body of knowledge

The study investigated the impact of socio-cultural factors on the development of entrepreneurship in Thulamela Local Municipality. It incorporated the diverse cultures in Thulamela Local Municipality, exploring how they impact the development of entrepreneurship in rural setting South Africa. Entrepreneurship developmental issues rarely incorporate socio-cultural backgrounds of the entrepreneurs, especially in the South African rural setting. The study tries to address the disparities in the development of entrepreneurship between metropolitan and rural entrepreneurship contexts.

6.6 Chapter summary

The chapter sought to give a summary, draw conclusions and give recommendations to the government/policy makers, the community and the entrepreneurs on the impact of sociocultural factors on the development of entrepreneurship in Thulamela Local Municipality. The

recommendations for future research, limitations to the study and contribution to the body of knowledge are also included. Entrepreneurship has indeed become part of the lifeline of every economy in this modern era; it has become a driver for employment creation, revamping national economic performance and wealth generation, immensely contributing towards the growth of economies.

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Appendix A: Letter of Consent

Letter of Consent.

My name is **Murimwa Chenjerai**, I am doing a Master of Commerce Business Management degree in the School of Management Sciences at the University of Venda. I am presently conducting a research about the topic:

THE IMPACT OF SOCIOCULTURAL FACTORS ON THE DEVELOPMENT OF ENTREPRENEURSHIP IN THULAMELA LOCAL MUNICIPALITY.

The study seeks to investigate the impact of socio-cultural factors on entrepreneurship development in Thulamela Local Municipality and more importantly cultivate solutions to improve the development of entrepreneurship to increase its contribution to the economy of South Africa.

I am requesting for permission to collect data that will be used for my research as stated above. All the data gathered from you will be held in strict confidence, any resulting reports or publications will not contain information that identifies these respondents. Your participation is voluntary. You are also free to withdraw from the research at any time should you feel or decide to do so.

Signature of researcher.....Date.....

Appendix B: Questionnaire

The Impact of Sociocultural Factors on the Development of Entrepreneurship in Thulamela Local Municipality.

Respondents: Entrepreneurs around Thulamela Local Municipality.

- Hello. My name is Chenjerai Murimwa.
- I am a Masters student at the University of Venda in South Africa. As part of my studies, I am carrying out research focusing on the impact of sociocultural factors on the development of entrepreneurship in Thulamela Local Municipality. In order to get more information about the study, I am administering questionnaires asking you some questions related to your entrepreneurship initiatives, if you are willing to participate.
- Note that the information you provide might help other aspiring entrepreneurs start and grow their own businesses locally or around the country. Reports, journal articles and policy briefs will also be generated using the information. However, specific names of people who provide the information will not be divulged against your will.
- Participation in this survey is voluntary, meaning that you can choose not to take part in it. Should you decide to participate, note that you are free to withdraw from it at any point as the study progresses.
- If you have any questions about the survey, please feel free to ask at any point of responding to the questionnaire.

General Information Section A: Demographic Profile

(Please tick where appropriate)

1. Gender:

2. Age: 20- 30 31-45 45>

3. Qualifications:

Matric Certificate

National Certificate

Diploma

Degree / Hons

Master's Degree

Phd

Any other, Specify.....

Section B: Company background

1. What is your product or service?

.....
.....

2. What is your form of business?

Sole trader

Partnership

Cooperative

Joint venture

Public Limited Company

Private Company

3. Number of Employees:

1-5
 6-19
 20 or more

4. How long have you been in business?

<1 year
 1-3 years
 >3 years

5. What caused you to start this business?

.....

.....

.....

Section C: Social factors affecting the development of entrepreneurship in Thulamela Local Municipality.

1. Where would you have established your business venture and why?

Urban areas
 Nucleus town

Why?.....

2. How strong are the social networks in your business environment?

Very strong
 Strong
 Moderate
 Weak

3. What were the social issues that impeded your venture when starting up?

.....

.....

.....

4. Do you have anyone you look to for inspiration (role model)?

Yes No

6. If so, how do they inspire you?

.....
.....
.....
.....

7. How much effect does migrant entrepreneurship have on the business environment?

Very strong Strong
 Moderate Weak

Section D: Cultural factors affecting the development of entrepreneurship in Thulamela Local Municipality.

1. Do you have family or friends that had entrepreneurship establishments before you?

Yes No

2. What were the cultural impedences that affected the establishment and development of your business?

.....
.....
.....
.....
.....

3. What skills and training have you acquired, if any, to improve the operation of your business?

Matric certificate Entrepreneurial courses Degree

Diploma / Vocational certificate No training or skills acquired

4. To what extent does the “fear of failure” phenomenon affect your entrepreneurial decision making?

Larger extent Lesser extent No effect

Section E: Entrepreneurship and the business support environment.

1. What challenges did you encounter as you grew the venture?

.....
.....
.....

2. What challenges do women as entrepreneurs face in the business environment?

Discrimination Poor funding
 Lack of role models and mentors Cultural inhibitions

3. Do you think entrepreneurship is a better option as compared to conventional work?

Yes No

4. If so, explain why

.....
.....
.....

5. Entrepreneurship is contributing significantly to the development of the local economy?

Disagree

Agree

Strongly agree

6. What do you think should be done to improve the contribution of entrepreneurship to the economy of South Africa?

.....
.....
.....
.....

7. How should entrepreneurship be taught in your community to ensure its growth?

.....
.....
.....

8. What have been the merits of entrepreneurship as compared to conventional work?

.....
.....
.....

9. If given the chance to start over, what would you do differently to improve the performance of your business venture?

.....
.....
.....

Thank you!!