

**DETERMINANTS OF SUSTAINABILITY OF YOUTH-OWNED SMALL RETAIL BUSINESSES
IN RURAL AREAS OF MAKHADO LOCAL MUNICIPALITY**

By

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DECLARATION

I, **Maake Rofhiwa**, hereby declare that this dissertation titled, *Determinants of Sustainability of Youth-owned Small Retail Businesses in Rural Areas of Makhado Local Municipality* submitted to the University of Venda in partial fulfilment of the requirements of the Master in Rural Development (MRDV) Degree at the Institute for Rural development is my original work. No part of it has been published or submitted for the purpose of a degree at this or another university. It is original in design and in execution, and all reference material contained therein has been duly acknowledged.

Signature :  _____

Date: 15 May 2021

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DEDICATION

I dedicate this dissertation to my mother, family and all the youth who own small businesses

ABSTRACT

Youth-owned small retail businesses in rural areas are perceived as a potential panacea for poverty, unemployment and agents of socio-economic integration. However, most of them often fail to reach their full potential. The businesses face several challenges, including lack of finance and entrepreneurial skills. Consequently, they fail to survive and grow. The current study examined the factors that influence the sustainability of youth-owned small retail (Spaza) businesses in Ha-Mulima village, in Makhado Local Municipality. An exploratory sequential mixed methods research design was used. The results of the first phase of the study, which was qualitative, were used to design and collect data during the second phase. The respondents were selected following the purposive sampling procedure. Data were collected using both open-ended and closed-ended questions in a face to face interviews. Qualitative data were analyzed using the Atlas.ti version 8.0 software. Quantitative data collected from phase 2 were analyzed using the IBM Statistical Package for Social Sciences version 25.0. Descriptive statistics such as means and standard deviations were calculated. Non-parametric data analysis was conducted. Specifically, the Kruskal Wallis and Mann Whitney tests were conducted.

Results showed that most youth who owned businesses were 31-35 years old, male, educated, single and had no children. A considerable number of factors enabled and constrained the sustainability of youth-owned small business. The need for introducing programmes aimed at raising awareness regarding funding agencies and criteria used to determine eligibility for youth intending to start small businesses was revealed. Further more the findings revealed that It is crucial to adopt local level policies and strategic interventions that enhance the attainment of the desired sustainable youth-owned small retail businesses in the rural areas.

Key Words: Determinants, small retail businesses, sustainability, youth, youth-owned

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LIST OF ABBREVIATIONS

ILO	International Labour Office
CEPAL	Commission Economic Para America Latina
IFC	The International Finance Corporation
UNDP	United Nations Development Programme
NYDA	National Youth Development Agency
YEDF	Youth Enterprise Development Fund
STATSSA	Statistics South Africa
SEDA	Small Enterprise Development Agency
HIV	Human Immune Virus
GDP	Gross Domestic Products
OECD	Organization for Economic Co-operation and Development
SPSS	Statistical Packaging for Social Sciences

CHAPTER 1 INTRODUCTION

1.1. Background to the Study

Globally, youth-owned small retail businesses are used as initiatives for poverty reduction, employment generation and social integration (Subhan *et al.* 2013). Avendano (2013) argues that small retail businesses employ a substantial number of people in developing countries and are key in the productive structures of emerging economies. African Development Bank Group (2016) estimates that one-third of nearly 420 million youth aged 15-35 are unemployed in the whole world. There has been a growing recognition among governments and international organizations that youth-owned small retail businesses are relevant strategic tools in addressing unemployment challenges (International Labour Office (ILO), 2013).

Youth unemployment in Sub-Saharan Africa was approximately 12% higher than that among adults in the same region (International Labour Office, 2014). As such, youth-owned small retail businesses become a key vehicle with the potential to improve employability and social upward mobility of youths (Comision Economica Para America Latina (CEPAL), 2016). Moreover, Youth-owned small retail businesses are one of the viable alternative options for livelihoods. They are also one of the important active labour market strategies to solve the youth unemployment crisis (UNDP, 2013; Regnier, 2017). Yet ,the failure rate of youth-owned small retail businesses in sub-Saharan Africa alone was estimated to be 68 % (Yasakawa *et al.*, 2015). This study aimed to examine the determinants of sustainability of youth-owned small retail businesses in South Africa.

In China, new small retailers tend to be younger and well-educated, with an average age of 31 years old. Approximately 44 % among those 25–34 old (Ahlstrom & Ding, 2014). Youth-owned small retail businesses have become one of the most vital drivers of economic development in China. They account for 99 % of the total number of registered companies, more than 60 % of total gross output and around 40 % of total taxable income (Ahlstrom & Ding, 2014). Youth-owned small businesses also provide more than 75 % of employment opportunities and have formed the major part (60 %) of manufactured China's export products (Leong *et al.*, 2017).

Youth owned small retail businesses play a critical role in the United States economy. Since the 1970s, the Small Business Administration (Sindambiwe & Mbabazi, 2014) has consistently stated that small businesses account for 55% of all jobs in the United States and 66% of new jobs. According to Lechner & Gudmundsson (2014), youth-owned small retail businesses added 8 million new jobs since 1990. Conversely, 20% of newly created businesses do not survive the first

year in business, 32% do not survive the first 2 years, and 50% do not survive the first 5 years (Henry, 2017). Youth owned small retail businesses continue to be a source of strength for the U.S. economy; consequently, more research focusing on how owners manage their business could support the longevity of the business. Youth owned small retail businesses are critical to the health of a growing economy. Youth owned small retail business is a for-profit, independently owned business (Koens & Thomas, 2015). Approximately 81.9% of small businesses in Georgia have no employees, and most businesses employ fewer than 20 people (Shava, 2018). According to Shava (2018) 23 million small businesses in the United States exist; they account for 54% of U.S. sales. Small business owners are important to the local economy and provide revenues to local, state, and federal governments (Henry, 2017). Every year in the United States, youths owned small retail businesses start and exit the market??. Preferentially, many people create new businesses every year and many fails within 5 years.

In India, the government has undertaken several programmes to support small businesses. India has done this primarily to enable enough access to credit, to support technology modernization, and to provide educational opportunities for business owners and manager (Gupta *et al.*, 2013). The youth-owned small businesses in India employ 69 million people and their contribution to the GDP has been increasing at 11.5 % annually, faster than the country's overall GDP growth of 8 % (Sharifi, 2014). In Kenya, 3 million of the 15 million people who are living below the poverty line classified as unemployed are youth (Mburu, 2015). This implies that unemployment was predominantly a youth issue in the country (Mburu, 2015). Youth Enterprise Development Fund (YEDF) was, therefore, established in 2006 to assist youth to become self-reliant through skills training and creating employment by employing other youth in their small businesses (Njuki *et al.*, 2013; Caroline *et al.*, 2016).

In Nigeria, the youth constitutes about 50 % of the total population of 174 million (Population Reference Bureau, 2013), and about 35 % of them are involved in small retail activities (Population Reference Bureau, 2013). Youth-owned small retail businesses are the most effective tools for ending poverty and achieving sustainable development in Nigeria (Mordi *et al.*, 2010). Regrettably, Gbandi & Amisah (2014) mentioned that youth-owned small retail businesses have underperformed even though they constitute more than 90 % of Nigerian businesses. They contribute to the nation's GDP was below 10 % (Gbandi & Amisah, 2014). This shows that there was a need to find out the factors which enable the sustainability of youth-owned small retail businesses (Gbandi & Amisah, 2014).

The South African dual economy has been experiencing rising unemployment over many years. According to ILO (2013), about 53 % of young people are unemployed or discouraged work-seekers. In 2011, the unemployment rate was 24.2 % and increased to 25 % in 2013 (STATSSA, 2014), and 27 % in 2017 (STATSSA, 2018) respectively. Furthermore, the Industrial Development Corporation and the Small Enterprise Finance Agency committed a combined R2.7 billion to finance youth-owned enterprises (National Youth Policy, 2015). In addition, as the National Youth Development Agency (NYDA) has supported a range of youth-owned enterprises and cooperatives but a lot more work still needs to be done to ensure sustainability (National Youth Policy, 2020). Urban (2016) argue that retail businesses among youth are an important tool that South Africa can manipulate to solve unemployment problems. It was in this regard that this study sought to unpack factors that determine the sustainability of youth-owned small retail businesses.

Ha-Mulima village is an isolated area with a total population of 17 245 people of which youth population was estimated at 39.5 % (Ramulongo *et al.*, 2017). The employment rate in the area was 30.7 %, (Ramulongo *et al.*, 2017). Scientific academic studies show that there has been an escalation in youth unemployment, poverty, crime, social ills, alcohol, pregnancies and HIV in the past several years (Ezzy, 2017). Youth-owned retail businesses are seen as the main solution to youth unemployment and poverty. It was, therefore, important to conduct a study on the determinants of sustainability of youth-owned small retail business to establish strategies on how to eradicate poverty and unemployment among youth.

1.2. Statement of the Research Problem

Around the globe, youth-owned small retail businesses in rural areas are perceived as a potential panacea for poverty, unemployment and agents of social integration (Subharn *et al.*, 2013). Many youth-owned small retail businesses, however, do not reach their full potential (Fatoki, 2014). Brink & Cant (2009); SEDA (2012) argue that there are still several general barriers to entry, challenges that are faced by youth-owned small retail businesses. According to Ledwaba & Makgahlela (2017), the majority of them have failed to grow and survive. Furthermore, Linguli (2015) highlighted that 80 % of these businesses fail before the fifth year. Despite the efforts of both the public and private sector to help youth-owned small retail businesses, the success rate seems not to be increasing (National Youth Policy, 2015). This compromises potential employment and poverty alternative especially in rural areas (Sen & Grown, 2013).

Available literature suggests that scientific studies have generally focused on youth-owned small retail business and factors influencing their performance, business growth and comparison on

characteristics of youth-owned small retail businesses (Sharu & Guyo,2013; Odhiambo,2013; Sharu & Guyo,2013; Siu *et al.*, 2013; Linguli,2015; Ngoru, 2017). Rarely have researchers included determinants for sustainability. As such, understanding the determinants of youth-owned small retail businesses sustainability becomes critical and urgent. The study, therefore, sought to investigate the determinants of sustainability of youth-owned small retail businesses in Ha-Mulima in Makhado Local Municipality.

1.3. Justification of the Study

This study has been influenced by the failure rate of youth-owned small retail business in Makhado local municipality. Most youths in a rural area are unemployed with a percentage of 30.7% (Makhado Annually Report, 2017). According to scientific literature youth unemployment leads to social ill, crime, Human Immune Virus (HIV), early pregnancy and other related issues (Ezzy, 2017). Thus, it was envisaged that the results of the study help to reverse these problems. Furthermore, this information was crucial to enable government at local, provincial and national levels to make informed decisions on policies and strategies to support youth-owned retail small businesses. Funding agencies also will have a better understanding of the issues to consider when making investment decisions that lead to youth-owned businesses sustainable. In addition, the knowledge generated will empower youth-owning small retail businesses with information that might help them to make decisions for improved performance. Finally, the results of the study, in the long run, may play an important role in promoting inclusive and sustainable economic growth, providing employment and decent work for youth (Organisation for Economic Co-operation and Development, 2017).

1.4. Research Objectives

The main objective of the study was to analyze the determinants of sustainability of youth-owned small retail businesses in Ha-Mulima village in Makhado Local Municipality of Limpopo Province. This was achieved by carrying out the following specific objectives:

1. To determine the major factors enabling sustainability of youth-owned small retail businesses.
2. To determine the major factors constraining the sustainability youth-owned small retail businesses; and
3. To make recommendations for interventions to enhance the desired sustainable youth-owned small retail businesses in rural areas.

1.5. Research Questions

1. What are the major factors that enable the sustainability of youth-owned small retail businesses?
2. What are the major factors that constrain sustainability of youth-owned small retail businesses?

1.6. Theoretical Framework of the Study

The framework in Figure 1.1 shows factors influencing the determinants of youth-owned small retail business which are environmental push-pull factors, marketing push-pull factors, regulatory push-pull factors, technological push pull factor and personal traits. Environmental push-pull factors are factors that include family, educational, political, social and economic that impact on the determinants of youth-owned small retail business (Fatoki, 2014). Personal traits in this study refers to personal characteristics of youth-owned small retail business such as risk-taking, need for achievement, locus control, need for autonomy, creativity and innovation and self-confidence (Kerr *et al.*,2018). According to Lema (2013), marketing push and pull factors refers to focus on customer needs, market development and marketing strategies. Technological push-pull factors refer to positive and negative ways that youth-owned small retailers apply scientific knowledge such as machines, also techniques and processes to sustain their business (vom Brocke *et al.*, 2014). Access to capital push and pull factors refer to activities that attract or conditions that enables youth-owned small retailers to have capital (Ngoru, 2017). Regulatory push and pull factors in this study involves the principles or guidelines that control the operations of youth-owned small business retailers within some legal and economic frameworks (Lekhanya, 2016).

1.7. Operational Definitions of Key Terms

Youth refer to young people as those falling within the age group of 14 to 35 years” (National Youth Policy, 2015). The study will adopt the National Youth Policy definition.

Business sustainability was defined as a process by which firms manage their financial, social and environmental risks, obligations and opportunities (Dyllick, 2016).

Determinants refer to a range of complex factors explaining small business growth (Krasniqi, 2008).

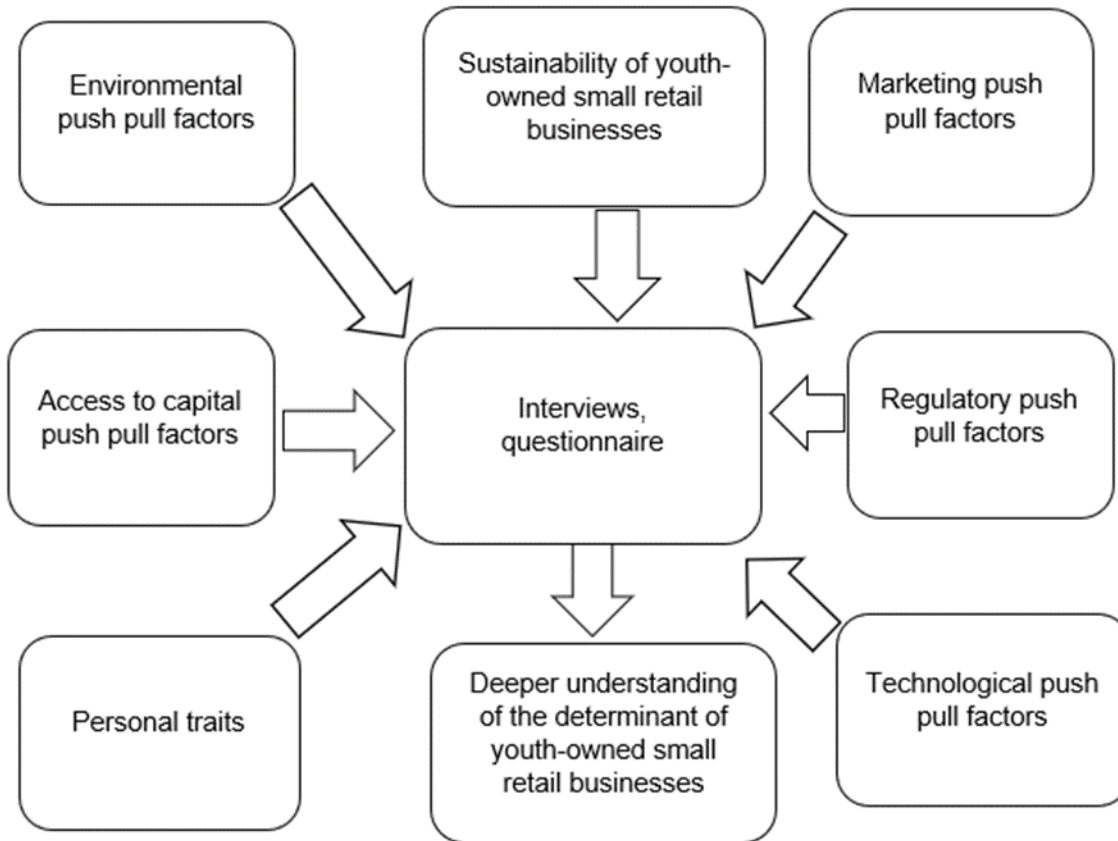


Figure 1.1: Theoretical Framework of the Study

Small retail businesses that sell the consumable good and non-consumable goods, however, According to Agbenyegah (2013), small retail businesses survive only for a maximum period of 6 years.

Youth-owned small retail businesses are those that youth own (Amhaa & Woldehanna, 2016).

Small retail business success was measured by the profit, annually turnover and employment (Burns, 2016).

1.8. Organization of the Dissertation

In chapter one the background of the study, problem statement, justification of the study, the objectives, research questions, conceptual framework and operational definitions of key terms are presented. In chapter two literature was reviewed based on research objectives. The methodology adopted in chapter three, provides a detailed discussion of the study area, population, various techniques used to obtain and analyze data and research ethical considerations for the study. In chapter four data was analyzed, and the computed results were interpreted and discussed based on the objectives of the study. Chapter five presented the summary of the study, conclusion and study recommendations.

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CHAPTER 2: LITERATURE REVIEW

2.1. Introduction

Literature was reviewed under two objectives. The first objective was major factors enabling the growth of youth-owned small retail businesses. The second objective was the major factors constraining the growth of youth-owned small retail businesses. Characteristics of sustainable youth-owned small retail businesses including types of businesses, age of the owner, gender, education level, marital status, family size, location of the business and characteristics of youth who own retail business. Various approaches and techniques have been used over the years to classify and characterize youth-owned retail businesses.

Youth-owned small retail business is one of the viable alternative options for youth livelihoods. It is one of the important active labour market strategies to solve the youth unemployment crisis (Regnier, 2017). Scientific literature shows that various studies have been conducted on the major factors that enable and constrain the growth and sustainability of youth-owned small retail businesses. However, there are gaps that this study needed to fill. These gaps are highlighted under the following subheadings.

2.2. Major Factors Enabling The Sustainability Of Youth-Owned Small Retail Businesses

Peter (2014) researched on factors influencing the performance of youth-owned small and medium enterprises. The researcher used descriptive research design (descriptive survey) purposive sampling clusters, questionnaires as research tools and Statistical Packages for Social Sciences for data analysis. Results showed that entrepreneurship training, access to credit, market and business competition influence performance of youth-owned small and medium enterprises. In this current study, the researcher focused on factors that enable the growth and the sustainability of youth-owned small retail businesses. The researcher used a sequential mixed method approach so that the participants confirm what they said in phase one on the second phase of data collection. Purposive sampling and interview technique were used to collect data. The data collection techniques were chosen based on the participants' characteristics. Qualitative data was analyzed using Atlas.ti. version 8.0. Quantitative data were analyzed using SPSS version 25.0.

Hyder & Lussier (2016) researched on reasons behind businesses succeed or fail a study on small businesses. The researchers used survey research approach, applying the Lussier Model of business success and failure, logistic regression statistical analysis and found that business

planning, proper employee staffing, adequate capital inflows and partnerships were key determinants of small retail businesses succeed or fail. He focused on the youth-owned small business in general by using survey research approach. In this study, the researcher focused on youth in rural areas who own small retail businesses by using a sequential mixed-method approach.

Ramukumba (2014) researched on overcoming SMES challenges through critical success factors. He used a descriptive survey, questionnaire (Likert scale), and interviews. The researcher used Microsoft Excel and Statistical software programme version 10 for data analysis. The researcher found that attracting repeat customers and the performance of the product were the critical success factors that can lead to the sustenance of SMEs. The current study examined both challenges and enablers that lead to the sustainability of the youth-owned small retail business. Qualitative data was analyzed using Atlas.ti. version 8.0 while the quantitative data was analyzed using SPSS version 25.0.

Zhou (2015) studied critical success factors towards SME's sustainability. The researcher used a quantitative cross-sectional study (survey), closed-ended questions and qualitative, open-ended question. Microsoft Excel and SPSS software were used to analyze data. The results revealed that managerial skill on managing business resources and value offering moderated by entrepreneurship orientation and an enabling business environment deemed highly critical factors towards SME's sustainability. In this study, the researcher assessed factors that enable growth and sustainability of small businesses owned by youth using a sequential mixed approach. Qualitative data was analyzed using Atlas.ti. version 8.0 while the quantitative data was analyzed using SPSS version 25.0.

Ahaibwe & Kasirye (2015) conducted desktop research on both youth fund beneficiaries and non-beneficiaries. The results point out that the age cohort of the youth entrepreneur aged 26-35 years are more likely to access funding compared to the younger youth aged 18-25 years. In addition, the location and type of business had more influence in accessing fund leading to business maturity and sustainability. The scholar focused on desktop research and youth fund beneficiaries and non-beneficiaries. In the current study, the researcher focused on enablers that lead to the sustainability of youth-owned small retail businesses. Because the study focused on the determinants of sustainability of youth-owned small retail businesses.

Shava (2018) studied the impact of gender on small and medium-sized entities' access to venture capital. The researcher made use of the quantitative method, descriptive design, and Self-

administered questionnaires. The T-test was used to statistically analyze primary data. The results revealed that there is a statistically significant difference in the accessibility of venture capital between male and female-owned SMEs enabling male-owned businesses to be sustainable than female-owned businesses. The researcher researched the impact of gender on small and medium-sized entities' access to venture capital and employed quantitative research design. In this study, the researcher used a sequential mixed method design where data was analyzed using both qualitative and quantitative research design sequentially to confirm collected data from the participants.

Blackburn *et al.* (2013) researched on small business performance with special focus on business, strategy and owner-manager characteristics. Researchers used logit models to analyze data. The results suggested that the size and age of the enterprise dominate performance and were more important than both the strategy and the entrepreneurial characteristics of the owner. The result proves that bigger and older enterprises were more likely to perform better than smaller and younger enterprise even if they had better strategies and entrepreneurial characteristics. The current study examined both challenges and enablers that lead to the sustainability of the youth-owned small retail business. Qualitative data was analyzed using Atlas.ti. version 8.0 while the quantitative data was analyzed using SPSS version 25.0.

Wanjiru (2018) researched on determinants of youth-owned company's participation in public procurement projects. Employed survey research design and descriptive statistical analysis using, frequencies and percentages to describe the basic characteristics of the data. Inferential data analysis was done using Pearson's Product-Moment Correlation Coefficient. Correlation analyses were used to measure the relationship between variables. The results revealed that the business profiles of the youth-owned companies such as their age; gender; level of education determines youth-owned company's participation in public procurement projects. In this study, the researcher used sequential mixed method design, data were analyzed by using both qualitative and quantitative research design sequentially, the quantitative analysis was used to confirm the data analysed with qualitative methods.

Woldehanna (2015) researched on business survival and the associated factors: empirical evidence from youth-owned micro and small enterprises. The researcher employed a retrospective cross-sectional survey. To analyze the data, the researcher used non-parametric and parametric micro-econometrics techniques. The findings show that gender, age, previous labour market experience, motivation, entrepreneurial education and training, initial size, legal form, size of start-up capital, industry type and formality lead to the survival of Micro Small

Enterprises. Therefore, in this study, the researcher examined both challenges and enabling factors of sustainability of youth-owned small retail using sequential mixed method design.

Ledwaba & Makgahlela (2017) investigated on the value of information resources in sustaining SMME projects. Researchers used the exploratory study. In addition, they employed the literature review process. Their results showed that access to information was a key factor in the sustainability of the small retail business. The researcher investigated the value of information resources in sustaining SMME projects while the current study focuses on the determinants of the sustainability of youth-owned small retail businesses and the conclusion was drawn based on primary data collected from the respondent's using a sequential mixed method and purposive sampling approach. Purposive sampling approach was chosen based on the participants' characteristics

Woldehanna *et al.* (2015) researched on business survival and the associated factors: empirical evidence from youth-owned micro and small enterprises. They employed non-parametric and semi-parametric models using a retrospective representative cross-sectional survey. For data analysis, they employed non-parametric estimation. The results showed that having entrepreneurial education, training, large size, start-up capital marketing, financial management strategies competitive pricing, location, innovation strategies, and external market linkage lead to business survival. Therefore, this study focused on enablers that lead to sustainability of youth-owned small retail businesses because the study is focused on the determinants of sustainability of youth-owned small retail businesses.

Lekhanya (2016) researched on determinants of survival and growth of small and medium enterprises. He used quantitative research methods and close-ended questionnaire made up of a 5-point Likert scale. SPSS version 23.0, a statistical programme was used for analysis. Research findings indicate that the size of the local market was very small for selling SMEs products; poor infrastructure, lack of financial support and tough government regulations adversely affect SME growth. The researcher did not focus on youth-owned business, this shows study gap. Therefore, the current study focused on the sustainability of youth-owned small retail businesses using sequential mixed methods.

Ngoru (2017) researched on entrepreneurial factors influencing the performance of youth enterprises. Employed a descriptive survey research design. Descriptive and inferential statistics were used in data analysis. The study shows that entrepreneurial competencies, education level, financial management skills and family background, financial management were factors

influencing the performance of youth enterprises. The current study focused on the sustainability of youth-owned small retail businesses using sequential mixed methods research design so that the participants confirm what they said in phase one on the second phase of data collection.

Mthethwa (2016) researched the role of financial access in the success of small and medium enterprises. The study employed a quantitative research design, a structured questionnaire for collecting primary data. The Logit model used to analyze data. The results show that financing alone does not guarantee success for the SME. The researcher focused only on access to finance and small businesses in general. In this study, the researcher used a sequential mixed method design and analyzed data using both qualitative and quantitative research design sequentially.

Benzing & Chu (2019) examined a comparison of the motivations of small business owners in Africa. Likert-style questions were used to determine start-up motivations. The mean scores were calculated and compared to test for significant differences. A factor analysis was conducted. A factor analysis found three motivation factors: a family factor, an external validation factor, and a self-betterment factor. The researcher focused on small businesses in general. However, in the current study, the researcher focused on small business owned by youth.

Maina (2018) evaluated the influence of Youth Enterprise Development Fund efficacy on the financial performance of youth-owned enterprises. Two main theories were used as a base for this study: permanent income theory and portfolio theory. Stratified sampling employed in the study. Data were analyzed on the SPSS software version 26 for both descriptive and inferential statistics. The findings showed a p-value of 0.11 for variable credit access; loan repayment was 0.134, the financial literacy variable had a p-value of 0.0185 while financial planning had a p-value of 0.0165. This indicates a significant association between all the independent and dependent variable. In the current study, the focus was on the determinants of sustainability of youth who own small business.

Kativhu (2019) researched on a criterion for measuring the resilience of youth-owned small retail businesses in selected rural areas. An explorative mixed research approach was employed. Participants were selected using both snowball and cluster sampling procedures. Data were collected using semi-structured interview guides and questionnaires. Qualitative data were analyzed using Atlas ti version 8 software techniques. In-depth results were obtained, further interrogated in a survey and analyzed using the Statistical Package for Social Sciences software (IBM SPSS; version 25). Results from PCA test revealed that there were three major threats to small retail business resilience including poor infrastructure, financial infrastructure and

competition. The current study focused on the determinants of sustainability of youth who own small business, employing sequential mixed methods so that the participants confirm what they said in phase one on the second phase of data collection

2.3. Major Factors Constraining the Sustainability of Youth-Owned Small Retail Businesses

Ndlovu (2014) researched on the challenges facing youth-owned small retail enterprises in Imizamu Yethu and Hangberg, Hout Bay. Qualitative approach and explorative research design, purposive sampling, semi-structured and interview schedules were adopted. The results revealed that lack of finances, crime, and lack of skills, competition and inappropriate infrastructure was key to the unsustainability of small business. The researcher investigated only on challenges that youth face in SME and used a qualitative approach, this study the researcher examined both challenges and constraining factors to the sustainability of youth-owned small retail using sequential mixed method design so that the participants confirm what they said in phase one on the second phase of data collection.

Fatoki (2014) researched the causes of the failure of new small and medium enterprises. The researcher reviewed the literature and found that lack of management experience, lack of functional skills, poor staff training, development, and poor attitudes towards customers and competition, rising costs of doing business, lack of finance and crime were the causes of the failure of new small and medium enterprises. The researcher focused on the causes of the failure of youth-owned small retail businesses. In this study, the researcher examined the factors that hinder and enable the sustainability of youth-owned small retail businesses because the study is focused on the determinants of sustainability of youth-owned small retail businesses.

Bouazza *et al.* (2015) established the factors affecting the growth of small and medium-sized enterprises. Used Literature review/desktop as a research method. They presented the different empirical evidence on the factors affecting the growth of SMEs that include legal and regulatory framework, access to external financing, and human resources capacities, entrepreneurial characteristics, management capacities, marketing skills, and technological capacities as the factors affecting the growth of small and medium-sized enterprises. In the current study, the researcher examined factors affecting the growth of youth-owned small businesses in rural areas. Both secondary and primary data were collected and analyzed.

Kinyua (2014) researched on the factors affecting the performance of small and medium enterprises. Used a survey research design and employed a stratified random simple sampling.

Primary data collected using structured questionnaires. Data were analyzed using descriptively and inferentially. The results showed that access to finance, management skills, macro-environment, infrastructure and number of years in operations increased the performance of small and medium enterprises. The scholar researched on factors affecting the performance of SMEs. In this study the researcher examined factors that hinder the sustainability of youth-owned small retail businesses in rural areas because the study is focused on the determinants of sustainability of youth owned small retail businesses. Purposive sampling approach was used to select the participants based on their characteristics. In addition, sequential mixed method design approach was used to collect data.

Kamunge *et al.* (2014) researched on factors affecting the performance of small and micro enterprises. They employed descriptive research designs, questionnaire closed and open types, interviews. The data collected was coded, quantified and analyzed quantitatively and qualitatively. Quantitative data were analyzed using statistical package for social sciences (SPSS). The results showed that access to finance and availability of management, access to business information, access to infrastructure and government policy and regulations affects the performance of the small and microenterprise. The investigator researched on factors affecting the performance of small and micro enterprises by employing descriptive research designs, questionnaire closed and open types, interviews. This current study focused on factors that hinder small retail business owned by youth in rural areas. Open ended questionnaire was used in phase 1 to collect quantitative data while closed ended questionnaire was used in phase 2 to collect quantitative data. Open ended questionnaire was used so that the researcher get the participants perceptions and knowledge.

Lekhanya (2015) public outlook on small and medium enterprises as a strategic tool for economic growth and job creation in South Africa, used a quantitative research approach. A survey closed-ended questions and questionnaires emailed to each respondent and follow-ups were made via telephone. SPSS software Chi-square goodness of fit test was conducted. The results showed that lack of access to finance, management experience, human capital, entrepreneurial education, training, and lack of financial support was the key factors hindering sustainability. The current study focused on the constrains of the sustainability of youth-owned small retail businesses using sequential mixed method design. Qualitative data was analyzed using Atlas.ti. version8.0 while the quantitative data was analyzed using SPSS version 25.0.

Kambwale *et al.* (2015) did an investigation on the causes of small and medium enterprise failures, in a sample of 100 participants by analyzing both secondary and primary data. Findings

show that lack of management skills, a lack of financial support and a lack of business training were the causes of small and medium enterprise failures. Thus, the current study emphasized on all factors that constrain the sustainability of youth-owned small retail businesses. The researcher used sequential mixed method and purposive sampling. In addition, face to face interview and administered questionnaire was used to collect data. Face to face interview was utilized because it has an advantage that the researcher can give participant clarity if there are some mis understanding.

In Lema (2013) assessment of the factors affecting performance of small and medium enterprises, used cross sectional study design, both descriptive and empirical methods, qualitative and quantitative. Descriptive STATA software was used to get estimation results. The major findings show youth owned small retail business demographic characteristics that include age, education level, and age of SMEs, capital structure and the Marketing strategy. The current study examined determinants of sustainability of youth-owned general small retail businesses in rural areas of Makhado Local Municipality including their demographic characteristics.

Amwele (2013) investigated factors affecting the performance of SMEs in the retail sector. The scholar employed quantitative and qualitative methods, using A 5 Likert scale in a questionnaire through Interviews. The conclusion was drawn based on the mean results and the weighting ranking method. Therefore, resources and finance, external environment, competitions and corruption were the factors affecting the performance of SMEs in the retail sector. The current study stressed on determinants of the sustainability of youth-owned small retail businesses by face to face interview and administered a questionnaire to collect data. Qualitative data was analyzed using Atlas.ti. version 8.0 while the quantitative data was analyzed using SPSS version 25.

Sitharam & Hoque (2016) researched on factors affecting the performance of small and medium enterprises. Employed cross-sectional study, data were collected using an online survey method (using Question Pro software). The self-administered questionnaire sent to randomly selected participants. SPSS 21.0 version for analysis was used. The results revealed that technological advancement would improve the performance of the business and about the challenge, most of the participants viewed competition as a major challenge, Crime and corruption affecting business performance. The current study used both secondary and primary data collection approach. A face to face and semi structured interview was undertaken. Qualitative data was analyzed using Atlas.ti. version 8.0 while the quantitative data analyzed using SPSS version 25.0.

Dendup *et al.* (2017) researched on the factors affecting the success of small agro-enterprises. Quantitative data was collected using interviews and a structured questionnaire. Data was analyzed using factor analysis, Pearson's correlation, and multiple linear regression. The computed results revealed that leadership and management, government policies and infrastructures, market and customer orientation, and technology adoption significantly contributed to the success of small agro-enterprises. The current study focused on factors that constrain sustainability of youth-owned small retail businesses in rural areas. The researcher used using interviews and a structured questionnaire, it was selected in order to collect rich data

Amhaa & Woldehanna (2016) investigated the policy and business constraints influencing the growth and expansion of youth-owned Micro- and Small-Enterprises. Used mainly descriptive statistics and the econometrics framework of the Logit model. The findings showed that high collateral requirement of finance providers was a very severe problem constraining the growth of youth-owned MSEs, followed by limited access to credit, lack of business premise, lack of business support services, frequent interruption of infrastructure services (such as, telecom, power, and water), and lack of raw material inputs. In this current study the researcher focused on the determinants of sustainability of youth owned small retail businesses.

Deborah *et al.* (2015) researched on challenges faced by women entrepreneurs and strategies adopted by women entrepreneurs to ensure small business success. Survey was conducted. Data analysis included Statistical Package for the Social Sciences (SPSS), using descriptive statistics as the statistical tool. The main findings of the paper showed that lack of access to finance, lack of access to markets, lack of access to information technology and infrastructure, lack of access to managerial skills and training as well as lack of market are the major challenges faced by women entrepreneurs. This study focused on the determinants of sustainability of youth (male and female) who owned small businesses.

Gwija *et al.* (2014) researched on the challenges and prospects of youth entrepreneurship development in a designated community. The study took a two-pronged approach to establish specific factors that are inhibiting youth entrepreneurship development and determine the prospects of youth entrepreneurship development. The data was collected via self-administered questionnaires, randomly selected the sample. The findings revealed, among others, that a major inhibiting factor to entrepreneurship development is the lack of awareness and inaccessibility of youth entrepreneurship support structures and initiatives in this community. This study focused on the determinants of sustainability of youth who owned small businesses.

Lucas (2017) investigated the impact of demographic and social factors on performance of business firms. Employed survey research design. Firm performance was measured by average monthly revenue, which is equivalent to the value of the firm's maximized output. The factors investigated include education level, gender and age of the firm. Ordinary least squares technique and descriptive statistics were used. The study found that both education level and age of the firm have a positive effect on performance. Firms operated by males were found to have a better performance than those operated by females. This study focused on the determinants of sustainability of youth who owned small business.

Mafundu & Mafini (2019) investigated the internal constraints influencing business performance in black-owned SMEs in the South African construction industry. The study was conducted using a purposive sample. Employed a qualitative approach was followed involving semi-structured in-depth interviews with the selected participants. The collected data were analyzed using content analysis. The study revealed five constraints to business performance emerged: occupational health and safety, human resources, leadership style, workplace communication and resource allocation. The current study focused on the determinants of sustainability of youth who owned small business.

Mbogo (2017) researched on effects of business management training on performance of youth owned small and medium enterprises. The researcher used descriptive research design and participants were randomly selected. Primary data was used in this study. The questionnaire was piloted for validity proof by discussing with three participants at random. Questionnaires was administered to randomly selected participants and then analyzed using SPSS software for determining reliability. Data was analyzed using Descriptive Statistics (mean and standard deviation) and Multiple Regression Analysis which was used to draw inferences on the relationship between the study variables. The study findings indicated that nature challenges, trainee characteristics and training characteristics were important in determining performance of Youth owned SMEs. This study focused on the determinants of sustainability of youth who owned small retail business.

Mutunga (2019) The scholar researched on the challenges faced by youth living with disability income generating enterprises. The study was a census survey where data was collected from all the participants. The researcher used descriptive survey design and was guided by critical disability theory. Structured questionnaires were used to collect data from the participants. Validity of the instrument was ensured through expert judgment. The data collected was analyzed using both descriptive and inferential statistics with the aid of computer statistical package for social

scientists (SPSS). Results of the study indicated that entrepreneurship training, access to credit and entrepreneurial characteristics significantly affect performance of income generating enterprises owned by youth living with disability. This study focused on the determinants of sustainability of youth who owned small retail business.

Sherifat (2013) explored gender differentials in factors affecting performance of small-scale enterprises in Lagos State. Using feminist theory and a descriptive survey research design, data were collected from fifty (50) small-scale enterprise owners that were purposively chosen across the study area. The findings show that the factors that were significant for female were significantly different from male. For female small-scale enterprise owners, marital status, Age of Children, Role Model/ advisors were significant factors that affect their business performance. For male small-scale enterprise owners, Friends, a lack of Government support, inability to display innovativeness and Risk-Taking were significant for male. Lack of availability of capital and finances were significant for the two. Other factors that affect performance include friends, inadequate training and business location. This study focused on the determinants of sustainability of youth who owned small businesses.

Ndungu & Karugu (2018) assessed determinants of Sustainability of Micro and Small Enterprises Owned by Youth. The study adopted a descriptive research design. Questionnaires were used as data collection instrument in order to obtain primary data. Regression analysis was used to establish the direction and strength of the relationship between the independent variables and dependent variable at 0.05 level of significance. The study found that there was a correlation between the independent variables and dependent variable. This implied that these independent variables were very significant, and they needed to be considered to boost sustainability of youth entrepreneurship in Nairobi City County. Based on the findings, the study concluded that sustainability of micro and small enterprises owned by youth was affected by competitive environment, access to funds, entrepreneurial skills and technology. This study focused on the determinants of sustainability of youth who owned small business using sequential mixed method design.

2.4 Summary of Literature Review

Youth-owned small retail businesses have unique characteristics which include the location where mostly found in rural areas and type of businesses were a spaza shops, small in size , the age of enterprise was normally less than 10 years, in terms of gender was male-dominated, age of the owners was 25 and above. The majority have matric as the highest qualification, the capital

structure was very small and their marketing strategy and functions, which makes them different from other Youth-owned small retail businesses. The youth-owned small retail business sector was, however, composed of different entities as such different approaches and dimensions have been used to classify them. The researcher reviewed the literature base on the study objectives. Most researchers did not focus on the factors that enable and constrain sustainability of the youth-owned small retail business in rural areas. Some of them used secondary data. They focused on businesses. Therefore, this study focused on small retail businesses which were owned by youth, none of the researchers reviewed used exploratory sequential mixed method approach. In applying this approach was able to collect the qualitative data and the qualitative results informed the successive phases of data collection, analysis and interpretation. This was an appropriate research design for this study because both qualitative and quantitative strands provide a better understanding of the determinants of sustainability of youth-owned small retail business in rural areas. In the same vein, a qualitative or a quantitative strand alone was not adequate to address the research questions. None of them conducted a research on the determinants of sustainability of youth owned small retail business at Ha-Mulima village. This showed the significance of this study in revealing the determinants of youth-owned general small retail businesses using both secondary and primary data through sequential mixed method research design.

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CHAPTER 3: RESEARCH METHODOLOGY

3.1. Introduction

The research methodology used in the study is presented below. In this chapter, the following aspects of the methodology are covered, description of the study area, research design, population and sampling procedures, techniques used to collect and analyze data. Ethical considerations for the study are presented at the end.

3.2. Description of the Study Area

The study was carried out in Ha -Mulima which is found in Makhado Local Municipality within Vhembe District of Limpopo Province. It shares borders with Musina in the north, Greater Giyani to the south. Ha-Mulima is an isolated area with a total population of 17 245 people of which youth population was estimated at 39,5% (Ramulongo *et al.*,2017). The employment rate in the area was 30,7% (Ramulongo *et al.*, 2017). The study was conducted in Ha- Mullima. There are seven sub-villages, six health care centres. Four high schools and six primary schools. Major economic activities are of subsistence in nature mainly focusing on maize production in summer and small retail business (Spaza) (Municipal Demarcation Board, 2013). There has been an escalation in youth unemployment, poverty, crime, social ills, alcohol, pregnancies and HIV in the past several years (Ezzy, 2017). Youth-owned small retail businesses are one of the main solutions to youth unemployment and poverty. It was therefore, important to conduct a study on the determinants of youth-owned small retail business.

3.3. Research Design

Research design is a careful set of plans developed to provide criteria and specifications for research (Leedy & Ormond, 2001). Research design is an arrangement of conditions for the collection of and analysis of data in a manner that aim to combine relevance with the research purpose. It is the conceptual structure with which research is conducted. It constitutes the blueprint for the collection, measurement and analysis of data (Kothari, 2003).

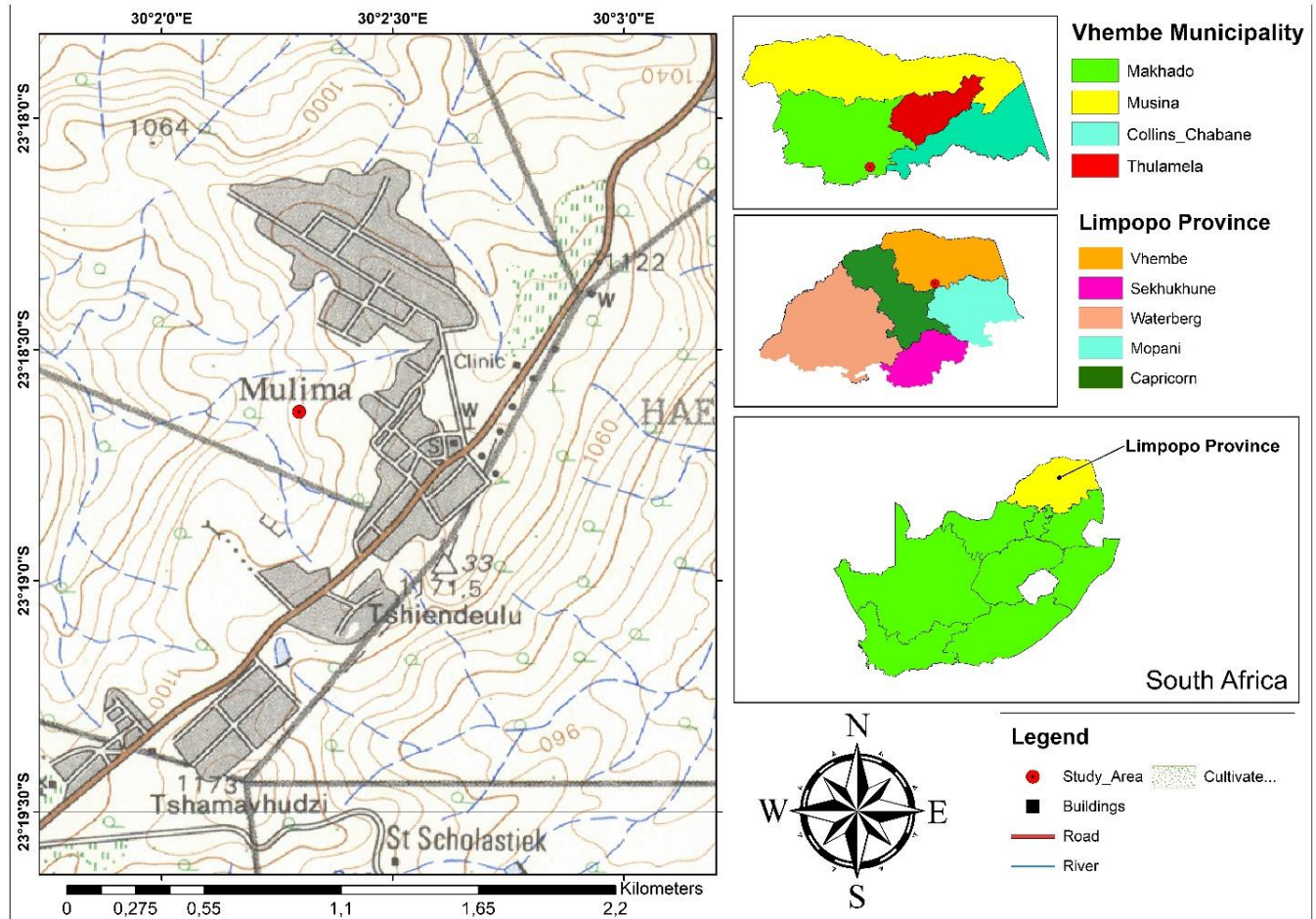


Figure 3.1: Study area: Source (STATSSA, 2016)

3.3.1 Exploratory sequential mixed method

In this study, researcher used an exploratory sequential mixed method. Exploratory sequential mixed design refers to a process where qualitative data was first collected and analyzed, and emerging themes were used to drive the development of a quantitative instrument to further explore the research problem (Creswell & Plano Clark, 2011). In applying the exploratory sequential mixed design, the qualitative study results informed the successive phases of data collection, analysis and interpretation. By using the mixed methods research design, the researcher took advantage of both numeric and non-numeric data, which helped to conduct a more comprehensive analysis and thus enhance the data findings. This design was also beneficial in that it fulfils the expectations of both qualitative and quantitative readers and scholars. This study consisted of two phases. In the first one, the data was collected from a sample of 83 purposively sampled youth-owned small retail business using face-to-face interviews as a data collection techniques and open-ended administered questionnaire as data collection tools.

Data in both objective one and two were analyzed using Atlas ti version 8 software and Thematic content analysis categorization techniques Themes generated from the results in phase one were used to design a questionnaire for the second phase of data collection. In phase two data were collected from 50 participants using face-to-face interviews and a lickert closed-ended administered questionnaire. Data were analyzed using SPSS version 25.0 and descriptive statistical analysis and frequency analysis techniques.

The research design was appropriate for this study because both qualitative and quantitative strands provide a better understanding of the determinants of sustainability of the youth-owned small retail business in rural areas. Numerous researchers believe that triangulation is a good way of approaching research as it enables one to counteract the weaknesses in both qualitative and quantitative research (Dawson 2009; Bell 2010; Bell & Waters 2014) In the same vein, a qualitative or a quantitative strand alone was not adequate to address the research questions. The researcher, therefore, utilized both quantitative and qualitative data collection and analysis methodologies. Various authors such as (Cresswell & Clark, 2011; Cresswell, 2012) outline mixed-method research design in various ways. It was understood that mixed-method research design was a procedure for collecting, analyzing and mixing both qualitative and quantitative research methods in a single study. This enhances both the understanding and unravelling of a research problem.

3.4. Population and Sampling Procedures

3.4.1. Population of the study

The population was defined as a total set from which the individuals or units of the study were chosen (De Vos *et al.*, 2005; Welman *et al.*, 2008). Kothari (2004) defines it as the total of items about which information was desired. In this study, youth who own small retail businesses both male and female participants were considered. There was a total of 200 youth-owned small retailers, eighty-three of them were purposively sampled for the study.

3.4.2. Sampling procedures

Sampling is the process of selecting a relatively small number of objects or elements from a larger group known as the target population. The expectation is that information gathered from the sample will enable conclusions to be made about the larger group (Hair *et al.*, 2008)

According to Kothari (2004), sampling refers to the number of items were selected from the universe to constitute a sample, the size of the sample should neither be excessively large nor too small rather it should be optimum. In purposive sampling non-probability, technique research participants were selected based on their knowledge about the issue discussed (Cresswell, 2014). The purposive technique was applied in both phases in objective one and two. Applying purposive sampling gave desired results in the study because the researcher selected the participants purposively due to their respective characteristics.

The preliminary inventory revealed that there were a total of two-hundred youth-owned small retail businesses. The total number of the participants was however in this study . Eighty youth-owned small retail business were interviewed. In phase two, the researcher used the same sample from phase one.

3.5 Data Collection Procedures

3.5.1. Pretest

The questionnaire was pre-tested prior to the actual data collection to check on its ability to gather quality and reliability data (Bryman, 2016). The pre-test of the study was carried out to help make necessary changes in the research instrument so that they could be better understood. The necessary instructions given in simple language was used to ensure that correct interpretation are made. The researcher also used consistent and systematic questions in the questionnaire In this study, the questionnaire was pretested with five participants. The pretested questionnaire was edited hence, it helped to check it reliability to collect relevant data for the study.

3.5.2.Data collection

In the first phase of qualitative data collection, the researcher used administered open-ended questionnaire and a face to face interview. This enabled probing to get more information and improve the quality of data collected. A preliminary analysis was undertaken to assist in modelling a more detailed interview guide to be used in the second phase for quantitative data collection. Secondary data was collected from available reports including peer-reviewed journal, government reports and books. According to Clandinin (2016), the significance of using the combination of data collection techniques was emphasized since no single technique was necessarily superior to any other. In the second phase of data collection results from the first phase was used to design a questionnaire in a form of a lickert scale and the participants confirmed the major factors that lead to and constraints sustainability of youth-owned small retail businesses.

3.6. Measurement of Validity and reliability

3.6.1. Reliability

Reliability refers to the consistency of a measuring tool or the ability of an instrument to produce the same results when used repetitively (Seale, 2012). Reliability was established in this study by creating the questionnaire and the interview guide with research experts for question sequence, phrasing and applicability. It was being done to ensure that the questionnaire and the interview guide yield the same results when used again on the same participants. The study was pre-tested using a group of subjects (two participants) with similar characteristics to those who were included in the study to test if relevant data would be obtained from the subjects.

3.6.2. Validity

Validity denotes to whether an instrument has measured what it was supposed to measure given the situation in which it was applied (Heale & Twycross, 2015). The researcher sought the assistance of the supervisor to ascertain the validity of the data. Reliability was the extent to which a measurement gives consistent results. To ensure validity the researcher assessed the data collection instruments to ensure their suitability and to give assistance where there were inadequacies. The reliability and validity tests of the research instrument were carried out to determine the consistency and truthfulness of the measures of the research instrument as explained beneath.

3.7. Data Management and Analysis

Punch (2005) contends that any research should conduct data cleaning before analysis. This helps spot and eliminate errors. Responses from the questionnaire were inspected to establish whether proper and complete data was acquired after data collection. In phase one of the study qualitative data was analyzed using the Atlas.ti version 8 software to generate themes. For example, data regarding the age of the youth-owned businesses was analysed using frequency distribution analysis. Data regarding number and type of employees hired was analysed using measures of central tendency. Responses given regarding youth owned businesses was scrutinised through content analysis. In addition, Likert scales was developed to determine the strength of the survival rates of youth-owned businesses. Data obtained in phase two was analyzed using statistical packaging for social sciences (SPSS) version 25.0, both descriptive and inferential statistics were used to answer the objectives of the study. Results were then compared

to determine how they vary. Result of the study showed the nature of major factors influencing the sustainability of youth-owned small retail businesses in the rural areas.

3.8. Ethical Considerations

Prior to conducting the study, an ethical clearance certificate was obtained from the University Research Ethics Committee. A meeting was sought with the Mulima Traditional Council, elected leaders and community development workers to seek permission to conduct this study in the area. This was done prior to engaging key informants and commencement of data collection process in general. The meetings were held to present and explain what the research entails. In addition, the meetings with leaders paved the way for engaging the wider community specifically to make them aware of the study and gauge their readiness.

Prior to interviewing participants using open and closed-ended questionnaire, the research was explained in detail. The researcher and participants were requested to sign a consent form. Freedom of participation and integrity of participants was valued and respected following the Alderson & Morrow (2011) proposed guide. Data collected was treated with the strict confidence and professionalism. It was emphasized to the participants that the results were used for academic purposes only. The right of participants to withdraw at any stage of the research was made known to them prior to starting any interview. Collected data was safely kept in electronic devices and remain accessible to the researcher and her supervisors. Upon completion of the study, the findings were presented with multiple stakeholder workshops in the Mulima Traditional Council Area.

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CHAPTER 4: RESULTS OF THE STUDY

4.1 Introduction

In this chapter, data was analyzed and the computed results were interpreted and discussed based on the objectives of the study for phase one. The first section presented the demographic information of the participants, the background of the youth-owned small retail businesses. The study objectives which were to determine the major factors enabling sustainability of youth-owned small retail businesses, to determine the major factors constraining the sustainability youth-owned small retail businesses.

4.2. Demographic information

This section present age, gender, high level of education, marital status and number of children of youth-owned small retail businesses.

4.2.1. Age of the participants

Most of the participants (39%) were 31-35 years old. This was followed by those aged 26-30 (29%) and 21-25 (22%) and 15-20 (10%) years old. These results suggest that youth establish businesses as they grow older, confirming the Woldehanna (2015) findings that around the world youth tend to venture into businesses as they grow older.

4.2.2 Gender

Slightly more than half (51%) of the youth entrepreneurs were male. The higher proportion of male youth involved in small businesses confirms Lema (2016) contention that they tend to take more risks than their female counterparts.

4.2.3 Highest level of education

Youth businesses owners had attained at least grade 10 education. Most of them (32%) were diploma holders, followed jointly by those who had matriculated (22%) and a degree (22%). The rest had completed grade 10 (19%) and honours degrees (5%). It ,therefore, follows that majority of the respondent were fairly educated and able to articulate the financial management skills. The currents results support King and McGrath (2016) findings that those entrepreneurs with larger stocks of human capital, in terms of education and (or) vocational training were better placed to adapt their enterprises to constantly changing business environments.

4.2.4 Marital status of the participants

Almost three quarter (71%) were single. The remainder were married (27%) and divorced (2%). These days things have changed youth no longer value marriage they prefer to be on their own than being commitment. The results above support Kinyua (2014) who stated that majority of the youth who are running businesses in rural areas started single and due to lack of commitment and responsibilities may not take the business seriously.

4.2.5 Number of children

Most of the participants (41%) had children. This was followed by those with 1-2 children (39%), 3-4 children (14%) and 5-6 children (6%). There is a large number of youths without children and therefore might not committed to household responsibilities. The results support Karanja (2014) who stated that youths can commit to their businesses because they do not have many responsibilities in the household.

4.3 Background of youth-owned small retail businesses

4.3.1 Sources of capital

In Figure 4.1 most of the youth-owned small retail businesses got their starting capital from friends 56% and social grant 30%. This might be due to lack of information on how to write a proposal for funding, sources of capital and the availability of funds to support youth who are in a business which led them to get their starting capital from and also using the social grant. The results support (Lekhanya, 2016) that lack of financial support adversely affects youth-owned businesses growth.

4.3.2 Motives for starting a business

Majority of youth business owners started businesses because of unemployment 68% in figure 4.2. This was followed by those who started because they want to contribute to community development 18% and supporting family 10%. This result shows that the main reason for starting a business is unemployment and saw contribution to community. unemployment is still a major challenge in the whole world regardless of your skills and qualification. Youth-owned small retail business was one of the viable alternative options for youth livelihoods. Support STATSSA (2018) that there is the high youth unemployment rate that's is why they are starting their own.

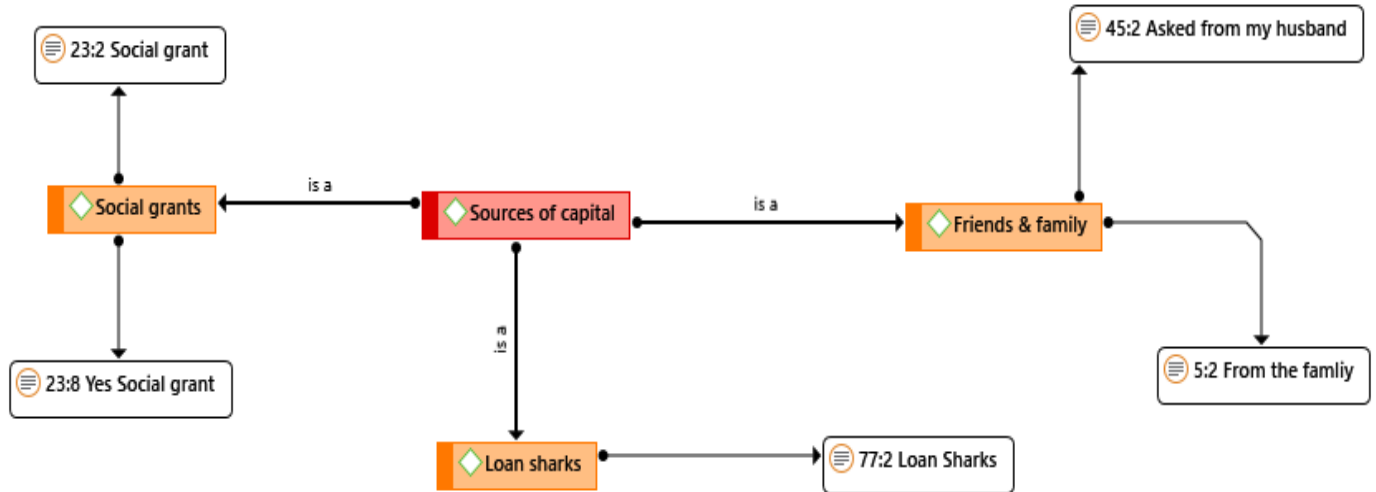


Figure 4.1: Source of capital for youth-owned businesses

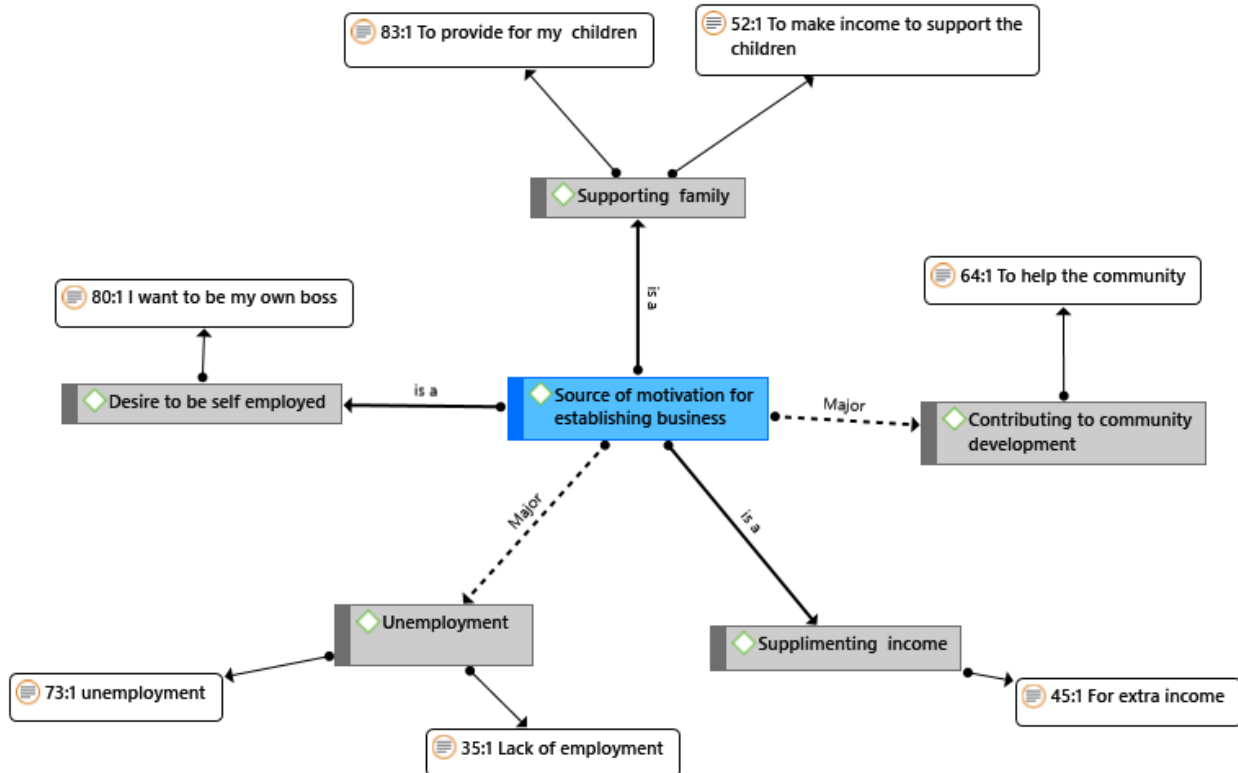


Figure 4.2: Motivation for starting businesses

4.3.3 Business expansion

The results shows that youth-owned small retail businesses have not expended their businesses. Lack of business expansion might be due to challenges that they face such as lack of funds and lack of marketing skills in their business. Ledwaba & Makgahlela (2017) showed that access to information was a key factor in the sustainability of the small retail business.

4.3.4 Sources of income

Most of the youth who started businesses do not have an alternative source of income 60% besides their small businesses in followed by those who have an alternate source of income as social grant with 30% .This shows that youth started small businesses to make income so that they sustain their needs. Urban (2016) argued that retailing businesses among youth are an important tool that South Africa can manipulate to solve unemployment problems. The study confirms OECD (2017) results that small businesses play an important role in promoting inclusive and sustainable economic growth, providing employment and decent work for youth.

4.3.5 Number of employees for youth owned small retail businesses

Majority of youth did not have employee (75%). The owners are the ones working in the businesses and those with one male employee were 12%. While those who employed male and female 4%. Youth-owned small retailers don't have employees because they make a small profit and their businesses are small, don't require assistance. Results confirm Amhaa and Woldehanna (2016). That small businesses employ less than 10 employees.

4.4. Determining major factors that enabling youth-owned small retail businesses sustainability

This subsection presents results on factors which enable the sustainability of youth-owned small retail businesses. Seven mechanisms were cited as determinants of sustainability of youth-owned small retail businesses (Figure 4.3). Top among these were record keeping 40%. "I keep a record of everything in the businesses to make sure I don't run out of stock or misuse the money for running a business", the other one said, "For my business to continue running I keep a record of everything regarding the business". This was followed by customer satisfaction 30%. "I give a discount to my loyal customers" and provide credit to loyal customers 17 % "I give credits to my loyal customers" the other one said "My regular customers have a book to take what they want and pay months to end". The remainder was meeting customer demands 13%.

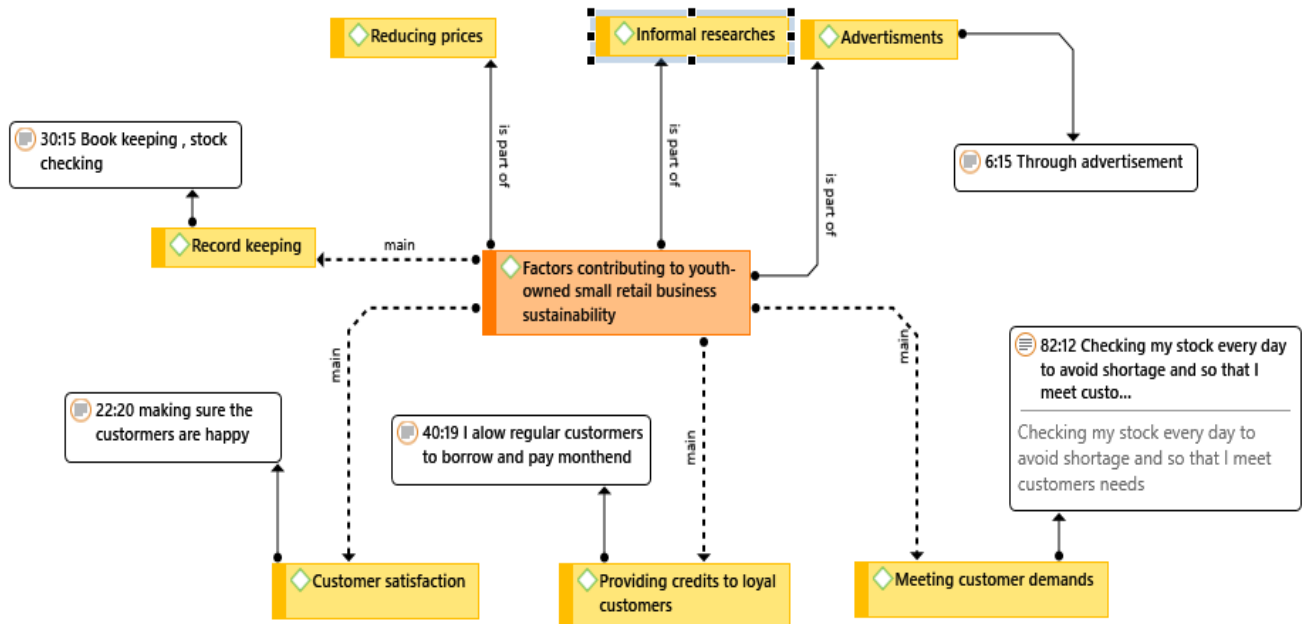


Figure 4.3: Business sustainability mechanisms

The results presented above show that business is about customers and all that they need must be met or else they will go to other businesses. For example, “providing credit to loyal customers” this is important to the business because the business owner builds good relationship with the customers which is crucial for each business to be sustainable. Besides, the current results support Ramukumba (2014) that attracting repeat customers and record keeping are critical factors that can lead to the sustainability of youth-owned small businesses.

4.4.1 Technology utilized

In terms of technological utilization, the results show that majority of youth owned small retail businesses use cellphone and fridge 80%. This is because their businesses are small, based in rural areas and they don't have many technological appliances. Technological capacities are factors disturbing the growth of small youth-owned small businesses Bouazza et al. (2015); Dendup *et al.* (2017) emphasized that technology adoption significantly contributed to the success of Small Agro-Enterprises figure.

4.4.2 Expenditure

Sixty five percent of youth-owned small retail businesses buy stock as their expenditure while 25% buy cellphones for marketing their businesses. Stock is an important resource for every business to run smoothly and grow. Participants' number 5 said that “every month I buy stock so

that I can meet customers need”. The cellphone is crucial in the business because it can be used to market the business. The current results support Lekhanya (2016) findings that cellphones have the potential to create a marketing business in this space is huge.

4.5. The challenges to youth-owned small business

Figure 4.4: presents results on determinants factors constraining the sustainability youth-owned small retail businesses, in this objective the researcher sought to find out what are the factors that constrains of the sustainability of youth owed small retail business.

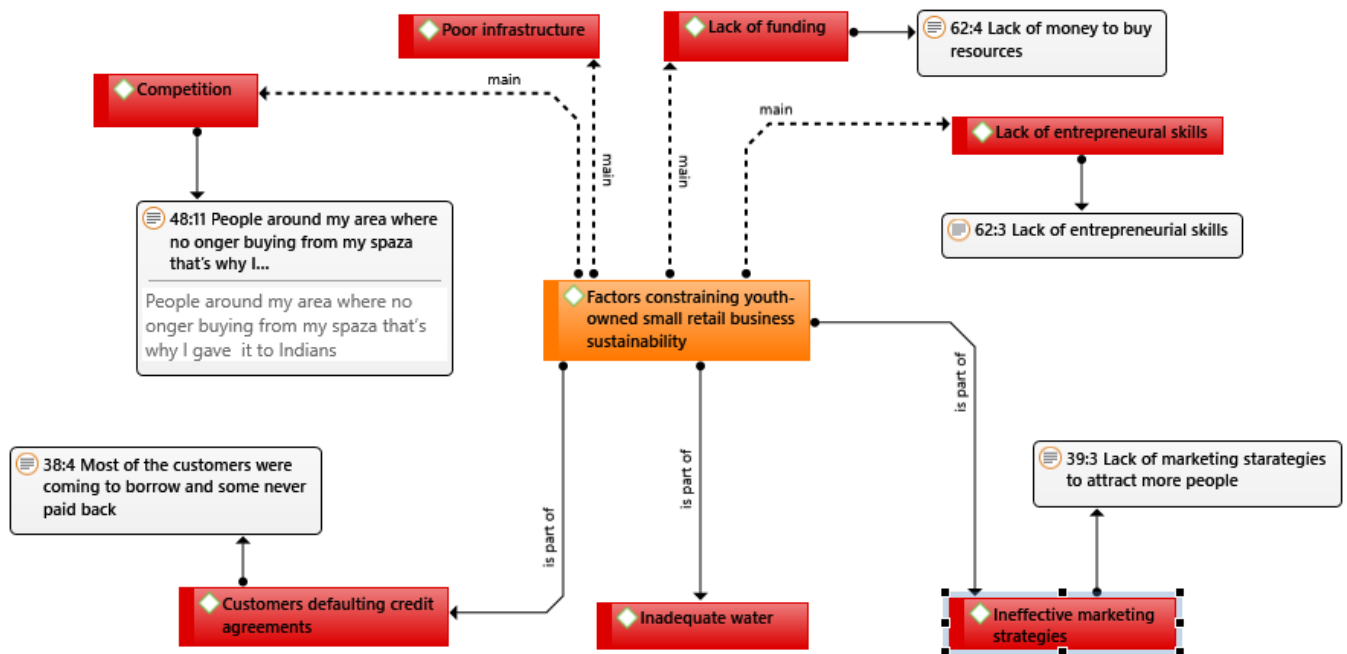


Figure 4.4: The challenges youth-owned small businesses experience

The study revealed seven factors that are regarded as constraints to youth-owned businesses. Top among these were competition “People around my area were no longer coming to buy at my shop” while other participants said “ I sit the whole day in my shop and some days only one customer comes” and lack of fund “After starting my businesses after 5 months was no longer having money to buy stock” 80%. This was followed by lack of entrepreneurial skills 18%. These results suggest that youth in rural areas are not able to attain entrepreneurial training to gain skills and access funds to run their businesses. For businesses to be sustainable, infrastructure, funds and entrepreneurial skills are crucial. The current results support Ndlovu (2014) which state that lack of finances and lack of entrepreneurial skills, competition and inappropriate infrastructure were key to the unsustainability of small businesses. Also, current results support Lekhanya

(2016) that poor infrastructure and lack of financial support adversely affect youth-owned small businesses growth. On the other hand competition and lack of funding are major constraining factors of the sustainability of youth-owned small retail businesses.

4.6 Conclusion

The results of phase one of the study showed that the majority of youth who owns businesses were within the age of 31-35 years old, the majority are male-dominated, educated, single and have no children. The results of this study revealed that major factors enabling sustainability of youth-owned small business include record keeping, customer satisfaction, providing credits to loyal customers, meeting customer demands and technological utilization. Major constraining factors of the sustainability of youth-owned small retail businesses were competition, lack of funding, poor infrastructure and lack of entrepreneurial skills.

As the study was carried out through sequential mixed methods it was having two faces where by participants were allowed to share their knowledge, experiences about their businesses. In phase two where given Likert scale were by the rank the determinants of business sustainability against measures of business sustainability there results are presented below.

4.7 Findings for Phase 2 of the Study

4.7.1 Introduction

In this section, the results of phase 2 of the study are presented and explained. The second phase was entirely quantitative.

4.7.2 Measures of sustainability of youth-owned small retail businesses.

Table 4.1 shows the descriptive and inferential statistics on measures of sustainability. The principal measures were found to be “The business generates profit continuously” and “Continuous both short-term and permanent jobs”. “Ability to mount corporate socially responsible programmes” was reported to be the least important measure. Years in the retail business was not significantly associated ($P > 0.05$) with any of the seven measures of sustainability. However, a significant association was observed between “innovation types” and both gender and age ($P < 0.05$). Age and level of education were both significantly associated with “The business that generates profit continuously” and “Large amounts of relevant stock most of the time” ($P < 0.05$). Lastly, the level of education was significantly associated with “Continuous short-term and permanent jobs” and “Ever-increasing annual turnover”. There were no other significant

associations between the measures of sustainability and demographic variables. Results suggest that the major measures of sustainability in the youth-owned small retail business are “The business generates profit continuously” and “Continuous both short- term and permanent jobs”, The results confirm Koens & Thomas (2015) findings that Youth owned small business generates profit endlessly. On the other hand, Avendano (2017) argues that small retail businesses employ a substantial number of people in developing countries and are key in the productive structures of emerging economies. The results suggest that businesses which are owned by educated youth are more sustainable than those who are illiterate, current results support King and McGrath (2016) that those entrepreneurs with larger stocks of human capital, in terms of education and (or) vocational training have a positive impact on their business sustainable.

Table 4.1 : Measures of sustainability of youth-owned small retail businesses

Measures of sustainability	Mean	Standard deviation	Significance of association with			
			Gender	Age	Education	Years in retail business
1. The business that generates profit continuously	1.6	0.50	ns	*	*	ns
2. Continuous short-term and permanent jobs	2.2	1.40	ns	ns	*	ns
3. Large amounts of relevant stock most of the time	3.1	1.01	ns	*	*	ns
4. Ever-increasing annual turnover	3.7	0.91	ns	ns	*	ns
5. Types of innovation	4.3	0.94	*	*	ns	ns
6. Investment portfolio attributed to the business	6.0	0.03	ns	ns	ns	ns
7. Ability to mount corporate socially responsible programmes	7.0	0.05	ns	ns	ns	ns

Key: * = $P < 0.05$ ns = no statistically significant difference ($P > 0.05$)

4.7.3 Determinants of sustainability of youth-owned small retail businesses

In Table 4.2, the major determinants of sustainability are shown to be “start-up capital” and “Business training”. Marital status was the least important determinant of sustainability of youth-

owned retail businesses. All the demographic variables were not significantly associated with “Marketing strategy”, “Customer care” and gender ($P > 0.05$). On the other hand, out of the eleven determinants of sustainability of businesses, only “Level of education” and “Years in retail business” were significantly associated with marital status ($P < 0.05$). However, both gender and age were significantly associated with “Business training”, “Experience in business”, “Innovation”, “Access to reliable information” and “Financial management” ($P < 0.05$). Lastly, age, level of education and years in retail business were found to be associated with marital status ($P < 0.05$). Results of this study suggest that for youth-owned small retail business to be sustainable, “Start-up capital” and “Business training” are crucial. The findings are in support of Woldehanna *et al.* (2015) who researched on business survival and the associated factors. His study revealed that having business training and start-up capital led to business survival. In addition, study results suggest that gender and age plays a major factor on business sustainability. The findings support Ndugu (2018) which revealed that gender and age of the business owners plays a crucial role in business sustainability as they are major aspects of an entrepreneur’s characteristics.

4.7.4 Gender as a determinant of measures of the sustainability of youth-owned small retail businesses

In terms of gender against measures of sustainability, “Types of innovation” and “a large amount of relevant stock” were found most important (Table 4.3). However, the least important was “Continuous both short term and permanent jobs”. Years in the retail business was not significantly associated with any of the seven measures of sustainability with gender as a determinant ($P > 0.05$). However, a significant association was observed between age and gender with “The business that generates profit continuously”, “Large amounts of relevant stock most of the time”, “Ever-increasing annual turnover”, “Types of innovation”, “Investment portfolio attributed to the business” and “Ability to mount corporate socially responsible programmes” against gender as a determinant ($P < 0.05$). Education was found significantly associated with “Large amounts of relevant stock most of the time”. Lastly, there was no significant association between age and gender with “Continuous short term and permanent jobs” ($P > 0.05$). Results suggest that the type of innovation used in the business and the type of stock made available have a significant effect on the sustainability of youth-owned small retail business.

Table 4 2: Determinants of sustainability of youth-owned small retail business

Key: * = $P < 0.05$ ns = no statistically significant difference ($P > 0.05$)

Determinants of sustainability	Mean	Standard deviation	Significance of association with			
			Gender	Age	Education	Years in the retail business
1. Startup capital	1.0	0.00	ns	ns	ns	ns
2. Business training	2.3	0.07	*	*	ns	ns
3. Experience in business	2.7	0.07	*	*	ns	ns
4. Marketing strategy	4.0	0.00	ns	ns	ns	ns
5. Customer care	5.0	0.00	ns	ns	ns	ns
6. Innovation	6.7	0.07	*	*	ns	ns
7. Access to reliable information	7.0	0.20	*	*	ns	ns
8. Use of relevant technology	8.0	0.00	ns	ns	ns	ns
9. Financial management	8.3	0.13	*	*	ns	ns
10. Gender determinants	8.8	0.42	ns	ns	ns	ns
11. Marital status	10.3	0.07	ns	*	*	*

The preceding observation confirms the Henry (2017) view that types of innovation have a positive influence on the sustainability of youth-owned small retail business. The results further aligns with Musera (2015) findings which show that stock is an important item in each retail business without which there would no business. Results further suggest that being gender has an impact on the businesses owned by youth, supporting the studies conducted by (Sherifat,2013; Woldehanna, 2015; Lucas, 2017; Wanjiru, 2018) who found out that gender is significantly associated with measures of sustainability.

4.7.5 Marital status against measures of the sustainability of youth-owned small retail businesses

In terms of marital status against measures of sustainability “Types of innovation” and “Ever-increasing annual turnover” were found important (Table 4.4). However, the least important was “Continuous short term and permanent jobs”. Years in the retail business was found not

significantly associated ($P > 0.05$) with any of the seven measures of sustainability with marital status as a determinant. A significant association was observed between age and gender with a business that “Generates profit continuously”, “Large amounts of relevant stock most of the time”, “Ever-increasing annual turnover”, and “Types of innovation”, “Investment portfolio attributed to the business” and “Continuous short term and permanent jobs” ($P < 0.05$). There was no significant association between age and gender with “Ability to mount corporate socially responsible programmes” ($P > 0.05$). Results suggest that for a business to be sustainable it should have “Ever-increasing annual turnover” and specific or different “Types of innovation” from other business. The results confirm Shosha (2016) that annual turnover is one of the principal measures in business while Henry (2017) argued that Types of innovation have the positive influence on the sustainability of youth-owned small retail business. In addition, gender and age determine business sustainability. On the other hand, results confirm Wanjiru (2018) that age and gender are significantly associated with business sustainability.

Table 4. 3: Gender against measures of the sustainability of youth-owned small retail businesses

Gender as a determinant of sustainability measures	Mean	Standard Deviation	Significance of association with			
			Gender	Age	Education	Years in retail business
1. Types of innovation	7.1	4.20	*	*	ns	ns
2. Large amounts of relevant stock most of the time	1.0	0.73	*	*	*	ns
3. Ever-increasing annual turnover	1.0	1.40	*	*	ns	ns
4. The business that generates profit continuously	1.4	0.50	*	*	ns	ns
5. Ability to mount corporate socially responsible programmes	1.4	0.50	*	*	ns	ns

6. Investment portfolio attributed to the business	1.7	0.47	*	*	ns	ns
7. Continuous short-term and permanent jobs	1.8	0.41	ns	ns	*	ns

Key: * = $P < 0.05$ ns = no statistically significant difference ($P > 0.05$)

Table 4. 4: Marital status against measures of the sustainability of youth-owned small retail businesses.

Key: * = $P < 0.05$ ns = no statistically significant difference ($P > 0.05$)

Marital status and sustainability measures	Mean	Standard deviation	Significance of association with			
			Gender	Age	Education	Years in retail business
1. Types of innovation	8.0	4.71	*	*	ns	ns
2. Ever-increasing annual turnover	9.1	0.90	*	*	ns	ns
3. Investment portfolio attributed to the business	10.0	0.04	ns	*	ns	ns
4. Large amounts of relevant stock most of the time	10.1	0.88	*	*	ns	ns
5. The business that generates profit continuously	11.0	0.41	ns	*	*	ns
6. Ability to mount corporate socially responsible programmes	10.2	0.41	ns	ns	*	ns
7. Continuous short-term and permanent jobs	10.5	0.50	*	*	ns	ns

4.7.6 Business experience against measures of the sustainability of youth-owned small retail businesses

In terms of business experience against measures of sustainability “Ever-increasing annual turnover” and “Types of innovation” were found most important. However, the least important was “Continuous both short term and permanent jobs” (Table 4.5). Age and level of education were found significantly associated with “Large amounts of relevant stock most of the time”, “Ever-increasing annual turnover”, “Types of innovation “and “Ability to mount corporate socially responsible programmes” ($P < 0.05$). All the demographic variables were significantly associated with “Types of innovation” ($P < 0.05$). However, there was no significant association observed between age, educational level and years in the retail business with “Investment portfolio attributed to the business” ($P > 0.05$). In addition, years in the retail business was found not significantly associated with “The business that generates profit continuously”, “Large amounts of relevant stock most of the time”, Ever-increasing annual turnover” and “Types of innovation” ($P > 0.05$). Results suggest that for a business to be sustainable, it should have “ever-increasing

annual turnover” and that specific/different “Types of innovation” from other business. The above observation confirms Shosha (2016) that annual turnover is one of the principal measures in business while Henry (2017) indicated that types of innovation have the positive influence on the sustainability of the youth-owned small retail business. On the other hand, results further suggests that years in operation of a business have a significant effect when it comes to business sustainability. Lastly, results confirm Blackburn *et al.* (2013) that years in retail business lead sustainability of youth-owned small retail businesses.

4.7.7 Starting capital against measures of the sustainability of youth-owned small retail businesses

The principal measures of sustainability against starting capital were “The business that generates profit continuously” and “Business continuous both short term and permanent jobs. Least measure was “Types of innovation” (Table 4.6). Age and gender were found significantly associated with “The business that generates profit continuously”, “Continuous short term and permanent jobs”, “Large amounts of relevant stock most of the time”, “Ever-increasing annual turnover”, “Investment portfolio attributed to the business” and “Ability to mount corporate socially responsible programmes”(P<0.05). However, the level of education and years in the retail business was found to be not significantly associated with all the measures of sustainability(P>0.05).

Table 4.5: Business experience against measures of sustainability of youth owned small retail businesses

Business experience and sustainability measures	Mean	Standard deviation	Significance of association with			
			Gender	Age	Education	Years in retail business
1. Ever-increasing annual turnover	2.4	0.50	ns	*	*	ns
2. Types of innovation	2.4	0.70	*	*	*	*

3. Ability to mount corporate socially responsible programmes	2.7	0.48	ns	*	*	*
4. Large amounts of relevant stock most of the time	2.9	1.00	ns	*	*	ns
5. Investment portfolio attributed to the business	3.5	1.07	*	ns	ns	ns
6. The business that generates profit continuously	3.6	1.70	*	*	ns	ns
7. Continuous short-term and permanent jobs	4.3	2.66	*	ns	*	*

Key: * = $P < 0.05$ ns = no statistically significant difference ($P > 0.05$)

Table 4. 6: Starting capital against measures of sustainability of youth-owned small retail businesses

Starting capital and sustainability measures	Mean	Standard Deviation	Significance of association with			
			Gender	Age	Education	Years in retail business
1. The business that generates profit continuously	1.0	0.00	*	*	ns	ns
2. Continuous short-term and permanent jobs	1.0	0.00	*	*	ns	ns
3. Large amounts of relevant stock most of the time	1.0	0.00	*	*	ns	ns
4. Ever-increasing annual turnover	1.0	0.00	*	*	ns	ns
5. Investment portfolio attributed to the business	1.0	0.00	*	*	ns	ns
6. Ability to mount corporate socially responsible programmes	1.0	0.00	*	*	ns	ns
7. Types of innovation	1.6	0.94	ns	ns	ns	ns

Key: * = $P < 0.05$ ns = no statistically significant difference ($P > 0.05$)

Important measures of the sustainability youth-owned small retail business as “The business that generates profit continuously” and “Business continuous short term and permanent jobs support Koens & Thomas (2015) that youth owned small business generates profit while Avendano (2017) argues that small retail businesses employ a substantial number of people in developing countries and key in the productive structures of emerging economies. Result suggests that gender and

age of the entrepreneur have impact on the business sustainability support Wanjiru (2018) that age and gender are important measures of business sustainability.

4.7.8 Access to reliable information against measures of sustainability of youth-owned small retail businesses

The principal measures of sustainability against “Access to reliable information” were business that has “Large amounts of relevant stock” and “Types of innovation” while the least measure was “Ever-increasing annual turnover” (Table 4.7). Level of education and years in retail business had no significant association with “The business that generates profit continuously”, “Large amounts of relevant stock most of the time”, “Ever-increasing annual turnover” “Types of innovation”, “and Investment portfolio attributed to the business” ($P > 0.05$). However, age and gender were found significantly associated with “The business that generates profit continuously”, “Large amounts of relevant stock most of the time”, “Ever-increasing annual turnover” and “Investment portfolio attributed to the business” ($P < 0.05$). Results suggest that the type of innovation used in the business and the type of stock you make available have a significant effect on the sustainability of youth-owned small retail business. The findings confirm Henry (2017) that Types of innovation have a positive influence on the sustainability of youth-owned small retail business. The results further align with Madzivhandila (2018) that stock is important in each retail business without it there is no business. In addition, study results suggest that gender and age of an entrepreneur have a significant influence on business sustainability. This confirms Shava (2018) who discovered that gender and age were crucial to business sustainability.

Table 4.7: Access to reliable information against measures of sustainability of youth-owned small retail businesses.

Access to reliable information and sustainability measures	Mean	Standard deviation	Significance of association with			
			Gender	Age	Education	Years in the retail business
1. Types of innovation	4.7	1.29	ns	*	ns	ns

2. Large amounts of relevant stock most of the time	5.3	1.70	*	*	ns	ns
3. Continuous short-term and permanent jobs	6.00	1.64	ns	ns	*	*
4. Ability to mount corporate socially responsible programmes	6.32	1.49	ns	ns	*	*
5. The business that generates profit continuously	7.18	1.32	*	*	ns	ns
6. Investment portfolio attributed to the business	7.18	1.32	*	*	ns	ns
7. Ever-increasing annual turnover	8.7	1.26	*	*	ns	ns

Key: * = $P < 0.05$ ns = no statistically significant difference ($P > 0.05$)

4.7.9 Customer care against measures of the sustainability of youth-owned small retail businesses

In Table 4.8, “continuous both short term and permanent jobs” and “investment portfolio attributed to the business” was found the principal measures of sustainability. The least measure was “Large amounts of relevant stock most of the time”. Gender was found significantly associated with “The business that generates profit continuous”, “Large amounts of relevant stock most of the time”, “Ever-increasing annual turnover”, “Types of innovation”, and “Investment portfolio attributed to the business” ($P < 0.05$). Level of education and years in retail business were found to be significantly associated with “The business that generates profit continuous” and “Ever-increasing annual turnover” ($P < 0.05$). There was no significant association with “Large amounts of relevant stock most of the time”, “Types of innovation and” and “Ability to mount corporate socially responsible programmes” ($P > 0.05$). Lastly, all the demographic variables were found not significantly associated with “Ability to mount corporate socially responsible programmes” ($P >$

0.05). The results suggest that in terms of customer care, “Continuous short term and permanent jobs” and “investment portfolio attributed to the business” are important measures of business sustainability supports Amha (2016) who found that youth-owned businesses had the highest average employment. Gender of the youth business owners influence the business sustainability Confirms Shava (2018) that gender was significantly associated with business sustainability measures of youth-owned small retail businesses. Results suggest that youth small business owner who are educated and the number of years in the retail business are very important for business sustainability support as per Lucas (2017) findings that education level and years in retail business had a positive effect on the performance of youth-owned small retail business.

4.7.10 Marketing strategy against measures of the sustainability of youth-owned small retail businesses

Results Table 4.9 show that “The business that generates profit continuous” and “Ever-increasing annual turnover” were found to be principal measures in terms of marketing strategy while “Type of innovation” was the least measure of sustainability (Table 4.9). All the demographic variables were found to be significantly associated with “Types of innovation” ($P < 0.05$) and no significant association with “Large amounts of relevant stock most of the time” ($P > 0.05$). Significant association were observed between gender, age, level of education with “Ability to mount corporate socially responsible programmes” and “Investment portfolio attributed to the business” ($P < 0.05$). In addition, there was a significant association between age and level of education with “Ever-increasing annual turnover” ($P < 0.05$).

Table 4. 8: Customer care against measures of sustainability of youth-owned small retail businesses

Customer care and sustainability measures	Mean	Standard Deviation	Significance of association with			
			Gender	Age	Education	Years in retail business
1. Continuous short-term and permanent jobs	3.3	1.50	ns	*	*	ns
2. Investment portfolio attributed to the business	3.9	0.73	*	ns	*	ns

3. The business that generates profit continuously	4.0	0.82	*	ns	*	*
4. Ever-increasing annual turnover	4.6	1.26	*	ns	*	*
5. Ability to mount corporate socially responsible programmes	5.0	0.00	ns	ns	ns	ns
6. Types of innovation	6.0	3.63	*	*	ns	ns
7. Large amounts of relevant stock most of the time	6.1	3.39	*	*	ns	ns

Key: * = $P < 0.05$ ns = no statistically significant difference ($P > 0.05$)

Table 4. 9: Marketing strategy against measures of sustainability of youth-owned small retail businesses

Marketing strategy and sustainability measures	Mean	Standard deviation	Significance of association with			
			Gender	Age	Education	Years in retail business
1. Ever-increasing annual turnover	3.1	1.00	ns	*	*	ns
2. The business that generates profit continuously	3.7	1.24	*	*	ns	ns
3. Ability to mount corporate socially responsible programmes	3.8	1.47	*	*	*	ns
4. Continuous short-term and permanent jobs	3.9	1.30	*	ns	*	ns

5. Large amounts of relevant stock most of the time	5.0	0.00	ns	ns	ns	ns
6. Investment portfolio attributed to the business	5.1	0.73	*	*	*	ns
7. Types of innovation	6.1	2.10	*	*	*	*

Key: * = $P < 0.05$ ns = no statistically significant difference ($P > 0.05$)

The major measures of sustainability in youth-owned small retail business are “The business that generates profit continuous” and “Ever-increasing annual turnover”. The results support Koens & Thomas (2015) findings that in youth-owned small business profit was found the major motive while annually turnover is one of the most important measures of the sustainability of youth-owned small retail business. Furthermore, results show that demographic variables are crucial to youth-owned small retail business sustainability. This confirms Wanjiru (2018) findings that age; gender; the level of education determines the sustainability youth-owned small retail business.

4.7.11 Business training against measures of the sustainability of youth-owned small retail businesses

In Table 4.10 “Ability to mount corporate socially responsible programmes” and “Investment portfolio attributed to the business” were found to be the principal measures of sustainability. The least measure of sustainability was “Type of innovation”. Gender was found significantly associated with “The business that generates profit continuously”, “Continuous short term and permanent jobs”, “Large amounts of relevant stock most of the time”, “Ever-increasing annual turnover”, “Types of innovation”, and “Investment portfolio attributed to the business” ($P < 0.05$). Whilst age, level of education and years in retail business were found significantly associated with the ability to mount corporate socially responsible programmes, Ever-increasing annual turnover and “Types of innovation” ($P < 0.05$). Level of education and years in retail were found not significantly associated with “Continuous both short term and permanent jobs” and “Large amounts of relevant stock most of the time” ($P > 0.05$). The above results indicate that giving back to the community and investing as youth-owned small retail business show that the business is sustainable. This finding supports Weldeslassie *et al.* (2019) found that youth-owned small business employed over 3 million workers, accounting for 65.1% of the total employment of 4.6 million of the business establishments in Malaysia. In addition, the gender of the youth business owners significant influence on business sustainability. The above findings support Shava (2018)

that gender was significantly associated with business sustainability measures of youth-owned small retail businesses.

Table 4. 10: Business training against measures of sustainability of youth-owned small retail businesses

Business training and sustainability measures	Mean	Standard deviation	Significance of association with			
			Gender	Age	Education	Years in the retail business
1. Ability to mount corporate socially responsible programmes	2.3	0.48	ns	*	*	*
2. Investment portfolio attributed to the business	3.4	1.82	*	ns	*	ns
3. Ever-increasing annual turnover	3.4	1.27	*	*	*	*
4. Large amounts of relevant stock most of the time	3.5	1.07	*	ns	ns	ns
5. Continuous short-term and permanent jobs	3.6	0.47	*	*	ns	ns
6. The business that generates profit continuously	3.9	2.16	*	ns	*	*
7. Types of innovation	5.5	2.59	*	*	*	*

Key: * = $P < 0.05$ ns = no statistically significant difference ($P > 0.05$)

4.7.12 Use of relevant technology against measures of sustainability of youth-owned small retail businesses.

In Table 4.11 “The business that generates profit continuous” and “Ever-increasing annual turnover” were found to be principal measures in terms of use of relevant technology while the least measure was “Continuous short term and permanent jobs”. Gender was found significantly

associated with “The business that generates profit continuously”, “Continuous short term and permanent jobs”, “Types of innovation”, and “Investment portfolio attributed to the business” ($P < 0.05$). However, level of education and years in retail were not significant associated with “Types of innovation”, and “Investment portfolio attributed to the business” and “Large amounts of relevant stock most of the time” ($P > 0.05$). On the other hand, age was found to be significantly associated with “Ever-increasing annual turnover”, “Large amounts of relevant stock most of the time”, “Continuous short term and permanent jobs” and “Types of innovation” ($P < 0.05$). Results suggest that the key measures of sustainability in youth-owned small retail business were “The business that generates profit continuous” and “Ever-increasing annual turnover”. The findings support Shosha (2016) who mentioned that annually turnover was found significantly associated with the business that generates profit continuously. Being a male or female small business owner affected sustainability of the business, in agreement with Ngoru (2017).

4.7.13 Financial management against measures of the sustainability of youth-owned small retail businesses

In Table 4.12 “Continuous short term and permanent jobs” and “Investment portfolio attributed to the business” were found to be the principal measures of sustainability. Least measure of sustainability was “The business that generates profit continuously”. All the demographic variables were found significantly associated with “The business that generates profit continuously” and “Large amounts of relevant stock most of the time” ($P < 0.05$). Gender and age were found significantly associated with “Types of innovation”, “Investment portfolio attributed to the business”, “Ability to mount corporate socially responsible programmes” and “Ever-increasing annual turnover” ($P < 0.05$). However, age, level of education and years in retail business were observed to be significantly associated with “Continuous both short term and permanent jobs” ($P < 0.05$). Results suggest that the major measures of sustainability in youth-owned small retail business are “Continuous both short term and permanent jobs” and “Investment portfolio attributed to the business” support Muriithi (2017) youth-owned small retail businesses contribute to African development through the creation jobs to unemployed communities.” Shava (2018) also found that gender and age influenced business sustainability.

Table 4. 11: Use of relevant technology against measures of sustainability of youth-owned small retail businesses.

Use of relevant technology and sustainability measures	Mean	Standard Deviation	Significance of association with			
			gender	Age	Education	Years in the retail business

1. The business that generates profit continuously	6.6	1.82	*	ns	*	ns
2. Ever-increasing annual turnover	6.7	0.98	ns	*	ns	*
3. Types of innovation	7.1	0.88	*	*	ns	ns
4. Investment portfolio attributed to the business	7.5	0.50	*	ns	ns	ns
5. Ability to mount corporate socially responsible programmes	9.0	0.82	*	ns	*	*
6. Large amounts of relevant stock most of the time	8.0	0.00	ns	*	ns	ns
7. Continuous short-term and permanent jobs	8.2	0.80	*	*	*	ns

Key: * = $P < 0.05$ ns = no statistically significant difference ($P > 0.05$)

Table 4. 12: Financial management against measures of sustainability of youth-owned small retail businesses

Financial management and sustainability measures	Mean	Standard deviation	Significance of association with			
			Gender	Age	Education	Years in retail business
1. Continuous short-term and permanent jobs	7.0	0.83	ns	*	*	*
2. Investment portfolio attributed to the business	7.2	1.61	*	*	*	ns

3. Ability to mount corporate socially responsible programmes	8.0	1.24	*	*	ns	*
4. Ever-increasing annual turnover	8.0	1.47	*	*	*	ns
5. Types of innovation	8.1	0.90	*	*	ns	ns
6. Large amounts of relevant stock most of the time	9.0	0.10	*	*	*	*
7. The business that generates profit continuously	9.0	0.32	*	*	*	*

Key: * = $P < 0.05$ ns = no statistically significant difference ($P > 0.05$)

4.7.14 Innovation against measures of the sustainability of youth-owned small retail businesses.

In Table 4.13 “The business that generates profit continuous” and “Ever-increasing annual turnover” were found to be principal measures in terms of innovation while the least measure was “Types of innovation”. Gender was found significantly associated with “The business that generates profit continuously”, “Ever-increasing annual turnover” and “Types of innovation” ($P < 0.05$). However, age was found significantly associated with “Continuous both short term and permanent jobs”, “Large amounts of relevant stock most of the time”, “Ever-increasing annual turnover”, “Types of innovation”, “Investment portfolio attributed to the business”, “Ability to mount corporate socially responsible programmes” ($P < 0.05$). In addition, level of education and years in retail business was found not significantly associated with “Business that generates profit continuously” and “Ever-increasing annual turnover and type of innovation” ($P > 0.05$). Results suggest that the major measures of sustainability in youth-owned small retail business are “The business that generates profit continuous” and “Ever-increasing annual turnover”, The above findings support the observations of Shosha (2016). Moreover, age of the youth small business owner influenced sustainability of the business. Ndungu & Karugu (2018) assessing the

determinants of sustainability of micro and small enterprises owned by youth, and observed that age was a major factor.

4.7.15 Conclusion

Results in phase two of the study suggest that the major measures of the sustainability of youth-owned small retail business are continuously profit generation, both short-term and permanent jobs. On the other hand start-up capital, business training, gender, age of the business and level of education are crucial to determine the business sustainability. The results further shows the significant association of starting capital, business training, gender, age of the business and level of education with a business that generates profit continuously and continuous both short-term and the permanent job were observed in this study.

Table 4.13: Innovation against measures of sustainability of youth-owned small retail businesses.

Innovation and sustainability measures	Mean	Standard deviation	Significance of association with			
			Gender	Age	Education	Years in the retail business
1. Ever-increasing annual turnover	6.3	0.94	*	*	ns	ns
2. The business that generates profit	6.3	1.28	*	ns	ns	ns
3. Continuous short-term and permanent jobs	6.4	1.51	ns	*	*	*
4. Large amounts of relevant stock most of the time	7.0	0.84	ns	*	*	ns
5. Ability to mount corporate socially	7.6	1.09	ns	*	ns	*

	responsible programmes						
6.	Investment portfolio attributed to the business	8.0	1.17	ns	*	*	*
7.	Types of innovation	8.4	1.36	*	*	ns	ns

Key: * = $P < 0.05$ ns = no statistically significant difference ($P > 0.05$)

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CHAPTER 5: CONCLUSIONS AND RECOMMENDATIONS

5.1. Introduction

In this chapter, the discussions and methodological imperatives related to the objectives are raised. This is followed by the summary of the study, conclusion and study recommendations.

5.2. Discussion

Two objectives guided this study, which sought to understand the determinants of sustainability of the youth-owned small retail business in the rural areas of Makhado Local Municipality. These were (1) Major factors enabling the growth and development of youth-owned small retail businesses; and (2) Major factors constraining the growth and development of youth-owned small retail businesses. A deeper understanding of the major factors of sustainability was unraveled. So were the major factors constraining the growth and development of youth-owned small retail businesses.

5.3. Methodological Imperatives

Purposive sampling methods were used to select participants for the study. This study initially targeted a significant number of youth who own small retail business but, it emerged that the youth business owners were smaller than expected due to the failure of surviving to some of them. As a result, eighty-three youth-owned small retail businesses participated in the study. The study included both male and female youth starting from the age of 18-35

Exploratory sequential mixed method was adopted to understand determinants of sustainability of youth-owned small retail business. Exploratory sequential mixed design is supported by (Plano Clark, 2011) who stated that it refers to a process where qualitative data was first collected and analyzed, and emerging themes were used to drive the development of a quantitative instrument to further explore the research problem. The use of mixed methods research design, made the researcher take advantage of both numeric and non-numeric data, which helped to conduct a more comprehensive analysis and thus enhance the data findings (Clandinin, 2016). Face-to-face interviews were employed as data collection techniques while open-ended administered questionnaire as data collection tools.

Atlas.ti analysis software was appropriate for performing a thematic content analysis of the data collected in phase one of this study. The tool was chosen because it is useful for processing rich

qualitative data the data for the second phase were analysed with Statistical Packaging for Social Sciences version 25.0 software. Results were revealed based on each phase of data collection used to achieve the study objectives.

5.4. Summary of the Study

Chapter one presents the background of the study, problem statement, justification of the study, the objectives, research questions, conceptual framework and operational definitions of key terms. In chapter two literature review based on research objectives. The literature was reviewed checking what other scholars have done relating the current research topic based on methods they used in their study (research design, selecting participants, data collection and analysis) and what did they find out followed by the research gap. The methodology adopted in chapter three, provides a detailed discussion of the study area, population, various techniques used to obtain and analyze data for research and research ethical considerations for the study. Chapter four data was analyzed, and the computed results were interpreted and discussed based on the objectives of the study. Chapter five presented the summary of the study, conclusion and study recommendations.

5.5. Conclusion

The conclusion is based on the demographic information of the participants, major factors enabling sustainability of youth-owned small retail businesses and major factors constraining the sustainability youth-owned small retail businesses.

5.5.1 Demographic characteristics

The results of this current study show that 39% of the participants were within 31-35 years of age, majority of the participants were male (51%). The highest level of qualification was diploma with 32%, the majority of youth business owners are single with 71% and they do not have children with 41%. Therefore, this study concludes that majority of youth who own small retail businesses are within the age of 31-35 years old, in terms of gender it is male-dominated, they are educated, single and no children at Ha-Mulima village.

5.5.2 Background/characteristics of youth-owned small retail businesses

This study concludes that the characteristics of youth-owned small retail businesses starting capital were mainly from friends and social grant. It revealed that the motives to start a business were unemployment, contributing to community development and to support the family. The

majority of youth-owned businesses did not have employees as supported by the study conducted by (Henry, 2017)

5.5.3 Major factors enabling sustainability of youth-owned small retail businesses

The results of this study revealed the major enablers of the sustainability youth-owned small retail businesses 14 participants said record keeping, 13 said customer satisfaction, 6 said providing credits to loyal customers and 5 said meeting customer demands, 10 said technological utilization, 37 said expenses (stock), in terms of the source of capital 13 said, friends and family. The study concludes that major factors enabling sustainability of youth-owned small business are record keeping, customer satisfaction, providing credits to loyal customers, meeting customer demands, technological utilization and source of stated capital. The measures of sustainability include the business generates profit continuously and continuous both short-term and permanent jobs. Also, start-up capital, business training, gender, age of the business and level of education was found crucial to determine the business sustainability as supported by (Lekhanya, 2016).

5.5.4 Major factors constraining the sustainability youth-owned small retail businesses

The results of the current study revealed the major constraints/challenges of the sustainability youth-owned small retail businesses. Thirty-nine participants indicated that competition and lack of funding, 21 participants said poor infrastructure while 10 said lack of entrepreneurial skills. Therefore, the current study concludes that major constraining factors of the sustainability youth-owned small retail businesses are competition, lack of funding, poor infrastructure and lack of entrepreneurial skills support (Muriithi, 2017).

5.6. Recommendations

5.6.1 Major factors enabling sustainability of youth-owned small retail businesses

The study concludes that major factors enabling sustainability of youth-owned small business include record keeping, customer satisfaction, providing credits to loyal customers, meeting customer demands, technological utilization, buying stock, source of stating capital. It is therefore, recommended that youth-owned small retail businesses gets training on basic business management skills on how to keep business records and prepare good business plans, customer orientation, and how to write funding proposal in order to sustain their businesses. This might lead

to decent work for all. In the other hand decreasing the youth unemployment rate which is estimated at 29% in south africa.

5.6.2 Major factors constraining the sustainability youth-owned small retail businesses

The current study revealed major constraining factors of the sustainability youth-owned small retail businesses as competition, therefore this study recommends seminars to empower entrepreneurs so that they address competition. The second constraining factor was lack of funding, hence the government should introduce programs aimed at raising awareness on funding agencies and their criteria. The third constraining factor was poor infrastructure, so resources should be devoted to undertaking comprehensive of building proper infrastructure for youth-owned small retail businesses operations. Lastly but not least was lack of entrepreneurial skills, thus the government should support youth-owned small retail businesses through organizations which come up with entrepreneurship training programs. Youth-owned small retail businesses, in general, have been and still face several challenges as mentioned above.

5.7 Limitation and Further Research

The current study mainly focused on identifying the Determinants of Sustainability of Youth-owned Small Retail Businesses in Rural Areas of Makhado Local Municipality. As such, future studies must consider large scale studies on the same topic to be able to compare and test the results of the current study. Such studies may include: Determining the role of government in enhancing the sustainability of youth-owned small retail businesses.

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LIST OF APPENDICES

Appendice 1: Ethical clearance certificate

RESEARCH AND INNOVATION
OFFICE OF THE DIRECTOR

NAME OF RESEARCHER/INVESTIGATOR:

Ms R Maake

Student No:

14014532

PROJECT TITLE: Determinants of sustainability of youth-owned small retail businesses in rural areas of Makhado local municipality.

PROJECT NO: SARDF/19/IRD/04/2608

SUPERVISORS/ CO-RESEARCHERS/ CO-INVESTIGATORS

NAME	INSTITUTION & DEPARTMENT	ROLE
Ms G. Cloos	University of Venda	Supervisor
Prof J. Franch	University of Venda	Co-Supervisor
Ms R Maake	University of Venda	Investigator - Student

ISSUED BY:

UNIVERSITY OF VENDA, RESEARCH ETHICS COMMITTEE

Date Considered: August 2019

Decision by Ethical Clearance Committee: **Granted**

Signature of Chairperson of the Committee: 

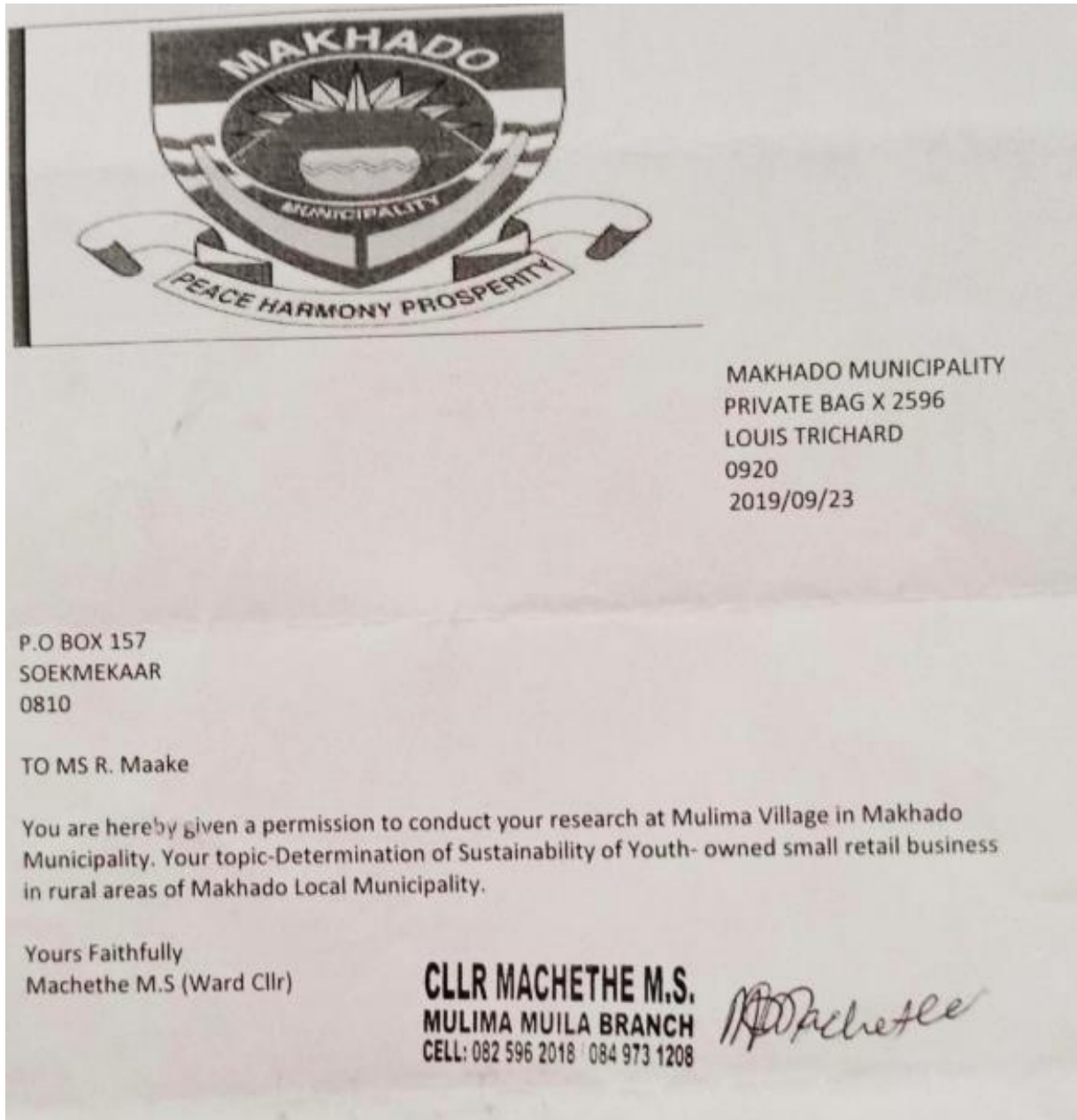
Name of the Chairperson of the Committee: **Senior Prof. G.E. Ekosse**

UNIVERSITY OF VENDA	
DIRECTOR	
RESEARCH AND INNOVATION	
2019-11-20	
Project:	AS008
Makhado DRSD	



UNIVERSITY OF VENDA
Private and Public: Tšhikanga, Vhaya, Lepopo, Phokeng, Gwelo, Makhado
TELEPHONE: 023 262 2000 FAX: 023 262 2000
"A quality driven, financially sustainable, rural-based Comprehensive University"

Appendice 2: Letter for permission to conduct the study



Appendice 3: Interview Guide

- Greet the respondent and introduce yourself.
- Explain the purpose of the interview and what your intending to find out.
- Explain that participation is voluntary and can stop at any time if no longer interested.
- Ask permission to take audio record and pictures.
- ask him/her to sign informed consent form if he/she is interested.
- Respondent must sign register.
- Motivate the participants to speak tell him/her that every answer is correct
- Then go through the questionnaire.
- Make sure your voice is clear and your familiar with question.
- Stick to research questions.
- Have eye contact.
- In conclusion seek clarification for anything that is still unclear.
- Ask if there is anything else, they would like to ask or add
- Thank the participants for the participation.

Appendice 4: Checklist

1. Questionnaire	
2. Informed consent	
3. Register	
4. Pen	
5. Pencil	
6. Clipboard	
7. Voice recorder	
8. Camera	
9. Transport	

Appendice 5: Research Questionnaire Phase 1



University of Venda
School of Agriculture
Institute for Rural Development

RESEARCH QUESTIONNAIRE

Phase 1

TOPIC: DETERMINANTS OF SUSTAINABILITY OF YOUTH-OWNED GENERAL SMALL RETAIL BUSINESSES IN RURAL AREAS OF MAKHADO LOCAL MUNICIPALITY

1. Introduction

My name is **ROFHIWA MAAKE** conducting a study on **DETERMINANTS OF YOUTH-OWNED GENERAL SMALL RETAIL BUSINESSES IN RURAL AREAS OF MAKHADO LOCAL MUNICIPALITY**.

Please kindly give your consent in participating in the study by reading through this document and ticking the boxes below. If you agree Tick "YES" if you disagree tick "NO" the box. The information you give during this interview is for academic purpose only and will be treated as strictly confidential.

I have read all information in this questionnaire and all related documents. I understand them completely. All my questions regarding this study have been answered to my complete satisfaction.

I agree to participate in this research.

YES

NO

Signature.....

Date.....

SECTION A: DEMOGRAPHIC CHARACTERISTICS

1. Age: 15-20 years 21-25 years 26-30 years 31-35 years

2. Gender: Male Female

3. Highest level of education: Grade 10 Matric Diploma Degree
Honours PHD

4. Marital status: Single Married Divorced Widow

5. Number of children: None 1-2 3-4 5-6 7+

SECTION B: BUSINESS EXPERIENCE AND MOTIVATION

1. What inspired you to start your own business?

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

2. What was the source of capital in starting your business?

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

.....
.....
3. How many employees do you have ? Male ----- Female-----

4. Has your business expanded in term of sales since you started? Explain

.....
.....
.....
5. Do you know of any types of support for small businesses run by youth ? Explain

.....
.....
.....
6. If you received financial support how did you use it?

.....
.....
.....
7. Do you have other sources of income besides your business? Explain

.....
.....
8. Do you have any competitors in your Business area? If yes, how many? explain

.....
.....
9. Which methods do you use to market your products to your customers? explain

.....
.....
.....
10. What major challenges do you experience in running a business ?

.....
.....
11. How have you been sustaining your business so far? Explain

.....
.....
12. Do you use any technology in your business? If yes, How does the technology help you in your business? explain

.....
.....

13. What expenses do you incur on monthly basis to run business?
.....
.....
.....

14. How did you secure your operating resources ? Please explain the steps you followed to secure it.
.....
.....

15. Are you aware of any youth policies or strategies set by the government to support youth businesses? Explain
.....
.....

Thank you for this valuable information

Appendice 6: Informed consent

RESEARCH ETHICS COMMITTEE

UNIVEN Informed Consent

Appendix B

LETTER OF INFORMATION

Title of the Research Study: Determinants of Sustainability of Youth-owned Small Retail Businesses in Rural Areas of Makhado Local Municipality

Principal Investigator/s/ researcher: Maake Rofhiwa, MRDV

Co-Investigator/s/supervisor/s : Ndou Tshiane Mellda, MENVSC

Brief Introduction and Purpose of the Study:

Outline of the Procedures: The responsibilities of the participants are to give the information that they know to the researcher. The study will be conducted through face to face interview in their premises. The criteria for inclusion of the participants will be purposive sampling. However, only 5-8 minutes will be required from each participant. Participants are expected to say what they know about the study and there is no wrong answer.

Risks or Discomforts to the Participant: There are no risks since the participants are human beings.

Benefits: There will not be any monetary benefits. However, the researcher will organise a feedback workshop to all participants, Key informants and the Local Municipal officials.

Reason/s why the Participant May Be Withdrawn from the Study: Non-compliance, illness or voluntary withdrawal. There will be no adverse consequences for the participant should they choose to withdraw.

Remuneration: The participants will not receive any monetary or other types of remuneration.

Costs of the Study: The participant will not be expected to cover any costs towards the study.

Confidentiality: Data collected will be treated with the strict confidence and professionalism. The results will be used for academic purposes only

Research-related Injury: The study will be done in their participants premises therefore and if there is injury there is no compensation.

Persons to Contact in the Event of Any Problems or Queries:

(Ms G. Oloo, research supervisor Please contact the researcher (tel no: 0825012252), my supervisor tel no: 0159628000/8806 or the University Research Ethics Committee Secretariat on 015 962 9058. Complaints can be reported to the Director: Research and Innovation, Prof GE Ekosse on 015 962 8313 or Georges.Ivo.Ekosse@univen.ac.za

General:

Potential participants must be assured that participation is voluntary and the approximate number of participants to be included should be disclosed. A copy of the information letter should be

issued to participants. The information letter and consent form must be translated and provided in the primary spoken language of the research population

CONSENT

Statement of Agreement to Participate in the Research Study:

- I hereby confirm that I have been informed by the researcher, (**Maake Rofhiwa**), about the nature, conduct, benefits and risks of this study - Research Ethics Clearance Number: **SARDF/19/IRD/2608**.
- I have also received, read and understood the above written information (*Participant Letter of Information*) regarding the study.
- I am aware that the results of the study, including personal details regarding my sex, age, date of birth, initials and diagnosis will be anonymously processed into a study report.
- In view of the requirements of research, I agree that the data collected during this study can be processed in a computerized system by the researcher.
- I may, at any stage, without prejudice, withdraw my consent and participation in the study.
- I have had sufficient opportunity to ask questions and (of my own free will) declare myself prepared to participate in the study.
- I understand that significant new findings developed during the course of this research which may relate to my participation will be made available to me.

Full Name of Participant	Date	Time	Signature
I,

(Maake Rofhiwa) herewith confirm that the above participant has been fully

Informed about the nature, conduct and risks of the above study.

Full Name of Researcher

Maake Rofhiwa Date..... Signature.....

Full Name of Witness (If applicable)

..... Date Signature.....

Full Name of Legal Guardian (If applicable)

..... Date..... Signature.....

Appendice 7: Participants Register

Names of Participants	Name of the village	Contact details

Appendice 8: Editor's Letter



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EDITOR'S LETTER

08 JUNE 2021

This is to certify that the mini-dissertation titled "*Determinants of Sustainability of Youth-owned Small Retail Businesses in Rural Areas of Makhado Local Municipality*" by Maake Rofhiwa (Student number: 14014532) has been edited and proofread for grammar, spelling, punctuation, overall style and logical flow. The language in this mini dissertation is of an acceptable standard.

Regards,

Mr Patrick Higgins

(Editor)

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Appendix 9: Research Questionnaire Phase 2



University of Venda
School of Agriculture
Institute for Rural Development

Name of the researcher:Maake Rofhiwa

Contact details:0825012252

Second Phase Questionnaire

Instructions

I am carrying out research for a Masters in Rural Development degree. In this work, I would like to understand the key determinants of sustainability of small retail businesses that youth-run. The table below is an attempt to obtain this relationship. Would you therefore kindly accord me about 20-30 minutes of your time to discuss this, please.

- | | | | | |
|------------------------------------|-----------|-------------|--------------------------|-------------|
| 1. Gender | Male | Female | | |
| 2. Age group | <20 years | 21-25 years | 26-30 years | 30-35 years |
| 3. Education and training | None | Primary | Secondary but not Matric | Matric |
| | Tertiary | | | |
| 4. Years in retail business | < 5 years | 5-10 years | > 10 years | |

Measure of sustainability	Determinants of Sustainability											
	Rank ↓	Gender	Marital status	Experience in business	Start-up capital	Access to reliable information	Customer care	Marketing strategy	Business training	Use of relevant technology	Financial management	Innovation
Rank →												
1. The business generates profit continuously												
2. Continuous creation of both short-term and permanent jobs												
3. Large amounts of relevant stock available most of the time												
4. Ever-increasing annual turnover (total earnings in a year)												
5. Investment portfolio attributed to the business												
6. Ability to mount corporate social responsibility programmes												
7. Type of innovation use												