CULTURE AS A DETERMINANT TO YOUTH INVOLVEMENT IN ENTREPRENEURSHIP, MBALENI VILLAGE, VHEMBE DISTRICT, SOUTH AFRICA

By

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SOUTH AFRICA

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DECLARATION

I, Azwitamisi Tshabuse hereby declare that this research project for Full Name of Degree: (MA In Rural Development) submitted to the Institute for Rural Development at the University of Venda has not been submitted previously for any degree at this or another university. It is original in design and in execution, and all reference material contained therein has been duly acknowledged.

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ABSTRACT

Despite the significant contributions of entrepreneurship to economic development, specifically income equality, poverty reduction, and job creation globally, South African youth involvement in entrepreneurial activities is relatively low; this is worrisome. These shortfalls justify reasons why youth unemployment in the country continues to surge, leaving concerns and the need to interrogate the determining factors deterring the active participation of this category of South Africans in such lucrative practices that promises sustainable economic development. Focusing on youth groups (14-35 years), this study assesses the influence of culture on youth's involvement in entrepreneurship, using a mixed research method. Through a snowball sampling technique 70 participants were determined for the study. Data was collected through one-on-one interviews, using semi-structured and structured questionnaires. It was revealed that males dominate in enterprises such as service delivery, agriculture and artisans while females dominate enterprises such as street vending. This is because retail services are shaped by cultural norms and economic factors. The study specifically aims to determine the specific cultural orientations affecting youth's entrepreneurship involvement, measure the impact of identified cultural orientations on youth entrepreneurship involvement, assess the youth's perception of cultural influence on entrepreneurship involvement and suggest strategic interventions in relation to youth cultural orientations. Data was analyzed using Statistical Package for the Social Sciences (SPSS) for quantitative data and Atlas ti for qualitative data. The key recommendations highlighted in this study are to promote access to resources for women and promote cultural awareness that help in shifting perceptions with relation to entrepreneurship involvement among communities that participated in the study**.**

Key words: cultural attributes, entrepreneurial activities, youth entrepreneurship, economic development

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ABBREVIATIONS AND ACRONYMS

GEM	Global Entrepreneurship Monitor
ILO	International Labor Organization
NGO	Non-Governmental Organization
NYDA	National Youth Development Agency
SA	South Africa
SADC	Southern African Development Community
SE	Social Entrepreneurship
SME	Small and Medium-Sized enterprises
SSA	Sub-Saharan Africa
WB	World Bank

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CHAPTER 1: INTRODUCTION

1.1 Background of the study

Culture provides a sense of identity and an understanding of what is and is not acceptable behavior in each society (Risman, 2018). It influences a sense of self and space, relationships, time and time consciousness, mental processes and learning, work habits and practices, values and norms, beliefs, and attitudes (Vaughn, 2019). In Africa and South Africa, culture provides important social and economic benefits, ultimately enhancing quality of life, daily endeavors and well-being for individuals and communities (Uysal *et al.,* 2016).

In agreement with Bergers, (2020) culture serves as the conductor for entrepreneurship and determinant of development. In Japan for instance, the Kaizen culture improved work ethics and continues learning not only determine entrepreneurial activities but has significant drive entrepreneurship among the youth in the country (Lam & Rui, 2023). Similarly, in China, entrepreneurial culture is that that which prioritizes supports for male entrepreneurs, against their female counterparts, leaving a significant barrier for the latter entrepreneurs (Dewitt *et al*., 2023). These cultural dynamics in entrepreneurship have resulted in significant gender gaps in perceptions of the institutional environment and growth intention among Chinese entrepreneurs (Wang & Long, 2019). Due to their limited political ties and lower legitimacy in economic activities in the country, Chinese women entrepreneurs have more negative perceptions of the regulative and cognitive institutional environment than their male counterparts, thus, accounting for the lack of growth ambition among Chinese women entrepreneurs (Long *et al.,* 2019).

Between 2019 to 2020 there was a noticeable fall in global employment due to economic shock caused by the Covid pandemic (Choi *et al*., 2022). In 2022, the global employment rate was estimated to be approximately 3.32 billion. Unemployment among youth has grown into a global crisis. This issue is predominant in the rural areas where there are fewer job opportunities (Dhingra & Kondirolli, 2023). Empirical discourse emphasizes entrepreneurship is an important contributor to employment in this context. Entrepreneurship refers to the process of creating value through unique combinations that exploit opportunity (Haldar, 2019). The entrepreneurship process plays a critical role in the social and economic development of nations through the provision of job opportunities for households' members who are excluded from the formal job markets (Mohammadali & Abdulkhaliq, 2019). Entrepreneurial activity is defined as human action aimed at generating value through the creation or expansion of economic activity by identifying

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and exploiting new products, processes, or markets (Ogunlana, 2018). Despite the success trajectories and critical roles of entrepreneurship, entrepreneurial activities remain limited among young people in many nations such as South Africa. The specific reason for this challenge remains the subject of contestation. It is against this argument that the current study delves into the cultural implications and influences on youth involvement in entrepreneurship.

In typical Nigeria settings for another instance, women bows and subjects to their husbands, a cultural orientation significantly limiting married women's ability to take independent decisions on their businesses without the husband's approval (Udoh *et al.,* 2020). Furthermore, in Nigeria, female entrepreneurship is driven by micro-financing as well as cultural dynamics that work to shape and influence the birth of a business (Ukwueze, 2022). This gender cohort in the country operates their businesses within the confines of their significant other.

In South Africa, cultural variables such as work attitudes (job satisfaction, job involvement and organizational commitment) are some of the cultural beliefs that hinder youths' involvement in entrepreneurial activities (Bignotti & Le Roux, 2020). According to Jäger & Wiskind, (1991), the Max Weber's approach on culture assimilates the attitudes from cultural belief systems as values (traditional values) that hinder entrepreneurial activities and aspiration of the people (Sedkaouie *et al.,* 2022). This attitude has certainly reduced the efforts of individuals to take control of their destinies. The GEM report further reported that most people in South Africa prefers the security of a full-time job than the uncertainty of generating income from running one's entrepreneurial activity (Meyer, 2018). Additionally, in some parts of the country, ladies are restricted from owning land, hence, constrained from land-related entrepreneurial endeavors. Empirically, this about Africa provides insights into the influences of cultural orientation on youth entrepreneurship. However, what is unknown is the extent to which this culture affects youths' involvement in the rural South African context. The foregoing issue informed the need to carry out the current study.

1.2 Statement of the Research Problem

Culture provides a sense of identity and an understanding of what is and is not acceptable behavior in each society (Risman, 2018). It influences a sense of self and space, relationships, time and time consciousness, mental processes and learning, work habits and practices, values and norms, beliefs, and attitudes (Vaughn, 2019). Entrepreneurial activities are increasingly considered as a potential solution to address this global challenge; however, cultural orientations and structural barriers continue to deter youth involvement in entrepreneurship (Ogunsade *et al*.,

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2021). In South Africa, youth unemployment remains alarmingly high, with 46.3% of young individuals aged 15-34 unemployed in the 1st quarter of 2023, and a more alarming rate of 51.52% recorded for 2023 overall (Stats, 2023; ILO, 2023). This implies that almost half the country's population of young individuals in the labour force lacks employment, despite many having attained higher education qualifications (Tshivhase, 2020; Masenya, 2021). However, a significant proportion of the country's youth lack either the motivation, resources, or opportunity to engage in entrepreneurial activities, which are critical for economic growth and self-reliance. Cultural factors play a pivotal role in shaping entrepreneurial participation. In some South African communities, for instance, traditional norms discourage youth, particularly young women, from engaging in entrepreneurship, further exacerbating unemployment, underemployment, and poverty while undermining government efforts to drive economic growth through entrepreneurship. The research problem lies in the limited understanding of how cultural orientations specifically deter young people from participating in entrepreneurial activities, despite the high unemployment rates and the availability of educational qualifications. Addressing these barriers is critical to fostering an entrepreneurial culture that empowers young people and contributes to sustainable economic development in South Africa and beyond.

1.3 Justification/Rationale of the Study

Among Sustainable Development Goals (SDG) of decent work and economic growth remains a problem that needs to be tackled in South Africa. Therefore, tackling the issue of employment and economic growth is a way to achieve social inclusion goals. Furthermore, there is a need for an efficient public policy that fully handles the issue of youth in the nation. However, there is a gap in understanding how specific cultural orientations influence youth involvement in entrepreneurship, particularly in rural contexts such as Vhembe district (Nkobi *et al*., 2021). The results of this study will highlight the potential benefits of youth's involvement in entrepreneurial activities in Vhembe district. The findings might also be used to direct or act as an outline for more studies into the problem both domestically and overseas. Additionally, it can provide useful information for policy analysis on youth's involvement in entrepreneurial activities. Further, this research may contribute to raising public awareness of the challenges faced by youths in rural areas and aid in the creation of government initiatives that will benefit those living in the rural areas of Vhembe district and other rural areas in South Africa.

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1.4 Research Objectives

The main objective of this study is to assess whether culture determines youths involvement in entrepreneurial activities in rural areas of Vhembe district. The specific objectives include:

a) To determine the specific cultural orientations affecting youth's entrepreneurship involvement.
b) To measure the impact of identified cultural orientation on youth entrepreneurship involvement
c) To assess the youth's perception of cultural influence on entrepreneurship involvements.
d) To suggest strategic intervention in relation to youth cultural orientations deterring youth entrepreneurship involvement.

The following specific questions were asked to achieve in-depth understanding of how culture in Vhembe district determines youth's involvement in entrepreneurial activities in rural areas of South Africa.

a) What are the specific cultural orientations affecting youth's entrepreneurship involvement?
b) What are the impacts of identified cultural orientation on youth entrepreneurship Involvement?
c) How do youth assess the influence of culture on their involvement in entrepreneurship?
d) What strategic interventions can be implemented to address cultural orientations that deter youth involvement in entrepreneurship?

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1.5 Conceptual Framework

Table: 1.1 Conceptual framework on linking cultural influences on youth entrepreneurship involvement

Related Stages in Conceptual Framework	Cultural Aspects	Effects on Youth
Decision to start a business	Beliefs about failure or success	Youths are influenced by cultural perceptions such as risk, gender roles, and family pressure.
Access to resources	Norms about sharing wealth, attitude toward borrowing, and family obligations	Youth's ability to access financial resources and support due to family obligations is limited by cultural norms
Business implementation	Traditional authorities and community influence	Youths feel limited in the way their culture perceives businesses
Expansion and sustainability	Family financial responsibility and cultural views on re-investment	Youth are prevented from growing their businesses due to cultural expectations.

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1.6 Operational Definitions of Key Terms and Concepts

Culture–refers to the characteristics, values, beliefs, behavior, customs and ideas that one individual or a group of people holds to be true (Bowie, 2021). Cultural beliefs are also notions that are acquired and disseminated throughout various social groupings (Crawford, 2022).

Involvement- Refers to the active participation and engagement of young individuals in initiating, managing entrepreneurial activities aimed at creating and sustaining businesses (Tunio *et al*., 2021)

Entrepreneurship - Entrepreneurship is defined as human action aimed at generating value through the creation or expansion of economic activity by identifying and exploiting new products, processes, or markets. They are economic, political, legal, social, cultural, and natural (Ogunlana, 2018).

Youth – The United Nations has defined 'youth' as a period of development between the ages of 15 to 24 years (Stecklov & Menashe, 2019). The 'youth' in South Africa is defined as people between the ages of 14 and 35 years old and the study will use the definition of South Africa (Owojori *et al*., 2022).

Youth entrepreneurship- refers to the process of young people (aged between 15 and 34 years old) starting and managing their own businesses (Biney, 2023)

1.7 Outline of the dissertation

In this research project, chapter 1 provided the background and context of the study which was focusing on Culture as a determinant to youth involvement in entrepreneurship arrowing down to South Africa and the study area. In the same chapter, the problem statement was addressed, and the justification of the study was outlined as well as the objectives and the associated questions and the definition of key concepts of the study were also outlined. Chapter 2 of the study presents a detailed review of relevant literature relating to the phenomenon understudy. In chapter 3, the research design and the methodology approach that was followed to address the objectives outlined in chapter 1 are presented. Chapter 4 presents the data analysis and interpretation of findings based on the data collected from the participants. A detailed detailed discussion of the findings in relation to the reviewed literature and theoretical framework is presented in Chapter 5. Chapter 6 presents the summary, conclusions, and recommendations of the study, as well as suggestions for future research. A list of references cited in the entire document, and appendices are presented after the end of Chapter 6.

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CHAPTER 2: REVIEW OF RESEARCH LITERATURE

2.1 Introduction

This section provides an overview of the global, continental, and national state of the role of entrepreneurship and youth unemployment in addressing this challenge, with a specific focus on cultural influences that shape youth participation in entrepreneurial activities. It explores statistical trends, existing scholarly insights, and policy approaches that highlight the significance of entrepreneurship as a tool for economic development and social inclusion, especially in rural areas in Vhembe district.

2.2 Youth Entrepreneurship

2.2.1 Global Youth Entrepreneurship and Challenges

Youths around the world face difficulties seeking to enter the world of work and business. The global recession has left its mark on youth and, after falling for some years, youth unemployment rates are once again on the increase (O'Higgins, 2017). Youth unemployment remains a crisis globally. The situation in the rural areas remain dire as unemployment continues to sour while fewer youths attempting to transition to work are more likely to get stuck in unemployment (Dhingra & Kondirolli, 2023). Global employment was estimated to be approximately 3.32 billion worldwide in 2022. Between 2019 to 2021 there was a noticeable fall in global employment due to economic shock which was caused by the COVID pandemic (Choi *et al*., 2022). According to ILOs on Global Employment Trends (ILO, 2023), the global jobs gap was projected at 453 million people in 2023, which is made up of 191 million who are unemployed globally, as well as 262 million people who want to work, but do not qualify as unemployed. This shows the magnitude of the employment challenges that the world faces and poses a global threat if solutions to slow down the trajectory are not found.

2.2.2 Youth Entrepreneurship in Sub-Saharan Africa

Entrepreneurship has received much attention from both scholars and policy makers during the past decades because there is a growing need in many countries for entrepreneurs to enhance economic growth and development. Despite the rapid economic growth in recent years, youth unemployment in Africa, especially sub-Saharan Africa, has remained stubbornly high (Fox & Gandhi, 2021). The situation in Sub-Saharan (SSA) is not different, about 60% of the youths are

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unemployed (Chigunta, 2017). Governments in sub-Saharan African countries (SSA) are promoting entrepreneurship as a means of addressing employment challenges that young people face (Cieslik *et al*., 2022). Entrepreneurship appears to provide pathways out of poverty and mitigation against severe poverty for some young people. However, most of the youth face a vast complex of issues and challenges in starting and running viable businesses which makes it difficult for them to pursue successful livelihoods, for Instance, In Ghana, it is difficult for women in Ghana to engage in entrepreneurial activities due to their culture (Adom & Anambane, 2020). Young people in the South African Development Community (SADC) region, as in much of Africa, face various socioeconomic challenges including poverty & youth unemployment (Geza *et al*.,2022). According to The Global Entrepreneurship Monitor (GEM, 2016), men are still better opportune to access both funding and any other support for their entrepreneurial ventures than women more specifically within Southern Africa because of cultural beliefs system such as (attitudes, values, and bravery) which are still considered to be a key element in their lives (Matsoso, 2016). The GEM further suggests that there's a very low level of entrepreneurial activity within the SADC region thus contributing negatively to the decrease of youth employment more especially to youth between the age of (18-34) years (Boly *et al*.,2018).

2.2.3 Youth Entrepreneurship In South Africa

In South Africa, both latent and actual entrepreneurship is very low compared to international standard and youth entrepreneurship is very low (Urban & Chantson, 2019). The lack of participation of youths in entrepreneurial activity becomes very important in the light of the high rate of youth unemployment in South Africa (Matschke, 2022). According to (Stats SA, 2022), youth unemployment rate was 63,9% for those aged 15-24 and 42,1% for those aged 25-34 years (Habiyaremye *et al*., 2022). According to the theory of (Ajzen and Fishbein), declares that attitudes towards something are influenced cultural beliefs and practices in the community or in society (Roos & Hahn, 2019). In Limpopo province, where Vhembe District municipality is found, and the home of this study unemployment rate stands at 49,9% which is the third highest unemployment rate in South Africa (Bakali *et al*., 2019). The high socio-cultural emergence of entrepreneurial abilities in Limpopo rural areas are one of the determinants that tend to limit entrepreneurial activities (Mashamaite, 2023).

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2.3 Specific Cultural Orientations Affecting Youth Involvement in Entrepreneurship

Cultural beliefs and practices are the shared collective knowledge, beliefs, skills, and traditions that allow a group of people and families to adapt successfully to their ecological contexts over multiple generations (Pumariega *et al.,* 2023). Youth as a cultural stage often marks the beginning of long-term engagement in particular cultural practices (Milan, 2019). Cultural beliefs and practices affect people's willingness to adapt to other ways of doing things (Schuman *et al.,* 2018). For instance, in Indonesia, Islamist youth groups have assumed new cultural beliefs and practices (Sirry, 2020), they are no longer following their cultural beliefs of working as a collectivism but as an individual and have a change in traditional values. Moreover, Indonesian youth have developed a proliferation of youth lifestyle choices in the new generation thus causing the cultural beliefs and practices changes (Nilan, 2021). Furthermore, many Indonesian Muslims regard western culture as not only a threat to Islamic moral values, but as a debased and immoral form of culture.

Culture determines what is acceptable or not, important, or unimportant, right, or wrong, workable, or unworkable. Youth in SSA are experiencing rapid social change, with fewer resources than the rest of either the developing or industrialized world (Fox & Gandhi, 2021). Cultural indicators relate to specific beliefs, norms, and expectations within a society that affect societal culture (Bullough *et al.,* 2022). Culturally in Nigeria, women are greatly affected by their limited ability to take independent decisions on their entrepreneurial activities without the husband's approval (Udoh *et al.,* 2020). Furthermore, in Nigeria, female entrepreneurship is driven by micro-financing as well as culture dynamics that work to shape and influence the birth of a business (Ukwueze, 2022).

In Sub-Saharan Africa for further illustration, Ghanaian women enter entrepreneurship out of necessity, and are found in a limited number of occupations, and show less growth (Darley & Blankson, 2020). Additionally, Ghanaian women entrepreneurs face several daunting challenges, as socio-economic opportunities are not equally distributed. Frequently, women limited access to deserved opportunities, including entrepreneurial fundings. Ghana as a nation, have a cultural aspect of belief in patriarchism, this reflects the strongly held patriarchal values in some African societies and the traditional belief in the sanctity of man as opposed to women (Asare Baffour Awuah, 2020). According to Bapuji (2020), this unequal access to societal resources negatively influences African women's entrepreneurial behaviors and outcomes.

In SADC region, Women are seen leading business the notion becomes institutionalized and less foreign. This phenomenon helps to shift cultures in a way that reduces barriers to women by

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adding legitimacy, so that the notion of women in leadership becomes increasingly engrained in a culture's social and economic fabric (Manolova *et al*., 2022). In South Africa, Youths must overcome different obstacles in pursuit of entrepreneurial activities (Aguilar, 2022). For instance, in some parts of South Africa ladies are not allowed to own land hence if they want to get into entrepreneurship related to farming. On the other hand, culture has influenced educational institutions to believe that young people, to become entrepreneurs, one must possess the necessary credentials and licenses to launch their own businesses (Shahzad, *et al*., 2021). The younger generation from cultures is relocating to the city for a "better" life. However, in the city, they tend to abandon their traditions and culture for the western culture and lifestyle (Nixon, 2022). Over time, a unique culture that combines western culture and traditional cultures has been developed.

2.4 Impact of Cultural Orientation on Youth Involvement in Entrepreneurship

The cultural theories from Hofstede and Schwartz postulate that cultural orientations may significantly affect individual value priorities in the nation (Witte *et al.,* 2020). The propensity to engage in entrepreneurship, in other words, the intensity of entrepreneurial activities spirit consequently may be affected by the surrounding culture (Acs & Lappi, 2021). The importance of entrepreneurship in economic growth and development cannot be taken for granted. Hence, this is why many countries have focused over the years on building economic policies aimed at supporting, encouraging, and sustaining entrepreneurs and their ventures (Ndou *et al.,* 2018). However, results from governments departments and agencies responsible for entrepreneurship in different countries show that entrepreneurial activities in many countries are low (Vuong et al., 2021). According to Socio-cultural Business Environment (SBE), findings revealed that culture plays a significant role in shaping the mind of an individual (Abdullahi *et al.,* 2017). The cultural beliefs system has a great role as a determinant of the desire and the capacity of people becoming entrepreneurs. Youth entrepreneurship dictates that young people who want to go into business are influenced by varying distinctive factors which consequently affect their perception of entrepreneurship (Jena, 2020). For instance, Russia has yet to be entrepreneurially successful despite the presence of a new economic system, this is being caused by the fact that Russia has yet to fully experience a cultural shift to a paradigm that supports entrepreneurial behavior thus having a negative effect on the youth who want to become entrepreneurs (Kennedy, 2021).

According to (Namatovu *et al*., 2018) asserted that cultural beliefs and practices of entrepreneurs influence their motivation and attitudes towards entrepreneurship. In Sub-Saharan Africa, Uganda

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like most African societies is organized around tribal groupings where members shared the same cultural belief and practices (Ayebare *et al.,* 2021). Additionally, Uganda is one of the most entrepreneurial countries in the world, with one in every three people starting entrepreneurial activities of their own. However, most of the people in Uganda attribute their entrepreneurial activities and personal disadvantages to their cultural beliefs (Rebecca *et al*., 2018). Most women expressed that their personal prejudices and hindrances is due to their beliefs as a result it tends to influence the involvement of youth in entrepreneurial activities (Byrne *et al.,* 2019). However, the involvement of women in various entrepreneurship activities enhances their contribution to economic growth in nations and is crucial for job creation and in producing positive spillovers in the economy related to increase in expenditure on health and education.

According to The Global Entrepreneurship Monitor (GEM, 2016), men are still better opportune to access both funding and any other support for their entrepreneurial ventures than women more specifically within Southern Africa because of cultural beliefs system such as (attitudes, values, and bravery) which are still considered to be a key element in their lives (Kelley *et al*., 2016). Culture influences women's ownership of productive resources such as land (Ajadi *et al.,* 2015), and as such, in places where patriarchal values are predominant, it leaves women lagging in owning resources such as land. This in turn causes income poverty among women due to inability to acquire credit when having collateral is one of the conditions needed. More importantly, they are unable to engage in agricultural production activities and generate income from the land. Beliefs determine a person's attitudes, intentions and behavior, in other words, people's behavioral beliefs influence attitudes toward the behavior of entrepreneurship hence many youth people in the SADC region are not engaging in entrepreneurial activities because their family background and their cultural beliefs hinder them from engaging in such activities. As in most African societies, patriarchy reigns in Botswana, and women who engage in entrepreneurial activities are entrepreneurs and domestic servants for their families and society hence many women are no longer involved in entrepreneurial activities (Kogut *et al.,* 2022). Hofstede based his work on a principle of conditional and deductive approach to measure and separate four initial sets or dimensions of culture: power distance, masculinity versus femininity, uncertainty avoidance and individualism versus collectivism.

In South Africa, many parents do not run their entrepreneurial activities which indicated that most of the youth do not stem from entrepreneurially oriented households (Davids *et al*., 2021). Moreover, the Global Entrepreneurship Monitor 2017/2018 indicator shows that the rate of early-stage entrepreneurship in South Africa was 11 % and the overall entrepreneurial intention rate

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was 11.7 % (Ismail *et al*., 2018). The GEM report further notes that the percentage of established entrepreneurial activities ownership stands at 3.51 % because South Africa's culture does not support entrepreneurial development (Tengeh *et al.,* 2021). Furthermore, the theory of Ajzen and Fishbein, declares that attitudes towards something are influenced by those in the community or in society (Roos & Hahn, 2019). In Limpopo province, where Vhembe District municipality is found, and the home of this study unemployment rate stands at 49,9% which is the third highest unemployment rate in South Africa (Bakali *et al*., 2019). The high socio-cultural emergence of entrepreneurial abilities in Limpopo rural areas are one of the factors that tend to limit entrepreneurial activities (Mashamaite, 2023).

2.5 Youths Perception of Cultural Influence on Entrepreneurship Involvements

Globally, the promotion of entrepreneurship has a vital role in the development of modern economies and society (Coulibaly *et al*., 2018). Cultural values have managed to constrain entrepreneurial activities in India (Chan *et al.,* 2021). However, in the recent years, there has been a few efforts to shift the mindset of the nation regarding entrepreneurship, particularly among the India's youth, in whom it hopes to develop entrepreneurial personalities. In India, despite the hindrance, the level of entrepreneurial activities among the youth have been reported to be as high as 17,9% and youths in India are more likely to engage in entrepreneurial activity due to rising unemployment rates being caused by workers being displaced, associated with the introduction of new technologies, high population growth rate in the labour force thus changing the perception of youth on culture and entrepreneurship (Hassan *et al*., 2020). According to (Smith-Hunter, *et al.,* 2012), he stated that in cultures with strong belief systems in self-determination (internal locus of control), there tend to be higher rates of entrepreneurial activities (Irene, 2016). In the US, youths are influenced by gender differences (Patriarchy) male youth tend to have more powers to engage in entrepreneurial activities than female youth (Daou *et al*., 2022). Moreover, cultural differences at the regional level in the US have a significant influence on the strength of perceived barriers to entrepreneurship among youth across genders (Sharma, 2018).

Sub-Saharan Africa has the largest percentage of prospective youth entrepreneurs worldwide (60%) of all regions, according to the 2018 Global Entrepreneurship Monitor/Youth Business International (GEM/YBI) youth entrepreneurship report (De Gobbi, 2018). Moreover, 32% of these young people in Sub-Saharan Africa are entrepreneurs motivated by necessity, indicating that entrepreneurship is seen as an act of survival (Beyer & Morgan, 2018). Positive self-perception of one's capacity to carry out a certain task or activity is highly predictive of the successful

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execution of entrepreneurial endeavors in Sub-Saharan Africa (Puni *et al*., 2018). As a result, young people in SSA frequently have an attitude that supports entrepreneurship thus rendering it possible for them to take an active role in it.

The GEM estimated that youths who believe that they have the skills necessary to start an enterprise are 4 to 6 times more likely to have negative of perceptions of the attitude of youth entrepreneurship in Zambia, it is observed that in Zambia country a culture favorable to entrepreneurship exists (Binali, 2022). The GEM report revealed that the youth in Sub-Saharan Africa have generally high positive attitudes towards entrepreneurship and that doing entrepreneurship is a more common source of employment than in other regions of the world (Obamuyi *et al*., 2020). In Malawi, youths had a perception to start their own entrepreneurial activity after informal training (Ndala, 2019). Contrary to the attitude and perception of Malawian youth toward entrepreneurship, it seems that in Malawi there is a prevalent culture that does not recognize the value of entrepreneurial activity (Mwatsika, 2021). However, a negative perception of the attitude of youth entrepreneurship in Zambia, it is observed that in Zambia youth are not engaging in entrepreneurial activity due to a culture that is not in favor to entrepreneurship (Vershinina *et al.,* 2018). In both countries (Zambia and Malawi), though, entrepreneurial culture seems to be particularly unfavorable to women due to patriarchal dominance (Mkumbwa, 2018). Perception plays a vital role in entrepreneurship and culture. In SADC countries, youth in general do not have a positive perception towards entrepreneurship and culture. According to (Girard, 2017), in SADC countries, such as Lesotho and Democratic Republic of Congo, core values have changed, and today's youths are no longer satisfied with entrepreneurial activities such as agricultural livelihoods but are aiming to secure wealthier lifestyles through gainful employment through the public sector or private sector. Moreover, in SADC region, youths who end up engaging in conventional rural livelihood activities despite having gone to school are cast as failures (Ansell *et al*., 2016). In South Africa, youth entrepreneurial intention is very low (Nsahlai *et al*., 2020). This is consistent with the findings of (Ajayi, 2018), he stated that youth's perception on entrepreneurship is caused by lack of education and training. Furthermore, (Murutluluga, 2017), Culture and social norms towards entrepreneurship is a hindrance to youths in South Africa, most of the youths lack "can-do" attitude. There is apathy towards entrepreneurship as a career choice, most of the youth opt for professional careers. The society is known for being hard on those who experienced legitimate business failures, hence the high fear of failure, as a result most of the youths have a negative perception on entrepreneurial activities.

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2.6 Strategic Intervention in Relation to Youth Orientations Deterring Youth Entrepreneurship Involvement

In recent decades, social entrepreneurship (SE) has become an important social and economic activity globally, and most appropriately, among developing countries (Roslan *et al.,* 2022). Social Entrepreneurship has flourished across Asia as an effort to address unemployment problems (Ong *et al*., 2021). In Malaysia, interest in Social Entrepreneurship has also grown expanding. An important part of this growth has been contributed by the Social Entrepreneurship Unit of the Malaysia Creative and Innovation Centre, a capacity-building initiative led by Malaysia's Ministry of Science, Technology and Innovation, and a growing appetite for SE by young Malaysians (Mason *et al*., 2022). As youths today demand greater inclusion and meaningful engagement, and are taking actions to address development challenges, including through entrepreneurship. Policy makers around the world find it important to equip youths with a balanced emphasis on economic, environmental, and social concerns (Hamidi, 2021). Moreover, recent studies found that participation in Social Entrepreneurship enhances youths' identity capital development and empowers youths on managerial and entrepreneurship skills, as a result youth involvement in entrepreneurial activities will increase because most of the youth will be equipped with fundamental skills that would help them in the entrepreneurship world (Bublitz *et al*., 2021).

In Sub-Saharan Africa, most of the youth are involved in donor organizations, non-governmental organizations (NGO's) and in the governments to enable them to equip and nurture their skills of entrepreneurship and use entrepreneurship as one of the solutions to help with unemployment amongst them (DeJaeghere, 2017). One of the approaches is embedded in the assumption that education develops human capital and that if young people learn the necessary skills, they can participate in entrepreneurial activities (Debarliev *et al.,* 2022). Furthermore, entrepreneurship within this approach tends to emphasize behavioral aspects of skills, innovation and risk-taking for creating and managing new businesses, and is associated primarily with self-employment (Shabbir & Kassim, 2019). In Sub-Saharan African countries, entrepreneurship education promotes self-reliance and opportunities seeking through training and skills development, hence most of the youth in the SSA countries are more involved in obtaining knowledge on entrepreneurship (Anosike, 2019). In Uganda and Tanzania, the governments and donor organizations are reducing necessity entrepreneurship by providing social supports that foster innovation and employability thus will contribute to socio-economic development through entrepreneurship (Kamuhuza *et al*., 2022).

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The Southern Africa Development Community (SADC) is actively seeking methods to enhance and expand opportunities for youth involvement in entrepreneurial activities (Tshishonga, 2022). Strong youth serving institutions in SADC need to have mechanisms to influence the policy frameworks and funding priorities of government structures with a mandate to respond to the needs, requirements, and aspirations of young people (Raphuti, 2023). Furthermore, the promotion of youth enterprise and youth entrepreneurship is vital, and the importance of promotion particularly in SADC region is used to improve social attitudes towards entrepreneurship (Khamis &Yusof, 2021). Additionally, In South Africa, the government through NYDA, government departments, and some of the partners should continue to prioritize youth development in the country through supporting youth involvement in entrepreneurship by giving out funds to them so that they can start their own businesses (Odeku & Rudolf, 2019). The government and other stakeholders are creating national systems that promote youth involvement in entrepreneurial activities (Kholiavko *et al.,* 2021). Furthermore, graduates from universities should be equipped with entrepreneurial skills for them to create more jobs, rather than seek paid employment thus will contribute more to youth involvement in entrepreneurial activities.

In Limpopo province, more especially in rural areas, the South African government is taking actions to reduce costs associated with business registration for youth, thus will result in more youth involvement in entrepreneurial activities as most of them tend to lack requisite finance, particularly those from less advantaged backgrounds (Orobia *et al*., 2020). This could encourage more young aspirant entrepreneurs to come on board and execute their entrepreneurial aspirations and contribute meaningfully to the economy of this country.

2.7 Summary of Literature Review

This chapter analyzed pertinent empirical evidence examining the phenomenon of culture on youth entrepreneurship both globally and in South Africa. The primary objective of this chapter was to introduce readers to literature and the previous study on this topic. Since many studies that have been undertaken on this topic have been taken through the approach of mixed methods perspective, youth people are being influenced by attitudes and values they received from the culture along with the literature of many researchers. The aim of this study was to reach out to these youth people so they may speak up about what they desire and how their culture drives their decision to engage in entrepreneurial activities.

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CHAPTER 3: RESEARCH METHODOLOGY

3.1 Introduction

This chapter covers the research methodological approach that was followed in this study. It provides a detailed description of the study area, research design, population, and sampling procedures. It also explains the data collection and analysis methods, techniques, and tools that were used. This chapter also explains ethical considerations, limitations, and expected outcomes.

3.2 Description of the Study Area

The study was carried out in Mbaleni village. The village is located (22.96327,30.49574" E) in Vhembe District. Mbaleni village has a population of about 4,128 people (Mukhuwana, 2020). Out of the total population, 52% are females, who are most adults with only 683 youths (16,55%) of the population aged 15-34 (Stats, 2022). In Mbaleni village people still believe in culture and that includes youths. Most of the youth are uneducated or entrepreneurship in Mbaleni village (Sengani *et al*., 2018). Figure 1 Presents a detailed Map of the Local municipalities within Vhembe District, figure 2 provides an indication of Mbaleni village within the Thulamela Local Municipality.

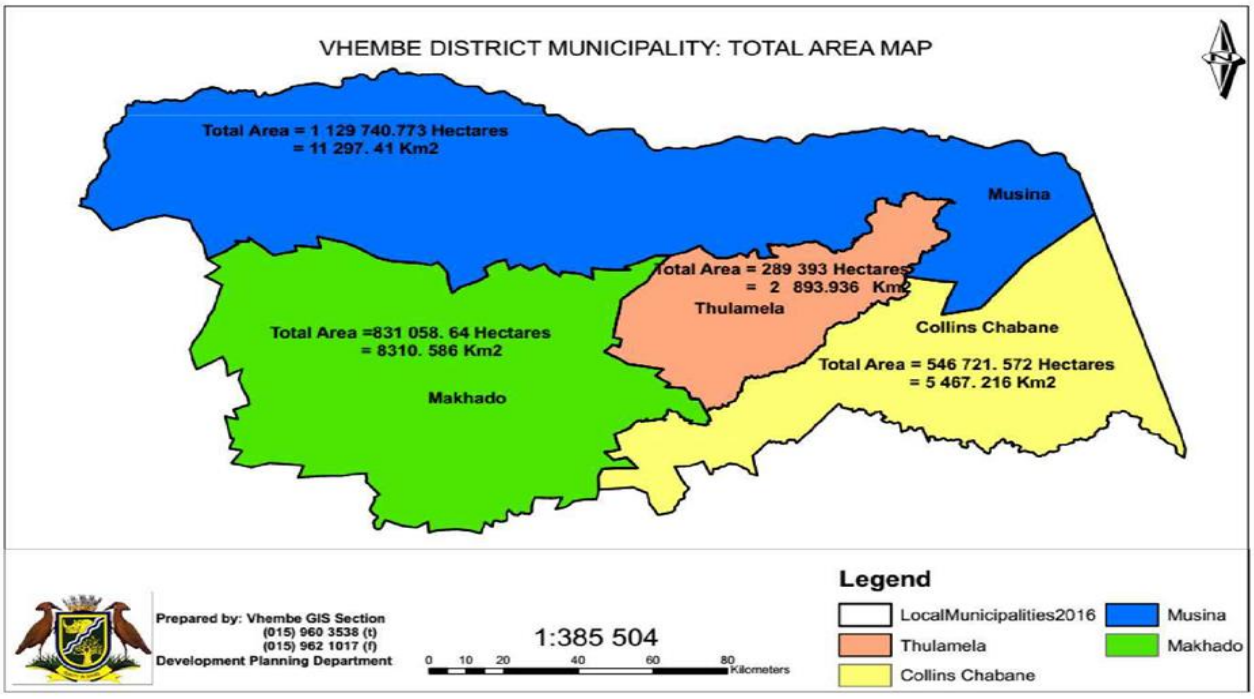


Figure 3.1 Presents a detailed Map of Local municipalities within Vhembe District

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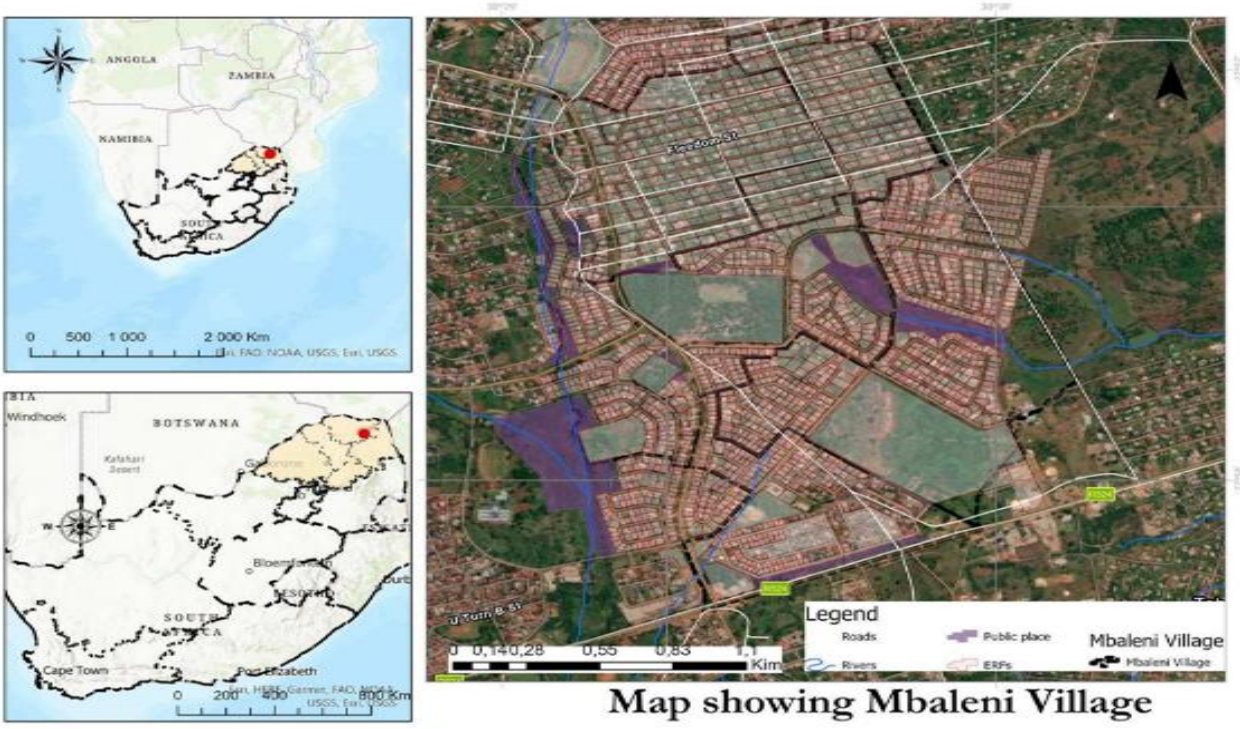


Figure 3.2 provides an indication of Mbaleni village within the Thulamela Local Municipality

3.3 Research Design

The purpose of this study was to establish whether culture determines youth involvement in entrepreneurship related activities as a source of income and sustenance. Exploratory mixed method research design was applied because it helped to provide an in-depth understanding of the phenomena (Swedberg, 2020). Exploratory is a type of research used to investigate a problem that is not clearly defined, it aims to gain insights, uncover patterns, and identify variables (Makri & Neely, 2021).Qualitative design helps in obtaining an in-depth, extensive, deliberate, systematic data that gave room for generalization based on description and direct comprehension of the study question (Andrew *et al*., 2019). The mixed method research design was also useful in gaining in-depth understanding of how culture might determine youth involvement in entrepreneurial activities in Mbaleni village, Vhembe District, South Africa.

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3.4 Population and Sampling Procedures

The target population for this study were those in entrepreneurial activities and those who have tried and failed and those who may have not tried. The cultural authorities such as traditional leaders and the community as well as established entrepreneurs in the area. In this study, non-probability, which uses a subjective technique to choose units from a population was used (Sharma, 2017).

Snowball sampling was used to determine for this study. The rationale for this sampling technique hinges on the fact that it was reliable in sampling more cohorts through referrals of existing participants. The sample size of 70 participants was determined based on data saturation, feasibility, and relevance to the study objectives. Snowball referrals continued until no new significant information was emerging from additional participants. The actual sample included traditional leaders, and established entrepreneurs from both gender categories.

A total of (70) respondents participated in this study. To be precise, a total of (10) traditional leaders were interviewed, (6 male and 4 female traditional leaders) because their role in the community is deeply rooted in preserving and influencing cultural practices. Traditional leaders were selected to provide their perspective into how local customs, traditions, and cultural expectations shape the behavior and aspirations of young people in Mbaleni village. Their input was crucial for understanding how cultural frameworks either promote or inhibit entrepreneurial involvement among the youth, thus contributing a cultural dimension to research that might not have been captured through entrepreneurs alone. Also, a total of (60) established entrepreneurs (33 male entrepreneurs and 27 female entrepreneur) were interviewed in the study because of their firsthand experience in managing the local business environment. These individuals were important in providing perspectives into the challenges and opportunities that young people face when attempting to engage in entrepreneurial activities. Their practical knowledge, gained through years of operating within Mbaleni village, offered valuable perspectives on how cultural factors such as norms, values, and attitudes may impact youth entrepreneurship.

3.5 Data Collection

Semi-structured interview guides, surveys, key informant discussions, questionnaires, and observations were useful instruments for data collection. Such methods were preferred for this study because they helped to obtain an in-depth understanding of the phenomenon.

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3.6 Data Analysis

The analysis is twofold. Firstly, qualitative data analysis using thematic content analysis method through Atlas-ti v8 software, and secondly, basic descriptive analysis deployed through SPSS v24. Atlas-ti entails coding of transcripts and analyzing field notes and transcripts, formulation of network diagrams, and visualizing data (Lochmiller, 2021). This helped to identify various codes, transcripts and create patterns recognition in addition to field notes. This contained the findings, discoveries, and information chosen to be shared.

3.6.1 Data Sources, Methods, & Analysis table

Table 3.1 presents the research a summary of data sources, data collection methods and analysis to assess whether cultural orientations influence youth involvement in entrepreneurship in Mbaleni village within Vhembe District, Limpopo Province.

Table 3.1: Data Sources, Collection Methods & Analysis

Objective	Data source	Data collection method	Data analysis
To determine the specific cultural orientations affecting youth's entrepreneurship involvement.	Traditional leaders Established entrepreneurs	Key informants Survey	Network diagram Factor analysis Correlation analysis Descriptive statistics
To measure the impact of identified cultural orientation on youth entrepreneurship involvement	Entrepreneurs (running business/to start a business) Youth	Survey	Descriptive statistics Chi-square Correlation analysis
To assess the youth's perception of cultural influence on entrepreneurship involvements.	Traditional leaders Established entrepreneurs. Youth	Survey Key informants	Chi-square Network diagram
To suggest strategic intervention in relation to youth cultural orientations deterring youth entrepreneurship involvement	Established entrepreneurs. Traditional leaders	Survey Key informants	Cross-tabulation Chi-square

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3.7 Validity and reliability

Validity and reliability in mixed method study helped to ensure the accuracy and consistency of research the tools and techniques used to collect and analyze data and ensure that data was correctly captured in the aspects of culture such as traditions, values, and social norms in Mbaleni village, that affects youth involvement in entrepreneurship (Tahir, 2025). According to (Creswel, 2018), mixed methods research enhances validity and reliability by integrating the strengths of both qualitative and quantitative approaches to ensure comprehensive and credible results. Furthermore, reliability ensured that the findings about how culture influences youth entrepreneurship in Mbaleni village would be consistent if the research were conducted again, with similar populations and methods.

3.8 Ethical Considerations

Before data collection process begins, ethics clearance was obtained from the University of Venda's Research and Publication Committee and an Ethics Certificate issued. A letter of permission to conduct the research was prepared by the researcher. The letter of permission to conduct the research was prepared for submission to the relevant authorities within the area of study. Before engaging the participants in the data collection process, an informed consent form was distributed, detailing the purpose of the research and the right to choose was explained to participants. Participants were given time to sign the consent letter to commit to participate in the study. Participants were well informed that participation in the research is entirely voluntary, and they have the right to withdraw if they feel their rights are infringed. The purpose of the data collection was explained to the participants. Participants will benefit from the study through increased awareness of cultural barriers affecting youth entrepreneurship. The findings will inform policies and community programs, potentially improving access to resources, training, and support for youth.

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CHAPTER 4: DETERMINATION OF SPECIFIC CULTURAL ORIENTATIONS AFFECTING YOUTH'S ENTREPRENEURSHIP INVOLVEMENT

4.1 Presentation of the Findings and Discussion

Entrepreneurship among young people is crucial because it tends to foster innovation, create jobs, and drive economic growth. In communities such as Mbaleni village, it provides opportunities that help to reduce unemployment, especially among the youth, and it empowers them to be self-reliant. Furthermore, access to capital is essential, as it enables entrepreneurs to bring ideas to life and contribute to wealth creation. Additionally, it helps to alleviate poverty, and strengthens economies, making it a key driver of sustainable development. In this study, the researcher ought to understand how culture is a determinant of youth involvement in entrepreneurship in Mbaleni village, Vhembe district, South Africa.

4.2 Types of enterprise

The different types of businesses are crucial in this study because they need different degrees of innovation, risk-taking, and community support, all of which are influenced by cultural values. Cultures that respect tradition and stability, for instance, might favor small, family-owned enterprises that respect local rules and regulations, whereas a culture that values innovation may encourage high-growth enterprises. Furthermore, the sort of enterprise might reflect the community's resources, educational levels, and social standards, all of which are culturally influenced. Understanding the kind of businesses that exist in a community can also indicate the cultural norms that either foster or inhibit entrepreneurship, as well as the obstacles and possibilities that entrepreneurs encounter based on the cultural environment. As illustrated in Table 4.1, the types of enterprises existing in the study area include service delivery, agriculture, street vendors, retail services and artisan business. This type of enterprise represents the kind of businesses that entrepreneurs in Mbaleni village are engaging in and the cultural norms that either foster or inhibit entrepreneurship.

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4.1 Types of enterprise

Aspect (Type of enterprise)	GENDER		
	MALE	FEMALE	TOTAL
Service delivery	22.2%	18.2%	20.0%
Agriculture	29.6%	18.2%	23.3%
Street vendors	9.1%	29.6%	18.3%
Retail services	11.8%	27.3%	18.3%
Artisan business	27.3%	6.7%	20.0%
Total	100%	100%	100%
Note: N= 60, Pearson Chi-square=9.508[a], Likelihood ratio= 10.002, Linear by Linear association= 3.729 [a].2 cells (20.0%) have expected count of less than 5. The minimum expected count is 4.95			

Based on the table 4.1, males dominate enterprise such as service delivery, agriculture and artisan business because they are influenced by traditional gender roles and cultural norms that often position men as the primary breadwinners and laborers in these sectors. Furthermore, agriculture and artisan work require physical labor and technical skills, which have been associated with men from way back(historically). Additionally, limited access to education and resources for women in rural areas tend to contribute to the gender disparities in these industries, as a result, men predominantly manage and work in these enterprises.

In Mbaleni village, female dominates enterprises like street vending and retail services because their shaped by cultural norms and economic factors in the village. Steet vending and retail services are seen as more accessible to women because they have few opportunities to engage in male dominated sectors. Additionally, these businesses offer women a way to contribute to household income in a community like Mbaleni village where traditional roles often limit their economic participation.

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Based on the information presented above, the type of enterprises in Mbaleni village, Vhembe district, Limpopo, South Africa. In terms of service delivery to the community of Mbaleni village, Vhembe district, Limpopo, 22.2% of male entrepreneurs in contrast of 18.2% of female entrepreneurs, male entrepreneurs are supplying more goods and services to the community as a result, it shows their masculinity because men are expected to be assertive, tough and focused on material success.

Based on the result from the respondent's, most of the male entrepreneurs 29.6% in Mbaleni village engaging in agricultural activities more compared to 18.2% of female entrepreneurs, because the traditional leaders still believe that women should not own land, they should focus more on domestic activities and men should be the ones doing agricultural activities, the findings from the respondent's justifies how the traditional leaders still believe in their values, norms, and behavior.

Furthermore, the respondent's stated that 9.1% of male entrepreneurs in contrast to 29.6% of female entrepreneurs are involved in retail services, which has a significant impact on the development of Mbaleni village because it indicates that women have the drive to generate their own source of income and willing to work to be self-sufficient, however, culture frequently hinders their development due to certain beliefs and practices within the community. Additionally, 27.3% of male entrepreneurs are active in artisanal businesses, as opposed to 6.7% of female entrepreneurs, demonstrating their masculinity because men are seen to be tough and work hard.

Men in Mbaleni village have greater access to capital, land and resources, allowing them to engage in higher income enterprises while women are often constrained to lower income enterprises due to limited access to finance and household responsibilities. These findings align with research from other rural regions, where similar gender disparities exist due to societal norms and economic barriers. And to address this gap it will require targeted interventions such as financial inclusion and equal resources access for women. According to (Tinker & Ainsworth, 2020), "they argued that in order to address the challenges that women are currently facing in the communities, the community and traditional leaders need to unlock economic opportunities for women and enhance the overall community development". Furthermore, (Kabeer, 2018) asserts that emphasizing economic empowerment through entrepreneurship is essential for achieving broader social and economic outcomes.

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4.3 Estimated Income Per Month from Enterprises

Mbaleni village is driven by a mix of businesses such as service delivery, agriculture, street vending, artisan enterprises, and retail services. These businesses tend to reflect the economic and social factors of the community, where agriculture sustains livelihood, informal businesses provide flexibility, and artisan work preserves cultural heritage. As reflected in Table 4.2, inMbaleni village, men engage in higher-income sectors that include artisan businesses, and service delivery, women, on the other hand, often focus on informal retail and service-based enterprises that offer flexibility but generate lower income, as a result, this leads to significant income gap, with men earning more due to their participation in more lucrative, resource-intensive businesses.

4.2 The estimated income of enterprises in Mbaleni village

Estimated monthly income	male	Female	Total
10 000 and less	5.4%	9.1%	5.0%
10 001-25 000	27.8%	32%	31.7%
25 001- 50 000	36.6%	45.9%	46.5%
51 001-75 000	14.1%	9.1%	10%
75 001-100 000	6.7%	0.0%	1.7%
100 001 plus	9.4%	3.9%	5.1%
Total	100%	100%	100%
Note: N=60, Pearson chi-square= 3.910, Likelihood ratio= 4.731, Linear by Linear association (Ordinal test), to assess the trend-based association between gender and female and estimated income, spearman correlation was conducted as a proxy for linear by linear association Spearman correlation= -0.171			

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Table 4.2 estimated income of enterprises in indicates that male entrepreneurs generate more income per year than female entrepreneurs because female entrepreneurs are culturally held back by household chores which significant impact on their entrepreneurial activities. Furthermore, most female entrepreneurs are not allowed to own land, so they end up engaging in entrepreneurial activities that cannot generate more income per year as compared to the male

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entrepreneurs. Moreover, the traditional leaders in this village continue to believe in their cultural beliefs and practices (norms, values, behavior, customs, attitude) that women are supposed to stay at home and care for children while men are supposed to work for their families, which has an impact on the youths of Mbaleni village because they grew up in an environment that prioritizes culture over entrepreneurial activities. For example, one of the respondents argued that "*traditional leaders should try to implement policies that will facilitate access to land and resources for both male and female entrepreneurs*." As a result, the youth of Mbaleni village, especially females will end up encouraged to follow their aspirations and dreams of becoming entrepreneurs.

The income differences between male and female entrepreneurs in Mbaleni village stems from unequal access to resources like land, capital, and education, which favor men. Cultural norms reinforce these gaps, because men are seen as primary providers, enabling them to engage in higher-income sectors like agriculture and artisan work. Moreover, women are often restricted to lower-income due to limited access to resources and the need to balance household responsibilities. The finding is strengthened by (Donkor, 2020) which asserts that numerous cases of success in managing the village level governance and micro- finance or self-help groups (SHGs), rural women across the world have significantly less access than men to livelihood resources, assets, health care, education, technology and community management. The gender equality in entrepreneurship in Mbaleni village hampers sustainable development by limiting women's economic participation and reinforcing socio-economic disparities. With men dominating higher-income sectors, the village's growth potential is constrained.

4.4 Negative cultural practices and beliefs that prevent entrepreneurial activities

4.3: Cultural practices and beliefs that prevent entrepreneurial activities

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Aspect	Respondents			
	Traditional leaders		Established entrepreneurs	
	Male	Female	Male	Female
Negative Social attitude towards entrepreneurship	14.3%	0.0%	16.7%	0.0%
Risk Aversion	57.1%	33.3%	33.3%	50.0%
Gender roles	14.3%	0.0%	33.3%	0.0%
Preference of Collectivism over Individualism	0.0%	33.3%	0.0%	25.0%
Preference for formal employment	14.3%	33.3%	16.7%	25.0%
Total Note: N=60, Pearson chi-square=11.63 Likelihood Ratio= 14.45 Linear by Linear Association using Spearman Correlation= 0.146	100%	100.0%	100%	100.0%

Within communities, it is crucial to understand the factors influencing youth participation in entrepreneurial activities, especially in the context of high unemployment and the availability of startup capital. Despite financial resources being accessible, many young people still face barriers such as mentorship, cultural beliefs and practices, and market access as presented in Table 4.3. Identifying these factors can help policymakers and stakeholders to design more effective programs that will empower youth to pursue entrepreneurship, as a result, it can boost economic growth and job creation.

The negative factors (Table 4.3) that affect the level of youth involvement in entrepreneurial activities in Mbaleni Village, Vhembe District were gathered from the traditional leaders and the youth who are in entrepreneurship because they are the custodians of culture and the youth because they are the ones affected. A total of 60 (33 male and 27 female entrepreneurs) were chosen as respondents because of their firsthand experience in managing the local business

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environment for 5-10 years'. These individuals were important in providing perspectives into the factors affecting participation in terms of discouraging and even preventing participation. Their practical knowledge, gained through years of operating within Mbaleni village, offered valuable perspectives on how cultural factors such as norms, values, and attitudes may impact youth entrepreneurship.

In terms of established entrepreneurs, they considered that majority of youths in Mbaleni village, are not risk takers as 33.3% of male entrepreneurs and 50.0% of female entrepreneurs are not wiling take risk that will enable them to be self-dependent and be able to generate an income for themselves. Youth are afraid to take risks in entrepreneurship despite available capital because of factors such as fear of failure and inadequate support systems. Also, cultural limitations, particularly for women, further hinder confidence and participation, leading to a greater sense of risk aversion. Furthermore, it slows down business development, reduces innovation, and limits economic growth.

The respondent's findings revealed that gender roles are one of the cultural practices and attitudes that restrict economic activity in Mbaleni village, Vhembe district. 33.3% of male entrepreneur's alluded to the issue and female entrepreneurs opined to be discreet about the issue 0.0%; as a result, female youths end up not engaging in entrepreneurial activities; for example, they cannot engage in agricultural operations because they find it difficult to own land and also, societal norms discourage women from pursuing entrepreneurial activities, limits their access to resources, and create a perception that entrepreneurship is a male-dominated field.

Male entrepreneurs 0.0% did not mention the of collectivism over individualism, however, 25.0% of female entrepreneurs stated that majority of the youths in Mbaleni village tend to prefer to value collectivistic rather than being an individual. The preference for collectivism over individualism among the youth stems from strong cultural and community ties in the village. This sense of interconnectedness provides social security, but it discourages risk taking as the focus is on maintaining harmony and shared resources rather than pursuing individual ventures.

The issue of preference of formal employment tend to add up to cultural beliefs and practices that prevent youths to engage in entrepreneurial activities in Mbaleni village, 16.7 % of male entrepreneurs and 25.0% of female entrepreneurs alluded that most of the youths prefer to get employed in government/ private sector rather than being an entrepreneur.

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Additionally, in terms of established entrepreneurs, male entrepreneurs 16.7% stated that youths in Mbaleni village, Vhembe district are prevented to engage in entrepreneurial activities because of negative social attitude that they have towards entrepreneurship. For example, people tend to say an entrepreneur tends to use muti for his/her business to succeed and that most of the entrepreneurs did not go to school, hence their engaging in entrepreneurship.

Furthermore, 10 (6 male and 4 females) traditional leaders were included in the study because their role in the community is deeply rooted in preserving and influencing cultural practices. Traditional leaders were selected to provide their perspective into how local customs, traditions, and cultural expectations shape the behavior and aspirations of young people in Mbaleni village. Their input was crucial for understanding how cultural frameworks either promote or inhibit entrepreneurial involvement among the youth, thus contributing a cultural dimension to research that might not have been captured through entrepreneurs alone.

Of all the traditional leaders in the sample, 57.1% of the male traditional leaders believe that risk aversion prevents youth from participating in entrepreneurship compared to 33.3 % of the female traditional leaders. It is because the youth in the village are afraid of failure, and the strong value placed on community stability over individual ventures.

The issue of preference of formal employment tend to add up to cultural beliefs and practices that prevent youths to engage in entrepreneurial activities in Mbaleni village, 14.3 % of male traditional leaders and 33.3% of female traditional leaders alluded that most of the youths prefer to get employed in government/ private sector rather than being an entrepreneur. For example, a young person prefers to work in a government office, where regular paychecks and job security is assured, rather than taking the financial risks associated with starting a business, where success is uncertain.

Male traditional leaders 0.0% did not mention the of collectivism over individualism, however, 33.3% of female traditional leaders stated that majority of the youths in Mbaleni village tend to prefer to value collectivistic culture rather than being an individual. Because it tends to provide social security and encourages youths to work in groups to achieve a certain goal.

The respondent’s findings revealed that gender roles are one of the cultural practices and attitudes that restrict economic activity in Mbaleni village, Vhembe district. 14.3% of male traditional leaders claimed positions tend to effect adolescents' engagement in entrepreneurial activities and female traditional opined to be discreet about the issue 0.0%; as a result, female

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youths end up not engaging in entrepreneurial activities; for example, they cannot engage in agricultural operations because they find it difficult to own land.

14,3% of male traditional leaders believe that negative social attitudes towards entrepreneurial activities prevent most young people from engaging in entrepreneurial activities. In Mbaleni village, entrepreneurship is viewed as unstable compared to formal employment, thus leading to a strong stigma around entrepreneurial risks. For instance, a young person starting a small business in Mbaleni village might face criticism from family or peers, who may consider entrepreneurship too risky, as a result, it will discourage him/her from pursuing their venture.

The study found that cultural practices and beliefs such as social attitudes toward entrepreneurship, risk aversion, entrenched gender roles, collectivism, and a preference for formal employment significantly hinder entrepreneurial activities. These practices and beliefs often stem from historical contexts that view entrepreneurship as risky, leading individuals to prioritize the stability of formal jobs. Also, the traditional gender roles further restrict women's participation in business, as a result, it perpetuates economic inequalities. The findings from Mbaleni village, Vhembe district, Limpopo align with the findings from other regions, where similar cultural barriers limit youth to engage in entrepreneurship, particularly among young women. The findings were further strengthened by (Mogaji, 2020), who asserted that young people often prefer stable employment due to cultural stigmas associated with business failure, which discourages entrepreneurial ventures. Moreover, (Garcia & Reyes, 2019), alluded that negative perceptions of entrepreneurship and fear of risk tend to deter young people from pursuing business opportunities.

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4.5 Cultural Practices and Beliefs that Support Entrepreneurial Activities

Table 4.4 Cultural practices and beliefs that support entrepreneurial activities

Aspect	Respondents			
	Traditional leaders		Established entrepreneurs	
Cultural practices and beliefs that support entrepreneurial activities	Male	Female	Male	Female
Encourage risk taking	28.6%	0.0%	33.3%	50.0%
Providing access to education and training	28.6%	0.0%	33.3%	0.0%
Creativity and innovation	14.3%	66.7%	16.7%	25.0%
Access to funding	28.6%	33.3%	16.7%	25.0%
Total	100%	100%	100%	100%
NO: n=60, Pearson Chi-square=13.89, Likelihood ratio: 14.21, Linear by Linear association= 0.286 Minimum expected count was 3.64				

Table 4.4 presents the views of traditional leaders and entrepreneurs from the study site. In terms of established entrepreneurs, 33.3% of male established entrepreneur and 50.0% of female entrepreneur alluded that youth should learn to take risk and have self-confidence in their entrepreneurial activities so that they can be able to sustain themselves and be self-employed. Risk taking is essential in starting and growing a business, and self-confidence helps youth persist in the face of setbacks. For example, a young entrepreneur in Mbaleni village may hesitate to expand their business due to fear of failure, but with encouragement to take risks and believe in their abilities, they can unlock new opportunities and achieve greater growth.

Moreover, 16.7% of male entrepreneurs and 25.0% of female entrepreneurs opined that providing access to funding can help most of the youth to start businesses, and become successful

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entrepreneurs, because of the youth come from poor family background and they cannot implement their business ideas without the funding from the private sectors or the government.

Additionally, 16.7% of male entrepreneurs and 25.0% of female entrepreneurs believes that the community of Mbaleni village should create an environment that fosters creativity and innovation. For example, if Mbaleni village youth are encouraged to develop farming techniques, they could start a business that will address local environment concerns while providing sustainable income, as a result, they will benefit both the entrepreneurs and the village itself.

Furthermore, providing access to education and training was another cultural beliefs and practices by male 33.3% entrepreneurs as they believe that most of the youth in Mbaleni village lack skills that can help them to become entrepreneurs. For example, a young person with training in farming and service delivery could use those skills to produce and provide the products to Mbaleni and the surrounding areas, expanding its reach and profitability.

Of all the traditional leaders in the sample, 14.3% of male traditional leaders and 66.7% of female traditional leaders were mainly concerned about the lack of desire of youth from Mbaleni village who do not want to engage in entrepreneurial activities hence the community should create an environment that fosters creativity and innovation. Because innovation can help youth to solve local problems such as unemployment, create unique products for the community and the surrounding areas and for community development.

28.6% of male traditional leaders as contrast to 33.3% of female traditional leaders believes that providing access to funding for youth can encourage most of the youth in Mbaleni village to engage in entrepreneurial activities thus helping to deter the influence that culture have towards the norms, values, behavior of people, particularly the youths. And they cannot implement their business ideas without the funding from the private sectors or the government.

The traditional leaders were concerned about the lack of desire of youth from Mbaleni village who do not want to engage in entrepreneurial activities hence the traditional leader believes that the community should support the cultural practices and beliefs that encourage entrepreneurial activities, one of the key practices and beliefs that the traditional leaders were concerned about is to encourage the youth to take risk in entrepreneurship, hence 28.6% of male traditional leaders supported the idea. For example, a young entrepreneur in Mbaleni village may hesitate to expand their business due to fear of failure, but with encouragement to take risks and believe in their abilities, they can unlock new opportunities.

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28.6% of male traditional leaders believes that providing access to funding for youth can encourage most of the youth in Mbaleni village to engage in entrepreneurial activities thus helping to deter the influence that culture have towards the norms, values, behavior of people, particularly the youths. For example, if the majority of youths in Mbaleni village are equipped with skills and education towards entrepreneurship, they can start a business of their own, and flourish in their ventures because they will be having necessary skills that are required in the field of entrepreneurship.

The results from the entrepreneurs both male and female in Mbaleni village shows the key factors they believe could increase youth involvement in entrepreneurship. About 33.3% of male and 50% of female entrepreneurs emphasized the importance of youth taking risks and building self-confidence to sustain themselves through entrepreneurship. Additionally, the entrepreneurs stressed the need for education and training pointing out that many youths lack the necessary skills to become entrepreneurs. Also, creating an environment that fosters creativity, and innovation is seen as crucial for encouraging entrepreneurial activity. Lastly, Mbaleni entrepreneurs believe that access to funding is essential for youth to start businesses, especially since many come from poor backgrounds and cannot implement their business ideas without financial support.

Furthermore, among them, male traditional leaders supported encouraging youth to take risks in entrepreneurship, while the same leaders also emphasized the importance of providing education and training to empower the youth. Additionally, male traditional leaders and female traditional leaders supported improving access to financial resources to encourage youth entrepreneurship. Overall, the leaders see these steps as crucial to countering cultural barriers and promoting entrepreneurial activities among the youth.

In Mbaleni village, the cultural practices and beliefs that the study found out stem from successful role models, traditional leaders and entrepreneurs that emphasize education as a pathway to opportunity, and a collective appreciation for resourcefulness. The results from the respondents are similar to cultural orientations that have been observed in various developing regions, where community support and financial mechanisms enhance entrepreneurial engagement. According to (Kibler & Wainwright, 2021, authors argued that fostering a supportive culture that enhances youth engagement in entrepreneurial activities is a key factor in empowering the youth to take entrepreneurship as a pathway in life and to become self-dependent rather than relying on formal

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employment. Furthermore, (Akpan, 2019), asserted that these elements are crucial for fostering a robust entrepreneurial ecosystem.

The researcher also emphasized the importance of using Atlas ti as a qualitative tool to support and enhance the findings that were obtained from SPSS. The study focused on the determinants of culture to youth involvement in entrepreneurship in Mbaleni village, within the Vhembe district of Limpopo province. To help achieve a comprehensive understanding, the researcher utilized a mixed-methods approach, to gather both quantitative data through SPSS and qualitative data through Atlas ti. The sample was 70 respondents in total, to be precise, the were 60 entrepreneurs (33 male and 27 female entrepreneurs) and 10 traditional leaders (6 male and 4 female traditional leaders), each bringing a unique perspective on cultural factors that shapes entrepreneurial engagement among the youth. Furthermore, the researcher thought it is important to integrate these approaches, because the researcher aimed to provide a more holistic view of the ways culture impacts youth entrepreneurship in Mbaleni village. Figure 3 below represents the results from Atlas ti, showing the negative cultural practices and beliefs that prevent entrepreneurial activities in Mbaleni village.

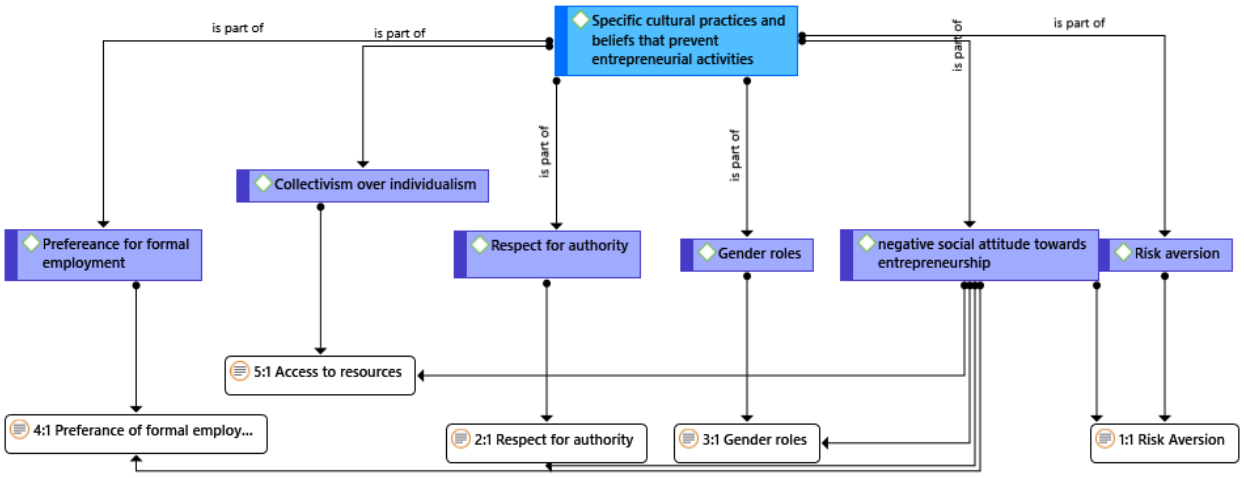


Figure 4.1: Negative Cultural practices and beliefs that prevent entrepreneurial activities

a. **Preference for formal employment**

The findings of this study show that the youth in Mbaleni village prefer formal employment rather than engaging in entrepreneurial activities. The issue of preference of formal employment tends to add up to cultural beliefs and practices that prevent youths to engage in entrepreneurial activities in Mbaleni village. Male entrepreneurs and Female entrepreneurs alluded that most of

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the youths prefer to get employed in government/ private sector rather than being an entrepreneur.

This finding is evident in the coherent responses of the respondent's that the youth in Mbaleni village in Thulamela Municipality prefer formal employment. For example,

Participant 4 stated that:

Majority of youth in Mbaleni village, Vhembe district, Limpopo prefer to be employed formally rather than engaging in entrepreneurial activities, because it is not guaranteed that you'll succeed in the business venture.

The finding is strengthened by (Hanif *et al*., 2023) study which affirms that young people view entrepreneurship as a riskier path, often limited by capital constraints, lack of entrepreneurial support, and fear of failure, which makes formal employment appear safer and more viable.

b. **Collectivism over individualism**

The responses from the participants revealed that the community of Mbaleni village is obliged to work as a collective. But at the same time, they lack unity which is key to the success of these collective entrepreneurial initiatives, so this leads to the failure of these collectives. For instance,

Participant 16 stated that:

In Mbaleni village, some individuals may contribute more than others, yet receive equal rewards, leading to resentment.

Participant 5 was emphatic in his response. He stated that:

In a community like Mbaleni, people feel pressured to conform to societal norms, limiting personal expression and innovation

This finding was strengthened by (Ogihara, 2021) asserts that individuals may feel pressure to conform, thus discouraging creative problem-solving and risk taking. Furthermore, he stated that a key concern is the restriction of personal autonomy. Moreover, (Yi, 2019) stated that collectivism often fosters strong in-group loyalty, but this leads to discrimination against outsiders, also found that collectivist cultures tend to favor in-group members while being more suspicious of out-groups, leading to social divisions.

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c. **Respect for authority**

It was found that Respect for authority also prevents youths in Mbaleni village to engage in entrepreneurial activities, because traditional norms and authority tend to discourage deviation from social roles. For instance, females are expected to do household chores rather than engaging in entrepreneurship. Furthermore, parents expect their children to pursue higher education and attain white collar jobs as opposed to entrepreneurship. For instance,

Participant 2 stated that:

Young people tend to face resistance when there are proposing ideas that challenge traditional practices as they create barriers to entrepreneurial activities.

The findings are strengthened by (Kihara & Mugo, 2019) they alluded that adherence to traditional roles and family expectations significantly influenced young people's career choices, often steering them away from entrepreneurship. Furthermore, parents expect their children to pursue higher education and attain white collar jobs as opposed to entrepreneurship

d. **Gender roles**

The respondent's findings revealed that gender roles are one of the cultural practices and attitudes that restrict economic activity in Mbaleni village, Vhembe district. Male entrepreneurs alluded to the issue and Female entrepreneurs opined to be discreet about the issue as a result, female youths end up not engaging in entrepreneurial activities, for example,

Participant 3 stated that:

they cannot engage in agricultural operations because they find it difficult to own land and, societal norms discourage women from pursuing entrepreneurial activities, limits their access to resources, and create a perception that entrepreneurship is a male-dominated field.

The finding is strengthened by (Liñán *et al*., 2022) asserted that women (feminine) relate to their traditional role as homemakers, while those of men (masculine) are related to their traditional roles as providers. Moreover, entrepreneurs' activities have also been traditionally associated with masculine traits. This frequently leads to discrimination against women in entrepreneurship.

e. **Negative social attitude towards entrepreneurship**

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The results revealed that youths in Mbaleni village, Vhembe district are prevented from engaging in entrepreneurial activities because of the negative social attitude that they have towards entrepreneurship. For example,

Participant 23 stated that:

People tend to say entrepreneurs tend to use muti for his/her business to succeed.

Participant 41 alluded that:

most of the entrepreneurs did not go to school hence there engaging in entrepreneurship.

The finding is strengthened by (Vamvaka et al., 2020) he asserted that affective attitude and perceived self-efficacy are by far the strongest predictors of intention, thus highlighting the role of emotions in the entrepreneurial process.

f. **Risk aversion**

The responses from the participants revealed that majority of youths in Mbaleni village, are not risk takers as male entrepreneurs and female entrepreneurs are not wiling take risk that will enable them to be self-dependent and be able to generate an income for themselves. Moreover, youth are afraid to take risks in entrepreneurship despite available capital because of factors such as fear of failure and inadequate support systems. Also, cultural limitations, particularly for women, further hinder confidence and participation, leading to a greater sense of risk aversion. Furthermore, it slows down business development, reduces innovation, and limits economic growth. For instance,

Participant 1 stated that:

Youth are afraid to take risks in entrepreneurship despite available capital because of factors such as fear of failure and inadequate support systems.

Participant 13 also stated that:

Most of the youth are not dreamers, and they are afraid to take loans from different stakeholders so that they can start their business venture and pay back the money when their businesses are now operating and running smoothly.

The finding is strengthened by (Baetge et al., 2021) asserted that risk aversion has a big influence on young people's plans to start their own business. They also out that lack of support networks

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and fear of failing were factors in this aversion, especially for women, who frequently encounter additional societal obstacles. Moreover, inadequate support systems, including mentorship and financial resources, can exacerbate risk aversion among young entrepreneurs (Kuckertz *et al*., 2020).

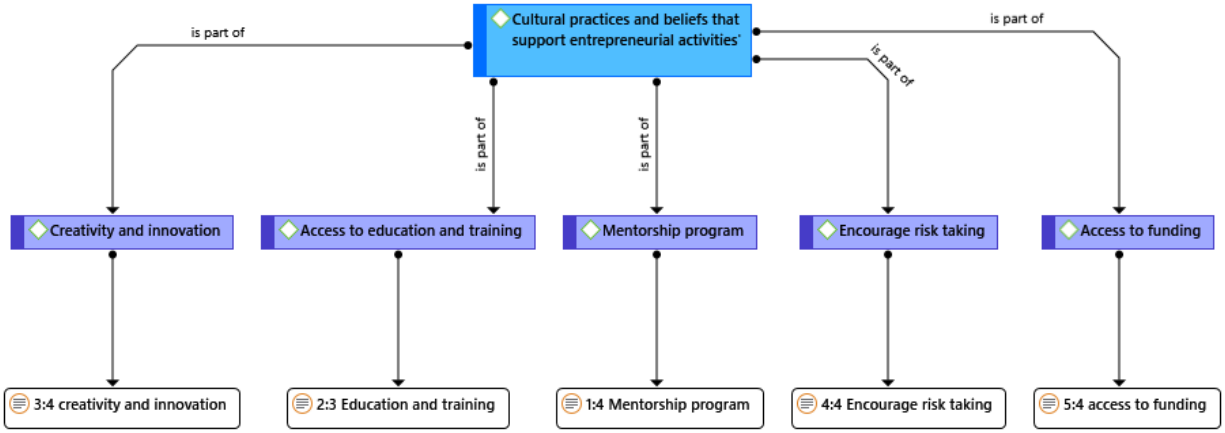


Figure 4.2: Cultural Practices and Beliefs that Support Entrepreneurial Activities

a) Creativity and innovation

The findings of this study show that creativity and innovation are one of the cultural practices and beliefs that tend to support entrepreneurial activities in Mbaleni village of Vhembe district. Most of the respondents believe that the community of Mbaleni village should create an environment that fosters creativity and innovation. For example, if Mbaleni village youth are encouraged to develop farming techniques, they could start a business that will address local environment concerns while providing sustainable income, as a result, they will benefit both the entrepreneurs and the village itself.

For instance, participant 3 stated that:

If Mbaleni village is facing water scarcity, the entrepreneurs must come together and develop innovative solutions like rainwater systems, which will be demonstrating creativity in addressing issues.

Participant 52 also alluded that:

If a youth proposes an idea, the community members must try to contribute resources or labor, as a result, it will foster a spirit of collaboration and creativity in the village.

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The findings were strengthened by (Juliana *et al*., 2021) who stated that Creativity and innovation aid in the development of new ways to improve an existing product or service to maximize profits. Moreover, this encourages entrepreneurs to think outside the box and look for answers that aren't standard. Through this opportunity, a new, intriguing, potentially lucrative, yet adaptable idea emerges. Furthermore, it helps with the sustainability and long-run performance of all kinds of companies.

b) Access to education and training

The findings show that the respondents see access to education and training as effective cultural practices and beliefs which support entrepreneurial activities. Moreover, most of the participants opined that providing access to funding can help most of the youth to start businesses, and become successful entrepreneurs, because of the youth who come from poor family background, and they cannot implement their business ideas without the funding from the private sectors or the government. Other examples opined that education, and training should be integrated into school curricula and the availability of vocational training programs tailored to local economic opportunities, which is essential in equipping youth with practical business skills. For example,

Participant 2 stated that:

Access to education and training can help most of the youths in Mbaleni village to engage in entrepreneurial activities, because they will be equipped with necessary skills that they can use to pursue entrepreneurship.

Also, participant 18 alluded to that:

Provision of education and training to the youths can bring inspiration and creative minds to the youths of Mbaleni village.

The findings were strengthened by (Tiwari *et al*., 2022) the authors highlighted the critical role of education and training in fostering entrepreneurial skills among youth. Moreover, they argued that education not only equips individuals with the necessary knowledge but also instills confidence, thereby enhancing entrepreneurial intentions. According to (Iacobucci & Mico, 2020), For young business owners, especially those from underprivileged backgrounds, having access to capital is crucial. Their findings suggest that both public and private sector funding can greatly increase young people's chances of starting profitable businesses.

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c) Mentorship program

The findings show that mentorship programs are one of the crucial cultural practices and beliefs that support entrepreneurial activities in Mbaleni village. The mentorship programs in Mbaleni village aligns well with the community values, because it enables experienced individuals to guide the upcoming generation in business skills and strategies so that they can succeed in their business ventures. For example,

Participant 1 stated that:

Mentorship programs will allow youths to share their challenges on entrepreneurship and what can be done to resolve those challenges.

Also, participant 18 said that:

Mentorship programs will encourage youths to start different enterprises, which will not only generate income but also support the local members.

The findings were strengthened by (Dake, 2021) who stated that mentorship creates a relationship between the mentor and the mentee. The mentee, through practical engagements guided by the mentor, acquires new entrepreneurial knowledge, skills and values. Moreover, mentoring generally tends to be more developmental and the mentees tend to become more aware of their strengths and weaknesses in entrepreneurship.

d) Encourage risk-taking

The responses from the participants revealed that encouraging risk-taking in entrepreneurship is crucial because the youths should learn to take risks and have self-confidence in their entrepreneurial activities so that they can be able to sustain themselves and be self-employed. Moreover, risk taking is essential in starting and growing a business, and self-confidence helps youth persist in the face of setbacks. For example, a young entrepreneur in Mbaleni village may hesitate to expand their business due to fear of failure, but with encouragement to take risks and believe in their abilities, they can unlock new opportunities and achieve greater growth. For instance,

Participant 4 stated that:

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Youths in Mbaleni village must be willing to take loans from different sectors so that they can start their businesses, and they must have courage and face every predicament with no fear in their entrepreneurial journey.

Also, participant 33 stated that:

Many young people are being limited to take risks by their elders, and it tends to discourage them from pursuing entrepreneurship, hence encouraging them to take risks is an important aspect.

The findings were further strengthened by (Shahzad *et al*., 2021), they asserted that people who are self-motivated and supported by their families, peers, and institutions have in-build personality characteristics (entrepreneurial skills, propensity to take risks, and innovativeness), can avail future opportunities, and can become successful entrepreneurs.

e) Access to funding

The responses from the participants revealed that access to funding is another crucial cultural practice and beliefs that tend to support entrepreneurial activities in Mbaleni village. Providing access to funding for youth can encourage most of the youth in Mbaleni village to engage in entrepreneurial activities thus helping to deter the influence that culture has towards the norms, values, behavior of people, particularly the youths. For example, if majority of youths in Mbaleni village are equipped with access to capital, skills and education towards entrepreneurship, they can be able to start a business of their own, and flourish in their ventures because they will have necessary skills that are required in the field of entrepreneurship. For instance,

Participant 5 stated that:

For most youths in Mbaleni village to engage in entrepreneurial activities, they need access to funding from the government and private sectors.

Participant 37 also stated that:

Access to funding Is crucial for the youths of Mbaleni village, because they come from poor family backgrounds.

Participant 57 also opined that:

Provision of funding in Mbaleni village is crucial, because the youths are unable to pursue entrepreneurial activities because of lack of capital and resources required in the field.

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The findings were strengthened by (OECD, 2021) who stated that financial limitations frequently restrict young people from starting their own businesses, especially in areas where conventional employment is valued more culturally than entrepreneurship. Furthermore, to make entrepreneurship feasible and less dangerous for young people, access to funding, skill-building opportunities, and supportive infrastructure is crucial. This promotes long-term job creation and economic empowerment.

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CHAPTER 5: POSSIBLE STRATEGIC INTERVENTIONS TO CULTURAL ORIENTATIONS DETERRING YOUTH ENTREPRENEURSHIP INVOLVEMENT

5.1 Presentation of the Findings and Discussion

The types of businesses operating in Mbaleni village are influenced by gender. For example, women prevail in retail services and street vending, while men are primarily engaged in service delivery, agricultural, and artisan industries. Traditional gender roles in Mbaleni village may have contributed to this division of labor by assigning women to lower, informal enterprises such as retail services and street vending that align with social norms and parental duties, whereas men are placed in physically demanding such as artisan trades and agriculture. This gender-based occupational difference was significant in the study's 60 respondents, of whom (33 were men entrepreneurs and 27 were women entrepreneurs). Furthermore, the sort of enterprise might reflect the community's resources, educational levels, and social standards, all of which are culturally influenced. Understanding the kind of businesses that exist in a community can also indicate the cultural norms that either foster or inhibit entrepreneurship, as well as the obstacles and possibilities that entrepreneurs encounter based on the cultural environment. Types of enterprise that are found in Mbaleni village are shown in Table 5.1 below. This type of enterprise represents the kind of businesses that entrepreneurs in Mbaleni village are engaging in and the cultural norms that either foster or inhibit entrepreneurship.

5.1.1 Types of enterprise (Chi-square)

The chi-square tests, Table 5.1 was used to see if there was a significant association between gender and type of enterprise. To determine whether the differences noticed in enterprise types of female-dominated street vending and retail services, and male-dominated service delivery, agriculture, and artisan businesses were statistically significant, Chi square was used. In Mbaleni village, Vhembe district, South Africa, the Chi-square test was performed to examine the data from the 60 respondents (27 females and 33 males) and determine whether gender has a significant influence on the kind of enterprise one pursues.

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Table 5.1 Chi square test between gender and the type of enterprise

Chi-square tests	Value	Df	Asymptotic Significance
Pearson chi-square	9.508[a]	4	.050
Likelihood ratio	10.002	4	.040
Linear by Linear Association	3.729	1	.053
No of valid cases	60		
[a]. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 4.95			

A Pearson chi-square value of 9.508, 4 degrees of freedom, and an asymptotic significance (p-value) of 0.050 are the results of the Chi-square test. This shows that there is a significant association between gender and the type of enterprise operating in Mbaleni village, Vhembe district, Limpopo province, as indicated by the p-value of 0.05. Hence, it may be concluded that, despite the relationship not being very strong, gender does affect the kind of businesspeople do. Therefore, the gender-based enterprise type difference is statistically significant at the conventional 5% significance level even though it is not very large.

A value of 10.002 with 4 degrees of freedom and an asymptotic significance (p-value) of 0.040 are the results of the Likelihood Ratio test. Gender and the type of enterprise in Mbaleni village was found to be statistically significantly associated, as indicated by the p-value being below the conventional significance level of 0.05. In comparison to the Pearson chi-square test, which revealed a slightly significant result, the Likelihood Ratio test provided further evidence that gender significantly influences the kind of businesspeople do in Mbaleni village, Vhembe district, Limpopo province.

According to the findings of the Linear-by-Linear Association test, the asymptotic significance (p-value) was 0.053 and the value was 3.729 with 1 degree of freedom. Since the p-value is slightly greater than the conventional significance level of 0.05, it is likely that there is no statistically significant linear trend in the association between gender and what type of enterprise in Mbaleni village. Additionally, there is an indication of a relationship, but not enough to consider it as significant in a linear sense. This test revealed a linear correlation that proved marginally non-significant, although other tests, like the Likelihood Ratio, indicated an important association.

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The Chi-square tests indicated that there were 60 valid cases in the analysis, meaning that all 60 respondents were included in the Chi-square tests for the association between gender and the type of enterprise in Mbaleni village. The analysis, based on these 60 valid cases, showed varying levels of significance across different tests, with the Likelihood Ratio being significant ($p = 0.040$) and the Pearson chi-square test showing borderline significance ($p = 0.050$), while the Linear-by-Linear Association test indicated a marginally non-significant linear trend ($p = 0.053$).

These findings align with research from other rural regions, where similar gender disparities exist due to societal norms and economic barriers, personal characteristics (traits of the entrepreneur) are found to influence the success and prosperity of the enterprise. The factors examined are the founding reasons for the business and personality traits of the owner. Additionally, several environmental factors (e.g. social, cultural, political and economic) that contribute to the success or failure of the SMEs (Franco & Prata, 2019). For instance, in a culturally and religiously conservative society such as the Saudi Arabian, it is expected that female entrepreneurs face more obstacles, especially in the socio-cultural domain. Additionally, females are expected to have less entrepreneurial orientation, less human capital capabilities, and less entrepreneurial goals and motives. Furthermore, according to (Alene, 2020) educational level, previous entrepreneurial experience, access to business training, access to finance, access to business information, government support, land ownership significant in explaining women entrepreneurs' performance in entrepreneurship.

5.2 Number of Employees

In Mbaleni village, the number of employees in enterprises ranges from 0 to 10, indicating that most businesses are small-scale and possibly family-run. Moreover, employing additional staff may not be seen as essential due to limited business size, low capital, and a focus on self-sufficiency. Additionally, gender tend to affects employment as male-dominated sectors such as agriculture and artisanal work require more physical labor, leading to slightly higher employment, whereas female-dominated sectors such as street vending and retail are often informal and may rely more on family members rather than hiring external workers. Social norms around gender roles also influence who gets employed and in what capacity.

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Table 5.2 Number of Employees

Number of employees	Gender	
	Male	Female
0-2	77.8%	75.7%
3-6	14.8%	24.3%
7-10	7.4 %	0%
Total	100%	100%
Note: N=60, Pearson chi-square= 6.178[a], Likelihood Ratio= 7.179, Linear by Linear association= 1.137 [a].9 cells (64.3%) have expected countless than 5. The minimum expected count is .45		

Table 5.2 shows the number of employees in Mbaleni village, the gender distribution of employees in Mbaleni village, with a higher percentage of men in larger businesses (3-6 and 7-10) and majority of women in smaller ones (0-2 employees), being influenced by factors such as societal norms, with men having greater access to opportunities for expanding businesses, whereas women are involved in smaller scale, home-based enterprises. Additionally, cultural expectations, education disparities, and financial constraints also play a role in limiting women's participation in larger business ventures.

Table 5.3 Chi square test between gender and number of employees

Chi-square tests	Value	Df	Asymptotic Significance
Pearson chi-square	6.178[a]	6	.403
Likelihood ratio	7.179	6	.305
Linear by Linear Association	1.137	1	.286
No of valid cases	60		
[a]. 9 cells (64.3%) have expected countless than 5. The minimum expected count is .45			

The chi-square test on Table 5.3 was done to examine the association between gender and the number of employees in Mbaleni village yielded a chi-square value of 6.178 with 6 degrees of

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freedom and an asymptotic significance (p-value) of 0.403. Therefore, since the p-value was higher than the conventional threshold of 0.05, the results do not have the concrete evidence to reject the null hypothesis. Moreover, this result indicates that there was no statistically significant association between gender and the number of employees within the village.

The likelihood ratio test for the association between gender and the number of employees in Mbaleni village produced a value of 7.179 with 6 degrees of freedom and an asymptotic significance (p-value) of 0.305. Since the p-value was above the common significance threshold of 0.05, the study cannot reject the null hypothesis. Furthermore, the outcome supports the Pearson chi-square result, which suggested that there is no statistically significant association between gender and employees in the village. Therefore, in terms of gender, it does not appear to have a meaningful impact on the number of employees, thus indicating that employment rates are similar across genders in Mbaleni village.

The Linear-by-Linear Association test yielded a value of 1.137 with 1 degree of freedom and a p-value of 0.286. Since the p-value was greater than the typical significance level of 0.05, the researcher could not reject the null hypothesis for a linear association between gender and number of employees. Therefore, the result suggests that there is no statistically significant linear trend or relationship between gender and number of employees in Mbaleni village. Taken together with the Pearson chi-square and likelihood ratio results, this reinforces the finding that the number of employees is distributed similarly across genders in the community.

The sample size of 60 valid cases was used in the analysis, the statistical tests provided a reasonably reliable indication of the relationship between gender and number of employees in Mbaleni village, Vhembe district. The results from the Pearson chi-square, likelihood ratio, and Linear-by-Linear Association tests all suggested a lack of significant association between the variables, implying that, within this sample of 60 respondents, the number of employees does not vary significantly by gender.

These results are consistent with studies reported in other rural areas. For example, (Khera & Nayak, 2020) found no statistically significant variation in employment status depending on gender in emerging communities. Furthermore, (Chowdhury & Khan, 2022) pointed out that, in semi-rural areas where economic shifts have led to more equitable possibilities, gender had little to no impact on employment, which is consistent with developments in declining gender-based employment disparities.

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5.3 To Assess the Youth's Perception of Cultural Influence on Entrepreneurship

Addressing the cultural practices and beliefs that affect youth entrepreneurial activities in Mbaleni village, Vhembe district, Limpopo province is crucial, especially considering the responses from 70 respondent's, to be precise, (33 male entrepreneurs and 27 female entrepreneurs) and 10 traditional leaders (6 male and 4 female). These cultural factors can significantly influence the aspirations and opportunities available to young entrepreneurs in the village, shaping their willingness to engage in entrepreneurial ventures. For example, societal norms may discourage women from pursuing certain business opportunities or limit their access to resources, while traditional expectations may impact men's entrepreneurial ambitions. The researcher thought it is important to understand and address these cultural dynamics, so that stakeholders can create targeted programs and interventions that will empower youth from both genders, and to foster a more inclusive entrepreneurial environment that will support the development of diverse business initiatives within Mbaleni village. Table 5.3 below highlights the cultural practices and beliefs that the respondents in Mbaleni village thought were more important in addressing the issue.

Table 5.4: Addressing Cultural practices and beliefs that affect youth entrepreneurial activities

Addressing cultural beliefs and practices that affect youth entrepreneurial activities	Gender	
	Male	Female
Invest in youth for community growth	15,2%	14,8%
Education awareness	42,4%	14,8%
Community engagement	24,2%	25,9%
Access to resources	15,2%	22,2%
Engage community leaders	3,0%	22,3%
Total	100%	100%
Note: N=60, Pearson chi-square=8.885[a], Likelihood ratio=9.514, Linear by Linear Association =5.236, [a]. 5 cells (50.0%) have expected count less than 5. The minimum expected count is 3.15		

Table 5.4 presents the respondent's, (42,4%) of male in contrast to (14,8%) believe that education awareness can help address cultural beliefs and practices that affect youth entrepreneurial activities in Mbaleni village. Men, traditionally are seen as leaders in many cultures, may

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recognize the role of education in challenging outdated norms that hinder entrepreneurial growth. For example, education can break cultural barriers such as the belief that only certain jobs are "appropriate" for men or women, empowering youth to pursue non-traditional business ventures.

The respondents stated community engagement can also help address the cultural beliefs and practices that are affecting youth entrepreneurial activities in Mbaleni village. (24,2%) of male in contrast to (25,9%) of female in Mbaleni village believes that through active involvement in community initiatives, residents of Mbaleni can challenge outdated norms, share knowledge, and create support systems for young entrepreneurs. Also, engaging elders, leaders, and other relevant stakeholders can lead to a change in mindset, thus promoting acceptance of new ideas and opportunities for the youth.

The higher percentage of females (22.2%) compared to males (15.2%) in Mbaleni village believes that access to resources can help address issues in youth entrepreneurial activities, tend to reflect women's awareness of the barriers they face in accessing financial and material support. Because, women often experience greater challenges related to gender inequality, such as limited access to capital, education, and networks. Therefore, they view resource availability as key to overcoming these obstacles and fostering entrepreneurship. Men, who already have slightly better access to such resources, see this as the primary issue.

Based on the table above, the slight difference between men (15.2%) and women (14.8%) in believes that investing in youth can help promote community growth due to traditional gender roles, where men are often seen as breadwinners and community leaders, leading them to prioritize economic development. Men also have greater access to business opportunities and resources, shaping their perception of youth entrepreneurship as key to growth. Despite this, the gap was minimal, showing that both genders largely agree on the importance of investing in youth for community advancement in Mbaleni village, Vhembe district.

Additionally, engaging community leaders can also help to address the issues that affect youth entrepreneurial activities in Mbaleni village hence (3.0%) of male in contrast to (22.3%) of females believes that the community, stakeholders, and especially youth should engage with community leaders, because women often face cultural and societal constraints, and they see community leaders as crucial allies in advocating for change, challenging traditional norms, and gaining access to resources. Engaging leaders can influence attitudes and policies, creating a more supportive environment for female entrepreneurs, while men feel less reliant on such engagement due to existing power dynamics and networks.

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The researcher employed Chi-square tests to determine if there was a significant association between gender and cultural practices and beliefs in Mbaleni village because this statistical test is useful for examining relationships between categorical variables, such as gender and cultural factors. By using the Chi-square test, the researcher wanted to assess whether differences in beliefs and practices between men and women are statistically significant. This helps to identify whether gender plays a meaningful role in shaping views on cultural practices that impact youth entrepreneurial activities, providing insights into the influence of gender dynamics in the community.

Table 5.5 Chi square test between gender and cultural practices and beliefs

Chi-square tests	Value	Df	Asymptotic Significance
Pearson chi-square	8.885[a]	4	.064
Likelihood ratio	9.514	4	.049
Linear by Linear Association	5.236	1	.022
No of valid cases	60		
[a]. 5 cells (50.0%) have expected count less than 5. The minimum expected count is 3.15			

On table 5.5, the p-value (0.064) is slightly above the conventional significance level of 0.05. This suggested that while there is some association between gender and cultural practices and beliefs, the result is not statistically significant at the 5% level. Meaning that, there is not enough evidence to confidently say that gender and cultural beliefs are strongly associated in this context. However, the result is close to significance, indicating a possible trend worth further investigation.

The p-value (0.049) is below the conventional threshold of 0.05, indicating that there is a statistically significant association between gender and cultural practices and beliefs in Mbaleni village. As a result, this suggested that gender does play a meaningful role in shaping cultural beliefs and practices that affect youth entrepreneurial activities. Unlike the Pearson Chi-square, which had a p-value slightly above 0.05, the Likelihood Ratio test showed significant results, which strengthens the evidence of this association.

The p-value (0.022) indicated a statistically significant association between gender and cultural practices and beliefs, as a result, it suggests that there is a linear relationship between the cultural practices and beliefs and gender. This means that as one variable changes, the other tends to

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change in a predictable manner. Furthermore, given that the p-value is below the conventional threshold of 0.05, it further supported the idea that gender significantly influences cultural beliefs and practices affecting youth entrepreneurial activities in Mbaleni village. As a result, the finding highlights the importance of considering gender dynamics when examining cultural influences on entrepreneurship in the community.

The number of valid cases in the study was 60. This means that data from 60 respondents were included in the analysis, providing a solid sample size for assessing the association between gender and cultural practices and beliefs in Mbaleni village. A valid sample size of this magnitude can enhance the reliability of the results and increase confidence in the conclusions drawn from the statistical tests performed, including the Chi-square, Likelihood Ratio, and Linear by Linear Association tests.

These findings align with research from other rural regions, according to (Bullough *et al.,* 2022) culture represents multifaceted explanations for differences in women's entrepreneurship across societies and in the success or failure of business activities. Many barriers and constraints that women entrepreneurs experience is gender specific and stem from cultural values, norms, and customs. Moreover, traditionally defined gender roles within the home put household and family responsibilities largely on women, while men provide economically for the family by working outside (Andrew *et al.,* 2024). These gender role expectations have traditionally limited women's access to income-earning opportunities. Additionally, it is widely recognized that women face gender-specific opportunities and challenges in their entrepreneurial endeavors (Manolova *et al.*, 2022).

The researcher also emphasized the importance of using Atlas ti as a qualitative tool to support and enhance the findings that were obtained from SPSS. The study focused on the determinants of culture to youth involvement in entrepreneurship in Mbaleni village, within the Vhembe district of Limpopo province. To help achieve a comprehensive understanding, the researcher utilized a mixed-methods approach, to gather both quantitative data through SPSS and qualitative data through Atlas ti. The sample was 70 respondents in total, to be precise, the were 60 entrepreneurs (33 male and 27 female entrepreneurs) and 10 traditional leaders (6 male and 4 female traditional leaders), each bringing a unique perspective on cultural factors that shapes entrepreneurial engagement among the youth. Figure 5 below represents the results from Atlas ti, addressing Cultural practices and beliefs that affect youth entrepreneurial activities.

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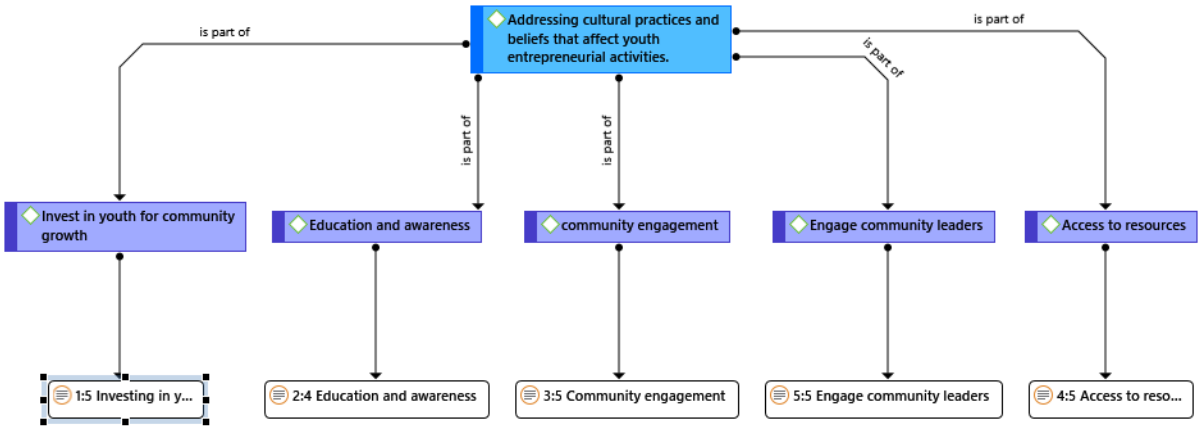


Figure 5.1: Cultural Practices and Beliefs that Affect Youth Entrepreneurial Activities

a) Investing in youth

The findings of this study show that investing in youth in rural areas such as Mbaleni village in Vhembe district could be one of the ways to address cultural practices and beliefs that affect youth entrepreneurial activities (Figure 5.1). Investing in youth can help promote community growth due to traditional gender roles, where men are often seen as breadwinners and community leaders, leading them to prioritize economic development. Men also have greater access to business opportunities and resources, shaping their perception of youth entrepreneurship as key to growth. Despite this, the gap between the respondents was minimal, showing that both genders largely agree on the importance of investing in youth for community advancement in Mbaleni village. For example,

Participant 1 stated that:

investing in training and resources for young people in Mbaleni village can empower both young men and women to overcome traditional constraints.

Also, participant 44 stated that:

Investing in youth entrepreneurship encourages young people to stay and contribute to local growth rather than moving to cities seeking work.

The findings were strengthened by (Ogamba, 2019) who stated that to ensure that young people have active and continuous participation in the economy and to create equitable and sustainable economic development, it is important to create a supportive environment and assist them in overcoming the obstacles that stand in the way of starting and maintaining innovative businesses.

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b) Education and awareness

According to the respondents' results, men and women hold the belief that education awareness can help in addressing cultural practices and beliefs that influence young people's business journey in Mbaleni village. Since men are typically viewed as leaders in many societies, they might understand how education might help break old conventions that impede the growth of entrepreneurship. Education, for instance, can break cultural obstacles like the notion that only particular occupations are "appropriate" for men or women, enabling young people to undertake unconventional entrepreneurial endeavors. For example,

Participant 2 stated that:

Education often fosters community engagement and networking among peers, which can be critical for entrepreneurial success.

Participant 29 stated that:

Education can reshape attitudes toward gender roles by providing both men and women with the knowledge and skills needed to pursue diverse career paths.

The findings were strengthened by (Roslan *et al*., 2022) who stated that social entrepreneurship can bring about change in society and improve the quality of education and individual personalities by sensitive to the surrounding problems and exploring innovative solutions for the existing problems. Moreover, (Alisha *et al*., 2020) asserted that education can reshape attitudes toward gender roles by providing both men and women with the knowledge and skills needed to pursue entrepreneurship.

c) Community engagement

Community engagement, according to the respondents, can also help in addressing cultural practices and beliefs that influence young people's economic endeavors in Mbaleni village. Both male and female respondents believes that by actively participating in community activities, Mbaleni residents can question outmoded norms, exchange expertise, and establish support networks for young entrepreneurs. A shift in perspective can also result by including elders, leaders. Which will encourage young people to embrace new possibilities and ideas. For example,

Participant 21 stated that:

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Community engagement can bring a lot of change to the community of Mbaleni, because people will be able to share different ideas and encourage young people to embrace new possibilities.

Also, participant 3 alluded that:

The community leaders must ensure that engagement occurs in Mbaleni village every 3 months.

The results of the study were strengthened by (Oosterbaan et al., 2021), stated that engaging in community activities provides a platform for residents to discuss and question traditional norms. Furthermore, highlighted how community-based programs in rural areas can facilitate discussions that challenge gender norms and encourage inclusiveness, thereby fostering a supportive environment for young entrepreneurs.

d) Engage community leaders

Additionally, engaging community leaders can also help to address the issues that affect youth entrepreneurial activities in Mbaleni village hence males and females believes that the community, stakeholders, and especially youth should engage with community leaders, because women often face cultural and societal constraints, and they see community leaders as crucial allies in advocating for change, challenging traditional norms, and gaining access to resources. Engaging leaders can influence attitudes and policies, creating a more supportive environment for female entrepreneurs, while men feel less reliant on such engagement due to existing power dynamics and networks. For instance,

Participant 5 stated that:

Youth should engage with community leaders, because women often face cultural and societal constraints.

Participant 51 stated that*:*

Engaging with the community leaders can help youth to develop ways to pursue entrepreneurial activities and have better access to community resources such as land if they want to focus on agriculture.

Community leaders may serve as youth representatives, especially for women who may encounter cultural barriers. These leaders can fight prevailing stereotypes that limit women's engagement in entrepreneurship by using their influence. The results of the study were strengthened by (Chifunyise et al., 2021) they highlighted how female entrepreneurs in Zimbabwe

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benefited from the support of local leaders who publicly endorsed their businesses, which helped shift community perceptions and encouraged more women to pursue entrepreneurship.

e) Access to resources

Access to resources can help address cultural orientations that affect youth entrepreneurial activities, because it tends to reflect women's awareness of the barriers, they face in accessing financial and material support. Women often experience greater challenges related to gender inequality, such as limited access to capital, education, and networks. Therefore, access to resources is a key factor in overcoming these obstacles and fostering entrepreneurship. For example,

Participant 4 stated that:

Access to resources is essential for equipping young entrepreneurs with the skills needed to succeed in their ventures.

Also, participant 65 stated that:

By ensuring access to resources, communities can help dismantle cultural practices and beliefs that restrict youth entrepreneurial activities.

Access to resources is critical to entrepreneurial success (Marshall *et al*., 2020). These resources often include human capital in the form of related experience and education, social capital in the form of useful social networks, and financial capital. The results of the study were strengthened by (World bank, 2020) reported that youth participation in entrepreneurial training programs significantly increased their chances of launching successful businesses, emphasizing the role of education, skills and access to resources in fostering entrepreneurship.

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CHAPTER 6: CONCLUSIONS AND RECOMMENDATIONS

6.1 Conclusions

It is known that entrepreneurship has the potential to foster innovation, create jobs, and drive economic growth. However, it was established that there are negative cultural practices and beliefs hindering youths from getting involved in entrepreneurial activities in Mbaleni village The cultural norms and gender roles tend to influence the type of enterprises that women and men engage in where men dominate sectors such as agriculture because they have access to land. Men also dominate service delivery, and artisan businesses while women largely operate in small-scale ventures. There was a significant association between gender and the type of enterprise operating within the village. The cultural practices and beliefs that prevented youths entrepreneurial activities include the negative social attitudes towards entrepreneurship, risk aversion, and preference of collectivism over individualism tended to hinder and limit youth entrepreneurial activities. It was also revealed that the specific cultural practices and beliefs that supported entrepreneurial activities included creativity and innovation, mentorship, encouraging risk-taking, access to funding and access to education and training. Addressing these cultural practices and beliefs requires a multifaceted approach that includes investing in youth, engaging community leaders, education and awareness and improving access to resources in order to dismantle existing barriers and create a supportive environment for young entrepreneurs. Moreover, the study examines Chi-square test between gender and cultural practices and beliefs. The p-value (0.049) was below the conventional threshold of 0.05, indicating that there is a statistically significant association between gender and cultural practices and beliefs in Mbaleni village. This suggested that gender does play a meaningful role in shaping cultural beliefs and practices that affect youth entrepreneurial activities.

6.2.1 Research Problem Statement Testing

To clarify the significance of the research issue considering the relevant empirical evidence, while also contrasting the results of the investigation with the stated research problem. To establish the validity of the advanced problem statement, the researcher believed that this approach aids in examining the empirical evidence presented by this study in relation to the research problem statement. To do this, the researcher first restated the study objectives, which in his were accomplished. The study's findings were then presented to the audience. The research problem

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statement was then put to the test by comparing the findings to those of previous studies to see if they agreed with the problem statement and empirical data.

6.2.2 Implications of the study on policies, theory and practice

The implications of this study on the determinants of culture on youth involvement in entrepreneurship are significant for policy makers, community leaders, as well as educational institutions. The study findings inform the development of policies aimed at addressing specific cultural barriers hindering youth entrepreneurial activities, especially for women who faces similar challenges. Moreover, by promoting cultural awareness, the study revealed the need for community engagement and educational campaigns aimed at encouraging perceptions of entrepreneurship and taking risk amongst the youth. In practice, this involves implementing grassroots community dialogues, mentorship programs, and workshops that challenge cultural stereotypes and promote entrepreneurial mindsets among the youth. Additionally, empowering women by allowing them to access land and financial resources can help promote greater participation and overcome the cultural barriers in entrepreneurial activities. Furthermore, the study emphasized the necessity for educational reform that will incorporate entrepreneurship education into curricula, thus will help prepare young people for future ventures. The findings support Ajzen and Fishbein's theory of reasoned action (TRA), by showing that attitudes toward entrepreneurship are strongly influenced by cultural beliefs and social norms within rural communities. Overall, the researcher laid the groundwork for future research and interventions aimed at promoting youth involvement in entrepreneurship thus contributing to economic growth and bringing social change within the community.

6.2.3 Limitations of the study

Firstly, the study's scope is geographically limited to Mbaleni village, which will restrict the broadness of the results to other rural areas, and beyond. Also, different communities have unique cultural practices and beliefs that influence entrepreneurship in different ways, as a result, some were not captured in this study. Moreover, the reliance on self-reported data from participants introduced biases, because individuals may have overstated their entrepreneurial activities due to social desirability. Furthermore, limited resources and time constraints affected the depth and breadth of data collected, as a result, it overlooked certain cultural dimensions faced by youth in the communities.

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6.3 Recommendations of The Study on particular policy

(a) Develop Support Networks and Mentorship

Community leaders and experienced local entrepreneurs should establish programs that can give young people guidance through the initial stages of entrepreneurship. Development of networks would provide support systems for youth, thus enabling them to learn from other experiences, build self-confidence, and grow their businesses in a well supportive environment.

(b) Involvement of Traditional Leaders and Increase Community Engagement

Engaging traditional leaders in promoting youth entrepreneurship can be crucial in sensitive cultural areas such as Mbaleni village and other rural areas. Involving respected community members, entrepreneurship programs can gain credibility and make it easier to shift the local perceptions and encourage broader community acceptance of youth entrepreneurship.

(c) Encourage Entrepreneurship Education and Skill Development

Educational institutions in the local region should introduce entrepreneurship courses into their curricula, mostly focusing on risk management and business planning. Also, collaboration with the local entrepreneurs to provide hands-on learning opportunities can empower youth to pursue entrepreneurial activities with confidence.

(d) Encourage Policy Change to Support Entrepreneurship

Policy makers should promote entrepreneurship by simplifying the regularities required for startups and reduce administrative obstacles. The national and local government bodies should engage so that they can create policies that will encourage entrepreneurial activities such as tax incentives for startups and support for rural entrepreneurship initiatives.

(e) Promote Cultural Awareness and Shift Perceptions

Implementing community initiatives can help address and reshape negative cultural attitudes toward entrepreneurship. Community dialogues that will involve youth, traditional leaders, and elders can help reframe entrepreneurship and encourage broader support for young entrepreneurs.

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(f) Promote Access to Resources for Women

Policy makers should address the need of women to access land and financial support. Also, the local government and community leaders should create programs that will provide women with legal support for land ownership, access to agricultural resources, and training to overcoming gender-based barriers in business.

(g) Resilience Building and Support for Risk-Taking

In many rural areas, many youths are discouraged by perceived risks of entrepreneurship, so creating a culture that is resilient can be key. Implementing programs that will focus on risk management and financial planning can build confidence and preparedness. Furthermore, resilience-building can provide youths with strategies for overcoming challenges and view failure as a learning experience, which is important in entrepreneurial journeys.

6.4 Directions for Future Research

The researcher suggests that the same study should be replicated at the national level. The researcher. The researcher also suggests that the current entrepreneurship teaching methods in our different universities should be subjected to further investigation. Furthermore, the researcher suggests that assorted obstacles regarding culture as a determinant to youth involvement in entrepreneurship should be investigated. Finally, the researcher suggests that full implementation of government entrepreneurial policies and initiatives should be investigated.

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APPENDICES

Appendix 1: Data Collection Tool

Code: _____

Location: _____

Group No: _____

Date of interview: _____

Category of interviewees: ……

SECTION A: RESPONDENTS PROFILE

*May you please provide and honestly complete the required information either by inserting a cross **[X]** on the block provided or by writing the information as required. Note that every response you provide below will be treated with utmost confidentiality.*

1. Gender:

Male	☐	Female	☒

2. Age (years):

22-25: ☐	26-29 ☐	30-33 ☐	34+ ☐

3. Marital Status:

Single: ☐	Married: ☐	Divorced: ☐	Widowed: ☐

4. Spoken Language:

Tshivenda: ☐	Sepedi: ☐	Xitsonga: ☐	Isizulu: ☐

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Other:

5. Level of education:

Dropped-out: ☐	Grade 12: ☐	Diploma: ☐	Tertiary: ☐	Other: ☐

6.Who do you live with:

Parents: ☐	Friends: ☐	Spouse: ☐	Other: ☐ Specify:

7. Type of enterprise:

8. Year it was started:

9. Reason(s) for starting the business.

10. Annual income / No of employees:

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PART 2: SEMI-STRUCTURED INTERVIEW GUIDE

Data collected using this tool will be from traditional leaders, established entrepreneurs, youths in the village.

Objective 1: Identification of specific cultural orientations affecting youth's entrepreneurship involvement.

What are the specific cultural orientations that affect youth participation in entrepreneurship?

a. (I)……

(ii)……...

(iii)…….

b. Explain why? ……

……

……

……

……

1. What are the specific cultural practices that prevent youth entrepreneurial activities?

a. (I)……

(ii)……...

(iii)…….

b. Explain why? ……

……
……
……
……

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2. What are cultural beliefs that support youth involvement in entrepreneurship?

   a. (i)……

(ii)……...

(iii)……

b. Explain why? ……

……
……
……
……

3. What are the cultural practices that support youth involvement in entrepreneurship?

   a. (i)……

(ii)……

(iii)……

   b. Explain why?.....

……
……
……

4. What could be done to address the cultural beliefs that negatively affect youth entrepreneurial activities?

   (i) …….

   (ii) …….

   (iii) …….

   b. explain-why?

   ……
   ……
   ……

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……

……

5. What could be done to address the cultural practices that positively affect youth entrepreneurial activities?

   (i) ……

   (ii) ……

   (iii) ……

b. Explain why? ……

……

……

……

……

Objective 2: Assessment of youth perceptions on cultural influence on entrepreneurship involvements.

1. What are your perceptions on culture?

(I)……

(ii)……

(iii)……

2. What are your perceptions on youth participation in entrepreneurship?

(I)……

(ii)……

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(iii)……

3. In what way(s) can the identified positive cultural traits be harnessed to deepen youth involvement in entrepreneurship?

(I)……

(ii)……

(iii)……

Part 2 : Data Collection Tool

Code : _____

Location : _____

Group No: _____

Date of interview: _____

Category of interviewees: ……

SECTION A: RESPONDENTS PROFILE

*May you please provide and honestly complete the required information either by inserting a cross **[X]** on the block provided or by writing the information as required. Note that every response you provide below will be treated with utmost confidentiality.*

1. Gender:

Male	☐	Female	☒

2. Age (years):

22-25: ☐	26-29 ☐	30-33 ☐	34+ ☐

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3. Marital Status:

Single: ☐	Married: ☐	Divorced: ☐	Widowed: ☐

4. Spoken Language:

Tshivenda: ☐	Sepedi: ☐	Xitsonga: ☐	Isizulu: ☐
Other:			

5. Level of education:

Dropped-out: ☐	Grade 12: ☐	Diploma: ☐	Tertiary: ☐	Other: ☐

6.Who do you live with:

Parents: ☐	**Friends: ☐**	**Spouse: ☐**	**Other: ☐ Specify:**

7. What is your role in the community: ……

PART 2: SEMI-STRUCTURED INTERVIEW GUIDE

Data collected using this tool will be from traditional leaders, established entrepreneurs, youths in the village.

1. **What is your view on Culture and Business?**

……
……
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……
……

2. **What is your view on Youth and Unemployment?**

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3. **What is your view on Gender and Business?**

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4. **Negative cultural traits that prevent youth participation in entrepreneurship?**

……
……
……
……
……
……

5. **What could be done to support youth's participation in entrepreneurial activities?**

……
……
……
……
……

Appendix 2: Feedback and Dissemination Plan

The feedback of the dissertation will be through journal articles, and through the policy makers. The researcher will go back to the study area and arrange meetings will all the participants and

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share the results. Also, the researcher will include the leaders of the village and the government officials.

Appendix 3: Ethical Clearance Certificate

ETHICS APPROVAL CERTIFICATE

ETHICS APPROVAL CERTIFICATE

FACULTY OF SCIENCE, ENGINEERING AND AGRICULTURE RESEARCH ETHICS COMMITTEE

NAME OF RESEARCHER/INVESTIGATOR*:* AZWITAMISI TSHABUSE

STUDENT No. 18021707

PROJECT TITLE:

CULTURE AS DETERMINANT TO YOUTH INVOLVEMENT IN ENTREPRENEURSHIP IN MBALENI VILLAGE, VHEMBE DISTRICT, SOUTH AFRICA

ETHICAL CLEARANCE No: FSEA/23/IRD/10

SUPERVISORS/ CO-RESEARCHERS/ CO-INVESTIGATORS

NAME	INSTITUTION & DEPARTMENT	ROLE
B Kilonzo	University of Venda, Institute for Rural Development	Supervisor

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J Zuwarimwe	University of Venda, Institute for Rural Development	Co-supervisor
I Iwara	University of Venda, Department of Urban and Rural Planning	Co-supervisor

Type: **Student Research**

Risk: **Minimal risk to humans, animals, or environment (Category 1)**

Approval Period: **February 2024-January 2026**

The Faculty Research Ethics Committee (FREC) of the Faculty of Science, Engineering and Agriculture hereby approves your project as indicated above.

PRIVATE BAG X5050, THOHOYANDOU, 0950 □ LIMPOPO PROVINCE□ SOUTH AFRICA
TELEPHONE (015) 962 8504/8313 **FAX** (015) 962 9060
"A quality driven financially sustainable, Comprehensive University" **ETHICS APPROVAL CERTIFICATE**

General Conditions

While this ethics approval is subject to all declarations, undertakings and agreements incorporated and signed in the application form, please note the following.

- **The project leader (principal investigator) must report in the prescribed format to the REC:**
  - **Annually (or as otherwise requested) on the progress of the project, and upon completion of the project.**
  - **Within 48hrs in case of any adverse event (or any matter that interrupts sound ethical principles) during the project.**
  - **Annually, research projects may be randomly selected for auditing.**
- **The approval applies strictly to the protocol as stipulated in the application form. Should a change to the protocol be deemed necessary during the project, the project leader must apply for approval of these changes before their implementation. Should**

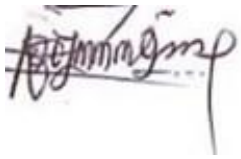
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there be a deviation from the study protocol, without the necessary approval for the change, the ethics approval is automatically forfeited.

- The date of approval indicates the earliest date that the project may begin. Should the project have to continue after the expiry date; a new application must be made, and a new approval received before or on the expiry date.
- In the interest of ethical responsibility, the FREC retains the right to:
  - Request access to any information or data at any time during the course or after completion of the project,
  - To ask further questions; Seek additional information; Require further modification or monitor the conduct of your research or the informed consent process.
  - withdraw or postpone approval if:
  - Any unethical principles or practices of the project are revealed or suspected.
  - It becomes apparent that relevant information was withheld from the REC or that information has been false or misrepresented.
  - The required annual report and reporting of adverse events was not done timely and accurately,
  - New institutional rules, national legislation or international conventions deem it necessary.

ISSUED BY:
FACULTY OF SCIENCE, ENGINEERING AND AGRICULTURE RESEARCH ETHICS COMMITTEE

Date considered: January 2024



Chairperson: PO. Bessong

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TELEPHONE (015) 962 8504/8313 **FAX** (015) 962 9060

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Appendix 4: Consent Form

LETTER OF CONSENT

My name is Tshabuse Azwitamisi, I am a student at the University of Venda (UNIVEN) registered for the Bachelor of Arts Masters in Rural Development (AGMARD), at the Institute for Rural Development (IRD). I am conducting research focusing on ***"CULTURE AS DETERMINANT TO YOUTH INVOLVEMENT IN ENTREPRENEURSHIP IN MBALENI VILLAGE, VHEMBE DISTRICT, SOUTH AFRICA"***. This communication serves to kindly request for your participation in the study. I also take this time to inform you that any information you will provide will be treated as confidential and therefore will not be disclosed to anyone without your consent. However, although I would like you to be part of it to the end, your participation remains voluntary, meaning that you are free to pull out at any time should you feel uncomfortable during the study.

Researcher _____ **Date**_____

Respondent

I……. have read and understood the contents and terms of this invitation to participate in the study. Thus, I hereby declare that I am voluntarily consenting to participate in this research.

Respondent's signature _____ **Date**_____

Appendix 5: Letter of Permission to Collect Data

LETTER OF INFORMATION TO COLLECT DATA IN MBALENI VILLAGE

Dear Sir/Madam

My name is Tshabuse Azwitamisi, I am a student at the University of Venda (UNIVEN) registered for a Bachelor of Arts Master's in Rural Development (AGMARD) programme within the Institute

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for Rural Development (IRD). I am conducting research, on, ***"CULTURE AS DETERMINANT TO YOUTH INVOLVEMENT IN ENTREPRENEURSHIP IN MBALENI VILLAGE, VHEMBE DISTRICT, SOUTH AFRICA"*** in Thulamela Local Municipality. I take this time to kindly request for permission to conduct the said study in Mbaleni Village.

The University of Venda has granted me the permission to conduct the study which is a part fulfilment of my honours in rural development degree. The consent of those who will participate in the study will be sought and a commitment made by signing a consent document by those who will be willing to participate. Participation in this study will be strictly on voluntary basis. However, although I would like all to be part of the study to the end, participation will remain voluntary, meaning that any one is free to pull out at any time should he/she feel uncomfortable during the study.

In this exercise, I would like to request for permission to engage the youths and traditional leaders from this village,

I look forward to your support on this research process.

Kind regards.

Signature of Researcher _____ **Date**_____

Tshabuse Azwitamisi

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