



**The sustainability of Home-Based Businesses (HBBs) operating in Vhembe District
Municipality**

by

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DECLARATION

I, Vhonani Madzivhandila, hereby declare that this dissertation titled “**The sustainability of Home-Based Businesses (HBBs) operating in Vhembe District Municipality**” for the Master of Commerce: Business Management (MSMMC) submitted to the Department of Business Management at the University of Venda has not been submitted previously for any degree at this or another university. It is original in design and execution, and all reference material contained therein has been duly acknowledged.

Student: .V. Madzivhandila

Date: .26/04/2024

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DEDICATION

I dedicate this dissertation to myself for being consistent, self-motivated, and eager to continuously learning without limit. My mother, Azwidohwi Rose Madzivhandila for the continuous support and encouragement to always pursue my dreams regardless of the circumstances. I am also extending my dedication to Vhakoli, my siblings, for the encouragement, I really appreciate it Vhakoli, my participants, Vhembe district municipality especially Makhado and Thulamela Municipality. It has been a journey to fulfil this qualification's requirement and the support and encouragement received it was possible to finish this dissertation.

ABSTRACT

Despite all the advantages of Home-Based Businesses (HBBs) and the acknowledgement that small businesses have the potential to address some of South Africa's socioeconomic problems, such as unemployment, poverty, and inequality, the country's small businesses, particularly those in rural areas, continue to face several challenges that frequently result in their premature failures. Due to their small size, HBBs have not gotten much to no interest from scholars studying sustainability, despite representing an increasingly significant form of entrepreneurial activity. Most empirical studies have concentrated on the HBBs operating in urban than rural areas and most studies about HBBs have been done in Europe, America, India, and Australia with little reference in African context. Therefore, the study attempts to fill a gap on the literature of sustainability of HBBs in rural areas especially within South African context particularly in Vhembe District Municipality. The study's specific objectives were firstly to study the characteristics of HBBs, secondly to assess the sustainability of HBBs, thirdly to develop a model of sustainability of HBBs operating in rural area, and lastly to recommend strategies that could be applied to enhance sustainability of HBBs. This study used a mixed approach to address these objectives. A sample of 398 respondents consisting of HBBs' owners who have been operating HBBs for 2 years and above and 10 participants consisting of local community leaders and local municipal officials was chosen using a non-probability sampling method. An explanatory method with a combination of closed and open questions was employed to gather primary data. Interviews and questionnaires were utilized as data collection techniques. Collected qualitative data was analysed utilizing a thematic analysis aided by ATLAS.ti. Furthermore, the Statistical Package for Social Sciences (SPSS) version 22.0 was used to assist in the analysis of quantitative data using descriptive statistics. The research findings added to the frame of knowledge pertaining sustainability of HBBs operating in rural setting.

The findings for the study are as follows:

- This study found that the characteristics are convenience service or product provision, formal existence, family members labour dependent and informal operations. This study revealed that HBBs provide convenience in accessing products and services to the communities in which they are situated. This convenience access saves the community members or customers time and money which they could have exhausted travelling to centres where there are larger retailers. Additionally, HBBs are also

characterized by formal existence with illegal operation of business in their owners' residential place.

- This study found that the assessment of HBBs is based on plethora indicators that are employment creation, social responsibility involvement, community support and local economic development contributors. This study found that HBBs play a pivotal part in employment creation for HBBs owners and the community at large. This employment generation capacity of these business models provides the basis for indicating that they are sustainable. In addition, HBBs are also involved in social responsibility through donations and assisting in community projects. This means that the capacity of these entities to donate and assist with community projects shows that they are indeed sustainable business ventures.
- To recommend strategies that could be applied to improve sustainability of HBBs, this study found that the strategies that can be adopted are workshops, information sharing, innovative approach orientation and business forum establishment. Thus, study found that workshops that are focused on providing business management skills to the HBBs are crucial towards ensuring that those running these enterprises have the requisite skills to ensure that they are sustainable. Another strategy of enhancing the sustainability of HBBs is information sharing which implies that the sharing of opportunities to HBBs and government departments is crucial towards the sustainability of HBBs.
- The study was also able to construct a model of sustainability of HBBs operating in Makhado and Thulamela Municipality under Vhembe District. The study found that the sustainability of HBBs is dependent on the four factors namely: value creation, value proposition, legal compliance, and management experience. In addition, the model has also provided specific elements that influence each of the sustainability factors; value creation in sustainability of HBBs is influenced by the affordability of products or services offered by HBBs, customers that buy from HBBs, service delivery provided by HBBs and reliable suppliers that HBBs entrepreneurs source their products from. Consequently, value proposition in sustainability of HBBs is influenced by transparency between the customers and HBBs, creation of competitive advantage to

gain more customers, product research to ensure that customers' needs are satisfied and knowing target market of the business.

Legal compliance also plays a crucial role in the sustainability of HBBs as businesses must comply with bylaws that govern certain activities of businesses especially HBBs in this case. Legal compliance is influenced by the registration of HBBs with relevant stakeholders, complying with environmental laws since they operate at owner's residential instead of commercial place which poses many challenges to the residential and surrounding areas, health, and safety regulations to ensure safety of the family members and community members at large, financial regulations, and compliance with latest laws that apply to the type of business. Lastly, the sustainability of HBBs is dependent on management experience of the owners which is influenced by previous relevant management experience, management skills, and continuous training that HBBs' owners receive to enhance their managerial skills. This model can act as a guide towards the sustainability of the HBBs.

Recommendations of the study:

- The researcher recommends that HBBs should be provided with the necessary support and information towards their formalization and recognition towards accessing opportunities by the local community leaders and local municipality official.
- There must be regularly workshops that are provided by the government and other stakeholders towards providing the necessary knowledge for HBBs to effectively run their businesses.
- Home-based business owners should form formal structures such as HBB committee that they will use to represent themselves at their local communities and local municipality. This will ensure their visibility and easy access by other stakeholders who want to assist them.

Keywords: Sustainability, home-based businesses, small businesses, SMMEs, family business, sustainable business model, Vhembe district, South Africa.

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LIST OF ACRONYMS

Acronyms	Explanation
DTI	Department of Trade and Industry
GDP	Gross Domestic Product
GEM	Global Entrepreneurship Monitor
GIZ	German International Development Agency
HBB	Home-Based Business
HBE	Home-Based Enterprise
HBFB	Home-Based Family Business
ISED	Innovation Science and Economic Development
LED	Local Economic Development
SA	South Africa
SBMI	Sustainable Business Model Innovation
SME	Small Medium Enterprise
SMME	Small-Micro Medium Enterprise
SPSS	Statistics Product and Service Solutions
USA	United States of America
WOHBB	Women-Owned Home-Business Business

CHAPTER 1

INTRODUCTION AND BACKGROUND TO STUDY

1.0 Introduction to study

According to Dyllick and Muff (2016), a sustainable business or rather a business that is concerned with sustainability issues is the one in which long-term aspects and short-term aspects are equally weighted. This implication of this definition is that only companies that pay equal attention to present-day and future business needs including possible business' impact on its surrounding community if fit to be considered a sustainable business. Meadowcroft (2023) defines sustainability as a form of intergenerational ethics whereby decisions made today regarding the economy and environment do not reduce the likelihood that future generations would enjoy similarly enormous amounts of prosperity, welfare, and/or utility. From a business standpoint, business sustainability refers to a practice of running a business such that it implements fully its social and environmental initiatives for the welfare of the coming and the generations to come (Danciu, 2013). High levels of research funding have been dedicated to studying business sustainability, but most of this work focuses on how larger companies implement sustainability practices (Casalino, Ivanov, & Nenov, 2014; Tsalis, Nikolaou, Grigoroudis, & Tsagarakis, 2013; Alvarez Jaramillo, Sossa, & Mendoza, 2018). This study's principal objective was to investigate the long-term viability of home-based businesses (HBBs). Hastings and Anwar (2019) define HBBs to refer to any business entity that is involved in selling goods and/or services and is owned by a self-employed person who uses domestic property as a base of operations. HBBs are often categorized as Small and Medium Enterprises (SMEs). In comparison to other businesses, Madzivhandila (2021) reports that HBBs are known to employ fewer people, if any at all, and have lower growth targets.

Due to their small sizes, HBBs have attracted little to no interest from sustainability researchers (Hörisch, Johnson, & Schaltegger, 2014; Williams & Schaefer, 2013; Adebisi & Bakare, 2019), despite representing an increasingly significant form of entrepreneurial activity (Vorley & Rogders, 2014). Further, it is probable that some HBBs' activities are not registered or licensed, which makes it more challenging to count it through official sources (Kane & Clark, 2019). Mason and Reuschke (2015) report that 24% of HBBs operate in the hotel, recreation, and entertainment sectors, 12% in the business services sectors, 7% in the construction, and 8% in the creative services.

Every country's economy and society benefit greatly from HBBs through job creation, innovation of commodities supply chains and service provision (Mohamad & Navid, 2020). HBBs make up a significant portion of the overall number of businesses in many economies (Anwar & Daniel, 2016). Particularly, HBBs make up most enterprises in several developed economies such as in United Kingdom (UK) where HBBs account for 59% (Department for Business, Innovation & Skills, 2014; Reuschke & Mason, 2020) and in United States (USA) where HBBs account for 52% (Reuschke & Domecka, 2018). The proportion of HBBs in Sub-Saharan Africa region is in between 54% to 77% (Lawason & Olanrewju, 2016). According to Fatoki, (2018), the SME sector makes up roughly 91% of overall of formal businesses in South Africa with a combined contribution of 51% to 57% of South Africa's total economic output.

It is worth noting that HBBs benefit business owners and family members who participate in the daily business operations along with HBBs employees. Ezeadichie et al. (2018) report advantages of HBEs in all neighbourhoods as follows:

- Earnings provision,
- Supplemental family earnings,
- Providing products and services,
- Skills attainment,
- A perception of social worth,
- Attend to any ill family members.

Despite all the advantages of HBBs and the acknowledgement that small businesses have the potential to address some of South Africa's socio-economic problems such as high levels unemployment, poverty, and inequality, South Africa's HBBs, particularly in rural areas, continue to face several challenges that frequently result in their premature closure (Madzivhandila, 2021). Sustainable HBBs ensure that the country achieves its social and environmental objectives to boost its economy while safeguarding its environment (Matzembacher, Raudsaar, de Barcellos, & Mets, 2020). The South African government is committed to promoting entrepreneurship, acknowledging its pivotal role in attaining the nation's economic, social, and political objectives (Republic of South Africa, 2022).

1.1 Problem Statement

HBBs comprise of a sizable percentage of the small-business industry (Saleh, 2020). Among the greatest worldwide failure rates, between 50% and 95% of SMEs in South Africa fail in

their fifth year, and over 75% of new SMEs fail to establish themselves (Mashavira, Chipunza, & Dzansi, 2019). According to Reuschke and Domecka (2018), compared to HBBs owners in rural areas, those in cities appear to be more inclined to grow or have a growth orientation. Additionally, most studies have concentrated on HBBs in metropolitan areas, leaving a knowledge deficit about HBBs based in rural areas particularly in sustainability. In Vhembe District Municipality, greater attention has been given to SMMEs leaving a knowledge gap about HBBs. Thulamela and Makhado Municipalities' communities are predominated by HBBs. HBBs' existence is crucial to the growth of the community's economy as well as the development of communities they operate in. For example, community members depend on HBBs for convenient purchasing of goods and services. Most households would be unable to meet their basic needs without utilizing the products and services of HBBs (Ezeadichie et al., 2018). In the absence of HBBs, food would not be easily accessible while performing routine tasks like getting a haircut would necessitate an extensive expedition.

Furthermore, HBBs create a different way to make money which permits them to positively impact the standard of living of the HBBs' owners, employees, and their families. HBBs create jobs enabling a high number of people to be employed who would not be employed otherwise and become a strain on society (Ezeadichie et al., 2018). Lawason and Olanrewju (2016) report that a sizable number of low-income households in rural areas rely on their homes as one of their few sources of income, either through active activities like room rentals, chicken farming, or more active HBBs. Furthermore, these businesses use the owner's residence for operation which has a direct impact on the home environment and the surrounding environment (community) as some of these businesses are engaged in activities such as selling alcohol. Consequently, it's critical to investigate the sustainability influences of HBBs.

The survival of HBBs is very crucial since HBBs have direct impact on the lives of their owners, families, employees, environment, communities they operate in, and local economy of Makhado and Thulamela Municipalities at large. Therefore, it is worth investigating the sustainability of HBBs operating in Vhembe District Municipality as these businesses exhibit crucial economic activities in local communities.

1.2 Aims of the study

The principal objective of this study was to investigate the sustainability of HBBs operating in Vhembe District Municipality. The specific objectives are as follows:

1. To investigate the characteristics of HBBs.
2. To evaluate the sustainability of HBBs.
3. To develop a model of sustainability of HBBs operating in rural setting.
4. To recommend strategies that could be put into practice to enhance the sustainability of HBBs.

1.3 Research Questions

The subsequent research questions provide the foundation for a scientific inquiry into the sustainability of HBBs.

1. What are the characteristics of HBBs?
2. How is the sustainability of HBBs?
3. What is a model of sustainability of HBBs operating in rural setting?
4. What are the strategies that could be put into practice to enhance the sustainability of HBBs?

1.4 Rationale of the study

This study contributes to the existing body of research on sustainability of HBBs which is currently dispersed and underdeveloped. This study is crucial since it contributes to the development of a new model of sustainability for HBBs operating in rural areas as well as recommending strategies that that could be put into practice to enhance the sustainability of HBBs. It gives new insights on the sustainability of HBBs that are primarily found in rural areas. While studies on the sustainability of HBBs in various countries exist, there is a notable gap in data from South African settings, particularly in rural areas. The study is vital to academics, local government officials, traditional leaders in the area, and HBBs owners who are interested in planning, designing, and implementing policies that promote and enhance the activities of boost HBBs.

1.5 Significance of the study

SMEs are anticipated to play a critical role as catalysts for job creation and sustained economic growth given South Africa's high rates of income inequality and poverty, and lacklustre economic growth (Fatoki, 2018). The government of South Africa is compelled to assign SMMEs the task of creating jobs due to the alarmingly high unemployment rate of approximately 34.4% (Stats SA, 2021; Ngek & Smit, 2013; Mukwarmi & Tengeh, 2017). This study is crucial since it aims to enhance the sustainability of HBBs in Vhembe District to ensure that HBBs owners, their families and employees continue to attain their income through sustainable HBBs' operations and environment. Evidence reveals that HBBs are utilized to supplement rural income, and as a result, they are crucial for creating job opportunities (Burgess & Paguio, 2016). Moreover, the unique of this study's emphasis on the sustainability of HBBs, predominantly situated in rural areas, contributes to its significance. The findings of this study will also benefit the academics, local government representatives, local traditional leaders, and HBB entrepreneurs since they can utilize the research insights to further their own investigations into the topic of home-based enterprises.

1.6 Delimitation of the study

Sustainability of HBBs is this study's main concern. Only HBBs that have been operating for more than two years are considered in this study because the researcher believes that HBBs that have been around for at least two years' operating have relevant knowledge to answer research questions guiding the conduct of this investigation. Even though there are other HBBs in Limpopo province, the study only concentrates on the Vhembe District Municipality, which is made up of four municipalities: Makhado, Musina, Thulamela, and Collins Chabane. The researcher focused on Makhado and Thulamela Municipalities. This is due to the timeframe available for completing this study, the resources to conduct the study in different areas, and the researcher's belief that Vhembe District Municipality has enough HBBs to draw conclusions on the findings of sustainability of HBBs in rural areas. The study is primarily focused on those sustainability qualities that apply to enterprises that operate from homes, notwithstanding the criteria of business sustainability that are identified and given in the literature, which is another significant limits of this research.

1.7 Definition of operational concepts

As this study's focus is on the sustainability of HBBs, clear definitions of concepts used in this study are provided below.

Small Micro-Medium Enterprise (SMME) is defined as an organization, either it is registered or incorporated in any law or not, that is mainly made up of individuals operating small businesses in any economic sector or that was founded with the intention of promoting or representing the interests of small businesses, including any federation made up entirely or in part of such associations as well as any branch of such an organization (East African Communications Organisation, 2014).

Home-Based Business (HBBs) - According to Zainurin, Abdu, and Sahar (2019), a home-based business (HBBs) is a business whereby a family uses their house as a base of business operations, irrespective of whether it is done on full-time, infrequent basis, part-time, and may view the revenue from the business as a primary, supplementary, or second source of income.

Sustainability refers to a business strategy for generating long-term value by considering how a given organization operates in the natural, social, and economic environments (Haanaes & Olyneec, 2022).

Home is defined as a residence, a structure such as a house, apartment or condo linked to a house or a public area next to a residence where a human being feels most loved, comfortable, and protected (n.d, 2024).

1.8 Dissertation Layout

Chapter 1: Introduction and background to the study

The purpose, goal, and objectives of this study are outlined in this chapter.

Chapter 2: Literature review

This chapter presents an assessment of data from literature pertaining to the selected field of sustainability and HBBs. The review describes, summarises, evaluates, and clarifies literature resources obtained from online academic journals and websites. It would provide the research with a theoretical foundation and aid in defining its scope.

Chapter 3: Research design and methodology

This chapter gives a framework of how a mixed (quantitative and qualitative) research approach and research design was utilized in this research paper. The methodologies and

techniques used in the research are covered in detail, together with the sampling methods, data gathering, and analysis, using the measurement tool.

Chapter 4: Research findings

In this chapter, the findings of the research are presented and evaluated. Specifically, this chapter analyses data through using tables, descriptive statistics, graphs and other relevant statistical modelling techniques and present results.

Chapter 5: Conclusions and recommendations

This chapter discusses research findings and compares them with those presented on literature review. This study's limitations and recommendations for additional research are presented in this chapter. This chapter also outlines possible recommendations based on established research findings.

1.9 Chapter summary

To sum up, Chapter 1 has given a thorough framework for the dissertation that follows. A thorough examination of this study's introduction, background, research question, objectives, and problem statement which has led to the establishment of the research project's basic framework. Moreover, the study's importance has been emphasized, clarifying its possible influence and applicability in the HBBs sector. The dissertation's structure has also been described, providing a road map for reading the following chapters.

The emphasis will change to a thorough evaluation of the studies of previous investigations that is related to this study in Chapter 2. The researcher's goals are to fill in knowledge gaps, advance the direction of future research, and improve the understanding of this study by a methodical evaluation and analysis of pertinent scholarly publications. Thus, Chapter 2 will be a crucial first step in accomplishing the objectives of the research described in Chapter 1, laying the groundwork for more in-depth investigation and analysis in the chapters that will come after.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

A literature review is a critical assessment of the work that recognized academics and researchers have written (Mayekiso, 2013). The discussion of recent literature that is pertinent to this study is the primary goal of this chapter. In addition to charting the existing state of knowledge in the field of sustainability and HBBs, literature review highlights future research prospects by pointing out flaws, limitations, and gaps in the body of existing knowledge on a particular research area of interest (Garrod, 2023). This has a significant impact on how academic discourse is directed. The literature that has extensively examined the presence of HBBs is reviewed in this chapter. In this chapter's opening section, sustainability and HBBs are defined. This is followed by a discussion of information about the sustainability of HBBs as a type of small business. Furthermore, an empirical literature related to the characteristics of HBBs, models of sustainability of HBBs, and finally, a theoretical framework underpinning this scientific investigation.

2.2 Defining sustainability and HBBs

Dyllick and Muff (2016) define business sustainability as a form of practice which seeks to implement a balanced approach when attending to both long-term and short-term business aspects. In other words, the sustainability of any business strategy that enables the business to meet its short-term profit objectives entails counter-weighting the same strategy with associated potential harm to the business in the foreseeable future. Sustainability is a type of multigenerational ethics where decisions made today regarding the environment and economy do not restrict the opportunities for future generations to experience same degrees of affluence, welfare, or utility (Meadowcroft, 2023). At the corporate level, sustainability refers to running a corporation in such a way that its social and environmental initiatives are fully implemented for the welfare of the coming and the generations to come (Danciu, 2013). High levels of research funding have been dedicated to studying business sustainability, however most of this work focuses on how larger companies implement sustainability practices (Tsalis, Nikolaou, Grigoroudis, & Tsagarakis, 2013; Casalino, Ivanov, & Nenov, 2014; Alvarez Jaramillo, Sossa, & Mendoza, 2018). Despite the expanding body of research, there are still several knowledge gaps regarding the sustainability of HBBs (Betah, Heaton, Arbogast, &

Broadbent, 2013). This study's principal goal was to investigate the long-term viability of HBBs. Home is defined as a residence, a structure such as a house, apartment or condo linked to a home, or a public area next to a residence where a human being feels most loved, comfortable, and protected (n.d, 2024). According to Zainurin, Abdu, and Sahar (2019), a HBBs is a business whereby a family uses their residence place as a base of business operations, irrespective of whether it is done on full-time, part-time, or irregular basis and might perceive the revenue from the business as a supplementary or second source of income. All HBB activities are, in a sense, entrepreneurial because HBB owners oversee a brand-new business founded on an idea and are responsible for its risks and results (Madzivhandila, 2021).

Home-based businesses are also known as household firms, unincorporated firms, or home-based enterprises (HBEs) held by homes. Home-based businesses are distinguishable based on the kinds of accounts they keep and their legal standing, from companies and quasi corporations (Lawanson & Olanrewaju, 2016). Due to factors such as the flexibility nature of the businesses, location, the inability of state agencies to keep track of them, and the complexity of government bureaucracies that discourage operators from registering, most of these enterprises have not been registered with the local authorities (Wrigley-Asante & Mensah, 2017). The majority of these enterprises' owners have basic business skills and an inadequate financial base, and they often lack formal trappings like business licenses, official buildings, operating permits, and accounting systems (Lawanson & Olanrewaju, 2016). According to Zainurin, Abdul, and Sahar (2019), the difficulty of the business registration processes is the top justification offered for not registering a business. One can infer that this results in HBBs being disregarded by government officials, academics, and the media because there is a lack of formality and law. Recent research, however, demonstrates that HBBs have expanded through time, with owners frequently adjusting to shifting customer needs and economic prospects to maintain their operations (Wrigley-Asante & Mensah, 2017).

It is important to note that HBBs create benefits for business owners and other family members who participate in the day-to-day operations of the business. As reported by Ezeadichie et al. (2018), some of the advantages associated home-based enterprises consist of, but are not restricted to income provision, generation of supplemental household income, goods and/or services provision, knowledge, and skills acquisition, instilling a sense of social value among HBBs owners as well as creating more time for social and family care through the flex-times associated with being HBBs owners.

The majority of these HBBs are founded for various reasons that their owners believe are sufficient to launch a home business. Cost reduction, convenience, or the fact that the nature of the firm precludes the need for commercial space are the main drivers (Reuschke & Domecka, 2018). According to reports, some HBBs' owners are inspired by the flexibility that comes with working from home, which can enhance both Work-life harmony and overall well-being (Reuschke & Domecka, 2018). In a UK poll conducted by Enterprise Nation (2014), the third most significant reason for beginning a HBB was being unemployed or having a job that was unsatisfactory or insecure. These reasons differ depending on HBBs owners, where they are, and what their circumstances are. For instance, a person who starts an HBB because they are unemployed would not have done so if they were employed; rather, their situation forces them to start anything so that they can at least make money while searching for a formal job.

2.3 HBBs and Work-Life Balance

Literature on work-life balance and family businesses, which emphasizes the connection between the type of labour done in HBBs, the family, and home, is where the research on HBBs originates (Salusse, 2018). Residents use their houses as businesses to make money without having to pay extra rent for an office space outside the house (Prakoso & Dewi, 2023). There are many different types of home-based enterprises around the world, including food preparation and service, in-home day-care, hospitality, crafts, and even skilled trades like carpentry and plumbing (Clark & Douglas, 2014; Malik & Mantas, 2021). All these activities take place in the informal economy, which helps the poor improve their standard of living (Huba & Yohannes, 2015). According to Charman, Petersen, and Piper (2014), the term informal economy refers to the existence of informal companies (and the activities of their employees) outside of the purview of institutional and legal regulation. HBBs are a common phenomenon in low-income residents' homes in the countries of the global South (Prakoso & Dewi, 2023).

In the 'fluid' Western houses of the USA, Australia, and the UK, one in ten households runs HBBs (Thai, Stevens & Rogers, 2019). Rural communities are more likely to have HBBs, which are unquestionably a crucial part of rural economies (Vorley & Rodgers, 2014). They also comprise both home-based firms and those that operate from residences (Anwar & Daniel,

2014). Depending on the abilities, passions, and resources of the person or group managing the business, there are a variety of HBBs (Sarfraz, Raja, & Malik, 2022). These businesses deal in goods that the community frequently needs and that are available from distributors or wholesalers with ease (Liedeman, Charman, Piper & Petersen, 2013). Furthermore, it is believed that HBBs employ few employees, if any, and have lower growth aspirations than other types of businesses (Galloway & Kapasi, 2014).

According to Daniel, Domenico, and Sharma (2015), Jain and Courvisanos (2013) and Hastings and Anwar (2019), home-based enterprises are a commonly disregarded industry, receiving little attention from government, academics, or the media. In both established and emerging countries, home-based enterprises make up a sizable fraction of all businesses (Anwar & Daniel, 2014). HBBs have been described as a potential source of employment and a catalyst for regional endogenous economic growth by other academics (Jain & Courvisanos, 2013). Home-based business is becoming more and more significant (Vorley & Rodgers, 2014). However, Clark and Douglas (2014) and Enterprise Nation (2014) argue that more evidence is needed to demonstrate the crucial part played by HBBs as actors in collaborative business activities and income generation for HBBs to reach a greater level of prominence in policy making and research (Hastings & Anwar, 2019).

Low-cost HBBs have been thought of as a solution to give a sustainable income due to economic, cultural, and technological advancements (Parchami & Jalai, 2019). Utilizing a home as an office can lower start-up costs, but it is important to consider whether the clients themselves view their homes as legitimate places of business (Malik & Mantas, 2021). Personal savings and/or family and kinship networks are typically the main sources of early funding for such businesses (Wrigley-Asante & Mensah, 2017). The concern of not being viewed as serious firms may deter home-based businesses from appealing for external finance more than other businesses (Reuschke & Domecka, 2018). Home-based businesses experience a difficult time obtaining external funding because of a lack of market knowledge, a bad feasibility study, and a weak financial/banking history (Zainurin, Abdul, & Sahar, 2019). This forces home-based business owners to use their own savings or money donated by family members to start an HBB. Financial resources, or access to them, are nevertheless essential for the survival and expansion of HBBs, even though some selling, and service enterprises can be launched with little to no funding (Peters, Van Gensen, Isaacs, Botha, & Naicker, 2014).

Additionally, HBBs may run into several obstacles that keep them from realizing their full potential (Mpembamoto, Nchito, Siame, & Wragg, 2017). According to Isidor (2015) and Gumbo and Ditshupo (2016), HBBs face a variety of difficulties including:

- Lack of space (for operations, parking space for customers).
- Lack of privacy.
- Not being taken seriously.
- Separating work and family life.
- Working excessive hours.
- Strains in family relationships.
- Self-discipline or self-management.

The difficulties that HBBs deal with those that have already been highlighted. Other difficulties that HBBs face include frequent interactions between the home and the business that could affect how the business runs (Waiswa, 2020). In addition, other researchers have discovered that in Accra, Ghana, and Pretoria, South Africa, home-based entrepreneurs encountered significant obstacles to the expansion of their firms due to limited space, high crime rates, and a lack of funding (Sadiq, Ahmad & Khan, 2021).

For individuals who are risk-averse and inexperienced, the HBBs are especially important (Daniel, Domenico, & Sharma, 2015). One or both parents working from home can be advantageous for some families and children because it incorporates work and family responsibilities (Malik & Mantas, 2021). According to Salusse (2018), home-based businesses not only increase average household income but also have a beneficial economic influence on the neighbourhood's overall well-being. Therefore, investigating the sustainability of HBBs operating in the Vhembe district is crucial and theoretically intriguing. A substantial alternative strategy and chance for sustainable community development are lost if this type of profession (HBBs) is not acknowledged as a component of the economy (Gligorijevi, Vojkovi, Miri, & Vasi, 2016).

2.4 Characteristics of HBBs

Home-based businesses are distinguished from other business enterprises by a few features. The following has been discussed regarding these traits:

2.4.1 The size of HBBs

Although HBBs are typically small in scale, the expansion of numerous HBBs can significantly benefit a society and boost a nation's economy (Andry & Loisa, 2016). However, compared to other SMEs, HBBs typically have fewer employees and lower turnover (Resheuke & Mason, 2020). HBB is defined as an organization with less than 10 workers and a less than two-million-euro yearly turnover by the European Commission business (2015) and Zainurin et al. (2016). In Georgia, 81.9% of small enterprises are employee-free, and most of them have fewer than 20 workers overall (US SBA, Office of Advocacy, 2013; Bush, 2016). However, it is well known in South Africa that most home-based businesses have few to no employees instead they rely on family members to manage the operation. Depending on the organizational structure, different types of labour are employed in different home-based economic activities (Wrigley-Asante & Mensah, 2017). For instance, labourers who can braid hair or give haircuts will be needed if someone is running a salon from their home.

Depending on whether a nation has a developed economy or a developing economy, the size of HBBs in terms of sector varies. Home-based businesses account for between 50% and 60% of all firms in industrialized countries including Australia, Scotland, USA, and UK, and they have consistently grown over the past few decades (Mason & Reuschke, 2015; Salusse, 2018). According to Thai et al. (2019), the household business sector in Vietnam accounts for roughly one-third of the nation's non-farm GDP and 23% of its overall GDP. Researchers are almost unaware of the HBBs issue in developing nations like South Africa due to the absence of official statistics, despite the fact that it is anticipated to make up a sizable portion of SMEs and represent a substantial type of entrepreneurial activity. SMEs provide roughly 40% of South Africa's GDP and account for 80% of all new jobs at the moment (Kupangwa, 2015; Nomatshangisa, 2021). HBBs play a significant role in SMEs and make a significant contribution to a country's economy.

2.4.2 Activities

There are certain activities that HBBs carry out that set them apart from other businesses' operations. Home-based enterprises operate from residential properties rather than maintaining a distinct workspace, setting them apart from other commercial activities (Vorley & Rodgers, 2014). Single-family homes combine residential and commercial functions (Tutuko & Shen, 2014). Both traditional and knowledge-intensive business activities make up the

home-based business sector's activities (Kane & Clark, 2019). Although more recent research indicates that HBBs are becoming more important in more recent sectors (like art and telecommunication) in a far and rural setting (Philip & Williams, 2019), the tourism sector still accounts for a higher percentage of HBBs in rural areas.

The importance of the fact that compared to service-based jobs, creative or knowledge-intensive sectors are less likely to require real commercial space is emphasized by Reuschke & Houston (2016) and Kane & Clark (2018), who discovered that almost all small enterprises that relocate to or begin in homes are knowledge-intensive. The range of activities that HBBs cover may be seen from Mpembamoto, Nchito, Siame, and Wragg's (2017) categorization of HBBs into broad categories:

- Activities relating to the plot itself include renting out rooms, raising chickens purely for sale, brewing and drinking beer, and using a plot for services like car parking.
- Selling includes running convenience stores of all kinds, and kiosks in addition to a smaller scale selling of beverages, candies, snacks; and buying.
- Hairdressing, barbering, and traditional healing and purification are examples of service-type activities.
- Making or repairing things includes carpentry, tailoring, shoemaking, bicycle repair, electronic repair, and food preparation for sale both at home and elsewhere.

Wrigley-Asante and Mansah (2017) noted that a variety of areas, including the front of the house, the internal courtyard, kitchens, workshops adjacent to houses, and alleyways at the back of houses, are used for commercial activity. This stresses how different activities performed in HBBs require diverse places within the home to function well. Most HBBs are open every day and all day long (Huba & Yohannes, 2015).

2.4.3. *Turnover*

It is important to note that HBBs are distinct from other firms in terms of their turnover. Most home-based enterprises share several specific traits, such as a lower turnover than other SMEs and a tendency for decision-making to be centralized around one or two people (Mason & Reuschke, 2015; Enterprise Nation, 2014). Although it is questionable whether an HBB's income serves as a primary or sole source of funding for domestic salaries (Vorley & Rodgers, 2014), it does act as a supplement. The characteristics of small business owners affect their success and financial decisions (Nchabeleng, Fatoki, & Oni, 2018). The definition of success

by HBB owners, which highlights the importance they place on both monetary and non-monetary attributes including personal fulfilment, job satisfaction, achievement, and a flexible way of life, is one major issue (Salusse, 2018).

According to Mason and Reuschke (2015), 73% of HBBs in the UK had a turnover of less than £100k, compared to 33% of other enterprises. In an Australian research, half of the 242 survey respondents said their HBB generated up to \$50,000 in annual revenue (Andry & Loisa, 2016). It has been suggested that HBBs may undergo jobless growth, growing earnings gradually without hiring staff in the foundational study of UK home-based enterprises (Price & Reuschke, 2019). This suggests that job development in HBBs does not depend on turnover, highlighting the reality that these businesses typically employ no one or very few people. According to Stats SA's most recent annual statistics study for 2019, small businesses generated roughly 22% (or R2. 3 trillion) of the total business turnover in South Africa (SAfacts, 2023). This contribution is not required to come from HBBs in South Africa, but rather from SMEs, of which HBBs make up only a portion.

2.4.4 Ownership of HBBs

2.4.4.1 Female-owned HBBs

Due to the significant impact female entrepreneurs have had on the economies of all nations over the past two decades (Mari, Poggesi & De Vita, 2016; Kimanzi, 2016; Neneh, 2018), particularly in terms of their capacity to alleviate poverty, create jobs for themselves and others, and be key forces in economic growth and development. Female-owned HBBs (FOHBBs) are more significant for development of societies' economies today (Sadiq, Ahmad, & Khan, 2021). These women, who would otherwise have been jobless and contributed to their families' poverty, have discovered a place to work in HBBs (Ezeadichie, Jiburum, Onodugo, Onwuneme, & Attama, 2018). Being able to conduct business from home is a significant source of income for females around the world due to the popularity of HBBs (Modarresi et al., 2016). In Ghana and South Africa, HBBs have been discovered to be a significant method of earning revenue, particularly for women and older persons (Sadig et al., 2021). Due to their responsibilities to their families and the upbringing of children, many female entrepreneurs launch home businesses part-time (Radovi-Markovi, 2018). Home-based enterprise is a crucial method of producing revenue for households with low incomes in South Africa and Ghana, especially for women and the elderly (Sadig et al., 2021). Since female

entrepreneurs have to raise their children and attend to their families, most of them launch their home businesses part-time (Radović-Marković, 2018).

Females-owned enterprises are trivial in sales growth, size, and employee numbers compared to businesses owned by males, despite an increase in the percentage of FOHBBs and female ownership (Modarresi, Arasti, Talebi, & Farasatkah, 2017). In developing nations like South Africa, enterprises managed by women are primarily home-based and a part of small business networks, which may account for their diminutive size, poor profitability, and brief lifespans (Said, Mahmud, d'Adda, & Chaudhry, 2022). According to the 2014 SME survey in South Africa, more than 78% of small firms owned by women were profitable compared to just 70% of those owned by men (Neneh, Van Zyl, & Van Noordwyk, 2015). The activities that women owned HBBs engage in, such as day-care, beauty parlours, stitching centres, tuition centres, and small stores at home, can be ascribed to this (Sadig et al., 2021). Women entrepreneurs in South Africa work in survivalist industries such as sewing cooperatives, spazas, poultry farms, candle factories, gardening, and arts and crafts (Mandipaka, 2014). These activities highlight the fact that women-owned small enterprises were shown to be more profitable in South Africa by generating income more quickly than other HBBs activities.

Women-owned HBBs are growing across all industries, typically in a determined and full-time manner, and adding a lot of value to local and global populations (Wynarczyk & Graham, 2013). Women who own their own businesses are frequently viewed as a viable option for integrating women into the workforce since it creates jobs, lowers poverty, and fosters social inclusion (Sharafizad, & Coetzer, 2016). In South Africa, the majority of female business owners contribute significantly to the social and economic health of their neighbourhoods (Mandipaka, 2014). According to Wendy and Siong (2014) and Nwanesi, Okpara and (2014), most females who operate in HBBs possess the necessary abilities and are a good fit for the businesses they take on. For instance, a lady opening a beauty salon has the expertise needed to provide beauty salon services. In contrast to agency inside the home, mobility, and household obligations, women's choices are connected with business knowledge or experience (Said et al., 2022).

Compared to their male counterparts, female HBBs have more problems and difficulties (Mason & Reuschke, 2015). Women experience greater failure fear and have a more constrained view of growth than men, based on the Women's GEM report from 2012. The

effects of constraints and every country has distinct environmental circumstances for men and women, so women are faced with significant challenges as they advance from one phase to another. According to S.M.A et al. (2016), challenges that women entrepreneurs face include the following:

- Lack of women's owned businesses and entrepreneurial ventures acceptance from society.
- Insufficient reliability due to limited training.
- Inadequate education or experience for managing an enterprise.
- Accessing dominated by males' networks might be challenging.

For women in less developed areas who have few opportunities for employment, cannot leave their homes because of domestic duties, or are not permitted to labour outside the house, the HBBs or cottage industry is deemed the best option (Sadiq et al., 2021). Women entrepreneurs are essential to society's efforts to provide for basic requirements and assist underprivileged groups, the disabled, and rural households (Mandipaka, 2014). In order for women-owned HBBs to continue acting as change agents in the communities they serve, support is crucial. According to Aslam, Latif, and Aslam (2013) and Gumbo and Ditshupo (2015), home-based women entrepreneurs encounter social challenges such as sociocultural limitations (such gender inequity), a lack of support from family, entrepreneurial mindset, skills and education, and culturally specific challenges. To address these issues and encourage more South African women to launch and manage successful enterprises, the Department of Trade and Industry (DTI) is actively trying to eliminate barriers that women entrepreneur's experience (Mandipaka, 2014).

2.4.4.2 Male-owned HBBs

There is minimal data on the phenomenon of male-owned HBBs as a result of more researchers concentrating on female-owned HBBs. According to research done in Ghana, practically all HBEs were controlled by the male heads of households, who also made all important financial decisions (Waiswa, 2020). According to Price and Reushke (2019), men owned HBBs are focused on generating wealth and supporting their family financially. HBBs owned by men take part in different activities than those owned by women. Home-based businesses with a focus on vehicle repair services are more likely to be owned and operated by men (Waiswa, 2020). Others engage in activities like tuition centres and small home

businesses where they engage in comparable activities to their female counterparts (Sadig et al., 2021). Men own more HBBs than any other ownership group, according to research on a sample of HBBs in Australia (Price & Reushke, 2019). Males most likely have other jobs outside of HBBs, implying that males see home-based business as a way to have more control over their work and everyday schedules (Bwala et al., 2022).

2.4.4.3 Family-owned HBBs

It is worth noting that there is another type of HBB ownership that combines both female and male owners and adds further family members to the HBB as an alternative form of HBB ownership. Families have complete control over their land, homes, and labour in HBBs, which can be referred to as "family mode of production enterprises" (Afrin, Rana, Isah, & Ahsan, 2017). Family members usually run HBBs to satisfy neighbourhood demands (Manoj, 2019). Because of the government's participation in multiple initiatives to support SMMEs, family-owned firms have rapidly expanded throughout South Africa (Hjorth, 2016; Phikiso, 2017). South African family businesses are responsible for 50% of country's economic growth (Visser & Chiloane-Tsoka, 2014).

The governance structure, organizational practices, and results of home-based family businesses (HBBs) are impacted by the heterogeneity of their visions, aims, and discretionary power of control (Phikiso, 2017). Family-owned HBBs make financial decisions after considering a variety of factors that may have a favourable or negative impact on the family's wealth, unlike female- and male-owned HBBs. When using family wealth, family firms are frugal; this may restrict their activities and lead them to forego risky business ventures (Madanoglu, Memili, & Massis, 2020). According to Madanoglu et al. (2020), home-based family firms are more likely to try to protect their company's reputation by maintaining a protective governance structure. This should help them succeed in operations of the business. Since the failure or success of the business itself is dependent upon the decisions, the family makes together, home-based family businesses appear to be very protective of and conscious of their decision-making behaviours (Koehrsen, 2018).

Home-based businesses are initiatives that serve both residential and commercial purposes, making it impossible to separate the presence of other household members from their operations (Markantoni, Strijker & Koster, 2014). This suggests that household members are

essential to the establishment of these enterprises. According to Ferdous (2020), all family members, including the head of the household, the husband, and the children, can take part in a variety of HBBs, including those that include generating food, clothing, groceries, artwork, or workshops. Unlike HBBs controlled by a single person, family owned HBBs encounter numerous difficulties. Family business leaders are aware that when they face challenges in the company, including conflict amongst relatives, both the company's success and the relationships among family members are in jeopardy (Venter, Van der Merwe, & Farrington, 2013). To avoid confusion or potential conflict, it may be said that family-owned HBBs require effective management and defined roles and responsibilities for each family member.

Family harmony and relationship problems frequently have an impact on the development, continuation, and profitability of a family business. Home-based family companies tend to last longer than other HBB ownerships because they work to create a legacy for coming generations. Planning for succession is one of the most difficult jobs that HBBs must complete (Phikiso, 2017). Phikiso further argued that if the planning of successions in family-owned businesses is not done properly, the chances of surviving from the first to future generations would likely become severely, if not fatally, compromised. As a result, the extent to which the South African economy gains from the significant contributions made by family-run businesses becomes equally likely to be drastically reduced. Therefore, it is crucial for HBBs to have a succession plan in place to prevent any dire situations from developing in the future.

2.4.5 Motivations for starting HBBs

According to Zainurin et al. (2019), motivation is regarded as the HBBs' operator guide for learning and achievement. It gives assurance and trust to the HBB operator and persistence to meet business challenges and directs both professional and personal ambitions toward the success of the business. The reason for starting can show if the choice to do so was made as a result of potential unfavourable economic conditions, such as being unemployed, or perhaps choosing that course of action was better based upon, for instance, an inside urge to launch a small enterprise (Markantoni et al., 2014). Even though they are typically small-scale, the primary goal of starting a home-based business is to create a household's primary source of earnings or to significantly supplement the primary income (Markantoni et al., 2014). Home-based businesses are started and run for a variety of reasons, though. This section examines

some of the reasons given for starting an HBB by other researchers who have done in-depth research on HBB reasons to better understand the reasons for establishing an HBB.

2.4.5.1 Cost-minimization

The flexible nature of the business, convenience, and cost-savings are the three most commonly mentioned benefits of running HBBs (Mason and Reuschke, 2015). Establishing and running a business from home is less expensive than doing so from a commercial location (Reuschke & Domecka, 2018). As an alternative, HBBs are often driven by low entry barriers in terms of expenses and resources (Galloway & Kapasi, 2014). The capacity to run a business with low overhead costs and to utilize family resources, particularly space and utility connections, are further benefits of HBEs (Salusse, 2018). As a result of the aforementioned factors, it is possible to draw the conclusion that HBBs are appealing to start-ups since, in contrast to other businesses, they are typically less expensive to establish, run, and maintain.

2.4.5.2 Employment

In line with Statistics SA (2021), South Africa possesses high unemployment rate of 34.4%, necessitating the investigation of cutting-edge sources of income (Menon, 2017). Therefore, HBBs help close the employment gap inside a legal sector by creating jobs within the unorganized sector (Huba & Yohannes, 2015). However, empirical research has shown that the financial benefit of self-employment is only a factor of minor significance in HBBs start-up motivations (Markantoni et al., 2014). According to Salusse (2018), home-based businesses have a beneficial effect on self-employment and help to develop a close work-home relationship. It is crucial to understand that HBBs are considered a possibility for those who are jobless or who tried to get official employment but were unsuccessful. These socially vulnerable individuals are given jobs and money thanks to home-based companies (Ezeadichie et al., 2018). In case of lack of realistic and feasible alternatives, especially in terms of distance from commercial and industrial concentrations, there is some evidence, particularly from a rural viewpoint, that HBBs provide a method of employment (Galloway & Kapasi, 2014).

2.4.5.3 Flexibility

Home-based businesses allow entrepreneurs freedom in terms of decision-making, work location, working hours, and leisure and family time (Gligorijevi et al., 2016). This demonstrates the HBBs entrepreneurs' desire to run their businesses on their own terms, set their own working hours without seeking input from others, and spend time with their family whenever they choose. The flexibility of the home, the accessibility of amenities (such as water and power), and the dearth of public areas all contribute to the use of the home as a place of employment (Wrigle-Asante & Mensah, 2017). This suggests that HBB entrepreneurs can handle additional family obligations in addition to running their enterprises. Majority of home-based company entrepreneurs have the freedom to care for kids and other family members while still providing for their families financially (Ezeadichie et al., 2018). Working from home while caring for children and picking a profession nearby helps to enhance family relationships, which is crucial for the sustainability of families and communities (Gligorijevi et al., 2016).

2.4.5.4 Lifestyle

Lifestyle is a common motive among HBB entrepreneurs, among other things. Home-based business owners usually place the greatest emphasis on lifestyle flexibility (Reuschke & Domecka, 2018). Entrepreneurs that pursue a lifestyle of self-fulfilment are those who desire to promote a better way of life (Markantoni et al., 2014). In other surveys, lifestyle HBB entrepreneurs reported that their motivation for starting HBB came from a long-time dream they wished to realize for themselves (Enterprise Nation, 2014). Markantoni et al. (2014) found that supporting a desired lifestyle was a common motivation for beginning HBB. People take action because they feel the urge to engage in an activity they prefer and find enjoyable for their own enrichment and personal development, which are all characteristics of life quality and overall health (Markantoni et al., 2014).

2.4.5.5 Other motives

When Galloway and Kapasi (2016) looked at the experiences of entrepreneurs in rural HBBs, they discovered that context-specific factors like the scarcity of, accessibility to, and expense of alternative employment opportunities were also important motivators for starting up. It might be argued that working from home reinvents the notion of career, work, and work-life balance because the most common driving elements for operating an HBB have to do with choice and power (Gligorijevi et al., 2016). Autonomy, freedom, and independence are among the reasons HBBs establish themselves (Salusse, 2018). Therefore, starting a business is not

centred on a single goal or motivation; rather, it is motivated by a combination of financial and non-financial benefits (Markantoni et al., 2014). Few people stated that the opportunity they saw in the market motivated them to start HBB in an Enterprise Nation 2014 study.

2.5. Home-Based Businesses in South Africa

Research studies seeking to document the role of home-based businesses in South Africa dates back to the early 2000s (Gough, Tipple, & Napier, 2003; Ligthelm, 2005; Hiralal, 2010). Gough, Tipple, & Napier, (2003) investigated the role of home-based enterprises (HBEs) as alternative sources of livelihoods in African cities including Pretoria. Particularly, Gough and collaborators observed that HBEs formed an important income-generating strategy and a critical player in poverty alleviation for South African cities such as Mamelodi and Madina. According to Gough, Tipple and Napier (2003), the majority of households in South Africa rely on incomes generated from home-based businesses or enterprises. Charman, Herrick, and Petersen (2014) report that shebeeners in Cape Town earn extra income from operating shebeens in their community areas. Taking into account the time value of money based on South African inflation data from 2003 to 2022, home based enterprises (HBEs) generate approximately R2660.89 per week (Macrotrends, 2023).

An observation made by Nel (2016) regarding how restrictions on the use of home for businesses can potentially limit supplementary income-generating activities by less wealthy residents clearly demonstrate the degree to which businesses operating from home are highly prevalent in South Africa. Further, the assertion by Nel (2016) further agrees with observations made by other HBB researchers regarding the important role played by home-based enterprises in job creation and poverty eradication. Besides, supplementary income-generation, HBBs are widely known regarding their contribution in job creation, improving people's lifestyles, improving work-life balance and/or work flexibility. A study conducted by Ntema (2016) acknowledged the existence of informal home-based businesses in South Africa and as part of the study's findings Ntema observed how home-based businesses operated by non-South African outcompete those HBBs owned by South Africans.

Abisuga-Oyekunle and Fillis (2017) investigated the handicraft sector as a form of HBBs found in Western Cape. Semi-structured interviews were used in the study to collect data from regional handicraft manufacturers, distributors, and consumers to show that the handicraft

sector played an important role in poverty alleviation as well as preserving a sustainable way of life for the youths. Hunt et al. (2019) report of another form of home-based businesses which is powered on the internet of things (IoT). Home-based businesses that rely on internet connectivity are increasingly gaining recognition ever since the discovery of Covid-19 in South Africa around the beginning of year 2022. These HBBs include but are not limited to freelance writers, interior designers, transcriptionists, massage therapist to name only a few.

While researchers acknowledge the critical role played by home-based businesses in poverty alleviation through job creation and income generation, it is worth observing some of the harms associated with HBBs in South Africa such as crimes, violence, and injuries. A study conducted by Charman, Herrick, and Petersen, (2014) in Cape Town observed how urban shebeens promoted growth and occurrence of social risks. According to Masola et al. (2019), some of the negative impacts of operating shebeens range from excessive supply of alcohol, alcohol use disorders, reduced productivity, increased unemployment, threats to community's health, risky sexual behaviour as well as crime and violence.

2.6. The sustainability of HBBs as a form of small businesses

The 1996's National Small Business Act, as amended in 2003, characterizes the small enterprise as different organization encompassing nonprofits and cooperative businesses controlled by more or a single owner, comprising subsidiaries or branches if any that mainly carry out in any industry or sector of the financial system specified in a list of scope of ethics (Tengeh, 2016; Fatoki, 2018). HBBs comprise a sizable fraction of a small company segment (Saleh, 2020). A nation's sustainable future depends heavily on sustainable small- and medium-sized businesses (SMEs) (Fatoki, 2018). According to Visser and Chiloane-Tsoka (2014), SMEs are expected to make contributions in three areas: job creation, economic growth, and eradicating poverty in developing nations. SMEs are anticipated to play a significant role in South Africa in addressing issues encompassing the generation of jobs, steady economic expansion, fair income distribution, and the general encouragement of financial growth (Fatoki, 2018). According to Mungal and Garbharran (2014), South Africa is not keeping up with other emerging nations in supporting the expansion and/or viability of small businesses.

SMMEs studies have been done, but there is a general dearth of knowledge regarding HBBs, particularly in South Africa (Pramjeeth & Sapepa, 2013). Home-based businesses, which are frequently small enterprises, are an important business sector that considerably increases a community's economic prosperity and social capital (Modarresi, Arasti & Talebi, 2016). SMEs are essential to economic growth since they are the principal driver of output growth and employment creation in both emerging and developed nations (Love and Roper, 2013). The high growth small company sector that has promoted the development of HBBs in the majority of the developed nations can be used to understand the increasing importance of HBBs (Gohar & Abrar, 2022). Since they have the potential to increase income equality, expand employment opportunities, combat poverty, and promote export growth, SMEs play an increasingly important role in developing nations (Ramukumba, 2014). Small firms have specific economic functions that promote and strengthen a country's development (Muriithi, 2017). Because the industry meets the needs of the majority of Africans in a straightforward manner by offering reasonable conditions and costs for products and services, as well as acting as a means of employment and revenue (Muriithi, 2017).

Compared to larger enterprises, small businesses fail substantially more frequently (Warren, 2016). According to Adcorp (2014), five out of every seven new enterprises fail within their first year in African nations, where the mortality rate of SMEs is still relatively high. As a result, small business owners handle many managerial and operational duties individually (Kirsten, 2013), which frequently leads to company failure (Adisa, Abdulraheem, & Mordi, 2014). Among the highest global rates of failure, in South Africa, between 50% and 95% of SMEs collapse in their fifth year, and most new SMEs fail with more than 75% to establish themselves (Mashavira, Chipunza, & Dzansi, 2019). Implementing effective resource allocation methods to create competitive advantages is one of the issues that SMEs confront (Zainurin et al., 2019). Small and medium-sized businesses compete with one another for the same clients and resources due to low investment capital, which limits their ability to access resources like skilled human capital and technology, support entrepreneurship, and develop competitive advantages (Krajnakova, Navikaite & Navickas, 2015). Depending on factors like the number of employees, location, and economic activity type of the company, other difficulties that SMME may encounter comprise income inequality, disgruntled and unproductive workers and unfavourable public impressions of the company, and harm to the environment (Jaramillo, 2018).

Haselip, Desgain, and Mackenzie (2014) talked about how important SMEs are to a country's economy. For instance, small enterprises (1-99 persons) make up over 98% of the private sector and over 68% of the employment in Canada, where they also contribute more than 41% of the GDP (ISED, 2020). According to Business Dynamics Statistics from the U.S. Census Bureau (U.S. Small Business Administration, 2015); Johnson, Fought and Long (2017), 6,418 net new employment were created in the state in 2014. The majority of these jobs were produced by 1-4 employee small enterprises. Around 40% of South Africa's GDP and 80% of all new jobs are currently provided by SMEs (Kupangwa, 2015; Nomatshangisa, 2021). Small and medium-sized enterprises (SME) are viewed as an option for responding to some of financial and social difficulties that South Africa is experiencing at the moment. The SME sector is going to be an important player in the development of the economy of South Africa (Kupangwa, 2015), and it can be considered a significant and expanding part of the economy.

Despite their significance, it has frequently been claimed that SMEs are not as committed to sustainability as larger organizations are (European Commission, 2014). According to Jansson, Nilsson, Modig, and Vall (2015), commitment to sustainability can be interpreted as an overarching belief that sustainability plays a significant role in a number of the practices and protocols of the business, including general philosophy of management, strategic choices about products, competitiveness, and deliberate preparation. There are no deliberate methods and no rules for framing and putting into practice viability objectives, according to research looking at the gradual implementation of sustainability programs in small enterprises (Shelleman & Shields, 2015; Johnson & Schaltegger, 2016; Luederitz, Caniglia, Colbert, & Burch, 2021). Bowale and Ilesanmi (2014) identified three challenges that SME around the world face: financial, operational, and administrative. Despite Africa's wealth of resources and commercial opportunities, not enough is being done to support the continent's start-ups (Frese, Friedrich, & Glaub, 2013; Sibanda, 2016).

2.7 The sustainability factors of HBBs in rural area

The process of building a sustainable HBBs requires HBB owners to consider various economic, social, political, and environmental aspects to ensure long-term success, social responsibility, and positive environmental impact. Some of the issues that HBB owners must be sensitive to relates to the need for the HBB owners to observe any forms of business practices that may jeopardize the social and environmental states of a community that the HBBs may be operating (Huba & Yohannes, 2015). These issues include security threats,

nuisance, bad odour, overcrowding and others. This also extends to the need for observing issues encapsulated in the observation made by Bwala, Kaltho and Kalat (2022) that some HBBs endeavours are negatively viewed by the community as a result of how some activities of HBBs contribute to the decay of moral standards and family structures.

The theoretical framework that the researcher focused on is the sustainable business model innovation (SBMI) framework proposed by Ferlito and Faraci (2022) to review sustainable and long-term viable of businesses. Ferlito and Faraci's SBMI framework were developed from combined ideas from the triple bottom line framework, the systems thinking approach by considering multi-stakeholders' approach as well as analysing an enterprise model using a thorough methodology. The SBMI framework is made up of three business concepts that Ferlito and Faraci (2022) think, if properly and carefully incorporated into the day-to-day affairs of businesses including HBBs, can lead to the total conversion of any less economically sensitive, less socially sensitive, less politically sensitive, and less environmentally sensitive business to more economically, politically, socially, and environmentally sensitive businesses. The researcher deliberately alludes to the need for HBBs to be politically sensitive after carefully considering the need for HBBs to consider the security and safety of their customers during times when political tensions are high within their communities of operation to guarantee the security of their customers.

A HBB whose main business activity involves selling alcohol to community members may have to consider closing early during election times to allow for their customers to travel home before it gets dark to afford them enough time to walk and reach their destinations safely and securely. Aside from politics, HBBs may also consider infusing sustainability practices into their business models by carefully studying their customers to understand their behaviours after taking alcohol to ensure that they put measures to prevent their customers from further intoxicating themselves at the expense of the environment as well as community members and society. To further elaborate the previous point, the researcher considers an example of HBB customers who spend all the money on alcohol while neglecting his/her families. These constitute some of the bad behaviours that cause HBBs to attract negative attitudes from the communities where they operate, thereby threatening their long-term viability. Huba and Yohannes (2015) acknowledge the existence of some behaviours that are extremely upsetting to the dwelling in the surroundings where HBBs normally operate.

According to Ferlito and Faraci (2022), sustainable business model innovation (SBMI) is a term used to describe a change in how a firm conducts the affairs of its business operations to create positive impacts or minimize the possibility of affecting the environment and society in a negative way. Three factors of sustainable enterprise model innovations reported by Ferlito and Faraci are value proposition, value creation and value delivery, and value capture.

2.7.1. Value Proposition

This involves highlighting the unique combination of benefits and advantages that the HBBs interest offers to their customers, particularly benefits that sets their ways of doing business different from their competitors to make their businesses an appealing choice. For example, consider an HBB business called Vhonani Barbershop. Vhonani Barbershop can state its value proposition as Refined Grooming Craftsmanship for the Modern Gentleman. At Vhonani Barbershop, we understand that grooming is not just about maintaining appearances; it is about expressing your individuality and confidence. Our value proposition revolves around delivering an exceptional grooming experience that goes beyond just a haircut.

The study recognize that no long-term benefit may be generated for consumers without providing value for a wider variety of those involved, expanding the traditional notion of a model of operation centred upon offering advantages for consumers. (Schaltegger, Hansen, & Lüdeke-Freund, 2016; Koehrsen, 2018). According to Ferlito and Faraci (2022), the value proposition is made of 3 sub-areas which are alignment, transparency, and governance.

2.7.1.1 Alignment

The proposition of value makes it clear that the transfer of value, rather than a particular good or service, is what drives the connection amongst the company and its clients (Boons, Montalvo, Quist, & Wagner, 2013). Alignment relates to how an HBB firm aligns its vision, mission, aims and objectives with sustainable principles. For example, Vhonani Barbershop may align its vision, mission and aims with sustainability practices/goals by restating its value proposition as follows:

“At Vhonani Barbershop, we recognize that grooming goes beyond mere appearances; it is a means of expressing your uniqueness and confidence while caring for the environment where

we operate. Our value proposition is centred on providing an exceptional grooming experience that extends beyond the haircut, all while incorporating sustainable principles.”

HBBs have a significant impact on both the environment and people's quality of life (Safeya & Elviana, 2016). Sustainable business practices may include HBBs commitment to waste reduction, prioritizing ethical sourcing, adopting renewable energy sources such as the use of solar and wind energy to power machines, commitment to engaging the community and other several eco-conscious practices. Craft-based businesses, for example, frequently draw inspiration from the natural setting when developing products (Bwala, Kaltho, & Kalat, 2022). HBBs in rural areas can be more environmentally sustainable since they offer essential goods and services close to people's homes, reducing the need for travel and most (Salusse, 2018). The majority of HBBs in rural areas operate businesses wherein they buy their goods from wholesalers and then resell them, underscoring the fact that they do not employ fuels.

2.7.1.2 Transparency

Transparency relates to the quantity of information that HBBs are ready to reveal. According to Depken and Zeman (2018) as cited in Ferlito and Faraci (2022), transparency requires the existence of a legal action like having a code of ethics and doing an ethical evaluation for it to exist within firms' ways of doing business. Therefore, transparency also includes revealing information justifying how HBBs set the prices for their products and/or services.

Furthermore, transparency includes sharing information detailing the impact that HBBs' products and/services pose on customers health and wellness. For example, HBBs that sell health-threatening products as tobacco cigarettes and alcohol, must be willing to share all the dangers that science successfully linked to potential health threats, for example, cigarette smoking and consumption of alcohol have shown to cause cancer of the liver as well as impaired judgements especially for consumers who intend to drive after consuming alcohol or those consumers who intend to walk back home after consuming alcohol (Rao & Topiwala, 2020). Deliverska (2013) reports that overindulgence of alcohol causes impaired judgment while Rao and Topiwala (2020) report on some of the disorders associated with alcohol use. Therefore, HBBs business models that seek to fulfil the current needs as well as the needs of the coming years should consider revealing all the information that promote sustainable use of key resources such as human resources, the community, society, and the surrounding environment (Koehrsen, 2018).

According to Rachele et al. (2016) and Ajmal et al. (2017), Social sustainability is the quality of a community that supports circumstances for individuals to thrive over the long term, especially for marginalized groups or individuals. For HBBs to be sustainable, they must have long-term competitive advantages. According to Jardon and Martnez-Cobas (2019), these advantages are frequently related to the market, customers, or products or services. According to Hakkak and Ghodsi (2015), the closest description of a sustainable competitive advantage is the ability to maintain benefits while simultaneously implementing unique value-generation strategies in opposition to possible rivals who are unable to duplicate those benefits. It is important to note that HBBs sell or offer services that the locals frequently need. Entrepreneurs running home-based enterprises do not have to think hard to come up with a product to sell. The majority of the products and services are those that HBBs businesses believe the majority of the community will purchase on a regular basis, or at the very least, a good or service that many homes use frequently, and they can readily offer.

Home-based businesses can assist sustainable development and ensure the viability of communal living (Safeyah & Elviana, 2016). According to Meadowcroft (2023) Sustainable development is an approach to social growth that successfully integrates social, environmental, and economic variables while considering the needs of present day and the years to come. Millions of families would find themselves struggling to provide for their fundamental needs without HBBs, food would be difficult to get., and performing routine duties like plaiting hair would necessitate an extensive mission (Ezeadichie et al., 2018). This demonstrates that even when HBBs' operations are thought of as small-scale, they significantly affect the daily lives of the people who live around. It is also apparent that residents of the community turn to HBBs as soon as possible for goods and services unless what they need is not offered by any HBB in their neighbourhood.

According to others, HBBs are also regarded as a kind of community development because they could provide a supplemental or alternative source of earnings for those living in rural setting of America (Salusse, 2018). Therefore, one can draw the conclusion that it is crucial to recognize the role that HBBs play in the local economic development (LED) of the communities in which they are active. According to the German International Development Agency (GIZ), LED is a continuous process through which important stakeholders and entities from every aspect of society, the public and private sectors, and non-profit organizations, work together to establish a unique advantage that benefits the locality and its businesses, tackle

failures in the marketplace, remove bureaucratic barriers for local businesses, and boost the competitive advantage of local firms (Rogerson, 2014). Everyone should be concerned with local economic development, including local government representatives, HBBs advocates, and community leaders. Home-based businesses are legitimate enterprises that produce actual employment and significantly improve the economic and social conditions in their communities, and HBB owners' exhibit entrepreneurial traits (Salusse, 2018). In the economies of Europe and Latin America, SMEs have been seen as being essential to the support of community activities (Masocha, 2019). Additionally, HBBs are socially significant because they help people better balance work and caregiving responsibilities and offer employment opportunities to underrepresented groups in the workforce (Reuschke & Domecka, 2018). HBBs are therefore the workplace of the future and strengthens communities by generating income and jobs (Salusse, 2018).

2.7.1.3 Governance

The method that an organization uses to run its operations and hold itself and its members accountable is referred to as governance (Governance Institute, 2023). In the context of this study which was aimed at assessing the long-term viability of HBBs, governance refers to the manner in which HBB owners exercise their powers in the management of their firm's economic and social resources for sustainable development. From the perspective of large firms, Ferlito and Faraci (2022) assert that the necessity of governance relates to how firms should be encouraged to keep promoting plans and activities leading to building sustainable businesses by ensuring that such transformation efforts constantly remain in the Board of Directors agenda. In the context of the present study, governance relates to how HBB owners manage key business resources, their willingness to observe the ethics guiding the sourcing of their products/services as well as taking responsibility for all social and environmental problems linked to their business activities. In other words, governance for HBBs include the extent to which HBB owners adapt the systems thinking approach when running the affairs of the businesses.

2.7.2 Value Creation and Delivery

This has to do with the work that HBB does to produce and share value to its customers. To restate, this relates to how the businesses intend to combine business key resources to ensure that they create value and deliver it to the market. For example, marketing and promotional

activities constitute some of the value creation activities that businesses may seek to properly implement. Ferlito and Faraci (2022) highlight the importance of creating personalized experiences for business customers while also emphasizing the importance of communication as a form of value creation and delivery activity. The three main sub-categories of value creation and delivery are customers, key resources, and partnerships.

2.7.2.1 Customers

According to Schaltegger, Hansen and Lüdeke-Freund (2016) as cited in Ferlito and Faraci (2022), HBBs have to take into account their clients by closely monitoring how their goods or services affect consumers, particularly in terms of the ability of the firms' product/services to add value on overall wellbeing, supporting, and satisfying customers' needs. Since customers are more interested in long-term viability of businesses to ensure their continued access to products and/or services as and when they require them. Value creation, therefore, goes as far as examining the marketing activities of HBBs, evaluating the role of salespersons in helping promote the products or services of HBBs.

2.7.2.2 Key resources, activities, and partnerships

This includes resources such as human resources, and environmental resources. Ferlito and Faraci (2022) acknowledge the importance of human resources in building sustainable firms and HBBs are not an exclusion. In order for firms to achieve stability, growth and survival, the elements of their human resources must be constantly analysed to ensure that organizations gain their employees' trust and loyalty. Ferlito and Faraci (2022) recommend examining factors pertaining to employees, such their pay or benefits, education, workspace, flexibility in their employment, and more. Similarly, HBBs must consider the plight of the people that propels their business agenda such as family members as well as considering the plight of the HBB owners themselves to enable them to run their firms when they are fully prepared physically, emotionally, mentally, and psychologically.

Technological resources are also key for ensuring the sustainability and long-term viability of HBBs. A HBB, for example, a Barbershop that incorporates green innovation within its business activities will guarantee its long-term viability due to reduced downtimes arising from severe electricity shortages currently experienced in South Africa. Further, an analysis of

technological resources goes as far as considering investing in technological products that drive organizations to becoming economically, environmentally, and socially friendly.

2.7.2.3 Partnerships with all stakeholders

Ferlito and Faraci (2022) prescribed a multi-stakeholder approach to building viable and sustainable firms. A multi-stakeholder approach contributes to sustainability of firms by encouraging systems thinking among HBB owners. Schaltegger, Hansen and Lüdeke-Freund (2016) report the need for businesses to develop a community spirit for them to become sustainable organizations. This is important for HBBs considering that they are domiciled mostly in residential areas; hence, their success is directly linked to how they interact and treat the environmental surroundings. Ferlito and Faraci (2022) identify ten types of stakeholders namely customers, shareholders and investors, suppliers, community, society, environment, external agencies, media, and academia. Although some of the listed stakeholders may be irrelevant to HBBs, for example, shareholders and investors, it is very important for HBB owners to be knowledgeable about the existence of these stakeholders. This is especially true considering the fact that long-term viability of HBBs is closely related to how HBB owners envision the future of their businesses. Particularly, being aware of shareholders and investors' role in businesses paves way for HBB owners to envision future growth of their firms which may stimulate them to align their aims, visions and missions that will allow their HBBs to graduate to higher forms of businesses in future.

2.7.3 Value Capture

This is the third and last area of the SBMI framework that deals with the outcomes and measurement of the company. In this study, the concept of value capture will be used to assess and measure the impact of HBBs. Value capture consists of two key impact-based activities, namely impact assessment and impact measurement.

2.7.3.1 Impact Assessment

According to Cambridge Dictionary (2024) Impact assessments are studies that examine the potential negative consequences of planned actions on specific locations, activities, or populations, or they are reports that present the findings of such studies. Impact can be

positive or negative and it can be intended or accidental. Ferlito and Faraci (2022) emphasize the need for firms to set up metrics assessing the new business model's incorporation of the triple bottom line. The study on assessing the long-term viability of HBBs intends to borrow this idea to encourage HBB owners to develop metrics for assessing the stability, growth, and survival of their firms. In the context of this study on the viability of HBBs, the metrics that HBB owners may consider developing include turnover, net income, customer feedback, number of complaints from community and society at large, number of orders made, number of new networks established, number of new suppliers, number of new business opportunities identified and many others.

Impact assessment also involves setting up or adopting standards for reporting like the Sustainability Reporting Standards Global Reporting Initiative. This entails developing or adopting the indicators for measuring the results of a firm's activities. The Global Reporting Initiative is relevant to the present study from the view that the GRI indicators for sustainability reporting standards can be easily adopted by HBB owners resulting in their businesses being infused with the sustainability practices and/or goals. It is through incorporating the business activities and processes with sustainable practices that long-term viability of HBBs is guaranteed (Ferlito & Faraci, 2022).

2.7.3.2 Impact Measurement

Ferlito and Faraci (2022) assert that impact measurement is concerned with the mitigation of the destroyed value as well as non-captured value. Therefore, impact assessment is related to issues pertaining to the perpetual accumulation of garbage generated by industry processes, insufficient use of co-production, resources that are not utilized regarding straining ability, or insufficient use of the body of knowledge and skills that are now available. In the context of the present study, impact measurement will take the form of measuring the extent to which HBBs activities are impacting change to all relevant stakeholders. For example, how are the activities of HBBs changing the lives of customers? Is the experienced change positive or negative? Therefore, the role of impact measurement in assessing the viability of HBBs relates to the need for HBBs to examine the impact of business activities while taking a holistic approach which guarantees the inclusion of all stakeholders.

2.8 Theoretical framework

Theoretical frameworks offer a certain viewpoint, or optic, from which an issue can be examined (Grant & Osanloo, 2014). In this study, there are three theories that are underpinning the practice of sustainability of businesses and HBBs. Three of these theories are firstly contingency theory, secondly functionalist theory, and lastly neo-classical economic theory. These theories seem to comprise the theoretical frameworks most frequently employed in research connected to corporate sustainability (Alasan & Eyanuku, 2020).

2.8.1 Functional theory

Functionalism is a theoretical perspective that emphasizes the functions that organizations, structures, and standards serve in community (Gomez-Diago, 2019). According to functionalist theory, what qualifies as a thought or desire depends purely on its function, or the part it plays in the cognitive system, and not on its intrinsic makeup (Levin, 2018). The degree to which business practices support or obstruct the sustainability of HBBs is shown by this notion. Functionalism maintains that an institution only exists because it plays a crucial part in society's operation and that if that role is no longer played, the institution will cease to exist (Crossman, 2020). It implies that each interconnected, interdependent component of the structure contributes to the operation of the entire system (here, whole system refers to an institution), which is analogous to a business where each component or attribute, such as an owner, employees, equipment, suppliers, customers, etc., cooperates to keep the entire enterprise operating sustainably (Tyonote, 2018). Each social organization serves vital functions for society, and HBBs offer a setting for the process of producing and providing communities with products and services in which they are active (Moffitt, 2015).

A social institution is a group or organization that, according to functionalist theory, has definite duties, norms, and expectations and serves to satisfy the social demands of society (Nickerson, 2023). Most studies consider that business and society are different entities, yet as one of the most significant institutions of the human race, business is essential to how we build societies and live in them (Painter, 2013). The purpose of home-based enterprises is to serve or meet the requirements of the communities in which they are located. According to functionalist theory, social institutions constantly interact and have an impact on one another in modern society (Nickerson, 2023). HBBs will cease to exist if the community does not support them, and they will eventually close if the needs are not met. For HBBs to be viable and to improve the community's quality of life by providing quick access to affordable goods and services, both community members and HBBs must work together.

Okafor, Okonkwo, and Chinenye (2023) emphasize that the functions that social structures serve within communities are a central focus of functionalism as a theoretical perspective. The notion behind functional theory is that function determines the extent to which performed actions encourage or discourage the normal and balanced functioning of a system. For instance, in the context of sustainability of HBBs, the functionalist point of view advocates for an exhaustive consideration of all the aspects that play a crucial role in significantly affecting HBBs in meeting its sustainability goals.

2.8.1.1 Role of Institutions in sustainability of HBBs

The activities of HBBs are of high interest to communities in the surrounding neighbourhood since they operate from residential areas where other people live. Jiang (2015) reported the tendency of home-based businesses instilling a sense of insecurity among neighbours due to the huge influx of customers. Consequently, it is highly inevitable for an HBB to operate in manners that may impact positively or negatively the surrounding environments, communities, people, and other institutions such as institutions responsible for maintaining law and order, health institutions, local municipalities just but to mention a few. For example, rural authorities might expect HBBs operating within their jurisdiction to be fully licensed, the law enforcement agents may expect HBBs to operate within the confines of the law while surrounding communities expect HBBs to operate in ways that minimizes the chances of exposing the surrounding environment to the risk of air, water, land, and noise pollution. Further, the activities of HBBs particularly those involved in commodity selling are of interest to health institutions due to increased chances of selling expired products to people. Consequently, the functional theory stresses that the sustainability of HBBs can be achieved through ensuring that HBBs work to balance the achievement of its objectives with those of the institutions relevant to achieving sustainable home-based business operations.

2.8.1.2 Role of institutions in sustainability of HBBs

According to Cambridge Dictionary (2023), a hierarchy is a system in an organization in which people are organized based on the power they possess. The hierarchy aspect of functional theory emphasizes the importance of business hierarchy since it helps in clarifying the report structure or alternatively who assigns orders or tasks within the business environment.

Therefore, knowing and possessing a clear hierarchical structure may enhance the sustainability of HBBs through promoting effective communication across different levels of the organisation. Further, promoting clear hierarchical structures helps in speeding-up the decision-making processes of HBBs thereby contributing to the sustainability of HBBs.

2.8.1.3 Role of norms in sustainability of HBBs

Young (2015) defines norms as behaviours that are self-enforcing at group/institution level. The norms aspect of the functionalist theory underscores the importance of establishing shared behaviours as a vital step towards realising a functional and sustainable system. This norms dimension of the functionalist theory provides an invaluable window for investigating the sustainability of HBBs. For instance, the norms aspect offers an opportunity for the researcher to study, describe and draw insights on existing common behaviours among HBBs. Further, this extends to include an attempt to understand how such behaviours contribute to sustainable home-based business operations.

2.8.2 Contingency theory

The contingency theory is an organizational theory that contends there is no one best method for managing a team, conducting business, or making choices (Watts & Grimsley, 2022). According to contingency theories, different situations will call for different types of management (Richard & Moniz, 2014). Early studies on contingency theory indicate that participation in decision-making, job design, leadership style, and organizational structure all influence what will provide a favorable overall managerial outcome (Brooks, 2023). Contingency theories regarding leadership state that the leader must modify their course of action based on a thorough understanding of the situation and select a management strategy that is appropriate for the situation (Vidal, Campdesuner, & Vivar, 2017). The team management, business practices and decision-making dimensions of the contingency theory are described in the subsections to follow.

2.8.2.1 Team Management

Daft (2016) defines team management to describe the process of planning, organising, and coordinating the activities of the team in an organisation to ensure the effective and efficient

achievement of shared business goals and objectives. The contingency theory emphasizes that there is no best method for achieving business sustainability goals. Hence, team management is an important dimension that may help in ensuring that HBBs achieve their sustainability business objectives. In the context of HBBs, team management is crucial to ensure that employees or other family members achieve business sustainability by being manageable, coachable, and teachable. Therefore, the team management dimension of the contingency theory is used in this study to guide the investigation into the sustainability of HBBs and their characteristics.

2.8.2.2 Business Practices

According to Bocken, Short, Rana and Evans (2014), business practices are methods, procedures, rules, or tactics that a business takes in pursuit of its business objectives. Since the contingency theory is founded on the idea that there is no one best method for managing a team, conducting business, and making choices, it follows therefore that investigating the sustainability of HBBs must also extend to cover commonly practiced business practices by HBBs. Bocken et al. (2014) stressed that some of the business practices work in favour of achieving business sustainability while others work to undermine the realization of sustainability among HBBs. Therefore, any attempt to study, describe and understand sustainability of HBBs must seek to establish common business practices used by HBBs. Identifying commonly practiced business practices promotes further categorization of business practices to differentiate best from worst business practices. This helps in further providing the necessary guidance required by HBBs in order to fully implement business practices that contribute to the sustainability of their own business operations.

2.8.2.2 Decision Making

Contingency theory highlights the existence of no best method for making choices. This helps to emphasize the ubiquity of decision-making ways which businesses can use to craft sustainable solutions, decisions that are well-optimized to meet the expectations of all stakeholders, for example, HBB owners, customers, municipalities to mention but a few. High quality decisions contribute to the sustainability of HBBs. For instance, Madanoglu, Memili and Massis (2020) report family-owned firms tend to be frugal when using family resources which make them more likely to forego risky business ventures.

It is important to note that this study's primary focus is on the business sustainability, which depends on an entrepreneur's management, styles, or ways of conducting business and decision-making as well as outside elements that support HBB sustainability. A contingency perspective will be used in this study to examine the sustainability of HBBs. The researcher suggested that successful practices would be dependent on the functionality within each business process on small business entrepreneurship dimensions to ensure sustainability.

2.8.3 Neoclassical theory

Supply and demand are the main factors determining the production, assessment, and usage of products and services, according to the extensive subject of neo-classical economics (Kenton, 2023). The writings of David Ricardo (1772–1823) and Adam Smith (1723–90) are the foundation of neoclassical economics theory (Gordon, 2022). Neoclassical economic theory examines profit, employment, growth, and money; assumes that both consumers and businesses are rational and optimize in a way that they represent the best alternative when establishing the balance, which is the best feasible answer, and avoids intractable conflicts (Daniels, 2017). It suggests that the consumer ultimately has control over market variables like pricing and demand as the organization's aim is to maximize profits and the customer's objective is maximizing utility, or satisfied customers (Francis, 2021). This study, which places a strong emphasis on neoclassical economic theory, holds that customers will feel obligated and engage in high levels of consumption when they perceive that a business is offering sufficient goods or services to ensure customer satisfaction. As a result, the business maximizes profits, which can positively support HBBs in terms of its profit, customers, owners, goods, or services, etc. Neoclassical theory is predicated on marginal analysis, which determines how much of a good is bought or sold depending on the cost, added utility, or revenue of the final unit (Royer, 2014).

The relevance of neo-classical theory as an alternative theory for directing scientific inquiry on sustainability of HBBs arises from the cause-and-effect scenario associated with the framework. The forces of supply and demand cause the subjects under investigation to be significantly influenced resulting in the creation, valuation, and consumption of goods and/or services. Sustainability of HBBs can be established through investigating the extent to which HBBs maintain a state of equilibrium between supply and demand. Further, gathering

evidence to ascertain the potential of HBBs to create and sell goods and/services is a clear sign of a sustainable business. Thus, the neo-classical theory provides a good foundational theory for investigating the sustainability of HBBs through using forces of supply and demand as well as testing the extent to which HBBs are involved in creation, valuation, and consumption of goods and/or services. Bergaentzlé, Clastres and Khalfallah (2014) acknowledge the existence of costs associated with balancing demand and supply. It follows therefore that sustainable HBBs are those businesses that are capable of incurring optimal costs with regards to demand and supply expenses. As a result, an investigation into the sustainability of HBBs must also seek to establish how HBBs are managing to establish an equilibrium state between demand and supply costs.

2.9 Chapter Summary

This chapter covered the significant literature that has been published that relates to this study and its theoretical underpinnings. The available literature has established the model of sustainability of HBBs, defined sustainability and HBBs, addressed the qualities that set HBBs apart from other firms, and lastly, discussed the theory that underpins this study. Numerous factors that motivate, direct, and evaluate the sustainability of HBBs have been found through these literature reviews. Most of these studies came to the same conclusions, which indicate the viability of HBBs for better operating results. The sustainability of the firm is influenced by several variables, including its location, its characteristics, and the managers that run it, notably their gender (Gligorijevi et al., 2016). The next chapter explains how this study was conducted, analysed, and interpreted.

CHAPTER 3

RESEARCH METHODOLOGY

3.1. Introduction

Igwenagu (2016) defines methodology as the methodical, theoretical examination of the practices employed in a field of study, which encompasses the theoretical examination of the collection of practices and tenets associated with a particular body of knowledge. It helps the researcher identify the types of data required for a study and the best techniques for gathering data to meet the goals of the investigation (Rehman & Alharthi, 2016). This chapter describes the precise methods and controls that this study employed to carry out this study. The research technique also provides the basis for defining the ethical concerns that the researcher adhered to guarantee that the study is ethically sound.

3.2. Research Design

A plan of action is a research design that serves as the foundation for the investigation. It specifies how a study should be carried out and provides a roadmap for the study's sample size, data collection methods, and analysis process (Bryman, 2015; Nininahazwe, 2019). There are types of research design that researchers can choose based on the study they want to carry out. Hassan (2024) and Romanchuk (2023) explained the different types of research designs as follows:

Descriptive Research Design: This design aims to describe a phenomenon or situation. It involves collecting data through surveys, interviews, or observations to provide an accurate portrayal of a particular group or event.

Correlational Research Design: This design examines the relationship between two or more variables. It helps identify patterns and relationships but does not establish causality.

Experimental Research Design: This design investigates cause-and-effect relationships by manipulating one variable and observing the effect on another. It often involves random assignment to groups and controlled conditions.

Quasi-Experimental Research Design: Similar to experimental design but lacks random assignment. It is used when true experiments are not feasible or ethical.

Case Study Research Design: This design involves an in-depth investigation of a single case or a small number of cases. It provides detailed insights into a particular phenomenon.

Longitudinal Research Design: This design studies changes over time by collecting data at multiple time points. It helps understand development, growth, or decline of a phenomenon.

Diagnostic Research Design: This design focuses on identifying the causes of a problem and finding solutions. It is often used in clinical and medical research.

Explanatory Research Design: This design explores the reasons behind a phenomenon, often used to understand complex issues and generate new ideas.

For this study, an explanatory research design was used. Finding the fundamental causes and connections between various variables is the goal of explanatory research (Hassan, 2022). Simply put, this means that an explanatory study looks at how objects work together and interact (Kowalczyk, 2021). Explanatory research aids the researcher in better comprehending a subject, figuring out the reason why or how a certain thing is happening and forecasting future events (George & Merkus, 2022). This kind of research design is employed to elaborate on the unresearched facets of a specific subject and attempt to fill in the blanks (Thakur, 2021). Since there is little knowledge about the sustainability of businesses run from homes, particularly those in rural areas, this research design was chosen. This investigation will help to explain some previously unresearched data. To help with the research questions, respondents that run their enterprises from their homes, local community leaders, and local municipality officials were identified.

The study's analytical unit is a business. The "who" or "what" for whom data is analysed and conclusions drawn constitutes the unit of analysis in statistics (Sedgwick, 2014). Low levels of researcher interference were present in this investigation. Participants' regular jobs or business operations were not interfered with during the distribution of questionnaires to responders or the interviewing process. Participants' and respondents' availability was taken into consideration when scheduling the interviews and distributing questionnaires, and respondents filled out the questionnaires based on their availability. The researcher only gathered the data in accordance with the participants' and respondents' availability.

3.3. Research Paradigm

Kivunja and Kuyini (2017) state that the term paradigm has an extensive meaning within academia and originates from the Greek word for pattern. A study by Kamal (2019) defined a paradigm as a set of presumptions regarding the causes of particular issues and consensus regarding the best ways to do research on them. According to Kamal (2019), research paradigm is defined as a group of shared beliefs and understandings that researchers have regarding how issues ought to be recognized and handled. Understanding paradigm-specific assumptions enables one to assess the reliability of findings that support scientific investigations and to spot any areas that need to be filled in to produce reliable evidence (Park, Konge, & Artino, 2020). The researchers' worldviews and standards, as well as how they define and approach the world, are all embodied in their paradigms (Kamal, 2019). Since choosing, evaluating, and making judgments are made possible by a minimum of an implicit body of connected theoretical and empirical belief, no historical record can be interpreted without it (Anand, Larson, & Mahoney, 2020), a paradigm is essential to the possible advancement of science. The different paradigms that researchers can apply to their studies are as follows according to Proofed (2024):

1. Positivist paradigm

According to the positivist research paradigm, there is only one objective reality that people can accurately describe and explain. To understand their environment, positivists rely on observations made with their senses.

2. Interpretivist paradigm

Interpretivists hold that although there may be only "one" reality, everyone interprets it in accordance with their own perspective. This means that various members of society experience and comprehend reality in different ways. They also think that the theories and worldviews of researchers shape and impact all research.

3. Critical theory paradigm

According to the critical theory paradigm, social science is never completely objective or value-free. This paradigm is centred on using scientific research to bring about social transformation. Critical theorists challenge accepted wisdom and practices and recognize the ways in which power is applied—or misapplied—in the phenomena or systems they're investigating.

4. Constructivism paradigm

According to constructivism, reality is subjective since it is a creation of our brains. Constructivists reject the notion that there is a singular approach for producing knowledge, believing instead that all knowledge is derived from our experiences and reflections on those experiences.

5. Paradigm shift

A paradigm shift is an important modification to a scientific discipline's underlying ideas and methods of experimentation (Kuhn, 1970). Thomas Kuhn, an American philosopher, and physicist is credited with introducing and popularizing this idea in the philosophy of science. Though Kuhn limited the term's application to the natural sciences, the idea of a paradigm shift has been applied to represent a significant shift in a basic model or understanding of events in a variety of non-scientific situations.

This study used paradigm shift as its research philosophy due to its capacity to enable the phenomenon being examined to unearth new knowledge or practices that induce a change in how HBBs in rural regions are seen. According to Kuhn (1970) and Aryal (2023), a paradigm shift is a fundamental shift in the underlying beliefs, conceptions, values, and methods of a given field. From understanding science as theory conveyed in statements, paradigm switched the emphasis to the actual practice of science, which was based on a paradigm (Kindi, 2013). The purpose of this study was to look into how long-lasting HBBs are in rural areas to be able to enhance the sustainability of HBBs. This investigation makes paradigm shift applicable. The fundamental idea of paradigm shift is to introduce a change in a subject matter that significantly alters one's thoughts and affects their actions based on evidence (Arval, 2023). This study adopted paradigm shift because the results of this study could alter the current situation about HBBs in rural.

3.4. Research Approach

According to Chetty (2016), the research methodology comprises a method and plan made up of significant assumption measures for methodical data gathering, analysis, and interpretation procedures. Similar to this, Apuke (2017) research approach is defined as the

comprehensive strategies employed by a scholar to start a research project. Three methods can be used to do primary research: qualitative, quantitative, or a mix of both (Ndang, 2017).

3.4.1. *Mixed approaches*

According to Halcomb and Hickman (2015), the use of mixed methods is defined as research that combines quantitative and qualitative data within a single study. When qualitative or quantitative approaches are insufficient to provide an answer, mixed methods research can (Mondal & Mondal, 2018). In order to produce an integrated, thorough understanding of the subject under inquiry, mixed methods research addresses the shortcomings of both qualitative and quantitative research while building on their strengths (Scammon et al., 2013). This is done by combining the collection of qualitative and quantitative data. Whereas open-ended inquiries without predetermined answers are indicative of qualitative data, closed-ended responses, such those on questionnaires or psychological instruments, are typical of quantitative data (Creswell, 2014).

There are four goals that mixed methods research aims to achieve, as stated in Mondal and Mondal (2018).

- Integrating or combining qualitative and quantitative methodologies to solve the research topic in the most effective way.
- Produce data, both quantitative and qualitative, to aid within comprehension of an investigation problem.
- Generate information from the same study problem that is both quantitative and qualitative to enable the researcher to present findings, recommendations, and conclusions.
- Using advantages of one study model to counterbalance methodological shortcomings of the other resulted in research that is more reliable.

3.4.2. Quantitative research approach

Eyisi (2016) asserts that quantitative research is a type of research that processes and interprets data using statistics and figures. This method disregards a person's sentiments, emotions, or contextual history in favour of acquiring fresh information from a sizable population that is relevant to the issue (Rahi, 2017). utilizing a closed-ended checklist where

the investigator verifies the observed behaviours, may also be used to capture this type of data (Mondal & Mondal, 2018). In essence, deductive reasoning involves making measurements, applying analysis, and drawing conclusions (Watson, 2015). Because it focuses on information which might be measured, quantitative research is very effective at answering what or how of a specific topic (Goertzen, 2017).

3.4.3. Qualitative research approach

As they define and attempt to explain the skill areas that emerge from the results, the researcher can analyse in depth, clarity, and detail a small number of problems using the qualitative approaches (Mchunu, 2019). This research approach was developed by the behavioural and social sciences in order to understand the unique, dynamic, and all-encompassing nature of individuals (Creswell, 2014; Kalu, & Bwalya, 2017). This strategy presupposes that a single person reflects the group's emotions, which the quantitative method ignores, and which are equally crucial to comprehend (Rahi, 2017). Creswell (2013) and Alase (2017) added that many of these qualitative methodologies depend on the participants' "lived experiences" to make sense of their study.

Table 3.1. Differences between qualitative and quantitative approach

Qualitative Research	Quantitative Research
Subjective in nature	Objective in nature
Text and image analysis	Statistical analysis
Generalisation of results for theoretical population.	Results are for a specific context.
Themes, patterns interpretation	Statistical interpretation
Inductive approach (new theories and hypotheses developed)	deductive approach (hypotheses and theories justified)
Small sample size required	Large sample size is required

Creswell (2014) and Nomatshangisa (2021).

3.4.4. The chosen research approach

This study adopted mixed approaches (qualitative and quantitative) to effectively investigate the sustainability of HBBs operating in Vhembe district municipality. The mixed methods approach is a potent research instrument that provides a thorough and well-rounded means of examining challenging research issues. The researcher used concurrent design to integrate qualitative and quantitative data. Concurrent design entails that simultaneous collection of qualitative and quantitative data enables a more thorough understanding of the research subject. Both qualitative and quantitative data were collected separately then the findings from both data types were brought together in the analysis phase. This was done by merging the findings to provide a more holistic understanding. The final interpretation highlighted the various ways in which the insights offered by the quantitative and qualitative data complemented or contradicted one another. Recommendations and conclusions were derived from the consolidated findings.

3.5. Study area

The Vhembe District Municipality was the location of this investigation by locating HBBs that are active in the Makhado and Thulamela municipalities. The researcher decided to conduct this study at the Vhembe District Municipality because there are opportunities and HBBs who possess the needed characteristics. The majority of the enterprises in the municipalities of Makhado and Thulamela are SMEs with others operating from home.

3.6. Population of the study

According to Barnsbee and Nghiem (2018), the target population consists of a group of individuals on whom the research will be concentrated, and conclusions formed. As a result, a population can be defined as any group of individuals connected by a shared trait (Osikhotsali, 2021). For the researcher to conduct an effective research process on the sustainability of HBBs, the population of this study was placed accordingly over to local municipal authorities, local community leaders, and businesspeople who run their businesses from their homes in Thulamela and Makhado Municipalities under Vhembe District Municipality. The study had 398 respondents and ten participants. The age group that the study targeted was from the age of 18 years and above considering that an 18-year-old person can legally give consent and is fully aware of their opinions. All genders and different native speakers were considered given that they are residing in Makhado or Thulamela Municipalities.

3.7. Sampling

Sampling involves selecting units of analysis, such as artifacts, settings, groups, and individuals, to optimize the researcher's ability to address the research questions presented in a study (Mohale, 2017). Hamed (2016) asserts that sampling may be utilized to make generalizations about a current theory or to derive findings regarding a population. Owners of HBBs, officials from the local government, and local community leaders made up the sample group for this study. Working with a sample requires several stages, such as figuring out the sample frame, determining the size of the sample, and selecting the best sampling method (Martnez-MesaDavid, González-Chica, Duquia, Bonamigo, & Bastos, 2016).

3.7.1. Sampling method

The researcher used convenience sampling, a form of non-probability sampling, for the purposes of this study. Non-probability sampling is a sampling technique in which it is unknown or uncertain how likely each unit will be chosen (Rahi, 2017). To answer the study questions, non-probability sampling is purposeful in nature (Etikan & Bala, 2017). The researcher chose participants and respondents based on their availability, convenience, or representation of some of the characteristic's attributes relevant to the study's objective and for this purpose non-probability sampling was deemed appropriate for this research paper.

Convenience sampling is the process by which members of the target population who satisfy particular practical requirements—such as ease of accessibility, close vicinity, availability at a particular time, or desire to participate—are included for the study (accidental sampling or haphazard sampling) (Etikan, Musa, & Alkassim, 2016). Convenience sample groups are amenable to self-selection, administrative choice, class period, years of exposure, and many other polluting impacts (Rahi, 2017). It was feasible to select HBB owners who have been in business for at least two years to include them in the sampling frame by employing convenience sampling. The researcher believed that HBBs that have been around for more than two years might offer much more comprehensive and accurate data regarding the long-term viability of their enterprises than do recent arrivals in the HBB sector.

3.7.2. Sampling size

Osikhotsali (2021) defines a sample as a randomly selected portion of a population. To enable the researcher to apply the study sample's findings to the community as a whole, a representative sample of the population is required (Mujere, 2016). To choose a sample size that would be more indicative of the 712 HBBs in the research area as a whole, the online Raosoft sample size calculator was utilized by the investigator. Sample was determined using a 50% response rate, a 95% confidence interval, and a 5% margin of error. When the sampling is known from the probability distribution, sample size is determined in relation to estimation problems by closely monitoring any absolute or comparative inaccuracy with a substantial amount of likelihood in accordance with the procedure's viability (Hamed, 2016). The calculations yield a recommended sample size of 250 respondents as a minimum. However, 398 questionnaires were distributed to increase the respond rate of this research and there were 10 interviews done. In total, sampled population of this study consists of 398 respondents and 10 participants. This was to ensure that both quantitative and qualitative data is reliable, and a meaningful conclusion could be drawn. The sample size should be carefully chosen to ensure that it is sufficient to allow for the drawing of reliable generalizations (Singh & Masuku, 2014).

3.7.3. Sampling frame

According to Hamed (2020), The list of the real cases in which a sample shall be taken is called a sampling frame. Researcher must carefully consider whether the chosen sample frame fits the study objectives or hypotheses given that it may only represent a portion of the target population (Martnez-MesaDavid et al., 2016). In particular, the researcher must consider whether there are strategies to get around the sample frame's limitations. HBBs' owners, local community leaders, and local government representatives who work with SMMEs in the study area made up the sample frame for this study. For the results to be generalized, the sample consisted of participants and respondents from both genders, various backgrounds, and ages within Makhado and Thulamela Municipality.

3.8. Data collection

It is better to think of data collecting as a process that complements sampling because it is directly tied to it (Singh & Masuku, 2014). The process that was used for gathering data for this study is described as follows:

3.8.1. Data collection methods

Data are the facts acquired to support a research project. How the material is used along with the interpretations it can provide will depend on the investigator's technique and analysis approach (Teherani, Martimianakis, Stenfors-Hayes, Wadhwa, & Varpio, 2015; Paradis, O'Brien, Nimmon, Bandiera, & Martimianakis, 2016). For this reason, data collection methods are crucial. To gather data from the respondents and participants, a combination of closed and open-ended questions was employed. Both surveys and interviews were used to gather data. It is possible to conduct structured or semi-structured individual or group interviews (Green, Duan, Gibbons, Hoagwood, Palinkas, & Wisdom, 2014). Open-ended questions were asked during interviews conducted with participants and respondents were given questionnaires to complete at their premises where they conduct their business activities.

3.8.2. Data collection instruments

The researcher gathered data for this study using structured questionnaires and interview guide. The researcher's main aim was to gather relevant data regarding the subject under consideration, which was the reason for using these data collection tools.

3.8.2.1. Interview guide

Utilizing an interview guide, qualitative data was gathered. A list of topics an investigator plans to discuss during an interview, along with the questions that need to be asked for each topic, is called an interview guide (Jamshed, 2014). Interviews are among the greatest popular methods of collecting data in qualitative investigations since interviews give the investigator the chance to gather detailed and meaningful data (Frels & Onwuegbuzie, 2013). To gather pertinent data for a study goal, it directs a face-to-face interaction between a researcher and participants (Adosi, 2020). When data is gathered using an interview guide, there is enough latitude in the asking framework to allow the interviewee to reply quickly to what is pertinent and to inquire about the respondent's answers rather than just what is written on the guide

(Adosi, 2020). A total of 10 participants was interviewed in this investigation. The researcher employed semi-structured interviews to get more pertinent information from the participants. The interviewer has more freedom to introduce questions or request clarifications in semi-structured interviews (Canals, 2017).

3.8.2.2. Questionnaire

According to Krueger and Casey (2014), a collection of questions used to gather data from respondents is called a questionnaire, which is a research tool. Structured questionnaires were also one of the data collection instruments utilized in this investigation to collect quantitative data. 398 owners of HBBs completed the questionnaires. Quantitative or numerical information is given to the inquirer via structured questionnaires (Zohrabi, 2013). According to Zohrabi, questionnaires are undoubtedly one of the main ways that researchers gather data for their studies. The researcher provided instructions and translated the questionnaires to respondents' home language, Tshivenda, Xitsonga, or any other language they speak before completing the questionnaires. This was to ensure that respondents fully understand what is expected of them and understand what is being asked to give accurate responses. Once completed, the researcher collected the questionnaires for data analysis purposes.

3.8.3. Pilot testing

Initially, a pilot study is carried out by researchers to assess the accuracy of the questionnaire's inquiries and data collection approach (Surveytown, 2022). This examination looked at every aspect of the questionnaires and interviews, including their structure and substance. A small number of end users who have been selected to take part in the test use the system before it is completely implemented (Hamilton, 2023). At least 10% of the total survey population was included in the sample size for this study's pilot testing. Pilot testing for the questionnaires and interviews in this project was done with HBB owners, local government officials who are familiar with SMMEs, and local community leaders in the study area. As a result, there was no errors detected from the questionnaires. A pilot test is used to find implementation and design faults and serve as a stand-in for data collection from a probability sample (Cooper & Schindler, 2014).

3.9. Data analysis methods

The act of looking through, organizing, modifying, and modeling data in order to identify pertinent information, generate theories, and aid in decision-making is known as data analysis (Martin, 2020; Nomatshangisa, 2021). The data in this study were analysed using both thematic and descriptive analysis.

3.9.1. Descriptive analysis

Descriptive statistics was utilized in this study to analyse respondents' quantitative data. Descriptive analysis, also referred to as descriptive statistics or descriptive analysis, is the practice of using statistical techniques to characterize or synthesize a collection of information (Bush, 2020). To analyse quantitative data for this study, IBM's Statistical Product and Service Solutions version 22.0 (SPSS) software was used. The Windows-based program SPSS was used to enter data, execute analyses, and make tables with frequencies and percentages followed by a discussion. SPSS can handle enormous amounts of data and perform all the analyses in addition to many other tasks (Kumar, 2019). Tables were used to convey the compiled data from this study's findings.

3.9.2. Exploratory factor analysis

The exploratory factor analysis (EFA) was performed to examine the relationships between the 27 survey questions. The goal of exploratory factor analysis is to identify latent factors within the measured variables by analysing all pairwise correlations between individual variables (such as items on a scale) (Osborne, 2015). Exploratory factor analysis helped to group related questions together and identify underlying themes. Factor analysis, according to Yong and Pearce (2013), is predicated on the notion that visible and measurable variables may be condensed into a smaller set of latent variables that are identical and have a detectable variance. This process is referred to as lowering dimensionality.

To ensure the data was suitable for EFA, two tests were performed, i.e., the Kaiser-Meyer-Olkin (KMO) test and Bartlett's test of sphericity (Table 2). According to both examinations, the information provided was appropriate (KMO=0.809, p-value from Bartlett's test < 0.001). According to Malhotra and Birks (2007), the recommended threshold of KMO and Bartlett's test of sphericity is 0.8 and $p < 0.05$.

3.9.3. Thematic analysis

In this study, thematic analysis was employed to examine qualitative data. Thematic analysis is the process of identifying themes or patterns in qualitative data (Maguire & Delahunt, 2017). Themes that can adequately represent the narratives found in the account of data sets are being sought for (Dawadi, 2020). Typically, it alludes to a collection of texts, like interview transcripts (Jack, 2016). To learn more about the viability of HBBs, the interview data was examined using thematic analysis method. An inductive method was used for thematic analysis. An inductive method is used to let the themes emanate from the qualitative data. The researcher adhered to Kiger and Varpio's (2020) six steps for thematic analysis to analyse qualitative data. The following are the steps:

Step 1: Learn about the data

The initial phase in the thematic analysis process is becoming familiar with the complete data set, which requires regular and active reading of the data (Kiger & Varpio 2020). The researcher carefully read each participant's response to familiarize oneself with the data gathered.

Step 2: Produce the initial few codes

A code is defined as a brief phrase or word that symbolizes a final, essence-capturing, conspicuous, and/or emotive feature to a part of language-based or visual information (Saldaa, 2015; Thompson, 2022; Ahmed, 2023). After familiarization work in step 1, researchers can start making notes on questions, connections between data items, and other early concepts (Kiger & Varpio, 2020). The researcher then began defining and organizing relevant issues that constituted codes in this study once the researcher became familiar with the answers from the participants. A coding handbook, which guides the process of coding by specifying and describing the codes that need that should be used, is another name for a wider coding framework or template that a code should logically fit into (Nowell et al., 2017). A code was sufficiently well-defined and defined to ensure that it does not overlap with other codes.

Step 3: Search for themes

The written text codes were documented in different documents when they were simultaneously generated to prevent confusion (and unwieldy document sizes). The written texts' primary topics were then determined, allowing any inconsistencies in the interpretation of the written text to be noted. Once the main themes were established, the sub-themes were developed to properly categorize the data for this study.

Step 4: Review themes

At this point, all the topics' main themes as well as sub-themes were purposefully grouped together to improve the initial grouping of the themes and present them in this study in a more organized manner. Themes need to be examined for both outward heterogeneity (differences between themes) and internal homogeneity (consistency and coherence) (Dawadi, 2020).

Step 5: Define themes

In this stage, extracts are chosen to present and analyse before the story of each theme is laid out around or in conjunction with them. To determine whether any new categories or codes emerged from this study, the researcher reframed the topics. The researcher made any necessary adjustments where there were changes. Thompson (2022) asserts that at this point, it may become obvious that the theory can be improved, altered, tailored, or even combined with another conceptual idea to better account for the empirical facts.

Step 6: Write-up

Writing out the report on the findings from this study was the last step in the analysis process. The authors of a theme analysis report must persuade the audience of the study's value and accuracy (Dawadi, 2020).

3.10. Validity and reliability

A method's validity refers to how well it captures the intended outcomes (Watson, 2015). According to Creswell (2014), the validity of a research instrument refers to how well it tests the provided study objectives and the hypothesis that it is meant to measure. As a result of the analysis, the data acquired from the measuring device are meaningfully and appropriately interpreted, and thus determines validity (Sürücü & Maslakç, 2020). Realistic traits, attributes,

and variations in the physical or social environment are congruent with the conclusions of high validity research (Fiona, 2016). To gauge the study's validity, content validity was used. According to Imane (2013), content validity is a type of conceptual non-statistical validity that focuses on examining a measure's content to discover how accurately it captures the knowledge or skill that is being evaluated. To achieve this, the research tools and the data may be examined by specialists in the relevant subject (Zohrabi, 2013). The interview guide and questionnaire were evaluated by supervisors, research department experts in small, micro, and medium firms to verify content validity in this context. For instance, the researcher had supervisors who are skilled in determining whether the inquiries about the elements under investigation are valid.

Reliability suggests that if a tool is used regularly, the outputs should be consistent (Creswell, 2013), which tackles the issue of dependability. The study used test-retest reliability to make sure that the results are constant when they are measured. Test-retest reliability is assessed when the same participants are given the same instrument under the same circumstances more than once (Heale & Twycross, 2015). The test findings for each time a participant have finished the study was compared using the Cronbach's alpha coefficient of a scale. A dependability score of 0.7 or above is regarded as excellent (Lobiondo-Wood & Haber, 2013; Shuttleworth, 2015), and the outcome of Cronbach's alpha is a value between zero and one. The dependability scores of the four criteria in this study were as follows:

Table 1.2: Construct Reliability

Extracted factors	Cronbach alpha (α)
Management Experience	0.847
Value proposition	0.700
Value creation	0.745
Legal compliance	0.767

This demonstrated the dependability of the instruments that were used in this study.

3.11. Ethical considerations

Research ethics is essential to our daily lives and mandates that researchers protect the dignity of their subjects as well as effectively distribute the information they have obtained (Creswell, 2013). Research ethics is a subset of applied ethics with established criteria and

guidelines (Akaranga & Makau, 2016). The following guidelines for trustworthy adherence to research ethics were used in this research:

3.11.1. Permission to conduct the study

Steps taken to incorporate best practices in the acquisition of qualitative and quantitative data are known as data collection processes (Roller, 2019). The University of Venda's research office was contacted before the questionnaires were distributed and interviews were conducted to request and acquire approval for the study's ethical clearance. Additionally, permission from local authorities was sought to gather data from the chosen regions for this study. The process of gathering the data took two to three months to complete.

3.11.2. Informed consent

The study's purpose was explained to participants including the kinds of questions that were asked and what the information was intended to be used for. The investigator described the interview process and questionnaire procedure and what the participants and respondents might anticipate from it.

3.11.3. Voluntary participation

The researcher only accepted voluntary participation. Participants and respondents were given an opportunity to withdraw from the study if they felt uncomfortable during data collection process. No one was threatened or coerced into taking part in the study.

3.11.4. Anonymity and confidentiality

Participants were afforded an opportunity to remain anonymous and were assured that their identities will be protected during and after this study's completion. Participants' personal information provided to the researcher was kept confidential and used solely for this study's purposes.

3.12. Chapter Summary

This chapter provided a detailed description of the research methodology utilized in this study. The goals and purpose of the study were explained since they influenced the qualitative and quantitative approaches that were employed in its selection of methodologies. The qualitative and quantitative approaches', distinctive research designs, sampling techniques, methodologies, and data gathering and processing were explained in relation to the study's goals. Finally, this chapter also addressed the subsequent legal issues to guarantee the safety of the participants.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

4.1 Introduction

The data in this study was collected from participants through face-to-face interviews and questionnaires. The findings from the qualitative analysis are presented in the first portion of this chapter which is followed by the results that emerged from the quantitative analysis.

4.2 Phase 1: Qualitative analysis

4.2.1. Demographics of participants from qualitative interviews

Table 4.1: Demographic profile of the participants.

The demographic profile of the participants is shown in Table 4.1 below.

Participant	Age (Years)	Gender	Years leaders in	Municipality
1	54	F	3	Makhado
2	71	F	8	Makhado
3	42	M	5	Thulamela
4	62	F	7	Makhado
5	57	M	4	Thulamela
6	66	M	5	Makhado
7	70	M	6	Makhado
8	61	M	8	Thulamela

9	38	M	4	Thulamela
10	47	F	3	Makhado

4.2.2 Results.

In this part, the findings from the data analysis are presented.

4.2.2.1 Characteristics of Home-Based Businesses (HBBs)

This study focused on understanding the characteristics of HBBs. The sub themes that emerged from the analysis include convenience service or product provision, formal existence, family members labour dependent and informal operations presented in this section.

4.2.2.1.1 Convenience service or product provision

The results showed that convenience service or product provision is one of the characteristics of HBBs. This was based on the views of participants 1, 2, 4, 5, 6 and 10 shown in the following excerpts.

“I think the role that they play is to provide easily accessible goods and services to residents instead of traveling to town buy groceries, and it also saves time for us in terms of travelling to go buy groceries and coming back but since we have them within our communities, I can save time now.” (P1)

“HBBs help the community to easily access goods and services conveniently, for instance if a person wants to buy cooking oil, and they had to walk 12kms, with HBBs they can walk less than that. Even if the electricity just goes off out of the blue, if there is a HBB selling electricity units, it helps us to go and buy form them instead of travelling a distance.” (P2)

“They assist our community with convenience purchasing. So, we do allow them to operate so that they can benefit our community members.” (P4)

“Another thing, these businesses provide convenient purchasing for us because instead of travelling a distance to buy grocery, we easy buy from them which saves us money for travelling and time.” (P5)

“They also save us time and money to travel to town to buy groceries. We easily buy from them.” (P6)

“They all assist the community with the reliable services that many people can spend less to get what they need.” (P10)

Considering the above evidence, the participants indicated that the HBBs provide them with the basis for convenience purchasing. This implies that HBBs provide access to convenient products or services to the community and remove the distance and access barriers. This convenience access saves the community members or customers time and money which they could have exhausted travelling to centres where there are larger retailers. Thus, convenience service and product are a characteristic that is associated with HBBs. This aligns with the views of Hinatsu (2023) who indicated that HBBs provide easy access to products and services to communities.

4.2.2.1.2 Formal existence

Formal existence is another characteristic of the HBBs. This emerged from the expressions of participants 2, 3, 5, 6 and 9 shown in the following extracts.

“There are HBBs that are legal and others that are not legal. The ones that are legal apply at our tribal office then the chief will write a letter and they will go to the local municipality Makhado them at the Makhado Municipality they will issue them an approval which they will pay Municipal tariffs when they renew their businesses.” (P2)

“Traditional council law allows them to operate after they have obtained permission from tribal office.” (P3)

“Yes, they are allowed in our community after they have obtained permission from our tribal office.” (P5)

“Yes, they are allowed to operate under our local permit that they get from the tribal office.” (P6)

“HBBs owners must make sure that their businesses are registered and align with what customers demand. In this generation, customers are attracted by the HBBs marketing strategy which mostly fail to do so.” (P9)

The participants indicated that the HBBs are recognised by the community and tribal office if they are formally registered and have obtained an operating permit from the tribal authority. This means that the formalisation of the HBB's operations is also crucial towards them

accessing opportunities that may be shared by the tribal authority and the various government programmes that may be focused on empowering local businesses. This aligns with Pilkova and Holienka (2020) who alluded that formalisation of HBBs is essential for their recognition, hence; formal existence is a characteristic of HBBs.

4.2.2.1.3 Family members labour dependent

Family members labour dependent is another characteristic of the HBBs. This was based on the views of participant 1 shown in the following excerpt.

“Most HBBs are owned by a whole family, and they are the ones benefiting out of the business, other people who are outside of the business do not benefit because they do not even employ people. In most cases you will find that one family member will be running day-to-day activities of the business, if that person is not around, another family member will take over.” (P1)

Family members labour dependent is based on the notion that HBBs are deemed to be family owned and the family members tend to be the employment beneficiaries of these businesses. This implies that in most cases the family members are the ones that will assume accountability for overseeing the daily operations of the enterprise.

4.2.2.1.4 Informal operations

Informal operations are another characteristic of the HBBs. This was based on the assertions of participants 1 and 5 shown in the following extracts,

“If you still remember at the beginning, I mentioned that most of them are not registered. The ones that are registered are very few that went to chief and ask for permission to operate such a business, but other HBB is not easy for us to access them in that way. So, the ones that have registered with us, we do include them in everything that concerns businesses in our community.” (P1)

“The ones that are not registered we cannot count them because they are not complying with our bylaws.” (P5)

It is also crucial to note that some of the HBBs are informal. This means that they are not registered with the relevant authorities for their formalisation. It is also important to note that the failure to register deprives these businesses access to opportunities from the government,

but it does not dismiss their categorisation as HBBs. This means that there are also HBBs that are not registered but they can still be regarded as HBBs. This corroborates with Alharthi and Alhothali (2021) who indicated that there are also HBBs that operate without being formally registered.

A summary of the characteristics of the HBBs is provided in Figure 4.1 below.

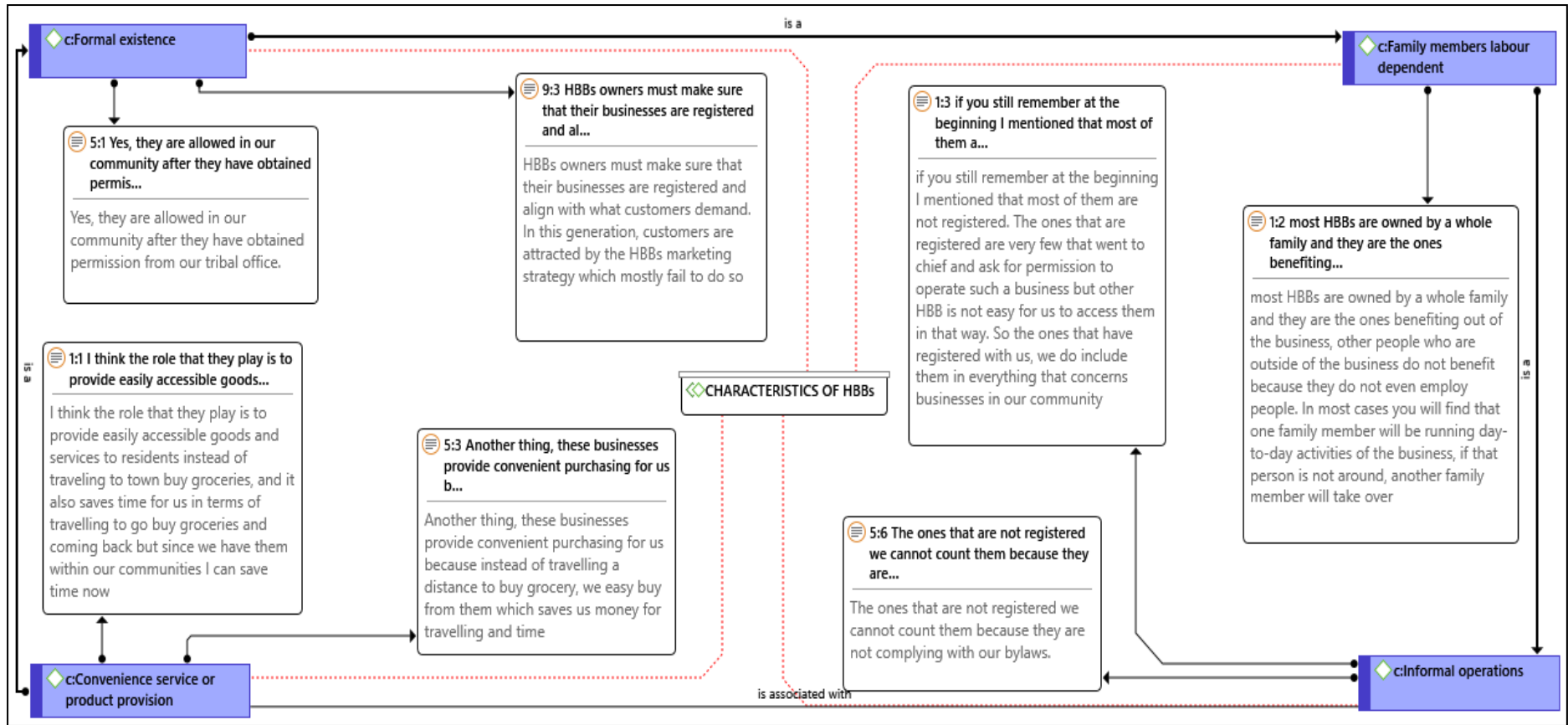


Figure 4.1: Characteristics of HBBs network.

Source: Researcher's own construct.

4.2.2.2 HBBs sustainability assessment

This investigation also evaluated the long-term viability of HBBs. The sub themes that originated from the analysis are employment creation, social responsibility involvement, community support and local economic development contributors and these are explained in the next section.

4.2.2.2.1 Employment creation

Employment creation is one of the metrics that can be used in assessing the sustainability of HBBs. This was based on the views of participants 2, 3, 4, 5, 6, 7 and 8 shown the following extracts.

“We also have Tshakhuma Market which ran by elderly women which at the end of the day they can provide for their families. So even with HBBs, we see them as LED because they create employment for their owners and their families.” (P2)

“They assist with job creation, and they donate when youths want donation for football.” (P3)

“So, we do allow them to operate so that they can benefit our community members. They also assist with job creation.” (P4)

“Good things we have witnessed about these businesses is that when it comes to employment, most youths are hired by these businesses.” (P5)

“Yes do, because most of them they are hiring our community members who are unemployed.” (P6)

“They change the lives of our community members because they are creating employment.” (P7)

“When HBBs employ the unemployed community members they are eliminating/decreasing poverty percentage within the community and also developing skills.” (P8)

The participants indicated that the HBBs are pivotal towards creating employment for the owners, family members as well as the larger community. The creation of employment by HBBs provides the premise for income generation of the community members and the owners which results in improving the standards of living. In addition, the employment creation role played by the HBBs also indicates that they are sustainable. Hence the employment creation

ability of the HBBs shows that they are sustainable business models. This aligns with the assertion of Modarresi, Arasti, Talebi and Farasatkah (2017) who posited that HBBs are pivotal creators of employment in society.

4.2.2.2.2 Social responsibility involvement

Social responsibility involvement is another metric for assessing the sustainability of the HBBs. Social responsibility involvement is based on the views of participants 2, 3, and 4 shown in the following extracts.

“When there are projects that the community want to do, but is unable to do that project, they do fundraise whereby they ask donations from such businesses. Some of them they contribute then we can carry out community projects with their help. For example, when we want to build communicable roads in our community, you will find that a HBB owner donated river sand or cement etc.” (P2)

“They assist with job creation, and they donate when youths want donation for football.” (P3)

“Yes, by creating employment and donate to events that happens in our community.” (P4)

Considering the above assertions by the participants, the HBBs contribute towards the well-being of society in the form of donations and assistance with community projects. This indicates a social responsibility orientation of these businesses. Embarking on social responsibility efforts also denotes the capacity and capability of the business to do so. This means that being involved in social responsibility efforts indicates the sustainability of these businesses. These findings align with Salusse (2018) who indicated that HBBs tend to give back to the communities which they operate in.

4.2.2.2.3 Community support

The results also showed that community support is another metric that indicates the sustainability of HBBs. This was based on the views of participants 2, 3, 4, 5 and 9 shown in the following extracts.

“We intervene whenever they report any challenges, they might be facing e.g., theft, we give them necessary support and make follow-ups with the case. We even do community

awareness about the status of the crime in our area. This is how help each other or assist each other. We also support them by buying their products or services.” (P2)

“They advise anyone who want to start such a business on how they can go about it for their business to be considered legal and complying our bylaws. We also assist by intervening on the challenges that they might be facing, e.g., fight crime.” (P3)

“We provide protection to them against crime and assist them with operating permits so that they are known that they are operating a business in our area.” (P4)

“As a community leader we do assist them, what we usually do is we ask them if they are faced with any challenges or not and based on their answers that’s when we act. For instance, if they say they are experiencing theft, we try by all means to assist. Some ask as to assist them with marketing at our monthly community meetings, they ask for few minutes to advertise their businesses, and, in the end, it is working for them. So, we do assist these businesses depending to what they need.” (P5)

“We also offer them community support by encouraging all community members to purchase their products.” (P9)

The participants indicated that the community leaders and the community at large provide the HBBs with protection against crime such as theft. The community leaders also provide the HBBs with a platform to market their businesses during community meetings which is crucial towards enhancing their customer base. The community leaders also encourage the community members to purchase the goods and services which the HBBs provide. This means that the protection against theft, the marketing platforms, and the encouragement of purchasing HBBs offerings are critical towards enhancing the sustainability of these enterprises. Community support is a metric towards assessing the sustainability of the HBBs. The findings align with Price and Reuschke (2019) who indicated that HBBs’ major customers are from the communities in which they operate in.

4.2.2.2.4 Local economic development contributors

Local economic development contributors were noted to be another metric for assessing the sustainability of HBBs. This was based on the views of participants 2, 3, 5, 6, 7, 9 and 10 shown in the following extracts.

“We also have Tshakhuma Market which ran by elderly women which at the end of the day they can provide for their families. So even with HBBs, we see them as LED because they create employment for their owners and their families.” (P2)

“They do contribute because they also attract customers from other villages which means the economy is growing through that business., e.g. if I am running an internet café business and there are people travelling from other villages for my service, that means the economy of my village is growing because I will be getting more customers and soon I will have hire more people to assist me and that is economic development.” (P3)

“Yes, they do contribute to our LED, because when customers are buying the products, HBBs owners are making profit that helps them to provide for their families. That means standard of living is improving in our community at large. In some cases, there are other HBBs that sell broiler chicken, those businesses hire other people as well. Creating jobs for our people.” (P5)

“I told you that they get permission to operate. So that permit they pay for renewals which raises our tribal office’s funds that we can use to help the community in terms of service delivery. They also contribute by job creation.” (P6)

“Yes, we do consider that they are helping us with convenient shopping, employment and other contributions they are making in our community.” (P7)

“All registered home-based business does pay tax, and them paying their taxes, they are contributing towards the local economic development.” (P9)

“HBBs play a vital role in the Local Economic Development through providing services and goods that are produced by the locals Their services circulate amongst each other, which then boost the GDP of the municipality.” (P10)

The HBBs were noted to be contributors to local economic development as they create employment opportunities for the owners, their relatives, and the community at large. In addition, the HBBs attract customers from other villages which contributes to the economic development of the areas they are located in. Moreover, the operation permits that the HBBs pay for at the tribal office contributes to raising funds for service delivery. Also, the HBBs pay tax hence these taxes are also contributing to the development of the communities. In alignment with Pilkova and Holienka (2020), the contributions of the HBBs to the local economic development denotes that they are sustainable business models.

A summary of the metrics for assessing the sustainability of HBBs is given below in Figure 4.2.

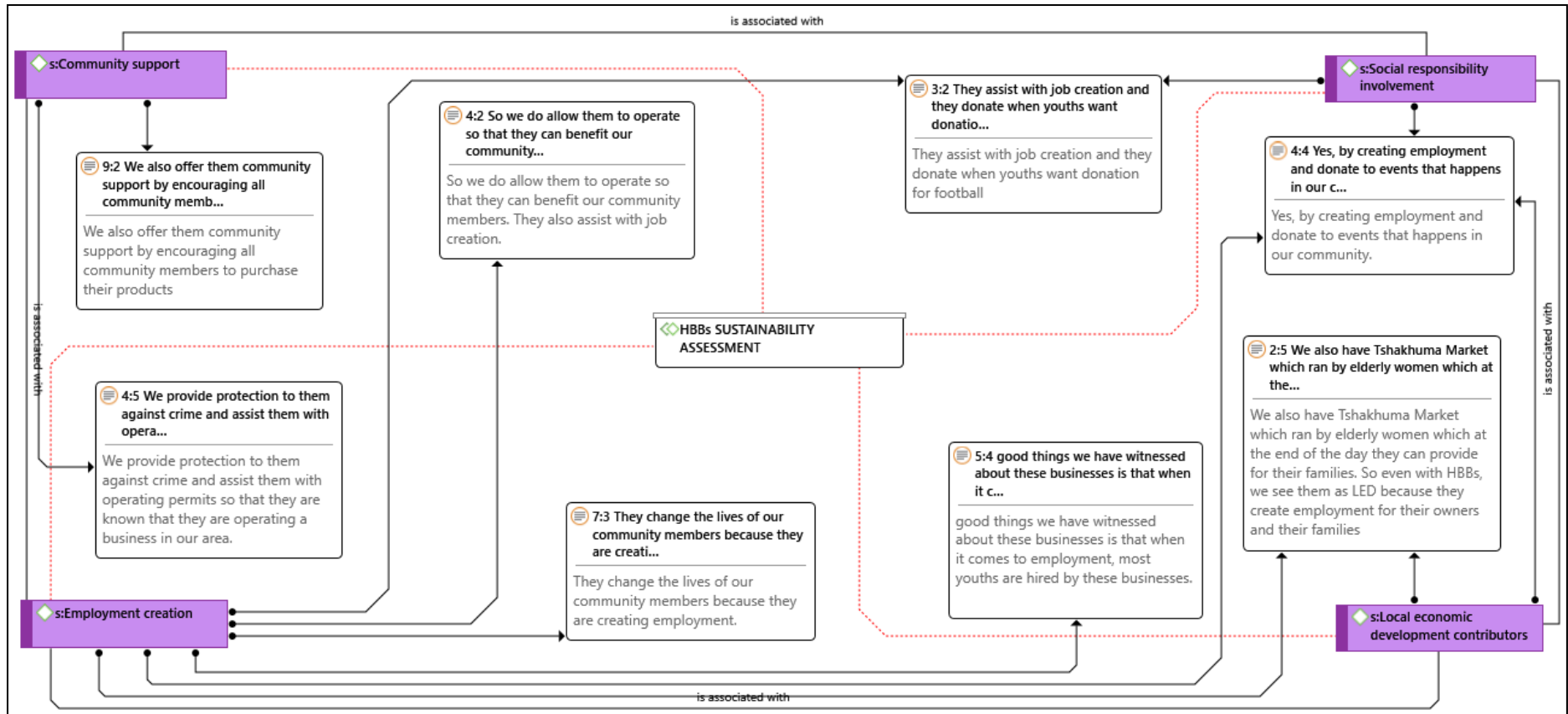


Figure 4.2: HBBs sustainability assessment network.

Source: Researcher's own construct.

4.2.2.3 Strategies to enhance sustainability of HBBs

This research also focused on recommending strategies that could be put into practice to boost HBB sustainability. The sub themes that emerged from the analysis are workshops, information sharing, innovative approach orientation and business forum establishment and these are presented in this section.

4.2.2.3.1 Workshops

Workshops is one of the strategies that enhances the sustainability of HBBs. This was based on the views of participants 3, 5, 6 and 9 shown in the following extracts.

“I think organising workshops that are aimed at empowering HBBs on ways they can do to be recognised like other businesses, e.g., how they can register a business and how they can manage a business.” (P3)

“Yes, we do just that most of our SMMEs lack knowledge when it comes to engaging to such programmes even though they know that there is such a programme going on. The ones that take these programmes serious, they do attend whenever we have programmes aimed at empowering them. Some of the programmes we have are simple bookkeeping, financial management and business management programme. These programmes are there just to assist them with basic business skills so that they do not struggle to operate their businesses.” (P5)

“We also call people who can host workshops to teach these business owners skills on how to run a business and we have seen some who attended such workshops doing well in their businesses.” (P6)

“The Government should initiate Meetings, Seminars, Workshops for listening to concerns and ideas from HBBs and also start recognizing HBBs importance within the communities.” (P9)

Based on the above evidence, the sustainability of HBBs depends on workshops that are tailored to provide them with business management skills that are crucial towards operating their initiatives. These workshops are also ought to provide information on business registrations which is critical towards formalising operations. Corroborating with Reuschke and Mason (2022), workshops are crucial towards the sustainability of HBBs.

4.2.2.3.2 Information sharing

Information sharing is another strategy that is being adopted towards enhancing the sustainability of HBBs. This was based on the views of participants 1, 3, 4, 6, 7 and 10 shown in the following extracts.

“We help by sharing information. Any information we receive related to small businesses, we call them and inform them about the opportunity that are available. Last time in our community we had a supplement opportunity at Tshisimani College, and we inform them and there was this guy who come to me and ask to be added on the WhatsApp group of the interested people and as we speak, he is now working at Tshisimani College.” (P1)

“I think organising workshops that are aimed at empowering HBBs on ways they can do to be recognised like other businesses, e.g., how they can register a business and how they can manage a business.” (P3)

“Whenever we receive information that concerns small businesses with share with them and encourage them to partake in such programmes for their own development.” (P4)

“What we do is, we call them and assist them with business planning, how they can access information from our local municipality, how they apply for funding etc. We do this because we want to see them grow and they are also eager to grow.” (P6)

“Sometimes we get information from our local municipality to share with small businesses. The information varies, sometimes the information may be about an upcoming workshop aimed at capacitating small businesses’ owners with financial management, business planning, how they can advertise their businesses, etc.” (P7)

“HBBs are assisted through shared funding opportunities to better their businesses.” (P10)

With regards to information sharing, the participants indicated that they share with the HBBs opportunities that can be available for them to take advantage of. The community leadership also shares with the HBBs information that concerns the operations of SMMEs which is crucial towards the sustainability of their businesses. The community leadership also provides information to the HBBs pertaining issues such how they can access information from the municipality and how they can apply for funding. Information sharing is crucial towards enhancing the sustainability of the HBBs. This aligns with Alharthi and Alhothali (2021) who indicated that sharing information enables HBBs to access different opportunities in the market.

4.2.2.3.3 Innovative approach orientation

Innovative approach orientation is another strategy that can also be followed towards enhancing the sustainability of HBBs. This emerged from participants 2 and 10 shown in the following quotations.

“They need to be innovative and adopt new ways of doing business. For example, they must aim for growth and not remain as small as they are.” (P2)

“It is good for HBBs to include technology advancements in their businesses, such as using multiple methods of payments. They must also offer products that are offered by other businesses operating outside the villages.” (P10)

Businesses do not operate in a vacuum but in a volatile environment associated with various changes that they need to take into account. These changes require businesses to be innovative towards remaining competitive. This is also true for HBBs, to ensure growth, they ought to be innovative in their operations and widen their product offerings. This innovative approach orientation will provide the basis for enhancing the operations of these businesses and their sustainability thereof. This contradicts with Hinatsu (2023) who indicated that most HBBs provide general services, which do not require any form of innovation.

4.2.2.3.4 Business forum establishment

Business forum establishment is another strategy that can also be adopted towards enhancing the sustainability of HBBs. This was based on the views of participant 5 shown in the following extract.

“What they can do is to be united and make a structure that represents this type of business they are running. Meaning that they can voice out any challenges they are facing, collaborate with other business structures that will help them grow, they can also use this structure when they want to buy products, instead of buy stock alone they can buy in bulk since most of them are selling similar products. In this way they get lot of discounts and make profit. I think this is also up to them change the status quo about this type of business.” (P5)

The establishment of a business forum tailored towards collaborations, sharing information and pool buying is crucial towards the sustainability of the HBBs. This forum provides the

platform for the HBBs to discuss the challenges they face and come up with strategies they can use towards addressing such challenges. This means that establishment of a business forum may also contribute towards the sustainability of the HBBs. This aligns with Pilkova and Holienka (2020) who indicated that networks are crucial for the sustainability of HBBs.

Figure 4.3 below provides an overview of the tactics that can be used to ensure the sustainability of HBBs.

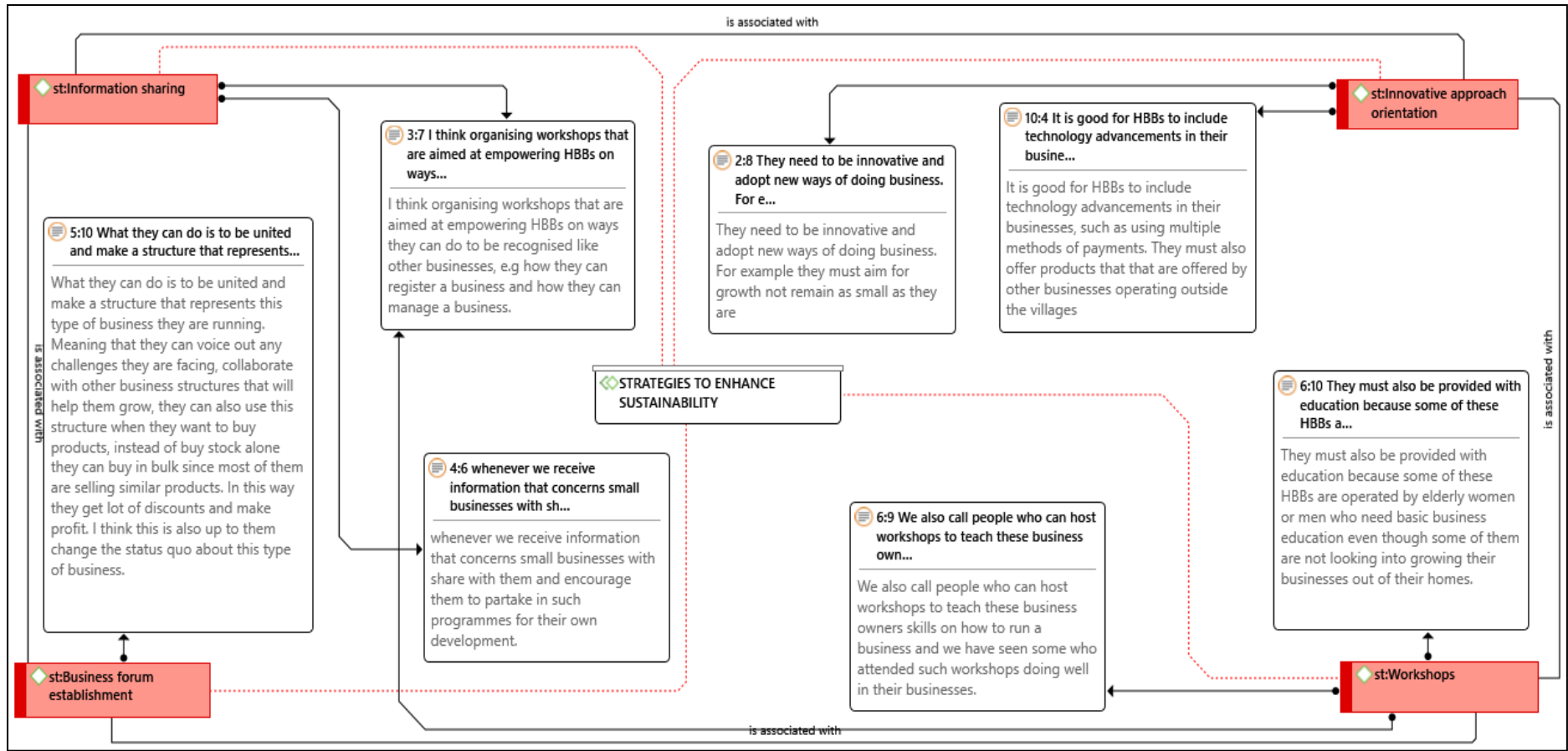


Figure 4.3: Strategies to enhance HBBs sustainability network.

Source: Researcher's own construct

4.2.3 Qualitative analysis conclusion

In conclusion, this section has provided the results that occurred from the qualitative data analysis. The sub-themes and the main themes that were established are crucial towards achieving the objectives of the study. The next section provides the results that emerged from the quantitative analysis.

4.3 Phase 2: Quantitative analysis

This section provides the results that emerged from the quantitative analysis.

4.3.1 Descriptive analysis

4.3.1.1 Demographic profile of participants

This section provides the demographic profile of the participants.

Table 4.2: Demographic profile of participants

This table shows demographic information about home-based business owners operating within the rural areas of Vhembe District Municipality.

Variable	Indicator	Frequency (N=398)	Percentage (%)
Gender	Female	178	48.7
	Male	204	51.3
Age	18-30 Years	148	37.2
	31-45 Years	113	28.4
	46-55 Years	84	21.1
	55+ Years	53	13.3
Name of Municipality	Thulamela	229	57.5
	Makhado	169	42.5
Employment	Studying	129	32.4
	Unemployed	143	35.9
	Employed part-time	35	8.8
	Employed full-time	70	17.6
	Other	21	5.3
Type of business ownership	Sole proprietorship	193	48.5
	Family owned	114	28.6
	Partnership	75	18.8
	Other	16	4.0
Motivation for starting a business	Unemployment	182	45.8
	Flexibility	60	15.0
	Convenience	63	15.8
	Cost minimization	53	13.3
	Lifestyle	25	6.3
	Other	15	3.8

4.3.1.1.1 Age of participants

As indicated in Table 4.2, majority of the respondents, 37.2% were in the 18-30 age bracket with 28.4% in the 31 to 45 years range and 21.1% being in the 46 to 55 years age range. Only 13.3% were 55 years old or above. This indicates that the study's respondents were an adult population.

4.3.1.1.2 Gender

The study's demographic distribution indicates an interesting gender balance. Given that 51.3% of participants were classified as male and 48.7% as female, the dataset shows a nearly equal distribution of gender. This gender parity highlights the research's inclusivity and offers a varied viewpoint that enhances the conclusions. The study's ability to capture a wide range of perspectives and experiences positions it to provide insights that accurately represent the diverse nature of the community. The study's gender distribution attests to both its thorough methodology and its capacity to produce complex and representative results.

4.3.1.1.3 Municipality

Concerning the municipality, 57.5% of the participants were within the Thulamela Municipality with 42.5% being in Makhado Municipality. This means that majority of the participants in the sample were from Thulamela Municipality.

4.3.1.1.4 Occupation

In terms of occupation, majority of the participants (35.9%) were unemployed, 17.6% employed full-time whilst 8.8% were employed part-time. Those who were studying were 32.4% and 5.3% indicated they had other occupations. This entails that majority of the participants were unemployed.

4.3.1.1.5 Ownership

Pertaining the type of ownership, most of the HBBs (48.5%) were sole proprietorship with 28.6% being family owned and 18.8% having the form of partnerships. Only 4.0% indicated that they had other form of ownership.

4.3.1.1.6 Motivation for starting a business

In this study, majority of HBBs' owners (45.8%) started HBBs due to unemployment, 15.8% of the HBBs indicated that they started HBBs because of convenience, 15.0% of the participants started HBBs due to its flexibility, 13.3% started HBBs because of cost-minimization and 6.3% started HBBs for lifestyle purpose with 3.8% starting HBBs for other reasons not mentioned in this study.

4.3.1.2 Demographics factors of the business.

Table 4.3 Demographic factors of the business.

Variable	Indicator	Frequency (N=398)	Percentage (%)
Business offering	Products	241	60.6
	Services	140	35.2
	Products and services	17	4.3
Age of business	5-6 years	192	48.2
	2-4 years	150	38.0
	7-8 years	39	9.8
	9+ years	16	4.0
Number of employees	0-5 employees	355	89.20
	6-10 employees	42	10.6
	10+	1	0.25
Annual turnover	Less than R60 000	267	67.09
	R60 000-R90 000	86	21.62

R90 000-R120 000	29	7.29
R120 000+	16	4.02

4.3.1.2.1 Products or services offered

With regards to the type of service or products, majority 60.6% of the businesses were offering products whilst 35.2% were offering service and 4.3% offering both products and services. This means that majority of the home-based businesses were offering products such as poultry, piggery, restaurant, alcohol brewing, general supplies, bakery, and fruits.

4.3.1.2.2 Age of business

In this study, majority of the participants (48.2%) were in business for 5 to 6 years with 38.0% being in business for 2 to 4 years whilst 9.8% were in business for 7 to 8 years and 4.0% were in business for 9 years and above. This means that majority of the HBBs surveyed in this study have been operating for 5 years and above which indicates the survival rate of these enterprises.

4.3.1.2.3 Number of employees

Majority of HBBs in Makhado and Thulamela Municipality employ 0-5 employees (89.20%) whilst 10.6% of HBBs employing 6-10 employees and 0.25% employing ten and above employees.

4.3.1.2.4 Annual turnover

In this study, 67.09% of HBBs in Thulamela and Makhado Municipality make a total annual turnover of less R60 000 whilst 21.62% of HBBs make R61 000-R90 000 annual turnover and 7.29% of HBBs make R91 000-R120 000 annual turnover; and 4.02% of HBBs make an annual turnover of R121 000 and above.

4.3.1.3 Management experience

Table 4.4 Management experience

Management experience descriptors	Disagree		Not sure		Agree	
	F	%	F	%	F	%
I do not have relevant experience of managing a business.	196	49.2	25	6.3	176	44.2
I have acquired relevant managerial skills of operating a business before starting this business.	266	66.8	15	3.8	117	29.4
I have gained managerial skills through operating this business.	22	5.5	11	2.8	365	91.7
I receive trainings to enhance my managerial skills.	297	74.6	16	4.0	85	21.4
My managerial experience assists me in making quick and informed decisions regarding my business.	10	2.5	17	4.3	371	93.2
Due to my managerial experience, I can easily exhibit my managerial skills within my business and successfully see positive results.	9	2.3	95	23.9	293	73.6

With regards to management experience, majority (49.2%) of the participants disagreed with the notion of not having relevant experience of managing a business with 44.2% agreeing with this assertion with 6.3% not sure. This means that majority of the HBBs entrepreneurs have the necessary experience in business management. In addition, 66.8% of the participants alluded that they have not acquired relevant managerial skills of operating a business before starting the business whilst 29.4% percent had acquired the relevant managerial skills with 3.8% not sure. This means that there is still dearth amongst the entrepreneurs concerning acquisition of relevant managerial skills in operating a business before starting it.

Furthermore, most of the participants (91.7%) posited that they have gained managerial skills through operating their business whilst 5.5% disagreed with this notion. This implies that the HBBs are indeed contributing towards the managerial skills of the entrepreneurs. Moreover, 74.6% of the entrepreneurs postulated that they have not received trainings for enhancing their managerial skills with only 21.4% disagreeing to this assertion. Only 21.4% agreed to this assertion. This means that the HBBs are not exposed to trainings that are crucial towards enhancing their managerial skills which has a detrimental impact on the sustainability of these ventures.

In addition, 93.2% of the participants agreed that owing to their managerial experience, they could easily exhibit their managerial skills within their business and successfully see positive results. This means that majority of the entrepreneurs gained managerial experience through operating these businesses and they can now make informed decisions in their businesses.

4.3.1.3 Value proposition

With regards to the value proposition, 96.2% of the entrepreneurs indicated that transparency is particularly important in their business operations including sharing information about their products or services with their customers and suppliers. This means that in the context of HBBs transparency is a critical component that also boost the sustainability of these enterprises. In addition, 93.7% of the entrepreneurs elucidated that they know their business' target customers and their distinct characteristics to effectively offer products and/or services that meet their needs. This indicates that the HBBs are customer oriented which is crucial towards enhancing the customer base as well as the revenue and ultimately business sustainability.

Table 4.5: Value proposition

Value proposition descriptors	Disagree		Not sure		Agree	
	F	%	F	%	F	%
Transparency is particularly important in my business operations including sharing information about my products or services with my customers and my suppliers.	5	1.3	10	2.5	383	96.2

I know my business' target customers and their distinct characteristics to effectively offer products and/or services that meets their needs.	5	1.3	20	5.0	373	93.7
My business offers differentiated products and/ or services to gain competitive advantage against competitors.	259	65.3	18	4.5	121	30.4
I do research beforehand and listen to what customers want for my business to offer suitable products and/or services to my customers.	38	9.5	15	3.8	345	86.7
I maintain customer relationships by asking for feedback for continuous improvement.	141	35.4	13	3.3	244	61.3

In addition, with regards to differentiation, 65.3% of the entrepreneurs disagreed with the notion that their businesses offer differentiated products and/ or services to gain competitive advantage against competitors. Only 30.4% agreed with this indicating that they offer differentiated products and/or service to gain competitive advantage over the competitors. This shows that there is lack of differentiation in service or product offerings amongst HBBs which negatively affects the profitability and the sustainability of the enterprises.

Furthermore, 9.5% of the entrepreneurs indicated that they do not conduct research beforehand towards listening to what customers want for their business to offer suitable products and/or services to the customers whilst 86.7% percent agreed with this statement. This means that majority of HBBs owners do research that is customer focused amongst the HBBs and this may also positively affect their response to the customers. Moreover, 61.3% of the participants indicated that they maintain customer relationships by asking for feedback for continuous improvement with 35.4% disagreeing to this assertion. This means that there is a high maintenance of customer relationships through asking for feedback from customers by HBBs. A summary of this is shown in Table 4.4 above.

4.3.1.4 Value creation

Table 4.6: Value creation

Value creation descriptors	Disagree		Not sure		Agree	
	F	%	F	%	F	%
Products or services that my business offers addresses customers 'needs.	10	2.5	21	5.3	367	92.2

My business receives positive reviews from my customers.	2	0.5	87	21.9	309	77.6
My business treats its employees with respect, integrity, and inclusion when it comes to decision-making process of the business.	7	1.8	19	4.8	372	93.5
My business provides training and development to its employees to ensure employees are equipped with necessary skills to execute duties.	36	9.1	15	3.8	347	87.2
My business offers products and/ or services that are convenient and easily accessible by our customers.	6	1.5	15	3.8	377	94.7
I always order/buy my stock on time from my suppliers to be able to	5	1.3	14	3.5	379	95.2
My business offers affordable products and/or services compared to my competitors.	73	18.3	65	16.3	260	65.3
My business uses suppliers that consider the impacts of their business operations environmental such as using environmentally friendly packaging materials and green sourcing.	26	6.5	86	21.6	286	71.9
I provide fast responsive customer services, fast delivery, and easy return policies to my customers.	4	1.0	12	3.0	381	95.7
I provide positive experience to my customers through positive interaction or personalized stickers to each purchase as to create a unique and favourable impression.	24	6.0	15	3.8	359	90.2

In terms of value creation, 92.2% of the entrepreneurs indicated that products or services that their businesses offer address customers 'needs. This means that the products that meet the needs of customers will be demanded and bought by the customers. This improves the sales and the revenues of the businesses and improves the financial sustainability thereof. In

addition, 77.6% of the entrepreneurs indicated that their businesses receive positive reviews from their customers with 21.9% indicating that they are not sure. These positive reviews show satisfied customers, and this leads to customer loyalty which is crucial towards ensuring businesses as a going concern.

In addition, 93.5% of the participants indicated that their businesses treat its employees with respect, integrity, and inclusion when it comes to decision-making process of the business. This implies that employee's views are valued, and happy employees are crucial towards the success of businesses. Moreover, 87.2% of the respondents agreed with the notion that their business provides training and development to its employees to ensure employees are equipped with necessary skills to execute duties. Only 9.1% of the respondents disagreed with this notion. This entails that HBBs owners provide training to employees towards effective execution of their duties.

Furthermore, 94.7% of the participants posited that their business offers products and/ or services that are convenient and easily accessible by the customers. The convenience and accessibility that is offered by the HBBs is pivotal towards their sustainability of the entities. Additionally, 95.2% of the respondents also indicated that they always order or buy their stock on time from their suppliers to be able to meet the demand. Buying stock in time is crucial towards avoiding bottlenecks and dissatisfaction of the customers and is pivotal towards business sustainability.

Furthermore, 65.3% of the respondents agreed indicating that their businesses offer affordable products and/or services compared to their competitors whilst 18.3% disagreed to this notion and 16.3% were not sure regarding this. This means that majority of HBBs offer affordable products or services which is crucial towards ensuring that the businesses are sustainable. In addition, 71.9% of the respondents indicated that their businesses use suppliers who consider environmental impacts of their businesses whilst 21.6% are not sure and 6.5% disagreed to this notion. This means that the HBBs are also environmental centric which is pivotal towards the sustainability of the businesses.

Furthermore, majority of the participants (95.7%) indicated that they provided fast responsive customer services, fast delivery, and easy return policies to their customers. Only 3.0% are

not and 1.0% of the entrepreneurs disagreed to this. It is crucial to note that the effectiveness and success of the HBBs is also grounded on the fast customer service, fast delivery, and easy return policies. In addition, 90.2% of the respondents indicated that they provide positive experience to their customers through positive interaction or personalized stickers to each purchase as to create a unique and favorable impression whilst 6.0% disagree and 3.8% not sure with this notion. This means that the positive experience and interaction are imperative towards ensuring improved relationships with customers and sales thereof.

4.3.1.5 Legal compliance

With regards to the legal compliance of HBBs, 63.8% of the HBBs indicated that their businesses are not registered with the local community leaders or municipal offices whilst 31.7% indicated that they were registered with these authorities and 4.5% not sure if they are registered. This indicates that majority of the HBBs are not registered with the local authorities indicating their informal operations and this may result in them missing out opportunities. In addition, majority of the participants (44.2%) posited that they have not yet obtained the required operating permits or licenses to operate their businesses at home whilst 28.4% had obtained operating permits or licensed and 27.1% are not sure. The lack of operating license by the HBBs is detrimental towards their sustainability as this may affect their operations in the end.

In addition, 65.8% of the entrepreneurs indicated that their businesses do not comply with local community's or municipal laws that governs the operations or activities of home-based business whilst 30.7% agreed with the statement and 3.0% were not sure about this. This indicates that majority of the HBBs are not compliant with the relevant laws that govern the operations of the HBBs. Moreover, majority of the entrepreneurs (85.7%) agreed that their business operations do not violate the environmental laws set out by their local community officials or municipality whilst 10.8% were not sure and 3.3% disagreed with the statement. This means that the HBBs are also not compliant with the environmental laws as they are environmental centric.

Table 4.7: Legal compliance

	Disagree	Not sure	Agree
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Legal compliance descriptors	F	%	F	%	F	%
I have obtained the required operating permits or licenses to operate this business at home.	254	63.8	18	4.5	126	31.7
My business complies with local community's or municipal laws that governs the operations or activities of Home-based business.	261	65.8	12	3.0	123	30.9
My business operations do not violate the environmental laws set out by my local community officials or municipality.	13	3.3	43	10.8	341	85.7
My business keeps up to date with changes in regulations of Home-based business operations.	9	2.3	30	7.5	339	85.2
My business complies with health and safety laws to ensure zero harm to my employees, customers, and suppliers at large.	79	19.9	120	30.2	197	49.5
My business complies with financial regulations, reporting requirements, and financial transactions.	13	3.3	20	5.0	365	91.7
I have obtained the required operating permits or licenses to operate this business at home.	176	44.2	108	27.1	113	28.4

Moreover, 85.2% of the participants agreed that their businesses keep up to date with changes in regulations of home-based business operations whilst 7.5% were not sure and 2.3% disagreed with this. This means that there is positive up datedness by HBBs with the regulations of the operations of these businesses. Additionally, 49.5% of the participants indicated that their businesses comply with health and safety laws to ensure zero harm to their employees, customers, and suppliers which is crucial towards their sustainability with 30.2% not sure and 19.9% disagreeing with the statement. Furthermore, majority (91.7%) of the participants indicated that their businesses do not comply with financial regulations, reporting requirements and financial transactions with 5.0% not sure and 3.3% disagreeing to this. This means that majority of the HBBs are not compliant with the financial regulations which has a negative impact on their sustainability.

4.3.2 Exploratory factor analysis

Firstly, the exploratory factor analysis (EFA) was performed to examine the relationships between the 27 survey questions (see survey questionnaire). EFA helps to group related questions together and identify underlying themes. In this case, the EFA revealed a four-factor structure. To ensure the data was suitable for EFA, two tests were performed, i.e., the Kaiser-Meyer-Olkin (KMO) test and Bartlett's test of sphericity (Table 2). Both tests indicated the data was appropriate (KMO=0.809, p -value from Bartlett's test < 0.001). According to Malhotra and Birks (2007), the recommended threshold of KMO and Bartlett's test of sphericity is 0.8 and $p < 0.05$.

Table 4.8: KMO and Bartlett's test of sphericity

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.809
Bartlett's Test of Sphericity	Approx. Chi-Square	4466.040
	Degrees of freedom	231
	Sig.	<.001

Furthermore, to check the internal consistency of the questionnaire and the questions asked within each factor reliability test was performed using the Cronbach alpha (α). To improve the α value if an item was deleted, none of the questions throughout the questionnaire. The EFA resulted in a four-factor model that explains over 71% of the total variation in the data. Each factor has good internal consistency (Cronbach's alpha > 0.7, see Table 3). Additionally, some questions with weak associations to their respective factors were removed to improve the model's fit in a future analysis.

Table 4.9: Construct Reliability

Extracted factors	Cronbach alpha (α)
Management Experience	0.847
Value proposition	0.700
Value creation	0.745
Legal compliance	0.767

A test for common method bias was conducted. This test checks if the way the survey was administered influenced the answers. The results (total variance extracted = 34.55%) suggest that common method bias is not a major concern (recommended threshold $\leq 50\%$).

In simpler terms, the researcher analysed the survey data to identify underlying themes in the responses. They ensured the data was reliable and removed some questions to improve the analysis. The results suggest four key factors to influence the sustainability of HBBs in the selected district municipality.

Resultantly, the pattern matrix extracted using exploratory factor analysis with maximum likelihood reveals several key findings about the factors influencing the sustainability of home-based businesses in Vhembe District Municipality. Firstly, management experience emerged as the first factor that affects the sustainability of HBBs in the district. This factor has the strongest loadings for variables related to directly acquiring managerial skills through experience (0.963) and operating the business (0.851, 0.735), with receiving training for management skills having a lower association (0.449). Value creation emerged as factor number two. This factor emphasizes understanding customer needs (0.568) and offering differentiated products or services (0.918) to gain a competitive advantage (0.919). Researching customer needs (0.919) also loads highly here. Thirdly, legal compliance emerged as one of the factors that influence the sustainability of HBBs that are operating within the rural areas of Vhembe District Municipality. This factor focuses heavily on complying with various regulations (environmental: 0.906, health & safety: 0.696, financial: 0.563, local business operations: 0.451). Finally, the value proposition is one of the key factors that determine the sustainability of HBBs. While not as strong as the other factors, this factor includes offering affordable products/services (0.722) and providing excellent customer service (0.669).

Table: 4.10: Extracted Pattern Matrix

Variables	Factors			
	1. Value proposition	2. Management Experience	3. Legal compliance	4. Value creation
I do not have relevant experience in managing a business.		.739		
I acquired relevant managerial skills in operating a business before starting this business.		.963		
I have gained managerial skills through operating this business.		.851		
I receive training to enhance my managerial skills.		.449		
My managerial experience assists me in making quick and informed decisions regarding my business.		.735		
Transparency is very important in my business operations, including sharing	.831			
I know my business` target customers and their distinct characteristics to effectively offer products and/or services that meet their needs.	.568			
My business offers differentiated products and/or services to gain competitive advantage against	.918			
I do research beforehand and listen to what customers want for my business to offer suitable products and/or services to my customers	.919			

My business complies with the local community or municipal laws governing Home-based businesses' operations or activities.			.451	
My business operations do not violate the environmental laws set out by local community officials or municipalities.			.906	
My business keeps up to date with changes in regulations of homebased business operations.			.901	
My business complies with health and safety laws to ensure zero harm to my employees, customers, and suppliers at large.			.696	
My business complies with financial regulations, reporting requirements and financial transactions.			.563	
My business offers affordable products and/or services compared to my competitors.				.722
My business uses suppliers that consider the impacts of their business operations environmental such as using environmentally friendly packaging materials and green sourcing.				.959
I provide fast, responsive customer services, fast delivery, and easy return policies to my customers.				.669

4.3.3 Quantitative analysis conclusion

To sum up, this part has explored quantitative data analysis and carefully analysed the findings to derive significant conclusions. By means of thorough analysis and rigorous statistical inspection, the study has acquired significant insights into demographics of the respondents, factors of sustainability of HBBs and the reliability of these analysis. These results provide a solid foundation for further discussions and conclusions in this study.

4.4 Chapter summary

This chapter has provided the results that emerged from the analysis of both qualitative and quantitative data. The first phase provided the qualitative results and the second phase providing the quantitative results. It is crucial to note that the results were in line with the objectives of the study. The next chapter provides the conclusion and recommendations of the study.

CHAPTER 5

CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

Chapter 1 has shown that the focus of this study is to investigate the sustainability of HBBs operating in Vhembe District Municipality. This chapter focuses on providing conclusions on the study objectives. From the gap in literature, the following problem statement was formulated:

HBBs make up a sizable portion of the small business sector (Saleh, 2020). One of the greatest failure rates in the world, between 50% and 95% of SMEs in South Africa fail in their fifth year, and over 75% of new SMEs fail to establish themselves (Mashavira, Chipunza, & Dzansi, 2019). According to Reuschke and Domecka (2018), compared to HBBs owners in rural areas, those in cities appear to be more inclined to grow or have a growth orientation. Additionally, most studies have concentrated on HBBs in metropolitan areas, leaving a knowledge deficit about HBBs based in rural areas particularly in the area of sustainability. In Vhembe District Municipality, greater attention has been given to SMMEs leaving a knowledge gap about HBBs. Thulamela and Makhado Municipalities' communities are pre-dominated by HBBs. Their existence is crucial to the local economic development and to the communities they operate in as community members depend on HBBs for convenient purchasing of goods and services. Most households would be unable to meet their basic needs without HBBs, food would not be easily accessible, and performing routine tasks like getting a haircut would necessitate an extensive expedition (Ezeadichie et al., 2018).

Furthermore, HBBs also create a source of income, making an impact on the standard of living of the HBBs' owners, employees, and their families. HBBs produce jobs, high number of people are gainfully employed who, in the absence of employment, would be a burden on society (Ezeadichie et al., 2018). Many low-income households in rural areas rely on their homes as one of their few sources of income, either through active activities like room rentals, chicken farming, or more active HBBs (Madzivhandila, 2021). Furthermore, these businesses use owner's residential for operation which has direct impact on the home environment and the surrounding environment (community) as some of these businesses are engaged in

activities such as selling alcohol. As a result, it's critical to look into HBB sustainability concerns.

The survival of HBBs is very crucial as HBBs have direct impact on the lives of their owners, families, employees, environment, communities they operate in, and local economy of Makhado and Thulamela Municipalities at large. Therefore, it is worth investigating the sustainability of HBBs operating in Vhembe District as these businesses exhibit crucial economic activities in local communities. Furthermore, the specific objectives of this study are firstly, to study the characteristics of HBBs, secondly to assess the sustainability of HBBs, thirdly to develop a model of sustainability of HBBs operating in rural area to fully understand and classify the sustainability of HBBs in rural area, and lastly to recommend strategies that could be put into practice to boost HBB sustainability in Vhembe District. As a result, the following research goals were developed:

Objective 1: To study the characteristics of HBBs.

Objective 2: To assess the sustainability of HBBs.

Objective 3: To recommend strategies that could be put into practice to enhance HBB sustainability.

Objective 4: To develop a model of sustainability of HBBs operating in rural area.

This chapter focuses on providing conclusions on the research objectives.

5.2 Conclusion on the research objectives

The conclusion regarding the research objectives is the main emphasis of this section.

5.2.1 Conclusion on the characteristics of HBBs

With regards to Objective 1: To study the characteristics of HBBs, this study found that the characteristics are convenience service or product provision, formal existence, family members labour dependent and informal operations. This study revealed that HBBs provide convenience in accessing products and services to the communities in which they are situated. This convenience access saves the community members or customers time and money which they could have exhausted travelling to centre where there are larger retailers. Additionally,

HBBs are also characterized by formal existence thus the recognition of these entities is based on their formal registration with the relevant authorities. This formalization enables them to access the opportunities that will be shared by the tribal authorities.

Furthermore, HBBs are also family member dependent meaning that family members tend to be the main employment beneficiaries of these businesses and will assume accountability for overseeing the daily activities of the company. In addition, HBBs are also characterized by informal operations meaning that the failure to register deprives these businesses access to opportunities from the government but does not dismiss their categorization as HBBs. This study has managed to unravel that HBBs are characterized by convenience service or product provision, formal existence, family members labour dependent and informal operations.

5.2.2 Conclusion on HBBs sustainability assessment

In terms of Objective 2: To assess the sustainability of HBBs, this study has found that the assessment is based on plethora indicators that are employment creation, social responsibility involvement, community support and local economic development contributors. According to this study, HBBs are essential to the generation of jobs for both the owners and the community at large. This employment generation capacity of these business models provides the basis for indicating that they are sustainable. In addition, HBBs are also involved in social responsibility through donations and assisting in community projects. This means that the capacity of these entities to donate and assist with community projects shows that they are indeed sustainable business ventures.

In addition, this study also found that community support is another metric for assessing the sustainability of HBBs. The community support is in the form of protection of HBBs from crime, provision of marketing platforms and community leaders encouraging community members to purchase the products and services of the HBBs. Community support is an indicator of the sustainability of HBBs. Local economic development contributors are another metric for assessing the sustainability of HBBs. It is crucial to note that HBBs provide employment opportunities which adds the standards of living of the communities. They also pay tax and purchase permits from the tribal authorities which contribute immensely towards the development of the local communities. This study has found that the HBBs are sustainable

business models based on a plethora of metrics thus employment creation, social responsibility involvement, community support and local economic development contributors.

5.2.3 Conclusion on strategies to enhance sustainability of HBBs

With regards to Objective 3: To recommend strategies that could be put into practice to boost HBB sustainability, this study found that the strategies that can be adopted are workshops, information sharing, innovative approach orientation and business forum establishment. Thus, study found that workshops that are focused on providing business management skills to the HBBs are crucial towards ensuring that those running these enterprises have the requisite skills to ensure that they are a going concern or sustainable. Another strategy of enhancing the sustainability of HBBs is information sharing which implies the sharing of opportunities to HBBs and government departments they can access different types of information is crucial towards the sustainability of HBBs.

In addition, innovative approach orientation is another strategy which denotes that HBBs need to be innovative in the services and products that they offer to ensure that they remain competitive in the market. This will ultimately enhance their sustainability. Another strategy is the establishment of business forum that is tailored towards collaborations, sharing information and pool buying which is critical towards the sustainability of the HBBs. Thus, this study has unraveled the strategies that be adopted towards enhancing the sustainability of HBBs which are workshops, information sharing, innovative approach orientation and business forum establishment.

5.2.4 Model for HBBs sustainability

The model shown in Figure 5.1 shows that the sustainability of HBBs is dependent on the four factors namely: value creation, value proposition, legal compliance, and management experience. In addition, the model has also provided specific elements that influence each of the sustainability factors; value creation in sustainability of HBBs is influenced by the affordability of products or services offered by HBBs, customers that buy from HBBs, service delivery provided by HBBs and reliable suppliers that HBBs entrepreneurs source their products from. Consequently, value proposition in sustainability of HBBs is influenced by transparency between the customers and HBBs, creation of competitive advantage to gain

more customers, product research to ensure that customers' needs are satisfied, and lastly knowing target market of the business.

Legal compliance also plays an important part of the sustainability of HBBs as enterprises that must comply with bylaws that govern certain activities of businesses especially HBBs in this case. Legal compliance is influenced by the registration of HBBs with relevant stakeholders, complying with environmental laws since they operate at owner's residential instead of commercial place which poses many challenges to the residential and surrounding areas, health, and safety regulations to ensure safety of the family members and community members at large, financial regulations, and compliance with latest laws that apply to the type of business. Lastly, the sustainability of HBBs is dependent on management experience of the owners which is influenced by previous relevant management experience, management skills, and continuous training that HBBs' owners receive to enhance their managerial skills. This model can function as a guide towards the sustainability of the HBBs.

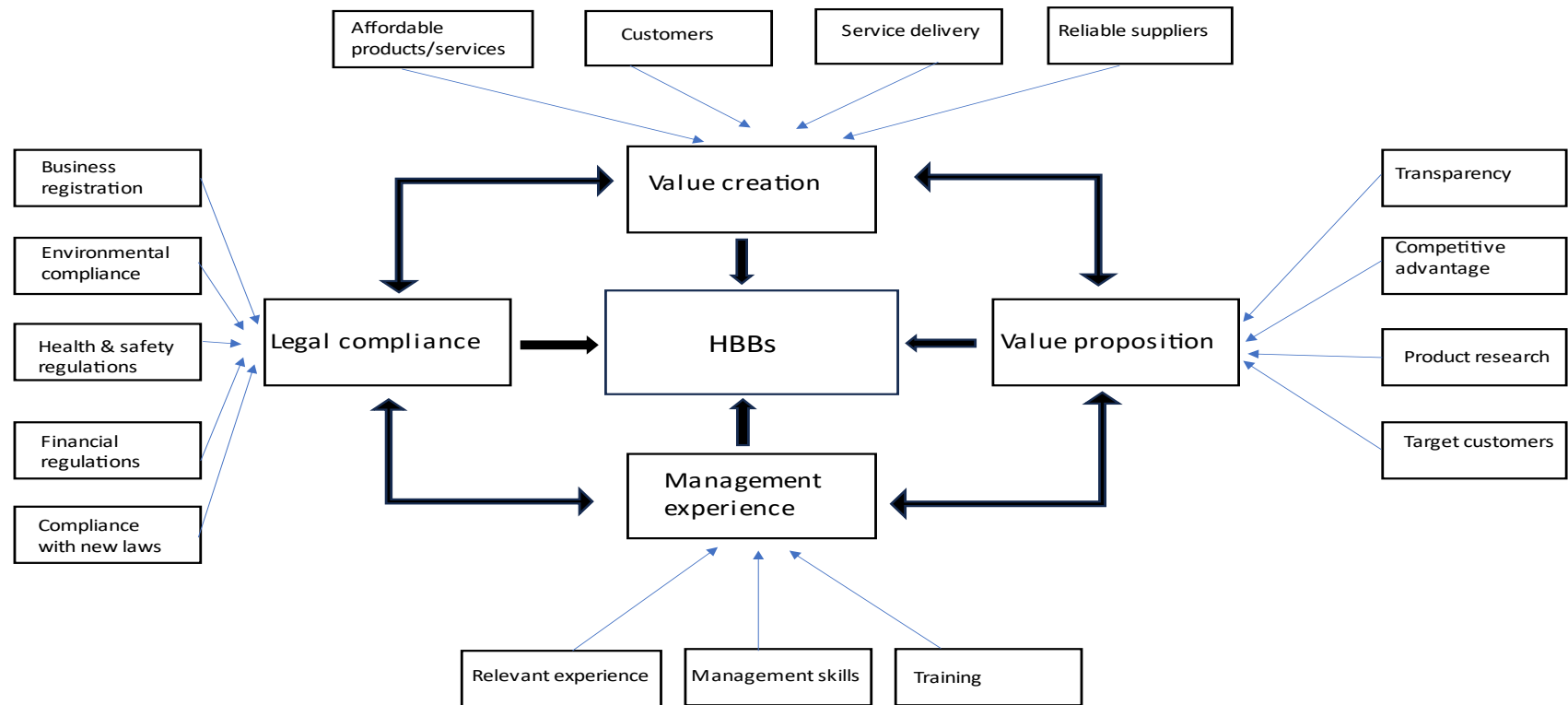


Figure 5.1: HBBS sustainability model.

Source: Researcher's own construct.

5.3 Contribution of the research results to the extant literature

Despite the fact that there is a body of research dedicated to studying HBB, there has not been much focus on HBB sustainability operating in rural areas of South Africa, as well as the characteristics that distinguish HBBs from other types of businesses. After a literature review, it was discovered that there is a scarcity of research on the sustainability of HBB operating in rural areas. As a result, the goal of this study was to investigate the sustainability of HBBs operating in rural areas of Makhado and Thulamela Municipalities under Vhembe District. This study aimed to fill a gap in the literature that had been noticed earlier in the research process.

Table 5.1 shows various levels of contribution provided by the research findings. The following terminology is used to characterize the contributions:

- The phrase 'to some extent' denotes that the findings have been documented in the HBB literature.
- The phrase 'Limited' denotes that the phenomenon has been mentioned in the literature, but only in passing, and has not been further researched.
- The phrase 'No' denotes that the subject has not been discussed in the literature.

The value of this study is stated in Table 5.1 by defining the levels of contribution and new knowledge gained from it. As seen in the table, existing HBB literature does not explicitly address the sustainability of HBBs operating in rural areas; however, this study contributes to filling in the gaps.

Research question.	Research question Information is explicitly available in the literature on HBB.	Information is explicitly available from the findings of this research study.
1. What is the model of sustainability of home-based businesses (HBBs) operating in rural areas?	No	The analysis was able to identify four factors of sustainability of HBBs operating in Makhado and Thulamela Municipalities namely: Management experience influenced by management experience, management skills, and training; value creation influenced by affordable products/services, customers, service delivery, and reliable suppliers; value proposition influenced by transparency, competitive advantage, product research, and target customers; lastly legal compliance influenced by business registration, environmental compliance, health and safety regulations, financial regulations, and compliance with new laws that are applicable to HBBs within the areas that these HBBs are operating in. These findings assisted in filling in the knowledge gaps of the model of sustainability of HBBs.
Sub-questions.		
1. What are the characteristics of HBBs?	To some extent	In South African context, the study revealed that HBBs are characterized by convenience service or product provision, formal existence, family members labour dependent and informal operations meaning that majority of HBBs are not registered with relevant stakeholders. Furthermore, the study also revealed that majority of HBBs are established due to unemployment, majority are owned by Males, employ 0-5 people, and majority of HBBs make an annual turnover of less than R60 000. This shows a similarity with what other previous studies have found in European countries.

<p>2. How is the sustainability of HBBs?</p>	<p>To some extent</p>	<p>This study has found that the assessment of the sustainability of HBBs is based on plethora indicators that are employment creation, social responsibility involvement, community support and local economic development contributors. This also relatively aligns with what other previous studies have found about HBBs' sustainability indicators in other countries.</p>
<p>3. What are the techniques that can be used to boost sustainability of HBBs?</p>	<p>No</p>	<p>The investigation was able to identify tactics that can be used to promote HBB sustainability. Firstly, the study revealed that the sustainability of HBBs can be enhanced by hosting workshops which are aimed at capacitating HBB entrepreneurs with necessary business skills such as business management skills; secondly, the study revealed that sustainability of HBBs can be enhanced by sharing of information with regards to business opportunities and latest business updates related to SMMEs by local community leaders/local municipality that they operate in; Thirdly, innovative approach orientation was one of the strategies that the study uncovered which implies that HBBs owners must be proactive when it comes to choosing the products that they want to sell as this will differentiate them from their competitors, and lastly, business forum establishment was one of the strategies that came out as very crucial to the sustainability of HBBs since it is easy for local community leaders/local municipality officials to support small businesses with a structure that can represent them at any time whenever they are faced with challenges. These strategies add to the contribution of this study's findings.</p>

Table 5.1 Contribution of research findings.

Source: Developed for this study from Literature Review (Chapter 2), Chapter 4 and conclusion on research objectives (5.2).

5.4 Contribution of the study in the body of knowledge

This study has contributed immensely to the body of knowledge regarding the sustainability of HBBs. For instance, the study has unraveled the characteristics of HBBs which are: convenience, service or product provision, formal existence, family members labour dependent, and informal operations. This research has also provided the metrics for assessing the sustainability of HBBs which are employment creation, social responsibility involvement, community support and local economic development contributors. This research has also provided the techniques that could be used to boost sustainability of HBBs, and these are workshops, information sharing, innovative approach orientation and business forum establishment. Additionally, this study has also developed a model of sustainability of HBBs. This model is crucial in the management of these ventures. These contributions have enriched the body of knowledge and provided the premise for further enquiry.

5.5 Recommendations of the study

The recommendations of the study are as follows:

- a. The HBBs should be provided with the necessary support and information towards their formalization and recognition towards accessing opportunities.
- b. There must be regular workshops that are provided by the government and other stakeholders towards providing the necessary knowledge for HBBs to effectively run their businesses.
- c. Home-based business owners must form formal structures such as HBB committee that they will use to represent themselves at their local communities and local municipality. This will ensure their visibility and easy access by other stakeholders who want to assist them.

5.6 Limitations of the study

This study was conducted in Thulamela and Makhado municipalities hence the findings may not be generalizable in other contexts though meaningful conclusions can be drawn. This study also suffered from financial constraints as partial costs were covered by the researcher.

5.7 Future research directions

A comparable study may be conducted in other municipalities to understand the similarities and differences that exist in the findings towards the sustainability of the HBBs.

5.8 Conclusion

To sum up, this chapter has presented the findings and conclusions on the research objectives that originated from the views of the participants and respondents. The contributions of the study were also provided as well as limitations and directions for future research.

The study concludes by emphasizing the critical importance of sustainability for home-based enterprises, as well as its many advantages and vital role in influencing the state of the economy, society, and environment. By thoroughly analyzing several factors, including resource management, community involvement, and long-term viability, this research has clarified the critical role that sustainability plays in guaranteeing the resilience and success of home-based businesses.

The study's conclusions highlight how urgent it is that stakeholders, entrepreneurs, and legislators give sustainability measures top priority when it comes to home-based enterprises. In addition to reducing our negative effects on the environment, we may increase market competitiveness, open new creative opportunities, and improve community well-being by promoting a culture of sustainability. Furthermore, the viability of home-based enterprises has the potential to empower people by offering fair chances for economic development and self-sufficiency, especially to those in underprivileged areas.

To drive policy formation, business strategies, and community efforts targeted at supporting sustainable practices within the area of home-based entrepreneurship, this study's insights

and evidence-based suggestions are crucial. We can drive good change and move closer to a future where home-based enterprises are resilient, innovative, and inclusive in our dynamic global marketplace by acknowledging and promoting the sustainability imperative.

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Annexure

A:

Ethical

clearance

ETHICAL APPROVAL CERTIFICATE

RESEARCH AND INNOVATION
OFFICE OF THE DIRECTOR

NAME OF RESEARCHER/INVESTIGATOR:
Ms V Madzivhandila

STUDENT NO:
17007768

PROJECT TITLE: The sustainability of Home-based businesses (HBBs) operating in Vhembe District.

ETHICAL CLEARANCE NO: FMCL/23/BMA/20/3110

SUPERVISORS/ CO-RESEARCHERS/ CO-INVESTIGATORS

NAME	INSTITUTION & DEPARTMENT	ROLE
Prof. N Chinyo	UNIVEN, Business Management	Supervisor
Mrs NG Ramavhona	UNIVEN, Business Management	Co-Supervisor
Ms V Madzivhandila	UNIVEN, Business Management	Investigator – Student

Type: **Masters research**

Risk: **Straightforward research without ethical problems (Category 1)**

Approval Period: **October 2023 – October 2024**

The Research Ethics Social Sciences Committee (RESSC) hereby approves your project as indicated above.

General Conditions

While the 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 interests) about ethical principles during the course of the project.
- Annually a number of projects may be randomly selected for an external audit.
- The approval applies strictly to the protocol as stipulated in the application form. Should any changes to the protocol be deemed necessary during the course of the project, the project leader must apply for approval of these changes at the REC. Should there be deviation from the project protocol without the necessary approval of such changes, the ethics approval is, immediately and automatically, forfeited.
- The date of approval indicates the first date that the project may be started. Should the project have to continue after the expiry date, a new application must be made to the REC and new approval received before or on the expiry date.
- In the interest of ethical responsibility, the REC 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 any 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. As necessary.

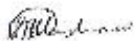
ISSUED BY:

UNIVERSITY OF VENDA, RESEARCH ETHICS COMMITTEE

Date Considered: October 2023

Name of the RESSC Chairperson of the Committee: Prof TS Mashau

Signature




Annexure B: Consent letter.



CONSENT LETTER.

Dear participant,

My name is Vhonani Madzivhandila, a master's student from the University of Venda. I am conducting a study that is aimed at investigating the sustainability of Home-based businesses (HBBs) operating in Vhembe District Municipality. The study has further objectives of assessing the sustainability of HBBs and to study characteristics of HBBs in rural areas. The participation in this study is voluntary and you can withdraw at any time from the study if you do not feel comfortable to continue and there will be no judgement for the decision taken. The information that you will be asked is for academic research purposes only. Your personal details or identity will not be asked in this study. The questionnaire will only take approximately 20 minutes of your time. Your participation is highly appreciated.

The primary investigator, Miss. Vhonani Madzivhandila, can be contacted during office hours on her mobile phone at **073 110 6266**, or email **madzivhandilavhonani@gmail.com**

Vhonani Madzivhandila (Miss.)

Consented to participate in this survey:

Yes	<input type="checkbox"/>	No	<input type="checkbox"/>
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Annexure C: Research questionnaires.



University of Venda
Creating Future Leaders

Prepared by: Vhonani Madzivhandila

Section A: Biographical data.

For each of the questions below, please tick the answer that applies to you with an **X** in the box next to the question.

1. Gender.

Male		Female		Prefer not to say	
------	--	--------	--	-------------------	--

2. Age

18-30		31-45		46-55		55+	
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3. Which of the following Municipalities do you reside in?

Thulamela Municipality.		Makhado Municipality.	
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4. What is your occupation?

Studying		Unemployed		Employed part-time.		Employed full-time		Other	
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5. What is the type of ownership of your business?

Sole proprietorship.		Family-owned.		Partnership		Other	
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6. What type of services or products does your business offers?

3.1. Services (e.g., salon, car wash, catering, video and photography, clothing, construction, accommodation, mechanic)		3.2. Products (Poultry, piggery, restaurant, alcohol brewing, general supplies, bakery, fruits)	
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7. What motivated you to start a business from home?

Unemployment		Flexibility		Convenience		Cost-minimization		Lifestyle		other	
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8. How many employees does your business have?

0-5		6-10		11-15		16+	
-----	--	------	--	-------	--	-----	--

9. How many years have you been operating this business?

0-2 Years		4-6 years		7-8 years		9-10 years		11 years or more	
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Section B: Management Experience.

Below are the questions about the management experience of HBBs. For each of the questions below, please tick the answer that applies to you with an X in the box next to the question.

Key:						
1=Strongly disagree						
2 = Disagree						
3 = Not sure						
4 = Agree						
5 = Strongly Agree						
ME1	I do not have relevant experience of managing a business.	1	2	3	4	5
ME2	I have acquired relevant managerial skills of operating a business before starting this business.	1	2	3	4	5
ME3	I have gained managerial skills through operating this business.	1	2	3	4	5
ME4	I receive trainings to enhance my managerial skills.	1	2	3	4	5
ME5	My managerial experience assists me in making quick and informed decisions regarding my business.	1	2	3	4	5
ME6	Due to my managerial experience, I can easily exhibit my managerial skills within my business and successfully see positive results.	1	2	3	4	5

Section C: Demographic factors of business.

Below are the questions about demographic factors of business. For each of the questions below, please tick the answer that applies to you with an X in the box next to the question.

1. Age of business.		
2.1.	2-4 years	
2.2.	5-6 years	
2.3.	7-8 years	
2.4.	9+	
2. Annual gross turnover.		
2.1.	Less than R60 000	
2.2.	R61 000- R90 000	
2.3.	R91 000- R120 000	
2.4.	R121 000 or more	

Section D: Value proposition.

Below are the statements about the level of impact demographic factors has on business performance of HBBs. Tick the extent to which you agree with the statement from a scale of 1-5 indicating disagree or agree as indicated.

Key:						
1=Strongly disagree						
2 = Disagree						
3 = Not sure						
4 = Agree						
5 = Strongly Agree						
VP1	Transparency is particularly important in my business operations including sharing information about my products or services with my customers and my suppliers.	1	2	3	4	5
VP2	I know my business' target customers and their distinct characteristics to effectively	1	2	3	4	5

	offer products and/or services that meets their needs.					
VP3	My business offers differentiated products and/ or services to gain competitive advantage against competitors.	1	2	3	4	5
VP4	I do research beforehand and listen to what customers want for my business to offer suitable products and/or services to my customers.	1	2	3	4	5
VP5	I maintain customer relationships by asking for feedback for continuous improvement.	1	2	3	4	5

Section E: Value creation.

Below are the statements about the level of impact demographic factors has on business performance of HBBs. Tick the extent to which you agree with the statement from a scale of 1-5 indicating disagree or agree as indicated.

Key:						
1=Strongly disagree						
2 = Disagree						
3 = Not sure						
4 = Agree						
5 = Strongly Agree						
VC1	Products or services that my business offers addresses customers 'needs.	1	2	3	4	5
VC2	My business receives positive reviews from my customers.	1	2	3	4	5
VC3	My business treats its employees with respect, integrity, and inclusion when it comes to decision-making process of the business.	1	2	3	4	5

VC4	My business provides training and development to its employees to ensure employees are equipped with necessary skills to execute duties.	1	2	3	4	5
VC5	My business offers products and/ or services that are convenient and easily accessible by our customers.	1	2	3	4	5
VC6	I always order/buy my stock on time from my suppliers to be able to	1	2	3	4	5
VC7	My business offers affordable products and/or services compared to my competitors.	1	2	3	4	5
VC8	My business uses suppliers that consider the impacts of their business operations environmental such as using environmentally friendly packaging materials and green sourcing.	1	2	3	4	5
VC9	I provide fast responsive customer services, fast delivery, and easy return policies to my customers.	1	2	3	4	5
VC10	I provide positive experience to my customers through positive interaction or personalized stickers to each purchase as to create a unique and favourable impression.	1	2	3	4	5

Section F: Legal compliance.

Below are the statements about the legal compliance of HBBs. Tick the extent to which you agree with the statement from a scale of 1-5 indicating disagree or agree as indicated.

Key:						
1=Strongly disagree						
2 = Disagree						
3 = Not sure						
4 = Agree						
5 = Strongly Agree						
LC1	My business is registered with local community leaders/ municipal officials.	1	2	3	4	5

LC2	I have obtained the required operating permits or licenses to operate this business at home.	1	2	3	4	5
LC3	My business complies with local community's or municipal laws that governs the operations or activities of Home-based business.	1	2	3	4	5
LC4	My business operations do not violate the environmental laws set out by my local community officials or municipality.	1	2	3	4	5
LC5	My business keeps up to date with changes in regulations of Home-based business operations.	1	2	3	4	5
LC6	My business complies with health and safety laws to ensure zero harm to my employees, customers, and suppliers at large.	1	2	3	4	5
LC7	My business complies with financial regulations, reporting requirements, and financial transactions.	1	2	3	4	5

Thank you for participating in this study.

Annexure D: Interview guide.



Research topic: The sustainability of Home-based businesses (HBBs) operating in Vhembe District Municipality.

Prepared by: Vhonani Madzivhandila.

Section A: Demographic data.

1. Where are you from?

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2. What is your designation in the community/municipality?

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Section B: The relevance of HBBs in local communities.

1. Are businesses operating from home allowed to operate at/from home?

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i. If yes, are they issued an operating permit?

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2. Do HBBs help the community?

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i. If yes, how do they help the community?

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ii. What significant roles does HBBs play in the community if there are any?

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Section C: Environmental impact of HBBs.

1. Does businesses operating from home harm the environment (home and surrounding areas)?

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i. If yes, how so?

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2. Are there any punishable penalties for HBBs operations that harm the environment?

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i. If yes, what are the penalties for HBBs operations that harm the environment?

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3. Are there any challenges you are faced with when it comes to HBBs?

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i. If yes, what are the challenges faced when it comes to HBBs?

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Section D: Contributions of HBBs to local economy.

1. Do HBBs contribute to the Local Economic Development of the community?

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i. If yes, how so?

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ii. Do you count HBBs when measuring LED of your community/area?

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Section E: Community/municipal intervention.

1. Do community leaders/municipal officials assist HBBs?

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i. If yes, at what level do community leaders/municipal officials assist HBBs?

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2. Are HBBs included in initiatives that are aimed at empowering SMMEs?

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3. What needs to be done for HBBs to be considered like other businesses that are not operating from home in your area?

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The End!!

Annexure E: Editorial letter.



ZEE EDITING AND PROOFREADING SERVICES
PO BOX 663 THOLONGWE 0734
LANGUAGE MATTERS

05 May 2024

TO WHOM IT MAY CONCERN

This is to certify that the dissertation titled "The sustainability of Home-Based Businesses (HBBs) operating in Vhembe District Municipality" by Vhonani Madzivhandila, student number 17007768 has been edited and proofread for grammar, spelling, punctuation, overall style and logical flow. The edits were carried out using the "Track changes" feature in MS Word, giving the author final control over whether to accept or reject effected changes prior to submission, provided the changes I recommended are effected to the text, the language is of an acceptable standard.

Please don't hesitate to contact me for any enquiry.

Kind regards



Prof Hlavis Motlhaka (BEDSPF-UL, BA Hons-UL, MA-IUP: USA, PhD-WITS, PGDiP-SUN)

Cell number: 079-721-0620/078-196-4459

Email address: hlavisomhlanga@yahoo.com