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Motivational factors, intent and contextual factors that influence the creation of small entrepreneurial ventures in Gauteng

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Motivational factors, intent and contextual factors that influence the creation of small entrepreneurial ventures in Gauteng

A research report submitted to the Faculty of Commerce, Law and Management, University of the Witwatersrand, in partial fulfilment of the requirements for the degree of Master of Management in Entrepreneurship and New Venture Creation

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Date: (30 April 2021)

ABSTRACT

Orientation – Many South Africans have opted for entrepreneurship to earn a decent living, while the government directs itself to the fighting of unemployment and to increasing economic growth and development. Currently, the country faces high levels of unemployment, leaving entrepreneurship to be viewed as a positive answer to such a problem.

Motivation for the study – For entrepreneurship to occur, there must be some type of motivation, behaviour or action, belief in one's ability and external forces playing a role. The idea for this topic developed due to the high unemployment rate in South Africa, with the focus being on the Gauteng province. The importance given to identifying the intent (desire and behaviour) to become an entrepreneur led by the motivation through push-and-pull factors, with the necessary belief one had in themself (self-efficacy) and by the external environment (the contextual factors) with which the participants in the current study were faced when attempting to create their venture. The present study did not focus on those individuals who wanted to start a business in the future, but rather on those who had already established a business, which lent additional insight into what they had to endure to get their business up and running.

Research purpose – The main purpose of the current study was to identify the motivational factors, intent and contextual factors that influence the creation of small entrepreneurial ventures in Gauteng, focusing on individuals aged 18 and above.

Research design, approach, and method – The study uses quantitative research methods based on a positivist research paradigm. The questionnaire was administered, using a link via WhatsApp and email, to a sample of 120 entrepreneurs who were registered and who operated in the Gauteng region at the time of the study. The data was analysed using exploratory factor analysis, reliability and validity testing, correlation analysis and linear regression.

Main findings – The findings of the study concluded that a positive relationship existed between entrepreneurial intent, with motivational push-pull and contextual factors, in small entrepreneurial ventures in the Gauteng region. No evidence was found in the study regarding to the relationship between entrepreneurial intent and self-efficacy.

Practical/managerial implications – The results of this research have practical implications for policymakers, researchers and incubators.

Contribution/value add – The study contributes to the existing empirical findings as to how different dimensions of motivational factors and contextual factors can affect entrepreneurial intent, as well as their effects on small entrepreneurial ventures in a developing country.

Keywords: motivational push-and-pull factor, contextual factors, theory of planned behaviour (TPB), entrepreneurial intent, self-efficacy

DECLARATION

I, Relebohile G Tsenki, declare that this research report is my own work except as indicated in the references and acknowledgements. It is submitted in partial fulfilment of the requirements for the degree of Master of Management in the Field of Entrepreneurship at the University of the Witwatersrand, Johannesburg. It has not been submitted before for any degree or examination in this or any other university.

……

Relebohile G Tsenki

Signed at ……RANDBURG……

On the ……26…….. day of ……April……..…… 2021.

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I would like to thank the University of Witwatersrand and Wits Business School for the opportunity to pursue my Masters, as well as the following people who have guided me throughout this journey.

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Table of Contents

ABSTRACT i

DECLARATION iii

ACKNOWLEDGEMENTS iv

LIST OF TABLES x

LIST OF FIGURES xii

LIST OF ABBREVIATIONS AND ACRONYMS xiii

CHAPTER 1: INTRODUCTION AND BACKGROUND 1

1.1 Introduction 1

1.2 Theoretical background to the study 1

1.3 Context of the study 2

1.4 Problem statement 3

1.5 Research purpose, research question and aims of the study 4

1.5.1 Research purpose 4

1.5.2 Research questions 4

1.5.3 Aims of the study 4

1.6 Conceptual definition of terms 5

1.7 Contribution of the study 6

1.8 Delimitations of the study 7

CHAPTER 2: LITERATURE REVIEW 9

2.1 Introduction 9

2.2 Entrepreneurial intent 9

2.2.1 Ajzen's Theory of Planned Behaviour 10

2.2.2 Shapero's model of entrepreneurial intent 12

2.3 Entrepreneurial motivation 13

2.3.1 Push factors 14
2.3.2 Pull factors 15
2.4 Entrepreneurial self-efficacy 16
2.5 Entrepreneurial process 19
2.5.1 Recognition of opportunity (innovation) 20
2.5.2 Finding the resources (triggering event) 20
2.5.3 Developing and implementing the firm (implementation) 21
2.5.4 Creating the value (growth) 21
2.6 Contextual factors 21
2.6.1 Political and legal factors 21
2.6.2 Economic factors 22
2.6.3 Sociocultural factors 22
2.6.4 Technological factor 22
2.6.5 Environmental factors 22
2.7 Conclusion of the Literature review 25
CHAPTER 3: RESEARCH METHODOLOGY 26
3.1 Research methodology/paradigm 26
3.1.1 Introduction 26
3.1.2 Research paradigm 26
3.2 Research design 26
3.3 Research population and sample 27
3.3.1 Population 27
3.3.2 Sampling method 27
3.4 Measuring instruments 28
3.5 Procedure for data collection 30

3.6 Data analysis and interpretation 30
3.6.1 Descriptive statistics 30
3.6.2 Exploratory factor analysis 31
3.6.3 Correlation analysis 31
3.6.4 Statistical assumptions 31
3.6.5 Regression analysis 32
3.7 Validity and reliability 32
3.7.1 External validity 33
3.7.2 Internal validity 33
3.7.3 Reliability 33
3.8 Ethical considerations 34
3.9 Conclusion 34
CHAPTER 4: PRESENTATION OF RESULTS 35
4.1 Introduction 35
4.2 Descriptive profile of the study sample 35
4.2.1 Age of the respondents 35
4.2.2 Gender of the respondents 36
4.2.3 Level of education of the respondents 37
4.2.4 Level of education and gender of the respondents 38
4.2.5 Age and level of education of the respondents 38
4.2.6 Individual exposure to courses, seminars or informative meetings about entrepreneurship 39
4.2.7 Age and exposure to course, seminars or informative meetings about entrepreneurship 40
4.2.8 Summary of the demographic results 41
4.3 Results 42

4.3.1 Exploratory factor analysis 42
4.4 Reliability analysis 47
4.4.1 Entrepreneurial intent 47
4.4.2 Motivational push and pull 48
4.4.3 Contextual factors 50
4.5 Summary of the EFA and reliability results 51
4.6 Correlation analysis 52
4.7 Statistical assumptions 53
4.7.1 Testing for outliers 53
4.7.2 Testing for normality 54
4.7.3 Independence of error 55
4.7.4 Multicollinearity 55
4.8 Regression analysis 56
4.9 Regression analysis for hypothesis results 59
4.10 Summary of results 60
CHAPTER 5: DISCUSSION OF THE RESULTS 61
5.1 Introduction 61
5.2 Demographic profile of the study sample 61
5.3 Discussion pertaining to the hypotheses of the study 62
5.4 Conclusion 65
CHAPTER 6: CONCLUSION, IMPLICATION AND RECOMMENDATIONS 66
6.1 Introduction 66
6.2 Conclusion of the study 66
6.3 Recommendations and implications 67
6.3.1 Academic researchers 67

6.3.2 Incubators 68
6.3.3 Policymakers 68
6.4 Limitations 69
6.5 Recommendations for future research 70
References 71
Appendix A: Actual Research Instrument 92
Appendix B: Consistency Matrix 116
Appendix C: Letter to Respondents 118
Appendix D: Consent Form 120
Appendix E: Research Time Plan 121
Appendix F: Ethics clearance certificate 122

LIST OF TABLES

Table 1: Conceptual definition of terms……..……..5

Table 2: Push and Pull Entrepreneurship Factors…….....……16

Table 3: Sampling of respondents…….....……..……28

Table 4: Research Instrument summarised……...……...……...…...29

Table 5: Level of Education and Gender of respondents……...…….……38

Table 6: Age and Level of education of respondents……...……...……...…...…..38

Table 7: Age and exposure to course, seminars or informative meetings about entrepreneurship.40

Table 8: Demographic results of respondents…….....……...……41

Table 9: KMO and Bartlett's Test……..……...…….....42

Table 10: Total Variance Explained……..…...…....43

Table 11: Pattern Matrix……..……...……44

Table 12: Reliability Statistics (Entrepreneurial Intent)…….……...…...……...47

Table 13: Inter-Item Correlation Matrix (Entrepreneurial Intent)….…….……47

Table 14: Item-Total Statistics (Entrepreneurial Intent)…...……...……...……...…48

Table 15: Reliability Statistics (Motivational Push and Pull factors)…….49

Table 16: Inter-Item Correlation Matrix (Motivational Push and Pull factors)…….....…49

Table 17: Item-Total Statistics (Motivational Push and Pull factors)…….....49

Table 18: Reliability Statistics (Contextual factors)……..……...…...…..50

Table 19: Inter-Item Correlation Matrix (Contextual factors)…….....……...…50

Table 20: Item-Total Statistics (Contextual factors)…….....……..51

Table 21: Correlations……..……...……...……...52

Table 22: Descriptive statistics testing normality…….…….....…...55

Table 23: Kolmogorov-Smirnov and Shapiro-Wilk test……...…….55

Table 24: Multicollinearity of Coefficients…….……...…...56

Table 25: Model summary…….……...…….56

Table 26: ANOVA…….……...……....57

Table 27: Coefficients to test hypothesis…….……...……...……...….57

Table 28: Summary of hypotheses results…….....…….....58

LIST OF FIGURES

Figure 1: Ajzen's Theory of Planned Behaviour illustration…….....….10

Figure 2: Shapero's model of entrepreneurial intent……..…..…..12

Figure 3: Model of entrepreneurial process……...……..…..20

Figure 4: Conceptual Model……...…...24

Figure 5: Age of the respondents……...…….....35

Figure 6: Gender of respondents……...……...…….36

Figure 7: Level of education of respondents…….…….37

Figure 8: Exposure to course, seminars or informative meeting about entrepreneurship……...39

Figure 9: Scree Plot factor analysis……..…….....46

Figure 10: Box and Whisker of factors…….….53

Figure 11: Revised Box and Whisker after deleting outliers…….…….54

Figure 12: Histogram……..…….....…58

LIST OF ABBREVIATIONS AND ACRONYMS

DV	dependent variable
EFA	exploratory factor analysis
EO	entrepreneurial orientation
GDP	gross domestic product
GEM	Global Entrepreneurship Monitor
IV	independent variable
KMO	Kaiser-Meyer-Olkin
PESTEL	political, economic, social, technological, environmental, and legal
SME	small or medium-sized
SPSS	Statistical Package for the Social Sciences
SRQs	sub-research questions
TPB	Theory of Planned Behaviour
VIF	variance inflation factor
WITS	University of the Witwatersrand

CHAPTER 1: INTRODUCTION AND BACKGROUND

1.1 Introduction

This chapter presents the background, the main problem with the subproblems of the research, the motivations and the research question, together with the aim of the study, the conceptual definitions of terms, and a description of the contribution that this research can make.

1.2. Theoretical background to the study

Entrepreneurship has assisted with the creation of employment, wealth, novelty, development of the economy and growth (Aberman, 2016; Afolabi, 2015; Greenwood, Sanchez, & Wang, 2013; Neneh & Van Zyl, 2014; Samalia & Sorenson, 2011). The importance of entrepreneurship in South Africa is a broad topic, as an individual's motivations and intent to seek self-employment changes constantly. Shapero's Model of the Entrepreneurial Event and the theory of Planned Behaviour (TPB) are used to clarify factors that govern the entrepreneurial intent of individuals to participate in entrepreneurial events. Those who pursue entrepreneurial intent, as described by the Global Entrepreneurship Monitor (GEM), consist of the "percentage of 18 to 64 year-old population (individuals involved in any stage of entrepreneurial activity excluded) who intend to start a business within three years" (Herrington, Kew, & Mwanga, 2017).

The entrepreneurial intent average for the African region is 33.4%, according to the GEM Report for 2017, compared to 11.7% for South Africa (Singer, Herrington, & Menipaz, 2018), with the percentage staying relatively stable over the years, as it stands at 11.9% for 2019, according to the GEM Report of that year. Entrepreneurial intent declined over the previous years in South Africa, from 19.6% in 2010, to 15.4% in 2013, and to 10.9% in 2015, with a slight increase to 11.7% in 2017 (Herrington & Kew, 2016; Singer et al., 2018). Various research streams (Fatoki, 2014; Naktiyok, Karabey, & Gulluce, 2010; Neneh, 2014; Nieuwenhuizen & Swanepoel, 2015) have explored entrepreneurial intent from various angles to classify its causes. The most frequent determinant is entrepreneurial self-efficacy, which has been identified as having an influence on an individual's career choice and development (Naktiyok et al., 2010). Entrepreneurial self-efficacy is defined as a "person's confidence in themselves that they will be able to successfully start up their own business" (Linan & Chen, 2009, p. 600).

Understanding the way in which individuals identify their external environment, in relation to their internal belief, when they decide to engage in entrepreneurship has provided additional understanding of what pushes the entrepreneurial process (Shane, Locke, & Collins, 2003). The understanding of how individuals experience motivation as it changes over the context of life is currently still relatively meagre (Carsrud & Brannback, 2011).

Entrepreneurial ventures are rooted in an environment that is influenced by contextual factors, which, in turn, have an impact on the improvement of an environment, thereby supporting entrepreneurship (Gnyawali & Fogel, 1994). This makes it important to understand how such factors influence the entrepreneurial process (Kalantaridis & Fletcher, 2012). The present study focuses on the external factors of the contextual environment. To illustrate some external factors, we shall refer to the PESTEL framework, which has been used to identify issues in "political, economic, social, technological, environmental, and legal environments that might impinge on organisations" (Johnson, Scholes, & Whittington, 2011, p. 54).

In the current study, the PESTEL factors are used as a way of analysing the external environment that entrepreneurs face regarding their entrepreneurial ventures, with reference being made to the extant literature that is related to entrepreneurship, so as to further develop the understanding of such contextual factors. Applying Welter's (2011) meaning of the contextual factor in entrepreneurship, the 'context' can prove to be both an opportunity and a limitation in terms of entrepreneurial action. Austin et al. (2006, p. 8) define the external context as "factors affecting the nature and outcome of the opportunity". The environment has been found to have the potential to influence entrepreneurial motivation (Yushuai, Na, & Changping, 2014) and an entrepreneur's success (Zimmerman & Chu, 2013).

1.3 Context of the study

The current study, which took place in South Africa in the Gauteng province, focused on small entrepreneurial businesses that, at the time of the study, operated in different sectors of the province. The South African economy faces multiple challenges, like increasing unemployment, a decline in the economy and reduced entrepreneurial action (Swanepoel, Strydom, & Nieuwenhuizen, 2010). The most unforeseen outbreak of Covid-19 has caused disruption worldwide, with many brands facing bankruptcy, as consumers tend to stay at home and businesses are shut down (Tucker, 2020). According to Fatoki and Smit (2011), entrepreneurial activities are still a challenge in many areas of South Africa, with businesses not becoming

better prepared than in the past to handle situations as they arise (Donthu & Gustafsson, 2020). Such situations are making it increasingly difficult for individuals to find and engage in new opportunities. Venter, Urban and Rwigema (2010) report that South Africa is facing a high level of unemployment, with the unemployment rate standing at an estimated 28.18% (World Bank, 2019).

Choosing an entrepreneurial career involves economic motivation (Fayolle, Linan, & Moriano, 2014). Krueger and Brazeal (1994, p. 91) note that "before there can be entrepreneurship, there must be the potential for entrepreneurship". Similarly, opportunity must exist for entrepreneurship to occur (Gird & Bagraim, 2008). The intention of an individual to start their own business has been identified as a single "best predictor" with regards to entrepreneurial behaviour (Krueger & Carsrud, 1993, p. 326), as such desires or intentions provide motivational factors that fuel behaviour (Venter, Urban, Beder, Oosthuizen, Reddy, & Venter, 2017). Although entrepreneurs encounter many challenges, focusing on "the skills, abilities and characteristics" that they possess when creating a new business, they are identified as being an important contributor to entrepreneurial success (Markman & Robert, 2003, p. 297).

Additionally, entrepreneurial motivation is determined by the entrepreneur's insights into the environment they operate in and into their capabilities (Estay, Durrieu, & Akhter, 2013). Ismail (2009) indicates that such environments, which are also known as contextual factors, may guide the intent to engage in entrepreneurial activities with the needed support. In terms of the decision to start a venture, individual assessments and expectations are often intertwined with factors that are foreign to the individual (Arrighetti et al., 2013).

1.4 Problem statement

Economic growth and job creation have proved still to be one of South Africa's biggest challenges (Fatoki & Smit, 2011). The prospect of employment remains uncertain for some, as skill requirements have increased in the business community (Rahmawati, Hasyyati, & Yusran, 2012). The increasing unemployment rates and poverty levels have led to the increased need for individuals to be entrepreneurs. However, the challenge is to risk subjecting people to unwarranted pressure to perform well economically (GEM, 2014). Venter and Urban (2015) agree that, in South Africa, too many individuals are becoming survivalist entrepreneurs (viz. individuals who have to seek ways of earning a basic living).

The problem statement that is central to this study is to address how motivational factors and contextual factors, to which a given entrepreneur was exposed, influenced their intent towards an entrepreneurial

career choice. To advance our understanding of changes in motivation, and the effect of contextual factors, it is necessary to explore the factors that may influence entrepreneurial intent.

1.5 Research purpose, research question and aims of the study

1.5.1 Research purpose

The purpose of the study is to identify the motivational factors, the intent and the contextual factors that influence the creation of small entrepreneurial ventures in Gauteng.

1.5.2 Research questions

To contribute to the research, this thesis considers the following research question:

To what extent is there a relationship between entrepreneurial intent, motivation and an entrepreneur's contextual factors?

Sub-research questions (SRQs) that will be additionally analysed, based on the primary research question, include the following:

✦ SRQ1: To what extent is there a relationship between the motivational push-and-pull factors with entrepreneurial intent in the creation of a venture?
✦ SRQ2: To what extent is there a relationship between self-efficacy and entrepreneurial intent in the creation of a venture?
✦ SRQ3: To what extent is there a relationship between contextual factors and entrepreneurial intent in the creation of a venture?

1.5.3 Aims of the study

This research was done to gain an enhanced understanding of how entrepreneurial opportunity is pursued, with the help of contextual factors and with motivations linking intent towards action, as well as to identify any patterns with regard to starting a new venture. Successfully answering the research question, and its SRQs, could assist with supplementing the existing theories, and it could provide additional experimental evidence to research. The aim is to gain an enhanced understanding of the relationship between motivational factors, intent and contextual factors that influence the creation of small entrepreneurial ventures in Gauteng. The following sub-aims are identified below:

✦ The first sub-aim was to gain an enhanced understanding of the relationship between the motivational push-and-pull factors with entrepreneurial intent in the creation of a venture.

✦ The second sub-aim was to investigate the relationship between self-efficacy and entrepreneurial intent in the creation of a venture.

✦ The third sub-aim was to investigate the relationship between contextual factors and entrepreneurial intent in the creation of a venture.

1.6 Conceptual definition of terms

Table 1 below lists the definitions that are fundamental to understanding the contents of this thesis and which are, thus, defined in the context of this study.

Table 1: Conceptual definition of terms

Terminology	**Definition**
Entrepreneurship	A process of being able to create something of novelty and value, providing time and effort to reap the end rewards (Asamani & Mensah, 2013)
Entrepreneurial intent	In individual's thoughts about the probability of creating their own venture (Fatoki, 2010)
Motivation	Comes from the Latin word *movere*, meaning move. That which helps us to keep moving to achieve set goals (Korth, 2007)
Entrepreneurial self-efficacy	An individual's confidence in themselves that they will be able to start up their own business successfully (Linan & Chen, 2009)

Contextual factors	External influences (political, economic, technological, social, environmental, cultural and legal factors) that impact on the entrepreneurial process (Johnson, Scholes, & Whittington, 2011)

1.7 Contribution of the study

Entrepreneurial activities remain a challenge in many areas of South Africa (Donthu & Gustafsson, 2020), with this being a broad topic, as an individual's motivations and intent to seek self-employment change constantly. Although research has been performed regarding the link between intent and motivation, the subject remains an under-researched area within entrepreneurship (Edelman et al., 2010). It is important to also take into consideration the demographics factor when analysing intent (Ajzen, 2005), as the desire to create, and the probability of creating a new venture are determined by the environment in which the entrepreneur operates (Veciana, Aponte, & Urbano, 2005). Little attention has also been paid to the role that contextual factors play in a venture, most importantly in the developing economies (Bruton et al., 2008), as such factors can either ease or hinder entrepreneurial activity. Depending on how favourable or unfavourable they are, they may precipitate entrepreneurial intent (Karimi et al., 2015) Luthje & Franke, 2003).

The findings of this study could contribute to the findings that already exist regarding entrepreneurial intent (Ajzen, 1991; Drnovsek, Wincent, & Cardon, 2010; Newman, Obschonka, Schwarz, Cohen, & Nielsen, 2019; Shahab, Chengang, Arbizu, & Haider, 2018), entrepreneurial intent and motivation (Barba-Sanchez & Atienza-Sahuquillo, 2018; Malebana, 2014; Mothibi & Malebana, 2019; Shaver & Scott, 1992; Sloka et al., 2014), and entrepreneurial intent and contextual factors (Linan, Nabi & Krueger, 2013; Luthje & Franke, 2003; Nabi et al., 2013). The research sought to identify individuals' intent, motivation and the contextual environment that they faced, rather than focusing on those who were thinking of creating a venture in the future. This study intends to contribute to the literature on intent, motivation and contextual factors, focusing on their practical relevance for policymakers, academics, researchers and incubators.

Firstly, through academics and researchers, the information can be used for conducting further research, and to contribute towards the extant research, both globally and in South Africa. Secondly, through

policymakers, the findings of this study can be used as additional knowledge in the field of entrepreneurship, so as to assist in the effective planning of resources, thereby creating favourable regulations that will encourage opportunity entrepreneurship. Thirdly, the study should provide additional information for incubators, with regards to how motivation can be adapted to drive action, and how contextual (external environment) factors affect entrepreneurs. Ucbasaran, Westhead and Wright (2001) suggest that it is important to identify the skills that successful entrepreneurs have learnt and accumulated, so that such skills can be disseminated. This study strives to identify the skills concerned in the form of intent, motivation and the environment in which these entrepreneurs operate, allowing them to be disseminated for future purposes.

1.8 Delimitations of the study

This research was conducted on individual entrepreneurs aged 18 years and older, with operating businesses in the province of Gauteng. The research included both male and female respondents, with no ethnical or cultural exclusion being made for the purpose of the study. Focusing on the entrepreneurial intent for the purpose of this study, both Ajzen's TPB (Ajzen, 1991, p. 182), and "the entrepreneurial intent model" of Shapero and Sokol (Krueger, Reilly, Carsrud, 2000, p. 416) were deemed to be important when researching an entrepreneur's intent.

Focusing on self-efficacy, due to the factor having many well-developed scales, the researcher limited the focus to those in specific studies, due to the time constraints concerned (Hmieleski & Baron, 2008; Khedhaouria, Gurau & Torres, 2014; Neneh, 2015).

Focusing on the motivational factors concerned, the individuals had various motivations for becoming entrepreneurs (Kirkwood, 2009). For the purpose of the study, only independence, recognition, achievement, personal development, wealth and the need to innovate, will be considered in relation to the pull factors. The desire to find work and to supplement the family income, having no other alternative, family tradition, job dissatisfaction and the difficulty with finding work were considered in terms of the push factors.

The focus on contextual factors only involved the political, economic, social, technological, environmental and legal (PESTEL) factors that might have affected the entrepreneur and their business. Due to the time and resource constraints concerned, the survey asked relatively few broad questions, only focusing on those

that the researcher deemed to be important for the study, in relation to answering the research question asked.

CHAPTER 2: LITERATURE REVIEW

2.1 Introduction

The motivational factors of individuals who have followed their entrepreneurial intent to become entrepreneurs are important, as motivations can change over time. This chapter investigates the entrepreneurial process leading to entrepreneurial intent, focusing on behaviours, entrepreneurial motivational factors and contextual factors, while also developing hypotheses based on the relevant literature.

2.2 Entrepreneurial intent

Entrepreneurial intent has become a well-known way of measuring future entrepreneurial movement (Choo & Wong, 2006; Venter et al., 2010), referring to the desire, wish and hope to become an entrepreneur (Isiwu & Onwuka, 2017). Henley (2007) proposes that there is a connection between entrepreneurship and intent, with Amoros and Bosma (2014) stating that intent is driven by the individual's perceptions of their ability to act entrepreneurially.

Entrepreneurial intent revolves around an individual's "inner gut" feeling that they are able to stand up for themselves (Zain, Akram, Ghani, 2010, p. 36). Ajzen and Fishbein (1980) suggest that intent precedes the performance of behaviour, while Bird and Jelinek (1988) suggest that intent refers to a state of mind that directs one's attention, experience and actions towards a specific goal. According to the GEM Global Report for 2017, the entrepreneurial intent in the African region was commonly 33.4%, while only 11.7% of South African adults were shown to have entrepreneurial intent (Singer et al., 2018).

Several authors consider "self-efficacy to be an important predictor of entrepreneurial intent" (Ahmad et al., 2014, p. 460), "entrepreneurial education" (Rokhman & Ahamed, 2015, p. 38), or knowledge acquired (Linan et al., 2011). Entrepreneurial orientation (EO) is also an important determinant of entrepreneurial intent that differentiates entrepreneurs from non-entrepreneurs, due to the former's risk-taking, innovativeness and proactive ability (Okhomina, 2010).

The total entrepreneurial activity for males in South Africa was found to be 61%, compared to 39% for females (Herrington & Turton, 2012). At the time of the present study, the total entrepreneurial activity stood at 10.9% for males, and at 9.6% for females in the country (Bowmaker & Herrington, 2019/2020).

Familiar theories include the "TPB, and Shapero's model of entrepreneurial intent" (Venter, Urban, Oosthuizen & Venter, 2015, p. 48).

2.2.1 Ajzen's Theory of Planned Behaviour

This theory suggests that people tend to be willing to act in a certain way if they believe that they are capable of doing so, if they think that important people will agree with their choice, and if they believe the required resources and opportunities will be available to them (Urban, Venter, Beder, Oosthuizen, Reddy & Venter, 2017). This theory proposes an important factor in the materialisation of action as being an individual's intent to perform or not to perform a specific act (Ajzen, 2012). According to Ajzen's (2012) theory, entrepreneurial intent is predicted focusing on the "attitude towards behaviour, subjective norms, and perceived behavioural control" (Ajzen, 2012, p. 440; Krueger, Reilly, Carsrud, 2000, p. 416). According to the TPB, "the intent to accomplish a certain task is positively shaped by these three variables" identified by Ajzen's theory (Thomas, Passaro, Scandurra, 2014 p. 381). The motivational factors concerned are displayed in Figure 1 below:

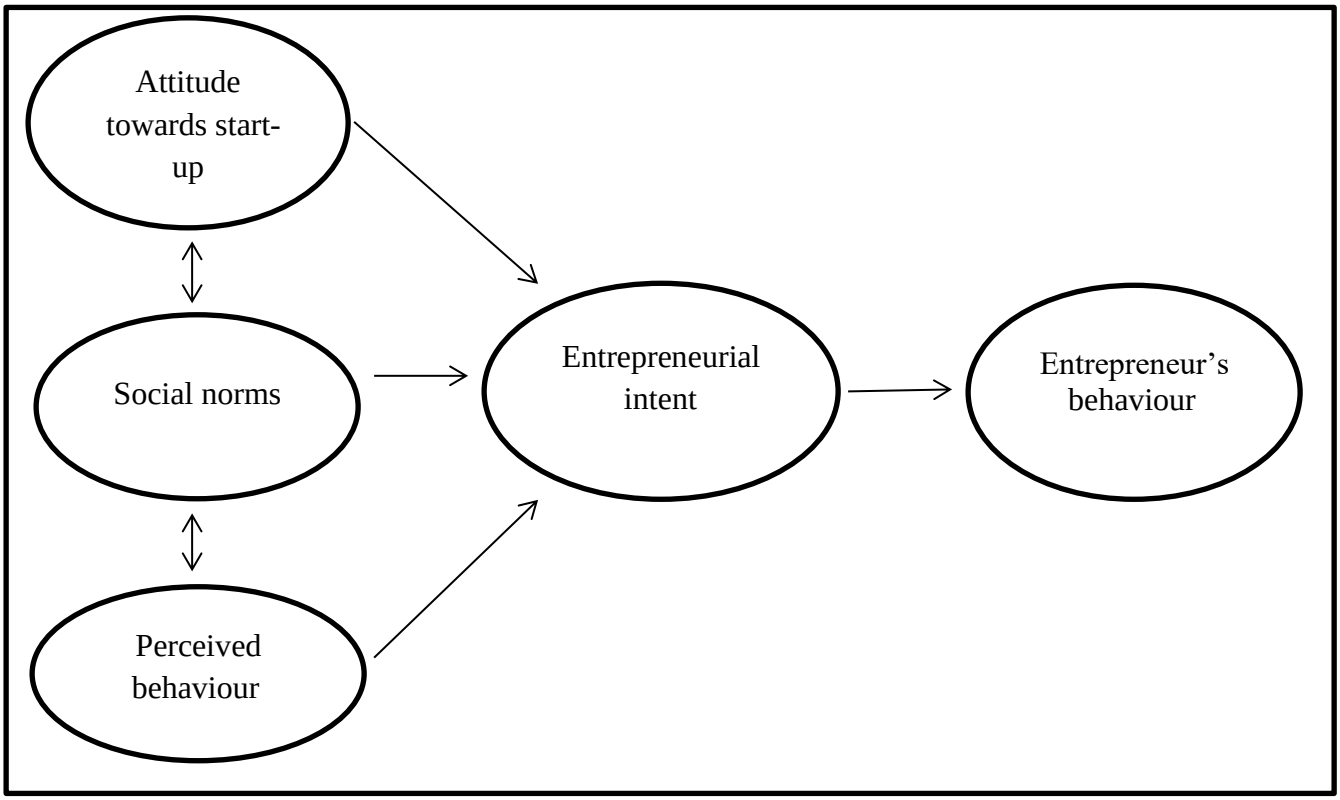

Figure 1: Ajzen's Theory of Planned Behaviour

Source: (Ajzen, 1991, p. 182)

Personal attitude (attitude towards behaviour) refers to the attitude towards action and depends on the expectations regarding results (Urban et al.,2017). Ajzen (1991) describes attitude as the view that an individual has towards the behaviour in question, whether favourable or not. Additionally, people may develop negative attitudes towards an entrepreneurial career, if they realise that other entrepreneurs are experiencing hardship (Douglas & Fitzsimmons, 2013). The positive attitudes of those who provide support to the entrepreneur starting a venture, is likely to lead to an individual having a stronger personal attitude towards entrepreneurship (Pejic Bach, Aleksic & Merkac Skok, 2018). A study done by Linan, Urbano and Guerrero (2011) indicates that personal attitude and self-efficacy were identified as crucial influences defining the intent of the entrepreneur.

Perceived social norms (subjective norms) include the individual's perception of whether they will receive support and approval to become entrepreneurs from others in their circle (Venter et al., 2010). This variable includes the two dimensions of normative beliefs (Robledo, Sanchez, Aran, Molina, 2015) and social valuation (Santos, Roomi, Linan, 2016). According to Ajzen (1991), an individual whose 'reference people' do not approve of their behaviour tend to have weak subjective norms, and they tend to be less motivated than others, thereby exhibiting low behavioural intent, which is identified as normative belief. An individual's perception of how entrepreneurship is viewed in their community, due to such factors as beliefs or values, is identified as social valuation (Stephan & Uhlaner, 2010).

Perceived behavioural control (self-efficacy) refers to an individual's awareness regarding whether they think that it is possible for them to become an entrepreneur (Venter et al., 2010). According to Ajzen (1991), perceived behavioural control focuses on an individual's belief in themselves, which can either encourage or discourage their behaviour. Strong beliefs allow an individual to believe that they possess the ability to act in a certain way, while weak beliefs may discourage an individual acting in a certain way. Both self-efficacy and perceived behavioural control have been argued to be similar, as Bandura's (1997) conception of self-efficacy reflects a person's judgement of their own ability to display a potential behaviour (Ajzen, 2017). Ajzen (2005) concludes that, due to their similarities, self-efficacy is an acceptable alternative to perceived behavioural control within the TPB.

2.2.2 Shapero's model of entrepreneurial intent

Shapero's model of entrepreneurial intent explains the intent that is based on an entrepreneur's perceived desirability and self-efficacy (Krueger, Reilly, Carsrud, 2000). According to Shapero and Sokol (1982), the entrepreneurial intent model assumes that individuals live a life that is based on various paths during their life span, with the paths concerned including family, culture and career. The figure below illustrates the entrepreneurial intent.

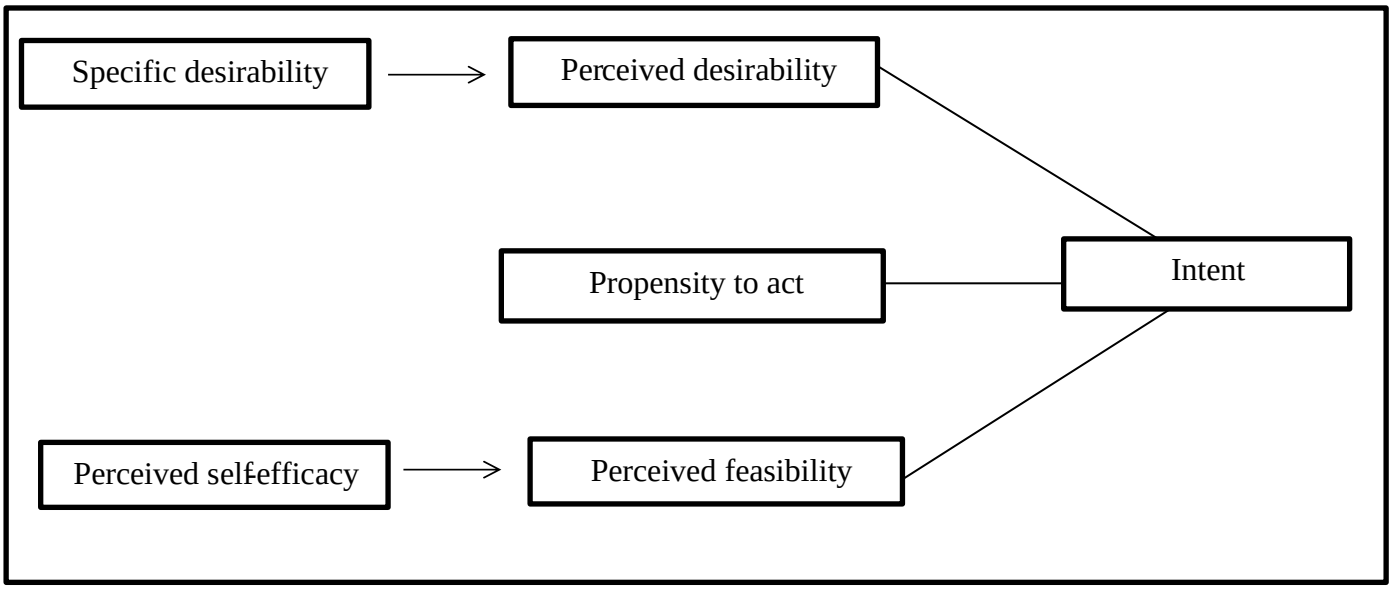

Figure 2: Shapero's model of entrepreneurial intent

Source: (Krueger, Reilly and Carsrud, 2000, p. 416).

Shapero and Sokol (1982) recognise the factors perceived desirability, propensity to act and perceived feasibility as factors that manipulate entrepreneurial intent, by means of controlling an individual's intention to start a new venture. The model presented in Figure 2 shows that entrepreneurial intent is a result of perceived desirability, which is influenced by specific desirability.

Perceived desirability includes the personal attraction of starting a venture (Urban et al., 2017), while perceived self-efficacy includes the degree to which a person believes they are capable of starting a venture (Venter et al., 2010). The more favourable an individual's perceived desirability together with self-efficacy is, the greater is the individual's entrepreneurial intent (Venter et al., 2010).

The propensity to act is identified as being an internal locus of control (Shapero, 1975). The factor refers to an individual's observation regarding their ability to influence the surrounding events (Rotter, 1966). Perceived feasibility is also a factor that is identified as a determinant of entrepreneurial intent. The factor includes an evaluation regarding whether the individual possesses the necessary skills and capability to start a venture (Krueger, 1993; Shapero & Sokol, 1982). Individuals who possess the necessary skills and capabilities often feel that starting a venture is achievable (Godsey & Sebora, 2010). According to Godsey and Sebora (2010), an individual's level of perceived feasibility is influenced by their own entrepreneurial self-efficacy. For example, education can push an individual to learn new skills that they are likely to need to be able to run a new venture successfully, and, therefore, once an individual has learned the skills concerned, their possession of this knowledge may increase their level of self-efficacy.

The two models differ, as Ajzen's TPB emphasises the role of social norms, while Shapero's model emphasises the role of previous entrepreneurial experience (Autio, Keeley, Klofsten, Parker, Hay, 2001). According to Shapero and Sokol (1982), two criteria must be met before starting a new venture: firstly, an individual must find the idea of starting a new venture attractive and achievable, and, secondly, starting a new venture is driven either by some type of negative event (such as losing a job) or positive event (such as graduating from an educational institution).

2.3 Entrepreneurial motivation

The reasons for becoming an entrepreneur differ from person to person, whether they be opportunity-or necessity-driven (Venter et al., 2015). The total entrepreneurial activity in 2017 for the region of Gauteng in South Africa was identified to be "83.3% for opportunity entrepreneurs, and 16.7% for necessity entrepreneurs" (Herrington & Kew, 2017). Observing their different motivations, entrepreneurs can be seen to possess different perceptions of opportunity, risk-taking behaviour and decision-making processes (Shane et al., 2003). According to Kirkwood (2009), entrepreneurs are not motivated by a single factor, but by multiple motivational factors, which, together, create the intent to start a venture. The push-and-pull theories are important in differentiating between potential entrepreneurship motivations, as most individuals become entrepreneurs due to failing to find other employment, through job loss, or through other frustrations (Nieman & Niewenhuizen, 2010). Therefore, the impetus towards entrepreneurship involves an individual's "intent to move or migrate from being unemployed or salary employed, to self-employed" (Ojiaku, Nkamnebe, Nwaizugbo, 2018, p. 5).

A significant relationship has been found between entrepreneurial motivation and entrepreneurial intent (Achchuthan & Nimalathasan, 2013; Solesvik, 2013). Although entrepreneurial motivation can vary among individuals, it can also vary between genders. The "distinct differences" can be seen between male and female entrepreneurs, according to Shmailan (2016, p. 3), with focus on their "decision-making styles, the risk tolerance, goals for the business, financing of the business, management styles and networking ability". Kirkwood (2009, p. 357), in a study focusing on push-and-pull factor theory from a gender perspective, found that "women were driven towards entrepreneurship due to the needs of their children, and a desire for independence, whilst men were pulled into starting their own businesses due to job dissatisfaction".

Recent entrepreneurship researchers have shifted attention away from identifying the characteristics of individuals who show more likelihood of becoming entrepreneurs, towards understanding the nexus of opportunities and individual entrepreneurs (Shane, 2003). Individuals have various motivations for becoming entrepreneurs, with "four key drivers as motivations" (Kirkwood, 2009, p. 348). According to Kirkwood (2009), the motivations include the desire to be independent, monetary motivation, motivation related to gaining access to work opportunities, the lack of job or career prospects, and family-related motivation. Zampetakis and Kanelakis (2010, p. 138) found that "individuals with a family background in entrepreneurship, are more likely to develop higher entrepreneurial opportunity orientation, and to start their own business".

Motivational factors can be classified into internal and external factors, with the internal factors relating to the personality of the entrepreneur, involving educational background, experience and the need to create something innovative, and the external factors involving assistance from the government or from non-governmental institutions (Krishna, 2013). According to Stephan, Hart, Mickiewicz, Drews (2015) and Vecsenyi (2017), the main motivations for an individual to decide to become an entrepreneur may include the need for income, independence or job satisfaction, the willingness to pursue an opportunity and to gain education or occupation experience, the need for a new challenge, or in response to encouragement from others (such as family, friends, colleagues or the community).

2.3.1 Push factors

According to Eijdenberg and Masurel (2013), push factors are basic factors that force a person to start on an entrepreneurial career. Such factors include groups of people who have no other alternative source of income, or those who want to overcome the dissatisfaction caused by unsatisfactory workplace situations. Such push factors drive the entrepreneurial intent to start a new venture. Such factors portray negative

influences as key drivers that push individuals towards attempting to satisfy their entrepreneurial dreams (Carter & Silva, 2010). According to the push hypothesis, increased unemployment reduces the prospects for finding paid employment, resulting in entrepreneurship becoming more attractive, which pushes the individual's entrepreneurial intent, leading to self-employment (Storey & Johnson, 1987). Islam (2012) emphasises that push factors are motivators that are characterised by personal or external factors. The factors include "the need to support family with additional income, difficulty in finding work, divorces, economic recession and job losses" (Charles & Gherman, 2013, p. 1347).

2.3.2 Pull factors

Pull factors provide reasons for individuals to venture out and start a business. This could be due to the recognition of opportunity or personal wealth or development. Additional pull factors include the "need for achievement, a need for independence, and a need for financial freedom" (Nel, Maritz, & Thongprovati, 2010, p. 6). According to Eijdenberg and Masurel (2013), pull factors are basic factors that tempt a person to consider whether or not to be entrepreneurial. The factors involve positive influences as the key drivers of an individual's entrepreneurial intent that help to realise entrepreneurial dreams and to create new ideas, for the purpose of exploiting opportunity within the environment (Carter & Silva, 2010). According to Nieman and Nieuwenhuizen (2009), some people are forced into entrepreneurship through personal circumstances, while others are attracted to it due to their skills, or due to an opportunity that they may foresee.

Neneh (2014, p. 545) highlights the combination of "pull and push factors" that determine the degree to which an individual is driven towards entrepreneurship (see Table 2 below). In a study conducted by Islam (2012) on women entrepreneurs venturing into Malaysia, it was found that both push and pull factors are positively correlated with entrepreneurial intent. According to Islam (2012), as well as Charles and Gherman (2013, p. 1347), pull factors are motivators that are related to "opportunity and superior needs, including independence, personal growth, self-fulfilment, social status, financial motivation and power".

Table 2: Push-and-pull entrepreneurship factors

Driven by opportunity (pull factors)	Driven by necessity (push factors)
Desire for independence	Unemployed
Desire for achievement	To supplement family income
Desire for recognition	No other alternative
Desire for personal development	Desire to earn a decent living
Desire for personal wealth	Family tradition
Desire to be own boss	Difficulty finding other work
Desire for innovation	Job dissatisfaction

Based on the literature reviewed in this section, the following was hypothesised:

H1: There is a positive relationship between the motivational push-and-pull factors with entrepreneurial intent in the creation of a venture.

2.4 Entrepreneurial self-efficacy

Entrepreneurial self-efficacy, which is grounded in social cognitive theory (Bandura, 1977), is defined by an individual's evaluation of their own ability, as well as by how to use the available resources effectively to start a new venture (Godsey & Sebora, 2010). Entrepreneurial self-efficacy refers to the motivation that drives entrepreneurs to start their own venture, due to their belief in their own ability to handle challenges that their ventures face (Bandura, 1982,2012). According to Bandura (1977), an individual's self-efficacy consists of belief in their ability to complete behaviours that are necessary to produce specified performance achievements. This means that the theory explains the behaviour in which humans engage and the environmental forces that impose upon them (Bandura, 2012). Bandura (2012) argues that self-efficacy is crucial when it comes to human behaviour, as it has both a direct and an indirect influence through other forms, such as achievement setting, the outcome expected and the perception of facilitators and impediments in an environment. For the above reason, entrepreneurial self-efficacy not only influences an individual's decision-making and entrepreneurial intent, when opting for an entrepreneurial career, but it also directs future performance, when managing and developing a venture (Bandura, 2000; McGee, Peterson, Mueller, & Sequeira, 2009).

Creating new ventures involves following through on actions that take a long time to complete (Reynolds & Curtin, 2008). Research has emphasised the importance of self-efficacy as a key factor in determining human motivation (Bandura, 1977). According to Bandura (1977), individuals who have been found to possess a high degree of self-efficacy are more likely to continue with a task. The relationship between self-efficacy and career choice has been well identified in the career theory literature. However, "most studies have not included specific career options around entrepreneurship" (Wilson, Kickul, & Marlino, 2007, p. 389).

"Entrepreneurship not only involves risk-taking, uncertainty, creativity, leadership and proactivity, but also requires persistence and passion" (Newman et al., 2019, p. 404). Due to the above, entrepreneurial self-efficacy has been identified as "an important construct in entrepreneurship" (Miao, Qian, & Ma, 2017, p. 87), "having to be found as an influence towards entrepreneurial motivation, intent, behaviour, and performance" (Newman et al., 2019, p. 404). Research has identified that an entrepreneur's self-efficacy affects individual intent, and the competence to become an entrepreneur, and includes the effort exerted, and challenges to starting a new venture, as well as an entrepreneur's accomplishments in the performing of specific entrepreneurial tasks (Trevelyan, 2011).

According to Wilson et al. (2007, p. 390), individuals with a "high entrepreneurial self-efficacy have high degrees of self-belief", based on their ability to offer feasible ideas for new ventures. According to Urban (2006), self-efficacy beliefs are focused on a high level of control, focusing on the self-regulation of their thought processes, their motivation and their physiological states.

When people display differences in self-efficacy, they tend to re-evaluate and adjust their beliefs when they face difficulties, which encourages them to perceive discrepancies between their current situation and their goals (Gielnik, Bledow, & Stark, 2020). According to Gielnik et al. (2020), when there is strong entrepreneurial intent, but the level of self-efficacy is low, the accomplishing of tasks is unlikely, as individuals will not be motivated to act upon their intent. Individuals "who enjoy higher entrepreneurial self-efficiency tend to be more willing to take entrepreneurial jobs, and as a result are more likely to have entrepreneurial intention" (Talebi, 2012, p. 84).

Various studies (Hmieleski & Baron, 2008; Khedhaouria et al., 2014; Torres & Watson, 2013), have shown a direct positive relationship between entrepreneurial self-efficacy and venture performance. The studies suggest "that the more entrepreneurs are confident in their ability to successfully complete entrepreneurial

tasks, the more likely they are to lead their businesses to better performance" (Neneh, 2015, p. 272). According to Huang (2015), believing in one's ability is a crucial characteristic of success. Self-efficacy has been found to influence motivation, decision-making and cognition (Bandura, 2006). Those individuals who possess positive self-efficacy grant themselves the freedom to explore different options, which, in turn, increases the likelihood of them reaching their goals (Bandura, 2006).

Although academic skills are of importance to achieving success, self-efficacy depends on how individuals view, or rate, their own performance (Corkett, Hatt, & Benevides, 2011). Growing evidence exists that an individual's participation in entrepreneurial education and training activities increases the self-efficacy of the general population (Kerrick, Cumberland, & Choi, 2016; Lee, Hallak, & Sardeshmukh, 2016). However, Bashant (2016) notes that having a sense of hope is more likely to help individuals to succeed, as the quality is associated with self-efficacy and a sense of increased satisfaction. In contrast, goals not being met tend to lead to unfavourable emotions, therefore encouraging self-efficacy beliefs to become negative (Bashant, 2016). Of key importance is the fact that an entrepreneur should believe in themselves, as their self-confidence comes into play when they need wide-ranging support to start or run their own venture (Galawe, 2017).

Motivation and self-confidence provide a platform for decision-making, which can increase the probability of being able to obtain finance, leading to either a successful or an unsuccessful venture (Tyszka, Cieslik, Domurat, & Macko, 2011). According to Wilson et al. (2007), entrepreneurial self-efficacy can differ between the genders, with it being found that males usually score higher in terms of perceived self-efficacy than females. Before an individual can start to pursue their entrepreneurial venture, they "invoke personal cognitive capabilities to weigh, evaluate, and integrate information about personal skills, and to form beliefs regarding their probability of attaining success" (Drnovsek et al., 2010, p. 8).

Research into social cognitive theory has provided information that, firstly, self-efficacy beliefs include an action belief, in terms of which a person believes that they can perform a specific activity or task. Secondly, self-efficacy beliefs include two distinct, but related, dimensions. They are: positive control beliefs, "which involves individual's confidence in their capabilities to achieve success; and negative control beliefs, which involve an individual's capabilities to be able to control their negative thoughts concerning failures" (Drnovsek et al., 2010, p. 8). Individuals who have confidence in their abilities to control negative thinking are more likely to focus on the tasks that they have set themselves, while continuing to find solutions to

problems, as opposed to individuals who possess negative control beliefs (Barone, Maddux, & Snyder, 1997).

Throughout the "process of starting a new venture, entrepreneurs tend to experience both positive, and negative thoughts as the odds of a business failure, or a business success are high" (Drnovsek et al., 2010, p. 10). Research has found that, if individuals are exposed to entrepreneur role models, either in a general population (Farashah, 2015) or in a family business (Pfeifer, Sarlija, Zekic, & Susac, 2016), or if they have strong ties with family, friends and their community, that the business influences their sense of self-efficacy (Chen & He, 2011). Research has also found that a relationship between career choice and self-efficacy exists, especially if an individual has had previous exposure to a family business (Tolentino, Sedoglavich, Lu, Garcia, & Restubog, 2014), therefore implicating that self-efficacy influences entrepreneurial intent (Kolvereid, 1996).

Based on the literature reviewed in this section, it was hypothesised that:
H2: There is a positive relationship between self-efficacy and entrepreneurial intent in the creation of a venture.

2.5 Entrepreneurial process

According to Bessant and Tidd (2015), the entrepreneurial process can be identified through a four-step entrepreneurial process, which identifies the stages and events that follow one another. The above supports Hisrich and Peters' (2002) identification of the four stages of the entrepreneurial process through which entrepreneurs go, namely the recognition of opportunity, the finding of resources, developing and implementation, and the creation of value. The model is presented in Figure 3 below.

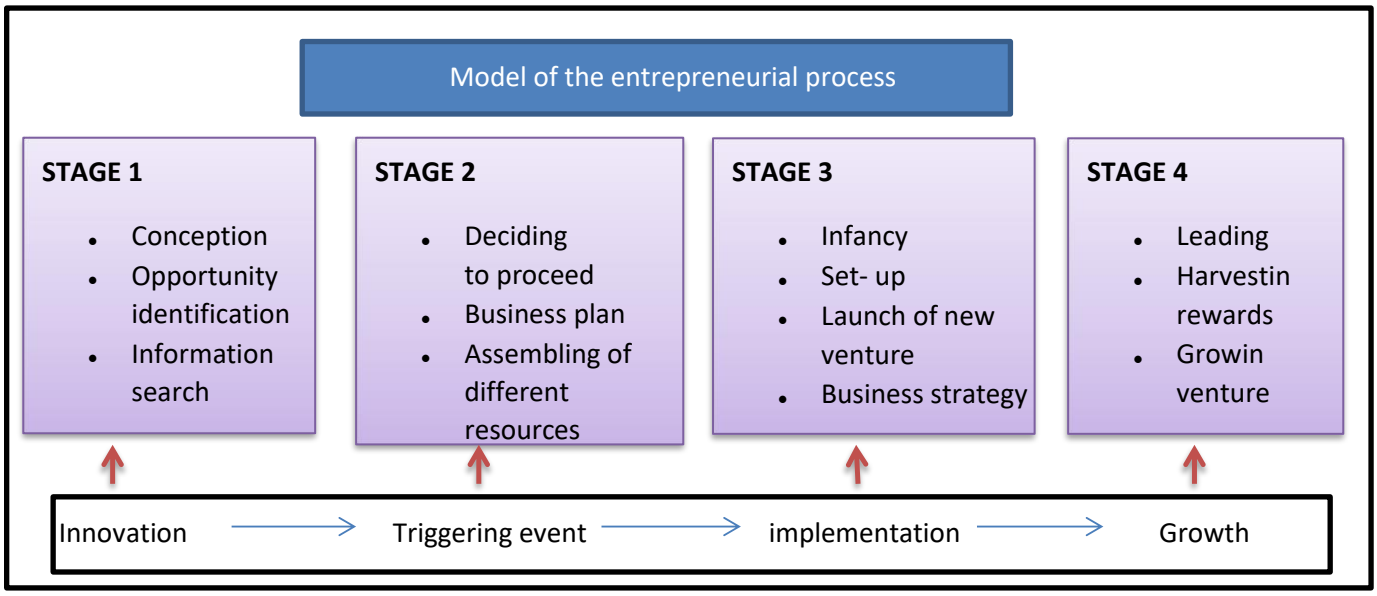

Figure 3:Model of entrepreneurial process

Source: (Bessant & Tidd, 2015. p.21)

2.5.1 Recognition of opportunity (innovation)

Recognising an opportunity and becoming an entrepreneur can result in governmental pressure (Moskovich & Binhas, 2014). Additionally, social circumstances of the community, or a need to improve the community, can also result in one becoming an entrepreneur (Heinze, Banaszak-Holl, & Babiak,2016). Individual factors, like self-alertness, prior knowledge and social networking, are factors that have been proven to be of importance when recognising opportunities (Wang, Jim Wu, & Elinger, 2012).

2.5.2 Finding the resources (triggering event)

Barney (1991, p. 101), states that an entrepreneur can categorise resources into three classes: The first class is “physical resources such as technologies, equipment, and geographic location”, with the second class being “human capital resources which includes prior experience and intelligence” (Barney, 1991, p. 101; Schienstock, 2007). The third class consists of “organisational capital resources”, like the informal and formal preparation of the venture, as well as the associations between the venture and its society or community (Hwang & Powell, 2005).

2.5.3 Developing and implementing the firm (implementation)

Implementation is the part of the process where ideas are turned into reality. Developing a venture is included as an implementation stage, which is full of uncertainty (Gifford, 2010). Haugh (2007) claims that a new venture is created when an entrepreneur succeeds in gathering resources, after they identify an opportunity. Entrepreneurial problems faced by an entrepreneur at this stage can be solved through good budget-keeping and the effective usage of resources (Davila, Foster, & Oyon, 2009).

2.5.4 Creating the value (growth)

Gummerus (2013) clarifies that the value creation that is generated in a venture can differ. Value creation can be generated by a firm's actions, or by its customers (Gummerus, 2013). Only determined and hard-working individuals can prosper by making their entrepreneurial idea valuable (Dijkhuizen, Gorgievski, Van Veldhoven & Schalk, 2016), proving positive entrepreneurial intent to start a venture.

2.6 Contextual factors

This section considers another element of our theoretical framework, namely the contextual factor of entrepreneurship. Entrepreneurial intent is also influenced by contextual factors like culture, family, social support or personal factors, like motivation, personality and self-efficacy (Bacq, Ofstein, Kickul, & Gundry, 2017; Geldhof, Weiner, Agnes, Mueller, & Lerner, 2014; Weiss, Anisimova, & Shirokova, 2019). The process of starting a new venture involves the interaction between the environment and the individual (Venkatraman, 1997). When individuals view their contextual environment as being more favourable than usual, they are more likely to possess a high level of entrepreneurial intent (Karimi, Biemans, Naderi, Mahdei, Lans, Chizari, & Mudler, 2017. The current study extends the theoretical framework with several contextual factors that influence the entrepreneurial process. From the PESTEL framework, the present researcher adopts the factors political and legal, economic, social, technological and environmental.

2.6.1 Political and legal factors

The political and legal institutions affect the number and nature of novel opportunities, as well as of actions, in a country (Broberg, McKelvie, Short, Ketchen, & Wan, 2013). Entrepreneurs must always be aware of the influences on their ventures, as the political climate often dictates whether or not it makes sense to act entrepreneurially (Venter et al., 2015). If an economy's government declares their support of

entrepreneurship through fewer barriers of entry, but fails to enforce a resilient rule of law, the standard of entrepreneurial entries suffers, causing the economic effect of entrepreneurship to diminish (Venter et al., 2015).

2.6.2 Economic factors

Economic factors perform an important part, in running a business due to the sale of products and services being affected by a market, focusing on the demand and size that is also influenced by the economy of the country (FitzRoy, Hulbert, & Ghobadian, 2012). The economic factors include the general economy, trading rates, labour unemployment rates, and the rate of economic development (Litavniece & Znotina, 2015). When analysing the economy of a country, we must be aware of focusing on certain elements, like the gross domestic product (GDP), demand and disposable income, the inflation rate, interest rates, the government budget, the foreign exchange rate and the unemployment rate (David, 2013; FitzRoy et al., 2012).

2.6.3 Sociocultural factors

Individuals that form part of a supportive society or culture can rely on support, and, as a result, they can rely on their community to acquire the resources that they need (Venter et al., 2015). An individual's network is crucial, as it can direct their decision to venture into an entrepreneurial career (Roman, Congregado, & Milan, 2013).

2.6.4 Technological factor

Technological factors refer to scientific changes that have potentially wide-ranging effects on society (Litavniece & Znotina, 2015), which have made it possible to introduce novel ventures and to increase efficiency levels (Shane & Venkataraman, 2000). The use of technology includes research and development or technological transfer. Such technological developments could initiate newer, and more innovative, products or business models than before (Beckman, Eisenhardt, Kotha, Meyer, & Rajagopalan, 2012).

2.6.5 Environmental factors

In the environmental context, it is important to consider the role of the governing institution of a country, like government and non-government institutions (FitzRoy et al., 2012). Entrepreneurs have started to

rethink the way in which they conduct businesses due to environmental issues, like pollution (Venter et al., 2015).

Based on the literature reviewed in this section, it was hypothesised that:

H3: There is a positive relationship between contextual factors and entrepreneurial intent in the creation of a venture.

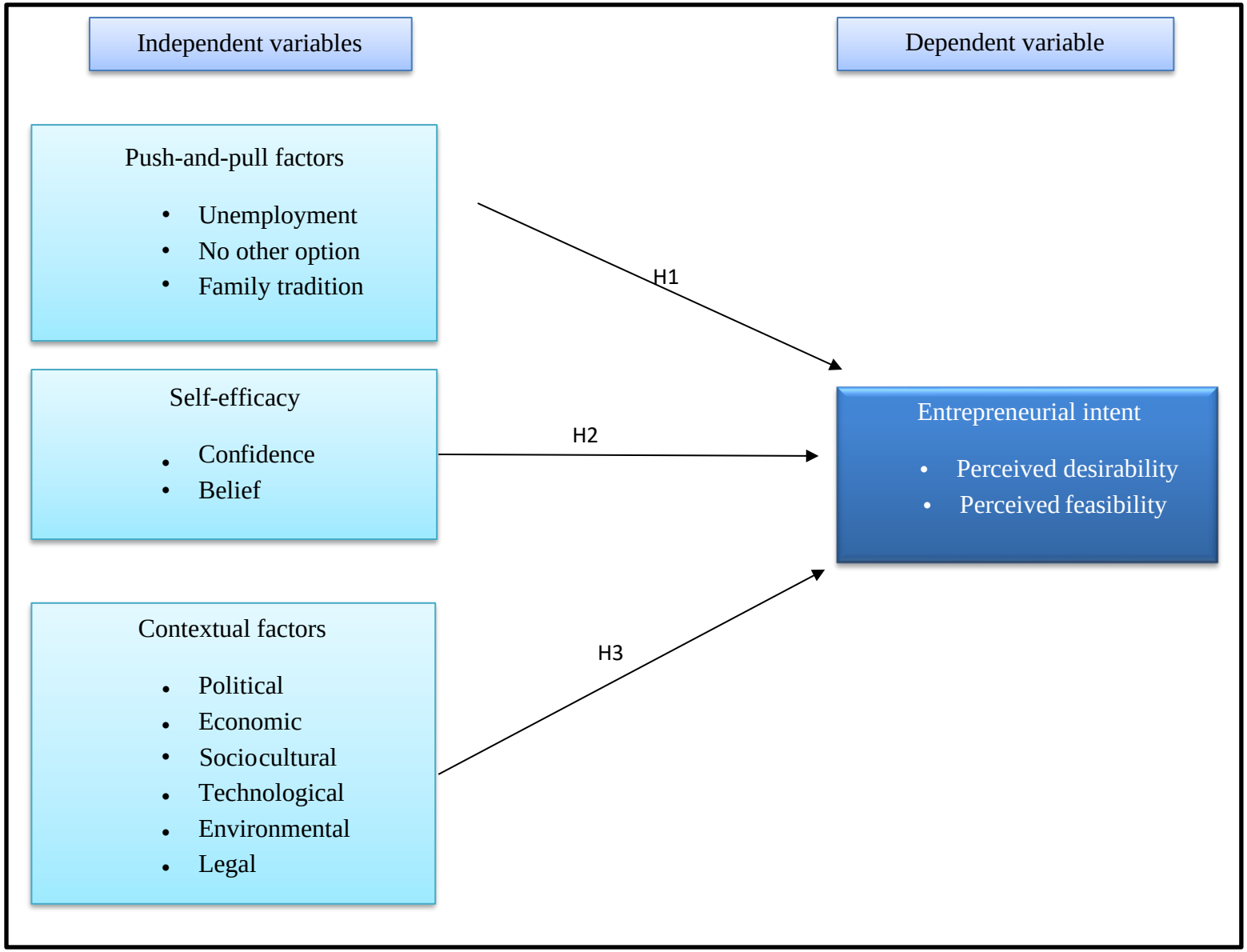

Figure 4: Conceptual model

2.7 Conclusion of the literature review

In this chapter, the literature on the constructs used in the current study was reviewed, including entrepreneurial intent, motivational push and pull, self-efficacy and contextual factors. The literature identified various key challenges. The relevant research questions, the hypotheses and the conceptual framework were formulated, with the hypotheses being identified in their relevant subsections, based on the literature reviewed. The main research question to be explored was "To what extent is there a relationship between entrepreneurial intent, motivation and an entrepreneur's contextual factors in terms of the creation of a venture?". Based on the research question asked, the following SRQs and hypotheses were developed.

SRQ and hypothesis 1

SRQ1: To what extent is there a relationship between the motivational push-and-pull factors with entrepreneurial in the creation of a venture?

Hypothesis 1: There is a positive relationship between the motivational push-and-pull factors with entrepreneurial intent in the creation of a venture.

SRQ and hypothesis 2

SRQ2: To what extent is there a relationship between self-efficacy and entrepreneurial intent in the creation of a venture?

Hypothesis 2: There is a positive relationship between self-efficacy and entrepreneurial intent in the creation of a venture.

SRQ and hypothesis 3

SRQ3: To what extent is there a relationship between contextual factors and entrepreneurial intent in the creation of a venture?

Hypothesis 3: There is a positive relationship between contextual factors and entrepreneurial intent in the creation of a venture.

CHAPTER 3: RESEARCH METHODOLOGY

3.1 Research methodology/paradigm

3.1.1 Introduction

This chapter outlines the nature of the research design and of the sample population utilised for this research. The type of data and the research instrument used, and the procedure for data collection, as well as for the data analysis, are also explained. The limitations of the study will be identified once the research is complete, as well as will the validity and the reliability of the measures used to be identified and highlighted.

3.1.2 Research paradigm

The current study employed a quantitative research paradigm, utilising primary data only. Leedy and Ormrod (2010) suggest that quantitative research ought to be done when there is enough literature available on the topic, and that the purpose of the research should be measurable. Quantitative analysis can explain the collection and analysis of information using statistical methods (Muijs, 2004), with the findings based on quantitative research having a wider focus than does qualitative research (Blumberg, Cooper, Schindler, 2011). The type of paradigm used in this study is positivism, which is associated with quantitative research. The positivism paradigm uses hypothesis testing to obtain the truth in research (Lewis, 2015).

3.2 Research design

The present study, which was conducted using the quantitative method, included nonexperimental design, with data being collected over a period of three months. A nonexperimental design, which requires no manipulation, is trusted in studies where quantitative data is collected through surveys that measure the relevant variables (Maree, 2016). The current study made use of questionnaires, which were administered and collected online and in person, as well as analysed using various statistical methods, so as to test the hypotheses, and to address the research questions asked (Cooper & Schindler, 2014).

The advantage of using a questionnaire is that many of the pre-existing questionnaires are valid and have been tested for reliability. However, the disadvantage of using such a research instrument includes the respondents selecting only random answers without reading the questions properly, and them not being able to express their opinions or thoughts, as they can select their answers only from the options provided.

As collecting data requires the addressing of ethical issues, the present researcher ensured that the data were gathered in an ethical manner. Consequently, the importance of the research was explained to the participants in the study, and their consent was obtained from the participants before they completed the questionnaire.

Additionally, the researcher ensured that the participants knew that they were not obliged to participate in the research, and that, if they decided to participate in the study, their information would be kept confidential (Cooper, Schindler, Sun, 2006). The University of Witwatersrand ethics committee provided the necessary ethics clearance, and their approval was obtained before the questionnaires were administered (see attached Appendix F).

3.3 Research population and sample

3.3.1 Population

The population considered for this research included individuals aged 18 and above who had established a business in the Gauteng province. To participate in the study, the business had to be registered and it had to have no more than 200 employees (DTI, 2008; South Africa, 2004; World Bank, 2012). The focus was on individual entrepreneurs, who had established their own business. The targeted sample was 120 male and female entrepreneurs who owned a small or medium-sized enterprise (SME) in any sector of industry. The information relating to the entrepreneurs was accessed from the small business directory of South Africa, with the focus of the research being on those who operated, and who were registered as an SME owner, in Gauteng.

3.3.2 Sampling method

Sampling includes taking a selection of people from a targeted population for the purposes of a study. Studying an entire population would be difficult, as such research would be bound to be hidebound by multiple constraints (Bhattacherjee, 2012). Due to time limitations, the sampling method used for this research study was simple random sampling, which allowed any entrepreneur based in Gauteng, South Africa to complete the questionnaire. The questionnaire concerned was distributed both online and in person. The sampling, which was based on primary data, included 120 respondents, as is indicated in Table 3 below.

Most of the questionnaires were distributed, using an online platform (Qualtrics) that employed email, for ergonomic purposes. The participants in the study were also sent a link to the questionnaire, using WhatsApp as the preferred mode of communication. However, due to some of the respondents being unable to complete an online questionnaire, the questionnaire was distributed to them in person.

Table 3: Sampling of the respondents

Description of respondent type	**Number to be sampled**
Entrepreneurs who own a business/businesses	120

Source: (South African small business directory)

3.4 Measuring instruments

The research instrument used was a structured questionnaire, which was administered using an online platform, which combined a range of questionnaires adapted from previous studies. The questionnaire was used to collect the primary data required. The research instrument was provided in English, using a seven-point Likert scale, as well as nominal questions. A Likert scale is an ordinal scale, with equal weights being assumed for all the items on the scale (Bhattacherjee, 2012).

The questionnaire was divided into five different sections, with the second to fifth sections using a seven-point Likert scale. The first section contained the demographic information (age, gender and level of education) of the respondents who owned one or more ventures. The second section focused on the entrepreneurial motivation that drove individuals into starting a venture, while the third section focused on the self-efficacy that drove the entrepreneurs. The fourth section identified the level of entrepreneurial intent of the sample. The fifth section focused on the type of contextual factors faced by the entrepreneurs when starting a venture.

Table 4: Research instrument summarised

Description of construct/variables/ items	Sourced from	Prior reliability and validity issues
Entrepreneurial motivation	Adapted from Neneh (2014) Adapted from Kirkwood (2009)	One of the items 'to realise my dreams' loaded with a factor value of -0.565. None.
Entrepreneurial self-efficacy	Adapted from Neneh (2020) Adapted from Khedhaouria et al. (2014)	None. Only four out of ten items were used, with Cronbach value at 0.70 after removal of the four items.
Entrepreneurial intent	Adapted from Linan and Chen (2009) Adapted from Nieuwenhuizen and Swanepoel (2015)	None. One factor was found to consist of only two items at a Conbach of 0.683, less than the 0.7 accepted in the study.
Contextual factors	Adapted from Thomas, Passaro, and Scandurra (2014) Adapted from Malebana (2015)	None. None.

3.5 Procedure for data collection

The primary data that was used for empirical analysis was collected through the use of a questionnaire, which targeted a sample of both male and female 120 entrepreneurs who operated in Gauteng, South Africa. The dependent variables (DVs) and independent variables (IVs) were coded on a 7-point Likert scale, so as to improve data accuracy and quality.

The questionnaire was administered online, using Qualtrics software. An email and WhatsApp containing a link for the questionnaire was sent out to the targeted respondents to complete. To avoid excluding those who could not complete the questionnaire online, the respondents were then provided with an in-person questionnaire that they could complete manually. The hard copies were then captured in the system, together with the rest of the online completed questionnaires. The next section will explain how the researcher conducted the data analysis after the data had been collected.

3.6 Data analysis and interpretation

The data was collected and captured between December 2020 and February 2021, using Qualtrics. Once the required number of participants had completed the questionnaire, the data was then exported from Qualtrics into the IBM Statistical Package for the Social Sciences (SPSS). SPSS was chosen as the appropriate software for analysing the data, as it was easy to use and understand. The data was then cleaned, so as to identify the missing values, to remove the incomplete questionnaires, and to minimise the residuals in the constructs measured, before it could be analysed, using SPSS. Once this was done, the descriptive statistics summarised the data in a way that could be understood, and correlation and regression analysis was used to test the hypotheses, together with the validity and the reliability of the instrument used.

3.6.1 Descriptive statistics

Descriptive statistics were used to interpret the demographic data attained. The analysis made use of frequency tables to display the results of each question. In general, descriptive statistics provide information like the central tendency of the data, using the mean, the percentages, the counts and the frequency tables in a study, so as to enhance understanding of the sample under analysis (Laerd Statistics, 2018; Walliman, 2011).

3.6.2 Exploratory factor analysis

Although the advantage of undertaking exploratory factor analysis (EFA) involves the reduction of data into manageable parts, the disadvantage of such analysis is that some quantities of data can be lost during extraction and rotation (Field, 2017). EFA was used in the current study to determine whether the questionnaire items would load onto the predetermined factors, being motivational push-and-pull, entrepreneurial intent, self-efficacy and contextual factors. Through this method, the EFA was used to assess the validity of the data obtained.

3.6.3 Correlation analysis

A correlation analysis is conducted to measure the relationship between a dependent variable (DV) and an independent variable (IV) (Salkind, 2012). The correlation coefficients assist in measuring the relationship to identify the direction (negative or positive), the degree of association and the significance of the relationship (Walliman, 2011). The correlation coefficient ranges from -1.0 to 1.0, including a perfect positive (+1) or negative (-1), and zero (0) indicating no association at all (Field, 2017).

3.6.4 Statistical assumptions

Data should be screened for any violation of assumptions (Field, 2017). The assumptions are observed to ensure that the model being used works (Field, 2017). In the present study, five assumptions were tested, consisting of outliers, normality, linearity, independence of errors and multicollinearity.

- Outliers: Outliers are out of the normal range of other observations, which are identified in box and whisker plots (Field, 2017). The current study detected some outliers, which are dealt with in Chapter 4.
- Normality: This analysis requires the data to be normally distributed, which means that there can be no skewness as a result of outliers (Field, 2017).
- Linearity: Tests of linearity are required to determine whether or not a linear relationship exists between the IV and the DV (Field, 2017). Linearity is important for correlation and regression analysis (Tabachnick & Fidell, 2003). In the present study, the linear relationship is displayed in terms of the Pearson correlation matrix.
- Independence of errors: With independence of means, the residual terms for any two observations must be uncorrelated, which means that they must be independent (Field, 2017). This is shown through the application of the Durbin-Watson test, which is used to test for independence of error. The test values range

between zero and four, with the value of two being suggested as being ideal, and with any value less than one or greater than three posing a cause for concern (Field, 2018).

- Multicollinearity: Multicollinearity can be identified using tolerance and variance inflation factor (VIF) statistics, with it existing when there is a strong correlation between two or more variables in terms of a regression model (Field, 2009).

3.6.5 Regression analysis

The regression analysis is used to examine the influence that the IV has on the DVs (Field, 2017). A regression is categorised into two variables, being simple regression analysis, which is done when there is one IV, and multiple regression analysis, which is done when there are two or more IVs (Field, 2017). Multiple regression analysis was applied in the current study to test the identified hypotheses. The influence that the IVs, in terms of self-efficacy and motivational push-and-pull and contextual factors, had on the DV, entrepreneurial intent, was tested in the study. The regression analysis was also used to test the hypotheses of the study:

- H1: There is a positive relationship between motivational push-and-pull factors with entrepreneurial intent in the creation of a venture.
- H2: There is a positive relationship between self-efficacy and entrepreneurial intent in the creation of a venture.
- H3: There is a positive relationship between contextual factors and entrepreneurial intent in the creation of a venture.

3.7 Validity and reliability

Validity and reliability are considered to ensure that a research instrument tests what it does (Field, 2009). Validity is the extent to which an instrument measures what it was designed to measure (Bhattacherjee, 2012), with it including outcomes of the study that must be interpreted within the environment where the study took place (Salkind, 2012), while reliability involves the generation of “consistent and dependable” results (Bhattacherjee, 2012, p. 56). The present research considered the issues of both validity and reliability in analysing the data.

3.7.1 External validity

In terms of external validity, factor analysis is used to reduce the variables to the smallest set of variables, which is known as the factors (Field, 2017). Factor analysis means that the variables can be reduced to a set of such that share common variance (Field, 2017). In the current study, an EFA was conducted to ensure that all the items loaded corresponded, in a linear pattern, with those items that did not fit, or that had cross-loadings in the pattern matrix subject to removal.

3.7.2 Internal validity

Internal validity refers to a research questionnaire measuring what it is supposed to measure (Cooper & Schindler, 2014). Such validity includes content, construct and criterion validity. Content validity measures whether the research instrument measures what it is supposed to measure (Zikmund, 2003). Construct validity measures whether readings can be taken from the responses given to a questionnaire (Bhattacherjee, 2012; Heale & Twycross, 2015). Criterion validity examines whether diverse instruments can measure the same variables (Bhattacherjee, 2012; Heale & Twycross, 2015). Internal validity was assessed in the present study through an EFA, in terms of the variables that caused a spurious association being analysed and removed, due to the questionnaires from previous studies being used to formulate a new questionnaire. The DV, namely entrepreneurial intent, and the IVs, namely motivational push-and-pull, self-efficacy and the contextual factors, were tested for convergence, using the EFA.

3.7.3 Reliability

Reliability, which surveys the degree of consistency attained, and the dependability of a hypothesis, can be enhanced by the use of clear constructs in the research (Neuman, 2011). In testing reliability, we are able to measure stability (Ghauri & Gronhaug, 2010). Rather than implying accuracy of scale, reliability implies consistency (Bhattacherjee, 2012) meaning that, if a scale is used to measure a construct multiple times, it must provide the same answer each time. For this study, the type of reliability applied was internal consistency reliability, due to the use of a Likert scale. A seven-point Likert scale was used, in line with providing enhanced results when correlations are measured with t-test results (Thomas & Lewis, 1993). The scale works best when using electronic surveys, especially if the research is directed towards individuals (Finstad, 2010; Hair, Anderson, Babin, Black, 2010). The above-mentioned reason is why the study used the seven-point Likert scale, as the analysis was based on the data that was collected from entrepreneurs by means of a self-administered online survey. The internal consistency reliability measures

the level of consistency of the different items belonging to one construct (Bhattacherjee, 2012). For this study, Cronbach's alpha was used to measure reliability.

3.8 Ethical considerations

The current study complied with the ethical requirements specified by the University of the Witwatersrand (WITS) Research Ethics Department for conducting of academic research. In accordance with the stipulated requirements, research may not be conducted on underage persons (those who are below the age of 18). A person's rights may not be violated, with all who participate having to be treated with dignity (South Africa. Department of Justice and Constitutional Development, 2017). The participants may not be coerced into completing a questionnaire, and they must be allowed to withdraw from participating in the research whenever they want to do so. The questionnaire can only be restricted to the identified sample, with those who do not meet the sample criteria not being allowed to participate in the study. The ethics protocol number for this study is: WBS/BA2400000/473 (see Appendix F).

3.9 Conclusion

This chapter discussed the research methodology of the present study, which took the form of a quantitative study that adopted the positivist paradigm approach. The required data was collected using a structural research instrument. The research instrument used a seven-point Likert scale to measure the respondents' answers relating to the motivational push-and-pull, entrepreneurial intent, self-efficacy and contextual factors. The data was collected using Qualtrics, and then cleaned and analysed in SPSS, using descriptive statistics, correlation analysis, EFA and regression analysis. External and internal validity tests were performed to ensure that the research instrument measured what it was supposed to measure. Lastly, a reliability test was performed, using Cronbach's alpha to examine the internal consistency of the scale employed.

CHAPTER 4: PRESENTATION OF RESULTS

4.1 Introduction

This chapter presents the empirical findings that were made through the research. The primary data retrieved was collected through the use of Qualtrics, with it then being cleaned, using SPSS. The data was analysed using the analytical methods identified and discussed in Chapter 3. The first part of the description of the analysis presents the descriptive analysis of the sample size. The second part presents the results regarding the EFA, as well as the reliability of the scales. The third part presents the multiple linear regression analysis of the different relationships that were hypothesised in the conceptual framework of Chapter 2.

4.2 Descriptive profile of the study sample

The data used for the empirical analysis was based on the responses received to the survey questionnaire. A total of 125 individuals attempted to respond to the questionnaire, with 120 completing the entire instrument, leaving the five partially filled questionnaires to be excluded from the analysis. The results are discussed using the descriptive statistics pertaining to the relevant constructs, with inferential statistics being reported per hypothesis.

4.2.1 Age of the respondents

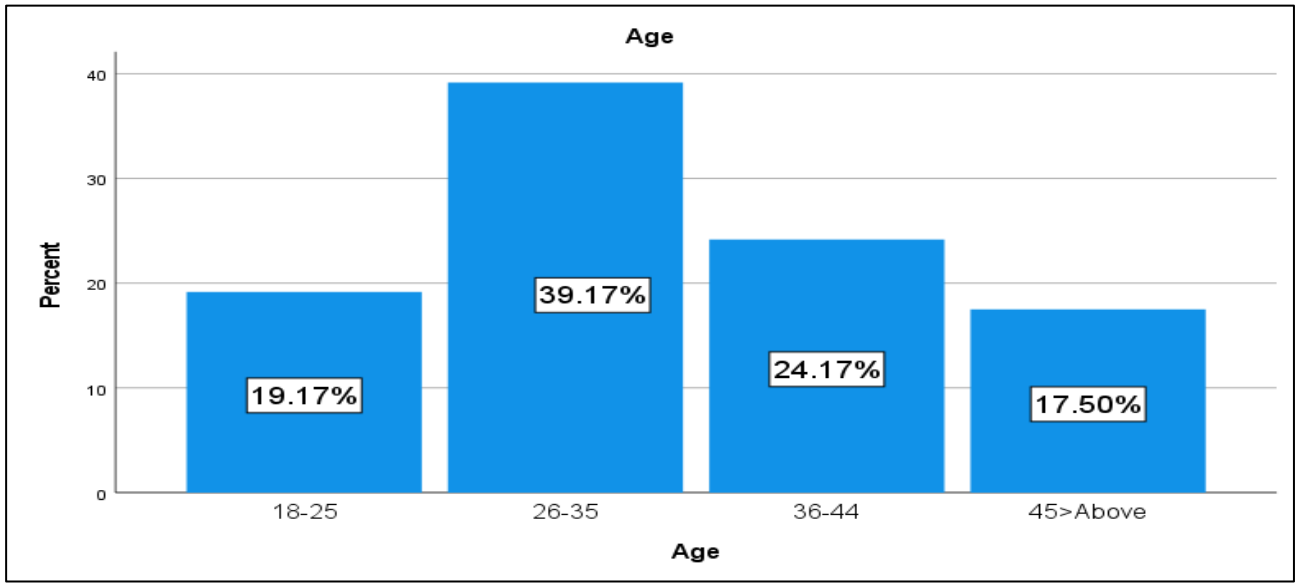

Figure 5: Age of the respondents

The sample's characteristic results, as presented in Figure 5, reveal that the largest age group that had a business operating in Gauteng was between 26 and 35 years old, with the age group of 36 to 44 years old coming second, and the 18 to 25 years old group coming third. The mean age group was 36 to 44 years old, with the smallest age group being the 18 to 25 years old, and the age group with the oldest participants being 45 years and older.

4.2.2 Gender of the respondents

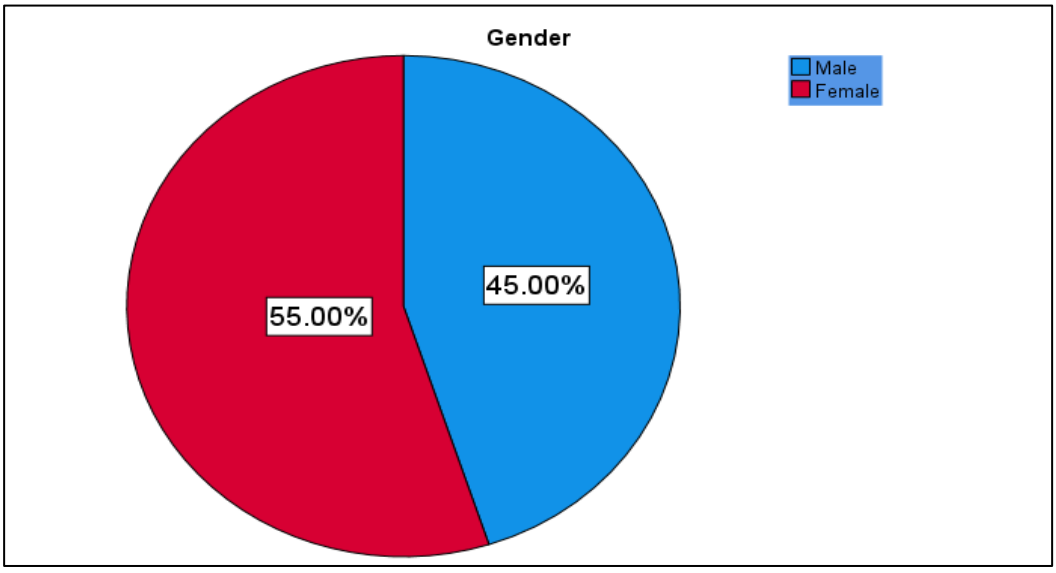

Figure 6: Gender of the respondents

The results regarding the respondents' gender are presented in Figure 6 above. In the chart, the highest number of respondents can be seen to be women, representing 55% of the total, while the male respondents represented 45% of the sample.

4.2.3 Level of education of the respondents

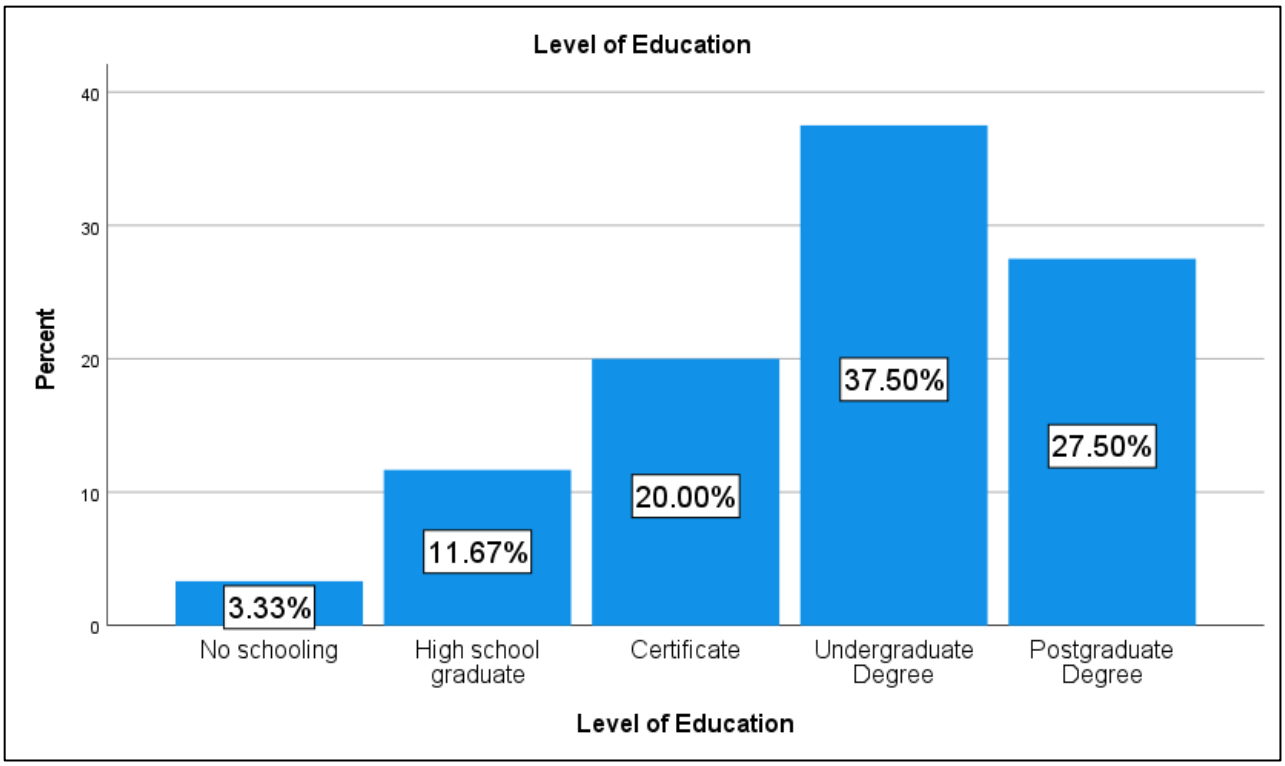

Figure 7: Level of education of the respondents

The education levels of the respondents are presented in Figure 7 above. The results display that 37.5% of the individuals sampled had attained an undergraduate degree, whereas 27.5% had attained a postgraduate degree, followed by the 20% who had obtained a certificate. With 11.67%, and 3.33% of the participants being high school graduates, and not, respectively.

4.2.4 Level of education and gender of the respondents

Table 5: Level of education and gender of the respondents

Level of Education * Gender Crosstabulation

Count

		Gender		
		Male	Female	Total
Level of Education	No schooling	3	1	4
	High school graduate	4	10	14
	Certificate	12	12	24
	Undergraduate Degree	23	22	45
	Postgraduate Degree	12	21	33
Total		54	66	120

Table 5 illustrates the relationship between the level of education and the gender of the respondents. The female respondents who held a postgraduate degree (21) can be seen to have outnumbered the male respondents by almost half (12). However, little difference was found between the female and male respondents regarding the possession of an undergraduate degree (22 and 23, respectively) or of a certificate (an equal 12 and 12). A marked difference does exist, though, in relation to those who held a high school diploma (with 10 being female and 4 being male), or no high school diploma (with 1 being female and 3 being male).

4.2.5 Age and level of education of the respondents

Table 6: Age and level of education of the respondents

Age * Level of Education Crosstabulation

Count

		Level of Education					
		No schooling	High school graduate	Certificate	Undergraduate Degree	Postgraduate Degree	Total
Age	18-25	0	3	2	14	4	23
	26-35	1	8	10	19	9	47
	36-44	0	3	9	6	11	29
	45>Above	3	0	3	6	9	21
Total		4	14	24	45	33	120

Table 6 illustrates the relationship between the age and the level of education of the respondents, with it showing how qualified the respondents were, in terms of their age. For example, there was less representation in the 18 to 25 years old group, and in the 45 years and above age group. More of the respondents in the age groups 26 to 35 and 36 to 44 were found to have completed higher tertiary qualifications, such as a certificate or an undergraduate/postgraduate degree.

4.2.6 Individual exposure to courses, seminars or informative meetings about entrepreneurship

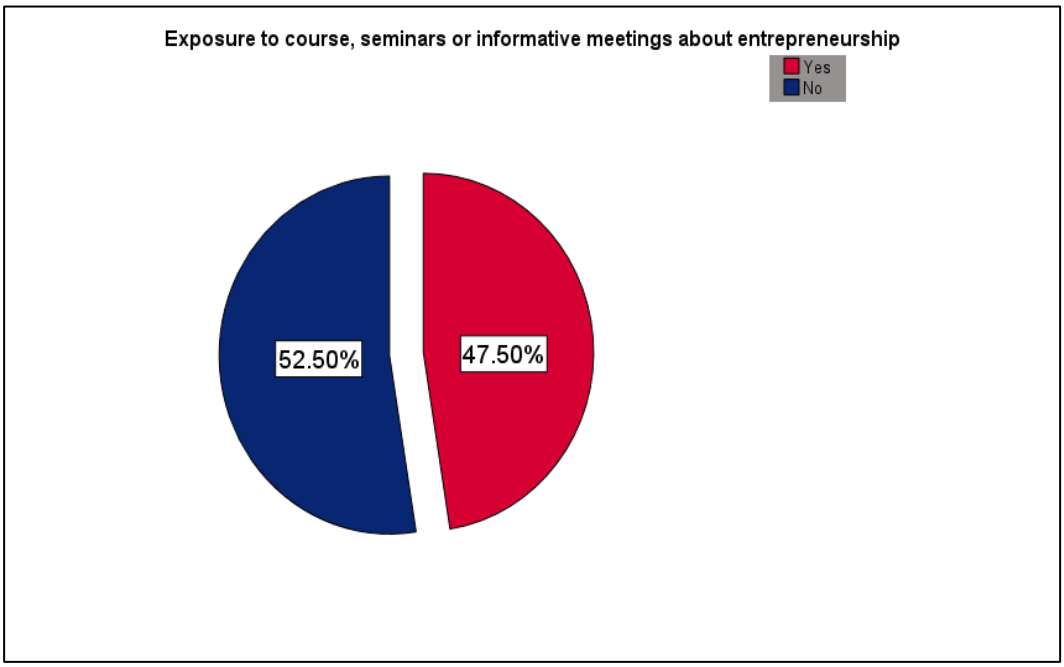

Figure 8: Exposure to course, seminars or informative meetings about entrepreneurship

Figure 8 represents the exposure to any course, seminars or informative meetings regarding entrepreneurship that the individuals had attended. Only 47.5% of the respondents had experienced such entrepreneurship exposure, while 52.5% of the owners of a venture had no form of entrepreneurship exposure.

4.2.7 Age and exposure to course, seminars or informative meetings about entrepreneurship

Table 7: Age and exposure to course, seminars or informative meetings about entrepreneurship

Age * Exposure to course, seminars or informative meetings about entrepreneurship Crosstabulation

Count

		Exposure to course, seminars or informative meetings about entrepreneurship		
		Yes	No	Total
Age	18-25	15	8	23
	26-35	17	30	47
	36-44	15	14	29
	45>Above	10	11	21
Total		57	63	120

Table 7 illustrates the relationship between age and exposure to any course, seminars or informative meetings about entrepreneurship. The table reflects how many of the respondents had been exposed to entrepreneurial engagement, in terms of the age groups. For example, out of a total of 47, the 26 to 35 age group contained 30 individuals who had not been exposed to any type of course, seminar or informative meeting regarding entrepreneurship, as opposed to the relatively low number of 8 individuals out of 23, from the 18 to 25 years old age group. Little difference existed between the number of individuals who had been exposed to some form of informational gathering regarding entrepreneurship, although there was a significant difference between those who had not.

4.2.8 Summary of the demographic results

Table 8: Demographic results of the respondents

		Gender							
		Male				Female			
		Count	Row N %	Column Total N %	Row Sum %	Count	Row N %	Column Total N %	Row Sum %
Age	18-25	10	43.5%			13	56.5%		
	26-35	26	55.3%			21	44.7%		
	36-44	10	34.5%			19	65.5%		
	45>Above	8	38.1%			13	61.9%		
Level of Education	No schooling			5.6%				1.5%	
	High school graduate			7.4%				15.2%	
	Certificate			22.2%				18.2%	
	Undergraduate Degree			42.6%				33.3%	
	Postgraduate Degree			22.2%				31.8%	
Exposure to course, seminars or informative meetings about entrepreneurship					46.4%				53.6%

Table 8 above provides the overall summary of the demographic results obtained. The table shows the age of the respondents, both in terms of the count and the percentage, as well as the level of education displayed. Percentages are used to indicate the respondents' qualifications, and the percentage of respondents who had been exposed to a course, seminars or informative meetings regarding entrepreneurship. The table is split into columns and rows, with the columns showing the differences between the respondents in terms of gender, focusing on their age, their level of education and their exposure to an entrepreneurial course, seminars or informative meetings.

4.3 Results

4.3.1 Exploratory factor analysis

To test the validity and reliability of the scales used to measure the IV, including motivational push-and-pull factors, self-efficacy and contextual factors, and the DV, including entrepreneurial intent, an EFA was conducted, using SPSS. The factor analysis was done to ensure that what was being measured was, in fact, measured. The principal axis factoring method was used as a method of extraction, together with Kaiser's criterion and a scree plot. The factor pattern matrix was optimised using the rotation method Promax.

Table 9: KMO and Bartlett's test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.744
Bartlett's Test of Sphericity	Approx. Chi-Square	383.536
	df	78
	Sig.	.000

According to Field (2013), the Kaiser-Meyer-Olkin (KMO) value must be above the limit of 0.5. Table 9 shows us a KMO value of .744, meaning that the sample size and the set of variables are adequate for factor analysis, meaning that the instrument used in the study was reliable (Field, 2013). Some factors displayed only two loadings, cross loadings, and no loadings therefore, the four factors were reduced to three factors. The Bartlett's test of sphericity measures the overall significance of all correlations in a correlation matrix, with values less than 0.5 and with ρ=.000 significance level meaning that the analysis met this criterion, making factor analysis suitable (Galawe, 2017).

Table 10: Total variance explained

Total Variance Explained

Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings[a]
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	3.603	27.716	27.716	3.030	23.306	23.306	2.924
2	1.875	14.423	42.139	1.285	9.881	33.188	1.474
3	1.538	11.831	53.970	.981	7.549	40.737	1.464
4	.892	6.860	60.830				
5	.825	6.347	67.176				
6	.770	5.925	73.101				
7	.746	5.737	78.838				
8	.639	4.918	83.756				
9	.518	3.986	87.742				
10	.493	3.791	91.533				
11	.433	3.334	94.867				
12	.358	2.751	97.619				
13	.310	2.381	100.000				

Extraction Method: Principal Axis Factoring.

a. When factors are correlated, sums of squared loadings cannot be added to obtain a total variance.

Table 10 displays the three factors that were extracted, namely entrepreneurial intent, motivational push-and-pull factors, and contextual factors. The total eigenvalues for the third factor is 1.538, which accounts for 53.970% of the variance extracted, with the remaining items accounting for 40% of the variance. To understand the nature of the extracted factors, a pattern matrix was used, as is shown in Table 11 below.

Table 11: Pattern matrix

Pattern Matrix[a]

	Factor		
	1	2	3
Q16.	.672		
Q14.	.642		
Q47.	.639		
Q27.	.630		
Q28.	.551		
Q37.	.527		
Q21.	.499		
Q31		.616	
Q29.		.608	
Q8.		.507	
Q45.			.766
Q46.			.591
Q43.			.433

Extraction Method: Principal Axis Factoring.
Rotation Method: Promax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

Table 11 displays the pattern matrix, with items that have loaded to one factor each. Factor One was identified as entrepreneurial intent; Factor Two was identified as being the motivational push-and-pull factors, while Factor Three was identified as contextual factors. Factor Four loaded only two items, and, due to the literature stating that a minimum of three items must be identified per factor, Factor 4, which was identified as self-efficacy, was unsupported for this study. As self-efficacy was found to have the weakest factor loading with regards to the study, the factor was then removed, due to it being unable to converge with more than two items, as the other factors did.

Entrepreneurial intent factor 1:

Q14. I started a business so I can earn a decent living.

Q16. When faced with difficult tasks, I have confidence that I will accomplish them.

Q21. I believe in my ability to get people to agree with me.

Q27. I was ready to work hard to become an entrepreneur.

Q28. I always find creative solutions to my professional problems.

Q37. I possessed the ability to network and make professional contacts.

Entrepreneurial push-and-pull factor 2

Q8. I started a business because I wanted to bring something new.

Q29. A career as an entrepreneur was attractive to me.

Q31. Given many options, I would still pick to be an entrepreneur.

Entrepreneurial contextual factor 3

Q43. I received support from my community to become an entrepreneur (example contributions or emotional support).

Q45. Business environment in my country provides a good quality and convenience for starting a business.

Q46. Conditions for doing business have improved in my country in the last five years (before Covid).

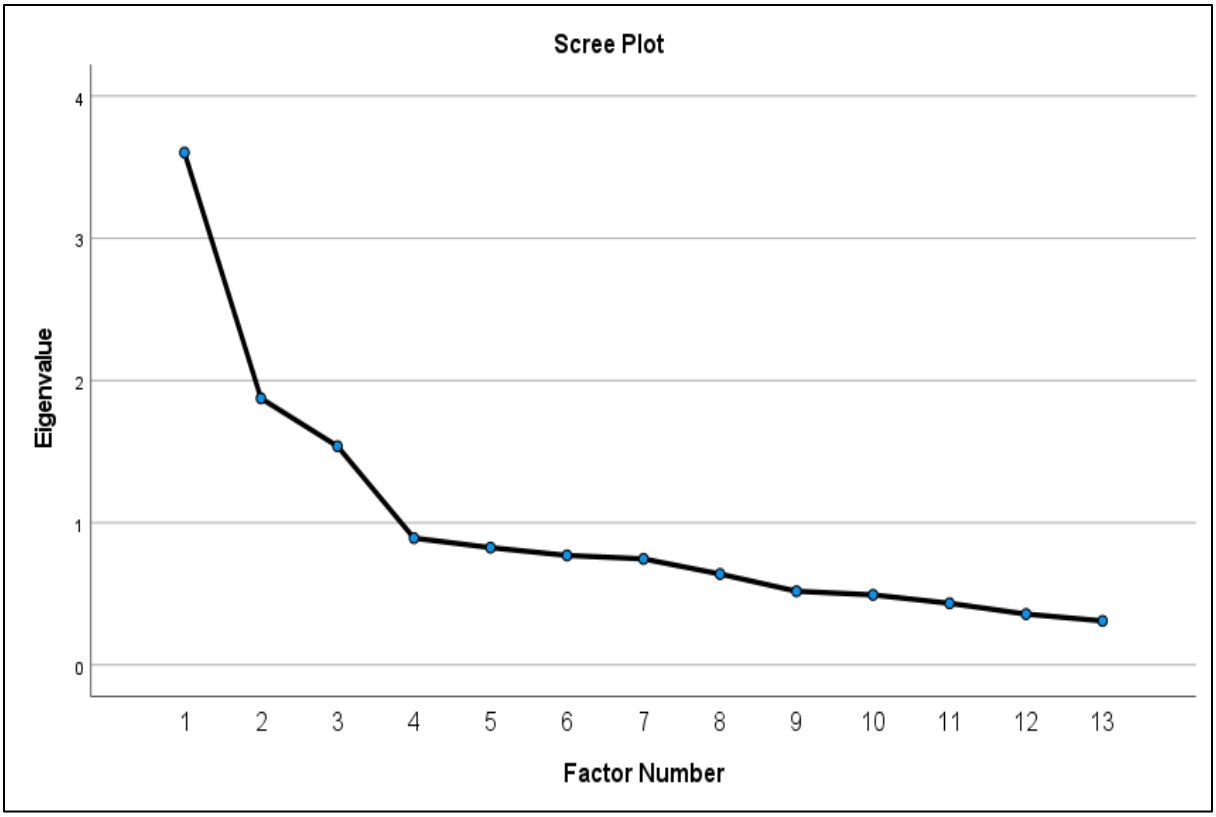

Figure 9: Scree plot factor analysis

According to Figure 9, the scree plot graph shows that the first three factors have eigenvalues over 1, therefore they are considered to be strong factors. From Factor 6 and onwards, the eigenvalues drop, therefore the big drop between 1 and 4 and 5 and 13 suggests that four factors underlie the questions.

4.4 Reliability analysis

4.4.1 Entrepreneurial intent

The scale for entrepreneurial intent was tested for reliability. Table 12 displays a Cronbach's alpha of .786, which means high reliability. The Cronbach's alpha of .786 indicates good reliability of the scale for entrepreneurial intent. Tables 13 and 14 display the inter-item correlation matrix, and the item-total statistics for entrepreneurial intent. The item was retained, as the scale met the minimum criteria.

Table 12: Reliability statistics (entrepreneurial intent)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.786	.796	7

Table 13: Inter-item correlation matrix (entrepreneurial intent)

Inter-Item Correlation Matrix

	Q14.	Q47.	Q16.	Q27.	Q28.	Q37.	Q21.
Q14.	1.000	.294	.360	.490	.256	.285	.361
Q47.	.294	1.000	.333	.349	.395	.389	.259
Q16.	.360	.333	1.000	.442	.573	.350	.406
Q27.	.490	.349	.442	1.000	.293	.310	.242
Q28.	.256	.395	.573	.293	1.000	.366	.361
Q37.	.285	.389	.350	.310	.366	1.000	.405
Q21.	.361	.259	.406	.242	.361	.405	1.000

Table 14: Item-total statistics (entrepreneurial intent)

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Q14.	36.63	11.043	.498	.315	.763
Q47.	36.58	10.751	.489	.266	.768
Q16.	36.73	11.865	.599	.445	.746
Q27.	36.48	11.394	.531	.350	.754
Q28.	36.77	12.096	.540	.396	.755
Q37.	36.69	11.761	.510	.287	.759
Q21.	36.64	12.400	.486	.289	.764

4.4.2 Motivational push and pull

The scale for motivational push and pull was tested for reliability. Table 15 displays a Cronbach's alpha of .5, which means a fair reliability, as the Cronbach's alpha must be above 0.50. Accordingly, the Cronbach's alpha of .5 obtained was usable for the reliability of the scale for the motivational push-and-pull factor. Tables 16 and 17 display the inter-item correlation matrix, and the item-total statistics for entrepreneurial intent. The item was retained, as the scale met the minimum criteria.

Table 15: Reliability statistics (motivational push and pull)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.588	.607	3

Table 16: Inter-item correlation matrix (motivational push and pull)

Inter-Item Correlation Matrix

	Q29.	Q31	Q8.
Q29.	1.000	.457	.331
Q31	.457	1.000	.232
Q8.	.331	.232	1.000

Table 17: Item-total statistics (motivational push and pull)

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Q29.	9.82	7.159	.483	.262	.358
Q31	9.63	8.755	.408	.216	.490
Q8.	10.97	6.705	.334	.118	.622

4.4.3 Contextual factors

The scale for contextual factors was tested for reliability. Table 18 displays a Cronbach's alpha of .5, which means a fair reliability, as the Cronbach's alpha must be above 0.50. This Cronbach's alpha of .5 was usable for the reliability of the scale for contextual factors. Tables 19 and Table 20 display the inter-item correlation matrix, and the item-total statistics for entrepreneurial intent. The item was retained, as the scale met the minimum criteria.

Table 18: Reliability statistics (contextual factors)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.565	.588	3

Table 19: Inter-item correlation matrix (contextual factors)

Inter-Item Correlation Matrix

	Q45.	Q46.	Q43.
Q45.	1.000	.388	.490
Q46.	.388	1.000	.089
Q43.	.490	.089	1.000

Table 20: Item-total statistics (contextual factors)

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Q45.	9.92	5.993	.593	.360	.163
Q46.	10.15	6.633	.262	.164	.652
Q43.	9.25	6.592	.320	.252	.549

4.5 Summary of the EFA and reliability results

The EFA helped to analyse and identify the KMO and Bartlett's test, so as to ensure that the sample size and the set of variables were adequate for factor analysis. The KMO sampling adequacy was identified as .744, which is greater than 0.5. This indicates that the sample size and the set of variables were adequate for factor analysis. The significance level of .000 is also an indication that the conditions for the factor analysis were met. The pattern matrix identified the items into factors, relating to the hypotheses identified in Chapter 2. Focusing on the pattern matrix, the study can be seen to contain three factors, namely entrepreneurial intent, motivational push-and-pull factors and contextual factors, with self-efficacy, due to it not being supported, being removed from further analysis. The factors concerned are identified in the conceptual model of the study. The total variance explained, as displayed in Table 10, shows that three factors were extracted, with them indicating eigenvalues greater than 1.

The Cronbach's alpha was computed for each of the retained factors, so as to be able to assess reliability (Field, 2009). The results revealed entrepreneurial intent (7 items, with an alpha of .786), the motivational push-and-pull factor (3 items, with an alpha of .588) and the contextual factor (3 items, with an alpha of .565). After the EFA and reliability tests were conducted, a correlation analysis was performed between the three factors.

4.6 Correlation analysis

In this part of the research, only the items tested for reliability in terms of the three scales were used to test the two hypotheses. The factors were run through multiple regression analysis, to determine whether the relationship between the DV and the two IVs would either be accepted or rejected. The first important assumption of linearity was displayed through the Pearson correlation significant value shown in Table 21.

According to Field (2013), any reading above or below 1.00 is an indication of linearity. The correlation results were positive, with one correlation being interpreted as not being significant at $\rho > 0.05$. The results displayed the positive significant relationship between entrepreneurial intent, being the DV of the study, and one of the two IVs, being contextual factors. Although a positive relationship was found to exist between entrepreneurial intent and the motivational push-and-pull factors, the relationship was found not to be significant. The correlation results obtained are presented in Table 21.

Table 21: Correlations

Correlations[b]

		Entrepreneurial_Intent	Entrepreneurial_PP	Entrepreneurial_C_F
Entrepreneurial_Intent	Pearson Correlation	1	.165	.261**
	Sig. (2-tailed)		.071	.004
Entrepreneurial_PP	Pearson Correlation	.165	1	-.009
	Sig. (2-tailed)	.071		.919
Entrepreneurial_C_F	Pearson Correlation	.261**	-.009	1
	Sig. (2-tailed)	.004	.919	

**. Correlation is significant at the 0.01 level (2-tailed).

b. Listwise N=120

The results, as shown in Table 21, were interpreted as follows:

✦ The motivational push-and-pull factors and entrepreneurial intent have a positive correlation, at .165, although it is not significant at .071, as $\rho > .05$

✦ The contextual factors and entrepreneurial intent have a positive correlation at .261, and a significant relationship at .004, as $\rho < .05$

4.7 Statistical assumptions

4.7.1 Testing for outliers

The first assumption tested outliers, as can be seen in the box and whisker plot for each variable, as demonstrated in Figure 10. As Entrepreneurial intent (Entrepreneur_Intent) was the only factor that displayed outliers, the highest outlier was 116. Row 116 was then identified in SPSS, followed by a review of the composite score mean under the factor, which was 5.00. Moving up in the rows on SPSS until 33, 39, 42 and 86 were reached under the same factor, the means were replaced with 5.00. Row 33 changed from 4.14 to 5.00, row 39 from 4.29 to 5.00, row 42 from 4.14 to 5.00, and row 86 from 4.00 to 5.00.

Thereafter, the process was run again to check that there were no more outliers. The new revised box plot is shown in Figure 11 below.

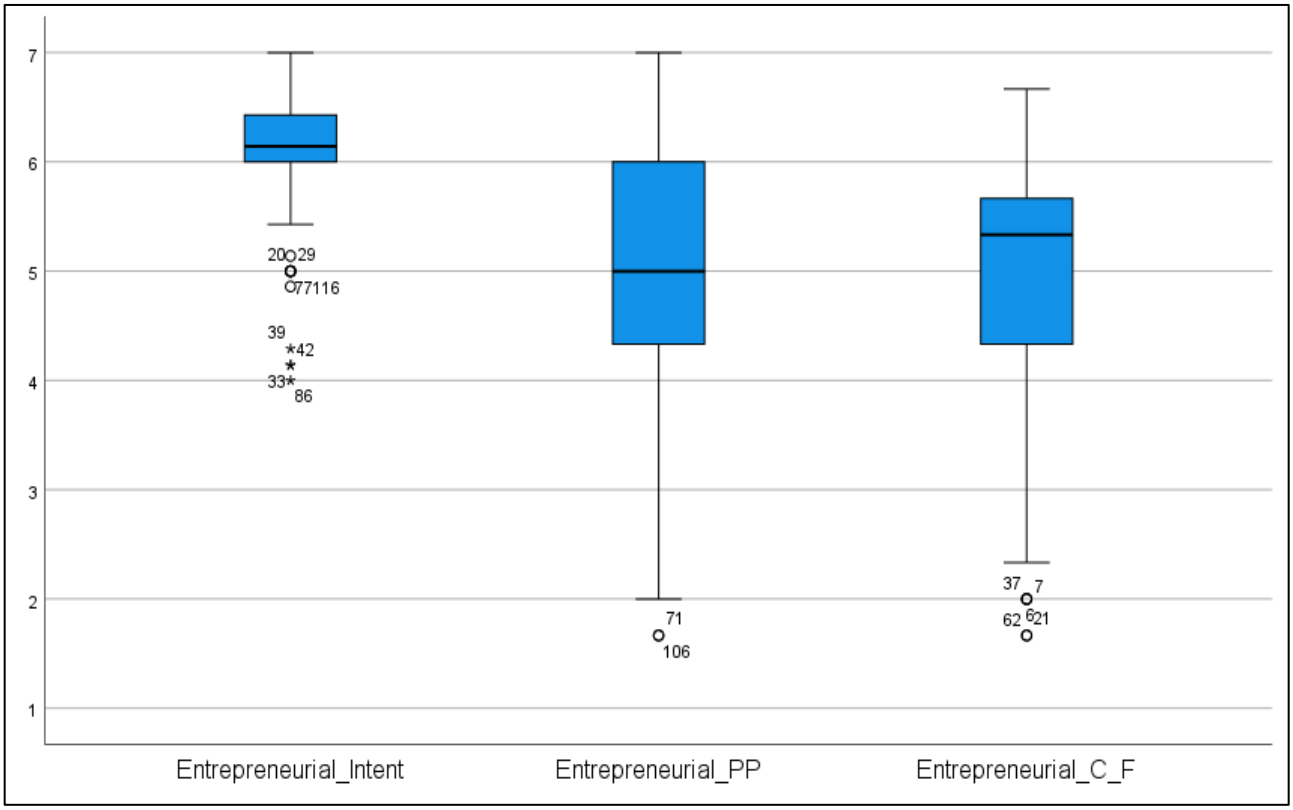

Figure 10: Box and whisker of factors

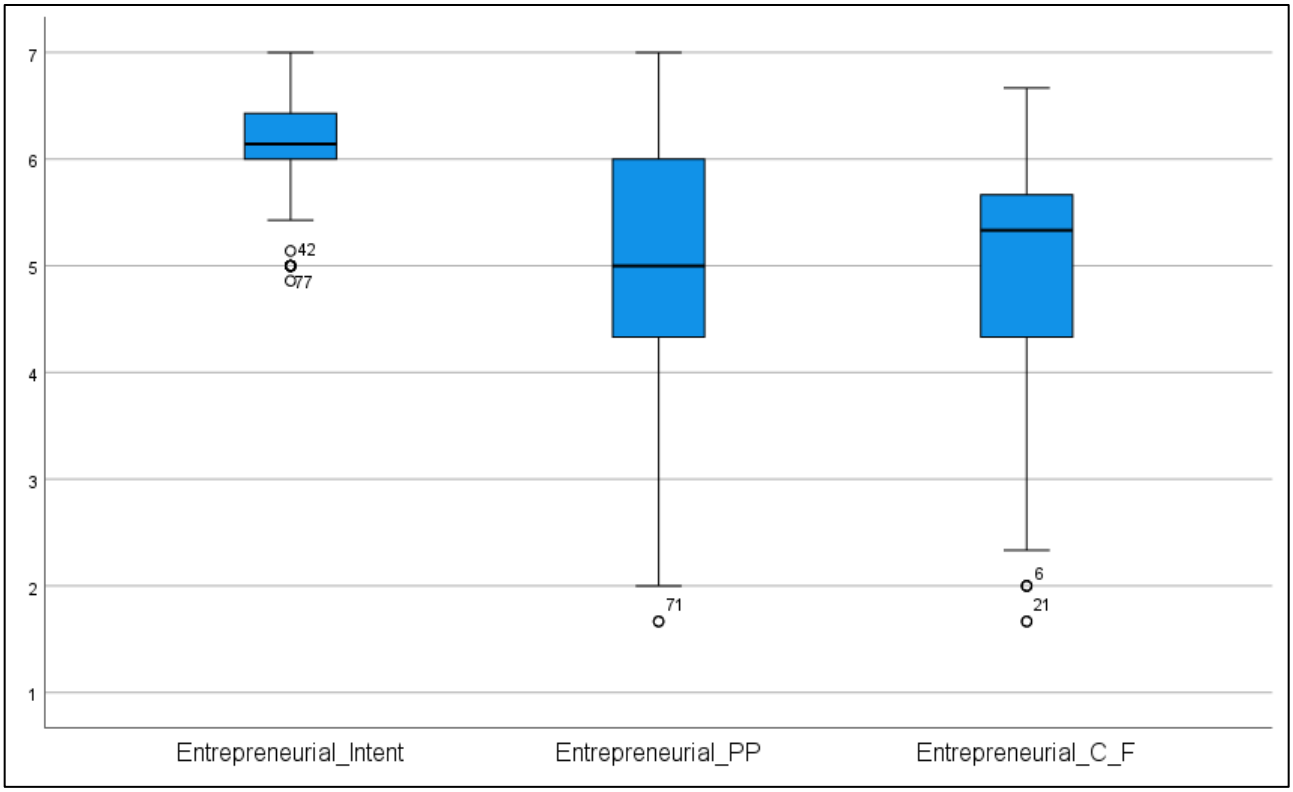

Figure 11: Revised box and whisker after deleting the outliers

4.7.2 Testing for normality

Table 22 displays the descriptive statistics obtained, indicating the skewness and the kurtosis. The cut-off statistic used to make a decision was two for skewness, and seven for kurtosis, as adopted from Galawe (2017). Table 22 indicates that the data was negatively skewed between -1 and -0.9, while, for the kurtosis, the values were between 1 and -0.9.

In Table 23, all the factors display ρ = .000, which indicates strong evidence of normality, therefore the assumption has been met. This indicates that the data does not follow a normal distribution. A Shapiro-Wilk value of below 0.050 is statistically significant, with it meaning that the data follows a non-normal distribution.

Table 22: Descriptive statistics

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Entrepreneurial_Intent	120	4.86	7.00	6.1405	.45773	-1.131	.221	1.244	.438
Entrepreneurial_PP	120	1.67	7.00	5.0694	1.25013	-.668	.221	-.079	.438
Entrepreneurial_C_F	120	1.67	6.67	4.8861	1.14699	-.951	.221	.515	.438
Valid N (listwise)	120								

Table 23: Kolmogorov-Smirnov and Shapiro-Wilk tests

Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Entrepreneurial_Intent	.210	120	.000	.879	120	.000
Entrepreneurial_PP	.125	120	.000	.945	120	.000
Entrepreneurial_C_F	.177	120	.000	.919	120	.000

a. Lilliefors Significance Correction

4.7.3 Independence of error

The Durbin-Watson provides a test for significant residual autocorrelation. The Durbin-Watson value was found to be 1.864, as is shown in the model summary in Table 25. As the Durbin-Watson statistic value is within the range of 1 to 3, it is acceptable (Field, 2013). The data was not found to violate the assumption of independence of errors.

4.7.4 Multicollinearity

The coefficients results displayed in Table 24 were used to answer the two hypotheses. The values in the table show no issues regarding multicollinearity. The tolerance and VIF values indicate whether a strong linear relationship exists among the IVs. The tolerance value must be above 1 and or above 10 for VIF to indicate an issue of multicollinearity.

Table 24: Multicollinearity of coefficients

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	5.317	.241		22.056	.000	4.840	5.795		
	Entrepreneurial_PP	.061	.032	.168	1.909	.059	-.002	.125	1.000	1.000
	Entrepreneurial_C_F	.105	.035	.263	2.987	.003	.035	.174	1.000	1.000

a. Dependent Variable: Entrepreneurial_Intent

4.8 Regression analysis

The hypothesis drawn to run the regression analysis includes two hypotheses, as identified in the consistency matrix and Chapter 2. The multiple regression model was fitted with contextual factors, and motivational push-and-pull factors as IVs, with entrepreneurial intent as the DV. The results, as indicated in Tables 25 and 26, showed an R-square value of 0.096 and a ρ-value of 0.003 ($\rho<0.05$). This means that entrepreneurial intent accounts for 96% variance and contributes $\rho<0.03$ to the prediction. As the Durbin-Watson statistic was found to range between 1 and 3, it was found to be acceptable (Field, 2013).

Table 25: Model summary

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.310[a]	.096	.081	.43885	1.847

a. Predictors: (Constant), Entrepreneurial_C_F, Entrepreneurial_PP

b. Dependent Variable: Entrepreneurial_Intent

Table 26: ANOVA

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.399	2	1.200	6.229	.003[b]
	Residual	22.533	117	.193		
	Total	24.932	119			

a. Dependent Variable: Entrepreneurial_Intent

b. Predictors: (Constant), Entrepreneurial_C_F, Entrepreneurial_PP

The coefficients results displayed in Table 27 were used to answer the two hypotheses. The values in the table show no issues regarding multicollinearity. The tolerance and VIF values indicate whether a strong linear relationship exists among IVs. The tolerance value must be above 1 and or above 10 for VIF to indicate an issue of multicollinearity. The hypotheses are summarised in Table 28, and they are discussed in section 4.9.

Table 27: Coefficients to test hypothesis

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	5.317	.241		22.056	.000	4.840	5.795		
	Entrepreneurial_PP	.061	.032	.168	1.909	.059	-.002	.125	1.000	1.000
	Entrepreneurial_C_F	.105	.035	.263	2.987	.003	.035	.174	1.000	1.000

a. Dependent Variable: Entrepreneurial_Intent

Observing Figure 12, if the data is approximately normally distributed, with a peak in the middle, and it is fairly symmetrical, the assumption of normality shall have been met.

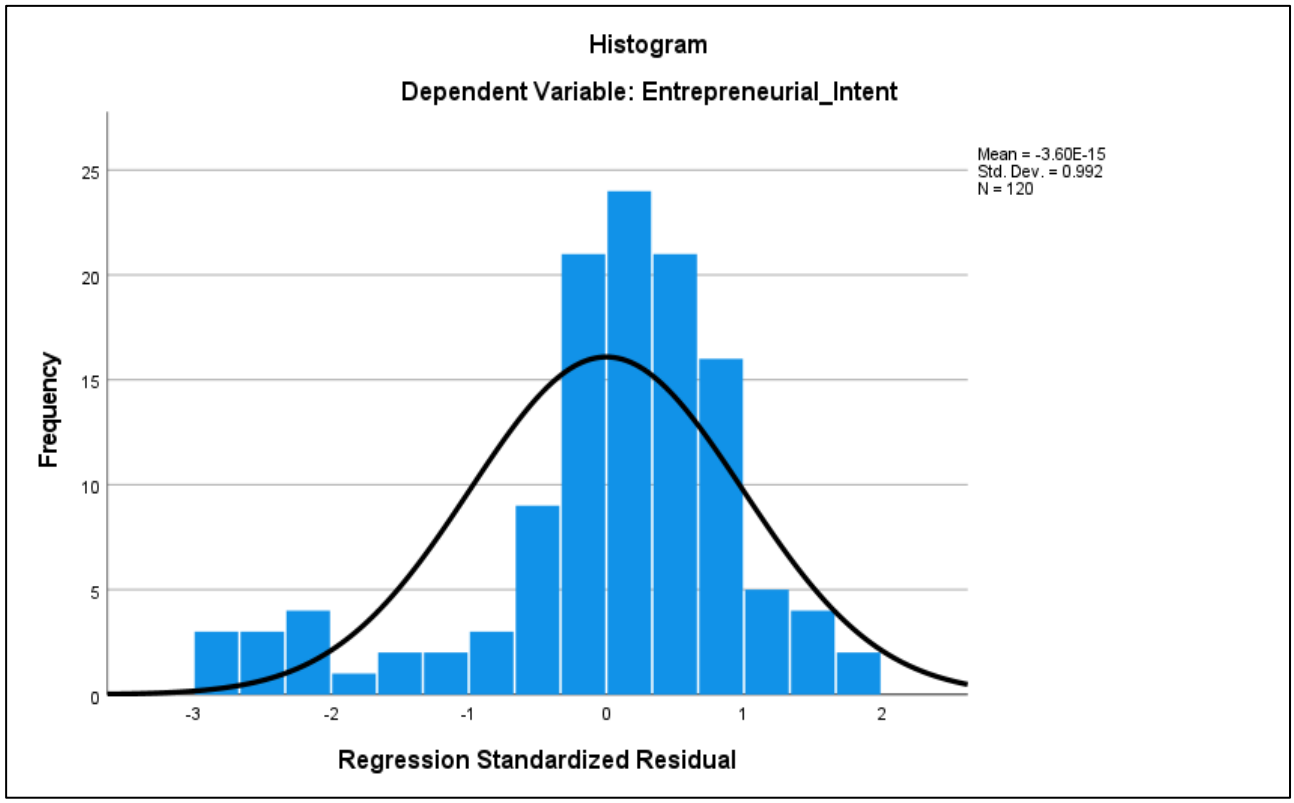

Figure 12: Histogram

Table 28: Summary of hypothesis results

	Hypothesis	Outcome
H1	There is a positive relationship between motivational push-and-pull factors with entrepreneurial intent in the creation of a venture.	Accepted
H2	There is a positive relationship between self-efficacy and entrepreneurial intent in the creation of a venture.	Invalidated
H3	There is a positive relationship between contextual factors and entrepreneurial intent in the creation of a venture.	Accepted

4.9 Regression analysis for hypothesis results

Hypothesis 1

There is a positive relationship between motivational push-and-pull factors with entrepreneurial intent in the creation of a business.

Table 27 displays the relationship of motivational push-and-pull regarding entrepreneurial intent. The value for standard error represents the change in the outcome associated with change in the predictor (B = 0.061, standard error = 0.032, standardised Beta = 0.168, ρ-value = 0.059).

The above shows that the motivational push-and-pull was found to be positively related, but not significant in relation to entrepreneurial intent. The significance found indicates that the probability of a value of t = 1.909 would occur if the B value in the population were 0.

As a result of the ρ-value exceeding 0.05, the motivational push-and-pull factors were found not to be a significant predictor of entrepreneurial intent. These values show that a change in motivational push-and-pull would cause a positive change in entrepreneurial intent in the creation of a venture. Although the relationship between motivational push-and-pull with entrepreneurial intent was found to be not significant, it was found to be positive, and, therefore, the acceptance of Hypothesis 1. Focusing on the collinearity statistics, as shown in Table 27, the two values, namely Tolerance and the VIF, help determine problems with multicollinearity. According to Pallant (2011), to suggest a possibility of multicollinearity, the value of tolerance must be less than .10, which means that the correlation with the other variables is high, and that the values of the VIF must be above 10, respectively. The tolerance was identified as 1.000, which is above the recommended .10, with the VIF being identified as 1.000, which is below the 10 threshold. This confirms that there is no multicollinearity present.

Hypothesis 2

There is a positive relationship between self-efficacy and entrepreneurial intent in the creation of a venture.

Hypothesis 2 was withdrawn from the study, as the items concerned could not converge during the EFA.

Hypothesis 3

There is a positive relationship between contextual factors and entrepreneurial intent in the creation of a venture.

The results show that the contextual factors (B = 0.105, standard error = 0.035, standard Beta = 0.263, ρ-value = 0.003) was found to be positively related to entrepreneurial intent, and was significant. The significance indicated that the probability of a value of t = 2.987 would occur if the B value in the population

were 0. As a result of the ρ-value being less than 0.05, the contextual factors were identified as being positively related and a significant predictor of entrepreneurial intent. The values show that a change in contextual factors would cause a positive change in entrepreneurial intent in the creation of a venture. The hypothesis was accepted, as the results indicated a positive relationship between the contextual factors and entrepreneurial intent. The tolerance was identified as 1.000, which is above the recommended .10, with the VIF being identified as 1.000, which is below the 10 threshold. This confirms that there is no multicollinearity present.

4.10 Summary of results

This chapter presented the results obtained from the empirical analysis of the data collected from the study. The data contained 120 responses that were used for analysis. Descriptive statistics and cross-tabulations were used to describe the study sample. The respondents consisted of entrepreneurs 18 years old and above, who owned and ran at least one registered business in Gauteng.

To establish validity and reliability, an EFA was done. Several items from the DVs and IVs were removed, with the remaining items factoring into two IVs, namely motivational push-and-pull factors and contextual factors, as well as one DV, namely entrepreneurial intent. The relationship of the DV and the IVs was then tested for reliability.

The reliability of the entrepreneurial intent, the motivational push-and-pull and the contextual factor scales were analysed using Cronbach's coefficient alpha test, with the results of the alpha scores being above 0.5. The correlation and regression analysis was used to test the two hypotheses. As both hypotheses were found to be positive, they were both accepted. The results presented in this chapter are discussed and explained in Chapter 5.

CHAPTER 5: DISCUSSION OF THE RESULTS

5.1 Introduction

This chapter discusses and explains the empirical results that were presented in Chapter 4. A link between the results of the study and the literature review was drawn. The first part of the chapter discusses the demographic outcome of the sample, while the second part focuses on the findings for each hypothesis, followed by the chapter's conclusion.

5.2 Demographic profile of the study sample

The data obtained for the purposes of analysis in this study were gathered through use of a questionnaire, using the Small Business Directory of South Africa of 2020, focusing on those entrepreneurs who operated small businesses that were registered in the Gauteng province at the time of the current research. The questionnaire was distributed using email, as well as a link sent through WhatsApp, so as to obtain fast and convenient responses. The overall total of questionnaire responses used was 120. Although 125 responses were obtained, most of the questionnaires had some unanswered questions or the "consent to begin study" box was not selected. The demographic variables for the study included age, gender, level of education, and individual exposure to courses, seminars or informative meetings regarding entrepreneurship.

Many of the respondents were in the 26 to 35 years old age group and the 36 to 44 years old age group, with fewer of the respondents being in the 18 to 25 years old age group, as well as in the 45 years old and above age group. The results indicate similar findings to those in the GEM reports, which reflected low entrepreneurial activity in South Africa among individuals aged between 18 and 24 years old, with high levels of entrepreneurial activity among the 25 to 34 years old groups, and a decline in entrepreneurial activity among 45 year olds and above (Herrington & Kew, 2016). The results are also slightly similar to the findings of Muofhe and Du Toit (2011), who highlighted that many individuals in most of the developing countries tend to engage in entrepreneurial activities between the ages of 20 to 34 years. The findings support those of Herrington and Kew (2016), with the 26 to 35 years old age group, and the 36 to 44 years old age group tending to be qualified, with the study focusing on those with a certificate, or with an undergraduate or postgraduate degree, with fewer of the participants being qualified among the 18 to 25 year olds, as well as among the 45 year olds and above. The GEM South Africa 2015 and 2016 reports indicate that 67% of new entrepreneurs had obtained at least a secondary qualification (Herrington & Kew,

2016). The results obtained relate to the findings based on the research finding that education is an important factor in entrepreneurial intent (Ahmad et al., 2014).

The sample study's gender demographics, as shown in Figure 6, were that more females than males participated in the study. This was an interesting find, as studies focusing on entrepreneurship in South Africa have indicated males as being more likely than females to pursue a career in entrepreneurship. A report focusing specifically on the gender gap in entrepreneurship found that South Africa possesses a high percentage of males with entrepreneurial intent and motivation in comparison to females. However, many more female-headed ventures were found to close than did male-owned ventures (Kelley, Brush, Greene, Herrington, Ali, Kew, 2014). Other studies also conducted in the townships of Gauteng were found to have more female than male respondents (Mothibi & Malebana, 2019; Njiro, Mazwai & Urban, 2010).

The individual exposure to course, seminars or informative meetings regarding entrepreneurship was used to identify those with any entrepreneurial exposure, as such exposure can include support in terms of entrepreneurial information, financial management, training programmes and mentoring services, aimed at helping to build, grow and sustain a business successfully (Malebana, 2012). Close to 48% of the current study's respondents lacked any type of entrepreneurial exposure. Entrepreneurial exposure can be an enabler that can facilitate entrepreneurial career choice, hence the need for support programmes to increase such exposure (Malebana, 2017b). According to Malebana (2021), knowledge and prior start-up experience have an effect on the intent of an individual.

5.3 Discussion pertaining to the hypotheses of the study

This section revisits the hypotheses presented in Chapter 2. A summary of the results pertaining to the hypotheses is provided and discussed, together with the relationship between the IVs and the DV, as found to be present in the literature reviewed. The dependent factor included one item from the motivational push-and-pull factor, one item from the self-efficacy factor, and one item from the contextual factor. The researcher incorporated the items with entrepreneurial intent as they converged and loaded positively on the factor.

Hypothesis 1: There is a positive relationship between the motivational push-and-pull factors with entrepreneurial intent in the creation of a business.

To investigate the hypothesis, the relationship between the IV (motivational push-and-pull), and the DV (entrepreneurial intent) was assessed. The results revealed that the motivational push-and- pull factors were not significantly related to entrepreneurial intent, although there was a positive relationship between the two, which was due to the ρ-value being greater than 0.05. The result obtained supports the previous findings that were made, based on a positive, but not significant, relationship between the push-and-pull factors with entrepreneurial intent (Ismail, Shamsudin, & Chowdhury, 2012).

However, following reports based on the relatively high number of entrepreneurial activities found in the developing countries, due to unemployment and dissatisfaction (Iakovleva, Kolvereid, & Stephan, 2011), it was expected that the push-and-pull factors would be likely to predict entrepreneurial intent. Storey and Johnson (1987) identified an entrepreneurial motivational hypothesis, focusing on how the increase in unemployment could reduce the likelihood to find employment, which could result in individuals having the entrepreneurial intent to start their own ventures.

Individuals are driven towards participating in entrepreneurship as a final option (Eijdenberg & Masurel, 2013; Stephan et al., 2015). This type of drive could be motivated due to the challenges of unemployment involving the need to secure employment, and the need to cope with the loss of existing employment that is faced on a broad front throughout South Africa. The South African unemployment statistics for the last quarter of 2019 have shown an increase in the country's unemployment rate (StatsSA, 2019). With Covid-19 having had a significant impact worldwide, in South Africa the unemployment rate increased even further than before, as many lost their jobs.

As an increasing number of individuals have faced unemployment, the need to become an entrepreneur, and to earn a living through an entrepreneurial venture, has forced individuals to start their own venture(s). Many authors agree that the lack of access to economic opportunities could direct an individual towards entrepreneurship, as a means of survival (see, for instance, Chimucheka, 2013; Eton, Mwosi, Mutesingesi, & Ebong, 2017; Ndlovhu, Makgethla, Fatoyi, & Saul, 2017). Entrepreneurship has been found to form a link between intention and action (Carsrud & Brannback, 2011), in terms of which it becomes vital for those individuals operating in South Africa to be aware of how to start a business (Malebana, 2014).

The items that fall under this factor of motivational push-and-pull are considered to be factors of motivational push-and-pull with reference to a study done by Ismail, Nasir and Rahman (2021) that focuses

on factors that fall under the push-and-pull model. No significance was found in terms of the relationship between motivational push-and-pull with entrepreneurial intent, but the hypothesis was accepted, as the relationship was positive as was hypothesised.

Hypothesis 2: There is a positive relationship between self-efficacy and entrepreneurial intent in the creation of a venture.

Hypothesis 2 was not tested, due to only loading two items in the factor analysis. The dropping of variables has to be considered for the data to be simple and easy to analyse (Kline, 1994).

Hypothesis 3: There is positive relationship between contextual factors and entrepreneurial intent in the creation of a venture.

To answer the hypothesis, the relationship between the IV (contextual factors), and the DV (entrepreneurial intent) was assessed. The results found revealed that a positive relationship existed between the contextual factors and entrepreneurial intent, with the ρ-value being less than 0.05. The findings support those of Malebana (2014, p. 710), who found that "entrepreneurial intention is shaped by personal and environmental factors".

The findings of the current study are consistent with those found in the study by Fini, Grimaldi, and Sobrero (2009) as well as in the study by Uddin and Bose (2012), who identified that elements of the environment tend to relate significantly to entrepreneurial intent (Bacq et al., 2017; Geldhof et al., 2014; Weiss et al., 2019). However, the results found in the present study differed from those found in a study by Ibrahim and Lucky (2014, p. 209), where the relationship between environmental factors and entrepreneurial intent was positively "weak and insignificant". When individuals perceive conditions to be unfavourable regarding a new venture creation, their entrepreneurial intent tends to be relatively low and vice versa (Nabi & Linan, 2013).

Therefore, if an environment is hostile, then the process of attaining resources and of competing for them undermines an individual's desire to become an entrepreneur, which could negatively influence one's entrepreneurial intent (Odumosu, 2014). The relationship between contextual factors and entrepreneurial intent was found to be both significant and positive, therefore it was accepted, as the relationship is hypothesised.

5.4 Conclusion

The objective of the current chapter was to discuss the empirical results and findings of the study as they relate to each hypothesised conceptual framework. The results presented, which were briefly discussed in Chapter 4, related back to the literature discussed in Chapter 2. The findings made regarding the demographic variables were consistent with the findings made in the previous literature. The results of the factor analysis led to the removal of items, with the remaining items accounting for 53.97% of the variance discovered. The items were factored into two IV factors, being the push-and-pull factors and the contextual factors, and one DV factor, namely entrepreneurial intent.

The IVs were used as regressors in the regression analysis, so as to test their relationship with entrepreneurial intent. One hypothesis (hypothesis 2) was removed from the study, with the EFA identifying the reliability of the IVs and the DVs remaining. Hypothesis 3 was found to have a positive significant relationship with entrepreneurial intent. However, Hypothesis 1 was found to have a positive, but not significant, relationship with entrepreneurial intent. The findings were in close agreement with some of the literature identified in Chapter 2. In the next chapter, the implications, the conclusion and the recommendations of the study will be presented.

CHAPTER 6: CONCLUSION, IMPLICATION AND RECOMMENDATIONS

6.1 Introduction

In the current chapter, the findings of the study are used to provide a conclusion to the study. The recommendations and the implications, as well as the limitations, of the study and the future possibilities for research are also discussed.

6.2 Conclusion of the study

The present study was developed so as to identify to what extent was there a relationship between entrepreneurial intent and motivational factors, self-efficacy and contextual factors. Based on the literature reviewed in Chapter 2, the factors from the previous studies were used to measure and test the existing relationship. The research question was divided into SRQs that were discussed and answered. A discussion of the findings relating to the motivational factors was followed by a discussion of those relating to contextual factors. Self-efficacy was removed as a factor during factor analysis, as it did not load more than two items.

SRQ 1 asked about the extent to which there is a relationship between the motivational push-and-pull factors entrepreneurial intent in the creation of a venture. The current study found that there is a positive relationship between motivational push-and-pull and entrepreneurial intent.

The findings obtained support research that agrees with the existence of a positive relationship between motivation and intent (Farzana, 2018; Kim-Soon, Ahmad, Ibrahim, 2018; Malebana, 2021; Odoardi, Galletta, Battistelli, & Cangialosi, 2018; Santoso & Oetomo, 2018; Turhan, 2020), with some findings identifying no significant relationship between motivation and intent (Achchuthan & Nimalathasan, 2013; Farzana, 2018; Solesvik, 2013; Turhan, 2020). A slight difference was found in the results, as research was done in a different context and on a different population.

SRQ 2 asked about the extent to which there is a relationship between self-efficacy and entrepreneurial intent in the creation of a venture. The research question was not answered, due to the removal of the factor during factor analysis. Various studies have found a positive relationship between self-efficacy and entrepreneurial intent (Newman et al., 2019; Talebi, 2012; Van Rensburg & Tjano, 2020). The current study found that the relationship concerned had weakened. Therefore, the study concludes that the analysis of the relationship between self-efficacy and entrepreneurial intent should be measured using different self-efficacy scales. Drnovsek, Wincent, and Cardon (2010, p. 3) “argue whether self-efficacy is about having

ability or self-confidence" and express the belief that "until such questions are addressed then entrepreneurship will not be able to expand in its cumulative knowledge about effects of self-efficacy in entrepreneurship".

SRQ 3 asked about the extent to which there is a relationship between contextual factors and entrepreneurial intent in the creation of a venture. The study found a positive relationship between the factors, and that the relationship is significant.

The findings obtained support the research that agrees with the existence of this positive relationship between contextual factors and entrepreneurial intent (Akinbola, Ogunnaike, & Amaihian, 2020; Amos & Alex, 2014; Dzomonda, Fatoki, & Oni, 2015; Fini et al., 2009; Karimi et al., 2017; Uddin & Bose, 2012), with some studies identifying the existence of a significant relationship between the two factors (Amos & Alex, 2014; Karimi et al., 2017; Turker & Selcuk, 2009). Thomas, Passaro, and Scandurra (2014, p. 393) found that "entrepreneurial intent is explained by a set of complex variables including contextual factors".

The current study contributes by offering findings that differ from those found in similar literature based on four (intent, motivational push-and-pull, self-efficacy and contextual) factors combined in the study. The present study could add to the body of knowledge concerned, with it being difficult to find similar studies analysing all four of the factors together. Although the outcomes were different to some that were expected, they were interesting to find among the sampled population.

6.3 Recommendations and implications

This section of the final chapter focuses on the recommendations and implications for academic researchers (universities), incubators (enterprise development) and policymakers (the government), based on the results of the study.

6.3.1 Academic researchers

The current study can contribute towards research that has already been done in Gauteng and South Africa. Although only 120 entrepreneurs were considered, it was interesting to be able to find out that more female-owned than male-owned businesses operated in Gauteng at the time of the study, based on the sample size of 120. According to recent studies from different parts of South Africa, the individuals concerned might not have known about institutions that provide entrepreneurial programmes, and they might not have been

able to gain access to such entrepreneurial support systems, so as to be able to start a business (Khumalo, 2020; Malebana, 2017a). The study identifies that many (45) of the entrepreneurs possessed an undergraduate degree, with 24 respondents being found to possess a higher certificate, and 33 being found to be in possession of a postgraduate degree.

The present study can supplement the existing information on, as well as add new information to, the information that can be made available from a sample of entrepreneurs in Gauteng. Studies have recognised that an entrepreneur's education (Kangasharju & Pekkala, 2002), skills and experience (Kroon et al., 2003; Unger et al., 2011) play a vital role in their business success.

6.3.2 Incubators

According to previous research, an introduction to entrepreneurial education focusing on early-phase entrepreneurs can help to increase the quality and quantity of a successful venture (Du Toit & Gaotlhobogwe, 2018; Jaafar & Aziz, 2008).

The current study identified that the majority of individuals (approximately 52.5% of the respondents), despite having never before attended a course, seminar or informative meeting regarding entrepreneurship, had still ventured into the field of entrepreneurship. The results obtained mean that, of the 120 participants in the research, 63 had never before been exposed to any knowledge, skills or tools that would have enabled them to start and run their business(es) successfully.

Although the South African government has made efforts to promote small and medium business (Masutha & Rogerson, 2014), this study identified that a large number of the respondents did not make use of incubators. Such lack of use could be because some incubators provide programmes that are not what the entrepreneur wants, due to their lack of adaptation to entrepreneurial needs (Jordan, 1998 as cited in infoDev, 2010). Another factor could be a government policy issue, as some incubators fail to provide what entrepreneurs need due to economic and industrial policies (Buys & Mbewana, 2007).

6.3.3 Policymakers

The South African government ought to facilitate individuals registering their businesses, as well as to assist those who do not have registered businesses to register them. This could assist by enabling individuals to become registered business owners, and to be able to employ others legally. It would then be possible to keep track of the number of unemployed versus employed individuals.

From this study, and from other studies by Njiro et al. (2010), as well as by Mothibi and Malebana (2019), focusing on entrepreneurship in the Gauteng province, women were identified as owning more ventures than did men. However, the Real Economic Report of 2017 notes that there were fewer female-owned ventures in South Africa than male-owned. Both the national and the provisional government should, accordingly, find ways of increasing the number of female-owned ventures in the country, so as to be able to bridge the gap (Ndlovhu et al., 2017). According to recent studies from different parts of South Africa, a significant number of individuals who started ventures as youths have been most affected by unemployment and lack access to information about government entrepreneurship support programmes, aimed at encouraging them to start their own ventures (Khumalo, 2020; Malebana, 2017a).

Contextual factors were found to play an important role in terms of an individual's entrepreneurial intent, most importantly within the environment the business operates within, together with the receipt of support for the entrepreneur and their business. Currently, individuals who want to open a venture in South Africa experience difficulty with the lengthy process (Akinyemi & Adejumo, 2018).

6.4 Limitations

The limitations of the current study include the following points identified below:

✦ Analysis: The use of quantitative method questioning did not allow for an in-depth response from the sample population, which could have been attained if the study had added some qualitative questions to the survey.

✦ Time and size: Due to the time constraints experienced, the study was forced to observe a small sample of 120 respondents.

✦ Accessibility: The location where the research was conducted was chosen in line with it being accessible to the researcher.

✦ Convergence: Some questions from all four of the factors converged into the entrepreneurial intent factor, which resulted in the items concerned being decreased from the other three factors.

✦ Increase in options: The limited number of questions provided for each factor could not have been enough, as was shown through the factor analysis, when the items decreased per factor.

✦ Respondents: The respondents might have completed the questionnaire choosing only the options that seemed good and positive, instead of honest.

6.5 Recommendations for future research

Based on the research results obtained, the suggestions for further research follow:

✦ The relationship between the motivational push-and-pull factors and entrepreneurial intent in South Africa, with the former factors forming separate factors.

✦ Only quantitative research was conducted, therefore qualitative research ought to be done, so as to be able to identify the reasoning behind the ratings concerned, based on all the factors involved.

✦ Additional research into entrepreneurial intent and the contextual factors in terms of a bigger sample size in Gauteng, compared to other cities in South Africa, with focus on the established business owners.

✦ Contextual factors should be used focusing on perceived educational support and structural support, as well as on both informal and formal networking.

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Appendix A: Actual Research Instrument

Start of Block: Demographic Information

Please tick the boxes below that pertains to you

- ○ I consent, begin the study (1)
- ○ I do not consent, I do not wish to participate (2)

Q1 What is your age?

- ○ 18-25 (1)
- ○ 26-35 (2)
- ○ 36-44 (3)
- ○ 45>Above (4)

Q2 What is your Gender?

- ○ Male (1)
- ○ Female (2)
- ○ Other (3)

Q3 What is your level of education?

- ○ No schooling (1)
- ○ High school graduate (2)
- ○ Certificate (3)
- ○ Undergraduate Degree (4)
- ○ Postgraduate Degree (5)

Q4 Have you attended any course, seminars or informative meetings about entrepreneurship?

- ○ Yes (1)
- ○ No (2)

End of Block: Demographic Information

Start of Block: Measuring Motivational Push and Pull Factors

The next questions are 7 point Likert scales with Strongly Disagree=1 and Strongly Agree=7.

Indicate the extent to which you agree or disagree on the following statements.

Q5 I started a business because i wanted to be Independent?

- Strongly disagree (1)
- Disagree (2)
- Somewhat disagree (3)
- Neutral (agree nor disagree) (4)
- Somewhat agree (5)
- Agree (6)
- Strongly agree (7)

Q6 I started a business because i wanted to be recognised?

- Strongly disagree (1)
- Disagree (2)
- Somewhat disagree (3)
- Neutral (agree nor disagree)(4)
- Somewhat agree (5)
- Agree (6)
- Strongly agree (7)

Q7 I started a business for my own personal development?

- Strongly disagree (1)
- Disagree (2)
- Somewhat disagree (3)
- Neutral (agree nor disagree) (4)
- Somewhat agree (5)
- Agree (6)
- Strongly agree (7)

Q8 I started a business because i wanted to bring something new?

- Strongly disagree (1)
- Disagree (2)
- Somewhat disagree (3)
- Neutral (agree nor disagree) (4)
- Somewhat agree (5)
- Agree (6)
- Strongly agree (7)

Q9 I started a business to support my family

- Strongly disagree (1)
- Disagree (2)
- Somewhat disagree (3)
- Neutral (agree nor disagree) (4)
- Somewhat agree (5)
- Agree (6)
- Strongly agree (7)

Q10 I started a business because my family is entrepreneurial too

- Strongly disagree (1)
- Disagree (2)
- Somewhat disagree (3)
- Neutral (agree nor disagree) (4)
- Somewhat agree (5)
- Agree (6)
- Strongly agree (7)

Q11 I started a business because i did not have another option

- Strongly disagree (1)
- Disagree (2)
- Somewhat disagree (3)
- Neutral (agree nor disagree) (4)
- Somewhat agree (5)
- Agree (6)
- Strongly agree (7)

Q12 I was confident that i could succeed in running my own business

- Strongly disagree (1)
- Disagree (2)
- Somewhat disagree (3)
- Neutral (agree nor disagree) (4)
- Somewhat agree (5)
- Agree (6)
- Strongly agree (7)

Q13 I started a business because I was unemployed

- Strongly disagree (1)
- Disagree (2)
- Somewhat disagree (3)
- Neutral (agree nor disagree) (4)
- Somewhat agree (5)
- Agree (6)
- Strongly agree (7)

Q14 I started a business so I can earn a decent living

- Strongly disagree (1)
- Disagree (2)
- Somewhat disagree (3)
- Neutral (agree nor disagree) (4)
- Somewhat agree (5)
- Agree (6)
- Strongly agree (7)

Q15 Someone in my personal contacts (friends or colleagues) influenced my decision to start a business

- ○ Strongly disagree (1)
- ○ Disagree (2)
- ○ Somewhat disagree (3)
- ○ Neutral (agree nor disagree) (4)
- ○ Somewhat agree (5)
- ○ Agree (6)
- ○ Strongly agree (7)

End of Block: Measuring Motivational Push and Pull Factors

Start of Block: Measuring Self-Efficacy

Q16 When faced with difficult tasks, I have confidence that I will accomplish them

- ○ Strongly disagree (1)
- ○ Disagree (2)
- ○ Somewhat disagree (3)
- ○ Neutral (agree nor disagree) (4)
- ○ Somewhat agree (5)
- ○ Agree (6)
- ○ Strongly agree (7)

Q17 I believe I can succeed in anything I put my mind to

- Strongly disagree (1)
- Disagree (2)
- Somewhat disagree (3)
- Neutral (agree nor disagree) (4)
- Somewhat agree (5)
- Agree (6)
- Strongly agree (7)

Q18 I will successfully be able to overcome my business challenges as they occur

- Strongly disagree (1)
- Disagree (2)
- Somewhat disagree (3)
- Neutral (agree nor disagree) (4)
- Somewhat agree (5)
- Agree (6)
- Strongly agree (7)

Q19 In difficult times, I believe i can get my business to perform quite well

- ○ Strongly disagree (1)
- ○ Disagree (2)
- ○ Somewhat disagree (3)
- ○ Neutral (agree nor disagree) (4)
- ○ Somewhat agree (5)
- ○ Agree (6)
- ○ Strongly agree (7)

Q20 I am able to manage my business money well

- ○ Strongly disagree (1)
- ○ Disagree (2)
- ○ Somewhat disagree (3)
- ○ Neutral (agree nor disagree) (4)
- ○ Somewhat agree (5)
- ○ Agree (6)
- ○ Strongly agree (7)

Q21 I believe in my ability to get people to agree with me

- Strongly disagree (1)
- Disagree (2)
- Somewhat disagree (3)
- Neutral (agree nor disagree) (4)
- Somewhat agree (5)
- Agree (6)
- Strongly agree (7)

Q22 I am confident I have the skills and knowledge to grow beyond my current status

- Strongly disagree (1)
- Disagree (2)
- Somewhat disagree (3)
- Neutral (agree nor disagree) (4)
- Somewhat agree (5)
- Agree (6)
- Strongly agree (7)

Q23 I can read and understand industry changes that may hinder business growth

- Strongly disagree (1)
- Disagree (2)
- Somewhat disagree (3)
- Neutral (agree nor disagree) (4)
- Somewhat agree (5)
- Agree (6)
- Strongly agree (7)

Q24 I can form partner or alliance relationships with others

- Strongly disagree (1)
- Disagree (2)
- Somewhat disagree (3)
- Neutral (agree nor disagree)(4)
- Somewhat agree (5)
- Agree (6)
- Strongly agree (7)

Q25 I can formulate a set of actions in pursuit of opportunities

- Strongly disagree (1)
- Disagree (2)
- Somewhat disagree (3)
- Neutral (agree nor disagree) (4)
- Somewhat agree (5)
- Agree (6)
- Strongly agree (7)

Q26 I can recruit and train key employees

- Strongly disagree (1)
- Disagree (2)
- Somewhat disagree (3)
- Neutral (agree nor disagree) (4)
- Somewhat agree (5)
- Agree (6)
- Strongly agree (7)

End of Block: Measuring Self-Efficacy

Start of Block: Entrepreneur Intent

Q27 I was ready to work hard to become an entrepreneur

- ○ Strongly disagree (1)
- ○ Disagree (2)
- ○ Somewhat disagree (3)
- ○ Neutral (agree nor disagree) (4)
- ○ Somewhat agree (5)
- ○ Agree (6)
- ○ Strongly agree (7)

Q28 I always find creative solutions to my professional problems

- ○ Strongly disagree (1)
- ○ Disagree (2)
- ○ Somewhat disagree (3)
- ○ Neutral (agree nor disagree) (4)
- ○ Somewhat agree (5)
- ○ Agree (6)
- ○ Strongly agree (7)

Q29 A career as an entrepreneur was attractive to me

- Strongly disagree (1)
- Disagree (2)
- Somewhat disagree (3)
- Neutral (agree nor disagree) (4)
- Somewhat agree (5)
- Agree (6)
- Strongly agree (7)

Q30 I believed i would succeed in starting my own business

- Strongly disagree (1)
- Disagree (2)
- Somewhat disagree (3)
- Neutral (agree nor disagree) (4)
- Somewhat agree (5)
- Agree (6)
- Strongly agree (7)

Q31 Given many options, I would still pick to be an entrepreneur

- Strongly disagree (1)
- Disagree (2)
- Somewhat disagree (3)
- Neutral (agree nor disagree) (4)
- Somewhat agree (5)
- Agree (6)
- Strongly agree (7)

Q32 My qualification has contributed positively towards my interest to start my business

- Strongly disagree (1)
- Disagree (2)
- Somewhat disagree (3)
- Neutral (agree nor disagree) (4)
- Somewhat agree (5)
- Agree (6)
- Strongly agree (7)

Q33 Being an entrepreneur implies more advantages than disadvantages to me

- ○ Strongly disagree (1)
- ○ Disagree (2)
- ○ Somewhat disagree (3)
- ○ Neutral (agree nor disagree) (4)
- ○ Somewhat agree (5)
- ○ Agree (6)
- ○ Strongly agree (7)

Q34 I believe an entrepreneur's role in the country is not sufficiently recognised

- ○ Strongly disagree (1)
- ○ Disagree (2)
- ○ Somewhat disagree (3)
- ○ Neutral (agree nor disagree) (4)
- ○ Somewhat agree (5)
- ○ Agree (6)
- ○ Strongly agree (7)

Q35 Entrepreneurial activity is considered too risky

- Strongly disagree (1)
- Disagree (2)
- Somewhat disagree (3)
- Neutral (agree nor disagree) (4)
- Somewhat agree (5)
- Agree (6)
- Strongly agree (7)

Q36 I believe I have ability of leadership and communication skills

- Strongly disagree (1)
- Disagree (2)
- Somewhat disagree (3)
- Neutral (agree nor disagree) (4)
- Somewhat agree (5)
- Agree (6)
- Strongly agree (7)

Q37 I possessed the ability to network and make professional contacts

- Strongly disagree (1)
- Disagree (2)
- Somewhat disagree (3)
- Neutral (agree nor disagree) (4)
- Somewhat agree (5)
- Agree (6)
- Strongly agree (7)

End of Block: Entrepreneur Intent

Start of Block: Contextual factors (external environment)

Q38 It was easy for me to register my business

- Strongly disagree (1)
- Disagree (2)
- Somewhat disagree (3)
- Neutral (agree nor disagree) (4)
- Somewhat agree (5)
- Agree (6)
- Strongly agree (7)

Q39 I made use of a government loan to fund my business

- Strongly disagree (1)
- Disagree (2)
- Somewhat disagree (3)
- Neutral (agree nor disagree) (4)
- Somewhat agree (5)
- Agree (6)
- Strongly agree (7)

Q40 I attained a private loan to fund my business (example family, friends, community)

- Strongly disagree (1)
- Disagree (2)
- Somewhat disagree (3)
- Neutral (agree nor disagree) (4)
- Somewhat agree (5)
- Agree (6)
- Strongly agree (7)

Q41 Running of my business depends heavily on technological developments (example mobile phones, internet, robots)

- ○ Strongly disagree (1)
- ○ Disagree (2)
- ○ Somewhat disagree (3)
- ○ Neutral (agree nor disagree) (4)
- ○ Somewhat agree (5)
- ○ Agree (6)
- ○ Strongly agree (7)

Q42 My business is affected by environmental changes (example weather)?

- ○ Strongly disagree (1)
- ○ Disagree (2)
- ○ Somewhat disagree (3)
- ○ Neutral (agree nor disagree) (4)
- ○ Somewhat agree (5)
- ○ Agree (6)
- ○ Strongly agree (7)

Q43 I received support from my community to become an entrepreneur (example contributions or emotional support)

- ○ Strongly disagree (1)
- ○ Disagree (2)
- ○ Somewhat disagree (3)
- ○ Neutral (agree nor disagree) (4)
- ○ Somewhat agree (5)
- ○ Agree (6)
- ○ Strongly agree (7)

Q44 I operate on the basis of being eco-friendly

- ○ Strongly disagree (1)
- ○ Disagree (2)
- ○ Somewhat disagree (3)
- ○ Neutral (agree nor disagree) (4)
- ○ Somewhat agree (5)
- ○ Agree (6)
- ○ Strongly agree (7)

Q45 Business environment in my country provides a good quality and convenience for starting a business

- Strongly disagree (1)
- Disagree (2)
- Somewhat disagree (3)
- Neutral (agree nor disagree) (4)
- Somewhat agree (5)
- Agree (6)
- Strongly agree (7)

Q46 Conditions for doing business have improved in my country in the last five years (before Covid)

- Strongly disagree (1)
- Disagree (2)
- Somewhat disagree (3)
- Neutral (agree nor disagree) (4)
- Somewhat agree (5)
- Agree (6)
- Strongly agree (7)

Q47 Change in rules and regulations governing business operations leads to change in my business resources and business performance

- ○ Strongly disagree (1)
- ○ Disagree (2)
- ○ Somewhat disagree (3)
- ○ Neutral (agree nor disagree) (4)
- ○ Somewhat agree (5)
- ○ Agree (6)
- ○ Strongly agree (7)

Thank you for completing the survey

Best wishes in future entrepreneurial activities.

End of Block: Contextual factors (external environment

Appendix B: Consistency Matrix

Main Research problem: To identify the relationship between the motivational factors, intent, and contextual factors that influence the creation of small entrepreneurial ventures in Gauteng							
Sub-Aim	**Literature Review**	**Hypothesis**	**Research questions**	**Variable independent & dependent**	**Source of data**	**Type of data**	**Analysis**
SA1: To gain a better understanding of the relationship between motivational push and pull factors with entrepreneurial intent in the creation of a venture. SA2: To investigate the relationship between self-efficacy and entrepreneurial intent in the creation of a venture.	(Venter, Urban, & Rwigema, 2010). (Ajzen, 2017). (Krueger, Reilly, & Carsrud, 2000). (Eijdenberg & Masurel, 2013). (Heinze,	H1: There is a positive relationship between motivational push and pull factors with entrepreneurial intent in the creation of a venture. H2: There is a positive relationship between self-efficacy and entrepreneurial intent in the creation of a venture.	SRQ1: To what extent is there a relationship between motivational push and pull factors with entrepreneurial intent in the creation of a venture? SRQ2: To what extent is there a relationship between self-efficacy and entrepreneurial intent in the creation of a venture?	IV1=Motivational push and pull factors DV1= Entrepreneurial intent MV1= Creation IV2=Self-efficacy DV2= Entrepreneurial intent MV2= Creation	Questionnaire: Demographic information (Question 1-4) Entrepreneurial motivational push and pull Factors (Quetion 5-15) Entrepreneurial Self-Efficacy(16-26)	Ordinal and Nominal Data	IMB-SPSS v.25 Through use of descriptive statistics, multiple linear regression analysis, Exploratory factor analysis to assess the validity,

SA3: To investigate the relationship between contextual factors and entrepreneurial intent in the creation of a venture.	Banaszak, Holl & Babiak, 2016). (Bessant & Tidd, 2015). (FitzRoy, Hulbert & Ghobadian 2012). (Neneh, 2014). (Wang, Thornhill & De Castro, 2017).	H3: There is a positive relationship between contextual factors and entrepreneurial intent in the creation of a venture.	SRQ3: To what extent is there a relationship between contextual factors and entrepreneurial intent in the creation of a venture?	IV3= Contextual factors DV3=Entrepreneurial intent MV3= Creation	Entrepreneurial intent (Question 27-37) Contextual Factors (external environment) (Question 38-47)		Cronbach's alpha to assess reliability and correlation analysis

Appendix C: Letter to Respondents

The Graduate school of Management

2 St David's Place, Parktown,

Johannesburg, 2193

South Africa

PO Box 98, WITS, 2050

MM RESEARCH INVITATION AND CONSENT FORM

To Entrepreneurs operating in Gauteng

Dear Sir/Madam,

I am a graduate student at the University of Witwatersrand (Wits Business School) enrolled for a Master of Management in Entrepreneurship and New Venture Creation. I would like to invite you to participate in a survey by sharing your experiences as an Entrepreneur. This will form part of my thesis focusing on "Motivational Factors, Intent and Contextual Factors that influence the creation of small entrepreneurial ventures in Gauteng".

Change occurs every day, and so does what motivate and pushes us, therefore it is important to keep up with the changes in this ever-changing environment. It is well known that entrepreneurs encounter many challenges both intrinsic (motivation and intention) factors as well as extrinsic (contextual/external environment) factors. Therefore, we want to find out the strength of this relationship between these factors that push towards an entrepreneurial career.

I believe that the outcome of this research can provide great insights to aspiring entrepreneurs, policy makers (government), incubators (enterprise development) and academic researchers.

Please take the time to answer a few questions; the survey should take 10-15 minutes to complete. Your participation is completely voluntary and your identity will be confidential

Regards,

Relebohile G. Tsenki

Masters Candidate- Entrepreneurship and New Venture Creation

University of Witwatersrand (Wits Business School)

Email: gtsenki@gmail.com

Cell: +27711377539

Supervisor: Professor Boris Urban

Email: Boris.Urban@wits.ac.za

Tel: +27 11 717 3762

Appendix D: Consent Form



Tittle of Proposal: Motivational factors, intent and contextual factors that influence the creation of small entrepreneurial ventures in Gauteng.

Name of Researcher: Relebohile G Tsenki

By ticking the box below I hereby agree to participate in research on "Motivational factors, intent and contextual factors that influence the creation of small entrepreneurial ventures in Gauteng". I understand that I am participating freely and without being forced in any way to do so.

I also understand that I can stop participating at any point should I not want to continue, and that this decision will not in any way affect me negatively.

I understand that this is a research project whose purpose is not necessarily to benefit me personally in the immediate or short term.

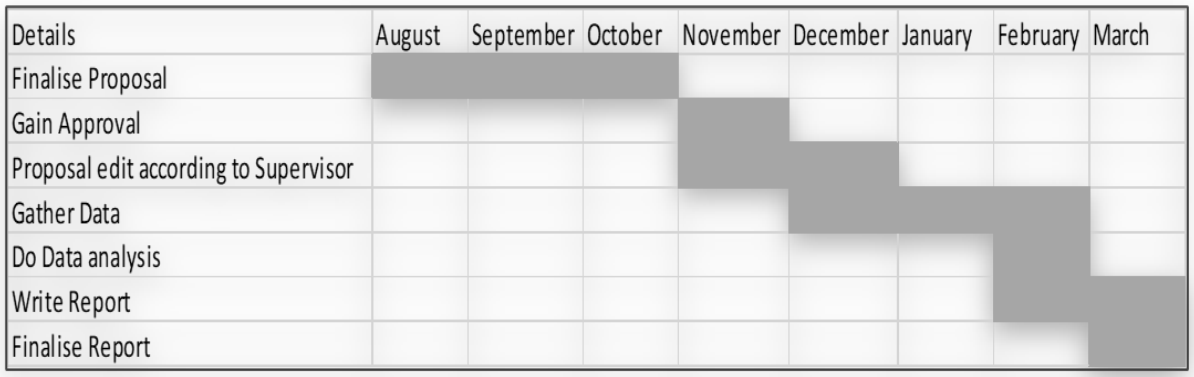
I understand that my participation will remain confidential.

○ I consent, begin the study (1)

○ I do not consent, I do not wish to participate (2)

Appendix E: Research Time Plan

Time-plan for completion of research report



Appendix F: Ethics clearance certificate

UNIVERSITY OF THE WITWATERSRAND, JOHANNESBURG

SCHOOL OF GRADUATE SCHOOL OF BUSINESS ADMINISTRATION ETHICS COMMITTEE CONSTITUTED UNDER THE UNIVERSITY HUMAN RESEARCH ETHICS COMMITTEE (NON-MEDICAL)

CLEARANCE CERTIFICATE **PROTOCOL NUMBER: WBS/BA2400000/473**

PROJECT TITLE	Motivational factors, intent and contextual factors that influence the creation of small entrepreneurial ventures in Gauteng
INVESTIGATOR	Miss Relebohile Tsenki
SCHOOL/DEPARTMENT OF INVESTIGATOR	MM (Entrepr & New Venture Creation)
DATE CONSIDERED	16 November 2020
DECISION OF THE COMMITTEE	Approved unconditionally
RISK LEVEL	MINIMAL RISK
EXPIRY DATE	30 JUNE 2021

ISSUE DATE OF CERTIFICATE 25 November 2020 **CHAIRPERSON** __ _____
(Dr MDJ Matshabaphala)

cc: Supervisor: Professor Urban

DECLARATION OF INVESTIGATOR

To be completed in duplicate and **ONE COPY** returned to the Chairperson of the School/Department ethics committee.

I fully understand the conditions under which I am are authorized to carry out the abovementioned research and I guarantee to ensure compliance with these conditions. Should any departure to be contemplated from the research procedure as approved I/we undertake to resubmit the protocol to the Committee.

_____ _____/_____/_____

Signature **Date**

PLEASE QUOTE THE PROTOCOL NUMBER ON ALL ENQUIRIES