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# Enabling social engagement for greater subjective well-being in South Africa

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# SUPPLEMENTARY INFORMATION

| | |
|---|---|
| Student Name: | Krystle Deborah Hastings |
| Student Number: | 1751913 |
| MBA Report Type: | Business Venture Proposal |
| Report Title: | Enabling Social Engagement for Greater Subjective Well-being in South Africa |
| Supervisor: | Nazli Jugbaran |
| Supplementary files: | Title page |
| | Declaration |
| | Executive summary |
| | Appendix A: List of participants |
| | Appendix B: Letter of invitation |
| | Appendix C: Interview guide |
| | Appendix D: The structure of analysis |
| | References |

# Enabling social engagement for greater subjective well-being in South Africa

**Krystle Deborah Hastings**

**1751913**

**A business venture proposal 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 Business Administration**

**Johannesburg, 2018**

**Protocol number:** WBS/BA1751913/467

# DECLARATION

I, Krystle Deborah Hastings, declare that this entrepreneurial business venture proposal 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 Business Administration in the University of the Witwatersrand, Johannesburg. It has not been submitted before for any degree or examination in this or any other university.



Krystle Deborah Hastings

Signed at Wits Business School, Johannesburg

On the 22nd day of February 2018

# EXECUTIVE SUMMARY

The subjective well-being (SWB) in South Africa has been decreasing since 2008 (NIDS, 2016). SWB has a significant impact on economic performance in terms of productivity, physical and mental health, and altruism (Diener, Lucas, & Oishi, 2002). There is a myriad of factors that impact SWB however, many research studies have pinpointed meaningful personal relationships as one of the most influential factors (Diener & Oishi, 2000; Diener & Seligman, 2002; Fleeson, Malanos, & Achille, 2002; Mineo, 2017). The purpose of this business venture proposal was to formulate and justify a business case that would effectively help single young aspirational adults establish and develop meaningful friendships and romantic relationships through social engagement to increase SWB in South Africa. This study explored potential social engagement solutions to help young aspirational adults establish and develop meaningful friendships and romantic relationships through conducting qualitative in-depth face-to-face interviews with fourteen participants. Friendships and romantic relationships were confirmed to be strongly related to SWB. The study revealed young aspirational adults in South Africa have a greater unresolved need and desire to establish and develop meaningful romantic relationships as opposed to meaningful friendships. Furthermore, evidence suggests the need to establish and develop meaningful romantic relationships is greater for adults above the age of 30. Competing offerings in the relationship industry are not perceived as suitable and sufficient to resolve this need. As the identified ideal social engagement solution for the business venture, aspirational adults in South Africa would like to meet a variety of single people through different and ongoing positive and memorable experiences in a wide variety of different venues, where there is no pressure on attendees to establish an immediate romantic relationship. Accordingly, the business venture proposes to offer customers a wide variety of interactive and adventure activities as well as travel tours with other single people within a similar age group, which can be viewed and booked through the use of a user-friendly digital platform. The strategic business model for the proposed business venture offers low costs, high profit returns and high growth potential.

Keywords: Subjective well-being (SWB), meaningful personal relationships, meaningful romantic relationships, single young aspirational adults, social engagement.

# APPENDIX A: LIST OF PARTICIPANTS

| Participant | Age | Gender | Race | Area of residence |
|---|---|---|---|---|
| A | 29 | Female | Black | Midrand |
| B | 30 | Female | Black | Sandton |
| C | 31 | Female | Black | Johannesburg |
| D | 25 | Female | White | Germiston |
| E | 27 | Female | White | Parkhurst |
| F | 34 | Female | Indian | Bassonia |
| G | 35 | Female | Indian | Bedfordview |
| H | 31 | Male | White | Bedfordview |
| I | 29 | Male | White | Edenvale |
| J | 27 | Male | White | Germiston |
| K | 28 | Male | Indian | Rosebank |
| L | 25 | Male | Coloured | Benoni |
| M | 32 | Male | Black | Johannesburg |
| N | 35 | Male | Black | Fourways |

# APPENDIX B: LETTER OF INVITATION

Dear [Name],

I hope you're well.

My name is Krystle Hastings; I received your details from [Name & Surname].

I am currently completing my MBA with Wits Business School and need to conduct some research for my thesis. I am doing a very interesting study on relationships for a business I would like to start that specifically addresses the difficulty experienced by single young aspirational adults in meeting friends and romantic partners in South Africa.

As a young aspirational adult in South Africa, I would be honoured to conduct an interview with you; I feel you would be able to provide great insight and value to help guide a solution to this important need.

It will be a relaxed discussion and with your permission on acceptance of this invitation, I will audio record the session for analysis purposes only. As an incentive for your participation, delicious snacks and drinks will be provided during the discussion.

**The interview details are provided below:**

*Date:* xx

*Time:* xx

*Location:* 90 Webber Rd, Germiston, Johannesburg, 1401 [venue 1]

[Map and picture of the venue attached]

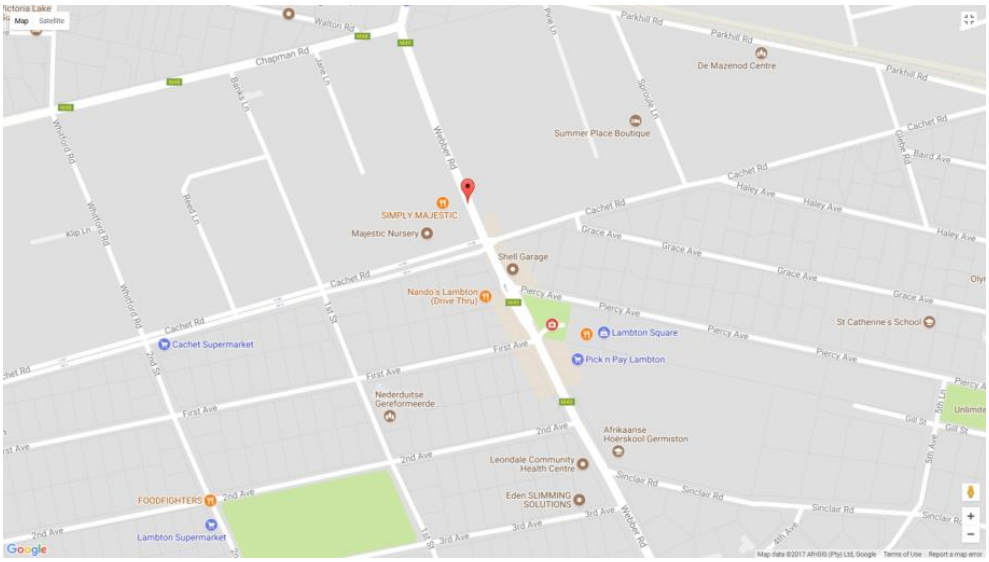
Please send me a message or email by [date] if you can attend. I look forward to welcoming you and having an interesting and inspiring discussion. My details are provided below. Please let me know if you have any questions at all.

Warm regards,

Krystle Hastings

Mobile:  082 349 1496; Email:  krystlehastings@gmail.com

## Letter of invitation attachments






# APPENDIX C: INTERVIEW GUIDE

**Introduction [10 minutes]**

Establish rapport

Rapport will be established through introductions, having a general conversation and thanking the participant for agreeing to participate in the study.

Explain the purpose of the research study

As explained in your invitation letter, I am currently completing my MBA with Wits Business School and am conducting research to understand how I can help single young aspirational adults establish and develop meaningful friendships and romantic relationships. My goal is to open a business to create impactful change in people's lives through meaningful relationships.

Explain confidentiality

Thank you for your permission to audio record the session. The audio recordings and everything shared between us in this interview will remain confidential and will only be used for the purposes of analysis for this study.

**Discussion questions**

**Strategic objective 1: To understand meaningful friendships and personal relationships and how they impact subjective well-being.**

**Question 1 [5 minutes]**

- Main question: What does a close meaningful friendship mean to you?
- Probing question: What impact do you think close meaningful friendships have on your life?

**Question 2 [5 minutes]**

- Main question: What does a meaningful romantic relationship mean to you?
- Probing question: What impact do you think meaningful romantic relationships have on your life?

**Strategic objective 2: To determine appropriate social engagement solutions to help single young aspirational adults establish and develop meaningful friendships and romantic relationships.**

**Question 3 [10 minutes]**

- Main question: How do you currently go about meeting new people?
- Probing question: What do you think about meeting people this way?
- Probing question: Pros?
- Probing question: Cons?
- Probing question: When you think about going out to meet a potential new friend and romantic partners, what are your initial feelings and thoughts?
- Probing question: What do you think makes you feel this way?
- Probing question: What do you think could improve this experience?

**Question 4 [10 minutes]**

- Main question: In an ideal world, how would you like to meet new people?
- Probing question: Any cool suggestions?
- Probing question: Where would you be?
- Probing question: What would you be doing?
- Probing question: How would you develop a relationship from there?

**Question 5 [15 minutes]**

I would like to tell you about a potential solution that I feel could work to help people establish and develop meaningful relationships and then get your thoughts on it. The proposed solution is to organise and host face-to-face events in suitable venues with groups of people that are purposely matched with each other. Each event will involve fun, interactive activities and social skills challenges to help people establish and

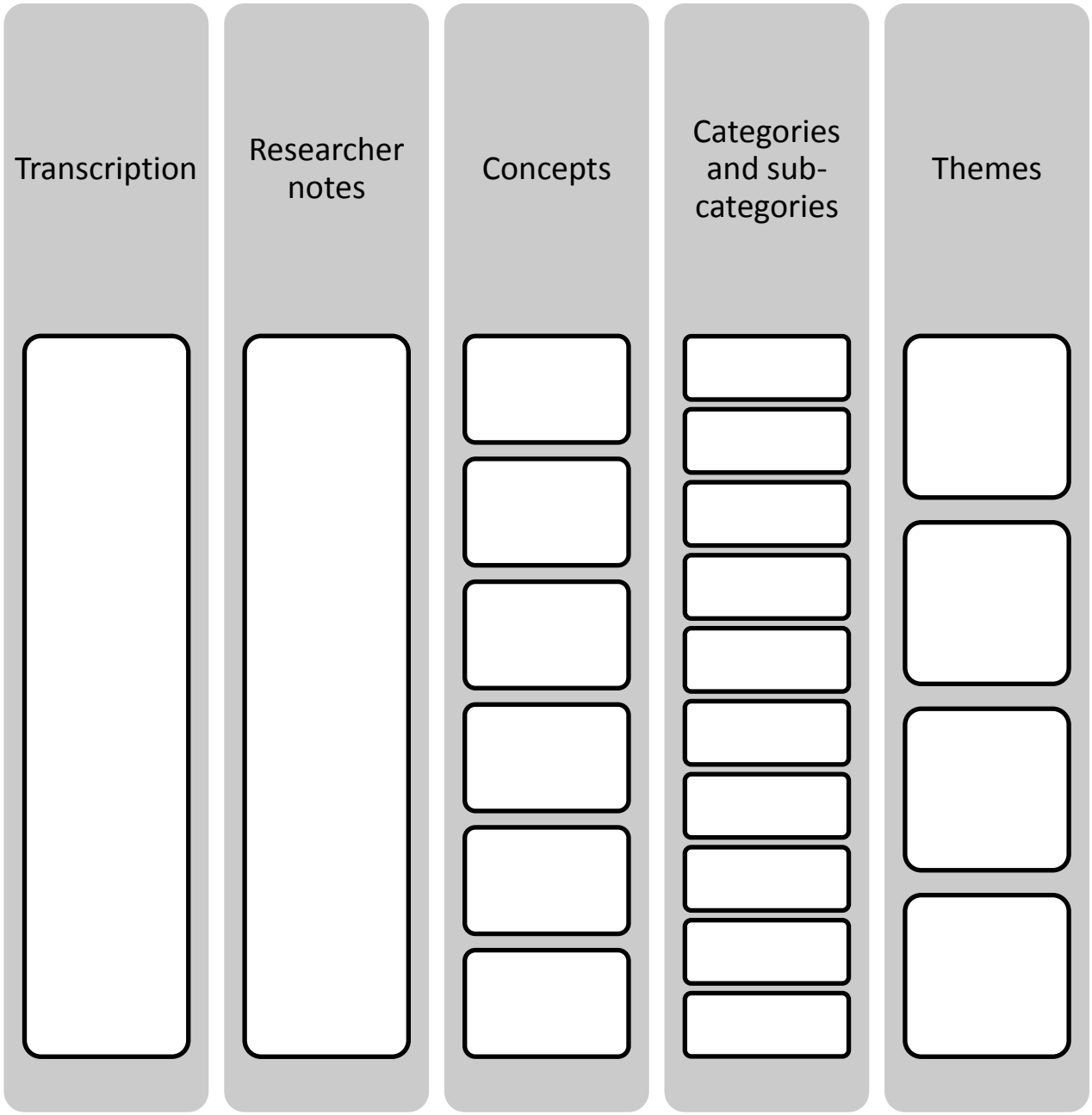
develop relationships. Activities may include for example wine tasting, games, painting, and outdoor activities.

- Main question: What are your thoughts about this solution?
- Probing question: What types of flaws can you identify?
- Probing question: What criteria do you feel is important to evaluate when matching friends and romantic partners?
- Probing question: What activities would you enjoy doing?
- Probing question: How often would you like to attend an event?
- Probing question: What would you say is a good price per event?
- Probing question: What are your thoughts on a monthly membership fee versus paying per event?
- Probing question: How would you like us to communicate with you to tell you about the events? For example, social media, email, phone call, website, WhatsApp, SMS.
- Probing question: How would you like to confirm your attendance? For example, replying yes or no to an email, SMS, or booking online?
- Probing question: How would you prefer to give us feedback after the event? For example, online, through email, telephone call or in-person?

**Conclusion [5 minutes]**

If you have any thoughts later on, please feel free to email me. Thank you for taking the time to share your valuable insights with me, I really appreciate it.

## APPENDIX D: STRUCTURE OF ANALYSIS



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