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Exploring how values shape the entrepreneurial propensity of youths: a study of the young, black South African entrepreneur

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Appendix 1

Cover letter and questionnaire

Exploring how values shape the entrepreneurial propensity of youths: a study of the young, black South African entrepreneur.

Dear Sir/Madam,

My name is Robert Venter and I am both a PhD candidate and a member of staff in the School of Economic and Business Sciences, University of the Witwatersrand, Johannesburg. The title of my PhD research is: ***Exploring how values shape the entrepreneurial propensity of youths: a study of the young, black South African entrepreneur***. Specifically, I am interested in understanding how hybrid values (that is, the mix between traditional African and Western values) are used by youth entrepreneurs in the informal economy to secure entrepreneurial advantage and achieve entrepreneurial success.

As a young black entrepreneur in Johannesburg's informal economy, you are invited to participate in my research by completing the attached questionnaire. The purpose of the questionnaire is to investigate how your different values help you gain access to different resources as well as impact the performance of your business.

The questionnaire is broken down into eight parts. In part 1, you will be asked questions about you and your business. In part 2, you will be asked questions relating to how you see yourself as in relation to your business. In part 3, you'll be asked about what you need to run a successful business. In part 4, you'll be asked questions relating to how you run your business. In part 5, you'll be asked questions about where you'd like to go with your business in the future. In part 6, you will be asked questions relating to your culture and different entrepreneurial values. In part 7, you'll be asked questions about your belief in yourself. In section 8, you'll be asked questions about why you started your business. There are 80 questions in total and the questionnaire should take about 20 minutes to complete.

What will happen if you choose to participate in the research?

- There is no risk to you and no harm will come to you if you do participate
- My research assistant will ask you to sign a consent form. By so doing, you agree to participate in the research. Before signing the form, please make sure that she has answered any questions you might have about the research.
- Your responses are important and there are no right or wrong answers. It would be appreciated if you answered all the questions. However, you may choose not to answer certain questions and you may stop answering the questionnaire at any stage.
- Your responses will be taken to be both confidential and anonymous. In order to ensure your confidentiality and anonymity, you will not be required to give your name or your business's name at any stage.
- Should you struggle to understand any of the questions, my research assistant will assist by translating them into a language you are comfortable with.
- This study is for academic purposes only. The results of the study will only be reported in my thesis as well as in journal articles, and your responses will not be shared with anyone else. Questionnaires will be kept for a period of 5 years in my office to facilitate further research, and will be destroyed thereafter.

What will happen if you choose <u>not</u> to participate in the research?

- Participation in the research is purely voluntary. Nobody will force you to complete the questionnaire.
- There will be no penalty or consequence if you do not complete the questionnaire.

The study was approved unconditionally by the Human Research Ethics Committee (non-medical) of the University of the Witwatersrand, Johannesburg. Should you have any queries relating to the research, please feel free to contact me on 084 580 7587 or robert.venter@wits.ac.za. Alternatively, you can contact my supervisors, Professor Boris Urban, on 083 793 3069 or boris.urban@wits.ac.za or Professor Chris Rogerson at crogerson@uj.ac.za. You may additionally direct any requests for copies of the results to me on the aforementioned numbers.



Rob Venter

1. The following questions will help me to find out more about you and your business. Where relevant place a cross (x) in the block that best corresponds to your answer other write down your response.

1.1 Your age in years: _____ Years

1.2 Your gender: Female ❑ Male ❑

1.3 What is your home language? _____

1.4 Which ethnicity do you identify most strongly with?

Afrikaans	❑	Tsonga	❑
English	❑	Tswana	❑
Ndebele	❑	Venda	❑
Northern Sotho	❑	Xhosa	❑
Southern Sotho	❑	Zulu	❑
Swazi	❑	Other (please list)	
		_____	

1.5 Indicate your highest level of education:

some primary school	❑	primary school completed (grade 7/standard 5)	❑
some high school	❑	high school completed (grade 12/matric)	❑
short programme completed	❑	diploma/degree completed	❑
post graduate qualification completed	❑		

1.6 Where is your business located? (please list area) _____

1.7 How long have you been running this business? Less than 1 year ❑ 1-5 years ❑ More than 5 years ❑

1.8 Is this your first business? Yes ❑ No ❑

a. If no, how many businesses have you previously started? _____

1.9 How many people do you employ? _____

a. How many of your employees are full time? _____
b. How many of your employees are part time? _____
c. How many of your employees are family members? _____

1.10 Indicate where your business operates: (select only one option)

a. On the street ❑
b. In a metro mall ❑
c. At a taxi rank ❑
d. In a craft market ❑
e. At home or at a friend's home ❑
f. From a container or caravan ❑
g. In a formal building ❑
h. Other (where your business operates from ***if*** you haven't ticked any of the above):
_____

1.11 What is your average monthly turnover (in rands)? R _____

1.12 How did you finance the start-up of your enterprise? (You may tick more than one if applicable)

a. Bank loan ❑
b. Loan from family ❑
c. Loan from friend ❑
d. Loan from micro-financing organisation ❑
e. Loan from a non-governmental organisation ❑
f. Own money ❑
g. Stokvel (rotational lending scheme) ❑
h. From an inheritance ❑
i. Someone gave you a gift of money ❑
j. Someone invested in your business (gave you money in exchange for a share of your business) ❑

1.13What do you sell in your business/what service do you offer? _____

2. The following questions will help me to find out more about what you see yourself as. Indicate how much you agree or disagree with a statement by placing a cross (x) in the block corresponding to your answer.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
2.1 I often think of running my business in the formal economy	❑	❑	❑	❑	❑
2.2 I would like to think of myself as an entrepreneur who is driven by identifying and pursuing opportunities	❑	❑	❑	❑	❑
2.3 Becoming a successful entrepreneur would be an important part of who I am	❑	❑	❑	❑	❑
2.4 It is important for me to express my entrepreneurial ambitions	❑	❑	❑	❑	❑
2.5 When I think about it, the term 'entrepreneur' fits me pretty well	❑	❑	❑	❑	❑
2.6 I would like to think that I'm just like successful entrepreneurs such as Patrice Matsepe	❑	❑	❑	❑	❑
2.7 Becoming a successful entrepreneur will enable me to attain adult status in my community	❑	❑	❑	❑	❑

3. The following questions will help me to find out more about what you need to run a successful business. Indicate how much you agree or disagree with a statement by placing a cross (x) in the block corresponding to your answer.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
3.1 It is easy for new and growing businesses in the informal economy to get a loan from a bank	❑	❑	❑	❑	❑
3.2 It is easy to find people who want to invest in new and growing businesses in the informal economy	❑	❑	❑	❑	❑
3.3 The government makes money readily available to new and growing businesses in the informal economy	❑	❑	❑	❑	❑
3.4 I often rely on my close friends and family to help me run my business	❑	❑	❑	❑	❑
3.5 I often rely on people other than my close friends and family to help me run my business	❑	❑	❑	❑	❑
3.6 I know people with lots of different skills who are willing to help me run my business	❑	❑	❑	❑	❑
3.7 The education I've received to date has taught me how to be an entrepreneur	❑	❑	❑	❑	❑
3.8 The education I've received to date has taught me how to grow my business	❑	❑	❑	❑	❑

4. The following questions will help me to find out more about how you run your business. Indicate how much you agree or disagree with a statement by placing a cross (x) in the block corresponding to your answer.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
4.1 Compared to my competitors, I have introduced more new products/services over the past year	❑	❑	❑	❑	❑
4.2 Compared to my competitors, I have made more changes and improvements to my existing products/services over the past year	❑	❑	❑	❑	❑
4.3 Over the past year, I have often taken risks in growing my business	❑	❑	❑	❑	❑
4.4 Over the past year, I have often looked for innovative solutions to problems facing my business	❑	❑	❑	❑	❑
4.5 Over the past year, I actively engaged in search for big business opportunities	❑	❑	❑	❑	❑
4.6 In my business, rapid growth this year is my dominant goal	❑	❑	❑	❑	❑
4.7 Steady growth and stability in my business this year is my primary concern	❑	❑	❑	❑	❑
4.8 I have managed to create employment for others in my business over the past year	❑	❑	❑	❑	❑
4.9 Compared to my competitors, my profits have continued to grow over the past year	❑	❑	❑	❑	❑

5. The following questions will help me to find out more about where you'd like to go with your business in the future. Indicate how much you agree or disagree with a statement by placing a cross (x) in the block corresponding to your answer.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
5.1 Registration with the South African Revenue Service is an important part of growing my business	❑	❑	❑	❑	❑
5.2 Getting a loan from a bank is an important part of growing my business	❑	❑	❑	❑	❑
5.3 It is important that I provide my employees with safe working conditions	❑	❑	❑	❑	❑
5.4 It is important that I stick to the law when I recruit, select or dismiss any of my employees	❑	❑	❑	❑	❑
5.5 It is important that I pay my employees a decent wage	❑	❑	❑	❑	❑
5.6 I work closely with different businesses in the formal economy	❑	❑	❑	❑	❑
5.7 The majority of my suppliers are located in the formal economy	❑	❑	❑	❑	❑

6. The following questions will help me to find out more about what is important to you in running your business. Indicate how much you agree or disagree with a statement by placing a cross (x) in the block corresponding to your answer.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
6.1 In running my business it is important for me to achieve individual success through my own personal efforts	❑	❑	❑	❑	❑
6.2 In running my business it is important to be my own boss	❑	❑	❑	❑	❑
6.3 Making a profit is very important to me	❑	❑	❑	❑	❑
6.4 In running my business, it is important to take risks	❑	❑	❑	❑	❑
6.5 It doesn't bother it I make a lot of money even if others in my community remain poor	❑	❑	❑	❑	❑
6.6 In running my business, it is important to be creative and innovative	❑	❑	❑	❑	❑
6.7 I don't mind it there are lots of other people who sell the same thing I do	❑	❑	❑	❑	❑
6.8 I must take responsibility for managing my own life rather than have others do it	❑	❑	❑	❑	❑
6.9 The needs of the community are more important than my own	❑	❑	❑	❑	❑
6.10 I am more inclined to place the needs of others (the collective) ahead of mine	❑	❑	❑	❑	❑
6.11 In my business, it is very important that I get to know my customers on a personal level beyond just selling them something	❑	❑	❑	❑	❑
6.12 Through running my business, I am able to help people who are in need	❑	❑	❑	❑	❑
6.13 In running my business, I often extend credit to customers who can't immediately pay	❑	❑	❑	❑	❑
6.14 I run my business in a way that would please my ancestors	❑	❑	❑	❑	❑
6.15 My customers are like family to me	❑	❑	❑	❑	❑
6.16 Talking to my customers about their personal lives is not a waste of time	❑	❑	❑	❑	❑
6.17 I value business advice from my elders	❑	❑	❑	❑	❑
6.18 I take special care of customers who are my elders	❑	❑	❑	❑	❑
6.19 Hard work is important to my success	❑	❑	❑	❑	❑
6.20 My employees' wellbeing is important to me	❑	❑	❑	❑	❑
6.21 I take my employees' opinions into account when I make decisions impacting my business	❑	❑	❑	❑	❑

7. The following questions will help me to find out more about your belief in yourself. Indicate how much you agree or disagree with a statement by placing a cross (x) in the block corresponding to your answer.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
7.1 Compared to other people that run businesses like my own, I am better able to solve problems	❑	❑	❑	❑	❑
7.2 I am better at managing money when compared to others that run businesses similar to mine	❑	❑	❑	❑	❑
7.3 I am more creative than others that run businesses similar to mine	❑	❑	❑	❑	❑
7.4 Compared to other people that run businesses like my own, I am better at getting people to agree with me	❑	❑	❑	❑	❑
7.5 I am a better leader than others that run businesses similar to mine	❑	❑	❑	❑	❑
7.6 I am better at making decisions when compared to other people that run businesses like my own	❑	❑	❑	❑	❑

8. The following questions will help me to find out more about why you started your business. Indicate how much you agree or disagree with a statement by placing a cross (x) in the block corresponding to your answer.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
8.1 I started my current business because I wanted to make a lot of money	❑	❑	❑	❑	❑
8.2 I started my current business because I needed to support my family	❑	❑	❑	❑	❑
8.3 I started my current business to create jobs in my community	❑	❑	❑	❑	❑
8.4 I started my current business because I wanted to be free to do my own thing	❑	❑	❑	❑	❑
8.5 I started my current business because I identified an opportunity (need I could fill)	❑	❑	❑	❑	❑
8.6 I started my current business to follow the example of an entrepreneur I admire	❑	❑	❑	❑	❑
8.7 I started my current business because I couldn't find a proper job (full-time employment)	❑	❑	❑	❑	❑
8.8 I started my current business because I was retrenched/fired	❑	❑	❑	❑	❑
8.9 I started my current business because I wanted to fulfil my personal vision of being an entrepreneur	❑	❑	❑	❑	❑

***** END *****

Thank you for giving of your time in participating in this study. Your input is most appreciated and will be treated as confidential at all times.

Appendix 2

Control Sheet for the pilot study

Control sheet – Pilot study
(To be completed by research assistant)

1. Which questions did the respondents find most difficult and why?

2. Did the respondents struggle with the level of language? Which questions were most challenging?

3. Did you have to help in translation/interpretation of certain questions? If so which questions?

4. How long did it take the respondents to complete the questionnaire (in minutes)? _____

5. Did the respondents have any suggestions on how the questionnaire could be improved? What were these?

6. Based on your observation/facilitation do you have any suggestions to make with respect to the questionnaire? If so, what are these?

Appendix 3

Consent to participate

CONSENT TO PARTICIPATE IN PHD RESEARCH

Exploring how values shape the entrepreneurial propensity of youths: a study of the young, black South African entrepreneur

Please read the following, and sign in the space below should you agree to complete the questionnaire. If you have any questions relating to the consent form, please contact the principal researcher, Rob Venter, on 084 580 7587.

I have read and understand the contents of the participant information sheet attached to the questionnaire.. I have been encouraged to ask questions and all of my questions have been answered to my satisfaction. By signing this form:

- I agree voluntarily to participate in this study.
- I understand that my responses will be treated as anonymous and confidential at all times and that this signed consent form will be kept separate from the questionnaire I complete.
- I know that I can withdraw from the study at any time.

_____ _____

Signature of participant Date

_____ _____

Signature of person obtaining consent Date

Appendix 4

Ethics clearance certificate

Research Office

HUMAN RESEARCH ETHICS COMMITTEE (NON MEDICAL)
H120914 Venter

CLEARANCE CERTIFICATE	**PROTOCOL NUMBER H120914**
PROJECT TITLE	Exploring how values shape the entrepreneurial propensity of youths: A study of the young, black South African entrepreneur
INVESTIGATOR(S)	Mr. R Venter
SCHOOL/DEPARTMENT	Economic and Business Sciences
DATE CONSIDERED	21 September 2012
DECISION OF THE COMMITTEE	Approved Unconditionally
EXPIRY DATE	30 September 2014

DATE 27 September 2012 **CHAIRPERSON** (Professor T Milani)

DECLARATION OF INVESTIGATOR(S)

To be completed in duplicate and **ONE COPY** returned to the Secretary at Room 10005, 10th Floor, Senate House, University.

I/We fully understand the conditions under which I am/we are authorized to carry out the abovementioned research and I/we 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. **I agree to completion of a yearly progress report.**

Signature **Date** 03/10/2012

PLEASE QUOTE THE PROTOCOL NUMBER ON ALL ENQUIRIES