

**DETERMINANTS OF SOCIAL ENTREPRENEURIAL INTENT AMONG
MILLENNIALS IN SOUTH AFRICA WITH SPECIAL REFERENCE TO SHANDUKA
BLACK UMBRELLAS, GAUTENG PROVINCE**

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DETERMINANTS OF SOCIAL ENTREPRENEURIAL INTENT AMONG MILLENNIALS IN SOUTH AFRICA WITH SPECIAL REFERENCE TO SHANDUKA BLACK UMBRELLAS, GAUTENG PROVINCE

I declare that the above dissertation is my own work and that all the sources that I have used or quoted have been indicated and acknowledged by means of complete references.

I further declare that I submitted the dissertation to originality checking software and that it falls within the accepted requirements for originality.

I further declare that I have not previously submitted this work, or part of it, for examination at Unisa for another qualification or at any other higher education institution.



SIGNATURE

09-11-2020

DATE

DEDICATION

The dissertation is dedicated to my late mother Lorraine Nomvula Saudi and late aunt Daisy Nomalanga Masemola. Thank you for being my anchors and beacons of hope.

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I would like to thank God, my Saviour, for His spiritual guidance and the strength that He has bestowed upon me to complete this dissertation.

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I wish to inspire my niece, Lerato Saudi and nephew, Tshepiso, to encourage them to pursue their studies and to understand the importance of education.

To my amazing support structure, which came in many other different forms, thank you.

ABSTRACT

Despite strong policy formulation and intervention in youth programmes in South Africa, participation in social entrepreneurship by millennials is still at a peripheral. Youth unemployment in South Africa has risen to crisis levels despite significant interventions. There is a mismatch between what the education system produces and what is needed in the job market. The factors that determine and influence intentions of the millennial generation regarding social entrepreneurship in an effort to improve the economic development of South Africa are investigated in this study. In order to investigate this, a quantitative research instrument was employed.

Structured questionnaires were used, and the subjects for this research comprised of 150 social entrepreneurs who were formally registered under the incubation hub, the Shanduka Black Umbrellas database in Gauteng. To understand the determinants of entrepreneurial intentions among South African millennials, regression analysis was employed to estimate determinants of entrepreneurial intentions.

Descriptive statistics indicated the following:

- Social entrepreneurship intentions levels among South African millennials is still very high.
- Risk tolerance remains low, meaning that very few millennials convert their intentions into social entrepreneurship actions.
- There is a discrepancy between social entrepreneurship intentions and real social entrepreneurship actions.

The regression model indicated that:

- Age, gender, need for achievement, risk tolerance, opportunity recognition, and proactive personality as characteristics were significantly low.
- Innovativeness/creativity, entrepreneurial educational support, and perceived entrepreneurial government support were considered to be statistically significantly high in this research.

- The significance levels less than or equal to 0.1(10%), 0.05(5%) and 0.01(1%) as measured by the p-value were considered to be statistically significant in this research.

This study indicates that the South African Government can reap the rewards of young millennials participating in social entrepreneurial strides which, in turn, creates a pool of employment while reducing the social ills of the country.

In conclusion, recommendations are provided using a suggested framework to strengthen the contribution of new knowledge.

Keywords: entrepreneurship, social entrepreneurship, social entrepreneurial intentions, millennials, South Africa, unemployment.

TABLE OF ABBREVIATIONS

DFI	Development Funding Institutions
EGF	Equity Group Foundation
FiKA	Financial Knowledge for Africa
GEM	Global Entrepreneurship Monitor
NYDA	National Youth Development Agency
SA	South Africa
SBU	Shanduka Black Umbrellas
SEA	Social Entrepreneurial Activity
SEDA	Small Enterprise Development Agency
SMMEs	Small, Medium and Micro Enterprises
SO	Social Organisation
TBL	Triple Bottom Line
TEA	Total Early-Stage Entrepreneurial Activity
BMIP	Best Mobile Innovation in Pakistan
GDP	Gross Domestic Product
MSE	Medium to Small Enterprises
NGOs	Not-for-Profit Organisation
OECD	Organisation for Economic Co-operation and Development
SEO	Social enterprise Organisation
UNDP	United Nations Development Programme

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CHAPTER 1 INTRODUCTION AND BACKGROUND

1.1 REASONS FOR THE SELECTION OF THE TOPIC AND NEED FOR THE STUDY

South Africa (SA) faces many socio-economic and political problems, and one of the significant challenges is the serious, ever-increasing youth unemployment levels, currently at 55.75% (Statistics South Africa:2020). However, these challenges are particularly prevalent among those between the ages of 24–35 (Nyakudya, Simba and Herrington, 2018:293–324). In their view, the youth suffer from a deficiency of on-the-job experience and the skills that are required to make them marketable in the economy. Furthermore, in a study by Cichello and Rogan (2017), both scholars support the views of Nyakudya *et al.* (2018). The growing number of youths who do not have jobs and those that cannot get jobs is becoming a significant burden to the government. Unemployment is also straining the nation's fiscus (Nyakudya, Simba and Herrington, 2018:293–324).

According to the Department of Basic Education (2011), SA allocates a significant amount of its budget to education, but the nation still suffers from high redundancy compared to the rest of the world (Vally, 2015). There is a mismatch between what the education system produces and what is needed in the job market (Chiloane -Tsoka, 2017). This mismatch has resulted in a misalignment between available skills and the skills required to support economic growth. Nonetheless, if this is to be resolved, there must be a paradigm shift towards a branch of entrepreneurship in the form of social entrepreneurship. Recognising and identifying prospective social entrepreneurs, therefore, becomes vital in the face of challenges confronting the nation. High levels of joblessness are an immense burden for emerging economies, and this results in broader societal issues such as high levels of crime, increased poverty and a general decrease in the well-being of nations (Van der Berg, Wills, Selkirk, Adams and Van Wyk, 2019).

The Global Entrepreneurship Monitor [GEM] (2016) confirms that South Africa's persistent low level of Total Entrepreneurial Activities (TEA), is far below than that of other developing countries (Herrington, Kew and Mwangi (2017). This suggests that there is a low uptake of entrepreneurship among the youth, which is the reason for the selection of the topic of the study.

Government alone is unable to create job opportunities, yet the government is expected to generate and develop conditions that are conducive to the encouragement and cultivation of alternative ways of creating employment (Maluleke, 2016). Some alternatives include promoting innovation and entrepreneurship. In the traditional sense, entrepreneurship has the potential to transmute society and generate employment prospects for various sections of society. Promoting social entrepreneurship can thus be viewed as an alternative and probably improved way of assisting developing nations such as SA to create job opportunities (Bosma and Harding, 2007; Nyakudya, Simba and Herrington, 2018:293–324). Social entrepreneurship can be understood as a procedure that aims at transforming societies and tackles vital underlying social needs (Lekhanya, 2015; Littlewood and Holt, 2018:525–561). Social entrepreneurship offers groundbreaking answers to explain some of the most severe social problems confronting governments. The primary and most important aspect of social entrepreneurship is not rent-seeking, but the development of complete transformation through adding real value (Austin, Stevenson and Wei-Skillern, 2006; Teise and Urban, 2015:36–52).

Significant effort has been made to develop an awareness of the possible merits of social entrepreneurship, particularly enabling and encouraging upcoming social entrepreneurs (Chipeta, Surujlal and Koloba, 2016:6885–6899). If armed with the necessary backing, young entrepreneurs can play pivotal roles in their respective communities (Urban and Kujinga, 2017:243–259). Young individuals in social entrepreneurship can generate financial freedom, self-confidence, and lessen the burden on the government in taking care of the jobless and enhancing the general well-being of societies. This will develop and maintain socio-economic and political stability (Fatoki and Chindoga, 2011:161–169; Lekhanya, 2015). Herrington *et al.* (2017:293–324) shared the same sentiments: “entrepreneurship can aid employment creation, especially for the youth.” Therefore, social entrepreneurship is steadily becoming a major driving force in the economic growth of SA. Furthermore, it has developed into an important academic question (Pless, 2012:317–320) after years of neglect and focus on the not-for-profit segment (Urban, 2008). This underscores the need for institutions of higher learning to ensure that they arm the students with the skills needed to enable them to embrace innovativeness and

allow them to address social problems such as poverty, unemployment and societal issues (Ayob *et al.*, 2013:249–267).

In a research conducted by Chiloane-Tsoka and Mmako (2014:377–383), the authors further support the argument posed by the scholars mentioned earlier, that training and development are important for the country to increase the number of entrepreneurs. These authors averred that through training and development, as well as financial resources management, a country could see an increase in economic activities and more employment opportunities can be created. There is a plethora of perspectives about how social entrepreneurship behaviours can be investigated to understand why entrepreneurs get inspired or motivated to start their own businesses (Shane and Venkataraman, 2009). The aforementioned source seems to be outdated, but in the light of the study, the citation is still relevant because it contains the essence of the study in question. South Africa needs to develop and encourage more social entrepreneurs to alleviate poverty in the South African societal communities. Onuoha and Ferreira (2017:208), therefore, advocate that social entrepreneurship is vital for the economic development of the country.

The concerns of these authors (Austin, Stevenson and Wei-Skillernet, 2006; Littlewood and Holt, 2015:48) draw strength from the notion that entrepreneurship that takes serious consideration of social aspects has been gaining recognition with socio-economic perspectives that consider and bundle together social and economic goals. This helps to change entrepreneurship. Because of this, social entrepreneurship has recently attracted significant attention, particularly for its consideration of economic, social, and cultural aspects. Thus, the rationale for conducting this research is the identification of social entrepreneurial intentions among millennials.

1.2 PROBLEM STATEMENT

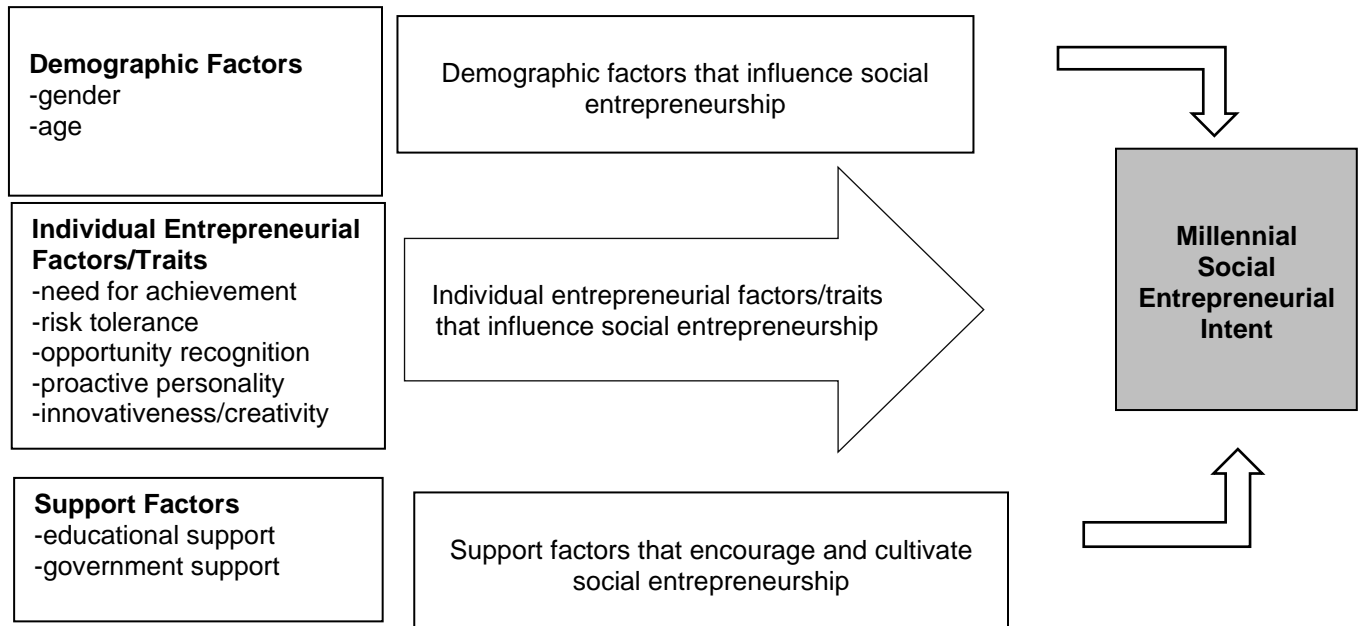
Despite the strong policy formulation and intervention for youth, unemployment has remained a challenge for stimulating job creation, especially for young millennials. Institutions and prevailing markets have struggled to cater adequately for social needs and, consequently, youth unemployment in South Africa has risen to crisis levels (Graham and Mlatsheni, 2016). Despite significant funding, there is a mismatch between what the

education system produces and what is needed in the job market. This mismatch has resulted in a misalignment between available skills and the skills required to support economic growth (Chiloane-Tsoka and Botha, 2015:377–383; Cloete, 2015:1–17). If this is to be resolved, there has to be a paradigm shift towards a new branch of entrepreneurship in the form of social entrepreneurship (Cloete, 2015:1–17). Recognising and identifying prospective emerging social entrepreneurs is vital in the face of prevailing circumstances confronting most nations, particularly emerging nations like SA (Dagume and Gyekye, 2016:59–67).

Social entrepreneurs seek to become agents of change by identifying all the social ills that confront large societies in a country (Bernardino, Santos, and Ribeiro, 2015). In this study, the youth was a point of reference and was referred to as ‘millennials. Youth unemployment among millennials continues to rise without solutions being brought forward. For this reason, it is vital to stimulate increased entrepreneurial activity (Awogbenle and Lwuamadi, 2010:833). Encouraging millennials to participate in entrepreneurial activities, particularly in their communities, drawing them closer to alleviate poverty in their counterparts, can stimulate behavioural social entrepreneurial intentions. Such behavioural intentions help to foster a culture of social entrepreneurial activity to reduce the poverty levels among the millennial generation in SA.

This study was triggered by the identification of the gap that existed in social entrepreneurship and the millennials’ intention to grow economic development in South Africa. Consequently, focus was on the entrepreneurial intentions of the millennial generation in identifying social entrepreneurship opportunities. Furthermore, the study investigated the determinants of social entrepreneurship, and finally established that the need for achievement, risk tolerance, opportunity recognition, innovativeness/creativity, perceived entrepreneurial educational support, and perceived entrepreneurial government support, all have a positive influence on the entrepreneurial intentions of young South Africans. Demographic factors (age and gender) and proactive personality had no influence on social entrepreneurial intentions.

1.3 CONCEPTUAL FRAMEWORK



Source: Author developed

1.4 PRIMARY OBJECTIVE

To investigate the determinants of social entrepreneurial intention among the millennial generation in South Africa.

1.5 SECONDARY OBJECTIVES

The secondary objectives of the study are:

- To outline demographic factors that determine social entrepreneurial intentions among the millennials in South Africa.
- To determine individual entrepreneurial factors/traits that inspire social entrepreneurial intentions among the millennials in South Africa.
- To determine the level of social entrepreneurial intention among the millennial generation.

- To outline the support factors that encourage entrepreneurial intentions among the millennials in South Africa; and
- To suggest a framework for the contribution of new knowledge on social entrepreneurship.

1.6 RESEARCH QUESTIONS

- What are the demographic factors that determine of social entrepreneurial intention among the millennial generation?
- What are the individual entrepreneurial factors/traits that inspire entrepreneurial intentions among the millennials in South Africa?
- What are the levels of social entrepreneurial intention among millennials?
- What are the support factors that encourage entrepreneurial intentions among the millennials in South Africa?
- What recommendations can be put forward to encourage social entrepreneurial intention among the millennial generation?

1.7 SECONDARY SOURCES

Published and unpublished sources were collected. Periodicals, dissertations and thesis from research institutions, conference papers, textbooks and library reference services were consulted. The internet also served as a critical secondary source. Information not available from publications but, which may be relevant to the study, was gathered through the use of questionnaires directed at the target group of the study.

1.8 PRIMARY SOURCES

Information was gathered by means of an empirical study. Considerable weight was placed on the information obtained from Shanduka Black Umbrellas, a business incubation hub in Gauteng. For this reason, interviews and appointments played a role in data collection. A structured questionnaire, including a 5-point Likert type questions was used during the interviews.

1.9 METHODOLOGY

Research methodology is a technique followed in conducting research (Saunders, 2012). The methodological approach, or paradigm, can be divided into two domains: qualitative or quantitative (Saunders, 2012; Creswell, 2015). Quantitative research is a technique of collecting and analysing numerical data to reveal patterns and make predictions on the wider population. Quantitative research solves the question by numbers. In this study, a quantitative method was used because the research was based on numerical rather than quality aspects. The advantage of this approach was guided by the researcher's unique understanding of quantitative research.

1.10 RESEARCH DESIGN

The practice of research design encompasses much more than philosophical assumptions and philosophical ideas and must be combined with broad approaches to research strategies and implemented with specific procedures and methods (Azungah, 2018). Dannels (2018:402–416) contends that the research design is a plan that moves from the underlying philosophical assumptions to specifying the selection of respondents, the data gathering techniques to be used, and the data analysis to be completed. Brinkmann (2018:591–608) states that a research philosophy is built around issues that surround the study, combined with the nature of the questions that are being probed. Schoonenboom and Johnson (2017:107–131) describe a research design as intellectual image or an architectural impression of what the product of research is anticipated to look like. Tobi and Kampen (2018:1209–1225) maintain that a research design is the basic plan for a research study.

The research was quantitative in nature and sought to identify the effectiveness of entrepreneurship in identifying entrepreneurial intent among millennials. The importance of quantitative research is its capability to compute specific concepts and measure components of phenomena by assigning figures to the supposed quality of things (Meyers, Gamst and Guarino, 2016;).

Here the researchers attempted to quantify a concept by exactly addressing questions concerning the 'how much' and 'who' (Cooper and Schindler, 2014). Quantitative research varies from qualitative research, which is predominantly descriptive and

exploratory (Meyers, Gamst and Guarino, 2016). It tries to establish causal associations between variables and allows for causality among associations to be tested (Kalof, Dan and Dietz, 2008; Saunders, Lewis and Thornhill, 2009).

Quantitative research assumes a post-constructivist tactic that assigns importance to the presupposition of meaning, procedures, and experiences (Kalof *et al.*, 2009). This study, therefore, employed this approach because it was seeking to investigate the effectiveness of entrepreneurship in identifying the entrepreneurial intent among millennials. Even though quantitative research can be beneficial, it also has its shortcomings; for instance, suppositions may not be wholly comprehended by the scholar. Similarly, quantitative research can be too far-reaching and may not always have a straightforward application for specific situations (Johnson and Onwuegbuzie, 2004:14–26).

1.11 RESEARCH APPROACH

The methodology applied was a survey study. The survey study used a structured questionnaire as a data collection instrument. According to Babbie (2013), two survey designs models are available: open-ended and closed-ended questions. This study used closed-ended questions on the survey questions, from which the participants were asked to choose. The advantages of the structured survey include the swiftness with which the survey may be accomplished since limited writing is needed (Meyers, Gamst and Guarino, 2016).

1.12 QUESTIONNAIRE DEVELOPMENT

The process of data collection that was used in this study encompassed conducting and administering questionnaires. Malhotra (2010:335) points out three primary aims that should be accomplished when designing a questionnaire. First, the questionnaire must be able to translate all the information needed by the researcher into a sequence of questions to be answered by participants. Second, the questionnaire must be able to stimulate and inspire participants to become involved in the interview and complete it effectively and honestly. Finally, the researcher must aim at restricting response mistakes as much as possible (Malhotra, 2010:335).

Additionally, Zikmund and Babin (2012:280) advise that questionnaire design must be relevant and accurate. A questionnaire is relevant when it helps to answer a research question. On the other hand, the questionnaire is accurate when the information provided in the questionnaire is valid. The information then represents the actual reality of what it is measuring (Meyers, Gamst and Guarino, 2016).

1.13 TARGET POPULATION

A target population can be referred to as a group of people, events or objects that share a collective characteristic and represent the entire, or total, of cases involved in a research study (Dahabreh and Hernán, 2019:719–722). Shanduka Black Umbrellas has over 500 entrepreneurs, which is the population for the study.

1.14 SAMPLE SIZE

The sample consisted of 150 participants ($N=150$) from various industries in Gauteng from Shanduka Black Umbrella, which is a government incubation hub for young South African entrepreneurs. Shanduka Black Umbrellas assists these entrepreneurs by providing resources, such as office space, as well as money in their first four years of conception or inception. The reason why this hub was selected is because it is situated in the City of Johannesburg in the heart of Gauteng, and it accommodates young people from all walks of life with a common passion for entrepreneurship. A convenience sampling technique, which involves including anyone who is interested in taking part in a particular study, was employed.

1.15 DATA COLLECTION

The study was conducted in an effective and efficient manner, where 150 questionnaires were administered to obtain the opinions of all entrepreneurs who are in the Shanduka Black Umbrellas database, which allowed respondents to tick the preferred choices. A structured questionnaire was appropriate to gather data. Following the assertion by Jacob (1996:341), it is for this reason that structured questionnaires were used in order to elicit the opinions of all entrepreneurs who are in the Shanduka Black Umbrellas database. To complement the data obtained from questionnaires, and to ensure that multiple data is collected, a literature review was undertaken. Literature under the Shanduka Black

Umbrellas database that was necessary to answer the research questions asked include plans, annual and quarterly reports, and other documents that were deemed necessary.

1.16 DATA ANALYSIS

Azungah (2018) states that data analysis refers to the 'process of inspecting, cleaning, transforming and modelling data with the goal of highlighting useful information, suggesting conclusions and supporting decision making'. They distinguish between data mining – 'a particular data analysis technique that focuses on modelling and knowledge discovery for predictive rather than purely descriptive purposes', and business intelligence, which 'covers data analysis that relies heavily on aggregation, focusing on business information' (Azungah, 2018). Data analysis allows the researcher to interpret a large amount of data collected (Trudeau and Shobeiri, 2016). Data analysis techniques were used to provide answers to research questions in the study.

Quantitative analysis is the numerical illustration and handling of observations to describe and explain the concepts that those observations represent. According to Leedy and Ormrod (2010), the analysis of data involves the following steps: '(1) organization of details about the case; (2) categorisation of data; (3) interpretation of the data; (4) identification of patterns and (5) synthesis and generalisations'.

The data captured by the researcher was statistically analysed to produce descriptive analysis results. The statistical analysis was used to reduce large amounts of data to summarise the frequency, range, median, the mean and standard deviation of each data set. The study made use of tables and charts to display the frequency of responses and measures of dispersion for demographic questions in the survey. This study made use of the Likert scale as follows: (1) Strongly agree; (2) Somewhat agree; (3) Neither agree nor disagree; (4) Somewhat disagree and (5) Strongly disagree. The research questions were answered according to the weighted average means. The Likert scale, therefore, established the extent of agreement or disagreement with statements resulting in the median, standard deviation and range of scores of variables as part of the statistical analysis.

1.17 ETHICS

According to McMillan and Schumacher (2001:421), most ethical circumstances require researchers to identify situational priorities, which commonly encompass deliberations with respondents. In this study, the following ethical considerations were followed through approval UNISA ethical clearance committee which took two months to apply and get approval. Furthermore, ethical considerations were undertaken with the entrepreneurs funded by Shanduka Black Umbrellas before the completion of questionnaire. In order to ensure anonymity and confidentiality, participants were informed not to write their names on the questionnaires that they were expected to complete. Employees were informed that they have the right to review a report before it is finally released. The issue of confidentiality and anonymity is confirmed by McMillan and Schumacher (2001:421) who state that researchers have a double responsibility: protection of respondents' privacy and confidentiality from other persons in the study whose personal identification might enable them to identify them and protection of the respondents from the general reading public.

A letter was written to the Shanduka Black Umbrella to obtain permission to conduct the research study. Information sheets were made available, which explained briefly what the study entailed. These were given to the prospective respondents that took part in the survey as well as a consent form that the participants signed consenting to be part of the study. Where participants needed clarity, clarity was provided in the process. After participants consented, they were given a questionnaire, which they completed themselves. Upon completion, questionnaires were put inside a box and sealed for analysis.

1.18 SIGNIFICANCE OF THE STUDY

This study is important because it presents possible opportunities and a starting point for the government to manage social entrepreneurship more effectively and efficiently. A foundation can be built with an understanding of the social entrepreneurs' contribution to economic issues, value creation, growth and social empowerment.

- The study resolved and bridged the gaps that resulted from the failure to implement policies and legislative interventions.
- This study, therefore, forms the basis for more studies on prospective social entrepreneurs among the millennials of SA.
- The study benefited the policy makers and contributed to research on job creation and real youth empowerment, suggested valuable courses of action to policymakers and their stakeholders and inspired more in-depth research on the topic.
- A suggested framework was provided to pave the way towards resolving social entrepreneurial ills through millennial participation.

1.19 LIMITATIONS OF THE STUDY

Research must be feasible to focus on a particular problem, considering available time, sample size and the capabilities of the researcher (Brynard, 1997:11). This study focused on young entrepreneurs who received financial and other resources from the Black Umbrellas over the past four years. The focus is young people who were, or are, directly financed and resourced by the Black Umbrellas, and are between the ages of 24 to 35. They formed a sample of 150 participants ($n=150$).

The study was limited to a sample frame that consisted of a group from Shanduka Black Umbrellas in the Gauteng region. This limitation was because of financial and time constraints. Although the sample size was consistent with previous studies, the generalisation of the study findings to the entire population in the country should be approached with caution. The current study was conducted among the Shanduka Black Umbrellas entrepreneurs, Johannesburg, and Pretoria branches in the Gauteng region, hence, the results generated in this study may be generalised to a wider population not involved in this study, except for the entrepreneurs in Gauteng.

1.20 CONCLUSION

This chapter consisted of an introduction to the research topic, background to the study, the problem statement, and the research methodology of the study. Other factors that are included are: the research approach adopted; research population and sample;

measuring instrument; data analysis, ethical considerations, and delimitations of the study. The next chapter will focus on a literature review of the study.

1.21 DISSERTATION LAYOUT

Chapter 1

This chapter provided a brief introduction and background to the topic of entrepreneurship and social entrepreneurship. It covered the research objectives, research questions, motivations for the study, problem statement and an overview of the research approach including the methodology that was adopted for this study.

Chapter 2

Provides a comprehensive literature review on the phenomenon of entrepreneurship and social entrepreneurship among South African millennials.

Chapter 3

This chapter provides the theoretical frameworks of social entrepreneurship. The chapter engaged in describing the qualities and the inspirations of social entrepreneurs, as well as some of the significant problems that face social entrepreneurship.

Chapter 4

This chapter discusses the research methodology and design used in the study.

Chapter 5

Documents the research procedures and analysis of the results.

Chapter 6

Concludes with a summary and evaluation of objectives and present suggestions for future studies.

Chapter 7

Presents a suggested framework for new knowledge, conclusion, limitations, directions for future research and recommendations.

CHAPTER 2 LITERATURE REVIEW

2.1 INTRODUCTION

Chapter 1 provided a roadmap of the research; it interrogated the need of the study as well as the topic in research. The problem statement and research methodology were described, and a summary in the form of a conclusion was provided. This chapter intends to outline the literature in understanding the effectiveness of entrepreneurship and social entrepreneurs through the use of youths, represented by the millennial group in advancing the sentiments of how unemployment can be curbed through the use of digital platforms and mediums. In this chapter, the following objectives were identified:

Primary objectives

To investigate the determinants of social entrepreneurial intention among the millennial generation in South Africa.

Secondary objectives

The secondary objectives of the study are:

- To outline demographic factors that influence entrepreneurial intentions among the millennials in South Africa;
- To determine individual entrepreneurial factors/traits that influence entrepreneurial intentions among the millennials in South Africa;
- To determine the level of social entrepreneurial intention among the millennial generation;
- To outline the support factors that influence entrepreneurial intentions among the millennials in South Africa; and
- To suggest a framework for the contribution of new knowledge on social entrepreneurship.

2.2 BACKGROUND

Although there is a significant quantity of literature on entrepreneurial intent, social entrepreneurial intentions are comparatively overlooked (Malebana and Swanepoel, 2015:95). Knowledge of the backgrounds and underlying drivers of social entrepreneurial intent is vital since intentions are premeditated and based on intentional behaviour. The degree of purpose is even more dominant in social entrepreneurship (Manyaka, 2015).

In the study conducted by Nasiruddin and Fahada Misaridin (2014:149), the authors contend that social entrepreneurship is slowly obtaining major significance in academic studies because of its role in empowering communities and addressing social problems. It presents an innovative formula by allocating services that are developed to resolve social problems. The main aim of this section is to give a reasonable presentation of the critical ideas that characterise social entrepreneurship among millennials, its difficulties, achievement components, and the business enterprise movement inside the economy.

2.3 OVERVIEW OF THE SOUTH AFRICAN YOUTH ENTREPRENEURIAL INTENTS AMONG MILLENNIALS

According to Statistics South Africa (2020), the number of unemployed youths remains overwhelmingly high at 55,57%, because the government on its own is unable to create job opportunities. The GEM (2016) survey confirms South Africa's persistent low level of entrepreneurial activities to other countries participating in the GEM (Herrington, Kew and Mwanga (2017:6). Furthermore, this is echoed by illiteracy levels that state that the majority of those operating in entrepreneurship, especially in the SMMEs sector, hold less than a matric qualification, thus contributing to the lack of skills. Nevertheless, entrepreneurship has been seen as an alternative to decrease the level of unemployment. Entrepreneurship can be understood as a procedure of recognising, evaluating, and pursuing opportunities through innovations and inventiveness, which add value to society (Manyaka, 2015:1–7).

However, the level of South Africa's entrepreneurship activity among individuals planning to start a business and those that have already started is disappointingly low compared

to other emerging economies (Fatoki and Chindoga, 2011:161–169). Fatoki and Patswawairi (2012:133–142) report that the GEM ranks SA in the 27th position out of 59 countries, based on entrepreneurship activity and that, its Total Early-Stage Entrepreneurial Activity is less than the international average of 11.9%, while the country is measured at 8.9%. Fatoki and Chindonga (2011) further proclaim that the main reason behind the low level of entrepreneurship activity in SA is due to the low level of youth participation in the process of enterprise creation. This is exacerbated by the fact that young people in the country represent the majority of the population and they are facing serious impediments in accessing employment opportunities. In simple terms, the early-stage entrepreneurial process in SA and that of Sub-Saharan African countries encounter funding difficulties in accessing capital for their businesses (Herrington and Kew, 2013).

The argument by Fatoki and Chindonga (2011) on the situation of entrepreneurship in SA, essentially lays the foundation of the current entrepreneurial intents among millennials. Thus, this study seeks to explore the entrepreneurial intentions of the millennial group. Furthermore, this study was shaped to close off the gaps that were identified in Chapter 1. The paragraph below aims to clarify what social entrepreneurship entails and the background.

2.4 SOCIAL ENTREPRENEURSHIP DEFINITION

Even though there is international interest from scholars and practitioners in social entrepreneurship, there is no agreement on how social enterprise ought to be defined (Manyaka, 2015; Mair and Martí, 2006). Researchers have undertaken the challenge of defining social entrepreneurship from a plethora of viewpoints (Manyaka, 2015:1–7; Martin and Osberg, 2007). This is echoed in the declaration by Mair and Martí (2006), that there is a plethora of descriptions for social entrepreneurship and they diverge based on the theoretical explanation (Teise and Urban, 2015:36–52). Some academics claim that this lack of consent constrains research progress and development (Santos, 2012). Bacq and Janssen (2011:376) describe social entrepreneurship as ‘the process of identifying, evaluating, and exploiting opportunities aiming at social value creation by means of commercial market-based activities and the use of a wide range of resources. On the other hand, Choi and Majumdar (2014:372) conceptualise it as: ‘a collection of

concepts pointed toward a representation of the combined quality of certain sub-concepts'. According to the study conducted by Lombard and Strydom (2011:327), social entrepreneurship is an actor that offers social work with the aim of stimulating people to develop their own society. Nonetheless, this definition in the South African context is not well embraced, in that social entrepreneurship has not reached its peak. It is still reliant on non-governmental organisations, social activists, philanthropists, and agents seeking to promulgate corporate social responsibility.

In this context, Visser (2011), suggests that social entrepreneurship dose not only manifest in a prearranged industry or specific type of endeavour, but social entrepreneurship ought to be viewed to embody and include all entities, whether they operate in the public, private or informal sector. Consequently, the area of practice in which social entrepreneurship originates should not in itself consist of or exclude such activity to be defined as social entrepreneurship (Teise and Urban, 2015:36–52).

Currently, the paradigm in social entrepreneurship concentrates on the role of social change by inspiring transformation in communities, rather than rent-seeking as the main prize (Teise and Urban, 2015:36–52; Shaw, Gordon, Harvey and Maclean, 2011:276). Apparent in the number of recognised themes central within research, social entrepreneurship is essential as an innovation field of scientific research motivated by economic and environmental change (Kraus, Filser, O'Dwyer and Shaw, 2013:276). Numerous researchers have, in their studies, highlighted the contemporary discrepancies regarding social entrepreneurship concepts and contributed to building literature on the subject (Hill, Kothari and Shea, 2010:18).

A study by Galera and Borzaga (2009:210) revealed complications in assigning a solitary clear definition that can be devoted to the concept of social entrepreneurship. For the authors, the numerous definitions expounded by diverse writers for the idea of social entrepreneurship has compounded the difficulty concerning what the notions of a social organisation (SO) and social entrepreneurship entail to different people (Galera and Borzaga 2009:210). Peredo and McLean (2006:56) suggest that particular fundamentals such as 'problem solving' and 'sustainable social value' proposed by Johnson (2000:2) reappear in various research studies as essentials that contribute to the foundations of

social entrepreneurship and assist in differentiating social entrepreneurship from other forms of entrepreneurial activities. For this study, the definition of Visser (2011) was used to define the social entrepreneurial landscape.

2.5 THE RISE OF SOCIAL ENTREPRENEURS IN SOUTH AFRICA

The study conducted in 2009 by GEM specified that, at that time, SA had a very low SE activity rate. However, since then, a growing number of people are exhibiting enterprising skills and innovative ways of tackling significant problems confronted by the nation. As a result of direct involvement and experience in their surroundings, social entrepreneurs are frequently obliged to make an impact in the lives of others (Teise and Urban, 2015:36–52). In SA, the government, under the apartheid administration, neglected to provide education, infrastructure, and healthcare to black people living in impoverished settlements. High population density, high unemployment levels and low education levels across the country have ‘proven to be ideal fuel’ for a sequence of problems in the country, but more specifically, for the immense problem of the high prevalence of AIDS (Bornstein, 2004).

An example that is relevant to the target population of this study is that of Pip Wheaton, founder of Enke. That organisation works with young people aged between 18 and 30 and is founded on three principles: connect, equip, and inspire. The approach ensures that the youth understand that other people’s problems are their responsibility too. Through encouraging empathy, the organisation works to connect youth from various cultural and socio-economic backgrounds. They have successfully connected with over 980 young people, who have in turn impacted more than 11 000 other young people since inception (Urban and Kujinga, 2017:243–259; Ashoka, 2014). Entrepreneurs and social entrepreneurs are both viewed as transformation agents who make things happen intentionally through their own actions (Urban and Kujinga, 2017:243–259). The entire entrepreneurship process develops as a result of inspired people looking to pursue opportunities (Manyaka, 2015:1–7). Venter, Urban and Rwigema (2008) suggest that the formation of ventures is not haphazard or accidental, but rather the product of an individual’s intentions and behaviour.

2.6 SOCIAL ENTREPRENEURSHIP IN SOUTH AFRICA

As an emerging nation confronted with a myriad of problems, SA has opportunities for social entrepreneurs (Manyaka, 2015:1–7). Jafta (2013) of the Department of Economics at Stellenbosch University clarifies that the development challenges confronting SA are more than just economic. The nation suffers from one of the highest levels of inequality in the world and social entrepreneurship could be a feasible solution to these challenges and could address such issues (Manyaka, 2015:1–7).

In the 2009 report, GEM focused on social entrepreneurship with the aim of examining the degree of entrepreneurship with a social purpose (Herrington, Kew, and Kew, 2010). Lepoutre, Justo and Terjesen, (2011) contend that creating a general measurement of SE is vital for several reasons, mainly because there is a common absence of mutual understanding of it. Consequently, getting an understanding of the degree of social entrepreneurship in SA is, to some extent, challenging. No appropriate data is obtainable, even though numerous theories have been presented to test the proposed hypotheses (Lepoutre *et al.*, 2011).

Lepoutre *et al.* (2011) proposed the view that if social entrepreneurship, by description, aims to address the social problems that the public sector fails to confront adequately, then an advanced level of social entrepreneurship should theoretically exist in nations facing severe social difficulties, with minimum state and civil society participation. The reality, however, is that people in emerging nations confronted with such problems are highly likely to lean in the direction of survival (Haugh and Talwar, 2016:643–658). Bosma and Levie (2010) acknowledge this is indicative of necessity of entrepreneurship and, consequently, real levels of social entrepreneurship are low in those countries.

The nature and degree of entrepreneurship with a social purpose was examined in the study. Lepoutre *et al.*, (2011) recognised that the questions presented were expressed in a general manner, which permitted GEM to identify individuals creating entities to work on social issues (Herrington *et al.*, 2010). Social Entrepreneurial Activity (SEA) can be defined as the social comparable of TEA (Haugh and Talwar, 2016).

Data in the 2009 GEM report suggested that the average SEA, for the 49 countries surveyed, was 1.8%: the range was between 0.1% and 4.3%. South Africa's SEA was

1.8%, average compared to efficiency-driven economies (Terjesen, Lepoutre, Justo and Bosma, 2012). The SEA rate surges slightly in industrialised economies, perhaps because individuals go to other countries when their own requirements have been satisfied (Littlewood and Holt, 2018:525–561). The low levels of SEA in SA can be attributed to high opportunity costs entailed in venturing into SE (Haugh and Talwar, 2016). SA exhibited a low 1.3% of promising social entrepreneurial activity, parallel to that of Brazil and China. Uganda exhibited higher levels of total early-stage SEA than SA. No significant difference in gender was found when analysing the SEA data for SA (Littlewood and Holt, 2018:525–561). Urban (2008) points out that those entrepreneurs in SA who engaged in social activity concentrated their efforts on religious activities, sport, and education. Viviers *et al.*, (2012) contend that on top of the traditional blockades that entrepreneurs face in venturing into their own endeavours, entrepreneurs in SA face the significant barriers of correcting problems of such scale.

2.6 REGULATORY INSTITUTIONAL ENVIRONMENT REGARDING SOCIAL ENTREPRENEURSHIP

Regulatory aspects wield control over social entrepreneurial procedures and results (Seelos *et al.*, 2011:335). Bosman, Wennekers and Amaros (2012) propose that an improvement in the regulatory environment has a positive influence on the development, as well as the success of businesses in SA. The regulatory environment refers to the official rules, as well as encouragements, which constrain and regularise entrepreneurial behaviour (Seelos *et al.*, 2011:355; Urban, 2013). Estrin *et al.* (2013) postulate the notion that social entrepreneurial ventures are successful in institutional environments where there is a robust rule of law. Their study confirms the relationship and entrepreneurial benefits from independent, stable laws and regulatory systems. In Seelos and Mair's (2005:241–246) study, they sought to explore the impact of the regulatory environment on the formation of Social enterprise Organisation SEO in Egypt and concluded that uncertainty in the regulatory environment delayed and inhibited the development of SE.

This perspective is mainly focused on the establishment of rewards and punishments that affect the activities of individuals (Valdez and Richardson, 2013:1149–1175; Ruef and Scott, 1998:877–904). The regulatory environment can be a hindrance or an enabler in the growth of entrepreneurship (Herrington, Kew and Kew, 2009). Additionally,

perceptions of the regulatory environment have a significant effect on the decisions to venture into entrepreneurship. This study found that a positive cognitive environment cultivates a positive relationship for entrepreneurial intentions that leads to the creation of a business. Additionally, local laws have a significant effect on ventures into entrepreneurship. Governments can inspire community entrepreneurship by creating:

- a) a favourable legislature.
- b) collaboration/support; and
- c) an enabling environment.

Drawing from the efforts highlighted above, the government can create a conducive and enabling environment through the provision of prudent regulatory frameworks, engagement with SE as well as promoting inventiveness through media and the educational system (Haugh and Talwar, 2016).

Findings from Valdez and Richardson (2013:1149–1175) recommended that when the regulatory environment is not conducive to entrepreneurship, individuals were less likely to develop entrepreneurial intentions (Haugh and Talwar, 2016:643–658). Necessity entrepreneurship refers to the intention to start engaging in entrepreneurship that is influenced not by an opportunity, but by the lack of other choices – particularly employment. When the individual resorts to creating their own economic activity, that is not necessarily ‘productive’ but, creates a means of survival (Bosma and Levie, 2009). The study by Valdez and Richardson (2013:1149–1175) is significant because there are high levels of necessity entrepreneurship in SA and the nation requires a paradigm shift towards productive entrepreneurship or opportunity entrepreneurship (Haugh and Talwar, 2016:643–658). Nations that aim to enhance economic development should ideally pay more attention to macro-level institutions, as well as policies that cultivate and inspire entrepreneurial behaviour (Valdez and Richardson, 2013:1149–1175).

In SA, numerous pieces of legislation are responsible for regulating the social entrepreneurship section. Of importance are the Non-Profit Organisation Act (RSA, 1997) and the Companies Act (RSA, 2011), which govern all entities, private or public, in the non-profit sector, as well as the Broad-based Black Economic Empowerment Act (RSA,

2003). The B-BBEE Act affects the landscape of social entrepreneurship in SA predominantly through the engagement of corporate businesses in the upliftment of disadvantaged societies through providing funds for socio-economic development in compliance with the B-BBEE Act (Karanda and Toledano, 2013; Littlewood and Holt, 2015).

Regardless of difficulties in implementation, the South African Government is committed to addressing social problems to arrest ever-increasing youth unemployment, crime and economic segregation (Littlewood and Holt 2015; Urban, 2015).

2.7 THE MILLENNIAL ENTREPRENEURIAL GENERATION

Millennials (Generation Y) are widely described as people who are born between 1980 and 2000 (Greenberg and Weber, 2008). Internationally, they are more alike than previous generations because they are all linked via the internet and the worldwide web, making them a fascinating generation (Greenberg and Weber, 2008). Millennials are the most technologically progressive generation in history because they have grown up with mobile phones and the internet (Greenberg and Weber, 2008). Millennials are the offspring of Baby Boomers and Generation X, who instilled in millennials the philosophy that they can accomplish anything they wish to, raising them to develop self-confidence and making them become successful (Greenberg and Weber, 2008).

Millennials are perceived to belittle old-style systems, such as marriage and having children because they were kingpins in their families and were taught that opportunities and accomplishments were endless (Ngcaweni, 2016:1–28). This explains why more millennials than preceding generations have a tertiary education. Millennials are focused on education and technology (Howe and Strauss, 2000). They are not reluctant to change professions in their quest for immediate satisfaction. They are defined as being industrious go-getters with high standards who have a never-ending need for work engagement (Ngcaweni, 2016:1–28; Martins, 2014), resulting in them having high expectations (Martins, 2014).

Millennials are zealous advocates of transformation, freedom of speech and are known to be pacesetters, who express themselves easily, often through social media (Ngcaweni, 2016:1–28). Millennials apparently have a large effect on other groups and have a notable

purchasing power, said to contribute 2.45 trillion dollars to the global economy in 2015 (Duffett, 2015). They should, therefore, be regarded and recognised in deliberations relating to forthcoming fashion dynamics (Duffett, 2015; Eastman *et al.*, 2013). Millennials are no longer money-orientated, but somewhat fixated on their contentment and its realisation, be it through their professions, households, or even in their acquisitions (Kurz, Li, and Vine, 2019:193-23). They are habitually searching for greater accomplishments in most facets of their jobs (Greenberg and Weber, 2008). Millennials vary significantly from previous generations, as they encountered different problems from their fathers and forefathers (Ngcaweni, 2016:1–28). They are branded as better at interacting with people in senior positions because they are not afraid to challenge traditions and speak up when discontented (Greenberg and Weber, 2008). They are engrossed in ensuring that their sentiments are heard, and they are unafraid of rating products and providing responses, particularly when they are disgruntled, mainly because they were raised with technology at their fingertips (Barton, Fromm and Egan, 2012).

Millennials are imaginative dreamers, known to exercise active thinking in any given circumstances, making them more spontaneous (Greenberg and Weber, 2008). A millennial is defined as having a positive perspective on the world, their life and the future. They enjoy business dexterity, robust financial shrewdness, and they are continuously looking for innovative approaches to carry out day-to-day errands, making them a key generation for encouraging voluntary simplicity (Greenberg and Weber, 2008). In summary, based on these characteristics mentioned earlier, millennials are regularly credited with contributing to the collapse of several enterprises, because they did not live up to the anticipated levels to which this age group can relate.

2.8 ENTREPRENEURIAL CULTURE AMONG THE MILLENNIALS

Aderibigbe (2019), conducted a study that was based on the interviews of the owners of 191 Medium to Small Enterprises (MSEs) from a population of 305 firms, with a resulting response percentage of 63. The research was set in a rural environment with significantly limited access to finance, human resources and social capital and with a relatively frail socio-economic institutional framework (Ngcaweni, 2016:1–28). The study detected that many facets of entrepreneurial behaviour dimensions directly and positively influence the

performance of the MSEs. It was revealed that some of these characteristics also have undesirable effects, whereas others have a weak association with firm performance. The study precisely found that business interests, accomplishment need or inspiration contributed significantly to the performance of MSEs. Moreover, the research revealed that corporate growth orientation is informed by preceding growth, asset size, motivation, attitudes, opportunity recognition and institutional business climate.

However, the research found that entrepreneurial behaviour has a modest positive influence on performance. In the same way, social and economic institutions have, on average, strong positive impacts on the understanding among entrepreneurial trends and the MSEs' performance. Additionally, the study found that the joint influence of entrepreneurial behaviour, social and economic institutions are better than their separate effects, $R^2 = 78.9\%$. The study experienced constraints concerning the wide geographical scope of the region, security challenges during the data collection stage and obtaining the co-operation of the owners of the MSEs. Nevertheless, these limitations were managed. The current study seeks to establish whether a comparable situation exists among social entrepreneurship enterprises in SA.

2.9 MOTIVATIONS AND INTENTION

In the submission by Stats SA (2018), the evidence of youth unemployment in SA and the total entrepreneurial activity was recorded low as compared to other developing countries on a par with SA. In lieu of this statement, young entrepreneurship serves to harness skills of millennials that will, in turn, produce profits for themselves and also to supplement employment and job creation in an endeavour to tackle poverty (Uddin, Chowdhury and Ullah, 2015). This is backed by evidence that there is a direct connection between entrepreneurship, poverty alleviation and economic growth (Chowdhury, 2007). Consequently, the resulting outcome of this causal connection is a positive influence on the general performance of the economy and job creation. Bhatia and Levina (2020) contends that the social epistemology of entrepreneurship pedagogy should be structured in a curriculum that supports learning by doing.

This statement further harmonises the debate of the Fourth Industrial Revolution echoed by Chiloane-Tsoka (2017) in that the millennial group learn more effectively by doing. The

entrepreneurial ecosystem in the various South African institutions should take charge of mobilising education to go beyond skills empowerment and the environmental sphere. Nonetheless, Nkondo's advocacy on social cohesion is critical in translating classroom pedagogy into an active learning and inclusive deliberations.

It would be useful for South African higher learning institutions to take strides in nourishing the entrepreneurial curriculum that fosters this entrepreneurial intent giving rise for an opportunity to encourage and nurture millennial entrepreneurs allowing them to participate in the economy and contribute to economic development as social entrepreneurs. The disruptive economic order of 2020 emanating from the Fourth Industrial Revolution, possess challenges in establishing the readiness of the millennial groups exploiting opportunities (Chiloane-Tsoka, 2017),

Unfortunately, in the South African context, this value chain by different stakeholder participation has not fully been exploited by other higher learning institutions. The most significant fundamental importance is for the millennials to tap into the innovative arena, paving the way for them to lay a foundation for becoming active participants or creative entrepreneurs. In his submission, Dees (1998) believes that social entrepreneurship should be seen as integrating the association between creating a synergy between a social mission using business-focused strategies backed with inventiveness and determination.

The various arguments posed above call out for young millennials to become active participants in the social value chain that speaks to the market orientation approach. In a nutshell, the contribution by a variety of academics and groups to this notion seems to suggest and define the intentions and motivations of millennials to participate in entrepreneurial endeavours in diverse ways. Entrepreneurial undertakings are initiated under diverse conditions and motivations, whether psychological, social or economic (Ngcaweni, 2016:1–28). Fatoki and Chindoga (2011:161–169) believe that personal views of attractiveness and practicability concerning forming initiatives, to a certain degree, create a level of entrepreneurial ambition to exploit income-generating activities to create an economy. These types of individual are recognised as opportunity

entrepreneurs (Langevang *et al.*, 2012). Unfortunately, young people who form initiatives to exploit business opportunities form part of a small regiment (Llisterri *et al.*, 2006).

Nenzhelele (2014:1602) postulates that entrepreneurial demeanour and procedure is not an unplanned incidence but, ascends from thoughtful exertions and calculated planning. Nevertheless, Owualah (1999) avers that those who find themselves venturing into entrepreneurial actions out of desperation or out of joblessness, usually have deficiencies of the requisite essentials such as risk-taking, organisational proficiency and expectations of forthcoming opportunities, to flourish as entrepreneurs.

In the situation of emerging economies, young people have a habit of leaning towards entrepreneurial initiatives for subsistence motives or out of economic pressure or owing to failure to access alternative survival avenues (Chigunta, 2002). The emphasis of the two intentions is different. The first intention is of deliberate behaviour determined by consciousness and persuasion to exploit identified opportunities, while the second intention is for survival reasons as a result of scarce employment prospects. Bird (1992) contends that business endeavours are a result of and a product of an entrepreneurial cognitive procedure motivated chiefly by a person's dream, goals, and impetuses.

The survivalist perspective underscores that innovative ventures are coerced into existence as exceptions and not the projected product (Serviere, 2010). Fatoki (2010) also agrees with the view of planned behaviour by rewarding those individuals who see an opportunity to become involved in an entrepreneurial process, harbour an intention to start and adopt a comprehensible behaviour to outline goals and devise a plan to accomplish the outlined goals (Ngcaweni, 2016:1–28). Uddin *et al.* (2015:2703) proclaims that entrepreneurship is an inborn process rather than something that can be imparted. Nevertheless, Yukl (1981) maintains that studies have shown that instinctive traits can never be qualified as a singular determinant of what defines a successful entrepreneur, but situational factors also have a massive effect on what defines a successful entrepreneur (Cunningham and Lischeron, 1991).

A study by Kaltsas *et al.* (1991) suggests that experts accept as true that entrepreneurs are developed through educational efforts and repudiates the fact that entrepreneurs are born with the qualities. Chowdhury (2007) contends that the nation's education can act

as an enabler to progress already prevailing entrepreneurial personalities among young people. North (2002) reports that there has been much activity around talks and action in SA over the past years to devise support mechanisms in which entrepreneurial enthusiasm can be inculcated in children and youths in a bid to actively include them in entrepreneurial undertakings.

North (2002) also specifies that unwanted problems, such as redundancy, crime, corruption, maladministration, and the current economic developments in SA do not inspire confidence. These problems jeopardise the chances of cultivating a favourable atmosphere for the upcoming adults of this nation to realise economic rewards (Ngcaweni, 2016:1–28). Gouws (2002) proclaims that the low level of entrepreneurial activity in SA is the principal constriction to economic growth and development.

Mureithi (2010:4613–4621) suggests that the South African education structure is less focused on entrepreneurial education on financial literacy, marketing and business skills to educate the youth on a fundamental understanding of the basics of creating a functioning business. Hence, Nyoni and Bonga (2018:01–18) postulate that entrepreneurial skills are key for the survival of any business enterprise, while millennials need to devote themselves to understanding and embracing the techniques of soft skills such using non-technical and interpersonal skills to enhance their business success. For SA to successfully address youth unemployment, it is important for young people to be sensitised and educated on the advantages of entrepreneurship to attain an acceptable level of youth involvement in the economy. This can be done through creating new initiatives, breaking new ground, and developing pioneering products that will, in turn, generate income for them (Matlay and Mitchell, 2006).

The convolutions South African entrepreneurs are confronted with have historical origins in the broader sphere of social inequalities, economic sanctions, and central political transformation (Mayne, 2017). Therefore, to understand the entrepreneurial undercurrents in SA, it is sensible to examine those aspects that underline the effect of the social and economic segregation policies of the past (Ngcaweni, 2016:1–28). Any progressive country's genuine motivations should be centred on tapping into young people's skills, knowledge, passion, aspirations, and energy. This is because young

people comprise South Africa's greatest national assets for future development (Kroon, Klerk, and Dippenaar, 2003:319–322). Kroon, Klerk, and Dippenaar, (2003:319–322) additionally underscore that if young people are brought into the mainstream economy and society as a whole, they can develop into major players in shaping the entrepreneurial future of SA. This is because they are a group that is vital to influence and manage the swift transformations needed to positively drive economic growth and development (Kroon, Klerk, and Dippenaar, 2003:319–322).

2.10 CONCLUSION

This chapter outlined the literature in understanding the notion of social entrepreneurship among the millennial generation. Furthermore, the chapter highlighted the current situation regarding the growing momentum of social entrepreneurship in South Africa and the contribution these entrepreneurs can make to the wellbeing of the country. Key themes around motivation and intention, regulatory aspects were also engaged upon. The next chapter will give rise to the theoretical frameworks of social entrepreneurship, the qualities, and the inspirations of social entrepreneurs, as well as some of the significant challenges that face social entrepreneurs.

CHAPTER 3 THEORETICAL FRAMEWORK

Chapter 2 introduced key themes of social entrepreneurship and investigated the concept of how millennials explore various activities to pave a way on solving unemployment. The chapter engaged in defining the notion of social entrepreneurship and described the qualities and the inspirations of social entrepreneurs, as well as some of the significant problems that face social entrepreneurship. This research is founded on the social entrepreneurship theory, and the theory of planned behaviour. In the framework used, these philosophies are vital to explore social entrepreneurial intent. A theoretical framework, by definition, is an assembly of interconnected views that assist the researcher to determine what to measure, and associations of a statistical nature to look for.

3.1 The social entrepreneurship theory

Rawhouser, Cummings and Newbert (2017:457), suggested a hypothetical model of social entrepreneurship. The model clarifies the steps towards the development of more social purposes of social entrepreneurship (Chipeta, Surujlal and Koloba, 2016:6885–6899). The theory highlights the ability of entrepreneurs to see and realise the social gaps that drive the entrepreneur to inventiveness to try to fill the gaps, the outcomes being consciousness socially and enablement in the community in question (Chipeta, Surujlal and Koloba, 2016:6885–6899). It is considered applicable to this study since it determined the dependent variable, which is the social entrepreneurship intent (Rawhouser, Cummings and Newbert, 2017:457).

3.2 The theory of planned behaviour

The theory of planned behaviour was born out of the theory of reasoned action (Armitage and Christian, 2003:187–195; Ngwenya, Nothando, *et al.*, 2020; Hegner, Fenko and Teravest, 2017). People conduct themselves in a certain manner considering the outcome of their activities; this implies that everything that people do starts with an intention (Tornikoski and Maalaoui, 2019:536–550; Maaloui, Perez, Bertrand, Razgallah and Germon, 2018; Chipeta, Surujlal and Koloba, 2016:6885–6899). Intentions are a reflection of the magnitude of an individual's determination to do something: they are a barometer of the level of dedication and passion one has for a particular endeavour (Pejic

Bach, Aleksic and Merkač-Skok, 2018:1453–1471). The higher the levels of intention, the more likely are those intentions to develop into real behaviour (Al-Jubari, Hassan and Liñán, 2019:1323–1342; Prentice *et al.*, 2019:339–347). Figure 2 illustrates the theory of planned behaviour, originally by Ajzen (1988).

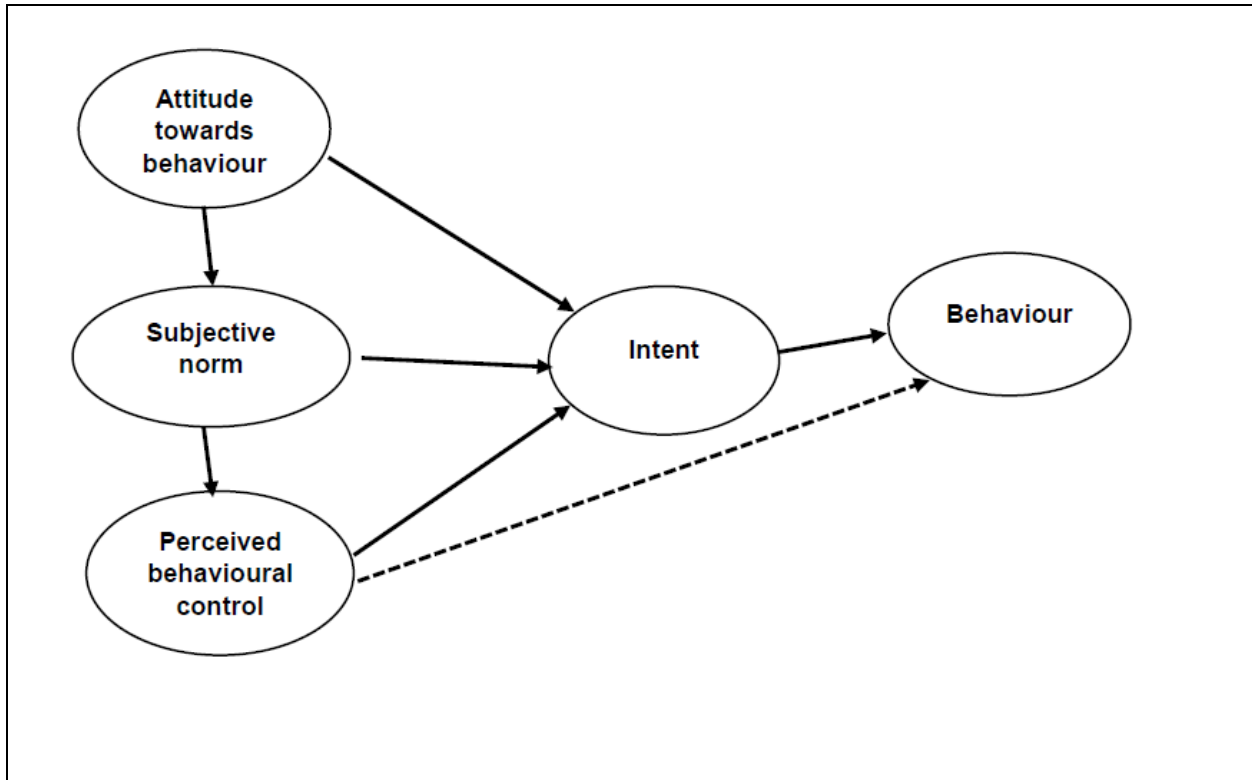


Figure 3 1: The theory of planned behaviour Adapted from Chipeta, Surujlal and Koloba (2016:18-33)

This research to applies this model as a theoretical framework to explore entrepreneurial intentions among millennials in SA by borrowing from the available literature on entrepreneurial intentions.

3.3 The structural model of entrepreneurial intent

Following in the footsteps of the theory of planned behaviour, scholars arrived at a model that combined individual personalities and background aspects in predicting entrepreneurial intent (Chipeta, Surujlal and Koloba, 2016:6885–6899; Özgül, Turan and Tinar, 2017). This model was employed in determining causes of entrepreneurial intent and factors such risk-taking propensity, locus of control, attitude and perceived support where these factors are found to significantly influence entrepreneurial intent (Anwar and

Saleem, 2019; Prabha Devi, Panigrahi, Maisnam, Al Alyani and Bino, 2019; Sesabo, 2017).

Figure 3-2 shows the structural model of entrepreneurial intent.

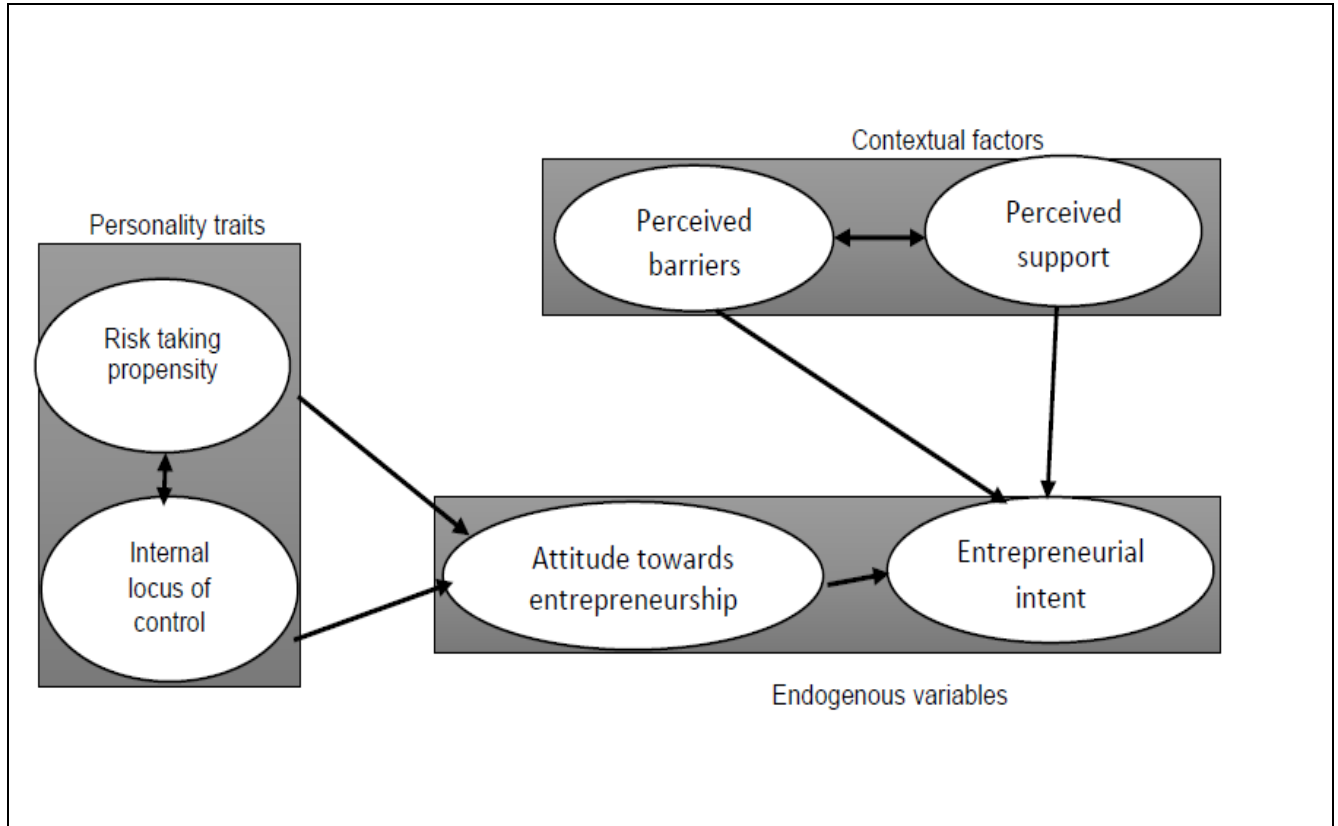


Figure 3 2: The structural model of entrepreneurial intent Adapted from Lüthje and Franke (2003:269-288)

Lüthje and Franke (2003) suggested in their findings that contextual factors and entrepreneurial intent are correlated, while personality traits are secondary factors. (Chipeta, Surujlal and Koloba, 2016:6885–6899; Lüthje and Franke, 2003).

3.4 Attitude Toward Performing Behaviour

According to Kimiloglu, Ozturan and Kutlu (2017:339–349), the construct of attitude on performing behaviour is often conceptualised to understand perceptions of the personal desirability of carrying out the behaviour. As a check on construct validity, this attitude depends on the person’s assessment of the expected outcomes of the behaviour. This factor captures the beliefs about the possible outcomes of the behaviour, behavioural

beliefs, for example, (Kimiloglu, Ozturan and Kutlu, 2017:339–349). For instance, an individual who accepts that it is advantageous to perform a particular behaviour will probably harbour a positive attitude towards that behaviour, or else he/she will have a bad attitude (Haugh and Talwar, 2016:643–658). In the current research, attitudes towards entrepreneurial behaviour are operationalised as entrepreneurial disposition based on perceptual evaluation of self-concerning entrepreneurial career choice. Auzoult, Lheureux and Abdellaoui's (2016) work on entrepreneurial intentions provides proof that such outcomes are indeed testable. The two variables considered significant in influencing an individual's entrepreneurial temperament may also define the variance in cultivating world views and principles that cultivate or discourage entrepreneurial intentions.

The study explores cultural and gender effects and how these two influences the antecedents of entrepreneurial intentions. Even if the antecedents essentially stay the same, they have been applied differently but, in equivalent ways. For instance, entrepreneurial outlook is used in place of entrepreneurial attitudes and self-efficacy evaluations, while entrepreneurial perceptions are used as an amalgamated concept on behalf of both perceptions of attractiveness and practicability (Yang, Chung and Kim, 2017:77–97). In Yang, Chung and Kim's (2017:77–97) work, entrepreneurship education is also introduced and its impact on the precursor of entrepreneurial intentions examined by observing the interaction effect on the various relationships once the variable is introduced. The paradigm of an entrepreneurial profile is also considered and categorised into three definite characteristics: risk, autonomy, and the need for achievement (Gamage, 2014).

These social-cultural factors are assumed to affect the perceptions and entrepreneurial disposition of an individual simultaneously to determine their entrepreneurial intentions (Haugh and Talwar, 2016:643–658). Therefore, the theory of planned behaviour offers a valuable background for the current study that helps comprehension of how the study variables should work together to impact behaviour (Gamage, 2014).

3.5 Creativity and Business Growth of Entrepreneurial Activities Among Youth-driven Initiatives

The aims of an entrepreneur are primarily to improve output, efficiency, and effectiveness, and to augment well-being and convenience as well as to improve returns and the performance of Small to Medium Enterprises (Kwarteng and Li, 2015). Creativity is the capacity to innovate, to bring something new into reality – new philosophies, a new technique – imagination is what creativity is all about (Manyaka, 2015:1–7). Kwarteng and Li (2015) contended that blossoming entrepreneurs are more inventive than non-entrepreneurs. As effective and efficient agents of job creation, economic growth and poverty reduction, SMEs are becoming ever more vital (Haugh and Talwar, 2016:643–658).

In the transactions that lead to improved performance and competitiveness in markets, SMEs are unquestionably inventive and ground-breaking (Manyaka, 2015:1–7). Creativity and innovativeness can be demonstrated in innovative production methods, contemporary product design, advanced ways of doing business and pioneering marketing strategy that results in competitive markets (Kimiloglu, Ozturan and Kutlu, 2017). Sometimes something with the capability to transform the business landscape comes to the forefront. The business world is susceptible to any effect that may transpire, such as dynamics in the social media that are understood as social networks. Social media enables users to share their experiences and opinions (Teise and Urban, 2015), this enables creativity and innovation, open communication and sharing of information between the users (Manyaka, 2015:1–7).

According to Hånell *et al.* (2018:817–834), the demand placed on business by customers' or clients' scrutiny of competitor products and close working relationships is the most important innovation drivers in SMEs in the United Kingdom, Portugal and France. A research survey was undertaken in the Turkish automobile supplier industry to explore the influence of innovativeness on small and medium enterprises (SMEs) growth. The study concluded that innovation performance had a significantly positive relationship with SMEs growth (Kautonen, van Gelderen and Fink, 2013:655–674).

Similarly, Laguía, Moriano and Gorgievski (2019:44–57), advocate that the degree of entrepreneurial skills needs more training in other developing countries such as Malaysia, as it is average, especially in the areas of creativity and innovation enhancement, developing promotions and advertising skills, and selling skills and the skills to set the appropriate price. Entrepreneurial training and education enhance the knowledge, skills and understanding essential to make businesses successful and sustainable. Providing proper entrepreneurial education to satisfy entrepreneurship needs is a responsibility for the government. A research study was carried out in Taiwanese non-manufacture and manufacture industries in 2008 by attempting to explore the mediating impact of innovation on SMEs growth. It was found that impacts of innovation exist at high levels, which suggested a perfect mediating impact of growth and innovation (Laguía, Moriano and Gorgievski, 2019:44–57).

Support for mobile innovation by the Institute of Information Technology in Pakistan is evident. High business growth among SMEs was experienced in the Best Mobile Innovation in Pakistan (BMIP) during the Best Mobile Innovation contest in 2010, which was open for any ‘Pakistan made’ innovation related to mobile industries and technologies. According to Neneh and Vanzyl (2014), innovations are considered as avenues of enabling the business growth of SMEs in SA. Growth of SMEs and the development of improved products and services, procedures and technology have prevented enterprises from achieving the desired business growth because of information scarcity (Teise and Urban, 2015). For a nation that wants to improve industrialisation significantly by 2030, the competitiveness of the SMEs sector is essential. Neneh and Vanzyl (2014), suggest that innovation offers a platform to realise the growth goals of a business.

3.6 Intentions and Behaviour

According to Scheers (2018:2), opening a company is a planned activity that has significant implications for entrepreneurship studies. Numerous hypothetical methods have been established to elucidate why some individuals ultimately develop into entrepreneurs. Included is a comparatively new dimension of studies, which has developed founded on entrepreneurial intentions (Teise and Urban, 2015:36–52).

Precisely, the intent to opening a company is considered to be the most robust and balanced predictor of real business creation, where such intentions are cultivated by perceptions of the attractiveness and likelihood of going into business (Manyaka 2015:1–7). The literature assuming this research approach has substantiated the connection between perceptions and intentions with significant findings (Teise and Urban, 2015:36–52). Previous literature maintains that intentional behaviours cannot be determined completely by the stimulus-response models; the studies consequently propose the use of testable, theory-driven process models of entrepreneurial cognitions emphasising intentions and their perceptual foundations (Liam, 2010). In their intention models, Liam (2010), suggests the connection between individuals and their behaviours as central to explaining the entrepreneurship phenomenon. Kautonen, van Gelderen and Fink (2013:655–674) maintain that intentions are important in determining the ensuing behaviour, while Othman and Othman (2015:179–186), suggest that intentions substantially determine career choice.

In the entrepreneurial process, entrepreneurial intention will transmute business ideas or ideas into real entrepreneurial activities. It has been revealed that entrepreneurial behaviour is the creation of entrepreneurial intention (Manyaka 2015:1–7). When behaviour is difficult to detect, intentions transform strong intuitions into fundamental procedures, such as opportunity recognition (Teise and Urban, 2015). Past empirical results indicate a weak prediction of intention-based entirely on attitudes or on external factors that are situational or personal, therefore, providing low or small explanatory power (Manyaka 2015:1–7). Othman and Othman (2015:179–186) observe that external effects typically impact intentions and behaviour only indirectly, via attitude changes. Hence, intentions models present a chance to enhance our capacity to clarify and forecast entrepreneurial actions. The sections that follow provide brief reviews on various theoretical approaches that have emerged concerning intentions and behaviour.

3.7 Government Support Structures and Strategies

The South African Government recognises that young entrepreneurs have the potential to contribute significantly to economic growth and there are enabling initiatives and establishments that aim to nurture and support aspiring entrepreneurs. The government

can use strategies and processes to cultivate and maintain a platform that can inspire entrepreneurial eagerness among the young and thus reduce unemployment. The South African Government has presented these institutions and programmes to back entrepreneurship and other types of small business to encourage youth start-up businesses. The following paragraphs further unpack some of the initiatives that the government has galvanised over the years.

- **National youth development agency (NYDA)**

This creation was designed to address a variety of challenges for the youth in the republic, such as unemployment, crime, drug, alcohol abuse and HIV (NYDA, 2015). According to Herrington, Kew and Kew (2010:25), the objective of the NYDA to encourage South African youth by enabling economic inclusion, skills expansion and education. Additionally, the NYDA's economic inclusion programmes are targeted at presenting aspiring businesspersons with access to professional support for business growth, market acquaintances and funding (Urban and Kujinga, 2017:243–259).

- **Small enterprise development agency (SEDA)**

The SEDA report (2017) pointed out the following key areas: 'SEDA's mandate is to carry out the government's small business strategy; design and implement a standard and common national delivery network for small enterprise development and integrate government-funded small support agencies across all tiers of government' (SEDA report 2017).

SEDA provides information and guidance on business preparation and development to its clients. Another product and service that the institution offers is information and advice on business planning and development. In particular, it helps with company registration, access to technology, business incubation and access to markets. SEDA's amendment is achieved through a network with other government institutions that also support small businesses and entrepreneurship (Fatoki and Chindogo, 2012:122). Small business owners are helped to start, build and grow their own businesses so that they can increase their market share. SEDA's function is to provide backing for small enterprises nation-wide, to enable

their development and sustainability in an international setting (Urban and Gaylard, 2014:4)

- **The Black Umbrellas Shanduka perspective**

The Shanduka Black Umbrellas (SBU) is a project advanced by Charles Maisel and Mark Frankel, two social entrepreneurs from Cape Town who wanted to support SMEs. They partnered with Black Umbrellas in 2009 to spread the initiative nationally, with R5,2 million invested to establish and operate their Gauteng offices (Shanduka, 2014). The Shanduka Foundation chairperson, Cyril Ramaphosa, had envisioned that the SBU could serve as a catalyst in entrepreneur development. Ramaphosa has identified this sector as significant to the empowerment of South Africans who were historically marginalised (Shanduka, 2014).

Two trusts hold shareholding in the Shanduka Group, and these are the Fundani Education Trust and the Mabindu Business Development Trust. The Mabindu Business Development Trust provides support to the SBU.

The legislative programme aimed at the development of black entrepreneurs and small business expansion is at the centre of the Black Umbrellas programme (Manyaka, 2015:1–7). It is a partnership with the shared determination of attaining economic and social change through action, motivation and support (Urban and Kujinga, 2017:243–259). To create a sustainable programme to connect and strengthen Africa's black entrepreneurs, Ramaphosa (2018) maintains that Black Umbrellas should work through a platform of co-operation between civil society, the private sector and government so that the right resources, skills development, mentoring and access to markets are in place to support development at all levels (Urban and Kujinga, 2017:243–259).

The study by Varghese and Hassan (2012) indicated that youth entrepreneurial development is perceived as positive, when young people are given enough resources, they can easily establish and successfully start up their own businesses. A significant number of government agencies and ministries mandated with economic, trade, innovation and technology education and even immigration issues are taking part in

developing an entrepreneurial environment for start-up businesses (Owualah and Obokoh, 2008).

3.8 Contribution of Development Funding Institutions to Youth Enterprise Development

Massa (2013) provides an inclusive description identifying Development Funding Institutions (DFIs) as multidimensional, mutual, or regional establishments formed to improve entrepreneurships by addressing funding deficits and upholding financial sustainability (Massa 2013). Ngcaweni, (2016:1–28) suggested that the high redundancy rate among the youth and other increasing challenges require youth-supporting institutions to encourage young people to start their own businesses. These establishments are formed to offer financial services to segments regarded as crucial to future economic development (Mulusa, 2008). Therefore, DFIs should enable a favourable landscape for youth entrepreneurship to flourish (Cloete, 2015:513–525). An undesirable business environment is restraining and disheartening the youth (Chipeta, Surujal and Koloba, 2016:6885–6899). According to Likotsi (2014), the DFI's decision-making process is central, particularly in times when governments in developing markets recognise the importance of encouraging inventiveness as an essential aspect of social revolution and employment formation.

The nation has assumed innovativeness as a welfare improvement approach and technique to reduce joblessness in the republic (Cloete, 2015:513–525). Chigunta *et al.* (2013) postulate that entrepreneurship generates jobs for the proprietor as well as young people looking for employment. Furthermore, entrepreneurship can help young entrepreneurs to realise chances be inventive and deal with the ever-increasing difficulties confronting their communities (Cloete, 2015:513–525). Ngcaweni, (2016:1–28) postulates that the youth can become visionaries for the new economy that has the potential to improve job markets to solve redundancy challenges. However, the literature deliberates on the subject of survivalist entrepreneurs and concludes that these forms of business lack the essential requirements for success. Consequently, the prevailing ways for backing survivalist entrepreneurs are somewhat unsustainable, as they focus on numbers instead of emphasising the quality of the enterprises they develop (Ranyane, 2015).

3.9 Challenges for Young Millennials in Entrepreneurship

The South African entrepreneurial landscape varies from street vendors to venture capitalism and the industrial plants, particularly close to metropolises and cities around the country (Robinson, 2008). In the same breath, the study by Herrington and Kew (2014:30) shows that young South African people have a very low level of business activity or see opportunities to start up their own businesses, compared to Angola, Botswana, Ethiopia, Ghana, Malawi, Namibia, Uganda and Nigeria. It is not clear that young entrepreneurs in SA are generally facing numerous barricades in trying to establish their own ventures (Ngcaweni, 2016). These include lack of enabling legislature; barriers to market access; restricted access to finance, which inhibits potential to raise capital; limited entrepreneurial education, which results in low levels of innovativeness; lack of access to resources and technology; poor infrastructure; administrative hurdles and lack of managerial skills (Ngcaweni, 2016:1–28).

Watters, Willington, Shutte and Kruh (2012) fundamentally see social businesspeople as a mix of social improvement and venture. Because of the absence of authoritative structures for different social businesspeople, they are required to enrol as non-profit associations that obstruct their procedures. This impediment restricts their capacity to produce wages, while others fall back on enlisting benefit associations, which thus would prohibit their capacity for tax cuts. Likewise, Dorado (2006:331) claims that the grouping of diverse value conception confuses the procedure of opening and operating a social business and threatens association manageability. This complication possesses specific difficulties to social businesspeople, for the most part, concerning financial and human resource deployment.

Turning to Weber, Kröger, Lambrich, Zahra, Gedajlovic, Neubaum and Shulman (2009), one finds that numerous studies highlight the complications that social entrepreneurs experience in trying to get financial capital. The work of Peredo and McLean (2006:64) affirms that social business people who give, for instance, fundamental social needs, such as houses or food, are dealing with clients who are frequently unable to pay for the items or services. This condition obviously causes problems regarding asset procurement and represents extra difficulties on the money-related maintainability of the enterprise.

Nicholls (2009:761) perceives that institutionalised measures for the assessment of social business execution as far as social esteem creation is concerned, are absent. As a result, rates of profitability are hard to decide, which hinders securing private capital. As Weerawardena and Mort (2006:29) point out, there are restrictions on benefit dispersion owing to the authoritative documents under which social organisations have to work, for example, non-profit, co-agent and hybrid structures. These limitations constrain social business people's entrance to capital markets.

Social business visionaries are, therefore, compelled to search for capital, creating the administration of risk to support the association. Concerning human capital, Haugh (2007:172) mentions that one may recognise the capacities of the social business visionary and the sourcing of capable and talented individual staff. Social business visionary requires much more complex systems and administration abilities than their business peers. Therefore, social business visionaries must adapt to more astonishing and shifting financial specialist affiliations during engagements with private, public, and shared community segments (Nicholls, 2009:759). Austin *et al.*, (2006:11) stress the significance of reliable systems administration capacities for social businesspeople, which influences the assembly of assets from local governments, benefactors, partners and volunteers. In any case, Sharir and Lerner (2006:18) found that systems administration aptitudes are an essential condition for the achievement of a social enterprise. This condition holds for inner systems administration or administrative aptitudes, since social business visionaries' work with a wide assortment of representatives for the custom of the relationship.

Since social business visionaries cannot depend only on external financial investors, Zahra *et al.*, (2009) communicate a comparative view that they are ordinarily described through their capacity to rouse, marshal and prepare the endeavours of business and non-business accomplices, contributors, volunteers and representatives. Concerning the assembly of human resources, as Austin *et al.*, (2006:12) observe, for social undertakings to remunerate staff as intensely as in business markets, is a genuine test: this would hinder the advancement of skilled employees. In any case, it has been prescribed that non-profit social endeavours can use assets that are not revenue-driven activities, for

example, volunteers and resources received as gifts (Parker, Myers, Higgins, Oddsson, Price and Gould, 2009:13).

3.10 Success Factors of Social Entrepreneurship

The opinion of Gierszewska and Romanowska (2007:169) is that success elements have limited possible practices for any initiative, even if it is for revenue or to exempt revenue, big or minor, national or international. Success factors often perform initially as systematic tools for observing the character of the industry in which the enterprise operates. Lynch (2003:102) expresses a similar view that a success factor is the grouping of significant particulars that are essential to achieve essential business objectives. Oblój (2001:49) records variables, for example, client aftercare and administration, advertising and supply, funds, human resource administration, innovation, and production. The exploration of a literature review on social enterprise and activities indicates that most of the studies concentrate on the portrayal of achievements that characterise the perseverance of the business (Wronka, 2013:599).

The reference to Wronka (2013:599) reveals that although the critical goal of the business that operates in the private sector is to achieve a beneficial and financial return on social ventures, the fundamental intrigue is the additional esteem and social commitment that distinguish the accompanying success factors:

- strong initiative.
- motivation and responsibility of employees;
- enabling a legitimate/controlled environment.
- administration skills.
- vital abilities for bleeding-edge benefit conveyance.
- effective co-ordinated efforts.
- social capital/local group inclusions.

Academics stress that personal characteristics, for instance, locus of control and uncertainty resistance, affect business achievements (Graham and Mlatsheni, 2016). Haugh and Talwar (2016:643–658) highlight that personal characteristics have a co-ordinated impact on the accomplishments of business visionaries. Even though investigations of personal attributes have assumed an essential part of adding to the

accomplishment of business visionaries around the world, Rose, Kumar and Yen (2006:6) show that 56 personal qualities have been criticised, both on hypothetical and experimental grounds, in the investigation of an enterprise. Lussiers and Pfeifer (2001) declare that a businessperson with tertiary credentials has an expanded chance of prevailing, more so compared to individuals with no tertiary qualification, administrative understanding, and with almost experience.

3.11 EDUCATIONAL TRAINING INITIATIVES AND EFFECTIVENESS IN ENTREPRENEURSHIP AMONG YOUTH-DRIVEN INITIATIVES

Entrepreneurial training and education have a pivotal role in stimulating entrepreneurship and business growth. Rodríguez-López and Souto (2019:255–271) advocate that there is a 9% increase in the likelihood of 12 months' survival of enterprises after training and 6% survival likelihood of 18–22 months after training is undertaken. The GEM, (2007) indicated that there is limited access to entrepreneurial education and training as well as to its irrelevance. Training, consultancy, marketing, information, business linkage promotion and technological development are an array of business services that can lead to business growth (Henry, Hill and Leitch, 2005). A survey conducted by Geopoll (2015:30) revealed that only three out of ten Kenyans participated in activities aimed at improving their business in the past year. The survey also revealed that the youth in Kenya believe that the government should lay more emphasis on educating entrepreneurs than partnering with private business.

A study by Ngek Brownhilder Neneh (2012:28) concluded that entrepreneurs with higher entrepreneurial training in SA were able to make wise and rational decisions on the management of enterprises, hence, the business growth of SMEs. Cammack (2016:3–21) maintains that the World Bank, European Union and United Nations (UNDP) in collaboration with the ongoing government and donor-supported programmes, supported the Micro Small Enterprise technology and training programmes in business growth and, notably, some progress has been made. Ngek Brownhilder Neneh (2012:28), highlights that 43% of the SMEs in the country benefited from business advisory partner-initiated programmes' contribution to the expansion of enterprises. Additionally, training respondents rated programmes as 15% excellent, 41% very good and 42% as good. The study, therefore, concluded that through the entrepreneurial training programmes,

development partners significantly contributed to the SME's growth in SA (Ngek Brownhilder Neneh, 2012:28).

A study carried out by Holtzhausen and Naidoo (2016:93–104), concluded that entrepreneurs benefited from the business support provided by development agencies. Such support is mainly in the form of business advisory services, which contributes to capacity-building that increases the growth of enterprises when integrated into their existing resources (Holtzhausen and Naidoo, 2016:93–104). The study also indicated that entrepreneurial training contributes to the development of SMEs in SA. Entrepreneurs acquire skills such as planning, which improves their creativity, opportunity recognition and strategic thinking. South African assistance programmes and other NGOs targeted entrepreneurs who required entrepreneurial skills and were trained through workshops, seminars, focus groups, discussions, business counselling and visits to the premises of the entrepreneurs (Chiloane-Tsoka, 2016:556–563). These programmes led to business growth among the entrepreneurs who were trained.

Entrepreneurial education and training in tertiary institutions are very involved with developing positive attitudes, creativity and flexibility that will help young people to cope with dynamic market changes. Therefore, it is not simply about imparting skills and knowledge. Tertiary institutions include polytechnics, colleges and universities. In their study on entrepreneurial training in sub-Saharan Universities, Chiloane-Tsoka (2016:556–563) advocates that entrepreneurship was the most frequently offered course in the business curriculum, followed by creativity and innovation orientated courses in entrepreneurial growth, entrepreneurial finance and feasibility analysis.

Introduction of students to business skills helps in recognising business opportunities better than those not exposed to such skills. Various management institutes offer training programmes such as business management, business start-up and business plan competition through the Centre for Entrepreneurship Development (Mahlangu and Makhitha, 2019:3).

For instance, in Kenya, in 2007, Equity Bank, through its vision of being the Champion of Socio-economic Prosperity of the people of Africa, began providing specific financial and non-financial services. Market research proved that most youths are associates of a form

of group, a club including the church, the community or students. Equity Bank uses such platforms to deliver group lending as well as accompanying non-financial services. The Bank established the Equity Group Foundation (EGF) to provide financial and operational infrastructure for social programmes targeting women and youth. In 2011 the EGF, in partnership with the Mastercard Foundation, established Financial Knowledge for Africa (FiKA) to assist applicants and expose them to basic economic concepts. By laying more emphasis on women and youth affairs, the government of Kenya introduced two major funds to assist women and youths. The people between 18 and 35 were the target of this fund. To make it receptive to the needs and potentials of the larger clients, the fund continually reviews its operational mechanisms. Through the fund, thousands of young people have been helped to grow their enterprises through market support and entrepreneurial training. Through the Youth Employment Scheme Abroad programme, over 200,000 young entrepreneurs have been trained and supported to take up jobs overseas.

A study by Maziriri and Mapuranga (2018:153–163) in Zimbabwe discovered that those women who had accessed entrepreneurial training had experienced business growth while those who did not access entrepreneurial, marketing and technology training lacked business growth in their enterprises. According to Kamara, Leonard and Haines (2017:35–44), training is vital in developing the growth and competitiveness of SMEs in SA. The importance of entrepreneurial training was put in place to deal with key issues of unemployment. In a study conducted by Chiloane-Tsoka (2014), the study highlighted that most of the youth involved in SMEs in SA were not well equipped in terms of skills and training. The study concluded that those with more education and training were more successful in the SMEs sector. A study by Cheung, Lwin and Jenkins (2012:1092–1100) further revealed that for youth-owned SMEs to succeed, special attention must be given in training the youth in business planning, budgeting, and managerial processes. It was also revealed that most youth enterprises failed due to lack of knowledge and information to enable them to effectively plan, manage and make sound decisions to enhance the growth and survival of enterprises (Cheung, Lwin and Jenkins, 2012:1092–1100).

Because of the above, entrepreneurship education must not be delivered as other studies because it must encourage imagination and inventiveness. In many advanced countries

in the world, entrepreneurial education is started from primary, secondary, right up to tertiary level because this is considered as a compulsory aspect to curb the economic downstream of the country and create opportunities for employment (Blenker, Korsgaard, Neergaard and Thrane, 2011:467). In SA, this is currently practised but lacks thorough follow-up as entrepreneurship education is taught as a subject in schools, and hence does not paint the bigger picture to students: that this is critical for success in the country (Aspland, and Patel, 2014:6).

3.12 CONCLUSION

The theories reviewed presented models which identified cognitive and enabling factors that influence perceived desirability and feasibility of establishing a social venture. The theories reviewed revealed that social entrepreneurs are not driven by economic gains but rather, by social values and their main purpose for existing is to make a difference on a large scale. The theories further emphasised the fact that intentions are critical in the entrepreneurial process and the various scholars therefore developed intention formation models and theories some of which were reviewed in this study.

Given this indication, it is evident that improvement to the community will encourage development in the economy, where entrepreneurs will be able to function openly, advance their philosophies, and then secure the rewards. Social entrepreneurs can detect opportunities and create ways to take advantage of possible prospects. However, there are several obstacles that social entrepreneurs face, as discussed in this chapter. The study's evidence seems to be strong that social entrepreneurship could be an inspiration for the general economy if it is practical to make enduring opportunities for work, thereby, diminishing redundancies in societies and generating prosperity, as well as instituting better living standards among underprivileged societies.

CHAPTER 4 METHODOLOGY

4.1 INTRODUCTION

Chapter 2 and 3 provided a comprehensive literature review on the phenomenon of entrepreneurship and social entrepreneurship among South African millennials. The purpose of the chapter was to find inspiration for job creation for millennials arguing different approaches. The objective in the study was to investigate the entrepreneurial intentions of millennials when identifying social entrepreneurship opportunities. The research question measured the levels of entrepreneurial intention among millennials and how millennials identify social entrepreneurial opportunities. This chapter presents the research methods in a theoretical summary of the methods used in this study and outlines the empirical application of the research.

4.2 RESEARCH SETTING

Table 4-1: Research Setting

Research Approach	Post-constructivist
Research Design	Quantitative (descriptive)
Data Collection Method	Primary data collection through the use of questionnaires
Research Strategy	Survey/Case Study Survey
Data Sources	Primary (Survey)
Selection Method	Simple random sampling
Sample Size	150 participants from various industries from SBU

4.3 RESEARCH DESIGN

Research design is the overall strategy that is used to integrate and analyse different aspects of research (Meyers, Gamst and Guarino, 2016). This research was conducted by applying a quantitative method. The quantitative research design has helped researchers to find participants' factual and numerical data. Quantitative research design can be defined as a mathematical, statistical and computational technique of observing and investigating research and getting factual and numerical data in findings (Meyers, Gamst, and Guarino, 2016).

There are four main types of design for conducting a quantitative research: *Correlational*, *Descriptive*, *Experimental* and *Quasi-Experimental* (Bloomfield & Fisher, 2019:27-30). This research followed a *descriptive* design for collecting data for the research project. Mainly quantitative research follows two designs for gathering data: descriptive and experimental (Baker, 2017:155-183). Descriptive design only allows the researchers to collect and measure data once and helps to study the components of research logically and effectively (Duncan and Magnuson, 2012:377–386). In addition, it helps to establish the relationship and association between variables of research, which is the reason why a descriptive design has been applied for this research study.

Quantitative research was used for measuring and analysing the perspectives and thoughts of entrepreneurs in various industries where SBUs provide services in SA. One hundred and fifty entrepreneurs from various business sectors from SBU participated in the survey process arranged by the researcher. Findings of this survey were taken as research data, which assisted the researcher to evaluate the effectiveness of entrepreneurship among millennials in SA.

Quantitative research design was used for this research because the researcher found it relatively easy to find numerical, statistical and mathematical data (Krishnaveni and Ramkumar, 2016). It follows the observation process, focus groups and many more that do not help to get factual and numerical data for research. However, quantitative research has limitations too. There are problems with overtime consumption, not understandable hypotheses, and indirect applications (Baker, 2017:155-183).

4.4 RESEARCH APPROACH

A research approach can be defined as the procedure and planning for conducting research (Geuens & De Pelsmacker, 2017:83-100). According to Dedeurwaerdere, (2018:79-83), there are four main types of research approach: *Positivism*, *Post-positivism*, *Constructivism* and *Transformative*. The *Post-constructivist research approach* was followed in conducting this research. There are many types of constructivism approaches, such as cognitive constructivism, post-constructivism, social constructivism, and radical constructivism (Ageeva, 2016:1113). The post-constructivist approach helps to visualise connections between practices of local networks and political thought at macro-level, and this is the reason for selecting a post-constructivism approach for this study (Nataliya and Wingo, 2018:978–997).

The post-constructivism research approach helps the researcher to find the connections between local and macro-level networks such as political, economic, democratic, and social states. This research approach has been carried out to find the impacts of macro-level factors of SA in the employment of millennials. The researcher has followed proper research approach to for gathering data about the effectiveness of entrepreneurship among millennials of SA.

Post-constructivist approaches follow survey processes to gather data for research. Open-ended questions can be defined as those questions that require a descriptive response or statements from participants (Attali, 2015:260-267). The questions cannot be answered by saying yes, no, agree, disagree or any kind of short response. However, closed-ended questions are directly opposite from open-ended questions: participants are given a choice, such as yes, no, agreed, disagreed and many more for answering purposes. The researcher, pre-defined answers provided to the respondents, and, in addition, questions were gathered in a set created by researchers.

4.5 QUESTIONNAIRE DEVELOPMENT

Questionnaire development can be defined as a process to develop questions for a survey that will be answered by respondents (Song, et al 2015:323-328). The researcher formulated a questionnaire for the survey process to meet their objectives and goals of the research. Researchers prepare questions that have a direct link with the goals and

objectives of the research and that have straightforward and brief answers (Feeney and Feeney, 2019:19). Researchers have to scrutinise the factors so that respondents should have no difficulty in understanding the questions and do not face any problems while answering them.

The researcher developed a questionnaire for this research following three basic principles by Al-Sharafi (2019:50-55): namely,

- The researcher has looked at the fact that questionnaires should be based on the subject to have valid and factual data for research. The objectives of the research should be met by the answers to questions from respondents and collecting data.
- The researcher has provided the kind of questions that motivated and inspired research participants. It was so beneficial for them that respondents involved and participated in the process of the survey very efficiently. Besides, respondents answered the questions very honestly (Silber, 2016).
- Researchers have critically studied the factor that respondents should be responsive to every question of the survey. There were no problems or lack of response in the process.

The researcher developed their questions in a very simplified way, and respondents of the survey faced no problems understanding the meaning of those questions when completing the survey. Valid information was included in the questions by the researcher to attract the respondents to participate in the survey process (Boyett, 2017). All the data collected through the survey process was accurate and relevant due to the thorough development of questions and factual answers pre-defined by the researcher in this research project.

4.5.1 Instrument

The questionnaire was also designed to collect data on issues such as demographic information (age, gender), need for achievement, risk tolerance, opportunity recognition, proactive personality, innovativeness/creativity, perceived entrepreneurial educational support, and perceived entrepreneurial government support.

Following Wang, Lu, and Millington (2011:35–44), the respondents' entrepreneurial intentions were assessed by asking the question 'Entrepreneurship is a potential career aspect?' Respondents who agreed with this question were considered to have entrepreneurial intentions, and those who disagreed were considered to have no intention to be entrepreneurs.

4.7 TARGET POPULATION

The target population of a survey is the area of the survey from which data is collected and analysed. In addition, this area is generalised and helps to collect data which meets the goals and objectives of the research (Littlewood and Holt, 2016). The target population is critically based on the interest of researchers, from where they want to collect data for research.

The researcher targeted the entrepreneurs of SBU as their population for the research study. Shanduka assists more than 500 emerging entrepreneurs in SA.

4.8 SAMPLE SIZE

Sample size can be described as the number of participants or respondents gathered to collect data for research. Sample size, in this case, is the total number of respondents who participated in the survey for this research project.

A sample of 150 participants from various industries across Gauteng, SA was collected with the help of the Black Umbrellas Organisation. The Black Umbrellas Organisation is an organisation that is run with the help of the South African Government.

There are both male and female candidates from this organisation, and in this survey: 79 male entrepreneurs and 71 female entrepreneurs. A sizeable number of respondents were selected for this survey because a large population helps to get more accurate data (Beaman *et al.*, 2018). Furthermore, there is less bias when employing a large sample population.

The following sampling frame was identified for use in this study:

Table 4-2: Sampling

Gender	Distributed questionnaires
Male	81
Female	69
TOTAL	150

4.9 DATA COLLECTION AND PROCEDURE

Data collection can be described as the process of gathering data from subjects where researchers have to collect and analyse data for their research (Almalki, 2016:288-296).

There are many processes for collecting data for research, such as:

- observation,
- survey and questionnaire,
- focus groups,
- discussion, and
- interviews (Liao, 2015:2041-2054).

The researcher has chosen the survey and questionnaire process to collect data for this research project. Self-administered questionnaires were disseminated by the researcher (who was in the field for a maximum of four weeks) to participants as hard copies of the questionnaire at SBU.

Sixteen questions were developed by the researcher for the survey questionnaire process. Further, the questions developed by researchers are multiple-choice questions with five options. Respondents of this survey chose their answers according to their views and perspectives. The researcher collected the data from the survey very carefully.

Respondents were provided with a question-and-answer sheet, where questions and pre-defined answers to those questions were provided. Respondents ticked the correct answer, according to their choice. The process of data collection was done efficiently and

effectively. Respondents have shown great interest while taking part in this survey. Data from previously undertaken research was also analysed by researchers to gain an understanding of previous findings (Silber, 2016).

The researcher ensured the questionnaires were safe and fully completed. Once the predetermined quantity was completed, the researcher gathered them.

4.10 DATA ANALYSIS

Data analysis is the process of assessing research data by doing inspections, transformation, cleansing and modelling. It is done to find useful information from the acquired research data. Data analysis helps to interpret a large amount of data that helps the researchers to find conclusions from the research (Górecki,2018:153-182). Statistical data analysis was used by researchers for the data analysis process to produce descriptive results. Statistical analysis can be defined as a process of data analysis that helps to analyse statistical data by collecting and scrutinising every data sample of research (Redelmeier *et al.*, 2016)

This research project was statistical, numerical, and logical data, and for this reason, quantitative data analysis was employed for data analysis. Quantitative data analysis can be defined as a statistical and numerical representation of gathered data (Almalki, 2016;288-296). There are five main aspects of analysing numerical data:

- The researcher looked over the collected data carefully and critically looked at organisations details for evaluating that data.
- The researcher categorised data in an efficient way that helped them to separate various aspects of information in the research.
- The interpretation was undertaken in every instance of the data analysis process. The process was divided into various steps to find factual and efficient data (Ocak and Ozturk, 2018).
- The researcher identified the patterns of data and information gathered by the survey process, and efficiently analysed the data to acquire more accurate findings from the research.

- The researcher synthesised collected data, and that data was generalised by researcher to find factual and proper information.

Statistical analysis was used by researchers to analyse data and reduce a large amount of data by doing a summary of frequency, range, mean, median and standard deviation for every data set of the entire population. The Likert scale was used to calculate the average percentage of pre-defined answers ticked by participants (Krishnaveni and Ramkumar, 2016).

4.11 REGRESSION MODEL

Regression analysis was employed to understand the determinants of entrepreneurial intentions and to estimate the associations between selected explanatory factors and the outcome variables. The model is as follows:

$$Y = \beta_1 + \beta_2 X + \varepsilon$$

Where:

Y = (dependent variable) entrepreneurial intentions

$\beta_1 + \beta_2$ = intercept and slope coefficients

X = the independent or explanatory variables (age, risk tolerance, opportunity recognition, proactive personality, innovativeness/creativity, perceived entrepreneurial educational support, and perceived entrepreneurial government support.)

ε = error term that represents other factors from this model that could influence entrepreneurial intentions. The following empirical model was formulated:

F (Y) = (age, risk tolerance, opportunity recognition, proactive personality, innovativeness/creativity, perceived entrepreneurial educational support, and perceived entrepreneurial government support+ ε .)

4.12 ETHICS

Ethics are the customs or standards of behaviour that guide moral standards concerning behaviour and relationships with other individuals (Arifin, 2018). The ethics of the

research design have crucial implications for the gathering of data. The researcher obtained consent and permission from the respondents to conduct this research. In terms of privacy and confidentiality during the fieldwork, particularly during the interview, the researcher communicated the confidentiality aspects of the research.

To ensure confidentiality, the researcher informed the participants that they were not required to provide their names during data collection and that their responses will remain anonymous. Regarding informed consent, the participants were informed about the nature and context of the research; they were also made aware that the study will be done voluntarily and they had the right to choose not to take part. A confidentiality agreement between the researcher and each respondent was signed to ensure the confidentiality of data studied. All the participants were informed of the need for their informed consent for this study. Participants were also informed that if they find any questions uncomfortable, they were free to decline to answer them. Participants were also informed that they could stop any time they wished.

4.13 RESEARCH LIMITATION

The research project should be managed in a systematic way that helps researchers to identify the successive factor during research analysis. The design of any particular research ultimately depends on time allocation to execute this research, sample size and approach of the study during the research design. This research study focused on Generation Y, who received prodigious amounts of various financial resources from the Black Umbrellas Corporation over the last five years. This study limits its research to the young entrepreneurs in Gauteng who are provided with most of the resources and financial capacity by Black Umbrellas.

These young entrepreneurs in SA were essential for this research design because they are the main economic resources. This young entrepreneur provides various social entrepreneurship strategies among millennials in SA (Shumba, 2017). Thus, this research limited its research capability to the young generation of Gauteng between 25 and 35.

4.14 RELIABILITY TEST

Reliability test examines the magnitude to which a scale is consistent and stable within itself across time (Bonett and Wright, 2015:3-15). Cronbach's Alpha was developed by Lee Cronbach in 1951 in an effort to measure reliability or the internal consistency of a scale (Cronbach, 1951; Vaske 2017:163-173; Davenport 2015:4-9). In other words, Lee Cronbach aimed to examine how well a test measures what it is intended to measure. Internal consistency measures the magnitude to which all the items in a test measure the same concept or construct. It is basically focused on the interrelatedness of items included in the test (Bonett and Wright, 2015:3-15; Glen, 2014:1-16).

Cronbach's Alpha Formulae (Adapted from Glen, 2014:1-16):

$$\alpha = \frac{N \cdot \check{c}}{\check{v} + (N - 1) \cdot \check{c}}$$

Where:

α = Cronbach's Alpha

N = number of items

\check{c} = average covariance between items

\check{v} = average variance

In order to test the internal consistence and reliability of the instrument (questionnaire) in this study, Cronbach's Alpha was used. Cronbach's Alpha is presented as a number between 0 and 1. The results in table 1, shows a Cronbach's Alpha of 0.746 which is acceptable because it suggests that the items in our questionnaire have high internal consistency (Bonett and Wright, 2015:3-15).

The main merits of the using Cronbach's alpha include the fact that it provides a unique measurement of the internal consistency or reliability of a scale, rather than a situation where there are several possible reliabilities (Davenport 2015:4-9). Cronbach's alpha also provides a relatively less complex technique for understanding the reliability of a scale or how much a scale measures what it intends to measure (Cohen, & Swerdlik, 2010:17-

18). Another advantage of the Cronbach's alpha is that it is a widely used reliability test making it easy for the majority of people to understand it.

Some of the drawbacks of the Cronbach's Alpha include the fact that inappropriate use of alpha can lead to situations in which either a test or scale is incorrectly rejected or the test is suspected of not generating robust results that can be trusted (Vaske 2017:163-173). Additionally, Cronbach's alpha assumes that the items in a test are only measuring one latent variable or dimension and If one measures more than one dimension by mistake or by design, the test result may not be robust and therefore meaningless. Another issue with Cronbach's alpha is that sample size can also significantly influence findings in a positive or negative way (Trizano-Hermosilla, and Alvarado, 2016:769).

Regardless of the abovementioned drawbacks, Cronbach's alpha remains the most commonly used reliability and validity test. This was mainly because the technique is less complex and is widely understood by scholars compared to less known techniques such as test-retest reliability estimates (Davenport 2015:4-9). Therefore, Cronbach's alpha was used to test for reliability in this study.

4.15 SUMMARY AND CONCLUSION

This chapter presented the research methods. It presented a theoretical summary of the methods used in this study and outlined the empirical application of the research. In the following chapter, the researcher looks at how various demographic and other characteristics, determine entrepreneurial intentions among South African millennials. The chapter presents basic descriptive statistics, followed by findings from the data analysis and discussion of the findings in relation to previous similar studies.

CHAPTER 5 PRESENTATION OF RESULTS

5.1 INTRODUCTION

In this study, the researcher sought to explore how various demographic and other characteristics, such as the need for achievement, risk tolerance, opportunity recognition, proactive personality, innovativeness/creativity, perceived entrepreneurial educational support, and perceived entrepreneurial government support determine social entrepreneurial intentions among South African millennials. In this section, the researcher starts by presenting basic descriptive statistics, followed by findings from the regression analysis.

5.2 SURVEY AND FINDINGS

In recent years SA has faced several changes to its economy, and as a result, the rate of unemployment has increased significantly. In this survey, a total of 150 entrepreneurs from different industries operating in Gauteng, SA were selected to collect the required data.

Table 5-1: Descriptive statistics for demographics

Variable	Categories	Frequency	Total
Gender	Female	81	150
	Male	69	
Age	23 – 25	37	150
	26 – 29	65	
	30 – 35	48	

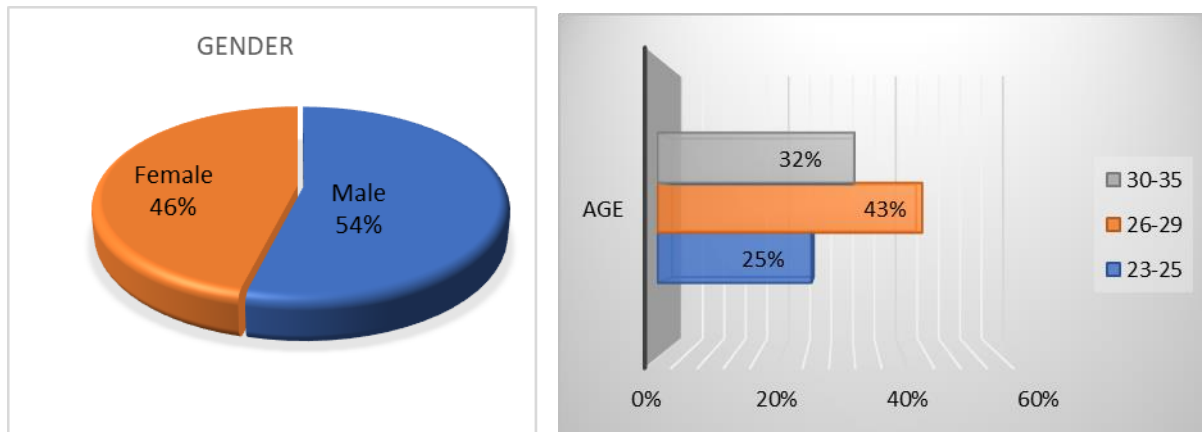


Figure 5-1: Demographic proportions

Figure 5-1 shows that the majority of the participant in this study were male (54%). Female participants were 46%. In terms of age, the age group 26-29 years was the dominant one with the most participants (43%). This was followed by the age group 30-35 years with 32%. The age group 23-25 had relatively less participants with 25%.

5.3 CRONBACH'S ALPHA TEST

Table 5-2 reliability test

Cronbach's alpha	Cronbach's alpha based on standardized items	N of items
.746	.740	16

In order to test the internal consistence and reliability of the instrument (questionnaire), Cronbach's alpha was used. The results in table 5-2, shows a Cronbach's alpha of 0.746 which is acceptable because it suggests that the items in our questionnaire have high internal consistency (Bonett & Wright 2015:3-15).

5.4 CORRELATIONS AMONG VARIABLES

The findings in Table 5-3 show that the correlation between entrepreneurial intentions and age was negative (-0.024). Gender and entrepreneurial intentions were positively

correlated (0.812). Entrepreneurial intentions and the need for achievement, risk tolerance, opportunity recognition, proactive personality, innovativeness/creativity, perceived entrepreneurial educational support and perceived entrepreneurial government support were all positive and statistically significant, either at a 5% or a 1% confidence interval. This implies that millennials with traits such as need for achievement, risk tolerance, opportunity recognition, proactive personality, innovativeness/creativity are more likely to have social entrepreneurial intentions. In terms of support factors, these results show that perceived entrepreneurial educational support and perceived entrepreneurial government have a positive influence on the millennials to harbour social entrepreneurial intentions.

Table 5-2: Correlation matrix

	1	2	3	4	5	6	7	8
1. Age	1.00							
2. Risk tolerance	-0.638*	1.000						
3. Opportunity recognition	0.537	0.623	1.000					
4. Proactive personality	0.049	0.117	0.013	1.000				
5. Innovativeness	-0.021	0.813	0.134*	0.763	1.000			
6. Perceived educational support	0.051	0.413	0.153*	0.767	0.281	1.000		
7. Perceived government Support	0.031	0.715	0.233	0.673	0.521	1.404	1.000	
8. Entrepreneurial intentions	-0.024	0.413**	0.534*	0.773*	0.511*	1.333	0.822**	1.000

* $P < 0.05$ ** $P < 0.01$

5.5 OVERALL ENTREPRENEURIAL INTENTIONS

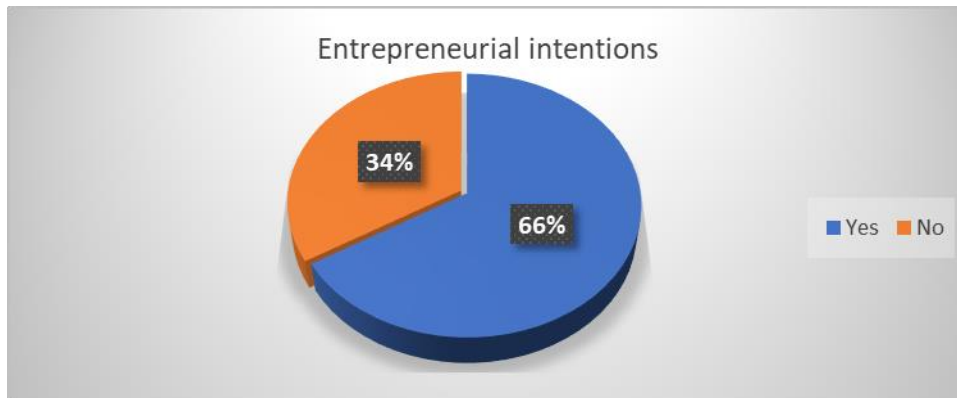


Figure 5-2: Overall Entrepreneurial Intentions

Figure 5-2 shows the overall entrepreneurial intentions for all the respondents who took part in this study. Of all the millennials, 66% exhibited entrepreneurial intentions, and 34% displayed no entrepreneurial intentions.

Table 5-3: Estimating the Difference in Entrepreneurial Intentions on Demographic Categories

Variable	Categories	Mean differences	Standard error	P-value
Gender	Female	2.341	1.235	0.623
	Male	2.422	1.062	0.320
Age	23 – 25	0.801	2.107	0.526
	26 – 29	0.792	2.043	0.451
	30 – 35	0.814	2.532	0.531

Table 5-4 illustrates that there are no noteworthy variances in the probability of exhibiting entrepreneurial intentions between male and females. In other words, findings suggest that entrepreneurial intentions (probability of becoming an entrepreneur) do not differ according to gender.

5.6 SOCIAL ENTREPRENEURIAL INTENTIONS AND INDEPENDENT VARIABLES

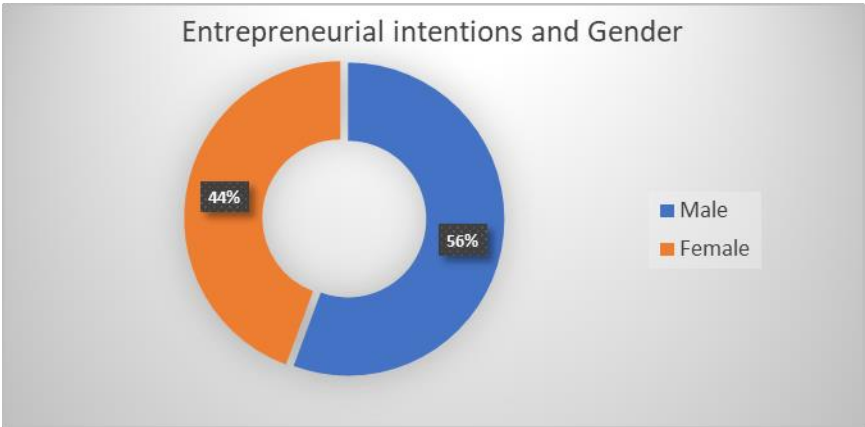


Figure 5-3: Social Entrepreneurial Intentions and Gender

Data analysis suggests that among the South African millennials who took part in this study, men appear to possess more entrepreneurial intentions than women (56% as opposed to 44%). It is vital to point out that these verdicts are not statistically significant (see Table 5-3), which implies that these findings cannot be taken as an accurate representation of the whole population.

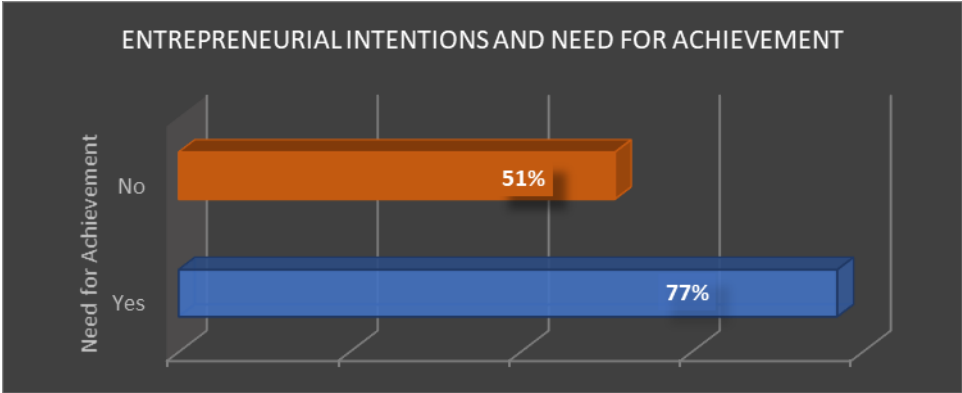


Figure 5-4: Social Entrepreneurial Intentions and Need for Achievement

Findings from the data analysis revealed that among all millennials who exhibited a need for achievement, 77% also exhibited entrepreneurial intentions. In comparison, among the millennials who did not exhibit a need for achievement, only 51% exhibited entrepreneurial intentions. Millennials with a need for achievement, therefore, have a higher likelihood of becoming entrepreneurs.

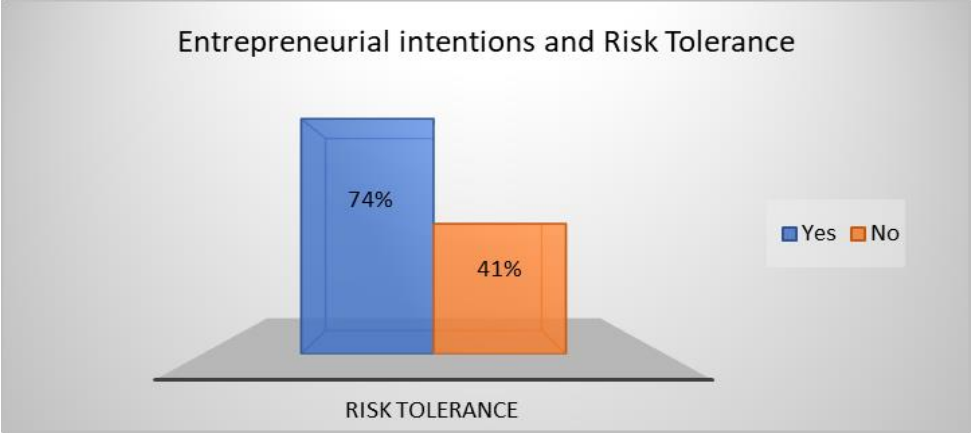


Figure 5-5: Entrepreneurial Intentions and Risk Tolerance

The propensity towards risk or risk tolerance can be viewed as characteristic of respondents intending to become entrepreneurs. In this study, respondents who displayed risk tolerance possess more inventiveness intention than respondents who are risk-averse (74% vs 41%).

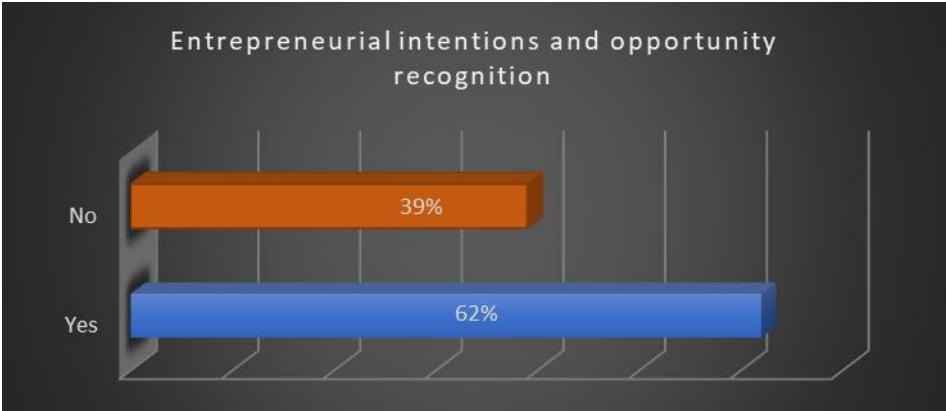


Figure 5-6: Entrepreneurial Intentions and Opportunity Recognition

Respondents who recognise entrepreneurial opportunities in SA exhibited more entrepreneurial intentions than respondents who did not recognise the availability of entrepreneurial opportunities for millennials. Among respondents who could identify entrepreneurial opportunities, 62% displayed entrepreneurial intentions compared to only

39% for respondents with no ability to identify entrepreneurial opportunities.

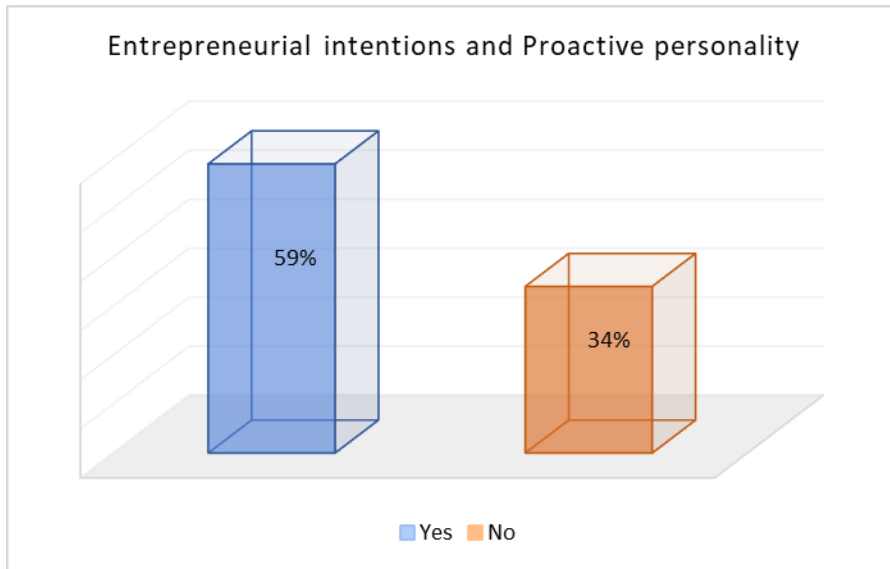


Figure 5-7: Social Entrepreneurial Intentions and Proactive Personality

Among all the millennials who displayed a proactive personality, 59% of them also exhibited entrepreneurial intentions. There was a decrease in entrepreneurial intentions when considering millennials who did not display a proactive personality. Only 34% of millennials who did not display a proactive personality exhibited entrepreneurial intentions.

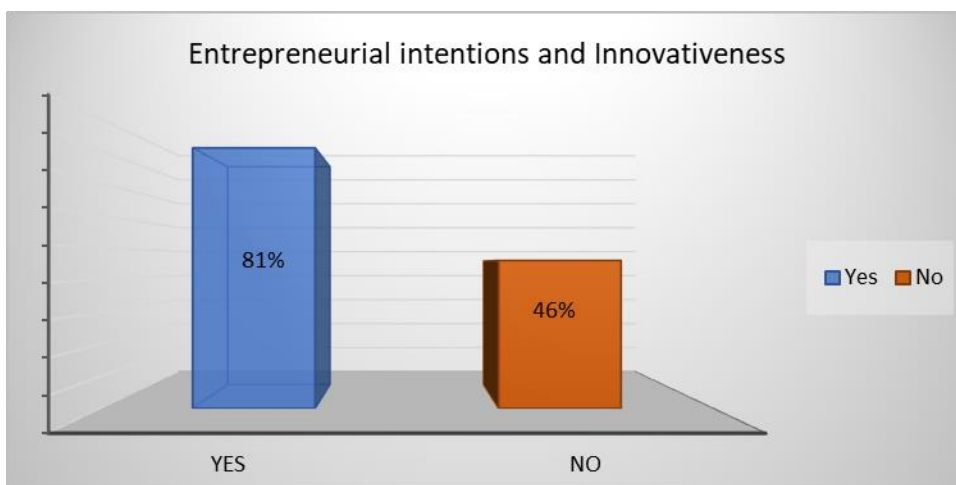


Figure 5-8: Entrepreneurial Intentions and Innovativeness

Entrepreneurship by definition entails innovativeness and creativeness, and in this study, millennials that exhibited innovative behaviour were found to be more likely to exhibit

innovativeness than millennials with no innovativeness. Among all the millennials who did not show innovativeness, only 46% exhibit entrepreneurial intentions, compared to 81% for those who displayed innovativeness, which means that innovative millennials are highly likely to become entrepreneurs.

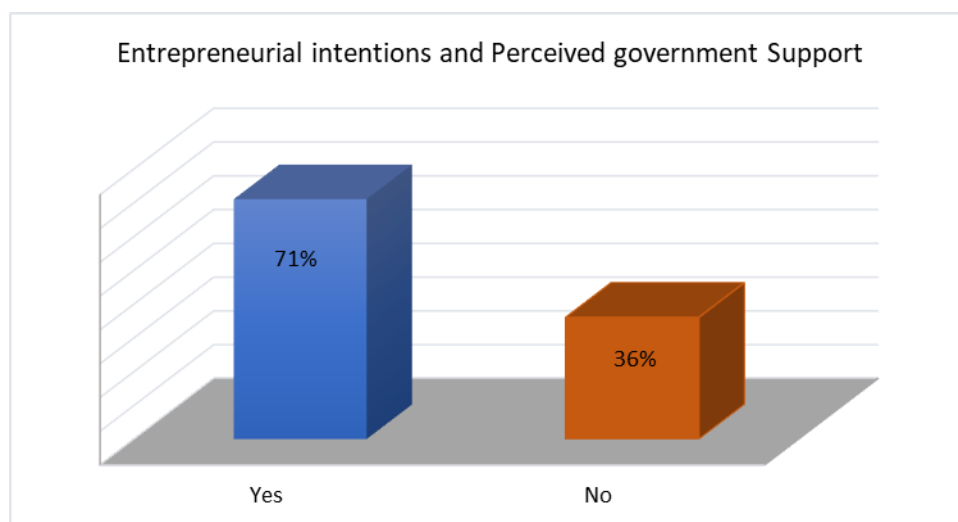


Figure 5-9: Entrepreneurial Intentions and Perceived Government Support

Among the millennials who perceived that the government provides enough entrepreneurial support, 71% of them exhibited entrepreneurial intentions. There was a decrease in entrepreneurial intentions when considering millennials who think that the government is not providing enough entrepreneurial support; only 36% of them exhibited entrepreneurial intentions. This implies that when millennials feel that the South African Government provides adequate entrepreneurial support and a favourable environment for entrepreneurship, the development of entrepreneurial intentions will increase among millennials. These findings emphasise the vital role that government support plays in developing entrepreneurial intentions.

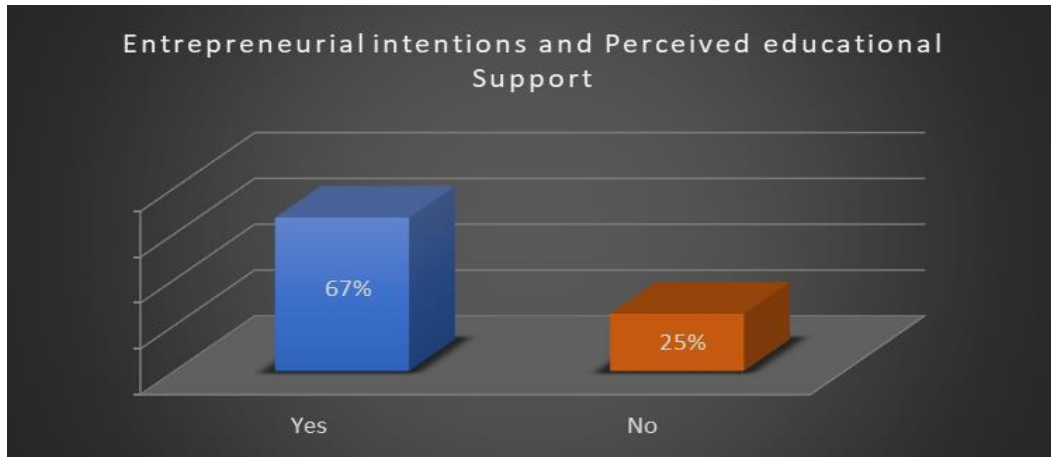


Figure 5-10: Entrepreneurial Intentions and Perceived Educational Support

Among the respondents who perceived that there is enough entrepreneurial educational support in the country, 67% exhibited entrepreneurial intentions. There was a significant decrease in entrepreneurial intentions when considering respondents who think that there is not enough entrepreneurial educational support in the country, with only 25% of them exhibiting entrepreneurial intentions. These findings suggest that educational support is fundamental to entrepreneurship, substantially influencing developing entrepreneurial intentions among South African millennials.

5.7 REGRESSION MODEL RESULTS

In this study, the researcher sought to explore how various demographic and other characteristics, such as risk tolerance and perceived entrepreneurial government support, determine entrepreneurial intentions among South African millennials. The following variables were used to get an insight into entrepreneurial intentions: age, gender, need for achievement, risk tolerance, opportunity recognition, proactive personality, innovativeness/creativity, perceived entrepreneurial educational support, and perceived entrepreneurial government support. The significance levels less than or equal to 0.1(10%), 0.05(5%) and 0.01(1%) as measured by the p-value will be considered to be statistically significant in this research.

Table 5-4: Regression Model Results

Variables	Coefficients	Standard error	P-value
Age	-0.581	0.213	0.701
Risk-taking propensity	0.058	0.366	0.046
Opportunity recognition	0.193	0.084	0.003
Proactive personality	0.264	0.577	0.502
Innovativeness/Creativity	0.844	0.022	0.000
Perceived entrepreneurial education support	0.901	0.774	0.072
Perceived government entrepreneurial Support	0.145	0.917	0.081

$$R^2 = 51.5$$

Age

The regression coefficient of the association of age and entrepreneurial intent was -0.581, which implies a negative connection between age and entrepreneurial intent. However, the relationship was not statistically significant. Based on the regression coefficient when age increases, social entrepreneurial intentions decrease, which might be explained by the fact that as people get older, they become less inclined to be entrepreneurs because of the opportunity cost of time.

Risk tolerance

Risk tolerance was positively linked with entrepreneurial intentions (regression coefficient= 0.058 and p-value =0.046). These findings mean that risk tolerance directly links with entrepreneurial intentions at a 5% significance level. This suggests that millennials willing to take risk tolerance are attracted to entrepreneurship since starting

and running a business usually requires the willingness to take a fair amount of risk and proper management risk.

Opportunity recognition

Opportunity recognition influences entrepreneurial intentions; millennials with high opportunity recognition were found to have entrepreneurial intentions. The regression coefficient for opportunity recognition was positive, which implies a positive relationship: this means that when opportunity recognition increases, social entrepreneurial intentions also increase.

Proactive personality

Results from regression also unearthed a direct connection between a proactive personality and social entrepreneurial intentions. This was informed by a positive regression coefficient (0.264), which means that proactive millennials have a better chance of developing social entrepreneurial intentions. However, even though a proactive personality was directly associated with entrepreneurial intentions, the relationship remained statistically insignificant.

Innovativeness/Creativity

Regression analysis produced a positive coefficient for innovativeness and social entrepreneurial intentions indicating that as the level of creativeness and innovativeness of millennials increases, their social entrepreneurial intentions also increase. This suggests that millennials who are creative and innovative are attracted to entrepreneurship, based on the fact that starting a business typically requires imagination and creativity.

Perceived entrepreneurial education support

Findings from the regression analysis also exhibited that perceived educational support exerts a positive influence on social entrepreneurial intentions. This was informed by a positive and statistically significant regression coefficient at a 10% significance level, which means that as perceived educational entrepreneurial support increases, social entrepreneurial intentions also increase. These findings highlight the importance of entrepreneurial educational support in developing entrepreneurial intentions among

South African millennials. If the millennials know that the government is providing enough entrepreneurial education support, they will be keener to venture into entrepreneurship.

Perceived government entrepreneurial support

Results from the regression analysis also showed that perceived or knowledge of government entrepreneurial backing has a positive influence on entrepreneurial intentions. This was informed by a positive and statistically significant regression coefficient at a 10% significance level, which means that as perceived government backing increases, social entrepreneurial intentions also increase. These findings emphasise the fact that governmental entrepreneurial support is vital in developing entrepreneurial intentions among South African millennials. If the millennials know that the government is supplying enough entrepreneurial support, they will be more likely to develop entrepreneurial intentions.

5.8 ROBUSTNESS OF REGRESSION

Regression produced an R-squared ($R^2 = 51.5$), which implies that the explanatory variable explains about 51.5% of the variation of the dependent variable. By implication there are explanatory factors that influence entrepreneurial intentions other than those included in this study.

5.9 DISCUSSION

Driven by the need to comprehend fully entrepreneurial intentions among South African millennials, findings could be useful to development agents, academics and policymakers, among others. This study sheds light on aspects that could encourage the development of entrepreneurial intentions among millennials. These findings are supported by Popescu, Maxim, and Maxim (2019:113–130), who found similar results. These findings are similar to findings by Malebana (2014:130–143.) who also found a non-statically significant association. However, these results are not similar to other studies by academics such as Gird and Bagraim, (2008:711–724) and Shah and Soomro, (2017).

Data analysis unearthed a statistically significant connection between the need for achievement and entrepreneurial intentions among the respondents. These findings are supported by other scholars such as Pillis and Reardon, (2007) and Rauch and Frese (2007:353–385). Findings from this study also suggested that a willingness to take risk has a statistically substantial influence on the millennials' entrepreneurial. These results echo findings by Mahmood *et al.*, (2019:4939), which concluded that risk tolerance is directly connected with entrepreneurial intentions. However, some scholars, such as Surie and Ashley (2008) found no statistically significant relationship between risk tolerance and entrepreneurial intentions.

This study found no statistical significance between hands-on character and entrepreneurial intent, which contradicts Mahmood *et al.* (2019:4939), who found that a proactive personality is a statistically significant determinant of entrepreneurial intentions. Data analysis suggested that a direct association exists between innovativeness and entrepreneurial intent. These findings are parallel to findings by Douglas and Shepherd (2020), who found that innovativeness has a statistically significant influence on attitude towards entrepreneurship.

Findings from this study also suggest a direct association between perceived entrepreneurial educational backing and entrepreneurial intent. Data analysis also suggested that perceived government entrepreneurial backing has a direct association with entrepreneurial intent. The statistically significant relationship contrasts with findings from studies by Ambad and Damit, (2016:108–114) and Wibowo *et al.* (2019), who found no direct association. However, several studies found results similar to findings from this study, for example, Parvaneh (2011); Turker and Sonmez Selcuz (2009); and Rauch and Hulsink (2015:187–204).

5.10 CONCLUSION AND SUMMARY

In this chapter, the researcher explored how entrepreneurial intentions are determined among South African millennials using various demographic and other characteristics, such as the need for achievement, risk tolerance, opportunity recognition, proactive personality, innovativeness/creativity, perceived entrepreneurial educational support and

perceived entrepreneurial government support. This chapter presented basic descriptive statistics followed by findings from the regression analysis and discussion of the findings of previous similar studies. The following chapter will present recommendations and conclusions based on the findings from this study.

CHAPTER 6 DISCUSSION OF RESULTS

6.1 INTRODUCTION

The previous chapter discussed how various demographic and other characteristics influence entrepreneurial intentions among South African millennials. Chapter 5 presented findings from statistical analysis and deliberations on the findings in relation to previous similar studies. Chapter 6 presents the discussion of research questions based on the findings from this study

6.2 Background

High and deteriorating levels of unemployment confront young people in SA, despite the few intercessions by both government and private associations. Youth social entrepreneurship is growing and gaining recognition. Social entrepreneurship is considered to be a practical way of solving global social challenges. Social entrepreneurs are considered change agents with the intention of making a difference to those in need. Therefore, developing social entrepreneurship and potential social entrepreneurs should be encouraged and celebrated.

6.3 Research Problem

This study investigated the social entrepreneurial intents among millennials through their participation in social entrepreneurial development.

6.4 Revisitation of objectives

This chapter revisits the research questions set out in Chapter 1. The research objectives and the research questions of the study are as follows:

Primary Objectives:

To investigate the determinants of social entrepreneurial intention among the millennial generation.

Secondary Objectives:

- To outline demographic factors that determine entrepreneurial intentions among the millennials in South Africa;
- To determine individual entrepreneurial factors/traits that inspire entrepreneurial intentions among the millennials in South Africa;
- To determine the level of social entrepreneurial intention among the millennial generation;
- To outline the support factors that encourage entrepreneurial intentions among the millennials in South Africa; and
- To suggest a framework for the contribution of new knowledge on social entrepreneurship.

Research Questions

- What are the demographic factors that determine of social entrepreneurial intention among the millennial generation?
- What are the individual entrepreneurial factors/traits that inspire entrepreneurial intentions among the millennials in South Africa?
- What are the levels of social entrepreneurial intention among millennials?
- What are the support factors that encourage entrepreneurial intentions among the millennials in South Africa?
- What recommendations can be put forward to encourage social entrepreneurial intention among the millennial generation?

To outline demographic factors that determine entrepreneurial intentions among the millennials in South Africa

The first research objective was to outline demographic factors that determine entrepreneurial intentions among the millennials in South Africa. In other words, looking at the relationship between various demographic characteristics of millennials and how they may influence social entrepreneurial intention among the millennial generation. The demographic factors that were included in this study (age and gender) yielded positive

coefficients that were not statistically significant. This implies that age and gender do not influence social entrepreneurial intentions of millennials in South Africa.

To determine individual entrepreneurial factors/traits that inspire entrepreneurial intentions among the millennials in South Africa

Motivated by the quest to fully understand entrepreneurial intentions among South African millennials, the research sought to explore how various demographic characteristics of millennials influence their social entrepreneurial intentions. The individual/personal entrepreneurial characteristics/traits included: the need for achievement, risk tolerance, opportunity recognition, proactive personality, innovativeness/creativity, perceived. The characteristics mentioned earlier had a direct influence on social entrepreneurial intentions. Findings from this study revealed that need for achievement, risk tolerance, opportunity recognition, innovativeness/creativity, all have a positive influence on the social entrepreneurial intentions of millennials in South Africa. However proactive personality had no influence on social entrepreneurial intentions of millennials in South Africa.

To determine the level of social entrepreneurial intention among the millennial generation

One of the research questions pertained to the levels of social entrepreneurial intention among the millennial generation. This research question emanated from the research objective, which intended to highlight the various levels of social entrepreneurial intentions among the millennial generation of South Africa. Overall, the millennials showed high levels of entrepreneurial intentions. Of all the millennials, 66% exhibited social entrepreneurial intentions against 34% who did not display entrepreneurial intentions. Furthermore, more than half of the millennials (55%) either agreed or strongly agreed that entrepreneurship is a viable career; 46% either agreed or strongly agreed that entrepreneurship is better than formal employment (See Section 5.8). However, 47% of all the millennials in this study feel that there are not enough opportunities for them to become entrepreneurs.

Findings from this research also suggested that generally, social entrepreneurship intention levels are encouraging among South African millennials, with over 60% of the participants exhibiting entrepreneurial intentions. However, despite these encouraging levels of entrepreneurial intentions, the risk tolerance levels among the millennials were lower with only 30% willing to take financial risks to become entrepreneurs (see Chapter 5 Section 5.9 in the findings). The findings suggest that very few will convert the intentions into social entrepreneurship actions.

To outline support factors that encourage social entrepreneurial intentions among the millennials in South Africa

In order to get a better comprehension on the social entrepreneurial intentions of South African millennials, the research also explored how various support factors, encourage social entrepreneurial intentions among the millennials in South Africa. Support factors included: perceived entrepreneurial educational support, and perceived entrepreneurial government support. Results from the regression model revealed that all the support factors have a positive influence on the social entrepreneurial intentions of millennials in South Africa.

Other noteworthy findings

Overall, the reaction of the generation about opting for training and education to become a successful entrepreneur shows negative traits: only 40% said they would be willing to train to become entrepreneurs, even if the government subsidises their education and training. These findings suggested that even if the government and educational institutions subsidises entrepreneurial education and training, a significant number of millennials might not take that opportunity. Some millennials are entirely unaware of the advantages of social entrepreneurship, or simply do not have the right attitude and perspective towards entrepreneurship.

Summary

The previous chapters explored how various demographic, individual/personal, and support factors influence entrepreneurial intentions of South African millennials. Findings from statistical analysis and deliberations on the findings in relation to previous similar studies was also presented. This chapter focused on addressing and discussing of the research objectives based on the findings from this study.

CHAPTER 7 CONCLUSIONS AND RECOMMENDATIONS

7.1 INTRODUCTION

The previous chapter presented the discussion of the research questions based on the findings from this study. It also revisited the research questions set out in Chapter 1. This chapter presents contributions of the study, contributions to new knowledge, research limitations, and conclusions as well as recommendations.

7.2 CONTRIBUTION OF THE STUDY

The primary objectives of this research were to investigate and understand entrepreneurial intentions among South African millennials. Entrepreneurship is a potential career, given the prevailing high unemployment rates. It provides opportunities for the young as an alternative to formal employment. Furthermore, entrepreneurship can transform the status of relying on established firms for opportunities to use innovative skills, converting the problem of unemployment into opportunities for building business ventures. Such ventures can create more opportunities for ordinary citizens that may not possess formal education skills.

Entrepreneurship starts with intentions and exploring the factors that influence those intentions is key to improving entrepreneurship. As a nation, if SA is to effectively encourage the development of entrepreneurial intentions among millennials, understanding the determinants or factors that influence entrepreneurial intentions is a prerequisite. Moreover, if the South African Government is to come up with prudent policy actions to address the issue of unemployment among young people, understanding the determinants of entrepreneurial intentions and other factors associated with entrepreneurship could be a good starting point. This study, therefore, contributes this vital information by identifying the underlying characteristics associated with entrepreneurial intentions among the millennials to form a basis for addressing the problem of unemployment among the young (see Section 5.9, Regression Results).

Figure 7-1 summarised the contributions that this study made to the knowledge base regarding entrepreneurial intentions (Section 5.8). This study revealed some of the factors that are associated with entrepreneurial intentions. The study also showed that the levels

of entrepreneurial intentions are encouraging; however, the actual entrepreneurial actions might not be that high, as evidenced by low-risk tolerance creating discrepancies between entrepreneurship intentions and actual entrepreneurship actions. The gap between entrepreneurship intentions and actual entrepreneurship actions, as illustrated in Figure 7-1, can be bridged by the government through actions such as introducing an entrepreneurship-orientated education system, removing barriers to start-ups, and changing societal attitudes towards entrepreneurship among the millennials.

Social partnerships can also help to bridge this gap by forming partnerships with government and training institutions to assist millennials. Furthermore, awareness campaigns to inspire youths to become entrepreneurs could also play a pivotal role. The millennials themselves could help by changing their attitudes towards entrepreneurship and being more tolerant of the risks that come with entrepreneurship.

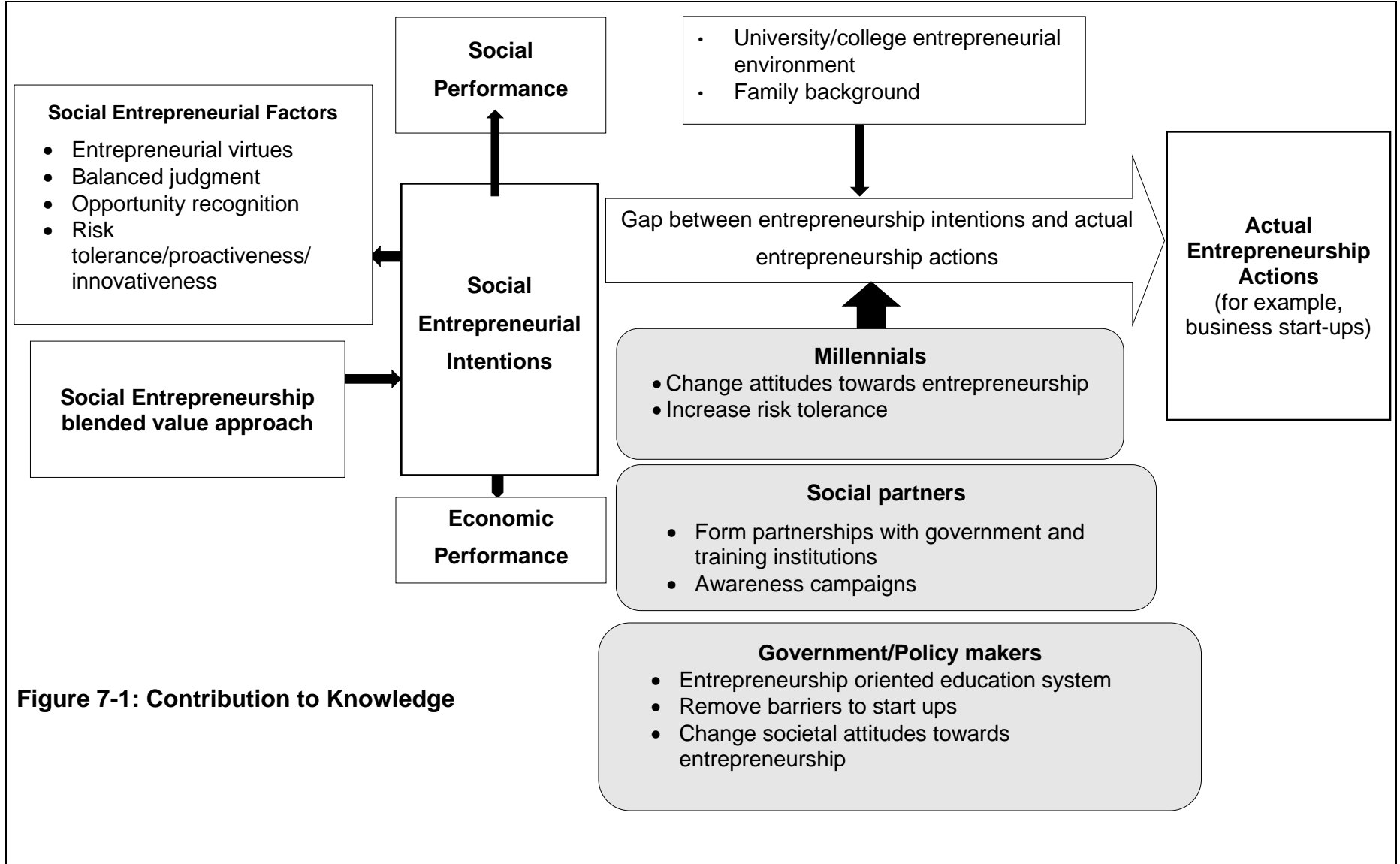
7.3 CONTRIBUTION TO NEW KNOWLEDGE

This study contributes to the body of knowledge in that it reveals what was not known about millennials and social entrepreneurship. The findings have uncovered new information that will contribute to the body of knowledge. A suggested framework paves the way in Figure 7-1 that further strengthens the recommendations that:

- The government needs to develop different ground-breaking tactics that can help them to reach out and inspire millennials to aspire to be entrepreneurs.
- The South African Government and relevant policymakers have to find ways of bridging the gap between entrepreneurship intentions so that they can develop real entrepreneurship.
- South Africa's educational system needs to incorporate various training and skills development programmes for millennials. Since many young South Africans leave school before matric, vocational programmes can help to develop entrepreneurial intentions.
- Social entrepreneurs should work with universities to create and offer graduate programmes.

Below is the suggested framework to new knowledge that emanates from the research findings. Findings from this study resonate with conclusions by scholars such as

Domeneghini and da Silva, (2018); Mort *et al.*, (2003), who postulated that social entrepreneurship is a multidimensional construct that consists of four factors or dimensions: entrepreneurial virtues; balanced judgment; opportunity recognition; and risk tolerance/proactiveness/innovativeness. This study, as shown in Figure 7-1, emphasises that millennials need these attributes since they significantly influence social entrepreneurial intentions. The framework in Figure 7-1 also highlights the importance of the concept of blended value since social entrepreneurship is based on the notion of creating social value founded on financial sustainability. Figure 7-1 further suggests that in social entrepreneurship blended approach influences social entrepreneurship intentions.



7.4 RECOMMENDATIONS

Considering the findings and conclusion of this research, the researcher proposes the following recommendations:

- This study recommends that for the South African Government to encourage social entrepreneurship successfully, they need to adopt innovative communication strategies to reach the majority of young South Africans. This kind of marketing communication tactic technique comprises of various social media marketing platforms, and business analytic techniques as well as digital marketing techniques. The government also needs to develop different ground-breaking tactics that can help them to reach out and inspire millennials to become entrepreneurs.
- Even though overall social entrepreneurship intentions levels among South African millennials are positive and encouraging, risk tolerance is still lower, suggesting that very few will translate the intentions into entrepreneurial activities. This suggests that there is a disparity between entrepreneurship intentions and actual entrepreneurship actions. The South African Government and relevant policymakers must find ways of bridging this gap between the positive entrepreneurship intentions and actual social entrepreneurship intentions so that they can develop into real entrepreneurship.
- South Africa's education system needs to incorporate various training and skills development programmes for individuals. These kinds of training should include vocational training, live seminars, and training using updated technology. With the help of these innovative and effective training procedures, the existing educational system of SA will improve. Additionally, since many young South Africans leave school before matric, programmes that can help to develop entrepreneurial intentions will go a long way in fostering social entrepreneurship.
- Social entrepreneurs should work with universities to create and offer graduate programmes. In addition, they should focus on recruiting graduates who have significant motivation, capabilities and qualifications.

7.5 RESEARCH LIMITATIONS

The current study was conducted in the SBU branches in Johannesburg and Pretoria. Hence, the results generated in this study may be generalised to a broader population not involved in this study, except for the entrepreneurs in Gauteng.

Future research can be conducted involving tertiary institutions, as this was limited to one entity. The study was conducted using the quantitative method where respondents were asked to tick appropriate responses. The discussed method can limit students as it only required selecting responses and not going into detail about their views. On the other hand, the qualitative research design can be noted in future to allow respondents to share their views to the fullest.

Financial constraints and time contributed to the use of the quantitative approach, as this was the most suitable tool. With time, the researcher can use a more detailed approach, such as the qualitative design and branch out to entrepreneurs from regions other than this study, to yield more results. Only then can these results be generalised to a wider population.

7.6 FUTURE SCOPE OF THE STUDY

The researcher proposes a more extensive study among different provinces in SA. A significantly more refined strategy, perhaps using a mixed-methods approach for examination may offer a better understanding.

Further research can be conducted in other branches of SBU across the borders of Gauteng for comparison with a broader scope. This study should be conducted on students and part-time students who also serve the entrepreneurial environment to establish if the same results will be achieved.

Follow-up research could be conducted on entrepreneurial intentions and note how different respondents with some – or no – experience will yield the same answers. Qualitative research will also serve as a convenient tool in future studies and on a broader scale than the current study.

Another concern in this study was to try to establish if the factors named above were in line with entrepreneurial intentions and had something to contribute to the desired

outcomes on entrepreneurial intentions. Major emphasis is lacking in this regard, and conducting research might spark debates in terms of the role played by the public sector in uplifting communities seeking to be in business.

7.7 CONCLUSION

Given that social entrepreneurship can be a powerful agent for change and the vital role social entrepreneurship plays in a developing economy like SA, this research focused on the social entrepreneurship intentions among South African millennials.

The study results showed that the determinants of social entrepreneurial intentions include risk tolerance, opportunity recognition, proactive personality, innovativeness/creativity, perceived entrepreneurial educational support, and perceived entrepreneurial government support.

Although general social entrepreneurship intentions levels among South African millennials are high, risk tolerance is still lower, meaning that very few will convert their intentions into entrepreneurship actions; this implies that there is a discrepancy between entrepreneurship intents and real entrepreneurship actions.

The findings from this study are positive, and they suggest that the theme of social entrepreneurship has to be put in the spotlight. There are still awareness problems and attitude issues towards entrepreneurship which is evidenced by a significant number of millennials who still feel that formal employment is the way to go; some are not willing to embark on entrepreneurial education and training even when this is subsidised.

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Appendix 1: Our Impact (Black Umbrellas Official Website)

OUR IMPACT

In response to the high failure rate of 100% black owned businesses, Black Umbrellas makes its impact by supporting emerging and existing black businesses through a three-year incubation programme so that they are able to emerge as independent viable businesses.

Businesses in incubation since inception
Total jobs created and preserved
Turnover generated by SME since inception
Average cost per job
Net asset value
Salaries paid
Tax paid by SMEs
Total number of mentors



Geographic Footprint



(Source: Blackumbrellas.org, 2020)

Appendix 2: How it Works (Official Website of Black Umbrellas)



HOW IT WORKS

The Black Umbrellas model is aimed at supporting emerging black businesses through the incubation programme so that they are able to emerge as independent, viable businesses.

Fundamental to the success of the model is a tiered intervention, where applicants/clients transition and bolster their business through successive levels of activation. The programme activation begins with a pre-incubation phase (3 months), followed by full incubation (3 years) through to graduation.

The Black Umbrellas model uses its national reach to enable clients to benefit from guided mentorship, through which clients receive the transfer of business skills, knowledge and network linkages.

The businesses are assessed for their credit risk and an advisory committee offers their technical experience to assess the weaknesses and strengths of the businesses.

Ongoing support through the incubation centres and the office infrastructure linked to these include:

- Bookkeeping services at standard rates;
- Access to networking & marketing events;
- Ongoing mentoring;
- Assistance with finance access;
- Workshops aimed at business & personal development.

(Source: Blackumbrellas.org. 2020)

Appendix 3: Likert Scale

Block 1: Demographic Block

1. Age
 - a) Above 55:
 - b) 23–25
 - c) 26–29
 - d) 30–35
2. Gender
 - a) Male
 - b) Female

Block 2: Measuring intent of entrepreneurship in Millennials of South Africa

Please rate your opinion against the following statements as per the following scale:

5 = strongly agree, 4 = somewhat agree, 3 = neither agree nor disagree 2 = somewhat disagree, 1 = strongly disagree)

Questions	1	2	3	4	5
3. Choosing entrepreneurship as a career can really help to improve your living standards	40	12	18	50	30
4. Millennials who are willing to start their career as an entrepreneur are ready to take some particular business-orientated courses if the government of SA provides them with subsidy	15	45	32	8	50
5. Millennials when starting their career as an entrepreneur often face challenges to gather required capital for their business	49	11	30	40	20
6. Entrepreneurship requires a certain level of educational qualification	45	15	32	38	20
7. There are enough opportunities for millennial in SA to start their careers as entrepreneurs	34	36	30	22	28
8. Primary reason for choosing a career as an entrepreneur is unemployment	45	35	14	6	50

9. Entrepreneurs can heighten the social condition of SA along with its economic condition	40	15	18	45	12
10. Low level of entrepreneurship has caused the economic condition of SA to remain undeveloped	45	15	12	18	60
11. Do you have any innovative ideas or strategies that can help you to build a successful start-up business?	33	49	42	19	7
12. Government should lower interest rates for loans aimed at building/starting up a business?	76	35	27	8	4
13. Entrepreneurship is a potential career path?	51	32	33	21	13
14. Are you willing to take financial risks to set up a business?	31	15	54	27	23
15. Strong financial support is necessary for starting up a new business	79	25	23	11	12
16. Government should help provide training and courses that teach the skills required for setting up a business successfully	57	54	27	9	3
17. Entrepreneurship is better than employment in the service sector	24	45	18	29	34
18. Slow GDP growth and lack of strong market structures hinder entrepreneur opportunities	86	33	14	12	5

Appendix 4: Approval to Conduct Research



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Non-Profit Company (Reg. No. 2005/002546/01)
 Registered as a Non-Profit Organisation: 002-634-070
 PIC Number: 990 087 719

8 October 2019

BLACK UMBRELLAS RESEARCH APPROVAL LETTER

Dear Mr Tebogo Saudi

Date	27 September 2019
Validity of Research Approval	27 September 2019 – 15 December 2019
Name of Researcher	Tebogo Saudi
Telephone Number	081 382 7541
Email address	tbgsaudi7@gmail.com
Research Topic	The Effectiveness of Entrepreneurship In Identifying Social Entrepreneurial Intent Among Millennials

This letter serves to indicate that approval is hereby granted to the above-mentioned researcher to proceed with research in respect of the study indicated above. The onus rests with the researcher to negotiate appropriate and relevant time schedules with the incumbents or stakeholders involved to conduct the research.

Black Umbrellas wishes to grant Mr Saudi permission and afford him all the necessary assistance. We wish you everything of the best and believe that Black Umbrellas will benefit from the research findings in aiding business continuity.

Yours Sincerely


 Nkateko Maroloni
 Enterprise Development Manager



Directors: R.M.J. Sutha (Chairperson) | Y. Thomas (CEO) | C.I. Motala | D. Mxango | D. Nkomo | M. Mafinye

Appendix 5: Ethical Clearance



UNISA DEPARTMENT APPLIED MANAGEMENT RESEARCH ETHICS REVIEW COMMITTEE (DAM-RERC)

Date: 18 September 2019

Dear Mr Tebogo Saudi

ERC Reference # :
2019 CEMS DAM 013
Name: Tebogo Saudi
Student #: 50870734

**Decision: Ethics Approval from
September 2019 to September 2022**

Researcher(s): Tebogo Saudi
081 382 7511 / 012 841 2735 / 50870734@mylife.unisa.ac.za

Supervisor (s): Prof Evelyn Chiloane-Tsoka
072 858 9257 / chiloae@unisa.ac.za
Mrs Sarah Radebe
081 582 0233 / radebes@unisa.ac.za

Working title of research:
**The Effectiveness of Entrepreneurship in Identifying Social Entrepreneurial
Intent Among Millennials**

Qualification: MCom Entrepreneurship

Thank you for the application for research ethics clearance by the Unisa DAM Ethics Review Committee for the above mentioned research. Ethics approval is granted for three years.

*The **low risk application** was **reviewed** by the DAM Ethics Review Committee in September 2019 in compliance with the Unisa Policy on Research Ethics and the Standard Operating Procedure on Research Ethics Risk Assessment. The decision was approved on the 18th of September 2019.*

The proposed research may now commence with the provisions that:

1. The researcher(s) will ensure that the research project adheres to the values and principles expressed in the UNISA Policy on Research Ethics.



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