



**THE RISE OF THE FEMALE ENTREPRENEUR: LIBERATION THROUGH
ESCAPING VARIOUS GENDER-BASED LIMITATIONS FACED BY WORKING
CLASS WOMEN IN SOUTH AFRICA**

by

DENIKA LORRAINE HERBST

(211548505)

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College of Humanities

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Supervisor Dr. J Govender

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DECLARATION

I, *Denika Lorraine Herbst*, declare that:

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Signed: Denika Lorraine Herbst

Date: January, 2020

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I would like to thank my mother, Debbie Herbst for the unconditional love, support and encouragement during this process. You showed me what it means to be a strong and independent woman in every respect, and it is because of you that I stand so strong and proudly as a woman today. Nothing I have accomplished would have been possible without you – this one is for you.

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ABSTRACT

Female entrepreneurship has been noted as a potential solution for economic instability, unemployment and inequality in developing countries like South Africa, by numerous researchers and theorists. Women have been undermined as a result of patriarchy and women in South Africa even more so due to apartheid. South Africa is currently facing alarmingly high rates of unemployment (29%) and disturbing, frequent occurrences of discrimination, and the economy is crumbling as a result. With women making up around 51% of the total population, and around 43.8% of total employment in South Africa, and considering the current state of South Africa, it is time their value and impact is noted. Currently, only 9 out of every 100 women in South Africa are involved in total early-stage entrepreneurial activity, a shocking statistic. One study found that prospective female entrepreneurs in South Africa have the ability to create over 972,000 jobs, over 803,000 new businesses and inject over R175billion into the South African economy, in just five years. Female entrepreneurship can potentially put an end to unemployment, rid the workforce of discrimination and stabilize the South African economy. This study identifies the motivators and intentions of female entrepreneurs in South Africa as well as the potential female entrepreneurship holds to create social and organizational change. A descriptive quantitative study was conducted on 58 respondents who filled out a five section questionnaire specifically designed to gain a base knowledge of information on female entrepreneurs in South Africa. The data was analysed and processed using Statistical Package for Social Science version 26 to gain insight into the positive effects of female entrepreneurship in South Africa. The empirical research methodology performed included descriptive statistics, cross-section analysis, and analysis of variance to identify the positive effects female entrepreneurship has in South Africa and the untapped potential it possesses to create change.

A strong impact entrepreneurship has on liberating women from working class limitations as well as the ability it possesses to create social and organizational change, has been highlighted throughout the findings of this study. It is recommended that this area be further studied in order to harness these aspects to create social and organizational change for all.

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CHAPTER 1: GENERAL ORIENTATION AND PROBLEM FORMULATION

1.1 Introduction

The fact that South Africa is facing a major economic crisis, of which unemployment is one of the biggest contributing factors, is apparent. The current unemployment rate in South Africa, according to Statistics South Africa (2019), is sitting at an alarming 29%. The 2019 fourth-quarter labour force survey revealed that at least 30.9% of women are unemployed, (Statistics South Africa, 2019). The everlasting existence of the patriarchal mind set has permitted for an entire demographic, of whom could possess the potential to alleviate economic hardship in developing countries like South Africa, to be ignored and undermined; this demographic is women.

Female entrepreneurship has been highlighted as a potential solution for economic instability, unemployment and inequality in developing counties by many researchers and theorists. However, a major lack of reliable and empirical statistical data based on the success factors of female entrepreneurship that exist in South Africa has resulted in a crippling grey area which refutes almost all of these claims, (Akhawaya and Havenga, 2012). The impact that women have on society and the economy, and the potential value they could add, has been overlooked since the beginning of time as a result of patriarchy. With women now making up around 51% of the total population, and around 43.8% of total employment in South Africa, according to Statistics South Africa (2018), and with the economy in the state that it is, continuing to overlook their value is simply ludicrous.

According to the Global Entrepreneurship Monitor (2018), a mere 6.2% of South African women are entrepreneurs. The 2017/2018 Global Entrepreneurship Monitor shows that only 9 out of every 100 women in South Africa are involved in total early-stage entrepreneurial activity. These are shocking statistics, especially when female entrepreneurship could be the answer to many economically and socially crippling issues in South Africa.

This study seeks to provide an insight into the positive effects of female entrepreneurship in South Africa and how it has liberated women by allowing them to escape various limitations they once faced in the working class. This will be performed by means of a quantitative study which will seek to answer the set research questions and gain an insight into the research topic – the data will be gathered using questionnaires. It will also investigate the motivators and entrepreneurial intentions of these women in order to create a better understanding of how and why female entrepreneurship has the ability to revolutionize social and organizational change.

The purpose of discussing female entrepreneurial motivators and intentions is so that the positive effects they have on society as a whole can be seen, harnessed and used to help South Africa

flourish. Female entrepreneurship has been noted as a “growing phenomenon recognized as contributing economically in terms of growth and job creation and for improving quality of life”, (Yunis, Hashim and Anderson, 2018). In a developing country like South Africa, women do not only turn to self-employment as a means of freeing themselves and others from gender-based occupational limitations, poverty and unemployment, but as a means of allowing themselves to fulfil both their primitive and modern-day responsibilities. Age and race play an significant role in this study as post and pre apartheid women lived under very different condition – analysing their limitations, motivators and liberation against one another is important to note the factor race and age play. The participants will be split into two age groups, 25-34 and 35-45, in order to study the affect apartheid had on these women.

Female entrepreneurs are often put into the “social entrepreneur” category as they are generally motivated by creating a better and more stable social and economic environment for all rather than an unnecessarily lavish one for themselves like their male counterparts have been doing for centuries (Martin and Osberg, 2007). Having suffered crippling gender-based limitations through their lives, these women are thus less likely to subject their employees to unfair and unequal working environments, making them better employers who are creating sustainable working environments which are more favourable to modern times (Moore, 2011).

The findings of this study will be used to foster female entrepreneurship in South Africa by showing the positive effects that it has on society as a whole. It will also provide data that could be used to create a base model for both societal and organizational change that would abate the restrictions faced by working class women, as well as exploring the potential it has to alleviate economic hardship. Female entrepreneurship can potentially put an end to unemployment, rid the workforce of discrimination and stabilize the South African economy.

It is important to note that in regard to this study, the term working class is defined from a Marxist perspective. Karl Marx defines working class as those who sell their labour for a wage and do not own the means of production (Ali, 2018). Thus, in this study, working class women include all women who work or worked for a wage.

1.1.1 The Role of Patriarchy in Gender Inequality

When addressing the issue of gender-based inequalities in the modern world, patriarchy is often overlooked. Patriarchy is seen as a primitive way of living that most feel has phased out, even when its existence is evidently still very present. Lerner (1986:36) defines patriarchy as “the manifestation and institutionalization of male dominance over women and children in the family and the extension of male dominance over women in society in general”. The fact that South

Africa has a very culture-rich society, whereby these cultures were built on the basis of patriarchy, makes it even harder for the patriarchal cycle to be eradicated. Kobo (2018) expresses that women in South Africa “have to navigate their way in a patriarchal society whose structures are designed to silence them and make them believe that they are not worthy”. Patriarchy is the base of which gender-based inequalities were built on and it is still the reason women are faced with gender-based limitations today.

1.1.2 Gender-based Occupational Limitations

Gender inequality is when one gender is favoured over another purely on the basis of gender (Madi, 1993). Women are faced with a multitude of gender-based limitations, especially in the workplace. As a result of patriarchy, women really only entered the working world in the 1920s when tough economic times and technological advancement forced them into the workforce (Eschle, 2005). While men had many years of experience and far greater levels of education, women were thrown into the deep end of the labour force whilst still having to fulfil their primitive responsibilities; cooking, cleaning, looking after children etc... as they are in the modern era (Wrigley-Asante, 2011).

Two of the biggest struggles faced by women in the workplace in South Africa are: (1) Work-life balance, the division of one’s time between work and life (family and leisure); this plays a significant role in job satisfaction, especially for working mothers (Eddlestone and Powell, 2012), and (2) Gender inequality, where one gender is favoured over another purely on the basis of gender; this hinders the ability and motivation of woman to succeed in her chosen career (Madi, 1993).

Even though women have been a part of the labour force for almost a century now, men still do not view them as equals, and often undermine their value and capabilities purely on the basis of their gender (Kahn and Motsoeneng, 2014). Women are paid less, less likely to be promoted, and valued far less than men are in the workplace (Steyn and Jackson, 2015). According to Statistics South Africa (2018), on average, women in South Africa earn 23% less than men. It is because of these gender-based limitations that so many women have turned to entrepreneurship in search of liberation.

In terms of occupation, Statistics South Africa (2019) revealed that only 32% of managers in South Africa were women. Women make up majority of Domestic worker and Clerk or Technician occupations, with only 3,0% of these being occupied by men.

1.1.3 Female Entrepreneurship and the Social Entrepreneur

Like many researchers, Yunis, Hashim and Anderson (2018) have put female entrepreneurs into the “social entrepreneur” category. Martin and Osberg (2007) outline a “social entrepreneur” as a person who is motivated by, and finds value in, social transformation benefits. Robichaud, Cachon and Haq (2010) found that female-owned businesses were motivated more by intrinsic factors (social motivators), such as: social recognition, independence, work-life balance, personal growth and flexibility, as opposed to monetary motives. The fact that women are generally motivated more by social factors as opposed to financial motives (like most men) makes them a much lower risk and more likely to make it through the initial stages of business development. Kelley et al. (2015) state that the return on investment when investing in developing women is far greater than men.

Formal sector female entrepreneurship is extremely important as it will not only have a direct positive effect on the economy but it also has the ability to revolutionize the way that women are viewed and treated in the work-place (Fatoki, 2014).

1.2 Problem Statement

This study seeks to understand the motivators and entrepreneurial intentions of female entrepreneurs in South Africa and how female entrepreneurship can be used to create social and organizational change as well as economic stability.

The value of female entrepreneurship, especially in developing countries like South Africa, appears to have been neglected due to the strong presence of a patriarchal mentality. It is time that the potential of female entrepreneurs is seen, harnessed and promoted and the patriarchal mind set eradicated. The fact that female entrepreneurship has boosted economic development, created economic stability, alleviated unemployment and created social change in many countries worldwide can no longer be overlooked. Female entrepreneurship has been noted as a driving force for economic development and social change by researchers such as Gree and Thurnik, as well as Maas and Herrington, since the early 2000s.

Female entrepreneurship in South Africa has had a dim light shone upon it due to the lack of research conducted on its positive outcomes. Highlighting only the hardship and failures that women face when embarking on the journey of entrepreneurship has riddled potential female entrepreneurs with doubt and given government and organizations no reason to promote and support them. This study seeks to highlight the positive effects of female entrepreneurship in South Africa so that its value and potential can be identified, supported and promoted.

1.3 Research Objective

- To identify the limitation that motivated working class women to become entrepreneurs.
- To understand how women have been liberated through entrepreneurship.
- To highlight the positive effects of female entrepreneurship in South Africa.
- To create a discussion around the possibility of using qualities of female entrepreneurship to create organizational change that will benefit the working class woman.

1.4 Research Questions

- To what degree did these women face certain gender-based limitations in the workplace?
- What motivates working class women in South Africa to become entrepreneurs?
- What limitations has entrepreneurship liberated these women from and to what degree?
- Does female entrepreneurship have the ability to revolutionize social and organizational change?

1.5 Dissertation Outline

Chapter one of the dissertation discusses the general orientation of the study such as the aims and objectives of the study. It also clarifies the relevance and importance of the study.

Chapter two reviews previous literature based on the topics and concepts that are related and relevant to female entrepreneurship in South African.

Chapter three discusses the theoretical framework used in understanding gender-based inequality from a South African perspective to ensure a clear understanding of the motivators and entrepreneurial intentions of these women.

Chapter four outlines the type of research methodology used in gathering data for this study, as well as the limitations faced during the data gathering process.

Chapter five is the analysis of the data which allows for it to be interpreted by displaying the conceptual findings and making connections.

Chapter six contains the recommendations as well as the conclusion of the study as a whole.

CHAPTER 2: LITERATURE REVIEW

2.1 Introduction

A large-scale global shift of females from the working class to entrepreneurship has been noticed (Kelley et al., 2011). This shift has drawn attention to the motivators and intentions of female entrepreneurs as well as their ability to succeed and the impact which they have on society and the economy as a whole. As a result of patriarchy and the need for women to enter the workforce, women have been forced to take on a dual-role, whereby they are expected to successfully execute both their traditional and modern roles (Wrigley-Asante, 2011). This is why entrepreneurialism has become so appealing to the 21st century woman as it gives them the freedom and flexibility to successfully carry out their dual-role (Hockerts, 2017).

A major lack of reliable and imperial statistical data, based on the success factors of female entrepreneurship, exists in South Africa (Matiwane, 2005). The large majority of research based on the success factors of female entrepreneurship has been conducted on developed economies while the large majority of the failures of female entrepreneurship has been conducted on developing economies (Botha, 2006). Akhalwaya and Havenga (2012) point out that the lack of literature based on the success factors of female entrepreneurs in South Africa has limited the reliability of research outcomes based on success factors which has created a negative outlook on female entrepreneurship.

Another factor that has further created a negative perspective on female entrepreneurship in South Africa is the fact that research in this area has focused more on the informal sector rather than the formal sector (Matiwane, 2005). Thus, research based on the formal sector of female entrepreneurship is scarce. As the informal sector does not have a statistical effect on the economy and has not been formally monitored (Akinbode, 2005), the research based on it, therefore, does not have a strong enough statistical backing to prove the positive effects of female entrepreneurship, nor does it have the ability to create change in the formal sector. In developing countries like South Africa, female entrepreneurship has not been given the attention, respect and support that it deserves.

2.2 Defining Female Entrepreneur

To understand the concept of female entrepreneur as a collective, one would first need to understand the two words as singulars. Paoloni and Serafini (2018:1) argue this point well by raising the question whether a female entrepreneur is “an individual or collective concept, or

whether it is considered a social or natural variable.” This argument stems from the fact that many relate the term entrepreneur to personal characteristics whilst the term female is classified as a collective term defining the physiological sex of a person (Screpanti and Zamagni, 2005).

Tseng (2008:1) provides the medical definition of sex which shows how one distinguishes between male and female: “What it means to be male or female originates from physical characteristics derived from sex chromosomes and genes that lead to certain gonads, internal and external genitalia, and physiological hormones.” Tannenbaum, Greaves and Graham (2016) explain that sex and gender are often confused — sex is based purely on the medical definition which is determined by physical attributes as stated in the definition above, where gender considers personal characteristics and individual self-actualization, not just the physical anatomy of an individual.

Gedeon (2010) points out that the term entrepreneurship lacks a definitive and singular definition. French economist Richard Cantillon has been noted to have coined the term “entrepreneur” back in 1730 (Ahmad and Seymour, 2008). Cantillon’s definition of an entrepreneur referred to any person who was self-employed and who took calculated risks which they would later turn into profit. Papagiannis (2018:3) defines entrepreneurship as “all of those business activities relating to the creation of new enterprises, the renewal of existing and the introduction of new products and technologies.”

As the term entrepreneur came about in a time when men were the only ones taking on self-employment, when women started to become entrepreneurs the term alone did not fit as the characteristics of a female entrepreneur is noted to be vastly different to those of a male entrepreneur, (Lewis, 2014). Sharma (2013:372) defines a female entrepreneur as a “woman or group of women who initiate, organize and run a business enterprise”. Monteith and Camfield (2019) describe female entrepreneurs as any female who has taken the risk to take-on self-employment whether it be to pursue a career path, gain freedom and flexibility or by force as a result of economic hardship and/or family responsibilities.

2.3 International Comparison

One limitation that is often highlighted in research undertaken on female entrepreneurship in South Africa is the lack of comparative literature. From a global perspective, female entrepreneurship in developed countries has been researched to a far greater degree (Verwey, 2005).

The fact that a stronger case has been built towards the importance and power of female entrepreneurship, in countries like the United States, far more support has been created and given

to women who are starting their own businesses (Alsaaty and Makhoulf, 2019). According to the United States Census Bureau (2018), “female entrepreneurs are well represented in the educational, social assistance and health services”. Women are respected and valued to a higher degree in developed countries than they are in developing countries like South Africa. In the United States, the rate of female owned businesses that are surpassing the \$1 million (R14 606 900, 00) growth mark, has reached a point of revolution. According to the United States Women’s Chamber of Commerce (2018), an impressive 24% of all businesses hold a female ownership level of 50% or more.

Roles and responsibilities are delegated equally, and based on necessity rather than traditional and cultural norms. Developed countries have seen a positive shift in mind-set which has eliminated a lot of the traditional limitations caused by the patriarchy. Fathers are now staying home to take care of children while women peruse their careers. The number of fathers who have taken on the role of primary caregiver, has increased dramatically in the United States (Livingston, 2014). Organizations in the United States and many other developed countries, noticed the importance of work-life balance and the effect that it has on employee retention, productivity and motivation. This realization resulted in flexibility being introduced into the workplace as a means of facilitating the need for a healthy work-life balance (Allen et al., 2013).

Although women in the United States still face some gender based limitations, the degree to which their ability to succeed in both their traditional and modern roles is affected, is miniscule compared to that of women in South Africa and other developing countries (Alsaaty and Makhoulf, 2019).

South Africa is, however, also lacking in respect to its neighbouring developing African countries such as Nigeria, not only to developed countries like the United States. The Mastercard Index of Women Entrepreneurs (2019) revealed that around 40% of Nigerian women are entrepreneurs. South Africa was highlighted in the report as the country with the most alarming drop in female entrepreneurial activity, with a -8.3% drop.

2.4 The Evolution of the Role of a Woman

The women we see and are today are vastly different to women twenty plus years ago. Thriveni and Rama (2012) point out that the traditional role of a woman was confined to in-house activities such as; cooking, cleaning and caring for children. In a patriarchal society, women were suppressed by male rule. Lerner (36:1986) defines patriarchy as “the manifestation and institutionalization of male dominance over women and children in the family and the extension

of male dominance over women in society in general”. Women have been dumbed, de-skilled and demoralized as a result of patriarchy (Barrett, 1980).

Eschle (2005) states that the role of a woman started to evolve in the 1920s when tough economic times and technological advancement forced women into the workforce. Gender division started to reverse as technology lessened the need for physical strength which gave women greater job opportunities (Snooks, 1996). The increasing work-force participation of women resulted in a larger number of working mothers, dual earning couples and even single parents (Rama, 2012). Women were expected to successfully execute both roles whilst having to face crippling gender based limitations, the same expectations exist today (Wrigley-Asante, 2011). While the role of a woman has evolved greatly to fit modern day demands, the role of a man, especially in developing countries like South Africa, has a long way to go (Donahue, 2007).

The fact that South Africa is a culture rich country, has made it even harder for women to break the patriarchal cycle. African culture is strongly defined by gender roles that follow a patriarchal system (Kobo, 2018). Blackstone (2003) highlights the effect that culture-based gender roles have on society and the level of family support given to working women. Kobo (2018) expresses that women in South Africa “have to navigate their way in a patriarchal society whose structures are designed to silence them and make them believe that they are not worthy”.

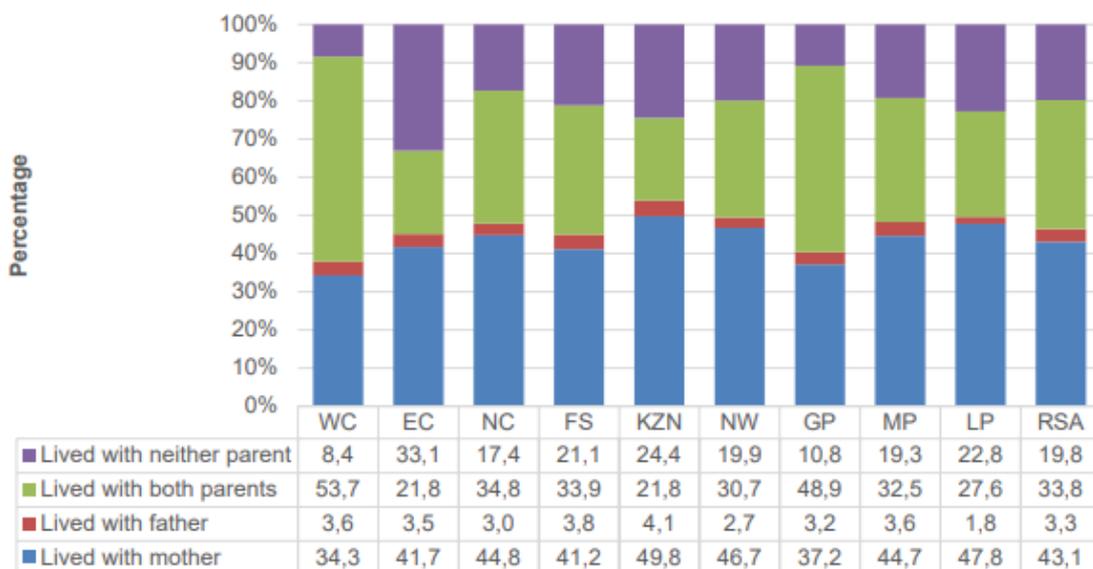
A study conducted by Yunis, Hashim and Anderson (2018) found patriarchy and culture-based gender roles as limitations to female entrepreneurs, as the participants from their study who came from families where traditional cultural norms were highly valued, received far less family support. Some women are disowned and shunned by their families and communities for joining the workforce (Osirim, 2018).

Due to the extreme pressures of taking on a dual-role, working class women find it extremely challenging, sometimes even impossible, to find a healthy work-life balance. The lack of flexibility, understanding and unfair working conditions which exist in the workplace today, make it virtually impossible for women to succeed without neglecting some, or all, of their traditional responsibilities (Blunsdon et al., 2006).

2.4.1 The Dual-Role and Parental Responsibility

When looking at parental responsibility between females and males in South Africa, it is clear to see that women take on far more responsibility without question far more often than men. Statistics South Africa General Household Survey 2018/2019 revealed that a mere 33.8% of children in South Africa lived with both parents, an eye-opening 43.1% with only their mothers and a shocking 3.3% with only their fathers. With the majority of the children in South Africa living with only their mothers, most mothers in South Africa have been forced to take on the role of both mother and father as well as the roles of both female and male.

Figure 2-1 Percentage Of Children By Living Arrangements And Province, 2018



Source: Stats SA General Household Survey 2018/2019

Research conducted by the Human Sciences Research Council and the South African Race Relations Institute (2015) over a period of 5 years showed that 60% of children in South Africa have fathers who are not involved in their lives at all. According to the 2011 census, men account for more than 90% of maintenance defaulters in South Africa, leaving women to carry the load. As men have failed to provide for their families, which has been their primary role since the beginning of time, women have now had to take on the role of both man and woman. Kobo (2018) points out how the oppression of women through patriarchy is still present today and can be seen in instances like the lack of male parental responsibility in South Africa. Patriarchy has almost allowed for a man not to be involved in their child's life with little to no social repercussion.

Statistics South Africa (2019) outlines that seven out of ten female headed households in South Africa are living below the poverty line – this can be assumed that this is a result of women having to fend for children and other family members more than men do.

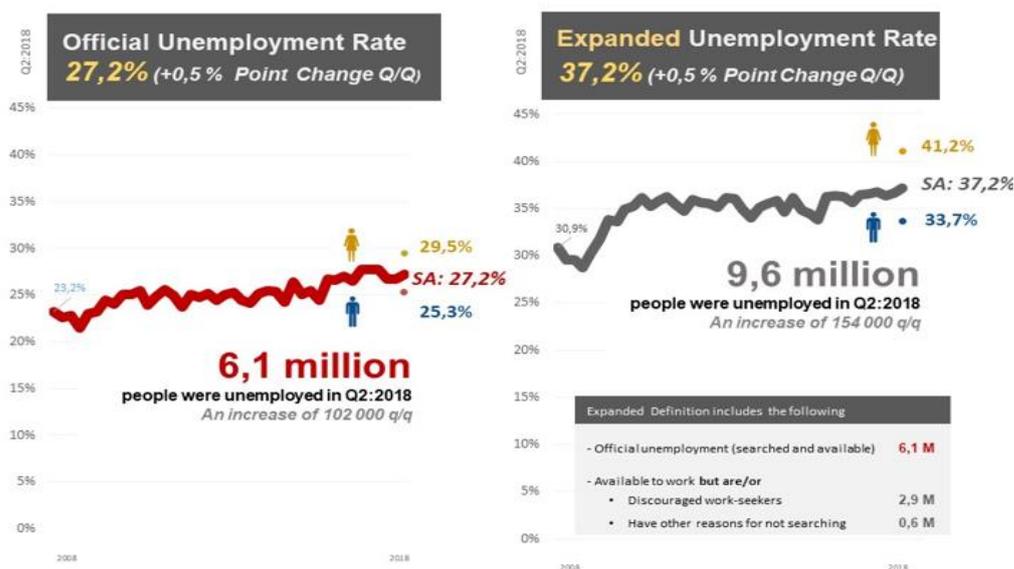
This is one of the main reasons the dual-role has been noted as one of the leading motivators of female entrepreneurship, as female entrepreneurship has given many women the freedom, flexibility and opportunity to carry out the responsibilities of both man and woman (Hockerts, 2017).

2.5 Female Entrepreneurship and The South African Economy

Gree and Thurnik (2003) pointed out that entrepreneurship has been highlighted as one of the driving forces of economic development. Maas and Herrington (2007) stated that female entrepreneurship could be the answer to economic growth in South Africa. Women make up around 51% of the total population, and around 43.8% of total employment in South Africa, according to Statistics South Africa (2018).

In South Africa, women experience much higher levels of unemployment than men. According to Statistics South Africa (2018:1), “the rate of unemployment amongst women was 29,5% in the second quarter of 2018 compared with 25,3% amongst men”. Kamberidou (2013) points out that entrepreneurship could possibly solve female unemployment and poverty.

Figure 2-4 Official South African Unemployment Rate By Gender



Source: Statistics South Africa

A study conducted by the Development Economics on behalf of Facebook (2018), revealed that if all the female participants who said they were 'very likely' to start a business (26%), actually did; over 803,000 new businesses would open in the next four years. 972,000 jobs would be created over a period of five years, and South Africa's economy would receive a boost of R 175 billion by 2022, all as a result of female entrepreneurship.

According to the Global Entrepreneurship Monitor (2018), a mere 6.2% of South African women are entrepreneurs. The 2017/2018 Global Entrepreneurship Monitor shows that only 9 out of every 100 women in South Africa are involved in total early-stage entrepreneurial activity.

Kelley et al. (2015) stated that the return on investment when investing in developing women is far greater than men. Women who are starting their own businesses are combating unemployment by creating jobs not only for themselves, but for others too (Fatoki, 2014). Female entrepreneurship can potentially put an end to unemployment, rid the workforce of discrimination and stabilize the South African economy.

2.6 Women: Same Same but Different

Even though apartheid revolved around a racial ideology, women of all races suffered (Adam and Moodley, 1993). While white women were protected from racial discrimination, they were deprived of education, housing and freedom of choice as women of colour were (Msimang, 2001). However, in saying that, one cannot put women of all races, cultures and religions in one basket of suffering as women are not only oppressed in relation to men, but in relation to each other as well (Kobo, 2018).

As a result of apartheid, women of colour have not only faced gender based oppression, but cultural and racial based oppression too (Pretorius, 2006). Jaga et al., (2017) pointed out that aside from limiting women's level of education as a whole, apartheid also separated education systems by race, meaning that Black, White, Indian and Coloured people were offered different education systems based on race. Black women thus suffered the most as black people were given the lowest level of education known as the Bantu education system which was delivered by teachers who were barely qualified if qualified at all (Jaga et al., 2017).

Graybill (2001) highlighted how women of colour in South Africa were not only oppressed by white men, but by men of colour too. Women of colour were oppressed by the white man on the basis of race and gender under the apartheid rule, and further oppressed by their fellow men of colour as a result of culture based gender roles which were harshened as a result of the suffering

and oppression men of colour were facing, women of colour undeniably suffered to the greatest degree (Kobo, 2018).

Women all over the world have been oppressed on multiple levels, be it race, culture, religion, sexuality, career choice etc..., not only on the basis of gender (Osirim, 2018). Thus, theories that peel back the multiple layers of oppression such as intersectionality and triple oppression need to be taken into account when looking at female oppression, especially in South Africa (Kobo, 2018). By looking at these multiple level of oppression as singulars we can identify those that play more of a role as well as the factors which make them a pressing issue of oppression. (See Chapter Three for further expansion on this topic).

2.7 Attempts to Extinguish Gender Based Discrimination in South Africa

As stated in the South African Employment Equity Act No. 55 of 1998, “no person may unfairly discriminate, directly or indirectly, against an employee in any employment policy or practice, on one or more grounds including race, gender, pregnancy, marital status, family responsibility, ethnic or social origin, colour, sexual orientation, age, disability, religion, HIV status, conscience, belief, political opinion, culture, language, and birth.”

Women have been discriminated against since the beginning of time due to the existence of patriarchy (Barrett, 1980). Even though apartheid revolved around a racial ideology, women of all races suffered (Adam and Moodley, 1993). Prior to the 1994 elections and South Africa’s great democracy, women were not protected by law or legislation, all women were controlled by the white male, seen as less and limited severely on the basis of gender (Naidoo and Kongolo, 2004).

When South Africa became a democracy in 1994, legislation development and policy implementation occurred in an attempt to abolish gender based inequality and provide women with fair and equal opportunities (Kahn and Motsoeneng, 2014). These include; the constitution of the Republic of South Africa Act No. 108 of 1996, the White Paper on the Transformation of the Public Service 1995, the White Paper on Affirmative Action in the Public Service 1998, the Employment Equity Act 47 of 2013, the Basic Conditions of Employment Act 75 of 1997, the Domestic Violence Act 116 of 1998 and the Promotion of Equity and Prevention of Unfair Discrimination Act 4 of 2000 (Kahn and Motsoeneng, 2014).

Men do not view women as equals, especially in the workplace (Kahn and Motsoeneng, 2014). Women are paid less, less likely to be promoted, and valued far less than men are in the workplace (Steyn and Jackson, 2015). According to Statistics South Africa (2018) on average, women in

South Africa earn 23% less than men — unequal pay is generally discussed under the heading of the gender wage gap.

Despite legislation and policy forcing change in favour of women by making their employment and participation a legal necessity to organizations, it has not rectified the patriarchal mentality of men, and therefore, women are still suffering due to the strong presence of a patriarchal mind set (Kobo, 2018).

2.7.1 Gender Wage Gap

The gender wage gap has often been explained to be as a result of women lacking in terms of education and experience compared to men (Adelekan and Bussin, 2018). According to Statistics South Africa (2018), on average, women in South Africa earn 23% less than men. Multiple research studies show that a gender wage gap is prominent in South Africa and has steadily increased in post-apartheid era (Ebrahim and Lilenstein, 2019). In a study conducted by Kahn and Motsoeneng (2014) a gender wage gap of 27% was found in the public sector and a gender wage gap of 35.5% in the private sector. Females are paid less purely on the basis of gender despite having equal qualification and experience to their male colleagues.

2.7.2 Non-Inclusive Workplaces

D'Agostino, Levine and Sabharwal (2019) conducted research on gender and negotiation in the workplace and found that women face a different set of difficulties than men simply because they are not taken seriously or respected due to the fact that they are female. Pregnancy is also seen as a threat to organizations as when women are pregnant they are likely to take time off during the pregnancy, go on maternity leave and often not return to their positions as being a mother take preference over work (Antoniou, Cooper and Gatrell, 2019).

2.7.3 The Glass Ceiling

Perusing a career as a female comes with a lot of fear and doubt caused by the concept termed “the glass ceiling”. Bertrand et al. (2017, p.3) stated that: “this phenomenon—that women are under-represented at the top of the labour market and wage gender gaps are larger there than average—is often referred to as the glass ceiling.” Women are less likely to be promoted, given managerial or leadership roles and trusted than their male colleagues (Steyn and Jackson, 2015). Women are often demotivated when they reach what is termed “the glass ceiling” as they sit in stagnant roles for years of which they know they will never surpass purely because they are female (Blühdorn and Deflorian, 2019).

2.7.4 Sexual Harassment

Akinsola, Oni and Tshitangano (2019, p.1479) refer to sexual harassment as “persistent, unsolicited and unwelcome sexual advances which could be visual, physical, verbal and non-verbal gestures.” In a study conducted by Aina-Pelemo et al. (2019) on the legal sector in Nigeria, women found that it is easier to grin and bear sexual harassment than it is to challenge it. Men feel they have the right to have power over women, especially in a sexual nature, despite what law and legislation say (Aina-Pelemo et al., 2019). Women are too scared to challenge or report acts of sexual harassment in fear of losing their job or their work environment becoming even more unbearable than it already was (Akinsola, Oni and Tshitangano, 2019).

2.7.5 Work-Life Balance

Work-life balance is explained as the division of one’s time between work and life (family and leisure); this plays a large role in job satisfaction, especially for working mothers (Eddlestone and Powell, 2012). Having an unhealthy work-life balance does not only affect employees, it affects the organization too by increasing employee turnover and stress, and decreasing job satisfaction and productivity (Bloom and Van Reenen, 2006). Despite the impact the struggle for a healthy work-life balance has on both female employees and the organization, South Africa has yet to adopt a flexible working environment model that favours modern day demands, meaning that women are forced to choose between or battle the struggle of being a career woman and a mother, wife, sister, daughter, aunty etc... on a daily basis (Blunsdon et al., 2006).

2.8 South African Female Entrepreneurs Creating Change

A lack of role models for forthcoming female entrepreneurs to look up to has been noted as one of the barriers hindering the growth of female entrepreneurs in South Africa (Akhilwaya and Havenga, 2012). There is a desperate need to make the many successful female entrepreneurs in South Africa who are using their success, stories and influence to create positive change, known and their stories heard. Here are just a few inspirational stories of what some of our female entrepreneurs in South Africa are undertaking to create change:

Anne Githuku-Shongwe, the founder of Afroes Transformational Games, created an interactive social mobile platform that teaches the youth about entrepreneurship and leadership. Anne sees the untapped potential in the South African youth as well as the ability entrepreneurship has to solve major issues such as unemployment in South Africa (Lionesses of Africa, 2016).

Dineo Lioma founded three successful companies by the age of just 29-years-old, according to Forbes Africa (2019). Dineo has contributed greatly to science and used her skills to help fight

the HIV epidemic in South Africa. She is also the Vice President of an NPO called the Ventures portfolio for the Association of Allan Gray Fellows, which focuses on combating socio-economic issues in South Africa through entrepreneurship (Forbes Africa, 2019).

Margaret Hirsch, the founder and owner of the well-known multi-million-rand chain store Hirsch's, turned her childhood poverty and troubles into success (Margaret Hirsch, 2019). Understanding the limitations young women face, Margaret has dedicated her life to liberating young women and motivate them to be the best they can be. Margaret helps keep girl's in school through her Girls With Dignity Project which supplies sanitary towels to girl's in rural areas who, without sanitary towels, miss school for up to a week each month. She also heads the Margaret Hirsch Women In Business Group which helps motivate and promote female entrepreneurs (Margaret Hirsch, 2019).

Janet Shaw, an incredible South African social entrepreneur who saw the value in traditional African crafts and made it her mission to help women turn their skills into businesses. The Zulu Beadwork Project has helps talented women turn their beautiful beaded creations into a steady income (Lionesses of Africa, 2016).

2.9 Entrepreneurial Motivators and Intentions of Female Entrepreneurs

A study conducted by April, Dreyer and Blass (2007) found that women in South Africa were choosing entrepreneurship over working for a boss even if it paid less because quality of life in terms of time spent with family was more valuable to them than money. Emotional support and connections are seen as far more valuable to women that financial and material. Entrepreneurship was found to be a way in which a career driven woman could purse her career whilst protecting her family, health and dignity. Women have grown stronger and are now challenging traditional limitations rather than being defined by them (Hockerts, 2017). Women have adapted to understand the need to pursue a career in order to provide for their families but have not forgotten the importance of the emotional support which was once their primary responsibility.

Kirkwood (2009) points out that there are multiple different factors that influence one into becoming an entrepreneur. Fatoki (2014, p. 186) broke these factors down in to main 4 categories: "(1) desire for independence, (2) monetary motivation, (3) motivation related to work such as; unemployment, redundancy, a lack of jobs or career prospects and (4) family related motivations." Yunis, Hashim and Anderson (2018) put female entrepreneurs into the "social entrepreneur" category. Martin and Osberg (2007) outline a "social entrepreneur" as a person who is motivated by, and finds value in, social transformation benefits. Robichaud, Cachon and Haq (2010) found that female owned businesses were motivated more by intrinsic factors (social motivators) such

as; social recognition, independence, work-life balance, personal growth and flexibility, opposed to monetary motives. Again showing how women have adapted to take on the dual-role and not neglect their primitive role in totality.

In a study conducted by Chinyamurindi (2016, p.3), it was found that female entrepreneurs in South Africa were primarily motivated under three categories: “(a) entrepreneurship: an opportunity out of struggle; (b) entrepreneurship: an opportunity for individual self-development and (c) entrepreneurship: an opportunity for service”. This study again highlights that women are largely motivated by social factors than monetary factors.

After carefully analysing numerous studies based on female entrepreneurial motivators in a study titled What’s new in female entrepreneurship research? Answers from the literature by Poggesi, Mari and De Vita (2015), further elucidates that women in developing countries are motivated by the need to care for their families and by limiting gender inequalities. It was also noted that female entrepreneurs experience a low business growth rate as a result of profit not being a point of motivation — this was highlighted as an area of concern by Poggesi, Mari and De Vita (2015). Women are not interested in major growth at the expense of time with their families.

Kelley et al. (2015) stated that the return on investment when investing in developing women is far greater than men. Women who are starting their own businesses are combating unemployment by creating jobs not only for themselves, but for others too (Fatoki, 2014). Kepler and Shane (2007) claim female owned businesses are more likely to have more steadily positive outcomes due to the fact that they are less likely to take major risks in pursuit of profit. Female entrepreneurial motivators serve both social and economic growth.

2.10 Liberation as A Result of Entrepreneurism

In a developing country like South Africa, women turn to self-employment as a means of freeing themselves from gender-based occupational limitations, poverty and unemployment (Franck, 2012). Akhalwaya and Havenga (2012) highlight how entrepreneurship has boosted the self-confidence and self-esteem of thousands of females in South Africa by giving them flexibility, diversification, social and financial independence, and social recognition. Despite the fact that gender-based limitations still exist in entrepreneurship, women have found these to be far less demoralizing and limiting (Maas and Harrington, 2007).

In a study conducted by Baker and Welter (2016), female entrepreneurship is seen as a flourishing and relevant subfield of entrepreneurship which has the ability to improve the understanding of entrepreneurship as a whole. The possibilities of emancipation that women have found in entrepreneurship, has a far greater power than previous research has given it. Goss et al. (2011)

further solidify that female entrepreneurship has given women freedom which has empowered them to create social change that has emancipated not only them but others too from patriarchal driven societal structures that they were once limited by.

Alsaaty and Makhoulf (2019) found that female entrepreneurs face far more struggles than men, but that has not stopped them from succeeding. In the study conducted by Alsaaty and Makhoulf (2019) a strong positive correlation between female entrepreneurship and security/liberation was found under the following success factors: diversity, flexibility, personal freedom, profitability, security and social recognition, however cultural and social values, development opportunities and networking, education and training, family responsibility and financial support were noted as barriers.

In a study titled ‘And now I’m free’: Women’s empowerment and emancipation through entrepreneurship in Saudi Arabia and Sweden by Alkhaled and Berglund (2018), it was found that the women who participated in their study did indeed find both emancipation and empowerment through entrepreneurship. Like South Africa, Saudi Arabia and Sweden are culture rich societies where patriarchy has played a major role in the oppression of women. “Recently, it has been acknowledged that women are not only good for entrepreneurship, but that entrepreneurship can also be good for women” (Alkhaled and Berglund, 2018, p.878).

Yunis, Hashim and Anderson (2018) found that female entrepreneurs are “motivated to change the way society looks at working women”. Female entrepreneurs are creating innovative and discrimination free working environments that are far more favourable to the modern workforce (Moore, 2011).

2.11 Conclusion

In conclusion of the reviewed literature, it is evident that female entrepreneurship has the ability to create both social and economic change, however, South Africa has a long way to go in terms of seeing the importance and value of female entrepreneurship and women as a whole. Extensive research on the success factors of female entrepreneurship needs to be conducted in order to strike a positive discussion around the topic and draw attention to it. The mere fact that female entrepreneurship could potentially solve numerous pressing issues in South Africa such as unemployment, discrimination and economic hardship, is reason enough for it to be highlighted as an area indeed of researching.

CHAPTER 3: THEORETICAL FRAMEWORK

3.1 Introduction

There are a multitude of theories that could be used to explore the correlation between female entrepreneurship and liberation. However, as the research seeks to understand the motivators and intentions of female entrepreneurs in South Africa, with specific focus on gender-based limitations, feminist based theories known as intersectionality and triple oppression theory will be used.

All feminist theories are based upon a movement aimed at creating social, political and economic equality (Macionis, 2012). Feminist theories emerged from feminist movements that were formed to oppose patriarchy and sexism. As patriarchy is the reason for almost all gender-based limitations that women face (Kobo, 2018), it is necessary to use a feminist based theory to explore this area of research. Like the role of a woman, feminist theories have evolved over time and have been moulded into many sub theories which explain the different spheres of feminism. Intersectionality theory or intersectional feminism, along with triple oppression theory, recognize how diverse facets of social and political discrimination overlap with gender (Grzanka, 2014). In a country like South Arica, where culture, race and religion is still such a strong part of society, these diverse facets need to be considered (Kobo, 2018).

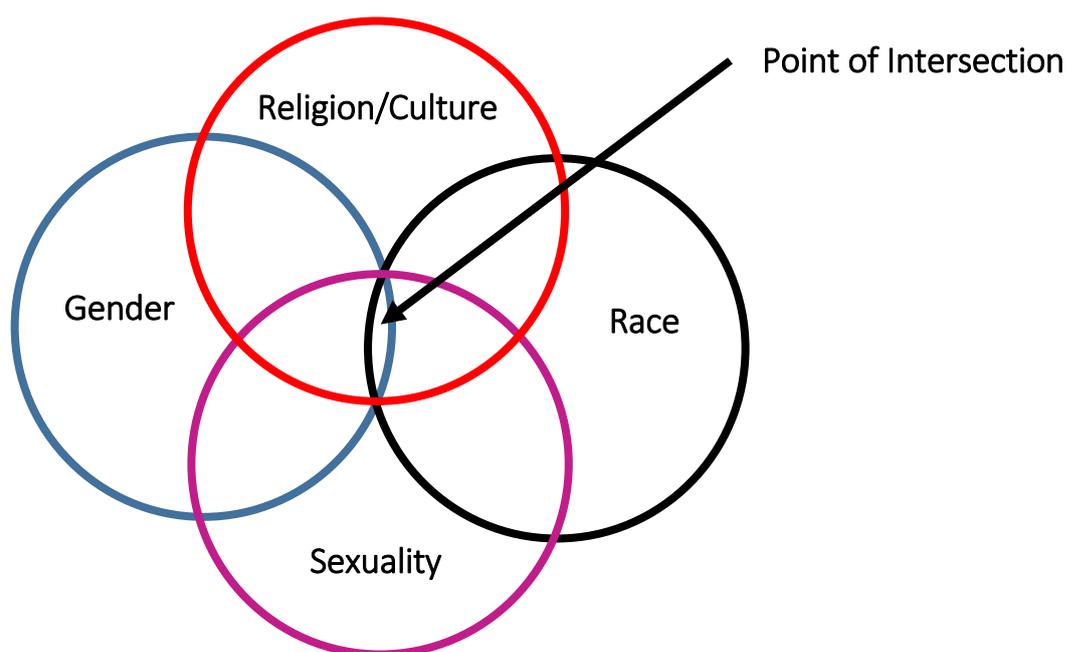
As gender has been identified as a key variable in determining entrepreneurial success and intention in the study, intersectionality and triple oppression theory will provide an insight into the multiple layers of oppression that women have had to face and where the root of their suffering stems from (Gill, 2011). Feminist based theories address the questions surrounding how and why gender-based limitation and inequalities arose, and what can be undertaken to challenge them (Grzanka, 2014). They will also assist in shedding light on the development of the female role and how women have been trying to liberate themselves from not only gender-based inequality, but racial, cultural and religion based inequalities too.

3.1.1 Intersectionality Theory

Nash (2008, p.3) stated that “intersectionality has become the primary analytic tool that feminist and anti-racist scholars deploy for theorizing identity and oppression.” Intersectionality is important when looking at female oppression as women cannot be studied as a singular concept (Smith, 2015). Weldon (2006) describes intersectionality as a theory which distinguishes between different types of oppression and how these different types intersect. Intersectionality is a term

that was first coined by Kimberlé Crenshaw in 1989 (Weldon, 2006). This theory came about when black women expressed that their struggles were different from black men and even white women; black women faced different forms and deeper levels of oppression (McCall, 2005). Intersectionality theory looks at the point where different types of oppression and discrimination overlap (Nash, 2008). Intersectionality looks at two factors that often overlap in South Africa, culture and religion – it is important to remember that these two are not the same thing and that culture is one’s social heritage where religion is one’s spiritual belief system. For example; a Christian black lesbian woman will face discrimination on the base of gender, race, culture/religion and sexuality, not only gender and race as would be seen on a face value basis, compared to a straight Christian black woman who would generally only be discriminated against on the basis of race and gender. Figure 3.1 below shows a visual representation of this example.

Figure 3-7 Intersectionality Diagram



Source: Own Research

Intersectionality theory opened society’s eyes to the fact that types of oppression cannot simply be seen and treated as singulars as some faced multiple types of oppression at the same time which demands a deeper understanding and a far more powerful resolution than a single type of oppression does (Nash, 2008). While it can be agreed that white and black females in South Africa both suffered on the basis of gender and even to some degree religion and culture during apartheid, they both did not suffer on the basis of race. Kahn and Motsoeneng (2014) highlight how black women suffered not only on the basis of gender and race, but on the basis of religion and culture

too. Black women were not only oppressed by the white man, but by the black man too (Kobo, 2018). Women of colour faced, and are still facing, overlapping layers of discrimination and oppression. However, race is not the only area where overlapping discrimination takes place. Kindinger and Schmitt (2019) explain in the book titled 'The Intersections of Whiteness' how white Afrikaans females in South Africa are seen as less than English speaking white females as a result of apartheid and the stigmas that are attached to the Afrikaans culture such as the women only being good for being 'barefoot and pregnant in the kitchen'. Intersectionality allows for the suffering of people to be seen as individual and not as one generalized singular aspect.

Like many researchers, Martinez, Marlow and Martin (2016) used intersectionality theory when looking at digital female entrepreneurs as they believed it to be an significant framework to consider even when looking at modern forms of entrepreneurship such as digital enterprise activities. It was found that the different levels of discrimination and oppression faced by women had a direct effect on their ability to be successful in the digital world as some women had limited resources, knowledge and support as a result of their race, culture, religion, sexuality and class. Intersectionality theory proved as a fruitful base theory in their study as it was found that even in the cyber world women are oppressed, discriminated against and challenged not only on the bases of gender but race, culture, religion, sexuality etc... too. A strong South African example which backs Martinez, Marlow and Martin's findings is the Tupperware and Avon 'self-employment' ventures that many women in South Africa, and all over the world, have turned to as a means of independence and liberation (D'Antonio, 2019). While direct sales prospects like Tupperware and Avon have given women opportunity, the degrees to which they succeed are also controlled by their layers of oppression and discrimination. For example, a black woman living in a rural area where access to the internet, a computer or the knowledge of how to use free online marketing and networking tools such as Facebook, Twitter and LinkedIn, is less likely to grow their business and have the same opportunities to succeed as a white woman who has access to a computer and the internet and knows how to utilize the endless free digital marketing and networking tools that are assumed to be accessible and free to all (Swartz, Amatucci and Marks, 2019).

While intersectionality theory has served as an insightful base theory for many studies, questions have been raised on the reliability and validity of these studies due to the fact that methods of testing intersectionality theory are unclear, especially in respect of quantitative studies (Bright, Malinsky, and Thompson, 2016). There are many conflicting opinions on the theory with some questioning its place in the social science field and others praising its diversity and inclusivity as a model in understanding oppression from a multifaceted perspective (Walgenbach, 2010). Taking into account the concerns raised on intersectionality theory and the ambiguity of

rationalizing between the different facets of oppression it opens, one needs to proceed with caution when using it as a theoretical framework when conducting research.

3.1.2 Triple Oppression Theory

Triple oppression is oppression faced on three different levels; (1) Race, (2) Gender, and (3) Class (Kobo, 2018). Claudia Jones, a fearless journalist, civil rights activist and communist leader, along with other black female activists in the 60s, gave rise to the triple oppression when trying to make government and others see that black women were the ones who suffered the most (Lynn, 2014). Women of colour have been oppressed to a far greater degree because of the multiple types of oppression that they have had to face (De La Rey, 2006). Therefore, as a result of apartheid, one cannot look at all women in South Africa as having faced equal degrees of oppression, as the triple oppression faced by women of colour has left them fighting a far greater struggle than that of white women (Kobo, 2018).

Like intersectionality theory, triple oppression highlights how women, namely black women, suffered more than one case of oppression. Michalko (2019) highlights how triple oppression theory has taken South African researcher by storm, becoming one of the most used theories in social research. Triple oppression theory has and still is being used in a multitude of social science studies in South Africa as race, gender and class are the three areas of oppression which majority of South African women suffer (Michalko, 2019). Triple oppression is also sometimes referred to as triple jeopardy as explained by Enszer and Beins (2018).

Byrne (2016) used triple oppression when looking at female poets and the power their poetry had in relation to the language they used, showing the flexibility and adaptability of the theory and how these three types of oppression affects absolutely every aspect of a woman's life. It was found that black women struggle to have their voices heard as the power of their stories and struggles are often lost in translation from their mother tongue language to English. Kobo (2018) further solidifies this argument by highlighting black women's struggle songs in apartheid and how the rest of the world was unable to hear them because of the language barrier.

Enszer and Beins (2018), after carefully analysing a multitude of different literatures from various different countries, religions, cultures, races and socio-economic backgrounds on triple oppression, found that triple oppression is adapted differently depending on the group that it is being applied to. For example, in South Africa the aspect of race has a far greater weight than gender or class, however, gender and class still play a major role, whereas in a place like Saudi-Arabia gender holds a greater weight than race or class. Kobo (2018) backs this up by highlighting that while women all races, religions and cultures have been marginalized, oppressed and have

all suffered, black women in South Africa have suffered to a degree that is triple that of any other raced South African woman. This is as a result of patriarchy and the apartheid rule (Kahn and Motsoeneng, 2014). Women, especially in a country like South Africa where racial segregation took place, cannot be looked at under the same lens, triple oppression needs to be taken into account and adapted accordingly.

3.2 Conclusion

In conclusion of this chapter it is clear that women cannot be studied as a singular concept and that aspects such as race, religion, culture and class need to be taken into account, especially from a South African perspective. While both intersectionality and triple oppression theory raise the concern of being analysed and tested adequately, however, the relevant role they play when researching female oppression in South Africa is undeniable. Using both intersectionality and triple oppression theory, this study will be able to give a deeper insight into the success, motivators and intentions of female entrepreneurs in South Africa.

CHAPTER 4: METHODOLOGY

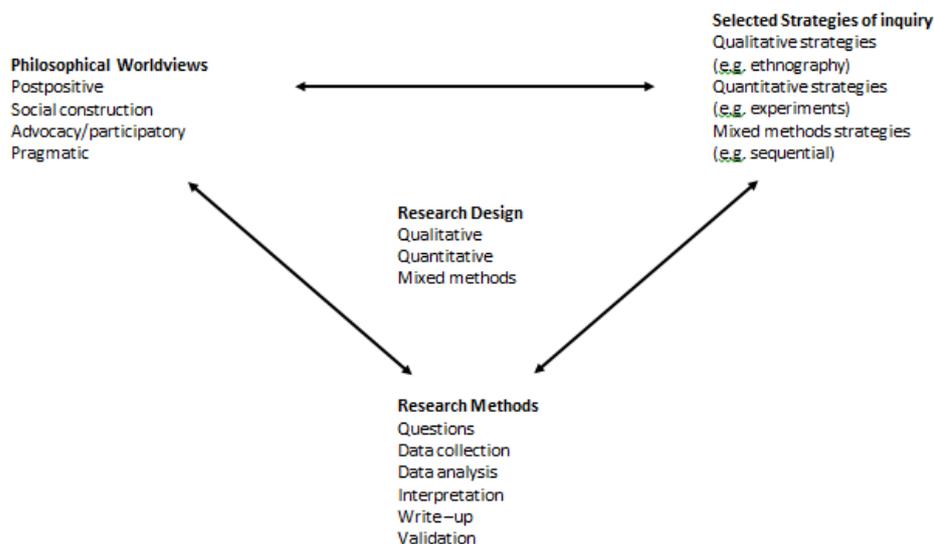
4.1 Introduction

When making the decision to embark on any formal research journey, it is important to first consider the methodology that will be used. It is imperative to select a relevant and complimentary methodology as to ensure the reliability and validity of the research as well as the ethical considerations of the participants. This chapter will explain the thought processes behind the choice of research approach, philosophy, design, method, sample, data collection tool, data analysis, reliability and validity, and ethical consideration.

4.2 Research Approach

A research approach can be explained as the broad direction given to a research study which is directed by the initial assumptions made or questions asked (Creswell and Creswell, 2018). It needs to be refined. Creswell and Creswell (2018) explain that this broad plan is refined by three research components, these are as follows: (1) Research Philosophy, (2) Research Design and (3) Research Method, these will be discussed further in this chapter.

Figure 4-8 A Framework For Research - The Interconnection Of Worldviews



Source:

Creswell & Creswell, 2018 p. 53

At present, there are three well-known and recognized approaches to research: the qualitative, quantitative and mixed methods approaches. These three approaches differ radically from one

another and can cause very different research outcomes, thus why it is so important to choose the correct approach that is relevant to the questions being asked (Neuman, 2011). Table 4.1 below outlines the characteristics of these three approaches to show how they vary in perceiving, measuring, and understanding social realities of the world (Creswell and Creswell, 2018).

Table 4-1 Characteristics Of Qualitative, Quantitative And Mixed Methods Approaches

	Quantitative	Qualitative	Mixed Methods
Scientific Method	Deductive	Inductive	Deductive and inductive
Common Research Objectives	Prediction, description and explanation	Explanation, description and discovery	Objectives and multiple
View of Human Behaviour	Predictable and regular	Social, fluid, personal and contextual	Predictable to a certain extent
Observation Nature	Study behaviour in controlled conditions	Study behaviours in (natural) environment and the context in which these behaviours occur	Study behaviour in multi context and conditions
Reality Nature	Objective	Social construction subjective and personal level	Realism and pragmatic view of world
Data Collection (form)	Uses precise structured and validated data collection tools	Researcher is primary data collection tool	Multiple data collection forms
Data (Nature)	Variables	Word, images and categories	Mixed: Variables, words and images

Data (Analysis)	Statistical relationship derivation	Examine patterns, themes and features	Qualitative and Quantitative
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Source: Creswell & Creswell, 2018 p. 65

A quantitative approach has been taken in regard to this study as it calls for a knowledge gap on female entrepreneurship and liberation in South Africa to be filled. Quantitative research allows for a large sample to be studied using established and close-ended questions which remove the element of personal opinion and emotion so that a generalized broad understanding can be created (Neuman, 2011), which is needed in the case of this study as it aims to create an understanding into the motivators and intentions of female entrepreneurs in South Africa. As quantitative research takes as deductive direction it allows for assumptions, abstract concepts and theories to be researched and a more concrete finding to be made (Neuman, 2011). Quantitative research uses numerical values to interpret data so that solid, simple and easily presentable findings can be drawn in order for a generalized and broad understanding on a certain phenomenon to be given.

4.3 Research Philosophy

Research philosophies often go unnoticed; however, they play a vital role in deciding on a research approach and explain why the choice in approach was relevant (Creswell and Creswell, 2018). The biggest question from many researchers is, “How is knowledge created and developed?” To provide a precise answer to this question, the researcher should provide the research philosophy/philosophies that guide a study. Research philosophies are explained as world-views that shape the nature of a research study (Creswell and Creswell, 2018). There are four world-views that are generally considered when choosing a research approach: Postpositivist, Constructivist, Transformative and Pragmatic. The philosophies that guided this study are Postpositivist and Transformative.

4.3.1 Postpositivist

The postpositivist research philosophy is an early philosophy which focuses on the cause of certain outcomes and seeks to understand what causes these events, behaviours, choices etc... that take place (Creswell and Creswell, 2018). In the case of this study, it is relevant as a lack of understanding on the link between female entrepreneurship and liberation, as well as the factors that motivate women into becoming entrepreneurs – these events and cases need to be understood. It is also known as positivist/postpositivist research, empirical science and postpositivism

(Creswell and Creswell, 2018). For example, in the case of this study, why females become entrepreneurs.

4.3.2 Transformative

This research philosophy came about in the 80s and 90s when researchers noticed the gap postpositivist research philosophy left when studying oppression, social injustice and other politically related matters (Creswell & Creswell, 2018). When looking at female entrepreneurship and liberation it is important to understand the social and political structures that lead to the need for liberation in the first place. Transformative research philosophy speaks to feminism and the fight against oppression and discrimination, making it an appropriate foundation philosophy for this study as it seeks to create change and solutions to matters of social injustice and falls in line with the theoretical frameworks that have been chosen: intersectionality and triple oppression theory (See Chapter Three).

4.4 Research Design

Bhattacherejee (2012) describes research design as the blueprint to a proposed research study that paves the way to collecting the relevant and required data to answer the questions posed by the researcher. The struggles women face in South Africa as part of the working class and how they have strived for liberation from these struggles through entrepreneurship is what gave rise to this research study. As this study aims to gain an in-depth understanding into the motivators and intentions of female entrepreneurs in South Africa, a descriptive quantitative design with a linear path was adopted.

4.4.1 Descriptive Research Design

Descriptive research, as its name clearly states, seeks to describe a phenomenon, pattern or behaviour. Neuman (2011:38) defines descriptive research as “research in which the primary purpose is to ‘paint a picture’ using words or numbers and to present a profile, a classification of types, or an outline of steps to answer questions such as who, when, where, and how.” Descriptive research is a branch off of quantitative research which helps narrow and define the focus of the study. Referring to the research questions asked for the purpose of this research (see Chapter One 1.4), it is clear to see why a descriptive research design has been selected in order to answer the questions posed.

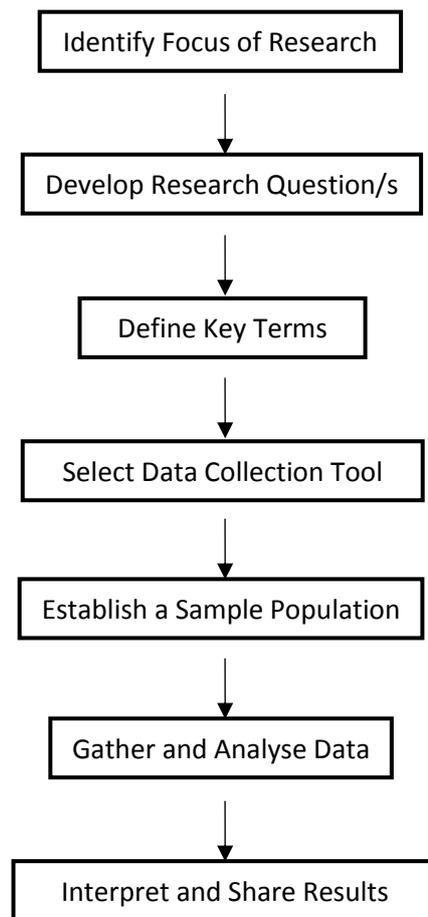
4.4.1 Linear Research Path

When adopting any variation of a quantitative research design, a linear path is generally used as it follows a fixed path that does not vary in direction (Neuman, 2011). As quantitative studies are designed entirely before the research process starts, with no room for manipulation, a linear path needs to be followed to ensure a favourable outcome.

4.5 Research Method

When looking at research method, it is important to understand the type of data that the research study is trying to gain and the questions that are being asked. In the case of this study, a broad understanding on female entrepreneurship and liberation in South Africa is trying to be created. Thus, broad and generalized base data is what the study is seeking to gain. The survey research method is a quantitative method, which is a widely used data gathering technique across disciplines (Neuman, 2011) and is what has been used in the case of this study. The survey technique uses tools such as telephonic interviews, opinion polls, and various types of questionnaires/surveys to collect data that is accurate, reliable and valid and can be easily generalized (Neuman, 2011). Neuman (2011) explains how social science researchers have adopted survey research with a positivist approach in order to create understandings on certain phenomenon. Figure 4.2 below outlines the basic steps taken in creating a survey method research study.

Figure Steps In Creating A Survey



Source: Neuman, 2011 p.312

4.6 Sample

Neuman (2011: 240) defines a sample as “a small set of cases a researcher selects from a large pool and generalizes to the population”. When a researcher decides on their sample, they need to consider the nature of the research and what the research wants to achieve. One cannot use male participants if their study is female-focused, nor can they use elderly people if their study aims to answer questions based on youth. As this study focuses on South African female entrepreneurs who were once a part of the working class, the population chosen for this study had to meet the relevant criteria: female, live in South Africa, an entrepreneur and having previously been formally employed. An age criterion of 25-45 was also selected as to include both pre-apartheid and post-apartheid women. This was carried out so that the possibility of the effects of apartheid can be seen between age and race as well as the prevalence of patriarchy as previously discussed in Chapters Two and Three.

4.6.1 Sampling Method

Purposive sampling, which is a type of non-probability sampling, was used. According to Neuman (2011: 274), purposive sampling “is appropriate to select unique cases that are especially informative”, which is relevant to this study as the population criteria is specific. Purposive sampling allows for a specific population to be researched so that an understanding of this unique population can be found.

4.6.2 Sample Size

When conducting a quantitative research study, a large sample is needed to ensure strong and generalizable findings (Bhattacherejee, 2012). After considering and analysing other research conducted on female entrepreneurs in South Africa, such as the study conducted by O’Neill and Viljoen in 2001 titled “Support for Female Entrepreneurs in South Africa: Improvement or Decline?” where a sample of 49 was used; and the study conducted by Dzomonda and Fatoki (2018) titled “Demystifying the Motivation Towards Hybrid Entrepreneurship Among the Working Populace in South Africa” where a sample size of 200 was used, a sample size of 120 was decided on for this study.

4.6.3 Sample Recruitment

As the sample method used was of a non-probability and purposive nature, recruitment needed to be direct and relevant. Thus, participants were recruited through feminist entrepreneurial bodies such as Hirsch’s Women in Business and Business Networking International groups. As the Hirsch’s Women in Business group covers the whole of South Africa and has a large member base, a sample of 100 was drawn, where the Business Networking International group only covered KwaZulu-Natal and had a small member base, a sample of 20 was drawn, making up the 120 sample size. This allowed for a relevant sample of women who are like-minded and are more likely to have faced limitations; hence their current involvement in feminist driven social-bodies, to be attained. These bodies were contacted and signed a gatekeeper consent form (see Appendix F) allowing for the members of their body to be recruited. The bodies informed their members via e-mail, newsletters and at meetings, of the research study and asked them if they were willing to participate. E-mail addresses of the willing participants were then handed over to the researcher so that they could be contacted for participation.

4.7 Data Collection Tool

Data collection tools can be explained as the physical devices/instruments used to collect relevant data required for a particular research study (Neuman, 2011). As this research study seeks to create a broad understanding on the positive effects and attributes of female entrepreneurs in South Africa and a deeper understanding on the motivators and intentions of these women, a data collection tool known as a questionnaire has been used. Questionnaires are efficient in collecting data from a large sample (Neuman, 2011), which fits in with the survey data collection technique as well as the descriptive quantitative nature of this study. Neuman (2011) explains questionnaires as being one of the most prominently used data collection tools in survey research. Questionnaires are made up of a series of standardized questions which are established and generally closed-ended (Neuman, 2011), making them the perfect data collection tool for a descriptive quantitative study with a linear path. Primary data was obtained using the questionnaires and secondary data was obtained through analysing previous research conducted on female entrepreneurship in the form of a literature review (see Chapter Two).

4.7.1 Construction of The Questionnaire

Creswell and Creswell (2018) highlight the importance of the questionnaire construction process by stating that it is imperative to take into account previous literature on the topic being researched when constructing the questionnaire as to included knowledge gaps, questions raised and base knowledge that needs to be tested/confirmed. Multiple previous research studies and types of literature were considered when construction the questionnaires for this study (See Chapter Two). After analysing a large sum of previous literature on female entrepreneurship, oppression, gender-based limitations, liberation and the historical female struggle, a two-page questionnaire was constructed.

In order to fulfil the research objective and to shed light on the questions asked (see Chapter One 1.3 & 1.4), the questionnaire was broken into five different sections; (1) The limitations that they once faced as a part of the working class, (2) The impact that these limitations had on their decision in becoming an entrepreneur, (3) Which limitations have they been able to escape through entrepreneurship, (4) What are their entrepreneurial intentions, and (5) How female entrepreneurship is revolutionizing organizational and social change (see Appendix I). In each of these five sections, the most common incidences of gender-based discrimination and oppression that were found when analysing previous research were used as the basis of the question formulation. Using these incidences ensures that the impact gender-based discrimination and oppression have on the motivators and intentions of these women can be measured.

The questionnaire was compiled using closed-ended questions that were answered using a five-point Likert scale. Closed-ended questions allow for only a limited set of responses to be given, are easy to interpret and are best when trying to create a broad and generalized finding (Neuman, 2011). As this study aims to create a base understanding, using closed-ended questions was the best way to achieve this. A Likert scale is described by Neuman (2011:226) as “a scale often used in survey research in which people express attitudes or other responses in terms of ordinal-level categories (e.g., agree, disagree) that are ranked along a continuum.” In the case of this study a five-point scale was used with one being strong and five being weak. A Likert is measured by taking the sum of all the answers given and obtaining an average – this allows for the researcher to see if the majority of participants scored in the lower or higher half of the scale. Likert scales are useful when trying to obtain a base of information in order to gain an understanding on a certain facet, (Neuman, 2011).

4.7.2 Distribution of The Questionnaire

When conducting a quantitative study where a large sample is used, choosing the way in which the data tool will be distributed plays a key role in ensuring a satisfactory response rate. Distribution relies on multiple factors, such as cost, accessibility, practicality and time (Neuman, 2011). This study made use of the web survey method. While web surveys pose some concerns such as failed e-mails, low response rates, technical issues, etc., with this study having a large sample with a wide geographical demographic, using the web survey method proved to be most cost effective, practical and least time-consuming. The questionnaires were sent to participants via e-mail and were filled in either electronically or manually and returned to the researcher via e-mail. Participants were given four weeks (one month) to return the questionnaires.

4.7.3 Limitations of Data Collection

Distributing questionnaires electronically poses the risk of low and unreliable response rate (Neuman, 2011). Due to the time questionnaires were sent out (December) and the posed response risk, this study experienced a low return as only 58 out of the 120 participants returned the questionnaires.

4.8 Data Analysis

Quantitative research is expressed numerically, meaning that the findings are presented in different numerical forms, such as whole numbers, percentages and decimals, which are generally presented in the form of graphs, tables and charts (Neuman, 2011). However, before the findings can be presented they need to be sorted, recorded/coded and processed.

After all questionnaires were collected in the four-week (one-month) deadline period, they were downloaded, printed and the results captured on a programme called Microsoft Excel. The data was first sorted into different races then into different age groups: 25 -34, and 35-45. It was then exported into a statistical computer programme called Statistical Package for Social Sciences version 26. Statistical Package for Social Sciences is a statistical analysis programme which electronically analyses data and sorts it into relevant charts, graphs and tables for presenting and is widely used in social science research.

The frequency of scores for each question in the five sections were measured to show what percent of participants answered either 1, 2, 3, 4 or 5. Score frequencies have been presented both numerically and visually using tabulated percentages and a bar graphs. The measurement of central tendency was used to further analyse the data. Neuman (2011: 399) explains central tendency as “a class of statistical measures that summarizes information about the distribution of data for one variable into a single number”. Central tendency is measured under three types of measures: mean, median and mode. The central tendency measurement utilized in this study to fair average of the findings is mean. Neuman (2011: 399) describes mean as “a measure of central tendency for one variable that indicates the arithmetic average, that is, the sum of all scores divided by the total number of them”. The average scores have been tabulated along with the rank and standard deviation of each question in the five sections. This allows for both the researcher and the reader to clearly see the averages of the findings and for relationships and patterns to be noted. Standard deviation for each question in every section was also calculated. Neuman (2011: 391) defines standard deviation as “a measure of dispersion for one variable that indicates the percentage of cases at or below a score or point.” This will give a numerical value which explains the spread of data for each question. Looking at the frequency, rank, mean and standard deviation concurrently, will allow for more accurate findings, relationships and conclusions to be drawn. The means of every question in the five sections were also compared on the base of age and race so that any relationships between age, race and the answers given could be noted.

After tabulating the frequency percentages, rankings, means and standard deviations for each question in the five sections, the researcher carefully analysed the findings as to form broad generalized conclusions by internally comparing the findings of the five sections (see Chapters Five & Six). The findings shed light on: (1) which working class gender-based limitations are faced most, (2) if these gender-based limitations have a noticeable effect on women choosing to become entrepreneurs, (3) which of these limitations had the greatest effect on these women’s choice in becoming an entrepreneur, (4) which limitations entrepreneurship has liberated them from and to what degree, and (5) if female entrepreneurship has the qualities necessary to

revolutionize social and organizational change based on the entrepreneurial intentions of these women. The researcher then outlined the limitations faced and suggested possible solutions and propositions for future research (see Chapter Six).

4.9 Reliability and Validity

According to Heale and Twycross (2015, p.66), “reliability relates to the consistency of a measure” and “validity is defined as the extent to which a concept is accurately measured in a quantitative study”. Achieving both reliability and validity are essential in producing a good research study. If a research study is not reliable it is not valid, and if it is not valid it is not reliable.

4.9.1 Reliability

According to Neuman (2011) there are three primary types of reliability: (1) stability reliability which deals with the consistency of results over a period of time, (2) representative reliability which deals with the consistency of results among different social groups, and (3) equivalence reliability which deals with the consistency of results between multiple variables. In order to ensure the reliability of a study, the researcher needs to make sure that all constructs are clearly conceptualized, a precise level of measurement is defined, make use of multiple indicators, and make use of a pilot or pre-test. This study has clearly outlined the constructs (see Appendix I), used precise levels of measurement (five-point Likert scale), made use of multiple indicators (see Chapter Four 4.7.1); however, it did not make use of a pilot or pre-test. Reliability has further been tested using the Cronbach’s alpha internal consistency test. Creswell and Creswell (2018) state that the Cronbach’s alpha (α) is a scale consistency test which tests the internal reliability of the data collection tool (questionnaire). Cronbach’s alpha gives scores ranging between 0 and 1 which show the internal consistency of the questionnaire. A score closer to 1, .7 – .9, is considered high and shows consistency, where a score below .7 is classified as low and shows that the data collection tool being used is not consistent and therefore not reliable (see Chapter Five 5.3).

4.9.2 Validity

Validity is often interpreted as how true or correct the findings of the study are. Neuman (2011) states that there are main types of validity; (1) face validity – this is measured by the judgement of others, namely professionals that are relevant to the area being studied, (2) content validity – this looks at the validity of the content of the study to make sure all relevant aspects have been covered, (3) criterion validity – this has two sub-categories, concurrent validity and predictive validity, which use previous and valid findings as a comparison, and (4) construct validity – this has two sub-categories, convergent validity and discrimination validity, which look at how often

different constructs overlap. The questionnaire used for the purpose of this research have been examined by a professional in the field as well as other academics as to ensure face validity and the findings have been compared to previous research studies in order to ensure criterion validity, and finally the data has been cross-examined as to ensure construct validity (see Chapter Five). The validity of this study has also been ensured by the response rate and the cross-referencing between the findings of this study and previous studies. The questionnaires will have to be administered again at a later stage to quantify the reliability and validity of the study; this is known as test-retest (Neuman, 2011).

4.10 Ethical Consideration

Ethical considerations form an integral part of any research project. According to Neuman (2011), social research requires ethical guidelines and codes to be followed when conducting research as it deals with human beings and social environments and setting that can be disturbed, altered, upset or harmed during the research process. Ethical codes and guidelines are set by social science bodies, institutions and other ethical boards. This research study adopted the University of KwaZulu-Natal's code of ethics as an ethical guideline.

At the University of KwaZulu-Natal, all research protocols, irrespective of the level (undergraduate, postgraduate, post-doctoral or staff research) are reviewed, using a standard pre-determined set of criteria. Researchers have to go through an ethical application process where by a research proposal is initially submitted to the schools higher-degrees committee for approval. Once the proposal is approved by the school's higher-degrees committee, it is sent to the ethics department along with copies of the signed gatekeeper letters, participant consent form, information sheet and data collection tool – research is not allowed to be conducted until ethical clearance is granted. Studies are categorized as either: Green: No Risk (no human participant involvement); Orange: Minimal or Low Risk; and Red: Increase over Minimal Risk or High Risk, according to the University of KwaZulu-Natal's Policy on Research Ethics (2014: np). As, this research study posed little to no ethical concern it was given full approval – expedited application (see Appendix J). Despite the minimal risk factor of this study, ethical considerations still had to be made.

4.10.1 Gatekeeper Permission

Gatekeeper permission refers to access into an institution/organization (Neuman, 2011). This access can either be physical or informational, depending on the nature of the study. All institutions/organizations have the right to be aware of and be given the right to grant or decline permission to a researcher to conduct research in their domains or to access members from their

institutions/organizations as research participants. Gatekeepers can only provide access permission and do not provide consent on behalf of the individual. The gatekeeper permission letter must ideally be presented as an official document bearing either a school/company/organization/clinic stamp or letterhead. The researcher met with both the head of The Hirsch's Women in Business and of the Business Networking International group, where the aims, objectives and nature of the study were explained and any questions answered before the gatekeeper letters were signed (see Appendix F).

4.10.2 Ethical Clearance

As previously outlined, the University of KwaZulu-Natal requires all researchers to gain ethical clearance before conducting any research. This research study was granted full approval – expedited application (see Appendix J).

4.10.3 Informed Consent

Informed consent is a fundamental ethical standard in any research study (Neuman, 2011). Like many other codes of ethics, the University of KwaZulu-Natal's code of ethics requires that all participants be fully informed of the aim and purpose of the research study before agreeing to participate. Informed consent was ensured in this study by means of an information sheet (see Appendix H) which clearly outlines the aims and objectives of the study, and a participation consent form (see Appendix G) which clearly outlines the rights and responsibilities of both the participant and the researcher – participants signed this as a means of showing informed consent.

4.10.4 Voluntary Participation

Even though a person may have signed a consent form and informatively consented to participate, they are not obliged to participate. It is important that participation is entirely voluntary and that the participation is aware of this – this has been clearly highlighted on the participant consent form for this study (see Appendix G).

4.10.5 Confidentiality

Neuman (2011) highlights the importance of confidentiality as it protects participants' rights, which in turn allows them to be more open and honest during the research process as they feel comfortable that they are protected. The confidentiality of participants in this study was protected by the fact that no participants' names have been used to discuss the findings. Participants were only referred to and viewed on the basis of criteria such as race and age - nothing substantial enough to reveal their identity or put the participant or their character in danger. The only place

that their name appears is on the consent form which is kept strictly confidential – the questionnaires were performed anonymously.

4.10.6 Data Dissemination

As confidentiality is of great importance, the data collected needs to be processed and stored in a confidential manner (Neuman, 2011). The questionnaires from this study were sent out and returned via e-mail from an e-mail account that was created solely for the purpose of this study and that can only be accessed with a password, which only the researcher knows. This was carried out in order to eliminate a breach in confidentiality. The questionnaires were printed on the researcher's personal printer and have been scanned to and are being kept safely on a hard drive until they are no longer needed, when they will then be securely deleted with no trace. The physical copies will be filed and stored for the required amount of time (minimum of five years), in a secure storage unit at the University of KwaZulu-Natal's Howard campus. When the hard copies are no longer needed they will be shredded and the shredding disposed of accordingly.

4.11 Conclusion

This chapter has clearly outlined the research methodology of this research study along with all the subcategories required. In conclusion of this chapter, the significance of selecting the correct, approach, design and method of research is evident. The importance of reliability and validity as well as ethical consideration were also highlighted. There are many considerations that need to be made when embarking on a research study to ensure satisfactory, reliable and valid findings are made.

CHAPTER 5: ANALYSIS AND INTERPRETATION OF DATA

5.1 Introduction

This chapter presents the analysis and interpretation of collected data. Data analysis was undertaken using the Statistical Package for Social Sciences (SPSS), version 26. Descriptive statistical analysis was used to describe and summarize information gained from the participants based on female entrepreneurship in South Africa. The empirical research methodology performed includes descriptive statistics, cross-section analysis, and analysis of variance. The findings are presented in the form of tables and graphs. This chapter answers the research questions that were asked by this study (see Chapter One 1.4).

5.2 Response Rate

When conducting any type of research, especially from a quantitative approach, it is imperative to get as high a response rate as possible to ensure validity of the study. This study used a sample of female entrepreneurs in South Africa who were previously a part of the working class and between the ages of 25 and 45 (see Chapter Four 4.6). The sample was acquired through two entrepreneurial bodies; (1) Hirsch's Women in Business, and (2) Business Networking International. A sample size of 120 was used, of which 100 were recruited from Hirsch's Women in Business and 20 through Business Networking International.

The questionnaires were sent out via email to the 120 participants and four weeks (one month) were given to the respondents to return the questionnaires (see Chapter Four 4.7.1). Out of the 120 questionnaires that were sent out, 58 were returned and used in this study. This gives a response rate of 48.3%. This was calculated as follows; $(58 \times 100) \div 120 = 48.3\%$. Even though the response rate is less than half, this is sufficient and above par as online surveys usually produce a response rate of around 20 – 50%, with an estimated average of 33% (Nulty, 2008).

5.2.1 Age Distribution

As this study took into consideration the different levels of oppression women faced (see Chapter Three), having a varied age range would allow for the data to be analysed on the basis of age. The ages were split into two categories; (1) 25-34, and (2) 35-45. This was performed so that the effects of patriarchy and apartheid could be noted as women in the first age group would have only lived between 0 and 8 years of apartheid, meaning they would have only started school once South Africa became a democracy, where the women in the second age group would have lived

between 9 and 19 years of apartheid, meaning that they would have already started school or even have finished school by the time South Africa became a democracy. The impact of apartheid is especially significant when researching female discrimination and oppression in South Africa (see Chapter Two 2.7). With the help of intersectionality and triple oppression theory (see Chapter Three), the multiple layers of oppression and the effect they have on the participant's responses can be discussed.

Figure 5-12 Response Age Distribution

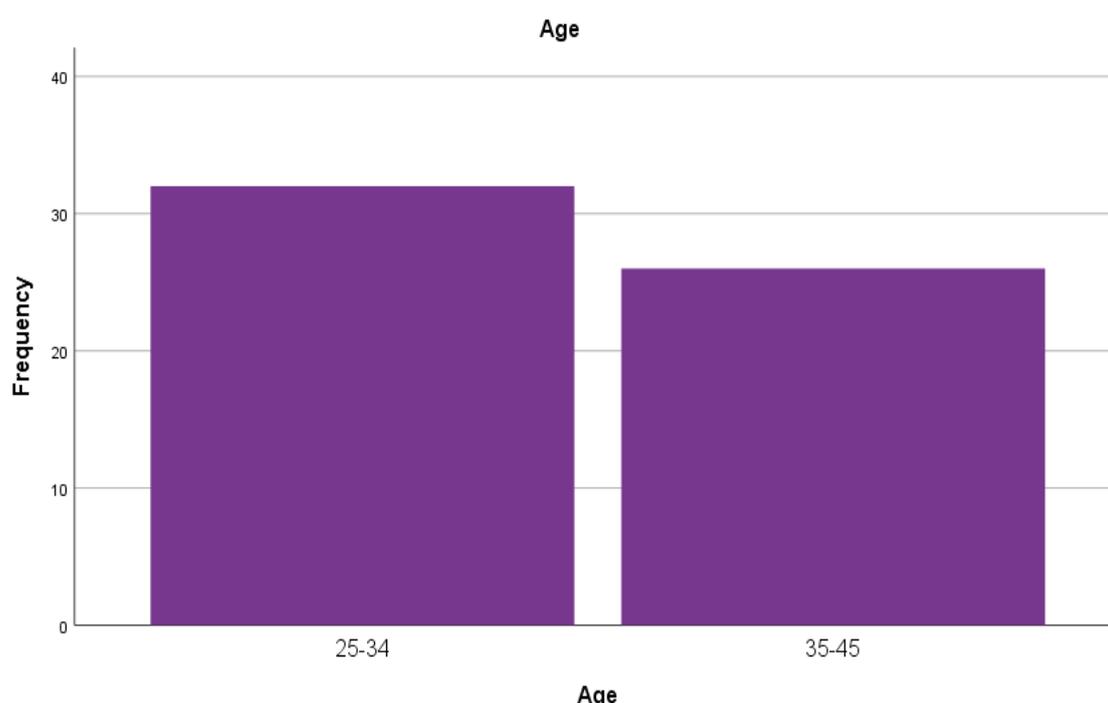


Figure 5-1 shows that the age distribution of respondents of this study was made up of 32 participants (55.2%) between the ages of 25 and 34, and 26 participants (44.8%) between the ages of 35 and 45. An almost equal distribution between the two age categories was achieved.

5.2.2 Race Distribution

As this study has been conducted on females in South Africa, where all women cannot be studied through the same lens as a result of the racial segregation caused by apartheid, race needed to be considered when interpreting and analysing the data (see Chapter Two 2.6). Race plays a major role in the level and types of oppression women face as explained in both intersectionality and triple oppression theory (see Chapter Three).

Race was coded under different R values so that the different races of the respondents could be analysed using the SPSS software. See Table 5-1 below for how the different races were coded.

Table 5-2 Race Coding

RACE	CODE
White	R1
Black	R2
Indian	R3
Coloured	R4
Other	R5

Figure 5-13 Response Race Distribution

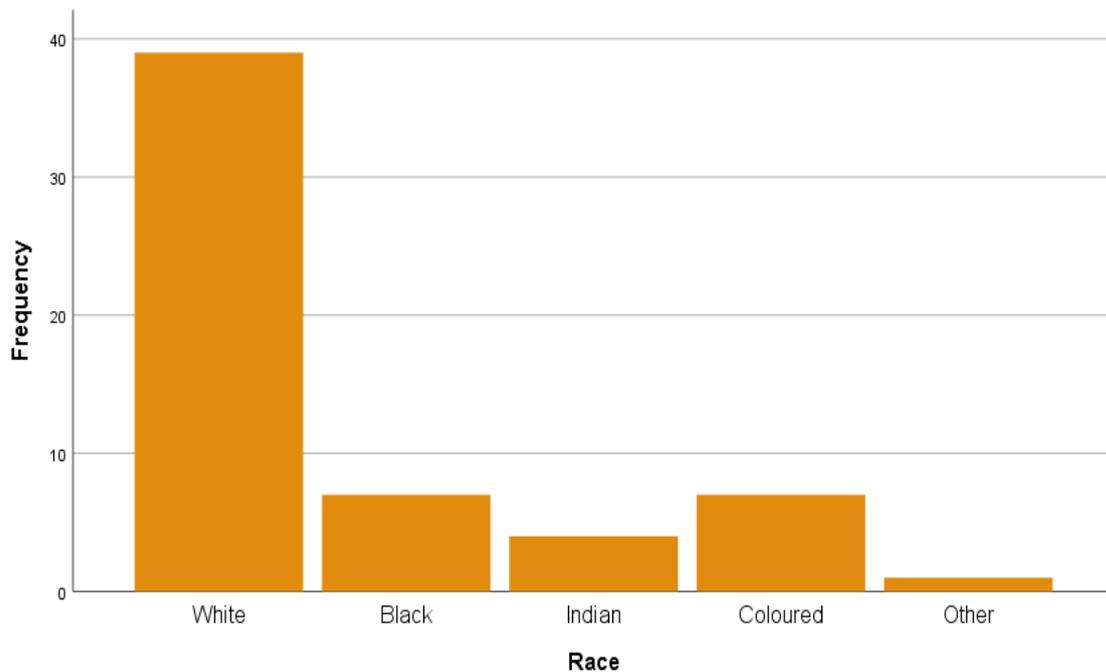


Figure 5-2 shows that this study produced a slight race bias as over half of the respondents were from the race category R1 (white). As race was not part of the criteria for sample recruitment (see Chapter Four 4.6.3), the researcher had no control over the race distribution or participants. This study produced a race distribution of respondents as follows; R1 - 39 respondents (67.2%), R2 - 7 respondents (12.1%), R3 - 4 respondents (6.9%), R4 - 7 respondents (12.1%), and R5 - 1 respondent (1.7%). The distribution off race is insufficient for accurate representation; however, it was still used to analyse relationships between race and responses.

5.3 Cronbach's Alpha Test

As outlined in Chapter Four 4.9.1, reliability of the data collection tool (questionnaire) was measured by means of an internal consistency test known as Cronbach's alpha (α). Each construct of the questionnaire was tested and a score between 0 and 1 was given for each question asked under a construct. A score closer to 1, .7 – .9, is considered high and shows consistency, where a score below 0.7 is classified as low and shows that the questions asked or the entire construct is not consistent, meaning that the questionnaire is therefore not reliable. See Appendix I for the questionnaire used in this study. In the case of this study, as seen below, the data collection tool

used has proven to be reliable as each section of the questionnaire produced a Cronbach's alpha score above .8.

Table 5-3 Cronbach's Alpha (α) Scores

SECTION	CRONBACH'S ALPHA (A) SCORE
ONE	.864
TWO	.896
THREE	.886
FOUR	.802
FIVE	.899

5.3.1 Section One

Section one of the questionnaire was made up of 8 questions which looked at the limitations these women face when they were a part of the working class – Working class Limitations. It scored an overall Cronbach's alpha score of .864, confirming the reliability of this section.

5.3.2 Section Two

Section two of the questionnaire was made up of 8 questions which looked at how the limitations these women once faced as a part of the working class affected their decision on becoming an entrepreneur – Impact of the Limitations on Choosing Entrepreneurship. It scored an overall Cronbach's alpha score of .896, confirming the reliability of this section.

5.3.3 Section Three

Section three of the questionnaire was made up of 8 questions which looked at which limitations these women have been liberated from as a result of entrepreneurship – Liberation Through Entrepreneurism. It scored an overall Cronbach's alpha score of .886, confirming the reliability of this section.

5.3.4 Section Four

Section four of the questionnaire was made up of 10 questions which looked at the entrepreneurial intentions of these women – Entrepreneurial Intentions. It scored an overall Cronbach's alpha score of .802, confirming the reliability of this section.

5.2.5 Section Five

Section five of the questionnaire was made up of 8 questions which looked at how female entrepreneurship could create social, economic and organizational change – Female Entrepreneurism Revolutionizing Social and Organizational Change. It scored an overall Cronbach’s alpha score of .899, confirming the reliability of this section.

5.3 Working class Limitations

Section one of the questionnaire measured to what degree the participants faced certain gender-based working class limitations before becoming entrepreneurs. This section was made up of 8 questions which sought to answer the research question which asked: “To what degree did these women face certain gender-based limitations in the workplace?” Table 5-3 below provides the questions that were asked.

Table 5-4 Working class Limitations Questions

1. WORKING CLASS LIMITATIONS

Please indicate to what degree you faced the following gender-based limitations/discrimination while you were a part of the working class.

NO.	QUESTION
1	Unequal opportunity: you applied for a job, promotion or position which you had the experience and qualification for, but you were not selected as the company preferred to have a male fill the role.
2	Unequal pay: you were underpaid, overworked and overlooked compared to your male co-workers or other males in the same field.
3	Not being heard or taken seriously: your suggestions, opinions and concerns were not heard or were you were undermined due to the fact that you are female.
4	Feeling stuck and unmotivated: you felt unmotivated and stuck because you knew your gender limited you from advancing or succeeding in your career.
5	Struggles to find a healthy work-life balance: you were unable to find a healthy balance between your personal life and your work as the company did not acknowledge your needs as a woman.

6	Sexual harassment: a male colleague spoke to you, passed suggestive comments or signs, or touched you inappropriately because he felt that he was allowed to because you are a woman, and that is where you're worth lay.
7	Unequal benefits: you were given less access to certain company benefits (use of vehicles, credit cards for entertaining, medical aid, pension fund etc...) than your male co-workers.
8	Deprived of your womanly rights: you felt that you were not allowed to fall pregnant, attend your child's sports matches or school functions, or be emotional because of something, purely because it would have been seen as a weakness based on your gender.

5.3.1 Analysis and Interpretation

For coding and processing purposes, the questions in section one were given the label "WL" along with the number of the question. In respect to section one, 1 on the scale means that the participant faced a particular limitation to a high degree, where 5 means that they did not face it at all. In saying that, the scores 2, 3 and 4 mean that the participant did face the limitation but to varied degrees.

Table 5-5 Score Frequency Percentages - Section One

	1	2	3	4	5
WL1	20.7%	17.2%	24.1%	5.2%	32.8%
WL2	39.7%	19%	15.5%	3.4%	22.4%
WL3	29.3%	32.8%	17.2%	12.1%	8.6%
WL4	20.7%	25.9%	15.5%	20.7%	17.2%
WL5	36.2%	22.4%	12.1%	15.5%	13.8%
WL6	44.8%	10.3%	5.2%	12.1%	27.6%
WL7	15.5%	6.9%	20.7%	6.9%	50%
WL8	34.5%	13.8%	15.5%	13.8%	22.4%

Figure 5-14 Score Frequency Graph - Section One

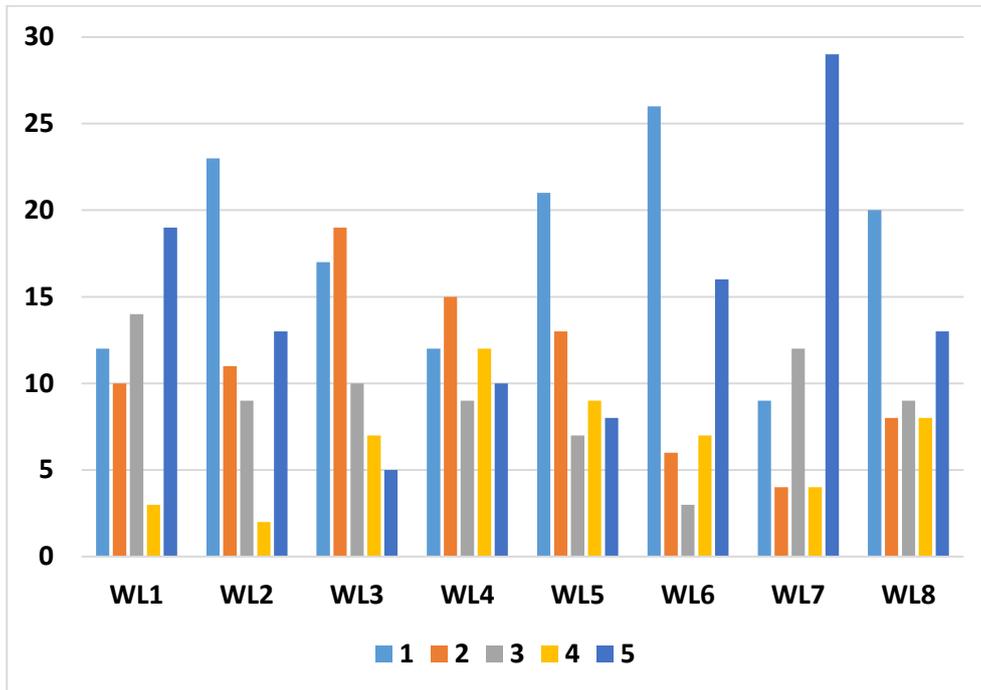


Table 5-4 and Figure 5-3 show that while the spread of the scores is spatial, it can be seen that in most cases, the majority of scores given were between 1 and 4, meaning that a large majority of the participants faced each limitation to some degree. One question which presented a high scoring of 5 is WL7 “Unequal benefits”, where 50% of the participants scored 5, showing that half of the participants did not face that limitation to any degree.

Table 5-6 Rank, Mean and Standard Deviation- Section One

	Rank	Mean	Std. Deviation
WL3	1	2.38	1.268
WL5	2	2.48	1.466
WL2	3	2.50	1.581
WL6	4	2.67	1.751
WL8	5	2.76	1.593
WL4	6	2.88	1.415
WL1	7	3.12	1.546
WL7	8	3.69	1.524

Table 5-5 shows that the means range from 2.38 (WL3) to 3.69 (WL7). While this indicates that the average response to each question showed that each limitation was faced by most women, the ranking gives a deeper insight into the degree to which these were faced, as a stronger mean (mean >3) shows a greater degree of effect. Table 5-6 presents the limitations as ranked by their means, answering the research question which asked: “To what degree did these women face certain gender-based limitations in the workplace?”.

Table 5-7 Ranking - Section One

RANK	WORKING CLASS LIMITATION
1	Not being heard or taken seriously
2	Struggle to find a healthy work-life balance
3	Unequal pay
4	Sexual harassment
5	Deprived of your womanly right
6	Feeling stuck and unmotivated
7	Unequal opportunity
8	Unequal benefits

When looking at Tables 5-4, 5-5, 5-6 and Figure 5-3 collectively, it is clear to see that the presence of patriarchy is still deeply ingrained in society. First “Not being heard or taken seriously”, where 62.1% of participants gave a score of either 1 or 2, speaks volumes to the presence of patriarchy as women are still not being heard and their opinion not being valued, as argued by Kahn and Motsoeneng (2014). Second “Struggle to find a healthy work-life balance”, a limitation and struggle that women face as a result of the dual role and men failing to fulfil their paternal responsibilities (see Chapter Two 2.4.1). Third “Unequal pay”, an unfair and discriminatory limitation which stems from patriarchy and has seemed to have only gotten worse in post-apartheid times, as men do not see women as equal and therefore do not believe they deserve equal remunerations, as emphasized by Ebrahim and Lilenstein (2019). Patriarchy played a major role in the reason women did not work in post-apartheid times as men took on the primary role as financial provider (see Chapter Two 2.4). Fourth, “Sexual harassment”, another deeply patriarchal limitation which makes men think that women are objects and not fully functioning human beings with the right to say no (see Chapter Two 2.7.4). Fifth “Deprived of your womanly right”, another direct result of the dual-role and a patriarchal mind set, as women are carrying the load of both

male and female, whilst having to deal with the pressures of possibly losing their job if they fall pregnant as men see this as one of the fundamental flaws that make women ‘incompetent employees’ (Antoniou, Cooper and Gatrell, 2019). Sixth “Feeling stuck and unmotivated”, again a result of men not believing in the value women hold and therefore not promoting them, giving them more responsibility or room to grow, also known as the glass ceiling, as explained by Bertrand et al., (2017). Seventh “Unequal opportunity”, while this ranked seventh the frequency percentages show that 37.9% of participants gave a score of 1 or 2, 29.3% a score of 3 or 4 and 32.8% a score of 5, showing that there was a wide spread of scores, however, 67.2% of these women still faced it to some degree. Eighth “Unequal benefits”, this limitation proved not to have effected or to have barely effected a large percentage of the participants with 50% having scored 5, 22.4% 1 or 2 and 27.6% 3 or 4.

5.3.2 Age and Race Mean Comparison

Table 5-8 Age Mean Comparison - Section One

Age	WL1	WL2	WL3	WL4	WL5	WL6	WL7	WL8
25-34	3.19	2.69	2.37	3.06	2.38	2.53	3.53	2.59
35-45	3.04	2.27	2.38	2.65	2.62	2.85	3.88	2.96

Looking at Table 5-7, it is clear to see that there was little differentiation in means between the two age groups, showing that both pre and post-apartheid groups faced limitations to very similar degrees. The only noticeable difference is in regard to WL4 “Feeling stuck and unmotivated” whereby the younger generation prove to have suffered to a slightly greater degree than the older generation. This could be explained by the dual-role women have had to take on in post-apartheid times whereby in pre-apartheid times women hardly worked as they were restricted by both apartheid and patriarchy (see Chapter Two 2.4).

Table 5-9 Race Mean Comparison - Section One

Race	WL1	WL2	WL3	WL4	WL5	WL6	WL7	WL8
White	3.41	2.82	2.54	3.03	2.69	3.03	4.13	3.05
Black	2.43	1.57	1.57	2.43	1.57	1.43	2.00	2.14

Indian	2.25	1.50	2.00	2.75	3.25	3.00	3.00	2.25
Coloured	2.71	2.14	2.29	2.57	2.00	1.86	3.43	2.29
Other	3.00	3.00	4.00	3.00	1.00	2.00	3.00	1.00

Table 5-11 shows the average scores for the different races. WL1 “Unequal opportunity”, Indian women (mean 2.25) show to have faced it to the highest degree with White women (mean 3.41) having faced it least. WL2 “Unequal pay”, Indian women (mean 1.50) show to have faced it to the highest degree with Other women (mean 3.00) having faced it least. WL3 “Not being heard” or taken seriously, Black women (mean 1.57) show to have faced it to the highest degree with Other women (4.00) having faced it least. WL4 “Feeling stuck and unmotivated”, Black women (mean 2.43) show to have faced it to the highest degree with White women (mean 3.03) having faced it least. WL5 “Struggle to find s healthy work-life balance”, Other women (1.00) show to have faced it to the highest degree with Indian women (mean 3.25) having faced it least. WL6 “Sexual harassment”, Black women (1.43) show to have faced it to the highest degree with White women (mean 3.03) having faced it least. WL7 “Unequal benefits”, Black women (mean 2.00) show to have faced it to the highest degree with White women (mean 4.13) having faced it least. WL8 “Deprived of your womanly right”, Other women (mean 1.00) show to have faced it to the highest degree with White women (mean 3.05) having faced it least. This is a prime example of what intersectionality and triple oppression theory state about race playing a role in the degree and types of oppression faced. From the race mean comparison, it can be seen that while women of all races face limitations, black women generally face them to a far higher degree than any other race, while white women to a far lesser degree than any other race, proving that race does indeed have an effect on the degree of limitations faced by women. Kobo (2018) emphasizes the point that black women in South Africa suffer to the greatest degree (see Chapter Two 2.6). A t-test was used to further analyse the variance between white women and women of other races in regard to limitations faced (see Appendix A). The t-tests produced an interesting finding which concurs that black women suffer the greatest in comparison to all other races. While the majority of the P-values for Indian, Coloured and Other women were >0.1, majority of the P-values for Black women were <0.1. This shows that there was a noticeable difference at the 90% confidence level between white women and black women concurring that black women face limitations to a far more significant degree than any other race.

5.4 Impact of Limitations on Choosing Entrepreneurship

Section two of the questionnaire measured the impact the limitations faced by these women as a part of the working class had on their choice in becoming an entrepreneur. This section was made up of 8 questions which attempted to answer the research question which asked: “What motivates working class women in South Africa to become entrepreneurs?” Table 5-9 below provides the questions that were asked.

Table 5-10 Impact of Limitations on Choosing Entrepreneurship Questions

2. IMPACT OF THE LIMITATIONS ON CHOOSING ENTREPRENEURSHIP

Please indicate to what degree these limitations had on your choice in becoming an entrepreneur.

NO.	QUESTION
1	Unequal opportunity.
2	Unequal pay.
3	Not being heard of taken seriously.
4	Feeling stuck and unmotivated.
5	Struggle to find a healthy work-life balance.
6	Sexual harassment.
7	Unequal benefits.
8	Deprived of your womanly rights.

5.4.1 Analysis and Interpretation

For coding and processing purposes, the questions in section one were given the label “IL” along with the number of the question. In respect to section two, 1 on the scale means that the limitation impacted their decision on becoming an entrepreneur greatly where 5 means it did not impact their decision at all. In saying that, the scores 2, 3 and 4 mean that the limitation impacted their decision but to varied degrees.

Table 5-11 Score Frequency Percentages - Section Two

	1	2	3	4	5
IL1	37.9%	17.2%	17.2%	5.4%	22.4%
IL2	27.9%	13.8%	12.1%	6.9%	29.3%
IL3	46.6%	15.5%	15.5%	8.6%	13.8%
IL4	48.3%	17.2%	13.8%	3.4%	17.2%
IL5	46.6%	12.1%	17.2%	8.6%	15.5%
IL6	25.9%	5.2%	13.8%	17.2%	37.9%
IL7	13.8%	15.5%	19%	15.5%	36.2%
IL8	31%	12.1%	12.1%	19%	25.9%

Figure 5-15 Score Frequency Graph - Section Two

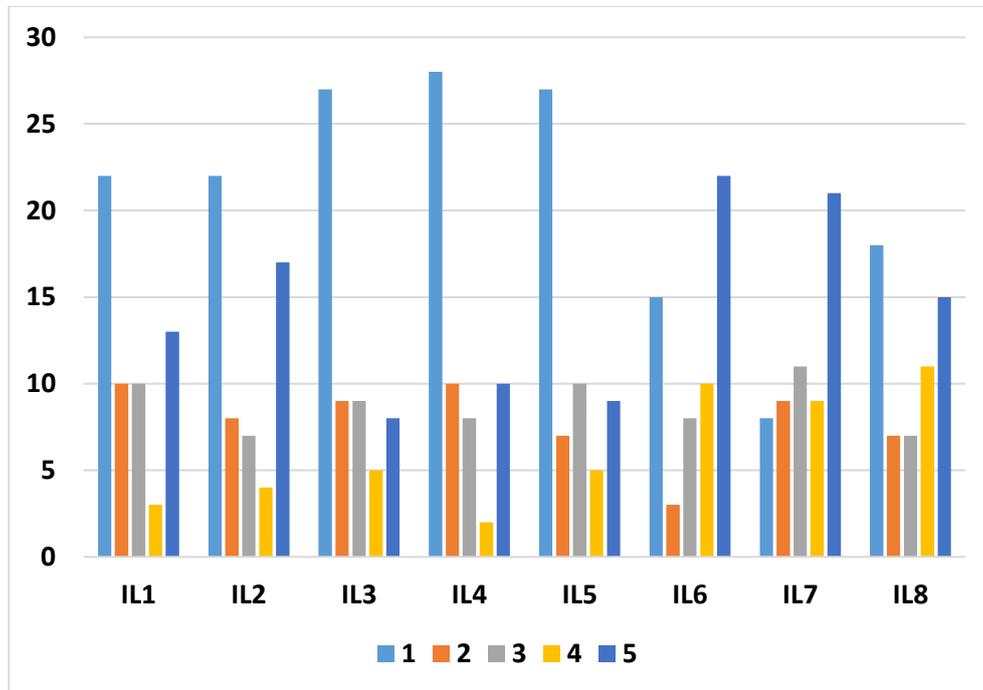


Table 5-10 and Figure 5-4 show that in this section positive scores of 1, 2 and 3 are dominant. While there is still an evident a spread of scores, there was a higher degree of extreme responses

on the scale. Looking at Figure 5-4, the presence of light blue (score 1) and dark blue (score 5) bars are strong. This makes for easy interpretation and more definite conclusions as variance is low.

Table 5-12 Rank, Mean and Standard Deviation - Section Two

	Rank	Mean	Std. Deviation
IL4	1	2.24	1.514
IL3	2	2.28	1.472
IL5	3	2.34	1.517
IL1	4	2.57	1.580
IL2	5	2.76	1.699
IL8	6	2.97	1.622
IL6	7	3.36	1.640
IL7	8	3.45	1.465

The means presented in Table 5-11 show that most participants decision on becoming an entrepreneur were motivated by limitations faced in the working class (see Chapter Two 2.8). Table 5-12 presents the motivators as ranked by their means, answering the research question which asked: “What motivates working class women in South Africa to become entrepreneurs?”

Table 5-13 Ranking - Section Two

Rank	Motivation of Limitation
1	Feeling stuck and unmotivated
2	Not being heard or taken seriously
3	Struggle to find a healthy work-life balance
4	Unequal opportunity

5	Unequal pay
6	Deprived of your womanly right
7	Sexual harassment
8	Unequal benefits

In comparison with Table 5-6 which presented the rankings for “Working Class-Limitations”, it can be seen that while “Not being heard or taken seriously” was faced by most, “Feeling stuck and unmotivated” had a greater impact on motion even though it ranked sixth in section one. “Struggle to find a healthy work-life balance” ranked second in section one and third in section two, proving that work-life balance is extremely important to most women, as explained by Eddlestone and Powell (2012). “Unequal opportunity” also presented a rather vast variance in section two opposed to section one where it ranked seventh, moving three spaces up in terms of motivation taking preference over “Unequal pay” and even “Sexual harassment”. “Unequal benefits” ranked eighth in both sections, confirming its low level of effect and importance. It is interesting to see how even though some limitations were faced to a higher degree that they do not necessarily take precedence in relation to motivation.

5.4.2 Age and Race Mean Comparison

Table 5-14 Age Mean Comparison - Section Two

Age	IL1	IL2	IL3	IL4	IL5	IL6	IL7	IL8
25-34	2.78	2.88	2.34	2.25	2.44	3.25	3.19	2.87
35-45	2.31	2.62	2.19	2.23	2.23	3.50	3.77	3.08

Table 5-13 shows very little variance between the means of the two age groups. This proves that the motivators of female entrepreneurship are comparatively similar for women between the ages of 25 and 45. As in section one, age does not seem to have a noticeable effect.

Table 5-15 Race Mean Comparison - Section Two

Race	LE1	LE2	LE3	LE4	LE5	LE6	LE7	LE8
White	2.69	2.49	2.44	2.28	2.51	2.82	2.67	2.85
Black	1.57	1.71	2.00	1.57	2.14	1.14	1.71	1.57
Indian	2.25	3.50	2.50	2.25	3.25	4.25	4.25	2.75
Coloured	2.29	2.29	2.14	1.57	2.00	2.43	1.57	1.57
Other	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Total	2.45	2.41	2.33	2.09	2.43	2.64	2.50	2.50

As noted previously in Table 5-8, there is a definite variance in means between races, namely black and white. While all races means were relatively positive to motivation of limitations, there is a clear difference between white women and black women. Black women seem to have been motivated more by the limitations they previously faced as they faced them to a greater degree, as seen in Table 5-8. Kobo (2018) expresses how black women fight a harder battle and therefore have to sing a louder song in order to be heard. As carried out in section one, a t-test was used to further analyse the variance between white women and women of other races in regard to motivation (see Appendix B). The t-test results for section two proved to be very similar to that of section one, further proving that black women ($P < 0.1$) suffer the greatest in comparison to all other races ($P > 0.1$). The only difference in section two was for the scores of other women which were now even lower than Black women, this however is not a reliable finding as there was only one participant which fell into the other race category.

5.5 Liberation Through Entrepreneurism

Section three of the questionnaire set out to understand which limitations these women faced as a part of the working class were they able to escape through entrepreneurship. This section was made up of 8 questions which sought to answer the research question that asked: “What limitations has entrepreneurship liberated these women from and to what degree?” Table 5-15 below provides the questions that were asked.

Table 5-16 Liberation Through Entrepreneurism Questions

3. LIBERATION THROUGH ENTREPRENEURISM

Please indicate to what degree entrepreneurship has liberated/freed you from the limitations you once faced in the working class.

NO.	QUESTION
1	Unequal opportunity.
2	Unequal pay.
3	Not being heard of taken seriously.
4	Feeling stuck and unmotivated.
5	Struggle to find a healthy work-life balance.
6	Sexual harassment.
7	Unequal benefits.
8	Deprived of your womanly rights.

5.5.1 Analysis and Interpretation

For coding and processing purposes, the questions in section three were given the label “LE” along with the number of the question. In respect to section three, 1 on the scale means that the participant was liberated almost entirely from a limitation they once faced as part of the working class where 5 means that they were not liberated from this limitation at all. In saying that, the scores 2, 3 and 4 mean that the participant was liberated from the limitation but to varied degrees.

Table 5-17 Score Frequency Percentages - Section Three

	1	2	3	4	5
LE1	41.4%	19%	13.8%	5.2%	20.7%
LE2	46.6%	8.6%	19%	8.6%	17.2%
LE3	46.6%	13.8%	13.8%	12.1%	13.8%

LE4	55.2%	13.8%	12.1%	5.2%	13.8%
LE5	43.1%	12.1%	17.2%	13.8%	13.8%
LE6	43.1%	12.1%	10.3%	6.9%	27.6%
LE7	46.6%	8.6%	10.3%	17.2%	17.2%
E8	43.1%	8.6%	20.7%	10.3%	17.2%

Figure 5-16 Score Frequency Graph - Section Three

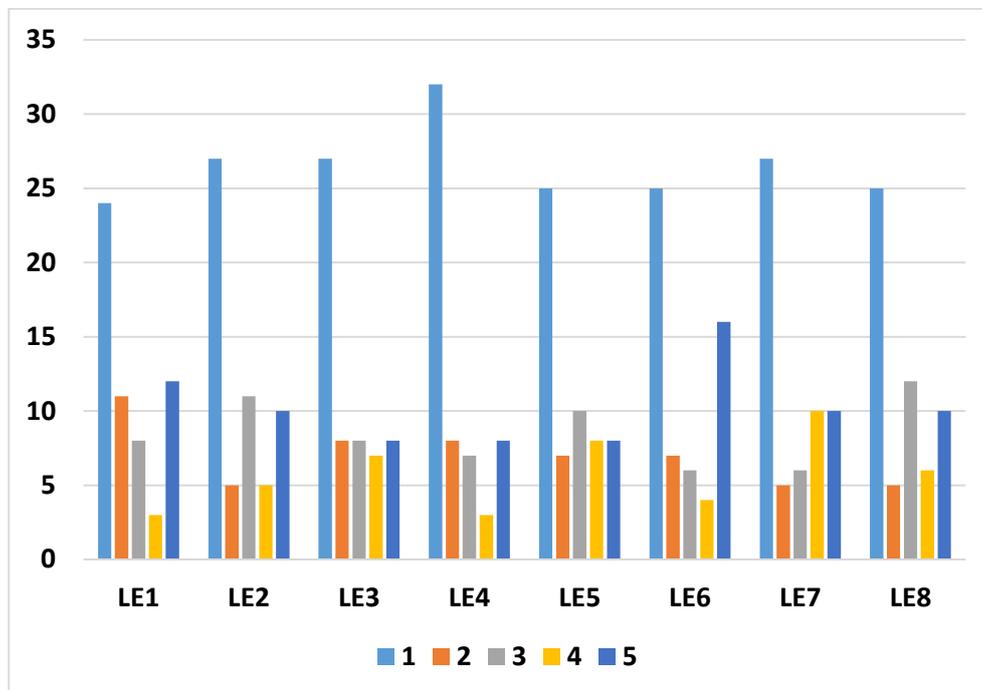


Table 5-16 and Figure 5-5 present irrefutably positive scores for section three. Over 40% of participants gave a score of 1 for every question in this section, showing that entrepreneurship does indeed liberate women from working class limitations. “Sexual harassment”, with 27.6% of participants scoring 5, was the only limitation which women seemed to still face to a rather notable degree. This can be explained by the fact that female entrepreneurs still have to interact with males and therefore are still subject to some degree of sexual harassment. However, the mean for sexual harassment in section two was higher (mean 3.36) than section three (mean 2.64), proving that while women still face sexual harassment as entrepreneurs, the degree to which they face it is far lesser than that of which they faced as part of the working class (Maas and Harrington, 2007).

Table 5-18 Rank, Mean and Standard Deviation - Section Three

	Rank	Mean	Std. Deviation
LE4	1	2.09	1.466
LE3	2	2.33	1.503
LE2	3	2.41	1.556
LE5	4	2.43	1.500
LE1	5	2.45	1.569
LE8	6	2.50	1.547
LE7	7	2.50	1.614
LE6	8	2.64	1.714

Table 5-17 further confirms that entrepreneurship liberates women as the averages all fall below 3 and closer to 2 (mean <3). This reaffirms the findings made by Alsaaty and Makhoulf (2019) which state entrepreneurship has the ability to emancipate women. Table 5-18 presents the limitations as ranked by their means in respect to which women were liberated from most to least as a result of entrepreneurship, answering the research question which asked: “What limitations has entrepreneurship liberated these women from and to what degree?”

Table 5-19 Ranking - Section Three

Rank	Working class Limitation
1	Feeling stuck and unmotivated
2	Not being heard or taken seriously
3	Unequal pay
4	Struggle to find a healthy work-life balance
5	Unequal opportunity
6	Deprived of your womanly right

7	Unequal benefits
8	Sexual harassment

In comparison to Table 5-12, Table 5-18 shows that entrepreneurship liberated women from the limitations which motivated them to become entrepreneurs. First and second stayed the same with “Feeling stuck and unmotivated” (mean 2.09) ranking first and “Not being heard or taken seriously” (mean 2.33) ranking second; third and fifth switched rankings with “Unequal pay” (mean 2.41) ranking third; fourth and third place switched with “Struggle to find a healthy work-life balance” (mean 2.43) ranking fourth; fifth and fourth places switched with “Unequal opportunity” (2.45) ranking fifth; sixth stayed the same with “Deprived of your womanly right” (mean 2.50) ranking sixth; seventh and eighth place switched with “Unequal benefits” (mean 2.50) ranking seventh and “Sexual harassment” (2.64) eighth. By looking at the slight changes in position from Table 5-12 to Table 5-18, it is clear to see that entrepreneurship helps women escape limitations they once faced as part of the working class (see Chapter Two 2.9).

5.5.2 Age and Race Mean Comparison

Table 5-20 Age Mean Comparison - Section Three

Age	LE1	LE2	LE3	LE4	LE5	LE6	LE7	LE8
25-34	2.38	2.28	2.28	1.88	2.34	2.22	2.37	2.25
35-45	2.54	2.58	2.38	2.35	2.54	3.15	2.65	2.81

Table 5-19, like Tables 5-7 and 5-13, shows very little variance in means between the two age groups. One noticeable variance that can be seen is in “Feeling stuck and unmotivated”, where age group 25-34 scored a mean of 1.88 and 35-45 a mean of 2.35, which shows a relationship between section one and three as section one presented the same variance. As in Table 5-7, the variance can be explained by the dual role women have had to take on in post-apartheid times, whereby in pre-apartheid times women hardly worked as they were restricted by both apartheid and patriarchy (see Chapter Two 2.4), making “Feeling stuck and unmotivated” more significant to the younger generation as they are more driven to succeed in their chosen fields.

Table 5-21 Race Mean Comparison - Section Three

Race	LE1	LE2	LE3	LE4	LE5	LE6	LE7	LE8
White	2.69	2.49	2.44	2.28	2.51	2.82	2.67	2.85
Black	1.57	1.71	2.00	1.57	2.14	1.14	1.71	1.57
Indian	2.25	3.50	2.50	2.25	3.25	4.25	4.25	2.75
Coloured	2.29	2.29	2.14	1.57	2.00	2.43	1.57	1.57
Other	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Total	2.45	2.41	2.33	2.09	2.43	2.64	2.50	2.50

Race has again proven to have an effect in section three but to a much lesser degree than it did in section one and two (see Tables 5-8 and 5-14). As black women faced limitations to a greater degree, the degree of liberation they experienced was greater. As white women faced limitations to a lesser degree, the liberation they experienced was lower. In saying that, the means across races for liberation show that all races were liberated as a result of entrepreneurship. However, Indian women seem to have been liberated far less in regard to “Sexual harassment” (mean 4.25) and “Unequal benefits” (mean 4.25) than other races (mean <3), this could be as a result of personal experience of the Indian participants. Again, a t-test was administered to further analyse the variance between white women and women of other races in regard to liberation (see Appendix C). The t-test results for section three showed little variance between white women and women of other races with the majority of scores being >0.1. This shows that there were no statistically noticeable variances between white women and women of other races in relation to liberation.

5.6 Entrepreneurial Intentions

Section four of the questionnaire aimed to gain insight into the entrepreneurial intentions of these women. This section was made up of 10 questions which sought to shed light on the research question, which asked: “Does female entrepreneurship have the ability to revolutionize social and organizational change?” as the intentions of female entrepreneurs influence the ability of female entrepreneurship to revolutionize social and organizational change, Table 5-21 below provides the questions that were asked.

Table 5-22 Entrepreneurial Intentions Questions

4. ENTREPRENEURIAL INTENTIONS

Please indicate to what degree the following intentions meet your intentions and reasons for becoming an entrepreneur. How important were/are the following in your entrepreneurial journey?

NO.	QUESTION
1	You always intended on becoming an entrepreneur.
2	You became an entrepreneur to liberate yourself from the limitations you were facing as the working class.
3	To make more money.
4	To liberate yourself from gender-based limitations.
5	To help others by creating jobs.
6	To revolutionise change by creating a discrimination free workplace.
7	To prove gender-based stigmas wrong and show the world that women are capable.
8	To allow yourself the opportunity to create a better work-life balance.
9	To take control of your womanly rights and give yourself the opportunity to be a business woman, a mother, a wife, a sister, a daughter, an aunty and a woman all at the same time.
10	To gain financial and social independence.

5.6.1 Entrepreneurial Intention

For coding and processing purposes, the questions in section three were given the label “EI” along with the number of the question. In respect to section one, 1 on the scale means that the participants’ intention in that specific facet was strong where 5 means that their intention was weak. In saying that, the scores 2, 3 and 4 mean that the intention was there but to varied degrees.

Table 5-23 Score Frequency Percentages - Section Four

	1	2	3	4	5
EI1	44.8%	19%	22.4%	8.6%	5.2%
EI2	56.9%	8.6%	12.1%	10.3%	12.1%
EI3	62.1%	22.4%	10.3%	3.4%	1.7%
EI4	34.5%	24.1%	13.8%	5.2%	22.4%
EI5	53.4%	10.3%	19%	10.3%	6.9%
EI6	55.2%	19%	8.6%	6.9%	10.3%
EI7	65.5%	15.5%	12.1%	1.7%	5.2%
EI8	77.6%	13.8%	1.7%	1.7%	5.2%
EI9	77.6%	8.6%	6.9%	3.4%	3.4%
EI10	86.2%	3.4%	3.4%	3.4%	3.4%

Figure 5-17 Score Frequency Graph - Section Four

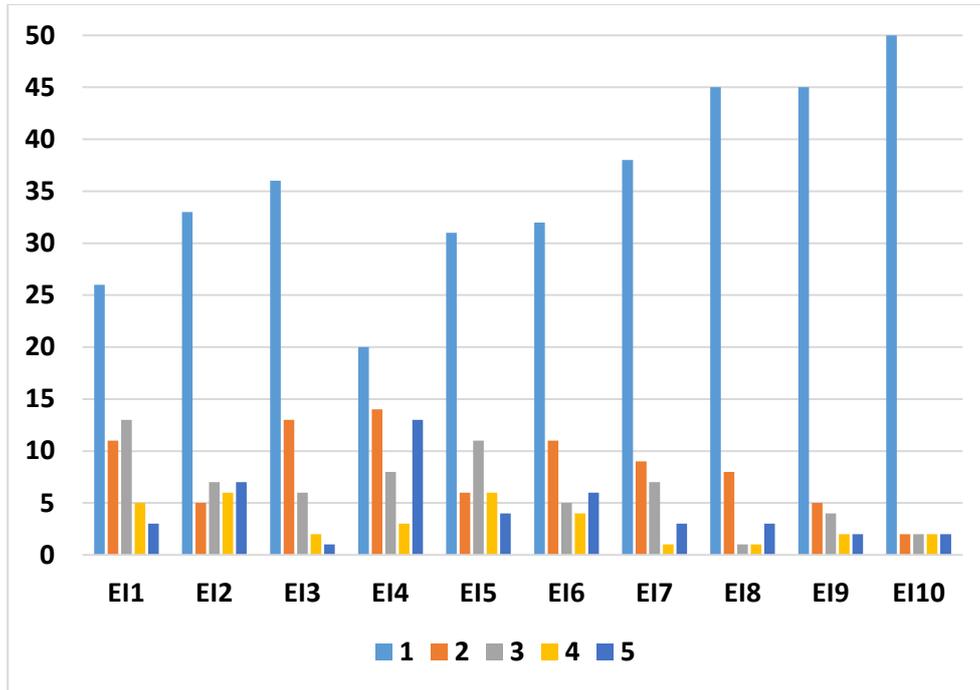


Table 5-21 and Figure 5-6 show strong positive scoring for section five. It is evident that the entrepreneurial intentions of the majority of the participants were of an inclusive and nurturing nature. In every question besides EI1 and EI4, a minimum of 50% of participants answered with a score of 1. EI4 is the only question where a noticeable variance between scores 1 and 5 occurred, with 34.5% of participants scoring 1 and 22.4% scoring 5.

Table 5-24 Rank, Mean and Standard Deviation - Section Four

	Rank	Mean	Std. Deviation
EI10	1	1.34	.965
EI8	2	1.43	1.011
EI9	3	1.47	1.012
EI3	4	1.60	.935
EI7	5	1.66	1.101
EI6	6	1.98	1.370

EI5	7	2.07	1.336
EI1	8	2.10	1.224
EI2	9	2.12	1.488
EI4	10	2.57	1.557

The mean range for section four shows strong positive scoring, with the highest ranking having a mean of 1.34: “To gain financial and social independence” and the lowest ranking having a mean of 2.57: “To liberate yourself from gender-based limitations”. This shows that every question in this section proved to be of great importance in regard to entrepreneurial intention. Table 5-23 presents the entrepreneurial intentions as ranked by their means, shedding light on the research question which asked: “Does female entrepreneurship have the ability to revolutionize social and organizational change?”.

Table 5-25 Ranking - Section Four

Rank	Entrepreneurial Intentions
1	To gain financial and social independence.
2	To allow yourself to create a better work-life balance.
3	To take control of your womanly rights and give yourself the opportunity to be a business woman, a mother, a wife, a sister, a daughter, an aunty and a woman all at the same time.
4	To make more money.
5	To prove gender-based stigmas wrong and show the world that women are capable.
6	To revolutionise change by creating a discrimination free workplace.
7	To help others by creating jobs.
8	You always intended on becoming an entrepreneur.
9	You became an entrepreneur to liberate yourself from the limitations you were facing as the working class.
10	To liberate yourself from gender-based limitations.

Looking at the top three ranked intentions it is evident that independence, work-life balance and one's womanly rights are of great importance, which fall in line with the study conducted by April, Dreyer and Blass (2007) which found that women in South Africa still chose entrepreneurship over formal employment, even if remuneration is less, as family time is valued higher than money. It is, however, interesting to see that making more money ranked fourth and before any social change intentions, as female entrepreneurs are widely referred to as social entrepreneurs, as many studies such as the one conducted by Yunis, Hashim and Anderson (2018), found that the intentions of female entrepreneurs generally related more to social change than to monetary gain. In saying that it is important to note that "Unequal pay" ranked third in section one as a limitation, fifth in section two as a motivator and third in section three in terms of liberation, showing that money was an issue when the participants were a part of the working class and was rectified as a result of entrepreneurship, however, it was not something participants were highly motivated by when making the decision to become an entrepreneur. Another interesting point to take note of is that becoming an entrepreneur was not something a large majority of participants always intended on doing, substantiating the observation made by Wrigley-Asante (2011), where the sudden rise in female entrepreneurship can be attributed to the notion that women are in search of relief and liberation. Lastly, it is incongruous that while gender-based limitations motivated participants into becoming entrepreneurs, gender-based limitation related intentions ranked ninth and tenth. Taking into account that every intention in this section scored a promising and positive mean, shows that female entrepreneurship may hold the key to revolutionizing social, economic and organizational change, as suggested by Gree and Thurnik (2003).

5.6.2 Age and Race Mean Comparison

Table 5-26 Age Mean Comparison - Section Four

Age	EI1	EI2	EI3	EI4	EI5	EI6	EI7	EI8	EI9	EI10
25-34	2.22	2.06	1.69	2.81	1.94	2.00	1.72	1.53	1.56	1.28
35-45	1.96	2.19	1.50	2.27	2.23	1.96	1.58	1.31	1.35	1.42

Table 5-24 presents little variance between the means of the two age groups. This shows that the entrepreneurial intentions are comparatively similar for women between the ages of 25 and 45.

Table 5-27 Race Mean Comparison - Section Four

Race	EI1	EI2	EI3	EI4	EI5	EI6	EI7	EI8	EI9	EI10
White	2.36	2.44	1.67	3.03	2.44	2.28	1.92	1.54	1.64	1.38
Black	1.29	1.71	1.29	1.43	1.29	1.43	1.00	1.29	1.00	1.00
Indian	1.25	1.50	1.50	1.50	1.25	1.25	1.25	1.00	1.00	1.00
Coloured	2.00	1.29	1.71	2.00	1.43	1.43	1.14	1.29	1.29	1.71
Other	2.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00

As opposed to sections one, two and three, section four shows minimal variance between the means of different races. Some slight variances for the means of white women in EI1, EI2, EI4 and EI6 exist compared to other races, however, these are still strongly positive. As the majority of means are close in relativity, it suggests that race has little to no effect on entrepreneurial intention. As performed in section one, two, a t-test was administered in section four to further prove little variance between white women and women of other races (see Appendix D). The t-test scores concurred that there is little variance between races in regard to entrepreneurial intention with almost all scores being significantly >0.1 , validating that race has little to no effect on entrepreneurial intention.

5.7 Revolutionizing Social and Organizational Change

Section five of the questionnaire gained the opinion of participants regarding the ability female entrepreneurship possesses to create change. This section was made up of eight questions which aimed at shedding light on the research question, which asked: “Does female entrepreneurship have the ability to revolutionize social and organizational change?” by eliciting the opinion of female entrepreneurs. Table 5.26 below presents the questions that were asked.

Table 5-28 Revolutionising Social and Organisational Change Questions

5. FEMALE ENTREPRENEURISM REVOLUTIONISING SOCIAL AND ORGANISATIONAL CHANGE

Please indicate to what degree you believe that female entrepreneurship has the ability to do the following.

NO.	QUESTION
1	Evoke social and organisational change.
2	Rid the workplace of discrimination.
3	Change how people view woman.
4	Get organisations to recognise that women and men have different workplace needs.
5	Extinguish the patriarchal mind-set that exists so strongly in South Africa.
6	Have a major impact on unemployment.
7	Create major economical relief in South African.
8	Create workplaces that are more favourable to the modern workforce.

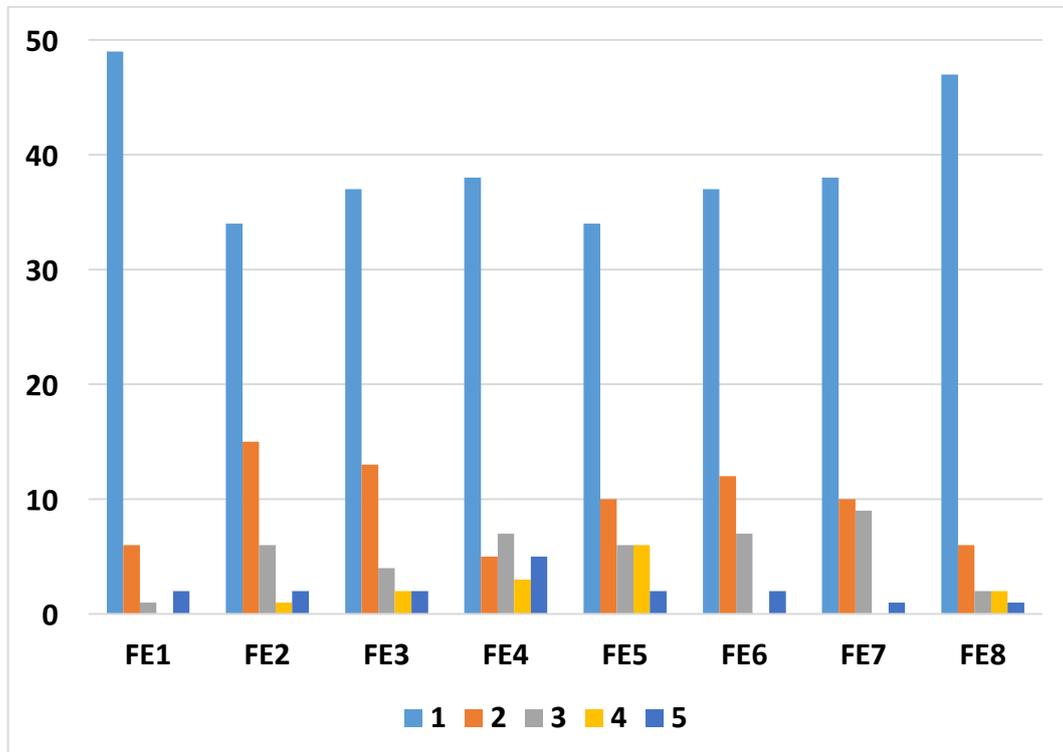
5.7.1 Analysis and Interpretation

For coding and processing purposes, the questions in section one were given the label “FE” along with the number of the question. In respect to section five, 1 on the scale means that the participant feels that female entrepreneurship definitely possesses the ability where 5 means that they feel it does not. In saying that, scores 2, 3 and 4 mean that female entrepreneurship possesses the ability but to varied degrees.

Table 5-29 Score Frequency Percentages - Section Five

	1	2	3	4	5
FE1	84.5%	10.3%	1.7%	0%	3.4%
FE2	58.6%	25.9%	10.3%	1.7%	3.4%
FE3	63.8%	22.4%	6.9%	3.4%	3.4%
FE4	65.5%	8.6%	12.1%	5.2%	8.6%
FE5	58.6%	17.2%	10.3%	10.3%	3.4%
FE6	63.8%	20.7%	12.1%	0%	3.4%
FE7	65.5%	17.2%	15.5%	0%	1.7%
FE8	81%	10.3%	3.4%	3.4%	1.7%

Figure 5-18 Score Frequency Graph - Section Five



Looking at the data presented in Table 5-27 and Figure 5-7, it is evident that respondents strongly believe female entrepreneurship possess the ability to create change. The results are unassailable, with over 58% of participants scoring 1 for every question.

Table 5-30 Rank, Mean and Standard Deviation - Section Five

	Rank	Mean	Std. Deviation
FE1	1	1.28	.812
FE8	2	1.34	.849
FE7	3	1.55	.882
FE6	4	1.59	.956
FE3	5	1.60	1.008
FE2	6	1.66	.983
FE4	7	1.83	1.326
FE5	8	1.83	1.187

The means presented in Table 5-28 further elucidate the unwavering belief that participants have in female entrepreneurship to create change. Not having a single mean above 2 shows that participants feel female entrepreneurship possesses the ability to create change in respect of all 8 facets.

Table 5-31 Ranking - Section Five

Rank	Social and Organisational Change
1	Evoke social and organisational change.
2	Create workplaces that are more favourable to the modern workforce.
3	Create major economical relief in South African.
4	Have a major impact on unemployment.
5	Change how people view woman.
6	Rid the workplace of discrimination.
7	Get organisations to recognise that women and men have different workplace needs.
8	Extinguish the patriarchal mind-set that exists so strongly in South Africa.

Looking at Table 5-29 together with Figure 5-7, the findings concur research conducted by Development Economics on behalf of Facebook (2018), Gree and Thurnik (2003), Chinyamurindi (2016), Baker and Welter (2016), Alsaaty and Makhlouf (2019) and many others, all of whom have highlighted the potential female entrepreneurship holds to create positive social, economic and organizational change (see Chapter Two). Taking into account the strong positive results from section two, three and four, section five further strengthens the confidence in the ability female entrepreneurship has to uplift not only women, but society as a whole. It is interesting to see that the two lowest ranking facets relate to the patriarchal driven male mind set. It is evident that women, despite the belief they have in themselves and the great strength they exude, have far less belief in the patriarchal mind set ever being extinguished than any other issue being rectified.

5.7.2 Age and Race Mean Comparison

Table 5-32 Age Mean Comparison - Section Five

Age	FE1	FE2	FE3	FE4	FE5	FE6	FE7	FE8
25-34	1.22	1.59	1.59	1.56	1.78	1.53	1.53	1.37
35-45	1.35	1.73	1.62	2.15	1.88	1.65	1.58	1.31

It can be seen in Table 5-29 that the scores given by the two age groups were very similar. A low variance between the means of the two age groups was expected as the collective means were very strong. The only noticeable variance is for “Get organizations to recognize that women and men have different workplace needs”, this could be a result of the extreme patriarchal conditions that the older generation lived in, which has left these women with little belief that men and women will ever be seen as equals, despite their differences.

Table 5-33 Race Mean Comparison - Section Five

Race	FE1	FE2	FE3	FE4	FE5	FE6	FE7	FE8
White	1.41	1.87	1.82	2.21	2.00	1.77	1.72	1.46
Black	1.00	1.00	1.14	1.00	1.00	1.00	1.14	1.14
Indian	1.00	1.25	1.00	1.25	1.50	1.25	1.50	1.00
Coloured	1.00	1.43	1.29	1.00	2.00	1.43	1.14	1.14

Other	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Total	1.28	1.66	1.60	1.83	1.83	1.59	1.55	1.34

Table 5-30 shows a positive belief in female entrepreneurship across races. There is, however, a marginally noticeable difference in belief from white women to other races, namely black women, but nothing substantial enough to show disbelief or raise concern. The belief participants have in female entrepreneurship is hardly dependent on nor is it greatly affected by race. A t-test was administered again to further analyse variance (see Appendix E). As in section four, t-test scores proved that race had little to no effect on belief ($P > 0.1$), however, a slight variance for half of the questions was noticed between scores of white and black women ($P < 0.1$). The stronger belief seen from black women could be attributed to their historical fight for change, giving them greater confidence in their ability to create change.

5.8 Conclusion

The purpose of the analysis, presented in this chapter, was to explore the motivators and intentions of female entrepreneurs in South Africa, as well as the limitations they faced as a part of the working class and if entrepreneurship was able to liberate them from these limitations. Descriptive statistical analyses of the respondents' responses were conducted. The Cronbach's alpha test was performed to test reliability of the measures, which all proved to be significantly reliable.

It was concurred that majority of women face multiple types of gender-based discrimination and limitations as part of both the working class and as an entrepreneur. However, it was found that entrepreneurship does liberate women from gender-based discrimination and limitations to a substantial degree, making it more favourable than formal employment. Another notable finding is that patriarchy is deeply entrenched in every form of discrimination and type of limitation faced by women. While age proved to have little effect on the limitations and degree to which women face certain limitations, race did. Race proved to have a notable effect on the degree to which women face certain limitations, with white women generally facing a far lesser degree to any other race and black women generally facing a far greater degree than any other race. This can be explained as a result of the effects of apartheid which are evidently still present.

In terms of motivation and intentions of female entrepreneurs, it was found that while some limitations strongly motivated women to become entrepreneurs, their entrepreneurial intentions were not necessarily the same. Women were motivated by the fact that they reached a point where they knew there was little chance of them progressing as well as the fact that their opinions, input

and value was not seen or heard by their male counterparts, however, these did not rank as high in terms of entrepreneurial intention. One limitation that motivated women greatly and was also a strong intention, is work-life balance. Being able to be a present mother, wife, sister, aunt, daughter and friend whilst being a successful working women showed to be of great importance to a significant sum of women. It is clear to see that women are striving to find a way in which they can execute both their primitive and modern day responsibilities without having to prioritize one of the other, and entrepreneurship has proven to be the answer.

Assessing both the entrepreneurial intentions of female entrepreneurs and their belief in entrepreneurship to create change, it is apparent that female entrepreneurship possess the ability to create both social and organizational change, not only for women but for society as a whole. Female entrepreneurs strive to create inclusive, non-discriminative and favourable working environments where employees are prioritized over profit, making female owned businesses more sustainable. Prioritizing employees over profit means that female owned business are less likely to take big risks in pursuit of profit, more likely to see higher levels of employee productivity and experience much lower rates of employee turnover. Female entrepreneurship could very well be the key to combating unemployment, economic instability and discrimination both in the workplace and society as a whole.

CHAPTER 6: SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

6.1 Introduction

The following chapter presents a summary of the study conducted on female entrepreneurs in South Africa. The purpose of this chapter is to conclude the study and offer recommendations based on the conclusions reached.

The primary objective of this study was to understand the working class limitations which lead these women to entrepreneurship, how entrepreneurship liberated them from these limitations and if female entrepreneurship possesses the ability to create social and organizational change. An extensive review of literature was conducted to draft a theoretical framework for the area under study (see Chapter Two and Three). Structured questionnaires were distributed and used to collect data to answer the research questions asked. The data was then analysed using the Statistical Package for Social Services (SPSS) version 26 software (see Chapter Five). This chapter reviews the findings relative to the study objectives.

6.2 Reiterating the Study Objectives

The primary objectives of the study were to outline the intentions and motivators of female entrepreneurs in South Africa, and to shed light on the ability female entrepreneurship possess to create social and organizational change.

The objectives the study aimed to establish were:

1. To identify the limitation that motivated working class women to become entrepreneurs.
2. To understand how women have been liberated through entrepreneurship.
3. To highlight the positive effects of female entrepreneurship in South Africa.
4. To create a discussion around the possibility of using qualities of female entrepreneurship to create organizational change that will benefit the working class woman.

The objectives that this study sought to establish were addressed as follows:

6.2.1 Addressing Research Objective 1

- To identify the limitation that motivated working class women to become entrepreneurs.

The findings of this study suggest that the limitations faced by working class women and the degree to which they face these limitations, has a direct effect on their motivation to become an entrepreneur. Section one and two of the questionnaire addressed the limitations faced by working class women as well as how these motivated them into becoming entrepreneurs. A strong relationship between the limitations faced and motivators were noticed. Not being heard or taken seriously and the struggle to find a healthy work-life balance proved to be of great importance. It is evident that women are seeking liberation and are motivated by the limitations faced as part of the working class.

6.2.2 Addressing Research Objective 2

- To understand how women have been liberated through entrepreneurship.

Akhalwaya and Havenga (2012) highlight how entrepreneurship has boosted the self-confidence and self-esteem of thousands of females in South Africa by giving them flexibility, diversification, social and financial independence, and social recognition. The findings of this study concur this by showing that entrepreneurship has liberated women from limitations they once faced as part of the working class. Findings derived from section three of the questionnaire showed that entrepreneurship considerably minimized the degree to which women face certain limitations (mean <3.00). The only limitation entrepreneurship provide little liberation from was sexual harassment which was explained as a result of the fact that female entrepreneurs still encounter males, be it clients, suppliers, business partners etc... Becoming an entrepreneur allows women endless opportunity and growth, for their voice to be heard, for a healthy work-life balance to be achieved and for them to choose situations which uplift, motivate and strengthen their character as a working woman, as now their biggest limitation is themselves.

6.2.3 Addressing Research Objective 3

- To highlight the positive effects of female entrepreneurship in South Africa.

In addition to liberating women, the findings of this study show that female entrepreneurship not only has a positive effect on the women who become entrepreneurs, but on society as a whole. Fatoki (2014) explains how female entrepreneurs are combating unemployment by creating jobs for not only themselves but others too. Moore (2011) highlights how female entrepreneurs are creating innovative and discrimination free working environments that are far more favourable to the modern workforce. Findings derived from section four of the questionnaire, which addressed the entrepreneurial intentions of respondents, revealed that while earning more money was important, creating jobs, better working environments and changing the way women are perceived in the workplace are changes these women intend strongly on making.

Findings derived from section five of the questionnaire, which gained the opinion of respondents on the ability female entrepreneurship has to revolutionize social and organizational change, presented a strong belief throughout (mean <2.00). This strong belief concurs findings made by the Development Economics on behalf of Facebook (2018) which suggest female entrepreneurship possesses the ability to abate discrimination, unemployment and economic instability in South Africa.

6.2.4 Addressing Research Objective 4

- To create a discussion around the possibility of using qualities of female entrepreneurship to create organizational change that will benefit the working class woman.

The findings of this study suggest that female entrepreneurship could be the answer to many pressing issues in South Africa, as suggested by Maas and Herrington (2007). Considering the overall findings of the study, especially those derived from section four and five of the questionnaire, it is indubitable the potential female entrepreneurship possesses to create change. The findings do not only show that female entrepreneurship has liberated women but that through their liberation they are able to liberate others. The irrefutable belief in the ability female entrepreneurship possess to create social and organizational change, is just another factor which strengthens the relevance of discussing female entrepreneurship in respect to organizational change.

6.3 Conclusion

The strong impact entrepreneurship has on liberating women from working class limitations as well as the ability it possesses to create social and organizational change, has been highlighted throughout the findings of this study. The literature review showed evidence of the positive effects of female entrepreneurship which were further concurred by the findings of this study.

The findings show a strong relationship between female entrepreneurship and liberation, explaining the large-scale global shift of females from the working class to entrepreneurship noticed by Kelley et al., Female entrepreneurship has proven to have the ability to liberate women from working class limitations, concurring findings made by Alsaaty and Makhlof. By escaping the confines of patriarchy through entrepreneurship, women are being liberated, motivated and reborn.

Like many others, Yunis, Hashim and Anderson put female entrepreneurs into the “social entrepreneur” category based on the wide belief that female entrepreneurs have positive social change intentions. The findings of this study agree strongly with this as the data collected based on entrepreneurial intentions showed that majority of participants have the intention to create positive change not only for themselves but others too. The strong belief in the ability female entrepreneurship possesses to revolutionize social and organizational change found in this study, further concurs the “social entrepreneur” characteristics of female entrepreneurs.

The presence of a deep rooted patriarchal mind set along with the lasting effects of apartheid, as explained by Kobo, was noted when comparing the means among race. This proves the point made by intersectionality and triple oppression theory which state that race has a direct effect on the degree of oppression women of different races face. However, the fact that race played little to no role in liberation, intention and belief in the ability female entrepreneurship possesses to revolutionize social and organizational change, shows that the problem does not lie with women, the solution does.

In conclusion of the overall findings, it is evident that female entrepreneurship is an untapped area that could potentially hold the solutions to combating high employee turnover, low employee satisfaction and productivity and even unemployment and economic instability. The findings prove that women are being liberated, social change is taking place and more favourable, discrimination free working environments are being created as a result of female entrepreneurship.

6.4 Recommendations for Future Research

Based on the findings of this study, the following recommendations for future research have been made:

6.4.1 Policy/Implementation Recommendations

- There is a need for a model of organizational change based on female entrepreneurship to be created and tested. This would help in ascertaining a conclusive understanding on the assumption that female entrepreneurship has the ability to create positive organizational change. It would also shed light on the degree of change it is able to make and if this change is worth fostering and implementing.

6.4.2 Future Research Recommendations

- As this study used a relatively small sample with little sample specification, a study using a larger and more specific sample would be beneficial in creating a more definite finding on female entrepreneurship and liberation.
- This study was quantitative in nature. Future research could also employ a qualitative approach to provide other useful insights into this study.
- A study based on the success and organizational structure of female owned businesses of women with positive entrepreneurial intentions aimed at creating discrimination free, inclusive working environments would be valuable. This will provide base information on how these organizations function in contrast to patriarchal driven male owned businesses and if these organizations are able to succeed.
- It would be interesting to study female entrepreneurs and liberation in male dominated industries as to gain an understanding on the degree of liberation in respect to field of work. The findings from this study would be able to give insight into the ability female entrepreneurship has in combating patriarchy.

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APPENDICES

Appendix A: Race t-test – Section One

White and Black – Section One

	t-test for Equality of Means						90% Confidence Interval	
	t	df	Sig. (2-tailed)	Mean	Std. Error	of the Difference		
			P-value	Difference	Difference	Lower	Upper	
WL1	1.547	44	.129	.982	.635	-.085	2.048	
WL2	2.004	44	.051	1.249	.623	.202	2.296	
WL3	1.876	44	.067	.967	.516	.101	1.833	
WL4	.992	44	.327	.597	.602	-.415	1.609	
WL5	1.953	44	.057	1.121	.574	.157	2.085	
WL6	2.311	44	.026	1.597	.691	.436	2.758	
WL7	3.885	44	.000	2.128	.548	1.208	3.049	
WL8	1.395	44	.170	.908	.651	-.186	2.003	

White and Indian – Section One

	t-test for Equality of Means						90% Confidence Interval	
	t	df	Sig. (2-tailed)	Mean	Std. Error	of the Difference		
			P-value	Difference	Difference	Lower	Upper	
WL1	1.400	41	.169	1.160	.829	-.235	2.555	
WL2	1.605	41	.116	1.321	.823	-.064	2.705	
WL3	.798	41	.429	.538	.675	-.597	1.674	
WL4	.351	41	.727	.276	.785	-1.046	1.597	
WL5	-.729	41	.470	-.558	.765	-1.845	.730	
WL6	.027	41	.978	.026	.946	-1.566	1.617	
WL7	1.575	41	.123	1.128	.716	-.078	2.334	
WL8	.955	41	.345	.801	.839	-.610	2.213	

White and Coloured – Section One

	t-test for Equality of Means						90% Confidence Interval	
	t	df	Sig. (2-tailed)	Mean	Std. Error	of the Difference		
			P-value	Difference	Difference	Lower	Upper	
WL1	1.120	44	.269	.696	.621	-.348	1.740	
WL2	.997	44	.324	.678	.680	-.464	1.820	
WL3	.465	44	.644	.253	.543	-.660	1.166	
WL4	.724	44	.473	.454	.627	-.599	1.508	
WL5	1.117	44	.270	.692	.620	-.349	1.734	
WL6	1.657	44	.105	1.168	.705	-.016	2.353	
WL7	1.233	44	.224	.700	.567	-.254	1.653	
WL8	1.205	44	.234	.766	.635	-.302	1.833	

White and Other – Section One

	t-test for Equality of Means						90% Confidence	
	t	df	Sig. (2-tailed)	Mean	Std. Error	Interval of the		
			P-value	Difference	Difference	Lower	Upper	
WL1	.261	38	.795	.410	1.571	-2.238	3.059	
WL2	-.111	38	.913	-.179	1.624	-2.918	2.559	
WL3	-1.098	38	.279	-1.462	1.332	-3.707	.783	
WL4	.017	38	.987	.026	1.550	-2.587	2.638	
WL5	1.135	38	.263	1.692	1.490	-.821	4.205	
WL6	.577	38	.567	1.026	1.777	-1.970	4.021	
WL7	.831	38	.411	1.128	1.358	-1.162	3.418	
WL8	1.289	38	.205	2.051	1.592	-.633	4.735	

Appendix B: Race t-test – Section Two

White and Black – Section Two

	t-test for Equality of Means					90% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed) P-value	Mean Difference	Std. Error Difference	Lower	Upper
IL1	1.084	44	.284	.703	.649	-.387	1.793
IL2	1.740	44	.089	1.168	.672	.040	2.297
IL3	.884	44	.382	.553	.626	-.499	1.605
IL4	1.078	44	.287	.696	.646	-.389	1.781
IL5	1.080	44	.286	.670	.621	-.373	1.714
IL6	2.444	44	.019	1.524	.624	.476	2.571
IL7	3.913	44	.000	2.015	.515	1.150	2.880
IL8	2.086	44	.043	1.333	.639	.259	2.407

White and Indian – Section Two

	t-test for Equality of Means					90% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed) P-value	Mean Difference	Std. Error Difference	Lower	Upper
IL1	.970	41	.338	.846	.872	-.621	2.313
IL2	.305	41	.762	.276	.905	-1.247	1.798
IL3	-.422	41	.675	-.340	.804	-1.693	1.014
IL4	.188	41	.852	.160	.853	-1.275	1.595
IL5	-1.373	41	.177	-1.115	.813	-2.483	.252
IL6	-.405	41	.687	-.333	.823	-1.718	1.051
IL7	.544	41	.589	.372	.683	-.777	1.521
IL8	.700	41	.488	.583	.834	-.820	1.987

White and Coloured – Section Two

	t-test for Equality of Means					90% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed) P-value	Mean Difference	Std. Error Difference	Lower	Upper
IL1	1.740	44	.089	1.132	.651	.039	2.225
IL2	1.242	44	.221	.883	.711	-.311	2.077
IL3	.867	44	.391	.553	.638	-.519	1.625
IL4	.607	44	.547	.410	.676	-.726	1.547
IL5	.151	44	.881	.099	.657	-1.005	1.203
IL6	1.700	44	.096	1.095	.644	.013	2.178
IL7	1.891	44	.065	1.015	.537	.113	1.916
IL8	1.613	44	.114	1.048	.649	-.043	2.139

White and Other – Section Two

	t-test for Equality of Means					90% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed) P-value	Mean Difference	Std. Error Difference	Lower	Upper
IL1	-.093	38	.926	-.154	1.652	-2.939	2.631
IL2	.015	38	.988	.026	1.715	-2.866	2.917
IL3	.888	38	.380	1.410	1.588	-1.267	4.088
IL4	.836	38	.408	1.410	1.687	-1.434	4.254
IL5	.864	38	.393	1.385	1.603	-1.318	4.088
IL6	.431	38	.669	.667	1.547	-1.941	3.275
IL7	1.466	38	.151	1.872	1.276	-.280	4.024
IL8	1.460	38	.153	2.333	1.598	-.362	5.028

Appendix C: Race t-test – Section Three

White and Black – Section Three

	t-test for Equality of Means					90% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed) P-value	Mean Difference	Std. Error Difference	Lower	Upper
LE1	1.759	44	.086	1.121	.637	.050	2.192
LE2	1.206	44	.234	.773	.641	-.304	1.849
LE3	.679	44	.501	.436	.642	-.643	1.514
LE4	1.117	44	.270	.711	.636	-.358	1.779
LE5	.602	44	.550	.370	.614	-.663	1.402
LE6	2.489	44	.017	1.678	.674	.545	2.810
LE7	1.428	44	.160	.952	.667	-.168	2.073
LE8	2.032	44	.048	1.275	.627	.221	2.329

White and Indian – Section Three

	t-test for Equality of Means					90% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed) P-value	Mean Difference	Std. Error Difference	Lower	Upper
LE1	.503	41	.618	.442	.880	-1.038	1.922
LE2	-1.153	41	.256	-1.013	.878	-2.491	.465
LE3	-.075	41	.941	-.064	.854	-1.502	1.374
LE4	.038	41	.970	.032	.839	-1.380	1.444
LE5	-.925	41	.360	-.737	.797	-2.079	.604
LE6	-1.563	41	.126	-1.429	.915	-2.969	.110
LE7	-1.846	41	.072	-1.583	.858	-3.027	-.140
LE8	.115	41	.909	.096	.835	-1.310	1.502

White and Coloured – Section Three

t-test for Equality of Means							
	t	df	Sig. (2-tailed) P-value	Mean Difference	Std. Error Difference	90% Confidence Interval of the Difference	
						Lower	Upper
LE1	.606	44	.548	.407	.671	-.722	1.535
LE2	.306	44	.761	.201	.658	-.905	1.308
LE3	.455	44	.652	.293	.644	-.790	1.376
LE4	1.139	44	.261	.711	.624	-.337	1.759
LE5	.830	44	.411	.513	.618	-.526	1.551
LE6	.557	44	.581	.392	.704	-.791	1.575
LE7	1.655	44	.105	1.095	.662	-.017	2.207
LE8	2.052	44	.046	1.275	.621	.231	2.319

White and Other – Section Three

t-test for Equality of Means							
	t	df	Sig. (2-tailed) P-value	Mean Difference	Std. Error Difference	90% Confidence Interval of the Difference	
						Lower	Upper
LE1	1.009	38	.320	1.692	1.678	-1.137	4.521
LE2	.889	38	.380	1.487	1.673	-1.334	4.308
LE3	.876	38	.387	1.436	1.640	-1.328	4.200
LE4	.789	38	.435	1.282	1.626	-1.458	4.023
LE5	.994	38	.326	1.513	1.521	-1.052	4.078
LE6	1.021	38	.314	1.821	1.783	-1.185	4.826
LE7	.973	38	.337	1.667	1.713	-1.221	4.554
LE8	1.152	38	.256	1.846	1.602	-.855	4.547

Appendix D: Race t-test – Section Four

White and Black – Section Four

	t-test for Equality of Means					90% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed) P-value	Mean Difference	Std. Error Difference	Lower	Upper
	EI1	2.097	44	.042	1.073	.512	.213
EI2	1.127	44	.266	.722	.640	-.354	1.797
EI3	.949	44	.348	.381	.402	-.294	1.056
EI4	2.598	44	.013	1.597	.615	.564	2.630
EI5	2.118	44	.040	1.150	.543	.238	2.063
EI6	1.441	44	.157	.853	.592	-.142	1.849
EI7	1.946	44	.058	.923	.474	.126	1.720
EI8	.560	44	.578	.253	.451	-.505	1.011
EI9	1.451	44	.154	.641	.442	-.101	1.383
EI10	.968	44	.338	.385	.397	-.283	1.052

White and Indian – Section Four

	t-test for Equality of Means					90% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed) P-value	Mean Difference	Std. Error Difference	Lower	Upper
	EI1	1.643	41	.108	1.109	.675	-.027
EI2	1.127	41	.266	.936	.830	-.462	2.334
EI3	.315	41	.754	.167	.529	-.724	1.057
EI4	1.880	41	.067	1.526	.812	.160	2.891
EI5	1.677	41	.101	1.186	.707	-.004	2.376
EI6	1.337	41	.189	1.032	.772	-.267	2.331
EI7	1.064	41	.294	.673	.633	-.391	1.738
EI8	.913	41	.366	.538	.590	-.454	1.531
EI9	1.095	41	.280	.641	.585	-.344	1.626

EI10	.731	41	.469	.385	.526	-.501	1.271
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White and Coloured – Section Four

	t-test for Equality of Means						90% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed) P-value	Mean Difference	Std. Error Difference	Lower	Upper	
	EI1	.679	44	.501	.359	.529	-.529	1.247
EI2	1.831	44	.074	1.150	.628	.095	2.206	
EI3	-.113	44	.910	-.048	.420	-.754	.658	
EI4	1.588	44	.120	1.026	.646	-.060	2.111	
EI5	1.805	44	.078	1.007	.558	.070	1.945	
EI6	1.441	44	.157	.853	.592	-.142	1.849	
EI7	1.633	44	.110	.780	.478	-.023	1.583	
EI8	.550	44	.585	.253	.459	-.519	1.025	
EI9	.778	44	.440	.355	.456	-.412	1.122	
EI10	-.748	44	.458	-.330	.440	-1.070	.410	

White and Other – Section Four

	t-test for Equality of Means						90% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed) P-value	Mean Difference	Std. Error Difference	Lower	Upper	
	EI1	.267	38	.791	.359	1.344	-1.908	2.626
EI2	.876	38	.387	1.436	1.640	-1.328	4.200	
EI3	.636	38	.528	.667	1.048	-1.100	2.433	
EI4	1.252	38	.218	2.026	1.618	-.702	4.753	
EI5	1.019	38	.315	1.436	1.409	-.940	3.812	
EI6	.832	38	.410	1.282	1.540	-1.315	3.879	
EI7	.733	38	.468	.923	1.259	-1.200	3.046	
EI8	.456	38	.651	.538	1.181	-1.453	2.530	
EI9	.547	38	.588	.641	1.173	-1.337	2.619	
EI10	.365	38	.717	.385	1.055	-1.394	2.163	

Appendix E: Race t-test – Section Five

White and Black – Section Five

	t-test for Equality of Means					95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed) P-value	Mean Difference	Std. Error Difference	Lower	Upper
FE1	1.114	44	.271	.410	.368	-.332	1.153
FE2	2.115	44	.040	.872	.412	.041	1.702
FE3	1.539	44	.131	.678	.440	-.210	1.565
FE4	2.146	44	.037	1.205	.562	.073	2.337
FE5	2.052	44	.046	1.000	.487	.018	1.982
FE6	1.855	44	.070	.769	.415	-.067	1.605
FE7	1.533	44	.132	.575	.375	-.181	1.331
FE8	.829	44	.411	.319	.384	-.456	1.093

White and Indian – Section Five

	t-test for Equality of Means					95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed) P-value	Mean Difference	Std. Error Difference	Lower	Upper
FE1	.841	41	.405	.410	.488	-.575	1.396
FE2	1.129	41	.265	.622	.551	-.490	1.734
FE3	1.419	41	.164	.821	.578	-.347	1.988
FE4	1.278	41	.209	.955	.747	-.554	2.465
FE5	.756	41	.454	.500	.661	-.835	1.835
FE6	.937	41	.354	.519	.554	-.600	1.638
FE7	.426	41	.672	.218	.511	-.815	1.251
FE8	.917	41	.365	.462	.503	-.555	1.478

White and Coloured – Section Five

t-test for Equality of Means							
	t	df	Sig. (2-tailed) P-value	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
						Lower	Upper
FE1	1.114	44	.271	.410	.368	-.332	1.153
FE2	1.033	44	.307	.443	.429	-.422	1.308
FE3	1.208	44	.233	.535	.443	-.357	1.427
FE4	2.146	44	.037	1.205	.562	.073	2.337
FE5	.000	44	1.000	.000	.518	-1.043	1.043
FE6	.806	44	.425	.341	.423	-.511	1.192
FE7	1.533	44	.132	.575	.375	-.181	1.331
FE8	.829	44	.411	.319	.384	-.456	1.093

White and Other – Section Five

t-test for Equality of Means							
	t	df	Sig. (2-tailed) P-value	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
						Lower	Upper
FE1	.419	38	.677	.410	.978	-1.570	2.390
FE2	.797	38	.431	.872	1.094	-1.343	3.087
FE3	.708	38	.483	.821	1.159	-1.525	3.166
FE4	.808	38	.424	1.205	1.491	-1.813	4.223
FE5	.773	38	.444	1.000	1.294	-1.619	3.619
FE6	.699	38	.489	.769	1.101	-1.460	2.998
FE7	.729	38	.470	.718	.984	-1.275	2.711
FE8	.458	38	.650	.462	1.009	-1.580	2.503

Appendix F: Gatekeepers Letters

Date: 24 May 2019

Organisation: Margaret Hirsch Women in Business

RE: Maters Research Participation Consent

To Whom It May Concern

I am currently in the process of beginning my research project for my Masters in Industrial Organisational and Labour Studies at the University of Kwa-Zulu Natal (UKZN).

Subject to approval by the university's ethics board, the proposed research will be using a questionnaire to collect information on female entrepreneurship in South Africa.

My proposed research topic is: The rise of the female entrepreneur: Liberation through escaping various gender-based limitations faced by working-class women in South Africa.

I'm writing to ask your permission to be allowed access to your organisations members via email, inviting them to participate in my research by filling in my questionnaire. This should not take a large amount of time and can be conducted at a convenient time and date to be arranged. All I will need is to arrange a suitable time with you to provide me with email addresses of members who fit the criteria needed for the proposed research. Alternatively, if it suits you better, I am happy to pass on the questionnaire and consent form for you to distribute

All answers and results from the questionnaires are kept strictly confidential and the results will be reported in a research paper available to all participants on completion.

If you are willing to allow me access to the members email addresses or to distribute the questionnaires and consent letters yourself, please sign below to your consent.

Name and Surname: Margaret Hirsch

Date: 28 MAY 2019

Signature: 

THE HIRSCH B TRUST
PRIVATE BAG X05
DURBAN NORTH 4016
TEL: (031) 582-4401

Yours sincerely
D.Herbst

Denika Lorraine Herbst
Researcher
BSocSci Ind Psyc & IOLS (UKZN); BCom Hons Indust Psyc (UNISA)
denika.h@gmail.com
072 675 0094

Jayanathan Govender
Supervisor
BA (UDW); BA Hons (UDW); MPA (UWC); DAdmin (UKZN)
Govender1@ukzn.ac.za
031 206 1409

Appendix G: Participant Consent Form

Participant Consent Form

Research Title: The rise of the female entrepreneur: Liberation through escaping various gender-based limitations faced by working class women in South Africa.

Consent to take part in research

I..... voluntarily agree to participate in this research study.

I understand that even if I agree to participate now, I can withdraw at any time or refuse to answer any question without any consequences of any kind.

I understand that I can withdraw permission to use data obtained from the questionnaire within two weeks after submission, in which case the material will be discarded.

I have had the purpose and nature of the study explained to me in writing and I have had the opportunity to ask questions about the study.

I understand that participation involves filling out a 2-page questionnaire to the best of my ability and with the most honest answers, and then returning it, along with a signed consent form, to the researcher.

I understand that I will not benefit directly from participating in this research.

I understand that all information I provide for this study will be treated confidentially.

I understand that in any report on the results of this research my identity will remain anonymous.

I understand that signed consent forms and completed questionnaires will be retained in the residential premises of the researcher until they are no longer needed.

I understand that under freedom of information legalisation I am entitled to access the information I have provided at any time while it is in storage as specified above.

I understand that I am free to contact any of the people involved in the research to seek further clarification and information.

Signature of Participant

Date

Appendix H: Information Sheet

Information Sheet

Research Title: The rise of the female entrepreneur: Liberation through escaping various gender-based limitations faced by working class women in South Africa

Insight into the proposed research:

The proposed research seeks to provide an insight into the positive effects of female entrepreneurship in South Africa and how it has liberated women by allowing them to escape various limitations they once faced in working-class. It also aims to investigate the motivators and entrepreneurial intentions of these women and how these are revolutionising social and organisational change.

A major lack of reliable data, based on the success factors of female entrepreneurship, exists in South Africa. This gap has resulted in the reliability of research outcomes from studies researching positive angles of female entrepreneurship in South African to be limited. It has also created a negative perspective on female entrepreneurship which has had a negative impact on the support given to it, promotion of it and participation in it.

Female entrepreneurship has been highlighted as a potential solution for economic instability, unemployment and inequality in developing countries, by many researchers and theorists. With women making up over half of the population in South Africa and the current state of our economy, if female entrepreneurship could potentially put an end to unemployment, rid the workforce of discrimination and stabilize the South African economy, it is an area worth researching.

A study conducted by Development Economics on behalf of Facebook in 2018, revealed that if all of the female participants who said they were 'very likely' to start a business (26%), actually did; over 803,000 new businesses would open in the next four years, 972,000 jobs would be created over a period of five years, and South Africa's economy would receive a boost of R175bn by 2022, all as a result of female entrepreneurship.

The findings of this study will be used to foster female entrepreneurship in South Africa by showing the positive effects that it has on society as a whole. It will also provide data that could be used to create a base model for both social and organisational change that would abate the restrictions faced by working-class women, as well as exploring the potential it has to alleviate economic hardship. Female entrepreneurship could be the answer that South Africa and many other developing countries have been looking for.

Appendix I: Questionnaire

Research Topic
<i>The rise of the female entrepreneur: Liberation through escaping various gender-based limitations faced by working-class women in South Africa</i>

Participant Information	
Age	
Race	

Strong	1	2	3	4	5	Weak
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1. Working-class Limitations						
Please indicate to what degree you faced the following gender-based limitations/discrimination while you were a part of the working-class.						
No.	Question	1	2	3	4	5
1	Unequal Opportunity: You applied for a job, promotion or position which you had the experience and qualification for, but you were not selected as the company preferred to have a male fill the role.					
2	Unequal pay: You were underpaid, overworked and overlooked compared to your male co-workers or other males in the same field.					
3	Not being heard or taken seriously: Your suggestions, opinions and concerns were not heard or were you were undermined due to the fact that you are female.					
4	Feeling stuck and unmotivated: You felt unmotivated and stuck because you knew your gender limited you from advancing or succeeding in your career.					
5	Struggle to find a healthy work-life balance: You were unable to find a healthy balance between your personal life and your work as the company did not acknowledge your needs as a woman.					
6	Sexual harassment: A male colleague spoke to you, passed suggestive comments or signs, or touched you in an inappropriate manner because he felt that he was allowed to because you are a woman, and that is where you're worth lay.					
7	Unequal benefits: You were given less access to certain company benefits (use of vehicles, credit cards for entertaining, medical aid, pension fund etc...) than your male co-workers.					
8	Deprived of your womanly rights: You felt that you were not allowed to fall pregnant, attend your child's sports matches or school functions, or be emotional because of something, purely because it would have been seen as a weakness based on your gender.					

2. Impact of the Limitations on Choosing Entrepreneurship						
Please indicate to what degree these limitations had on your choice in becoming an entrepreneur.						
No.	Question	1	2	3	4	5
1	Unequal opportunity.					
2	Unequal pay.					
3	Not being heard of taken seriously.					
4	Feeling stuck and unmotivated.					
5	Struggle to find a healthy work-life balance.					
6	Sexual harassment.					
7	Unequal benefits.					
8	Deprived of your womanly rights.					

Strong	1	2	3	4	5	Weak
--------	---	---	---	---	---	------

3. Liberation Through Entrepreneurism						
Please indicate to what degree entrepreneurship has liberated/freed you from the limitations you once faced in the working-class.						
No.	Question	1	2	3	4	5
1	Unequal opportunity.					
2	Unequal pay.					
3	Not being heard of taken seriously.					
4	Feeling stuck and unmotivated.					
5	Struggle to find a healthy work-life balance.					
6	Sexual harassment.					
7	Unequal benefits.					
8	Deprived of your womanly rights.					

4. Entrepreneurial Intentions						
Please indicate to what degree the following intentions meet your intentions and reasons for becoming an entrepreneur. How important were/are the following in your entrepreneurial journey.						
No.	Question	1	2	3	4	5
1	You always intended on becoming an entrepreneur.					
2	You became an entrepreneur to liberate yourself from the limitations you were facing as the working-class.					
3	To make more money.					
4	To liberate yourself from gender-based limitations.					
5	To help others by creating jobs.					
6	To revolutionise change by creating a discrimination free workplace.					
7	To prove gender-based stigmas wrong and show the world that women are capable.					
8	To allow yourself the opportunity to create a better work-life balance.					
9	To take control of your womanly rights and give yourself the opportunity to be a business woman, a mother, a wife, a sister, a daughter, an aunty and a woman all at the same time.					
10	To gain financial and social independence.					

5. Female Entrepreneurism Revolutionising Social and Organisational Change						
Please indicate to what degree you believe that female entrepreneurship has the ability to do the following.						
No.	Question	1	2	3	4	5
1	Evoke social and organisational change.					
2	Rid the workplace of discrimination.					
3	Change how people view woman.					
4	Get organisations to recognise that women and men have different workplace needs.					
5	Extinguish the patriarchal mind-set that exists so strongly in South Africa.					
6	Have a major impact on unemployment.					
7	Create major economical relief in South African.					
8	Create workplaces that are more favourable to the modern workforce.					

Appendix J: Ethical Clearance



23 October 2019

Miss Denika Herbst (211548505)
School Of Social Sciences
Howard College

Dear Miss Herbst,

Protocol reference number: HSSREC/00000433/2019

Project title: The rise of the female entrepreneur: Liberation through escaping various gender-based limitations faced by working-class women in South Africa

Full Approval – Expedited Application

This letter serves to notify you that your application received on 06 September 2019 in connection with the above, was reviewed by the Humanities and Social Sciences Research Ethics Committee (HSSREC) and the protocol has been granted **FULL APPROVAL**.

Any alteration/s to the approved research protocol i.e. Questionnaire/Interview Schedule, Informed Consent Form, Title of the Project, Location of the Study, Research Approach and Methods must be reviewed and approved through the amendment/modification prior to its implementation. In case you have further queries, please quote the above reference number. PLEASE NOTE: Research data should be securely stored in the discipline/department for a period of 5 years.

This approval is valid for one year from 23 October 2019.

To ensure uninterrupted approval of this study beyond the approval expiry date, a progress report must be submitted to the Research Office on the appropriate form 2 - 3 months before the expiry date. A close-out report to be submitted when study is finished.

Yours sincerely,


pp Dr Rosemary Sibanda (Chair)
/dd

Humanities & Social Sciences Research Ethics Committee
Dr Rosemary Sibanda (Chair)
UKZN Research Ethics Office Westville Campus, Govan Mbeki Building
Postal Address: Private Bag X54001, Durban 4000
Website: <http://research.ukzn.ac.za/research-ethics/>

Founding Campuses:  Edgewood  Howard College  Medical School  Pietermaritzburg  Westville

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